

# BUILDING a business for **YOUTH** in agriculture

New ideas and energy in agriculture  
**Agribusiness** opportunities developed  
New technologies taken on  
A revival of agriculture and rural communities

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“ Doctors want their children to be doctors, business people want their children to be business people, politicians want their children to be politicians, and actors want their children to be actors, but farmers do not want their children to be farmers.

If we don't attract youth to agriculture we risk a production crisis.

Shri Venkaiah Naidu  
Minister, Government of India

## Solutions

To attract youth back to agriculture we need:

### Mechanization of farming operations

in the field and after harvest to increase profitability.

See our approach in 'Farm Mechanization'.

A **digital agriculture** revolution that will interest youth by providing the business intelligence and market integration required to run a successful farm.

See our approach in 'Digital Agriculture Revolution'.

**Profitability** through intensification, higher unit prices offered through e-marketing and traceability and manage risk – especially associated with climate change. Farming must be competitive with other career options while allowing families to enjoy the ecosystem services of rural living.

See our approach in 'Partner for Rural Village Growth'.

**Agribusiness** ventures with appropriate support to youth through mentoring to develop new market opportunities in providing nutritious food and getting remunerated for environmental services such as improving soil health and water quality through best agricultural practices.

See our approach in 'Agribusiness Incubation'.

**Buzz and collaborations** for youth in agriculture. Start a local young farmer group and create a buzz around agriculture, leadership and learning. Build up these groups into a strong network.



**International Crops Research Institute  
for the Semi-Arid Tropics**



About ICRISAT: [www.icrisat.org](http://www.icrisat.org)



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