RESEARCH ARTICLE

ADHYAYAN Volume 16, Issue 1, 2026 Print ISSN: 2249-1066 Online ISSN: 2455-8656

Agri-preneurs and Rural Development: Problems among Agricultural Graduates

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Abstract

In India, the rural population has challenges in the areas of education, healthcare, and entrepreneurship. Agriculture is the mainstay of the rural Indian economy today. Other agriculture-related enterprises, such as poultry, dairy, and cattle farming, contribute as well. Apart from agro-based sectors, however, other industries must be established to stimulate entrepreneurship in rural areas. (Dandekar et al 2021). It is also expected that the agri-preneurs will work in rural areas and hence- develop the society in which they are working. India is also known as land of villages and the development of villages will ultimately result in the development of the nation.

The goal of this research is to shed some insight into the concept of entrepreneurship. Identifying obstacles and solutions when it comes to entrepreneurship as a career choice for agricultural students, as well as defining entrepreneurship, the need for entrepreneurs in the agricultural industry, and defining entrepreneurship as a career option for agricultural students..

Keywords: Computational Quantum Finance, Autonomous Trading, Portfolio Optimization, Quantum Annealing, Financial Risk Management; Decentralized Finance (DeFi).

Adhyayan: A Journal of Management Sciences (2026); DOI: 10.21567/adhyayan.v16i1.14

Introduction

India's approach differs from that of Europe. India is not limited to Calcutta and Bombay. India resides in her seven hundred thousand villages. The future of India is rooted in its countryside. Mahatma Gandhi (Dey & Saha, 2020)

Agriculture has always served as a significant source of revenue for Indian households. India ranks as the second-largest producer of agricultural commodities globally. Agriculture is a vital economic sector in India, offering numerous employment opportunities. Agriculture and other industries, including seeds, fertilizers, and dairy, employ 60% of the workforce. Despite a gradual decrease in its GDP contribution, agriculture remains India's predominant economic sector and is vital to the nation's comprehensive socio-economic growth.

An entrepreneur is an individual who initiates the establishment of a business to capitalize on an opportunity and, as the manager, decides the kind, method, and quantity of a product or service to be produced.

An entrepreneur, as a gambler, invests capital and supervises commercial activities. An entrepreneur is generally a sole proprietor, a partner, or the individual who possesses the majority of shares in a corporation.

Entrepreneurship entails identifying and initiating a business enterprise, acquiring and organizing requisite resources, and assuming the associated risks and rewards. The capacity and readiness to initiate, structure, and oversee a business venture while embracing associated risks to generate profit. The establishment of new enterprises is the clearest manifestation of entrepreneurship.

In economics, entrepreneurship can yield profit when integrated with land, labor, natural resources, and capital. A nation's capacity to compete in a dynamic and progressively competitive global economy is determined by its entrepreneurial spirit, marked by risk-taking and innovation.

Rural entrepreneurship enhances community resilience against uncertainty while fostering innovation and problem-solving abilities. Adopting technological advancements

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How to cite this article: Singh, N. (2026). Agri-preneurs and Rural Development: Problems among Agricultural Graduates. Adhyayan: A Journal of Management Sciences, 16(1):111-115.

Source of support: Nil

Conflict of interest: None

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and prioritizing a human-centric approach to sustainability are crucial for fostering rural development and tackling challenges such as capacity limitations, inadequate infrastructure, and environmental concerns. When effectively nurtured, rural entrepreneurship may profoundly impact circumstances, adjust to evolving situations, and facilitate positive transformations that advance the sustainability of rural regions. (Smith et al., 2024)

Rural entrepreneurial ecosystems (EE) comprise both actor and non-actor components. The principal participants in this ecosystem include communities, businesses, academics, and governmental entities. These players occupy a systemic position that both mirrors and influences other non-actor variables, including natural resources, human capital, the market, business networks, entrepreneurial culture, finance, policy, and infrastructure. Previous study investigated the systemic interactions of entrepreneurial ecosystem components that promote entrepreneurial activity in specific regions. The relationships and conditions among these elements indicate the ecosystem's overall performance. (Asmit, Brilliant et al. 2024)

(Kusmulyono, Dhewanto, and Famiola 2024) emphasized the significance of rural areas to Indonesia's economy, noting their contribution of 13.7% to the national GDP in mid-2021. Nonetheless, the input from rural areas necessitates the involvement of robust community leaders. The absence of great rural leaders, societal challenges, and insufficient governance all contribute to the resilience of rural regions. Through a qualitative analysis of exemplary communities, four fundamental themes for cultivating resilience were identified. Leaders in rural areas must be aggressive, politically astute, and embody an entrepreneurial and stewardship mindset to enhance rural resilience. Stewardship and assertiveness promote insightful and discerning leadership that prioritizes the protection of local rights and the cultivation of collaboration with other stakeholders.

(Jagmohan & Gulshan, 2023) Policymakers widely recognize rural development as a mechanism for the economic advancement of any region. The complex and multifaceted nature of rural development renders it impossible to evaluate its true status through the isolated examination of a single or a limited number of development indicators.

Review of Literature

In India, entrepreneurship significantly contributes to employment generation, product innovation, and development. It not only fosters self-employment but also creates a foundation for extensive employment opportunities. It enhances a nation's economy by promoting capital accumulation, increasing per capita income, elevating living standards, and fostering equitable development by mitigating regional disparities. (Kumar, R. & Raj, T. 2019)

Sustainable rural development in India depends on rural entrepreneurship. Entrepreneurship encompasses the planning, initiation, and management of a business. This entails the establishment, strategizing, and administration of a business while assuming risks to generate profit. Enterprise and entrepreneurship propel the economy of rural India. Rural entrepreneurs leverage local resources to develop products and enterprises that enhance the rural economy. Rural entrepreneurs face the same problems as their metropolitan counterparts due to their geographic location. To mitigate rural migration and facilitate rural development, enhance entrepreneurship and generate new employment opportunities. Consequently, rural entrepreneurship can enhance employment in rural areas. This approach effectively addresses poverty and hunger, enhances health and well-being, promotes gender equality, ensures excellent education, improves working conditions, fosters industrial innovation, and mitigates disparities, in alignment with the United Nations' Sustainable Development Goals (SDGs) for 2030. Institutions must prioritize education, skill development, entrepreneurship, and employment to effect change. (Rajsinghot, K., Bala, S., & Singhal, P. 2024).

(Kallany and Suresh 2018) discovered that students recognized the term "Entrepreneurship" and that there was no notable gender disparity in entrepreneurial awareness. The extensive examination reveals a significant disparity between the field of study and Entrepreneurial Awareness. The poll indicates that commerce students possess a greater awareness of the term entrepreneurship compared to students from other disciplines. The poll revealed that students possessing entrepreneurial awareness lack knowledge of the legal procedures necessary for establishing a business.

The study by (Majumdar, R., Mittal, A., and Bhardwaj, S. 2023) aimed to identify the challenges faced by Indian urban women micro-entrepreneurs in their commercial endeavors. The primary barriers to their growth are identified through an analysis of external challenges and internal skill deficiencies. The findings indicate that the primary challenges faced by women entrepreneurs (WEs) are constrained funding and the management of responsibilities; the former is especially critical for micro-entrepreneurs in the manufacturing sector, whereas the latter represents the most substantial barrier for those in the services sector.

Women entrepreneurs in rural India encounter economic, social, familial, market, and regulatory challenges. To formulate a women's entrepreneurship policy, it is essential to identify and delineate these issues. This study aims to identify and analyze the challenges encountered by women

entrepreneurs in rural Rajasthan. This research further investigates the interconnections among challenges to evaluate the impact of individual difficulties and issues. This essay employs a mixed-methods approach. A questionnaire-based survey highlighted significant difficulties and impediments encountered by women entrepreneurs in the designated location. Purposive sampling produced 120 responses. Interpretive Structural Modeling and MICMAC analysis delineate significant challenges. Research indicates that women entrepreneurs encounter insufficient assistance from male relatives, diminished bargaining power, self-esteem challenges, psychological obstacles, inadequate governmental backing, ineffective regulatory frameworks, difficulties in attracting customers, corruption, and various market behaviors. (Aravamudhan, V., Sivakumar, K., Vishnu, C. R., & Mohanasundaram, K. 2024).

The study demonstrates that an entrepreneur's personality, industry experience, initiative, and propensity for risk-taking are critical outcomes. The entrepreneur emphasizes the significance of company reputation, highlighting family, employment, and personal fulfillment as essential for robust human interactions. The research demonstrates that entrepreneurship is an emerging discipline from a theoretical standpoint. Every study contributes to the theoretical framework of this extensive subject, underscoring its significance. The study illustrates how an entrepreneur surmounts challenges to realize a personal vision and fulfill social demands through the introduction of innovative products or services. The document examines the inception, expansion, and evolution of a particular company under distinct circumstances, emphasizing its uniqueness. The research is constrained by its case study design. Sustainable economic ventures include significant risks. Time, effort, knowledge, and space influence risk. This research is based on an occupational survey of a successful firm that commenced operations during the initial years of the socio-economic system's transformation. It asserts that innovative individuals pursuing novel market entry strategies foster economic prosperity (Canco, I. 2022).

Many people start businesses each year to gain independence or financial security. For most, the first years of operation require a lot of time, effort, and money with unknown results. This study compares the financial performance of entrepreneurs running new businesses to established ones and their well-being. Early-stage entrepreneurs are more dissatisfied with their finances, have less disposable income, and have more financial problems than experienced businesses. The startup subsample is worse off. This study shows their well-being is comparable to established entrepreneurs. Financial decline is usually inversely associated to well-being; however, business founders minimize this association. Startup entrepreneurs can thrive despite financial hardships. Lukeš & Zouhar 2025).

Research Questions / Objectives

- To define the concept of entrepreneurship as a layman and as an agricultural graduate.
- To identify problems associated with entrepreneurship as a career for agricultural students and suggest suitable solutions to the problems identified.

Research Methodology

Primary data was acquired through personal interviews with students at the chosen educational institution, while secondary data was gathered through journals, magazines, papers, and news reports in this exploratory cum descriptive research work. A total of 200 students pursuing post-graduate degrees were chosen at random for the study. (Table-1)

Results and Discussion

Conclusion for Objective 1

A change agent with vision and innovation, an entrepreneur is a catalyst for economic development. Entrepreneurial development not only opens the door to new products, services, and organizational forms, but it also allows for the production of personal, economic, social, and cultural value, fostering new ways of economic development and evaluation. (Gupta 2021)

An entrepreneur is a change agent with vision and innovation who promotes economic progress. Entrepreneurial development not only opens the door to new products, services, and organizational forms, but it also facilitates the production of personal, economic, social, and cultural value, fostering new ways of economic development and evaluation. (Eroğlu&Piçak, 2011).

Agripreneurs are people who can take risks and are always looking for new information in the agriculture business. Agripreneurship is the requirement for more hours to make agriculture a more appealing and lucrative business. (Bairwa et al 2014).

Rural entrepreneurship is crucial for economic development in emerging countries like India, where the economy is still evolving. Institutions should support synergies between education (including modern vocational education training/skill development), innovation (turning ideas into wealth and jobs), and

Table 1: Basic details of the samples selected for study

Sample Size	*Age group*	*Gender*	*Guardian's Source of Income*	*Area of residence*
200	19-22	64% Male 36% Female	45% Govt Service 40% Private Service 15% Others	80% Urban 20% Rural

Table 2: Problems and Challenges having the most impact on the sample

Problem	*% of Sample*	*Challenges*	*% of Sample*
Problem of marketing	65	Technological Challenges	80
Financial Problems	89	Policy Challenges	65
The problem of finding raw materials	75	Social Challenges	75
Poor infrastructural facilities	84	Family Challenges	84
Heavy competition	64	Financial Challenges	88
Human resource problems	80		
Technological problems	78		
Family Problems	88		
Policy problems	68		

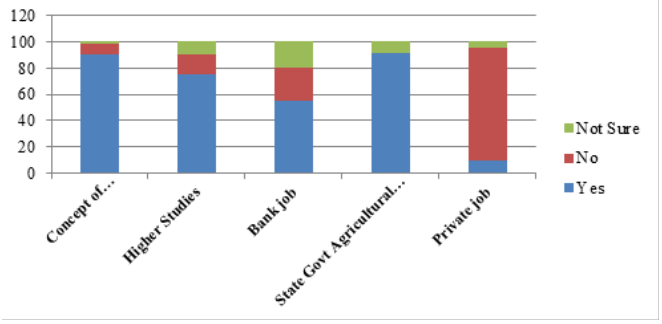

Figure 1: Response of samples towards future endeavours and concept of entrepreneurship

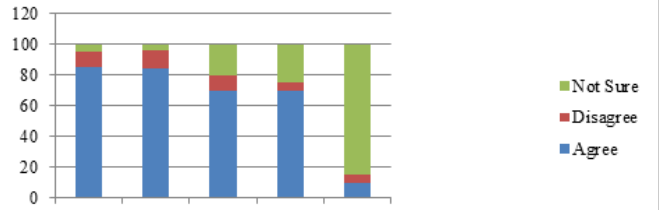

Figure 2: Responses and reasons of the samples for not accepting entrepreneurship as a career option.

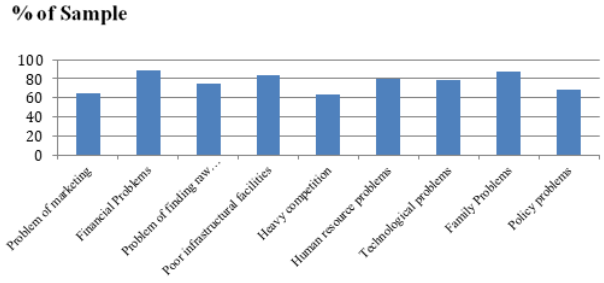

Figure 3: Problems having the most impact on the sample while going for entrepreneurship as a career option

entrepreneurship to bring about change. (Lavanya et al 2014).

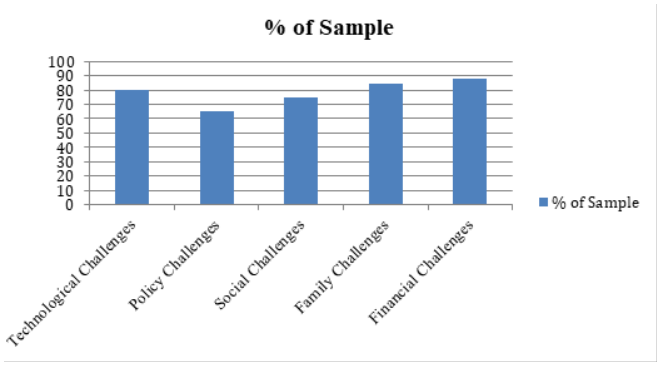

Figure 4: Challenges having the most impact on the sample while going for entrepreneurship as a career option

Conclusion for Objective 2

The questions were asked regarding their future endeavours and their thoughts on entrepreneurship.

Further, some questions were asked regarding their reasons for not accepting entrepreneurship as a career option.

(Bairwa, S. L., Kushwaha, S. K., & Sen, C. S. 2015) in their study identified several significant challenges in establishing Agri ventures, including insufficient personal capital, inadequate support from National Training Institutes (NTIs), lack of familial backing, absence of business and field experience, high interest rates on loans, and extensive formalities associated with securing bank loans. Additionally, agripreneurs encountered substantial obstacles in operating their ventures, such as intense competition from established market players, marketing and infrastructural issues, product perishability and seasonality, fluctuations in demand and pricing, farmers' illiteracy and lack of knowledge, and insufficient liquidity to sustain business operations.

Tambe (2021) has identified the following problems and challenges in rural entrepreneurship, and based on his findings, the selected samples were asked to give their views. The views were collected and converted into percentages, and the same has been represented in graphical form.

Financial concerns were given the most priority by the students (89 percent) among the offered parameters, as shown in the graph above.

Financial issues (88 percent) were accorded the most importance by the students, as shown in the graph above.

Conclusion and Policy Recommendation

The study reveals that the students of the selected institution are aware of the concept of entrepreneurship but not willing to take entrepreneurship as a career and they have cited financial problems as the biggest hurdle in doing so. Most of the students were not sure about starting a business as they were not clear about their long-term career path. The students need motivation and proper guidance to become an entrepreneur and lead a group of individuals. This step is crucial as these agripreneurs will play a major role in the development of rural areas.

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