

## Farmer as Entrepreneur not as Aspirant

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### Introduction:

Agriculture is the primary sector in our country. About two-third of the population depends on agriculture for their survival and livelihood.

The main purpose of agriculture is the production of food and the person behind all these work who pour all his sweat and soul to produce a piece of good is known as “Farmer”. As we all know the dictionary meaning of “who is a farmer?”

A person actively engaged in the economic and livelihood activity of growing crops. But the other definition which we do not know is that “A farmer can aims to empower young man and woman from becoming job seeker to job creator through agribusiness value chain like aquaculture, goatery, poultry mushroom along with growing crops etc.

A Small farmer does manage an agribusiness but may not exhibit qualities generally associated with a successful business person.

Let envisages about a situation of farmer becoming an enterprenur. A enterprenur is obviously a person having capability of taking risks and starting business.



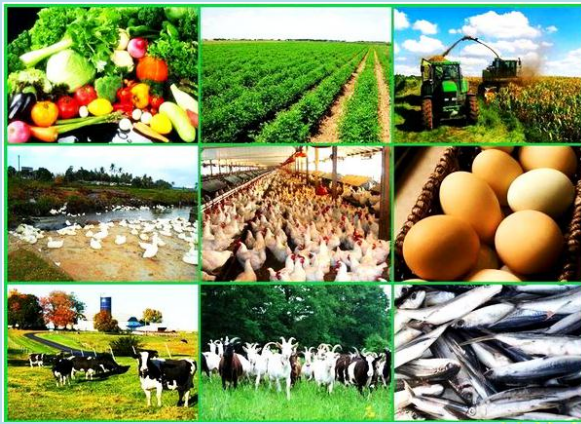
In our country if the man who sow his seed, and hope for the rain to bloom and flourish his crops and harvest the green have ability to take risk hundred times more than a businessman.

If farmer consider farm as business then they will treat them as such. They will be willing to take risk, they will try new ideas and innovative techonology to power up the profit.

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In my opinion in the initial stage, if the farmer is not able to start business on its own then he/she can make partnership with other farmers in the rural areas who have willingness to do so. only they need a solid and strong business plan to turn this concept into reality to create history in agriculture and allied sector in the rural level.



The pros can be many including becoming independent, sharing of profit with themselves, reduction in farmer suicide case and providing livelihood to large number of unemployed people.