

Agripreneurship Strategy for Wealth Creation and Sustainable Development in Nigeria

Dr. Chibike Onyije Nwuba¹, Chukwunonso Chukwudi Okoli²

¹Department of Marketing, Federal Polytechnic, Oko, Nigeria

²Department of Public Administration, Federal Polytechnic, Oko, Nigeria

ABSTRACT

Nigeria's over dependence on crude oil for foreign exchange since the early 1970's has led to a gross decline in the performance of the agricultural sector, which was Nigeria's mainstay before the oil boom. At present, the Nigerian economy continues to struggle to live up to its title as Africa's largest economy, with recent fluctuations in oil prices having a negative impact on the economy, reflected in low living standards and rising costs of goods and services. Researchers agree that agripreneurship could improve Nigeria's current economic situation. In other words, improved agricultural sector performance could lead to economic growth and sustainable development. Despite the fact that many educational programmes, workshops, seminars and presentations have also been organized by private and governmental bodies and organisations, strategies and support systems have been put in place by the government at both the state and federal levels to boost the agricultural sector, but only recently Studies still show that the performance of the agricultural sector in Nigeria is low. This indicates that agripreneurship may not have been fully embraced and that there appear to be some bottlenecks or limitations that are hampering the improvement of agricultural sector performance. Consequently, the focus of this study is to explore the agripreneurship strategy and its importance for economic growth and sustainable development in Nigeria.

KEYWORDS: Exporting, Foreign Exchange, Agriculture, Agripreneurship

INTRODUCTION

Agriculture is perceived to have the potentials of salvaging Nigeria from her current economic recession. As part of the nations' diversification strategies, many policies have been introduced to improve agricultural production in Nigeria. Agriculture, which is the main source of employment in Nigeria, accounts for more than 30% of the total gross domestic product (GDP), although it is mainly engaged in for subsistence. Ikponmwosa (2016). Ahungwa et al. (2014) opined that to revamp the Nigerian agricultural sector and make it a sustainable means of economic growth and development, there should be a transformation from agriculture to agripreneurship. Agripreneurship is a new idea in agriculture that aims to metamorphose agriculture from its highly subsistence status into a competitive enterprise (Nwankwo E.C et al., 2021). Nwibo et al. (2016) discovered that agripreneurship is a profitable

blend of Agriculture and entrepreneurship, it helps to imbibe determination, innovation and creativity in farmers. The concept of agripreneurship which is entrepreneurship in agriculture is practically new. Consequently, there is a dearth of literature on agripreneurship and the development of agripreneurship. This paper however attempts to close the gap in the literature. It builds on the little existing literature on agripreneurship. Regarding the current economic downturn Nigeria is witnessing, Previous studies proffered solutions ranging from structural to economic reforms. Nevertheless, this study attempted to explicitly recommend agripreneurship as a tool for economic growth and sustainable development of the economy. Therefore, the thrust of this paper is to examine agripreneurship as a strategic tool for economic growth and sustainable development.

How to cite this paper: Dr. Chibike Onyije Nwuba | Chukwunonso Chukwudi Okoli "Agripreneurship Strategy for Wealth Creation and Sustainable Development in Nigeria" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-6 | Issue-7, December 2022, pp.1006-1010, URL: www.ijtsrd.com/papers/ijtsrd52483.pdf



Copyright © 2022 by author (s) and International Journal of Trend in Scientific Research and Development Journal. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0) (<http://creativecommons.org/licenses/by/4.0>)



Review of literature

Entrepreneurship in agriculture is the creation of innovative economic organizations for the purpose of growth or profit under conditions of risk and uncertainty in agriculture (Dollinger, 2003). Sudharani (2002) opined that agripreneurship is generally sustainable, people-oriented. Sustainable agriculture refers to a holistic approach to agriculture that focuses on the interrelationships between socio-economical and ecological processes. Gray (2002), however, described an entrepreneur as a person who runs a business with the intention of expanding the business and with the leadership and managerial skills needed to achieve those goals. With the rising unemployment and poverty in the Nigerian economy and low agricultural growth rate, entrepreneurship in agriculture is needed to boost agricultural profitability and productivity. The agripreneurship programme is vital to develop entrepreneurs and leaders to improve the global agribusiness (Kular & Brar, 2011). Agripreneurship has its foundation from agriculture and entrepreneurship (Nwibo et al., 2016). Thus, it is coined from two words: agriculture and entrepreneurship. Agriculture has been described by various scholars. Entrepreneurship consists of taking the initiative of organizing resources and accepting risk while exploring and seizing business opportunities (Kuratko, 2009). Therefore, agripreneurship can be described as an individual's ability and willingness to identify viable agricultural business opportunities, gather resources, establish and successfully manage the resulting agribusiness. Agripreneurship development programme is therefore defined as the process of providing people with agricultural knowledge, skills and competencies needed to successfully start and run an agricultural enterprise. In the context of this article, agripreneurship development programme is also referred to as agripreneurship training. Fundamentally, the basic reason for developing agripreneurship is to create agripreneurs (Uneze, 2012). It helps imbibe the culture of agripreneurship in people and motivates them to embrace agribusiness as a career. In other words, it influences people's intentions and behaviors to embrace agribusiness as a career by making agriculture attractive. Agripreneurship development programmes equip people with the agripreneurial skills, competencies and insights they require to identify, study and capitalize on profitable business opportunities in agriculture.

Benefits of agripreneurship Strategy

Agripreneurship development is beneficial for both the nation and the individual, especially those who have been trained in agriculture and developed

entrepreneurship (Marichamy, 2016; Mukembo and Edwards, 2015). Bairwa et al., (2012) stated that agripreneurship plays essential roles in the growth and development of national economy through entrepreneurship development which increases the income level and employment opportunities in rural as well as urban areas.

The importance of agriculture goes beyond providing food for human consumption; it provides job opportunities to the unemployed. The objectives of agripreneurship development programme is to educate and develop people into agripreneurs. The development of agripreneurship therefore increases people's propensity to start agribusiness. This means that people who own and run agribusinesses have created jobs for themselves and in turn will have the opportunity to create jobs for others. Usually companies generate income for their owners and agriculture is considered a reliable livelihood. Likewise, employees will live off the salaries they receive. Thus, both the owners and the employees of the agribusinesses will become more economically viable and their standard of living will improve. The development of agripreneurship contributes to poverty reduction (Lourenco et al., 2013). When a larger percentage of a country's population is employed in agribusiness, poverty levels are significantly reduced. When people are trained in agriculture and entrepreneurially developed, their skills are improved and consequently agricultural productivity is increased. Increased agricultural productivity guarantees food security for individuals as well as for the nation at large.

In general, agriculture contributes to a nation's economic growth. In particular, the agricultural sector is one of the economic sectors that contributes significantly to a country's Gross Domestic Product (GDP). When people in agriculture become entrepreneurially developed and their capacities increase, agricultural productivity increases. This indicates that there will be sufficient agricultural production for national consumption and exportation (foreign exchange).

Challenges of Agripreneurship in Nigeria

Many challenges can hinder a successful development of agripreneurship. Some of the challenges are: A lack of or insufficient funding can hamper the development of agripreneurship. On the part of the government, this could mean missing or insufficient funds to set up Agripreneurship Development Centers (ADCs) or organize Agripreneurship Development Programs (ADPs) for the purpose of training and developing both current and potential agripreneurs. The trained agripreneurs could be due to missing or

insufficient funds for starting an agricultural business of their choice.

People's attitudes towards agriculture and agribusiness is another challenge. Many people, especially young people, do not see or do not want to choose the profession of agribusiness. Many graduates have left farming for clerical jobs. Some people mistakenly think that agriculture is for the people in the rural areas.

A lack of or poor agricultural infrastructure can counteract the successful development of agripreneurship. The agricultural infrastructures mentioned are: agricultural machinery, storage facilities, improved seeds and agrochemicals, irrigation systems, energy, transport and marketing infrastructure.

The lack of agriculture-related policies and laws can hinder the development of agripreneurship. In many countries, there are no agriculture-related policies and laws that encourage people to get involved in farming and the agribusiness. The lack of agricultural experts with modern agripreneurial knowledge, skills and competences can hinder the development of agripreneurship. It should be noted once again that agriculture has developed enormously in recent times. Therefore, people who are already involved in farming or who intend to become one in the future need to be equipped with the knowledge of modern farming techniques and practices. Where people are willing to be trained, the unavailability or lack of professionals with modern agripreneurial expertise can hinder their training.

Agripreneurship and Wealth Creation

Wealth creation via entrepreneurship in Agriculture is very imperative for the economic transformation of developing economies. This is obvious if you consider the height of achievements recorded by the Asian countries like China, Japan, India, Malaysia, Indonesia (Ayozie & Farayola, 2005). Nations with increased entrepreneurial capacities in Agriculture seems to experience a reasonable decrease in unemployment rates and a sustained increase in standard of living (Ebiringa, 2012; Ochepe et al, 2018; Nwuba, 2021). There is an urgent need to promote agripreneurship as a strategy for economic growth and sustainable development. The level of economic growth or wealth experienced by economies is highly dependent on the degree of entrepreneurship development that is present within that economy. Entrepreneurs historically have altered the course of economic history in the world (Williams & Michael, 2012).

The major thrust of Entrepreneurship is wealth creation and improved livelihood by means of making available goods and services (Ebiringa, 2011). This usually leads to an upward change whereby the real per capita income of a country encounters sustained increase over time, which leads to economic growth (Ebiringa, 2011; Ochepe et al, 2018). Therefore, entrepreneurship in Agriculture (Agripreneurship) is an indispensable tool for economic transformation, wealth creation, sustainable development and improved standard of living of any nation.

Recommendation

There is an urgent need to promote entrepreneurial culture among the people of Nigeria and create a vibrant environment for holistic development by identifying promising agricultural and related business areas to encourage entrepreneurial activities.

Provision of sector-specific technical training programs to develop the necessary technical competence among potential entrepreneurs. Encourage the establishment of forums and platforms where organizations engage in entrepreneurial development in agriculture.

Improving the infrastructural set-up in the country to support the identification of important and specific areas of agripreneurship development across the stages of the agricultural process value chain and to develop appropriate strategies for promoting the rural development environment.

Providing entrepreneurship education and training to potential rural youth, improving infrastructure facilities in rural areas to enable entrepreneurial activities.

Identifying the confidence areas for agripreneurial development across the stages of the agricultural process value chain and designing appropriate strategies for promotion. Identifying promising agricultural related business areas to promote entrepreneurial activities of potential entrepreneurs.

Establishment of area-specific entrepreneurial development organizations to facilitate targeted development efforts in identified areas.

Establishment of a development fund to support the start-up processes of agripreneurship. Establishment of agricultural incubators.

Conclusion

The discovery of crude oil in commercial quantity accompanied by the oil boom in the 1970s led to the abandonment of the nation's agricultural sector which

was her mainstay prior to the oil boom. The current economic recession witnessed by the country is as a result of the crude oil price fluctuations. The current situation of Nigeria have led to the clamor for economic diversification. Several studies in the past years suggests that the revitalization of the agricultural sector could lead to economic growth and development. Recent studies conducted indicates that agriprenurship strategy could aid in improving the agricultural sector performance of the nation, reduce unemployment, improve the standard of living by increasing the nation's GDP. Accordingly, agriprenurship which is entrepreneurship in agriculture, if well employed would not only boost the country's agricultural sector performance but will also spur creativity and innovation in agricultural performance and sustainability.

REFERENCES

- [1] Ahungwa G, Haruna U, Abdsalam YR (2014). Trend analysis of the contribution of agriculture to gross domestic product (1960-2012). *Journal of Agricultural and Veterinary Science* 7(1): 50-55
- [2] Ayozie, D. O. and Farayola, S. D., (2005). "The Role of Small Scale Industry in National Development in Nigeria". *International Journal of Business and Common Market Studies Development, University Consortia*, 3 (2), 65 – 84.
- [3] Bairwa, S. L., Lakra, K., Kushwaha, S., Meena, L. K. and Kumar, P. (2014), "Agriprenurship development as a tool to upliftment of agriculture", *International Journal of Scientific and Research Publications*, Vol. 4 No. 3, pp. 1-5.
- [4] Ebiringa, O. T. (2012). Perspectives: Entrepreneurship Development & Growth of Enterprises in Nigeria. *Entrepreneurial Practice Review*, 2 (2), 31-25.
- [5] Ebiringa, O. T. (2011). Synthesis of Literature on Small & Medium Enterprise (SME) Start-up Financing. *International Journal of Economic Research*, 2(1), 85-95.
- [6] Ebiringa, O. T. (2011). Entrepreneurship Venturing and Nigeria's Economic Development: The Manufacturing Sector in Focus. *International. Journal of Business Management & Economic Research*, 2(6), 376-381.
- [7] FAOSTAT (2004). Online Statistics from the Food and Agriculture Organisation of the United Nations (FAO): <http://apps.fao.org>
- [8] Gray, C. (2002). Entrepreneurship, Resistance to Change and Growth in Small Firms. *Journal of Small Business and Enterprise Development*, 9(1), pp 61-72.
- [9] Jobber, D. (2004) *Principles and Practice of Marketing*. 4th Edition, McGraw-Hill International Ltd., Berkshire, 942 p.
- [10] Kular, I. K. & Brar, A. S. (2011). Transforming Indian Agriculture through Agriprenurship. *Indian Journal of Marketing*, 42(3). Retrieved From:<http://indianjournalofmarketing.com/index.php/ijom/article/view/37470>
- [11] KPMG (2016), "India economic survey 2015-16 – key highlights", KPMG, pp. 1-11.
- [12] Marichamy, K. (2016), "Agriprenurship development as a tool to upliftment of agriculture", *International Journal of Advanced Research and Development*, Vol. 1 No. 3, pp. 13-14.
- [13] Nagalakshmi, T. and Sudhakar, A. (2013), "Agriprenurship: a case study of Dharmapuri farmers", *International Journal of Science and Research*, Vol. 2 No. 8, pp. 208-214.
- [14] National Bureau of Statistics (2015), "Nigerian gross domestic product report quarter one", National Bureau of Statistics, pp. 1-19.
- [15] Nebo, G. N. (2015), *Marketing in Nigeria*, 2nd edition, Enugu: Immaculate Publications Ltd
- [16] Nebo, G. N & Ejionueme. N (2017) "Adopting Agricultural Marketin Approach for Improving Agricultural Sector Performance in Nigeria" *IOSR Journal of Business and Management (IOSR-JBM)* e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 19, Issue 4. Ver. III
- [17] Nwankwo E. C, Chiekiezie N. R & Offiah E. O (2021)"Agriprenurship development among small scale farmers In Anambra State, Nigeria" *Journal of Agricultural Extension and Rural Development*
- [18] Nwibo, S. U., Mbam, B. N. and Biam, C. K. (2016), "Determinants of agriprenurship among the rural households of Ishielu local government area of Ebonyi state", *Journal of Biology, Agriculture and Healthcare*, Vol. 6 No. 13, pp. 3-10.
- [19] Nyer, (2000) "An investigation into whether complaining can cause increased consumer

- satisfaction" *Journal of Consumer Marketing* 17(1): 9-19 Ojo, M. O (2001), *Food Policy and Economic Development in Nigeria*,
- [20] Ocheba, A. A., Sule, J. G., Adeyeye, M. M. & Kolo, R. F. (2017). Effect of entrepreneurship on wealth creation in Niger State. *Journal of Intellectual Discourse*, Vol. 1 (1) 175-184.
- [21] Otache I. (2017), "Agripreneurship development: a strategy for revamping the Nigeria's economy from recession" *African Journal of Economic and Management Studies* .
- [22] Palanivelu, V. R. and Madhupriya, G. (2013), "Challenges faced by women agripreneurs in Tamilnadu", *Intercontinental Journal of Finance Resource Research Review*, Vol. 1 No. 9, pp. 34-38.
- [23] Sudharani, V. (2002). *Study Material on Entrepreneurship Development*. Department of Agricultural Extension. Rajaendra Nagar: Acharya N-G Ranga Agricultural University. India. Retrieved From: <https://seebook.in/files/Entrepreneurship%20Development%20Extension%20Education2f7a704f08.pdf>
- [24] Thirtle, C., L. Lin & J. Piesse (2003), *The Impact of Research-led Agricultural Productivity Growth on Poverty Reduction in Africa, Asia and Latin America*. *World Development* 31 (12): 1959-1976.
- [25] Uneze, C. (2012), "Adopting agripreneurship education for Nigeria's quest for food security in vision 20: 2020", *Greener Journal of Educational Research*, Vol. 3 No. 9, pp. 411-415.

