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AGRICAFE : A SUCCESSFUL CASE STUDY OF ENTREPRENEUR

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Entrepreneurship as a concept gathered prominence in economic literature mainly through the writings of **Richard Cantillon (1680-1734)**, who gave the concept some analytical treatment and assigned the entrepreneur an economic role by emphasizing on 'risk' as a prominent entrepreneurial function. According to encyclopedia Britannica entrepreneur means individual response for the operation of the business, including the choice of a product, the mobilization of the necessary capital, decisions on product prices and quantities, the employment of the labour and expanding or reducing the productive facilities.

According to **Weber (1930)** entrepreneurs are the product of particular social conditions in which they live and it is the society which shapes the personality of individuals as entrepreneurs.

According to **Schumpeter (1961)** an entrepreneur was a dynamic agent of change, or the catalyst who transformed increasingly physical, natural and human resources into corresponding production possibilities. According to **Hagen (1962)** entrepreneur as a creative problem solver interested in things in the practical and technological realm most entrepreneurial activities do not involve innovative techniques to any considerable degree but rather involve coping with the method of doing business and of combining inputs quite similar to those combinations already in existence.

According to **Joshi and Kapoor (1973)** farm entrepreneur is the person or a group of persons who organizes and operate the business and is responsible for the results i.e. Losses and gains from the business. He is pioneer in organizing and developing the farmers.

Successful case study

Agricafe Business Pvt.Ltd is a startup company founded by Lilanshu Arora and Deepti arora in 2016. This startup is initiated to work for overall development of farmers, through innovative ideas and plans. Agricafe works hard to become leading company in developing viable and sustainable agriculture enterprises. They are inspired by Digital India programme. The main aim of this company is to connect the farmers to cashless economy through digitalization. This company is also educating farmers on best farming practices and encouraging farmers to invest intelligently in ventures like apiculture, sericulture, aquaculture, mushroom farming etc. so as to achieve income security. This company aims at bringing wide range of agriculture products, services and solutions through Kissan Bazaar and Service Pool. The main moto of this company is to provide transparency and quality services to farmers. This company provides advisory to farmers on crop selection, best farm practice, post-harvest value - addition options, key agricultural information like internet-based weather forecast, price trends, market news, risk mitigation and crop insurance, credit and input access, for the benefit of the farmers. Farmers can register and login to their application software and can send their queries, where the best solution will be provided by the experts. Beside this, they provide farmers the option of online shopping. Farmers can get all the Agricultural equipment

including insecticides and pesticides on their doorstep at reasonable prices through our Kissan Bazar segment. An entrepreneur should have many characteristics like Innovation Seeking: Agri cafe has linked farmers to the marketing segment for selling their produce at good prices through an online portal. They also provide consultancy to farmers regarding Crop choice, cropping pattern and risk mitigation advise. The other one is Employment provider that an entrepreneur is employment provider rather than employment seeker. Through this enterprise many people are employed in AgriCafe centres. Risk Bearing ability is also one ability of an entrepreneur. An entrepreneur should be risk bearer. An entrepreneur should have internal motivation which motivate him or her to start new initiatives. In 5 years the enterprise has shown rapid progress and spread across Gram Sabha of 13 districts of Uttarakhand. This progress has motivated new entrepreneurs in this field. AgriCafe shows positive impact on the lives of farmers. Farmers have benefited from AgriCafe advisory and reported incremental crop yield and lower post harvest losses. The online portal of AgriCafe provided cheap agricultural equipment to the farmers.

Conclusion

Entrepreneurs should have some characteristics so that they can establish their own enterprise. An entrepreneur should be risk bearer, motivator and have positive attitude towards any situation.

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