

# How to increase agricultural entrepreneurial skills

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## Abstract

Because of socio-economic level, rapid change of international attention to globalization issue in various economic sectors such as agriculture is almost impossible and leads to the national and global economy. Based on the agriculture driven economic development of the country considered, the issue of entrepreneurship in agriculture would seem imperative. Entrepreneurship in the agricultural as an engine of economic development in this sector is considered. It can create jobs and economic growth, social welfare in agriculture plays an important role. Entrepreneurs in the agricultural sector improve the entrepreneurial skills and training process which contributes to the development of infrastructure agriculture as one of the main goals of the agricultural sector. This paper provides an overview of the method and the concept of entrepreneurship as one of the fundamental issues in the agriculture is pointed out. After introducing the concept to entrepreneurial skills in agriculture, techniques to enhance entrepreneurial skills in the agricultural sector in order to achieve the objectives of agricultural development will be discussed.

**Keywords:** entrepreneurship, entrepreneurship in agriculture, agricultural entrepreneurial skills

## Introduction

Due to rapidly changing socio - economic globalization in various sectors of the economy including agriculture, is inevitable (Gholam Ali Zadeh, 2007). In the twenty-first century, the main property of each country is the knowledge, skills and attitudes toward their human resources. This can increase employment, transfer technology and

develop new businesses and the sense of competition, innovation and flexibility in any community. Entrepreneurship is widely discussed. This can lead to self-sufficiency and independence as well as the needed skills and expertise to provide. To achieve this objective, people need the skills and technical expertise, to able to get a good job or eventually create job opportunities, and establish a company. Frederick Hess argues that human capital is critical to the development of entrepreneurship and business development and entrepreneurship skills through training can only be solved (Alvani et al, 2010: 74). Accordingly, the issue of employment and entrepreneurship in agriculture as the focus of economic development, is important (Gholam Ali Zadeh, 2007). agricultural entrepreneurs with combining resources and capabilities, opportunities for employment in the community, more balanced distribution of wealth and income, create social and economic security and Contribute to the happiness of society and government (Mehr Ali Zadeh et al, 2005 : 43 ).

### *The concept of entrepreneurship*

Entrepreneurial is a French word, which means "pledge" (Ghasemi et al, 2008 : 13). Entrepreneurial ability is the unique satisfaction of working team who understand and create new economic opportunities. It is the new products, new production processes, new designs, new products and market competition and achievement to innovative results and creative market, due to the decision-making uncertainty in different situations by using resources leads (Saeidi, 2009: 175 ).

### *The concept of agricultural entrepreneurship*

Agricultural entrepreneurial by means value creation process of a unique set of resources to ex-

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exploit and take advantage of opportunities in rural areas. Farmer and entrepreneur who has a special foresight with regard resource and environmental constraints, to learn from others and own past, according to modern and indigenous knowledge. With the development of personality are associated with risk-taking, innovation and top creativity best and the latest of the economic and market opportunities to identify, assess and explore and according to his genius and the outer tips and compliance with the spatial or personal law use agriculture opportunities (Heydarian Sareban, 2012 : 264 ). In agriculture, it is the main livelihood of the rural poor and has an important role in the production and employment. Therefore, by regarding Iran's economic situation by characterizing unemployment, economic inactivity, and limited government investment, the agriculture is crucial. Therefore, some issues should be considered such as strengthening agriculture and changes in the process of agricultural production natural resources to create non-agricultural jobs, rising incomes and increased demand for local agricultural and non-agricultural products leads and agricultural entrepreneurs with proper opportunities understanding and use of stagnant capital facilities and to their ideas resources managing and organizing to action. Agricultural entrepreneurs can take advantage of the power of his creative problem-solving, risk taking, tolerance problems, with delicate and full swing, threats and environmental constraints, conversion to opportunities, and the complicated conditions such as rapid technological development, globalization and multinational economy, and exploring new opportunities and exploiting them. (KhosrowPour , et al , 2011 : 47 ) .

### **Agricultural entrepreneurial skills**

Skills to perform a specific task or in general, the success or behaviors that are due to come into work or training. Agriculture entrepreneurial skills are one of the most important. Economic changes in new conditions in different ways and the nature of the required skills will impact on the labor market (Agha Ahmadi et al, 2009). In the last two decades training courses aimed at teaching entrepreneurial skills is common and growing number of courses by schools, universities and scientific institutions are held, represents an unprecedented demand for the training of agricultural entrepreneurship . In this regard, Gibe believes that the primary purpose of

entrepreneurship education, agriculture development, behavior, skills and insights bold. Over the years numerous studies to find the skills and personality traits have been entrepreneurs. The results indicate that the overall model does not have these features. However, a set of characteristics that affect the success and failure of entrepreneurs is written such that it can be noted the following characteristics:

Risk tolerance, opportunity recognition, dedication, desire for progress and success, ambition , achievement oriented, positive thinking, being prospective, competition, interest , tolerance , outside control, motivation, determination, having confidence, result oriented creativity and innovation, ambition and independence hegemonism, power decision-making, power of planning and forecasting, motion in a way paths different experience, creation unity in through opposites, tolerance of ambiguity, the use of different modes, using deciding evident source, challenge (mental stimulation), the love of self, failure tolerance, the ability to postpone joy and success to gain more enjoyment and success, enjoying a high emotional intelligence, self-confidence, having a strong self-efficacy beliefs. A Sylva believes, entrepreneurial skills, including knowledge of those activities or operations which establish and operate a successful economic business is requirements. Such knowledge can include science, finance, accounting, marketing or manufacturing. Ferrell classified "entrepreneurial skills" in three groups: individual skills, interpersonal and processes as follows:

1 - personal skills include: innovation, initiative, risk taking Check ability of known issues, accept challenges, responsibilities, search of opportunities in change .

2 - interpersonal skills including: effective interaction with others , communicate effectively , negotiate , influence and lead the protests .

3 - process skills including: ability to the design and organize , ability to analyze , synthesis and evaluation , and ability to execute projects ( Darban, 2012 : 36 )

Another type of classification entrepreneurial skills can be classified into the following three parts:

1 - personal skills, which include items such as : control and Order of internal, risk-taking , innovation , ability to change manage, persistence, strength and perseverance and leadership of thinking Drew said.

2 – Management skills, which include planning, goal setting, decision making, human relations, marketing, finance and manage accounting skills, control, discussion and development management.

3 - Technical skills include: writing skills, verbal communication or verbal communication, monitoring or evaluation the environment, business management, technology, interpersonal skills, listening skills, ability to organize, manage the networking, mentoring, actor and its role in the team or team-building skills (Abdolmaleki et al, 2008:106).

Agricultural entrepreneurial activities need to the wide range of skills. A number of skills have been identified and in the entrepreneurship litera-

ture been considered, and the professionals entrepreneurs Know them the essential Skills of Entrepreneurs. But a number of skills is less attention to the entrepreneurs, especially new entrepreneurs. In entrepreneurship literature, seventeen skills in four categories are classified. In the first category, there are four skills that are classified in terms of technical skills (Table 1). Lyons (2002) argues that technical and professional skills, are essential for the success of a business process. Research of Smith and Maynr has shown that technical skills of successful farmers entrepreneurs, beyond the conventional production of goods or services in the market. According to their belief, at the continuum end of technical skills, entrepreneurs are artisan or craftsman.

**Table 1. Entrepreneurial Skills in Agriculture (Emani Jajarm, 2012 : 115 ).**

Concept	Class	Skills
Entrepreneurial skills	Concept of business	plans of business presentation skills
	Peripheral search	Identifying market gaps, taking advantage of market opportunities
	Network and Advisory Board	The balance independently with the use of consultants

To enhance technical skills of agriculture it is useful to do the following points:

1. Knowledge of natural hazards (such as frost, drought, pests and diseases, and diseases, storms, wind, and humidity)

2. Knowledge of environmental factors number and range affecting the of products (such as water quality, soil, water, air, temperature, light, pests and diseases)

3. Seasonality of some products (inputs or processing of the product to provide a specific time of year or time constraints due to the limited demand for products)

4. Assigning applicants' land of marginal agricultural businesses due to the acquisition and exploitation of natural resources in the form of quality traditional agricultural production systems

5. Exploitation of marginal areas for business ( leveling , canal and irrigation system )

6. The use of market inputs with high quality

7. Use of Labor and Skills Workforce

8. Planning for use of the needs inputs the domestic market are not available .

9. Proper planning for timely access to certain inputs ( such as fuel , fertilizer , pesticides and hormones)

10. Knowledge of the methods of natural resources Security like land and water

11. Knowledge of the installation techniques latest and facility maintenance

12. Use of standard equipment and technical services

13. Knowledge of ways to avoid of the natural resources quality compromising over time ( such as water and soil salinity , low fertility )

14. Agricultural business management in terms of geography (considering distance to market centers, and input supply centers and infrastructure and support services)

15. Use of skilled workers in the region

16. Taxes Manage of the relevant devices

17. Waste management and outputs and inputs waste

18. Management of energy products and tariffs

19. Manage the efficient use of used inputs

20. Private Capital Management in the startup phase

21. Manage the proper use of equipment and facilities.

On the second floor, there are six skills, they can be taken into account, management skills (Table

2). The first skills four, general management skills as the most important tool for any business operation are accepted. The fifth skill is used in the consulting business. Currently, great interest has been generated business startup consulting, but it must

be said, advisory committees, not much attention entrepreneurial experts. But the training (learning) as well as higher levels of problem solving skills, in conjunction is relevant with business success, however, are not used.

**Table 2. Agricultural management skills (Emani Jajarm, 2012 : 115)**

Skills	Class	Concept
Managerial skills	management	Planning, organizing, supervision, leadership and networking
	sales and marketing	Understanding the customer, distribution channels, supply chain
	Finance	Finance management, accounting and budgeting
	law firms	Risk management, security, and independence
	Public and Executive Relations	Communication Consulting Group
	High degree learning	Problem-solving

To enhance management skills in agriculture is useful to observe the following points :

1. High risk in agricultural business
2. Management of agricultural business multiple activities and coordination
3. Auser 's patience
4. Familiar with the increasing complexity of production technology and production management
5. Time management in begins to reach production and supply
6. Time management to achieve a level of profitability
7. Partnership work manage towards persistence
8. Efforts to avoid defeat in the First year with others experience in order to unforeseen problems
9. Full-time direct supervision owner and management of business
10. Knowledge of methods of perishable products
11. Considering the possibility develop to launching business, profitability and innovation
12. Time and money Manage in gaining experience and acquaint workers with responsibilities related
13. Given the success of the business depends on the creativity and Business Owner Manager Power
14. Knowledge of ways to prevent losses due to pests and diseases
15. Using the competitive new method with large companies and products in the area .
16. Use business modern methods and equipment
17. Setting up business due to the capacity of

Use in the area

18. Optimum efficiency and full utilization of the created capacity
19. Enjoyment of business management expertise and avoid having to rely on trial and error
20. Familiar business owners with new business methods and techniques
21. Knowledge of in writing the plan procedures and involved paperwork

Agricultural entrepreneurial skills in the three categories are classified (Table 3). According to Lyons (2002) entrepreneurial skills to develop products innovative, services and generalized solutions for the needs of the agricultural markets are essential. As we seek to identify opportunities in the business environment, the basic meaning of entrepreneurship, entrepreneurial skills, identify Agricultural Market opportunities to define also very important. The ability to manipulate speech and spoken forms of verbal and visual useful skills are for agricultural entrepreneurs.

To enhance entrepreneurial skills in agriculture is useful to observe the following points:

1. Awareness of the latest government policies on agricultural markets ( import, export, pricing and market regulation)
2. Manage the cost of production
3. Management of distribution network in the region
4. Management of required equipment and inputs

5. Ways to find a strong marketing centers in the region
  6. Management extreme fluctuating of inputs and products prices
  7. Control production costs of services
  8. Appropriate acquisition terminals in the region
  9. Considering to not guaranteed purchase of some products by the government
  10. Be aware of market unpredictable conditions
  11. Knowledge of the local market
  12. Preventing brokers and dealers or market rule
  13. Producing quality products with reasonable price and avoid the indiscriminate importation of goods
  14. Providing possible competition with low-quality products
  15. Setting up Product Pricing system and price control
  16. Pervasive surveillance on the market crops
  17. Holding specialized exhibitions
  18. Setting and control standards for quality production
  19. Setting and control standards for quality of inputs
  20. Culture appropriate use of some products
  21. Appropriate rules in order to export products
  22. Knowledge of information on foreign markets
  23. Harmonizing institutional change of domestic and foreign market
  24. Cost and time management of in goods transit
  25. Security Investment
  26. Appropriate insurance coverage (workers' insurance, crop insurance and structures)
  27. Responsible for fit supporting the devices to engage in the business of creating
  28. Coordination between relevant devices
  29. Transparency and stability in the administration
  30. Communication with Engineering Companies
  31. Planning for the use of paid subsidies by the government
  32. Creating effective information network for such available propagation of technical and market information at the regional level
  33. Use of business advisory services (affairs, legal, marketing, engineering )
  34. Links with research institutions to research needs meet (such as soil testing , water quality control , production of suitable varieties , ... )
  35. The use of functional short-term and vocational training in business
  36. Use of the appropriate facility for product processing
  37. Use of the appropriate facility for product packaging
  38. Increasingly competitive business environment
  39. Ads with in mind cover and Cost management
  40. Trust between business participants
  41. To have business ethics
  42. Integrity in applicable and statutory professional rules for development of agricultural businesses
  43. Technical collaborations and joint internal ventures with foreign companies
  44. Focus business on the manufacturing and dealing in other fields , including engineering and technical services, processing, marketing and consulting
  45. Registration and rules agriculture business to control them
  46. Centralized development of infrastructure and business environment, including industrial town centers and greenhouses
  47. Facilities for warehousing and storage (including cold stores and equipped warehouses)
  48. Creating examples of businesses and the standard model
- The fourth of skills in four categories with title mature personality skills are classification (Table 4). Lyons believes that these skills acquisition to self-awareness, emotional maturity, ability and willingness to accept responsibility and creativity are required.

**Table 3. Entrepreneurial Skills in Agriculture (Emani Jajarm, 2012 : 115)**

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**Table 4. Mature personality skills (Emani Jajarm , 2011 : 115 )**

Skills	Class	Concept
mature personality skills	Consciousness	the ability to self- introspection and reflection on their actions
	Audit	ability to take responsibility for solving a problem
	Coping emotional	emotional ability to take action to solve a problem
	Innovative	ability to create new solution to solve a problem

These skills have recently been discussed in the entrepreneurship literature and rarely in entrepreneurship education programs, are considered.

Therefore, we can say that the knowledge and learning to understand new knowledge by trying the creation of entrepreneurial businesses, most effective and important. To create new businesses, need to the skills and unique knowledge and human capital, has the most significant impact in this area. Based on common standards, education, training and experience are important. But it is the target of agricultural entrepreneurial skills in technical, managerial, entrepreneurial and personality mature? The primary objective is to improve and motivate agricultural entrepreneurship farmers to save time, initiative, risk-taking, and so on. Hence, the development of courses and workshops related to employment and entrepreneurship in agriculture, to promote practical knowledge, commercialization of job skills, and start businesses and attitudes graduates change can over the course of vocational training should be considered . The development of agricultural entrepreneurship in the input, process , output , outputs and outcomes, concern is continually graduates of agricultural entrepreneurs , creative and able to train. Organization of vocational, training agriculture entrepreneurship in vocational the technical and vocational education increased to growth productivity, and to prevent the waste of human and material resources (Emani Jajarm, 2011, 115 ).

#### *Agricultural entrepreneurial skills increase with training*

It can be said that entrepreneurship in agriculture refers to the process of the use of creativity, new something with a new value, using the knowledge of time, resources and deployment of risk in agriculture can make. This current global developments, the entrepreneurs stymie at the forefront of technological development and economic growth. The successful experience of most developed countries and some developing countries through economic

crises in those countries through entrepreneurial development, has led to other countries for jobs in agriculture , agro-entrepreneurs and the formation of innovative businesses , with entrepreneurial skills education , particular importance should be attached. In fact, we can say the entrepreneurial skills in agriculture, as one of the most important aspects in the development of entrepreneurship. According to various studies conducted have proven that most entrepreneurs characteristics are adventitious not inherited and it is now training to become one of the most important and the most intensive of activities has become conversion. Education and Promoting of agricultural entrepreneurship process is policy that directly affects in quantity and quality of exposition in community . This is why in many countries , especially developing countries , which are possible obstacles are overcome, governments have flourish the potential power. In fact, the implementation of this policy will always be a variety of purposes such as identifying opportunities and how to exploit them, management and business new scientific method wear to action. In difficult and complex conditions activities in the global economy and necessary to enter to international trade shows that it is except with development of the creative and skills learned human resources and in launching new businesses , we cannot played activity in the global business arena .finally , dependence and closely correlated agriculture to with a variety of professions and businesses in country to the extent that entrepreneurial education and training in the field expect with the development of training programs related to various sectors including new technology, industry, trade, transport and tourism through continuous communication with market In this area, the domain will not be possible. Some results of research on the adventitious most of characteristics of entrepreneurs emphasizes. Thus, providing a suitable environment and training which characteristics, experience and skills strengthen in people to try . An important consideration in the

process of agriculture entrepreneurship should be noted to the importance innovation requires a creative force. Innovation and risk-taking in are two interrelated issues in entrepreneurship that in the incidence of entrepreneurship background should be considered both together ( Ali Zadeh , 2007 ).

The training process is to identify the opportunities, the needed resources to attract and supply, Action plans by providing creative solutions design and take risks and to find the failures and mistakes they might apply and the results are timely and easy manner given in the community as well. With education people think to innovation, creativity, opportunity and future-oriented conditions be prepared to implement the entrepreneurial process very quick and easy and stimulating and entrepreneurial culture promoting and creating a psychological readiness of farm entrepreneurs through education to provide entrepreneurial activities developing. Agricultural entrepreneurs with training, self-initiated, creative entrepreneurs become and can take an effective step in creating employment. Johnson et al (2006) argue that entrepreneurship is a complex multi-faceted concept that has attracted a lot of attention today. And more evidence suggests that entrepreneurship can be fostered in result, training programs. Ahmadi (2006 ) also showed that knowledge and needed agricultural entrepreneurship skills is in four areas include :

- Motivation and desire to build business
- Knowledge of feasibility business study
- Ability to create business
- Assessment of the current situation and plan for the development of new business

In a study done by Rashid (2000) entitled “the role of entrepreneurial characteristics and attitudes”, he concluded that people, who were trained in entrepreneurship got higher scores gain on achievement motivation, internal control locus, self-esteem and. They concluded that the most important period for entrepreneurship education creativity and innovation courses. Aishuk (2006 ) showed that training is the most urgent need for people become aware their potential and by learning the skills for a better life in the future to be prepared. Overall, the results of national and international studies show that entrepreneurship is the adventitious and foster process that should be paid attention to this phenomenon (Norouzzadeh et al , 2010: 77)

If future entrepreneurs well trained with agriculture entrepreneurship skills and business when faced to challenging tasks with starting their busi-

ness processes, they will not be disappointed. Davidson showed that to starting and business doing agricultural entrepreneurs power has highly correlated to experience and training of relevant business. Thus, training program for the agricultural entrepreneurial skills that offers important factor in the emergence and success of a business is considered. It is important to be trained for future entrepreneurs in developing countries that have limited resources, lack of supportive state policies and have serious drawbacks associated with large companies. General agricultural entrepreneurship and business are as follow:

- Vocational and Technical Education
- Training Business
- Entrepreneurial Training Program
- Technical and vocational education programs
- Availability information.

There are potential agricultural entrepreneurs , and it is necessary to be active through such mechanisms as their potential training= conversion ( Sa-deghi et al , 2011 : 72 ).

Entrepreneurial skills increasing consequences in agriculture

The entrepreneurship impact scope is very broad in agricultural sector. Some of these effects include: employment, transfer of technology, encouraging investment, knowledge , develop new markets, increase comfort, organization and effective use resources, economic growth , improved life quality.

According to the presentation, it can be said briefly about entrepreneurship in agriculture: the origin and nature of entrepreneurship in agriculture is not different from entrepreneurship in other economic sectors in urban areas, but the inputs needed to entrepreneurial develop such as capital, management , technology and education in cities and urban logic and the industrial and services logic, rural will be easier than rural and agriculture areas. In fact, in today's world , entrepreneurship is one of the most important aspects of agriculture will be increasingly important . Because of changes in market and society are factors that entrepreneurship necessity in agriculture to make more than ever before. It can be said that agricultural entrepreneurship means, creativity and innovation using in related to agricultural activities. It is necessary to note that alone innovation will not lead to entrepreneurship, unless combined with the capabilities and functions of management (Ali Zadeh, 2007).

## Conclusions

A special effort has not been done in Iran in the field of education and entrepreneurial skills in agriculture. Although there is a common denominator between the concept of general management, strategic management and entrepreneurial, applied training on the top territory for entrepreneurial process in agriculture is useful. But, it can be said that most of the organizations' training program have an important role to focus on the needs of managers in middle and large organizations. That is why the training programs to enhance entrepreneurial skills in agriculture should be fundamentally revised. In fact, it is believed that our education system should be directed to enhance entrepreneurial skills in agriculture, and to be brave to take risks to create paid careers. If you want to seriously discuss entrepreneurship in agriculture, it should be directed towards the development of our educational system to enhance the characteristics of entrepreneurs and increase their skills so that they can be given creative thinking.

Finally, we can conclude that the relative advantages of third world countries in raw materials and cheap labor due to automation have lost their value, and consequently the development of technology and agricultural production and innovations service seems necessary. This necessitates increasing creativity, innovation and entrepreneurial skills in agriculture.

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