

Entrepreneurship development in certified seed production activity – A case study with hybrid sorghum

S.R. KUMAR¹ AND A.V. RAMANJANEYULU*

A.N.G.R.A.U. Regional Agricultural Research Station, Palem, MAHABUBNAGAR (A.P.) INDIA

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Education in Indian Universities mould an individual by inculcating the skills required to perform a given activity and hence the resultant output is motivated more or less by an activity rather than by an achievement. Technical skills gained from agricultural universities can be nurtured by supplementing them with analytical skills to understand an ecosystem driven fundamentally by current policies as well as consumer behavior. Inculcating managerial skills to best match human, financial as well as natural resources with backward and forward linkages can help establish a viable supply system to meet the current as well as future demand for any given product. By applying system thinking skills of system as a cause, operational and closed loop thinking one can understand the various facets of a given enterprise. Certified seed production of hybrids in sorghum as a case study has been structured to understand the analytical, managerial and technical skills that are basically needed to transform an individual into an entrepreneur.

An Entrepreneur can be an outcome of a three factor interaction. The first factor is the influence of an external environment, the second is the internal drive and the third is by acquired experiences over time. The external environment influences could be due to a role model that an entrepreneur gets in touch either from his childhood or during the influential times of his educational phase. The internal drive could be due to the nature of being decisive, having an adventurous attitude, risk taking ability or being self motivated. Experiential learning's over time (Fig 1) could be the other acquired character which drives a person to transform himself in to an entrepreneur.

Certified seed production activity in sorghum could be transformed in to an entrepreneurship model since public sector research and development (R and D) outputs after intensive testing are available for scaling up and product spread. The paper discusses various skills like analytical, managerial and technical that the entrepreneur needs to acquire to transform her or himself and add value to an enterprise.

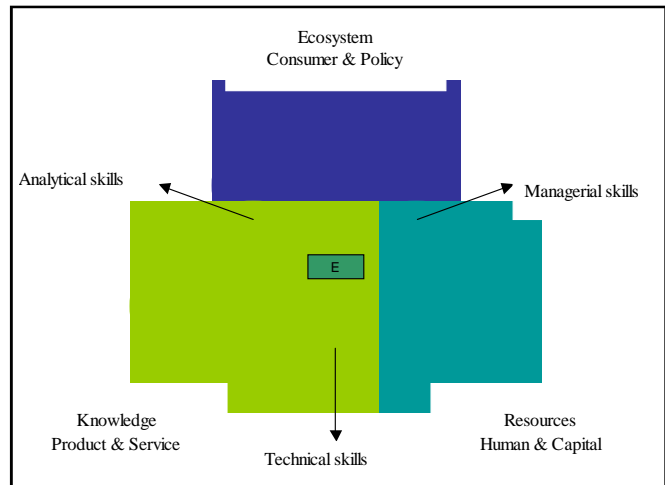


Fig 1. : Knowledge from education and experiential learning's over time about ecosystem and resources are drivers of entrepreneurship (E)

Analytical skills :

To start an enterprise one has to understand the existing policy which defines the rules of the game. Since agricultural growth has been the target of the present government it has been introducing certain schemes wherein the infrastructure development by private sector is being encouraged. Credit linked back ended capital subsidy @ 25 per cent of the project cost subject to a maximum of Rs.10 lakhs per unit is extended. The National Seeds Corporation Ltd is the nodal agency for implementation and monitoring of the scheme. The basic input for higher productivity is quality seed and making it available to the end user at the right time, convenient place and right price is of primary importance. In case of sorghum which is a rainfed crop, timing the product availability becomes extremely important. If the farmers sow the crop with the onset of the monsoon during *kharif* (rainy), making it available ahead of the season should be target of the enterprise.

Sorghum being a low value crop, the price of the product (quality seed) as well as the end user

* Author for correspondence. ¹National Research Centre for Sorghum, Rajendranagar, HYDERABAD (A.P.) INDIA