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Chapter 2

Agrientrepreneurship - Concepts, Characteristics, Nature and Importance for Sustainable Livelihood

Agrientrepreneurship is defined as generally sustainable, community oriented, directly marketed agriculture.

Agricultural entrepreneurs/Agripreneurs are those entrepreneurs who undertake agricultural activities as raising and marketing of crops, fertilizers and other inputs of agriculture. They are motivated to raise agriculture through mechanization, irrigation and application of technologies for dry land agriculture products. They cover a broad spectrum of the agricultural sector and include its allied occupations.

Gray (2002) defines these **farm entrepreneurs** as individuals who manage with the intention and the capability of expanding their farm businesses.

Agri-Entrepreneur is a person who identifies and pursues a market opportunity in the face of risk which may result in new businesses, products or services within the field of agriculture including food, the environment and natural resources (National FFA Organization).

Characteristics of an Agrientrepreneur/Entrepreneur

Initiative: An agrientrepreneur/entrepreneur must have an innovative aptitude, pick the right opportunity, and initiate action. If he/she does not initiate action at the right time the opportunity may be lost. Hence, the ability of an entrepreneur to take initiative is the key to the success of the venture to a great extent.

Wide Knowledge: An agrientrepreneur/entrepreneur should have wide knowledge of the economic and non-economic environment of business like the market, consumer attitudes, technology, etc. In the absence of such adequate knowledge, the decisions taken by him may be poor and will not contribute to the profitability of his business in the long run.