

# Interplay of Contextual Dimensions – Evidence from Agripreneurs and Agriventures in India

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## Abstract

This paper sets out to explore the contextual relevance and the interplay of various contextual dimensions in the setup and establishment of agriventures in India. The relevance of various dimensions of the context are also explored in the development of process, outcome and future orientations of agriventures. The paper extends the knowledge on the contextualised views of agripreneurship and elicits the relevance of historical, institutional, social, spatial, temporal and societal dimensions in the promotion of agripreneurial activities and outcomes. The findings emerging from the present study provide answers to extensive calls put forward by academic scholars to contextualise entrepreneurship research by placing a greater emphasis on the agricultural sector and country context.

Keywords: Agripreneurs, Agriventures, Context, Opportunities, Challenges, Dimensions, India

JEL Classification: D22, J14, L25, L26

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## **1. Introduction**

Entrepreneurship is the major driver of employment, growth and economic development is a well-established fact. Research related to entrepreneurship has proliferated over the past two and half decades, yet scholars struggle to understand the process of entrepreneurship due to its dynamic and complex nature. Recently published scholarly literature has differentiated between non-contextualised and contextualised views of entrepreneurship (Anderson & Gaddefors, 2016), while much of the extant literature focuses on promoting the non-contextualised views of entrepreneurship, thus widely publicising taken for granted assumptions of entrepreneurship (Casulli et al., 2017). The non-contextualised views of entrepreneurship outline certain similarities and unique patterns to develop insights into this domain (Anderson & Gaddefors, 2016). Although this approach has resulted in the emergence of positivistic literature within the domain of entrepreneurship (Anderson & Ronteau, 2017), more recent scholarly publications on entrepreneurship literature call for an examination of the effects of context (Casulli et al., 2017; Fitz-Koch et al., 2018).

Understanding the domain of entrepreneurship by way of considering the context is envisaged to enhance future scholarship in the field (Zahra, 2007; Welter, 2011; Fitz-Koch et al., 2018). Studying the context in which the process of entrepreneurship thrives offers meaningful insights into the various opportunities available to and also address the challenges encountered by entrepreneurs. For example, Welter (2011) outlines how historical, institutional, social, spatial and temporal contexts interfere with entrepreneurial activities and outcomes, thus setting boundaries for entrepreneurship (Welter & Gartner, 2016). In light of this discussion, there has been limited academic attention to date on some important contexts, an examination of which would assist with understanding the nature, type and process of entrepreneurship (Fitz-Koch et al., 2018). For example, much of the existing research has explored urban and Western contexts of entrepreneurship, thus limiting the exploration of regional, rural and Eastern contexts entrepreneurial activities and outcomes (Muller & Korsgaard, 2018).

The study of contexts within the domain of entrepreneurship also captures the prevailing sectoral differences, if any, as most of the existing studies tend to include sector as a control variable, thus limiting the academic understanding of the relationships between a chosen sector and entrepreneurial activities and outcomes. Agriculture is one such sector that has received less attention from academic scholars in understanding the process of entrepreneurship (Alsos et al., 2014). The Food and Agricultural Organisation (FAO) identifies agriculture as one of the largest sectors in the world, contributing over 3 per cent of the global gross domestic product (GDP) (FAO, 2017). Also, the agriculture sector offers employment to over one billion people worldwide and has undergone major transformations in terms of shifting from conventional farming practices to incorporating more integrated farming practices (Moreno-Perez et al., 2011). Moreover, the technological advancements, market openness, supply chain logistics, improved farm machinery and agricultural solutions have

fostered the setup and establishment of highly sophisticated agriventures by farmers and agricultural graduates (McElwee & Bosworth, 2010).

The paper contributes to the existing literature by identifying key contextual dimensions that are relevant within the entrepreneurship domain and agricultural sector. The next section presents a brief synthesis of the existing literature followed by methods employed, results and discussion. The final section presents the conclusions of the present study, outlines the limitations and identifies avenues for further research.

## **2. Literature Review**

In this section of the research paper, we present the historical and institutional context of the agricultural sector in India, eliciting policy formulations and changes to policy initiatives, and outlining various reasons for the Government of India's (GOI) shift towards transformative agricultural practices and rural economic development. Globally, agriculture is the largest sector, accounting for 3 per cent of the GDP and creating employment opportunities for over 1 billion people. It is projected that the demand for food and agricultural produce will increase by at least by 50 per cent between 2012 and 2050 due to constraining factors such as urbanisation, population growth, migration, climate change and natural resources (FAO, 2017). Thus, the focus of the second sustainability development (SDG2) goal of the Food and Agriculture Organisation (FAO) is on achieving food security and promoting sustainable agriculture by 2030. Similarly, the 2030 agenda for sustainable development and the Addis Ababa Action Agenda calls for enhancing policy coherence and enabling sustainable development of the agricultural sector (FAO, 2017). The identified constraining factors and the international agenda proposals mentioned above can only be effectively tackled by improving the income earnings of the rural farming communities through agricultural innovations (FAO, 2017).

Agriculture is the most prominent sector in India, contributing 15 per cent of the country's GDP. Available statistics indicate that over 85 per cent of the rural population in India is dependent on agriculture, of which over 50 per cent are poor, with earnings meeting only basic needs. Approximately 140 million farmers throughout the country engage in day-to-day agriculture-based activities, of which 90 million farmers operate on small farms of less than 1 hectare and 40 million farmers carry out agricultural operations on farms ranging between 2 to 4 hectares. However, the productivity and profitability associated with the sector tends to be significantly low attributed to reasons such as shortage of natural resources, limited credit facilities, changes in the market environment, lack of access to technology, lack of knowledge of farm diversification and farm mechanisation, etc. Further, a majority of the farmers carry out agricultural operations in very small land parcels. In light of this discussion, India has also seen suicides of farmers who are unable to cope with the farm management practices and have incurred huge debts. Consideration of the farming communities in India represents the social dimension of the context.

The National Agricultural Policy (NAP) in India, which has remained stable for a very long time since its formulation, underwent a major shift in 2000 towards incorporating transformative agricultural practices with innovations. In order to uplift the growth potential of the Indian agricultural sector, the Ministry of Agriculture, Government of India (GOI), reoriented the NAP to focus on creating rural employment opportunities, promoting a fair standard of living for farmers, enhancing rural infrastructure and enriching the agribusiness environment (Bairwa et al., 2014). This initiative from the GOI to reorient the traditional agricultural sector towards agribusiness was triggered by the inefficiencies that resulted from the inability of the existing agricultural extension agencies to meet the specific needs of the farming community, thus eliciting the institutional dimension of the context (Smallbone & Welter, 2009). Therefore, the GOI focused on establishing Agri-Clinics (ACs), and Agri-Business Centres (ABCs) and Nodal Training Institutes to train farmers and agricultural graduates in the initiation and establishment of agriculture-based ventures (Bairwa et al., 2014). Approximately 181 Nodal Training Institutes were established within the proximity of the farming communities to provide accessible agricultural training (Shekara et al., 2011). Stakeholders such as state agricultural universities, state government institutions, agribusiness companies, non-government organisations and cooperatives are included in the newly formulated initiatives.

The role of the National Institute of Agricultural Extension Management is to develop the training modules, disseminate the training material through identified training institutes, recruit suitable candidates to the training programme and evaluate the process. The focus of the training material is to promote entrepreneurship within the agricultural sector that will initiate and establish agriventures like agrotourism, organic farming, tissue culture units, animal feed units, apiaries and vermi-composting, to name a few. Publicly available data indicate that as a result of the establishment of ACs and ABCs across different states in India, 4667 individuals were offered training, which led to the establishment of 2439 agriventures with a success rate of 53.28 per cent in the year 2014-2015 alone (MANAGE, 2017). These initiatives relate to institutional, temporal and spatial dimensions of the context.

By identifying various contextual dimensions, we apply the context lens to understand the factors that enable or constrain innovative agricultural practices and the establishment of agriventures. The existing entrepreneurship research largely includes context as a variable and thus overlooks the interplay of contextual dimensions in the promotion of entrepreneurial activities (Stam, 2016). Given the paucity of studies in these areas, the application of contextual dimensions helps to provide a comprehensive understanding of the entrepreneurship activities, orientations and outcomes in the agricultural sector.

### **3. Methods**

The focus of the existing entrepreneurship literature and the associated skewness towards the business and technology sectors pose severe problems in contextualising agriventure setup and/or

establishment. Similarly, a lack of understanding of the contextual nature of agripreneurship makes it difficult for academic scholarly research to draw meaningful inferences between agripreneurs and their orientation towards agriventures. Moreover, the limited scholarly research published on exploring the various dimensions of agricultural entrepreneurship or farm entrepreneurship is heavily biased towards incorporating the Western notions of farm management and farm innovations, thus neglecting the Eastern and, more specifically, the South East Asian context, which are predominantly agrarian-based economies. Furthermore, the existing literature highlights the challenges associated with the unit of analysis, methodological choices and sampling procedures that are followed to contextualise and elicit the relationships between the agricultural sector and its associated entrepreneurial activities (Welter, 2011).

For example, the existing methodological literature outlines the pros and cons associated with the selection of either individuals or households/family as the unit of analysis when contextualising entrepreneurship-related research. In one strand of research, the potential of using the household/family as the effective unit of analysis, taking into consideration the demand and supply-related decisions due to family embeddedness in promoting entrepreneurial activities and ventures. However, in another strand of research, Carter (2011), for example, acknowledge the importance of family-related resources in promoting entrepreneurial ventures, but state that by not including individuals as the unit of analysis, the opportunity may be missed to present a different type of strategic orientation towards venture setup and establishment that fall beyond the family domain.

Existing research on entrepreneurship is also criticised for relying heavily on quantitative studies and its appropriateness for understanding the contextualised approach to entrepreneurship has been questioned by scholars (Welter, 2011). Qualitative studies score high for capturing, in particular, the richness and diversity associated with the context (Bamberger, 2008). Henceforth, the present study adopted a qualitative exploratory approach to identify themes of importance, given the paucity of studies that have explored agripreneurship and agriventure orientations in India. Similarly, the present study incorporated individual agripreneurs as the unit of analysis and captured the family's involvement in the initiation and establishment of the agriventure wherever appropriate.

The data available on the National Institute of Agricultural Extension Management website was used as secondary data by the researchers to understand the nature of agriventures started by agripreneurs in India (MANAGE, 2017). The stories shared by the agripreneurs also highlight their motivations with regard to agriventures and the challenges faced by agripreneurs in setting up the agriventures. The data have been condensed and organised around conceptual themes of coherence to draw meaningful interpretations of the stories shared by the agripreneurs (King & Horrocks, 2010). The secondary data were available in the form of a report and were analysed using the qualitative data analysis software program NVivo 11 to identify macro and micro thematic categories of importance (Langdridge, 2004). The next section presents the results in the form of themes of importance that

emerged from the qualitative analysis conducted using NVivo 11, and discusses the findings in light of the existing entrepreneurship literature, drawing upon appropriate contextual dimensions.

## 4. Results and Discussion

The following sub-sections on agripreneurship, agripreneurs, agriventures, agriventure setup-orientations, agriventure process-orientations, agriventure outcome-orientations and agriventure future-orientations provide an in-depth discussion that answers the questions stated in the introduction.

### 4.1. Agripreneurship

The results obtained from the secondary dataset notably showcase that agripreneurs are entrepreneurs/farmers who are open to incorporating innovations within agriculture practice, thus bringing together the agricultural sector and the concepts of entrepreneurship. Any deviation from traditional agricultural practice is not categorised as an agripreneurial activity. The following discussion provides answers to the question:

- *What is agripreneurship?*

The agripreneurs represented in the dataset typically identified five distinct categories of innovative agricultural practice: (1) Farm-Oriented Agripreneurs – who have a critical focus on optimising production through optimisation of available resources, (2) Service-Oriented Agripreneurs – who focus on offering agri-inputs related to hiring services, (3) Ethical-Oriented Agripreneurs – who emphasise incorporating sustainable agricultural practices such as the use and production of bio fertilisers, bio pesticides, vermi-composting, etc., (4) Value-Oriented Agripreneurs – who undertake processing-based initiatives in the creation of value-added farm produce, and (5) Solution-Oriented Agripreneurs – who create digital solutions to effectively meet the needs of farming communities. The secondary dataset on agripreneurs in India also classifies the agriventures into two distinct categories based on the diversification activities carried out by the agripreneurs: (1) Farm-based Diversification – which mainly relates to the incorporation of integrated on-farm activities and manufacturing and production of agricultural inputs, and (2) Nonfarm-based Diversification – which emphasises nonfarm-based diversification activities such as the development of technology-enabled agrisolutions, production of digital education resources for the farming communities, provision of technology- enhanced coordinated extension activities, etc.

Existing studies on agricultural entrepreneurship largely use the term ‘diversification’ to refer to either on-farm or off-farm diversification activities carried out in a strategic manner by agricultural entrepreneurs (McElwee & Bosworth, 2010). The concept of agricultural pluriactivity, which closely equates to the concept of portfolio entrepreneurship in the entrepreneurship literature, is also widely used in the agricultural economics domain and refers to entrepreneurs (agricultural) who display simultaneous ownership of many businesses (Alsos et al., 2014). Agripreneurs relied on offering

solutions to problems at hand by integrating the farming context with specific outcomes such as resource optimisation, service offering, sustainable initiatives, value addition and digital solutions. As such, agripreneurs focused on creating not only unique personal, professional, economic, social and environmental identities, but also often an interplay of multiple identities. The findings that emerged from the present study challenge the traditional association of a farmer's identity to the notions of stewardship (caretakers of the land) and kinship (name on the land), as a majority of the agripreneurs identified themselves as having no prior farming experience (Alsos et al., 2014). Therefore, studying the emerging identities of agripreneurs is important given the relevance of understanding the social context of the contemporary agricultural sector (Cassel & Pettersson, 2015), as the setup of agriventures seems to closely align with agripreneurs' personal values, interlinked identities and goal orientations (Sveningsson & Alvensson, 2003).

#### 4.2. Agripreneurs

A comprehensive understanding of the demographic characteristics of the agripreneurs from the secondary dataset has been identified by the researchers to be critical for obtaining answers to the question:

- *Who are agripreneurs?*

The demographic variables such as gender, age, level of education, turnover from the agriventures and the size of the agriventures were captured to understand the social dimensions of the context. The number of female agripreneurs starting agriventures seems to be comparatively less than male agripreneurs (only 12 ventures) across all the states in India. This is consistent with the literature on gender, small businesses and innovation, which has found that there are fewer female-run businesses in comparison to the businesses or entrepreneurial ventures run by their male counterparts (Bock, 2004). More agriventures were created by agripreneurs falling within the 20 years to 40 years age range. Extant literature presents inconclusive results with regard to the relationship between the age variable and entrepreneurial activity (Barbieri & Mshenga, 2008). A majority of the agripreneurs possessed a bachelor's qualification in agriculture, dairy, food technology or veterinary courses which justifies the relationship between the level of education and agripreneurial activity (Seuneke, Lans & Wiskerke, 2013).

Existing literature on entrepreneurship portrays male entrepreneurs in general to be more risk-taking, innovative and successful in their entrepreneurial ventures (Saraf & Banerjee, 2013). An in-depth analysis of the data presented indicates that female agripreneurs involved in the setup of agriventures possess higher educational qualifications (Bock, 2004). This finding correlates with the recent Gender GEDI Index report that recognised opportunities in business and female-run businesses are on the rise (Gender-GEDI Female Entrepreneurship Index, 2014). Fung et al. (2001) report mature adults' reluctance to invest in entrepreneurial activities, Hatak et al. (2015) note a negative association between age and entrepreneurial intentions and Pruette et al. (2009) found no

significant relationship between age and entrepreneurship variables. The findings emerging from the present study contradict the findings from Fung et al. (2001), Hatak et al. (2015) and Wu & Wu, (2008).

### **4.3. Agriventures**

Identification of the locations of the agriventures is vital for understanding the nature and operations of the agriventures. The following discussion provides answers to the question:

- *Where are the agriventures located?*

Results obtained from the dataset indicate that more agripreneurs are primarily concentrated in three states in India. Figure 4 shows that 35 agriventures are concentrated in Maharashtra, followed by 16 in Tamil Nadu and 13 in Uttar Pradesh. Why specific states in India promote more agriventurial activity is unclear from the information gathered from the available dataset; however, a deeper search carried out by the researchers revealed that these states are more proactive in promoting extensive establishment of agriventures through extension activities carried out by the state government, a focus on creating training opportunities for the agripreneurs, and the ability of the state government and village-based government organisations to create valuable networks with various stakeholders and enhance accessibility to sources of finance (MANAGE, 2017).

An understanding of the location of agriventures is important for eliciting the spatial dimension of the context. The existing research outlines the relevance of diversity of spatial contexts, particularly in the promotion of community entrepreneurship (Welter, 2011). The spatial dimensions of the context are identified to be important in promoting entrepreneurial activities beyond the individual level by way of building effective social networks. However, academic scholars have also criticised the impact exerted by the spatial dimensions of the context on promoting close ties and the creation of closed networks, often at the local level, which may potentially impede the business expansion strategies. The marked finding that emerged from the present study in terms of the higher number of agriventures setup and established in the states of Maharashtra and Tamil Nadu by both male and female agripreneurs represents the best practice frameworks followed by these two states in uplifting the sector.

### **4.4. Agriventure Set-up Orientations**

Once the agripreneurs are identified, it is critical to understand the decision-making process that the agripreneurs go through when initiating and establishing the agriventures.

- *When do agripreneurs decide to start agriventures?*

Agripreneurs highlighted the most important challenges to be difficulty associated with identifying appropriate sources of finance to start an agriventure, followed by prevailing climatic conditions and the existing knowledge gap (Shah & Saurabh, 2015). Also, given the content in which



agriventures operate, the emergence of climatic conditions as a constraining factor that decreases crop productivity in the case of farming-based agriventures is understandable. However, the emergence of the existing knowledge gap as a barrier as elicited by several agripreneurs is concerning, as the demographic characteristics reveal that a majority of the agripreneurs are well equipped with adequate knowledge of integrated farming practice through formal qualifications. Most strikingly, the agripreneurs' orientations towards incorporating innovative practices such as integrated farming, combining farm practice with animal rearing, selection of high value crops, measures to enhance soil fertility and development of technology-based resources and processing units within their agriventures seem to correlate agriventure initiation with high turnover.

In the extant literature, academic scholars have outlined the positive association and relationship between innovation and entrepreneurial activities (McElwee & Bosworth, 2010). However, in deriving the relationship between formal educational qualifications and the promotion of entrepreneurial activities, the existing literature provides mixed and inconclusive results (Wu & Wu, 2008). The results obtained in this study confirm the positive association between the level of education and agriventure initiation. Similarly, available scholarly information elicits the correlation between strong entrepreneurial beliefs and entrepreneurial activities (Chasserio et al., 2014). It is vital that prospective agripreneurs carry out environmental analyses of the prevailing micro and macro environments before initiating or setting up their agriventure so that they can weigh up their agripreneurial motivations against the agripreneurial challenges to assess temporal dimensions (Welter, 2011). The identified challenge of lack of appropriate financial resources as a major hurdle in the setup of agriventures correlates with the findings that have emerged from previous literature (Ghatak, 2010).

#### **4.5. Agriventure Process-Orientations**

In understanding the extensive decision-making process that the agripreneurs go through in the setup and establishment of agriventures, the exposure to training seemed to enable agripreneurs to attain adequate knowledge about the available financial resources and to build supporting networks. Therefore, the following discussion provides responses to the question:

- *How do agripreneurs go ahead with the process?*

Through the setup of agriventures, agripreneurs are also actively involved in offering several paid and non-paid services. Engagement of the agripreneurs in community-based services, especially targeting the farming communities and self-help women's groups, emerged as the prominent service-oriented activity carried out by the agripreneurs. Other services offered by the agripreneurs included development of training activities, focus on environmentally sustainable initiatives, development of solutions to problems at hand and focus on exporting initiatives (Kohler et al., 2020; McNunn et al., 2020). The engagement of the agripreneurs in the manufacturing and sale of agri-inputs or agro-based products aligns consistently with the general entrepreneurship literature

(McElwee & Bosworth, 2010). Perhaps the service-orientations exhibited by the agripreneurs are context-specific, and reflect agripreneurs' interest in spreading the knowledge acquired through practice, possibly resonating with the community entrepreneurship literature (Welter, 2011).

In the existing literature, provision of entrepreneurship education and training positively correlates with promoting entrepreneurial activities and enhancing entrepreneurial skills and competencies. The findings that emerged from the present study attest to the importance of agripreneurial training in the promotion of agriventures, thus touching upon the institutional dimensions of the context (Stenholm & Hytti, 2014). The agripreneurial training programmes developed required coordination and consultation between several stakeholders, resulting in public-private partnerships. Existing studies have outlined a negative association between stakeholders and new venture creation (Ferguson & Hansson, 2015). However, the findings that emerged from the present study show a positive association between several institutional actors and the creation of agriventures and further linked to the societal and institutional dimensions.

#### **4.6. Agriventure Outcome-Orientations**

A focus on the outcomes achieved by agriventures is relevant for understanding the performance of agricultural ventures. The following discussion provides responses to the question:

- *What is achieved?*

Turnover is identified to capture the financial measure of the agriventures in an objective manner. The employment generated and the associated size of the agriventures were used as measures to capture the non-financial measure of the agriventures. The agriventures that generate high turnover per annum appear to be focused on integrating traditional and contemporary farming practices. Agriventures incorporating innovative technologies also generate high turnover per annum. The available data presented as case studies on agripreneurs showcase that a majority (around 46%) of the agriventures are concentrated around small businesses followed by micro (29%), medium (23%) and nano-sized (2%) agribusinesses. This finding is somewhat contradictory to the existing literature (Barbieri & Mshenga, 2008), which supports the notion that the more experienced farmers with larger farms are more entrepreneurial and wealthier (Pope & Prescott, 1980; Barbieri & Mshenga, 2008).

The agricultural sector is highly fragmented and firms within the sector exhibit lower levels of profitability due to complex regulatory mechanisms (Grande, 2011). The existing mechanisms seemingly pose difficulties for the sector to focus upon new venture creation and growth orientations. However, the findings that emerged from the present study indicate the proactive nature of the agriventures in contributing to economic development with high turnovers. Similarly, the agriventures create employment opportunities, with a majority of firms employing on average at least 10 farm-based employees. Perhaps the new findings in terms of the outcome-orientations of the agriventures are context-specific, drawing upon the specificity of the sector and the country under investigation.

#### 4.7. Agriventure Future-Orientations

Understanding the future-orientations of agriventures is vital in order to evaluate the direction in which the agriventures intend to progress in the ever-increasing competitive environment. The following section provides answers to the question:

- *What next?*

Businesses operate in an uncertain environment. Therefore, businesses need to focus on future orientations to formulate effective strategies in an ever-increasing competitive environment. The consequences of entrepreneurial ventures need to be understood beyond the financial and non-financial outcomes of the ventures (Carter, 2011). The rewards and recognition achieved by entrepreneurial ventures is one way to publicise the future orientations of ventures, thus surpassing personal motives and business norms (Glover & Reay, 2015). The findings that emerged from the present study in terms of agriventures' future-orientations correlate with the existing research on the ability of entrepreneurial ventures to achieve rewards and recognition in the public domain as a strategy for building positive reputation. However, the findings from the present study also elicit other futuristic orientations of agriventures, such as focusing on expansion and exposure in the domestic and international environments.

It is evident from the present study that the institutional dimensions of context are critical not only in the setup and establishment of agriventures, but also in the development of process, outcome and future orientations. Although the influence of institutional factors has been shown in the existing literature to be vital in the creation of new ventures and the promotion of entrepreneurial activities (Jennings et al., 2013), the interplay of various dimensions of context in the setup and progress of agriventures has attracted little or no attention (Fitz-Koch et al., 2018). Exploring the interplay of contextual dimensions in the agricultural sector is much needed, as the innovations within the sector often go unnoticed by various stakeholders, thus dismissing the entrepreneurial abilities of individuals associated with the agriculture sector (Alsos et al., 2014). The framework presented in Figure 1 shows the interplay between various contextual dimensions in the setup of agriventures and further promotes the process, outcome and future orientations for agriventures.

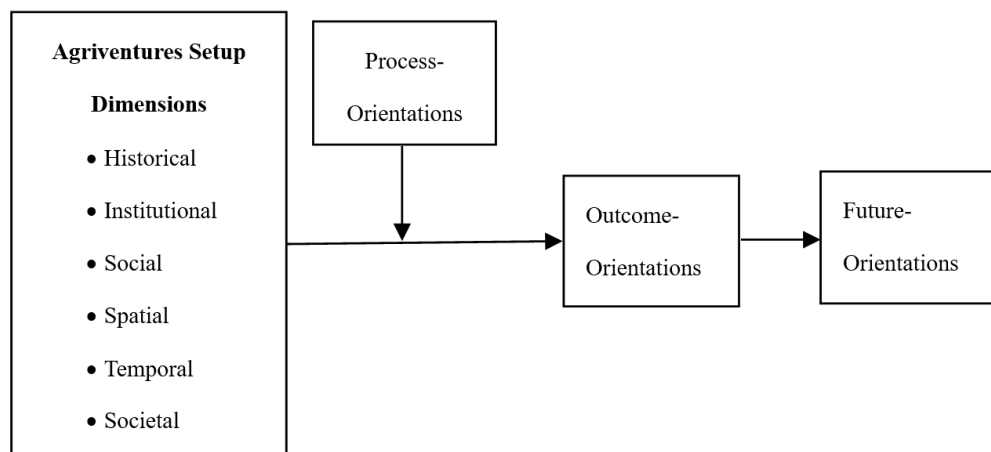


Figure 1. Interplay of Contextual Dimensions of Agriventures

## 5. Conclusions

The overarching aim of the present study is to provide answers to several calls put forward by academic scholars for more focus on the context within the entrepreneurship domain. The context of country and sector in which the entrepreneurship occurs are identified to be important for an in-depth understanding of the various aspects and outcomes of entrepreneurship. The agricultural sector has undergone major transformations globally by embedding farm and non-farm diversification strategies to enhance productivity. The country context of India is no exception to changes within the agricultural sector, given that over half of the population in India resides in rural locations and a substantial proportion of the rural Indian population rely on engaging in agriculture-based activities on a day-to-day basis. Identifying and understanding various dimensions of contextual relevance are particularly important, as the agricultural sector is highly fragmented and faces excessive regulations.

The study identifies the interplay of historical, institutional, social, spatial, temporal and societal dimensions of context in the both the setup of agriventures in India and the process, outcome and future orientations of agriventures. The findings that emerged from the present study are important for the formulation of effective policies to promote agriventures and entrepreneurial activity within the agricultural sector in India. Moreover, the findings from the current study are useful for profiling agripreneurs and agriventures on the basis of the interplay between identified contextual dimensions. Furthermore, the identification of the relevance of how specific dimensions of the context relate to a particular stage of the agriventure development is important for understanding the agriventure process, outcome and future orientations, which will be helpful for policy formulation, policy regulation, innovation management, export strategies and import subsidisation. The usage of a secondary dataset limits the generalisation of the findings to other contexts and sectors. As a limitation from the strategic policy perspective, the present study can be expanded further by integrating literature from the community supported agriculture and linking to the attainment of

sustainable development goals (SDGs). Therefore, future studies need to focus on gathering primary data and conducting in-depth qualitative, positivist quantitative or even mixed methods data analysis approaches to obtain robust findings in regard to the operation of agriventures.

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