

# Entrepreneurship Opportunities in the field of Specialty Agriculture

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The agriculture industry is the largest part of the Indian economy. It has changed significantly during the past 20 years. Commercialization and globalization policies have opened up new opportunities for improving agriculture. As a result, there has been more innovation in this area (Wagh and Dongre, 2016). But as technology has advanced over time, we have observed a divide between science and creativity in a number of sectors. Entrepreneurship is one way to bridge the knowledge gap between science and the market. Many business owners may find it challenging to fill this vacuum and launch new initiatives. Sciascia and Vita (2004) claim that entrepreneurship is a multifaceted and complex phenomenon that involves resource management and acquisition in addition to the creation of new businesses and the implementation of new strategic business initiatives (Carland et al., 1996; Lee et al., 2009) in order to take advantage of these commercial opportunities.

The agriculture sector shall be disregarded when designing and evaluating the core themes of agri-preneurship. This is strange because farmers who use their entrepreneurial skills to engage in market-based activities show their capacities for a disposition toward opportunity recognition, despite the fact that complex market regulatory structures obscure the need for individual business and innovation (Carter et al. (2011).

To establish the foundation for an evergreen revolution, develop agribusiness and help our farmers become entrepreneurs (Sharma and Singh, 2014). Farmers must be prepared to adjust to market whims, varied consumer lifestyles, new requirements, product quality, and portfolio entrepreneurship (Uplaonkar and Biradar, 2015).

More than 52% of the land in India is cultivated. Given the significant changes in the agricultural environment, a second green revolution will need a new strategy and technology. India

focused on entrepreneurship, which may be defined as the planned and managed conversion of a person into an entrepreneur through the creation of entrepreneurial knowledge, resources, strategies, and other tools (Anonymous, 2020).

Specialty agriculture is high-yield, environmentally friendly farming that can be lucrative in mountainous and small-scale farming settings. Its diversity makes modeling challenging. According to Section 101 of the Specialty Crops Competitiveness Act of 2004, as amended by Section (10010) of the Farm Bill (floriculture), "fruits and vegetables, tree nuts, dry fruits, horticulture and nursery crops" are considered specialty crops. Plants must be cultivated or maintained for human consumption as food, medicine, or aesthetic enjoyment in order to be considered specialty crops (USDA, 2022).



a) Tree Nuts



b) Nursery Crops

The table 1. presented the name of the topic and name of the journal from where the data has been collected regarding the opportunities and constraints that arises in specialty agriculture.

## Scope and Opportunities of Agri-preneurship in Specialty Agriculture

- a) Agripreneurship in specialty agriculture focuses on investments made in this sector that would give locals in the area jobs by growing uncommon sorts of crops. In the past, the Indian government adopted a growth and development strategy plan that boosted economic growth and development through

promoting self-employment and entrepreneurship (Uche and Fmilusi, 2018).

- b) Seeds, fertilizer, insecticides, and farming technologies are just a few of the many inputs needed for agriculture (Quaim, 2020). Many opportunities are envisioned for producing and creating these inputs. In the industries of bio-pesticides, bio-fertilizers, vermin compost, soil testing, and soil amendment, among others, entrepreneurship is strongly promoted. There is a ton of room for research and advancement when it comes to seed development. To increase agricultural output, new seed kinds will be created even in unusual environmental situations, it is predicted that these types of seeds will function (Kumar, 2016).
- c) As a result of the realignment of agricultural supply chain management, possibilities in the distribution and logistics sectors are increasing, opening up opportunities for post-harvest processing, output processing, and marketing new business models (Priyadarshi et al., 2020). The cultivation of vegetables, fruits, food grains, pulses, oil seeds, etc., as well as the development of greenhouse concepts, dairy and poultry development, animal husbandry, herbal plantations, packaging of agri products, establishment of food processing units and cold storages, sericulture, and horticulture, present numerous opportunities for the development of agripreneurship (Sharma et al., 2020).
- d) The few plant species that have been developed as primary food crops for human use have resulted in agricultural simplification, or the process of favoring some crops over others due to their simple growing requirements, faster processing, and storage (Padulosi et al., 2002). Ecological health depends on biodiversity to enhance human health and wellbeing (Burlingame and Dernini, 2010; Dáz et al., 2006).

### Major Constraints of Entrepreneurship Development in specialty crops

The study's conclusion was that the majority of respondents believed that a dearth of market prospects was a major impediment to the growth of specialty crop entrepreneurship. Because of this, the growth of entrepreneurship would be constrained by a lack of market opportunities. One of the obstacles to the entrepreneurship growth of specialized crops, according to 50% of respondents, is a supportive atmosphere. More than half of the respondents believed that a lack of finance prevented them from producing specialized crops. However, every responder claimed that the lack of managerial talent precluded them from making such investments. Grading, packaging, and a shortage of land were also regarded to be major barriers to the growth of specialty crop entrepreneurship. Only a small portion of respondents said they did not invest money on growing specialized crops because of fraud.

### Conclusions

The main labour input for growers of specialty crops is seasonal labour. If there is not enough labour to meet the demands of agriculture and animal husbandry, a nation's food supply, especially its fresh fruit and vegetable supply, may be in peril. The study concluded that a lack of funding, managerial incompetence, and a lack of grading and packaging were the main obstacles faced by farmers while producing specialty crops, which restrained the growth of entrepreneurship in the specialty agriculture sector.

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**Table 1: List of Reference Books**

Name of the Author	Name of the Topic	Name of the Journal	Year
Sharma, K C. and Singh, S.	Socio-Economic Profile of the Cash Crops Growers in Himachal Pradesh	<i>International journal of creative Research Thoughts</i>	2020
Hinson, R., Lensink, R., & Mueller, A.	<i>Transforming agribusiness in developing countries: SDGs and the role of FinTech</i>	<i>Current Opinion in Environmental Sustainability</i>	2019
Carter, Sara & Ljunggren, E. & Welter, Friederike & Alsos, Gry	<i>Introduction: Researching entrepreneurship in agriculture and rural development</i>	Handbook of Enterpreneurship in Agriculture and Rural Development. Edward Elgar.	2011
Bruce, Analena & Maynard, Elizabeth & Farmer, James	Farmers' Perspectives on Challenges and Opportunities Associated with Using High Tunnels for Specialty Crops	HortTechnology	2019
Rajesh G, H. D. Talang, E. Lireni Kikon, Rakesh Kumar and Bidyut C. Deka	Avenues for Entrepreneurship Development in Agri-Horti Ecosystem for Farmers and Rural Youth	ICAR research Complex for NEH Region, Nagaland Centre, Jharnapani, Medziphema, - 797 106, Nagaland	2016
Burlingame, B. and S. Dernini (eds.)	Sustainable Diets and Biodiversity: Directions and Solutions for Policy, Research and Action. Edited from the presentations made at the International Scientific Symposium: Biodiversity and sustainable diets united against hunger	Food and Agriculture Organization of the United Nations (FAO), Rome, Italy	2010



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Padulosi, S., T. Hodgkin, J.T. Williams, and N. Haq	Underutilized crops: Trends challenges and opportunities in the 21st century, p. 323-338	In: J.M.M. Engels, V.R. Rao, A.H.D. Brown, and M.T. Jackson (eds.). Managing plant genetic diversity. CABI International, Wallingford, UK.	2002
Hisrich, R. D., Peters, M. P., & Shepherd, D. A.	<i>Empreendedorismo-9</i>	Amgh Editora	2014
Abdelwahed, N.A.A., & Al Doghan, M.A.	Entrepreneurs' perceptions towards the dynamic role of entrepreneurship in overcoming poverty	<i>International Journal of Entrepreneurship</i>	2022
Carland, J.A., Carland, J.W., & Stewart, W.H.	Seeing what's not there: The enigma of entrepreneurship	<i>Journal of Small Business Strategy</i>	1996
Hall, C	PB1711 Direct Marketing Guide for Producers of Fruits, Vegetables and other Specialty Products,"	The University of Tennessee Agricultural Extension Service, PB1711-5M-8/02 E12-4115-00-003-02	2022
Lee, S.M., Lim, S. & Pathak, R.D	Culture and entrepreneurial orientation: A multi-country study	<i>International Entrepreneurship and Management Journal</i>	2009
Fitz-Koch, Sarah & Nordqvist, Mattias & Carter, Sara & Hunter, Erik	Entrepreneurship in the Agricultural Sector: A Literature Review and Future Research Opportunities	Entrepreneurship Theory and Practice. 42. 129-166. 10.1177/1042258717732958	2018
Gupta, A., Sood, S., Agrawal, P. K., & Bhatt, J. C.	Under-utilized food crops of Himalayan region: Utilization and prospective	Newer Approaches to Biotechnology, 101-120.	2013
Boruh, R. Sharma, S.and Das,A	Entrepreneurial Opportunities through Horticulture in assam	Rashtriyakrishi	2015
Padmanand, V., Sood, K., & Reddy, M. C.	Promoting Agri Business Start-ups through Integrated Entrepreneurship Development Approach in Maharashtra:"Mantra" for Start-ups Every Year in Each Indian State.	<i>SEDME (Small Enterprises Development, Management &amp; Extension Journal</i>	2016

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