

AGRIPRENEURSHIP

India is an agrarian country. It is estimated that India's agriculture sector accounts only for around 14 percent of the country's economy but for 42 percent of total employment. As around 55 percent of India's arable land depends on precipitation, the amount of rainfall during the monsoon season is very important for economic activity. Increased number of people and unemployed graduates living in rural areas are migrating to urban areas in search of jobs. But the country is unable to create ample job opportunities along with economic development. Very poor infrastructure and facilities in rural areas aggravated the population pressure on the urban infrastructure. In such circumstances, agricultural entrepreneurship or agripreneurship as a career and the long-lasting sustainable solution of this burning problem of un-employment. Agriculture and allied sectors have very rich potential to accommodate the local entrepreneurs as a way of success and as a condition of accomplishing the level of well-being which is not explored. In this new millennium the need is combined, and a composite model is based on the basic principal rural employment provider shaping the profile of local entrepreneurs. It will support the agenda "VOCAL FOR LOCAL & LOCAL FOR GLOBAL".