



Roll of Information Technology in Development of Agri-entrepreneurship - A Study in Karnataka

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Abstract

The Information Technology is a field of collection, collation, interpretation and dissemination of information with the help of technology. The modern age is the age of knowledge, and the knowledge is based on information. The requirement to gain and attain information is ever increasing. The physical capability to gain information is very limited. As normal human effort to gain vast information comes out to be costlier, difficult, time consuming and of limited scope, the modern technology means to provide information faster, cheaper, easier covering larger scope. skills besides creativity and lateral thinking with. flexibility." You need to market your talents/skills and attitude. Self-awareness is necessary in promoting yourself and your product. Networking will help you to a great extent.

Keywords: Information Technology, Development, Agri-entrepreneurship.

Introduction

It has become a widely-recognized fact that entrepreneurs and information technology have become the backbone of the world economy. The increasing penetration of IT in society and in most of industries/businesses, as well as the joining forces of entrepreneurship and innovation in the economy, reinforce the need for a leading and authoritative research handbook to disseminate leading edge findings about entrepreneurship and innovation in the context of IT from an international perspective. Governments worldwide recognize the importance of small businesses and their contribution to economic growth, social cohesion, and employment, regional and local development. As globalization and technological change reduce the importance of economies of scale in many activities, the potential contribution of smaller firms is enhanced. However, many of the traditional problems facing small businesses - lack of financing, difficulties in exploiting technology, constrained managerial capabilities, low productivity, and regulatory burdens - become more acute in a globalised environment.

Entrepreneurship plays a crucial role within the innovation system. The pandemic has as emerged more importance to digital entrepreneurship. Digital entrepreneurship modifies the working culture with the application of existing policies and influences the labor market, employment quality, and skill development. The processing, production, transportation, and sharing of various statistical data can be transferred with the support of digitalization. The connecting gap between virtual systems and real-world digital business provides numerous business opportunities to gain customers for their ventures by offering new and innovative products and services which promotes low cost by generating more revenue. Digital Rupee is a new form of money, which will give easier access, is less expensive, and makes payment faster. This article focused on describing the concept and identification of digital entrepreneurs and their contribution to the digitalization and economy. Digital entrepreneurs mix business, market knowledge, and communities technological know- how to change typical commercial enterprise practices through digitalization. Policymakers

around the world have initiated a variety of policies to foster entrepreneurship in their countries (Park & Bae, 2004). Encouraging entrepreneurship is also high on the agenda of governments in developing countries like India. This is because entrepreneurs are being viewed as "the catalysts of growth, marrying capital, innovation and skills". The imperative role of entrepreneurship stands out at the present time of innovative change, and a means to fostering a climate to help the dynamism in firm creation. This is particularly in emerging and developing economies, where conditions for entrepreneurship are generally still insufficient.

Over the last decade, the importance of the entrepreneur as the driver of economic growth has received increasing attention. According to Leibenstein (1995) there are two simultaneous steps in the process of economic development: economic growth and market transformation. In order for a country to increase its per capita income, it must have a "shift from less productive to more productive techniques per worker". This shift is the process of market transformation, and it can be manifested in the creation of new goods, new skills, and new markets. IN this respect, entrepreneurship is the driving force behind both growth and transformation. Without entrepreneurs there would be no new innovation or creative imitation in the marketplace; hence, the transformation to new production methods and goods in the country would not take place. As entrepreneurs transform the market, they not only provide new goods and services to the domestic market, but also provide a new source of employment to the economy (Praag, 1995). Therefore, entrepreneurship is a necessary ingredient in the process of economic development; it both serves as the catalyst for market transformation and provides new opportunities for economic growth, employment, and increased per capita income.

Objective of the Study

The objectives of the study are:

1. To study the concept of the Information Technology In Agri entrepreneurs
2. To study benefits or importance of IT in Agribusiness entrepreneurs
3. To identify the problems faced by Agri-entrepreneurs in IT

Research Methodology

The current study uses secondary data the secondary data have been collected from the Reports, Government Publications, Seminar Volumes, Books and Journals and dailies and electronic media. Library research has been engaged for the purpose of a review of relevant literature into the Article.

Review of Literature

Prof D.S.Grewal(2014): IT Industry has countless opportunities; only a few are described above. There are many other such opportunities like IT Driven Financial services, IT appliances which could be exploited well. A successful entrepreneur tracks emerging needs, and identifies opportunities that throw up value. A good idea is the pivot around which a successful venture can be structured. Fang Zhao(2018): Information Technology Entrepreneurship and Innovation presents current studies on the nature, process and practice of entrepreneurship and innovation in the development, implementation, and application of information technology worldwide, as well as providing academics, entrepreneurs, managers, and practitioners with up-to-date, comprehensive, and rigorous research-based articles on the formation and implementation of effective strategies and business plans. Dr. Deepak Chandran(2021): The future for IT systems in agriculture holds much promise. Technology is constantly improving to solve human problems more easily. Innovation in technology to solve specific problems is driven by market demand. Adoption of IT in agriculture seems to be on the rise as agribusiness managers increasingly discover the need and consequently see the value of these technologies. This will serve to drive the demand for these technologies and therefore stimulate new innovation and decrease costs. As these technologies progress and our understanding of human decision-making increases then we should see a gradual shift from decision support systems to decision replacement systems.

Le Nguyen Doan Khoi(2022): The study has revealed that, young entrepreneurs in Vietnam are also using this new technology to improve their businesses. Most of them are using email and Internet services. Email services are used to communicate mostly with business partners and friends. Internet

services are also being used to search for product related information. The study has further shown that young, who are running garment related businesses, are searching for new designs for young clothes through the Internet.

Importance of Technology in Entrepreneurship

1. **Communication:** good communication is necessary to allow efficient flow of information in a business. Technology provides multiple channels for businesses to communicate both internally and externally. Whether it's setting up virtual workspaces where employees can interact and develop ideas, or connecting to international businesses through the use of video conferencing, technology can be used as an outlet which allows businesses to collect feedback from their customers, which can be used to improve or alter a product to suit the needs of the customers better.
2. **Research and Development:** through the use of technology, businesses can research the market through the use of secondary data. This is extremely useful as it provides businesses with in-depth knowledge about markets before penetrating them. Along with secondary research, businesses can use technology to conduct primary research in addition to using online surveys and customer feedback.
3. **Web Based Advertising:** one of the most beneficial use of technology is advertising to millions of people around the globe just at a click of a button. [Web based advertising](#) consists of websites and social media. Websites can be built using tools such as Word Press or Square Space or professional web developers can be hired to create them. Unlike websites, social media accounts are very easy to build for your business and provide exposure on a wide variety of platforms such as Facebook, Twitter and YouTube.

Entrepreneurial Opportunities in IT

Entrepreneurial Opportunities in IT, IT spending over the past three years could have made the Indian Economy more efficient in its use of resources. Y2K successfully behind it, this industry is extremely dynamic and still attracts the best talent in the country. Exciting avenues are being identified both globally and within the

country. With the advent of the electronic era, IT has gained further prominence. Though the bust in the portal boom is a dampener of sorts, Net based initiatives linking

1. Business to Consumers (B2C)
2. Business to Business (B2B), and
3. Government to Consumers (G2C),

VoIP, ASP are being tested out constantly and offer good potential to sound concepts. Some of the entrepreneurial options in IT functions include- e-commerce, eMarketing, eGovernance, E-education, Tele-working, web security; IT enabled services-call centres, CRM, data digitization /GIS; DSP; technical writing etc. These opportunities are discussed in succeeding paragraphs. E-COMMERCE: E-commerce has perhaps received more attention than any other field in recent times as it uses technology to streamline business models, creating savings and increasing efficiency. Most IT companies are focusing on building capabilities in this field. NASSCOM. E-commerce is all about consumers conducting basic transactions on the Web-this could be business-to-business (B2B) or business-to-consumers (B2C). Example of B2C is amazon.com that sells books, music and films to people. B2B is a revolutionary order.

Challenges Faced In Agribusiness In IT

Information technology (IT) systems enable managers to overcome these obstacles to a large extent. With the help of these systems more information can be gathered with less effort and it can be interpreted with the combined knowledge of specialists in different fields. The interpretation of the information can be done in seconds. This puts a very powerful tool in the hands of the agribusiness manager to use in decision making. Gathering the information presents the real challenge in optimal decision making. It takes time, money and effort to accurately gather and process information and therefore it represents a cost which must be accounted for. In agriculture it is difficult and in some cases even impossible, to measure certain parameters. Other parameters are time consuming to measure or create a large burden on the people involved. In other words, the cost of gathering and processing the required information may outweigh the benefits of having it. Another challenge in the gathering of information is that an information

Mr. Manjunatha Sharma R H, Prof. H.M.Chandrashekar

overload may result. Trying to interpret too much information often results in poorer decision making. Despite the lack of information, agribusinesses are also subject to a relatively large administrative burden. This burden is created by the various accreditations that agribusinesses must comply with as well as certain statutory requirements. Also, the larger an agribusiness becomes, the heavier this administrative burden will be. Therefore the ability for an agribusiness to cope with its administrative burden will impact not only its profitability, but also its growth prospects

Need of the Study

In the era of globalization, where technology is rapidly developing, this causes entrepreneurs to inevitably have to take part in its utilization. They realize the importance of the Internet as a means to participate in global markets. As a result, small, large, and medium industries compete to offer their superior products and services, to Internet users who come from different backgrounds and groups.

Some of the roles and influence of the Internet on entrepreneurship development in Indonesia are first, namely to increase customer satisfaction where a relationship or closeness between the entrepreneur and his consumers will be established so that entrepreneurs In the era of globalization, where technology is rapidly developing, this causes entrepreneurs to inevitably have to take part in its utilization. They realize the importance of the Internet as a means to participate in global markets. As a result, small, large, and medium industries compete to offer their superior products and services, to Internet users who come from different backgrounds and groups. Some of the roles and influence of the Internet on entrepreneurship development in Indonesia are first, namely to increase customer satisfaction where a relationship or closeness between the entrepreneur and his consumers will be established so that entrepreneurs

Information Technology in Entrepreneurship program should be able to Produce, Business Models and Business Plans for any IT venture that can scale from local to global markets Choose the right business and technology partners across geographic boundaries and from different Domains to complement own solutions to

Mr. Manjunatha Sharma R H, Prof. H.M.Chandrashekar

deliver better market fit. Combine the appropriate tools, techniques, frameworks, content, and platforms for business, technology, and human-centered design to launch and sustain viable of IT ventures Manage diverse groups or teams to achieve desired goals within the context of a local or global IT venture Defend the importance and need for intellectual property for technology-based business proposals Formulate the right leadership approaches to apply, depending on situations and within the context of IT ventures and operations.

Conclusion

IT and business performance is insignificant. However, young entrepreneurs covered under the study have acknowledged the fact by using IT services they have been able to increase their sales and the consequent profits. It was also acknowledged that business operations have been quit efficient as communication with business partners and customers has been conveniently and considerably very easily and efficient. The major problems, which were mentioned in this study, were lack of knowledge and skills and financial resources. To enhance young entrepreneur's capacity to become full members of the new economy, the following aspects are relevant. The government can promote business and entrepreneurial prospects for young in the information economy by offering financial capital and micro finance to young entrepreneurs in order for them to exploit fully IT opportunities.

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