

Green Economy and Sustainable Development with Special Reference to Agripreneurship

Alok Kumar¹, Supriya Singh²

¹Assistant Professor, P.G Department of Economics, L.S College, BRABU, Muzaffarpur, Bihar

²Research Scholar, Department of Management Sciences, Mahatma Gandhi Central University, Motihari, Bihar

ABSTRACT

Agriculture sector helps to a country's overall well-being. By alleviating poverty and giving people access to food security and jobs, it has an impact on economic growth. According to figures from the agriculture census, 54.6% of the population in India depends on agriculture farming for a living (GOI, 2016a). According to NABARD (2014), 67 percent of the agricultural operational holdings in the nation are owned by small and marginal farmers. In the modern world, entrepreneurship is a crucial aspect of globalization. Globalization is promoting the transition from the industrial to the entrepreneurial type of production. As a result, the agricultural sector needs an entrepreneurial culture in order to intensify global sustainable agriculture. In these conditions, Indian situation offers "entrepreneurial model" of agricultural farm output to the small and marginal farmers rather than an agri-business organization. In this context, this paper explores how traditional agricultural entrepreneurship falls short of expectations for social fairness and environmental health in addition to financial success and why sustainable agricultural entrepreneurship emerged as a substitute. The relationship between agricultural entrepreneurship and the green economy is discussed in this paper.

Keywords: Agripreneurship, Green Economy, Developing countries, SMEs, Innovation

INTRODUCTION

Agriculture sector helps to a country's overall well-being. By alleviating poverty and giving people access to food security and jobs, it has an impact on economic growth. According to figures from the agriculture census, 54.6% of the population in India depends on agriculture farming for a living (GOI, 2016a). According to NABARD (2014), 67 percent of the agricultural operational holdings in the nation are owned by small and marginal farmers. In the modern world, entrepreneurship is a crucial aspect of globalization. Entrepreneurship spurs economic expansion and job creation (Ashutosh & Jasheena, 2016). Globalization is promoting the transition from the industrial to the entrepreneurial type of production (Audretsch & Sanders, 2007). As a result, the agricultural sector needs an entrepreneurial culture in order to intensify global sustainable agriculture. In these conditions, Indian situation offers "entrepreneurial model" of agricultural farm output to the small and marginal farmers rather than an agri-business organization. Indeed, the contradiction between profit-making and social and environmental principles is a problem for agricultural entrepreneurship. Due to the dependence of an agricultural system on the provision of ecosystem services offered by a natural ecosystem for human wellbeing (Power, 2010). In this context, this paper explores how traditional agricultural

entrepreneurship falls short of expectations for social fairness and environmental health in addition to financial success and why sustainable agricultural entrepreneurship emerged as a substitute. This paper also discuss the concept of green economy and its relation with agricultural entrepreneurship. In order to highlight the demands and effects of this relationship on society, the environment, and the economy, it also focuses on its role on sustainable development.

OBJECTIVES

- To understand the concept of Green economy.
- To study about the factors related to Sustainable development through Agripreneurship in India.
- To offer suggestions to promote Green Economy via Agripreneurship in India.

REVIEW OF LITERATURE

Basically, agriculture continues to be the main driver of "ecosystem services and biodiversity," which link to environmental value. At the same time, agriculture is the principal source of "global food production." These components linked how much value was given to people in relation to the goods and services provided by an ecosystem. Since these values include some form of direct or indirect human "touch" with the environment, Barbier et al. (2011) refer to them as "uses values." So, agricultural entrepreneurship talks about the goods and services that ecosystems offer. This illustrated how unsustainable approaches to ecological requirements have an impact on the overall process of agricultural activities. Many farmers discover that farming is no longer profitable as a result. But in a nutshell, "The economic benefit offered by an environmental good or service is the sum of what all members of society would be willing to pay for it" (Mendelsohn & Olmstead, 2009). The term "agricultural" is believed to refer to "agro-biodiversity" that coexists within a "agro-ecosystem" and lives in line with the regional environment, according to Vandermeer and Perfecto (1995). Norgaard (2006) highlighted the relationship between the agricultural and social systems. An agriculture system becomes more complicated or harder to characterize when it interacts with human social systems, which include institutions, economic, social, cultural, religious, and political ties (Nabhan, 1989; Zimmerer, 1991; McConnell & Dillon, 1997). Additionally, the terms "biodiversity" and "ecosystem services" allude to a collection of interconnected processes that sustain life on Earth (Daily, 1997). There are still a lot of things to take into account, such economic valuation, which we won't discuss here because it isn't the focus of this study. In essence, "agriculture" is the biggest invention ever made by humans to address human needs. Agriculture, according to Antle & Capalbo (2002), is a "controlled ecosystem." So, agriculture makes it possible to manage goods and services via an adaptive ecosystem. The majority of current agricultural production methods rely on synthetic fertilisers and pesticides, together with a highly automated method using high-yielding cultivars. Because of this, traditional agricultural methods provide a number of difficulties, including climate change, a rapid loss of biodiversity, land degradation, depletion, and resource depletion, rising production costs (Velten, Leventon, Jager, & Newig, 2015). Addressing the global food demands of the expanding population while minimising environmental damage is one of the biggest difficulties facing humanity at the moment (Reganold, & Wachter, 2016). The improvement of the sustainability of agro-ecosystems is the optimal response to this problem; as opposed to relying solely on agro-chemical applications or technology solutions like genetically modified organisms (Wezel, Casagrande, Celette, Vian, Ferrer & Peigné, 2014). Reganold, Papendick, and Parr (1990) stated that "just because a farm is organic or alternative doesn't indicate that it's

sustainable; it still needs to produce enough high-quality food, safeguard its resources, and be both environmentally safe and financially successful. A sustainable farm relies as much as possible on its own resources, such as natural fertilizers, rather than purchasing these.

DESIGN/METHODOLOGY/APPROACH

This paper is conceptual in nature based on secondary data from research papers, government reports in the field of agriculture, economic reforms, and environment management.

CONCEPT OF GREEN ECONOMY

The green economy is a multidimensional concept which aims to address social, economic and environmental issues and to achieve multiple objectives. Although the term ‘green economy’ is often interpreted in a narrow environmental sense; many of the principles of a green economy address socio-economic imperatives and human well-being issues. In order to realize the potential benefits of a green economy and to achieve agricultural objectives, green economy implementation in the agriculture sector has to fully consider the socio-economic environment and its implications for agriculture at a practical level. Implementation should be informed by socio-economic factors which include green economy principles; local and national development issues and global factors. Local realities such as poverty, inequalities, peoples’ rights and unemployment have to be addressed in green economy implementation. Relevant global factors such as trade in agricultural commodities and activities on financial markets which affect the welfare of farmers and the viability and sustainability of agricultural enterprises are central to green economy implementation; as are opportunities and challenges presented by the rapidly changing technological context including disruptive emerging technologies.

Given the multi-faceted nature of the green economy concept, and therefore the various different ways in which the concept can be defined, the term ‘green economy’ can perhaps best be understood by referring to its principles, which are generally well understood and agreed upon, rather than a specific definition. For example, the United Nations Department of Social and Economic Affairs (UNDESA) (Allen 2012) reviewed eight published lists of green economy principles; and derived a consolidated list of eleven principles based on those occurring with greatest frequency (i.e. five or more times); as follows:

- i. The green economy is a means for achieving sustainable development.
- ii. The green economy should create decent work and green jobs.
- iii. The green economy is resource and energy efficient.
- iv. The green economy respects planetary boundaries or ecological limits or scarcity.
- v. The green economy uses integrated decision making.
- vi. The green economy measures progress beyond GDP using appropriate indicators/metrics.
- vii. The green economy is equitable, fair and just – between and within countries and between generations.
- viii. The green economy protects biodiversity and ecosystems.
- ix. The green economy delivers poverty reduction, well-being, livelihoods, social protection and access to essential services.
- x. The green economy improves governance and the rule of law. It is inclusive; democratic; participatory; accountable; transparent; and stable.
- xi. The green economy internalizes externalities.

GREEN ECONOMY AND SUSTAINABLE DEVELOPMENT

As a result of the intervention in directing the quantity and quality of the resources available to society, a number of structural and functional changes in society take place as part of the dynamic process known as development. Economic development is defined as the process of advancing society through the design of new and improved production processes, increasing levels of production, the development of skills and human energy, and the improvement of organizations. By raising the average per capita productivity and utilizing the resources at our disposal to increase production during that time, we are attempting to increase the average per capita gross national product and the average per capita share of the GDP. Economic development is generally understood to be the process that enables a country to move from a state of underdevelopment to one of advancement. It necessitates altering economic systems, and as a result, increases the ability of economic resources to produce more goods and services. It necessitates altering economic systems, and as a result, increases the ability of economic resources to produce more goods and services. The economic development is considered as a process of raising the level of national income. This will result in an increase in the average per capita income. One of its implications is to raise the productivity of the existing branches of production, especially in the third world countries, such as the agricultural sector and the primary resource sector.

THE ROLE OF AGRICULTURE IN A GREEN ECONOMY

Agriculture and the green economy are both based on how people interact with their biophysical surroundings; as a result, neither one can be completely divorced from the other. A green economy's guiding principles and the role that agriculture plays in it are directly related because of the direct and indirect consequences that agriculture has on people and the environment. The size of the agriculture industry (in terms of land usage and resource consumption, including water use), its effects on the environment, and its direct contribution to human well-being, place it in the forefront of the green economy globally, but especially in India and other developing regions. In spite of supplying livelihoods and food security¹, agriculture may also lessen the risks associated with climate change and meet rising energy demands in the face of depleting fossil fuel supplies (Jensen et al. 2012). Depending on how it is practiced, farming can directly assist in achieving a number of the social and environmental goals of the green economy, such as safeguarding biodiversity and ecosystems and generating decent employment and green jobs. In order for the agriculture sector to play a role in the transition to a green economy, it must be multifunctional. This means that in addition to meeting present and future demands for food and other biomass-based materials, it must also offer non-commodity goods and services (like carbon sequestration), fight poverty, and promote inclusive economic growth without upsetting social and cultural norms. Agriculture needs to comply with a variety of conditions in order to be compatible with a green economy. These include preserving and boosting farm production and profitability as well as providing food and agricultural products and services on a sustainable basis, lowering pollution and using resources more effectively. In a green economy, the agricultural industry must come up with strategies for increasing output that are less harmful to the environment and more resource-efficient. Additionally, agriculture must provide farmers and others involved in the supply chain with sustainable means of subsistence (Farming First Coalition 2013b). The details of agriculture's distinctive traits that make it particularly pertinent to a green economy are highlighted in the next section.

Climate smart agriculture

Implementing the green economy takes place in an environment where climate change is already having a detrimental impact on agriculture, with smallholder farmers being particularly exposed to shocks connected to the climate (FAO 2013). The FAO (2014) defines climate smart agriculture (CSA) as an integrative strategy for tackling the problems of food security and climate change that includes both climate change mitigation and adaptation. In order to support equitable increases in farm incomes, food security, and development, CSA has three goals: (i) sustainably increasing agricultural productivity; (ii) adapting and strengthening the resilience of agricultural and food security systems to climate change at multiple levels; and (iii) decreasing greenhouse gas emissions from agriculture (including crops, livestock, and fisheries) (FAO 2014). In order to capitalize on their synergies and support and sustain agricultural production under the effects of climate change, CSA recommends for better integrating adaptation and mitigation measures in agriculture (Lipper and Zilberman 2018). As it solves some of the problems that a green economy seeks to solve, CSA is one of the concepts that is applicable to the implementation of the green economy in the agriculture sector.

Sustainable Agriculture

Providing food and other commodities using farming techniques that are both economically successful and protect the environment, human health, and local communities is the aim of sustainable agriculture. There are social, economic, and environmental aspects to sustainable agriculture. Sustainable agriculture, according to Ikerd (1993), is "capable of maintaining its productivity and usefulness to society indefinitely; and such agriculture must use farming systems that conserve resources, protect the environment, produce effectively, compete commercially, and improve the quality of life for farmers and society as a whole." Kirchmann and Thorvaldsson (2000) argue that sustaining production capacity, safeguarding the environment, economic viability, and equitable society are all aspects of agricultural sustainability. According to WWF (2017), sustainable agriculture is the key to producing food within the capacity of the planet, while maintaining the ecosystem services that agriculture depends upon, like healthy soils, clean water and pollinating insects. In order to address several economic, social, and environmental consequences, sustainability in agriculture also combines the notions of resilience (the capacity of systems to cushion shocks and stresses) and persistence (the capacity of systems to continue over extended periods of time) (Pretty et al. 2008). Sustainable agriculture is important for implementing the green economy because it harmonizes agriculture with the social, economic, and environmental principles of the green economy. Sustainable agriculture essentially acknowledges the multifaceted nature of agriculture as well as the interconnection of its various roles and functions in the economic, social, and environmental domains.

ENTREPRENEURIAL ORIENTATION FOR AGRICULTURE

Most countries strive to achieve a condition of social, environmental, and economic well-being in order to protect the environment's resources, generate revenue, and create a secure and prosperous community. This goal is described as the idea of a green economy, which requires innovation to produce new technology and approaches. Therefore, entrepreneurship plays a significant role in this form of economy. Entrepreneurship is the process by which people learn about business ownership as a possibility or feasible alternative, come up with business ideas, study how to become an entrepreneur, and start and grow a business. The term "entrepreneurship" refers to the practical integration of entrepreneurial traits

like initiative, creativity, innovation, and risk-taking into the workplace. Innovative farm business growth is necessary for rapid agricultural development. It takes time and effort to encourage innovation and boost production in agriculture. It is necessary to alter the practices, innovations, information, and methods of a very big number of people. Compared to those currently employed, the labour force needed to operate social overhead capital, commercial, and the early stages of the sector is quite modest. In other words, the aim is to significantly modify the majority of the population's resources, talents, and physical appearance. However, the term "entrepreneurship" does not refer to a particular person or profession. It is a behaviour that a person may engage in frequently, seldom, never, or extremely infrequently. Therefore, it is incorrect to clearly associate entrepreneurship with a particular person as it is done in economic theory. To the contrary, a person can exhibit entrepreneurial behaviour, and people are the source of entrepreneurial abilities (Drucker, 1985). For the rise of national revenue, an expanding economy needs a larger supply and an improving combination of the four variables of production. While the supply of land, labor, and money are concentrated concrete variables whose increase or decline can be easily visualized in terms of quantity, it is more difficult to do so with regard to business or organizations. It depends on an expanding population of individuals and demographic groups. The objective of an enterprise is to combine other components for a productive goal, and the idea behind a boost in its supply is to create more companies and make existing entrepreneurs more enterprising.

Entrepreneurs, who frequently are people with economic opportunity due to their organizational and administrative skills, have an enterprising spirit in their job. Entrepreneurs' motivations are not universally agreed upon, but they do seem to have a special flair for recognizing production resources and using them in novel ways to produce more effective and promising results. They possess the requisite talent to combine workers, plots of land, tools, and resources into productive units that are greater than the sum of their individual components. They make a significant contribution to the country's secular rise in financial prosperity by their tireless search for better ways to do things and their unyielding discontent with the gap between their accomplishments and possibilities. The idea of a "Agripreneur" is gradually gaining traction in the nation's agriculture industry. Both the term "entrepreneur" and "agriculturist" are widely employed. Both the term "entrepreneur" and "agriculturist" are widely used. An agripreneur is a person who acts as an entrepreneur in the agriculture industry. This idea is being pioneered by the National Bank for Agriculture and Rural Development (NABARD) as a first step to turning farmers into agricultural businesses or agripreneurs, NABARD has also proposed a different idea called Producers Organizations (IB Raju, 2015). A collection of producers who have teamed together for either agricultural or non-agricultural activity make up a producer organization. It must be a recognized legal organization, as required by NABARD. Additionally, it has been stated that the organization's stockholders should only be actual producers, particularly farmers.

FINDINGS

The potential for green entrepreneurship or agripreneurship is expanding, and the environmental sector is well-positioned to take the lead in terms of creating jobs and making money. The millennial respondents are committed to economic development in the most sustainable way possible with environmental, social, and ethical values ingrained in their green initiatives. They are aware of the new opportunities in the environmental industry. To capitalize on the rising motivation of the youthful population, this favorable propensity needs to be adequately supported by an ecosystem that includes

entrepreneurial, training, technology, financial support, tax holiday benefits, concessions, etc. The adoption of a green economy must be actively encouraged in order to support the growth of green businesses that will improve both the economy's resilience and the health of the natural biosphere. The most long-term solution to the degrading balance of nature and the quick depletion of natural resources is green entrepreneurship. They provide a substantial contribution by not only generating cash and creating jobs, but also by acting as catalysts for innovation, new ideas, and the flexible and sustainable adoption of new technology. The future belongs to the younger generation, who will inherit scarce natural resources and are dedicated in meeting population growth needs through resource exploitation that is both environmentally and socially appropriate. According to the study's findings, sustainable agriculture entrepreneurship can boost the likelihood of establishing local economies and fostering community sustainability. Additionally, it included the social security system, which includes people with self-employment income from agriculture. A sustainable agriculture entrepreneur must possess the following qualities in order to succeed: a willingness to embrace sustainability, an open mind to learning about nature and people, preservation of traditional knowledge and local wisdom, application of these to current circumstances, restoration of soil fertility, and conservation of agricultural lands. The idea that sustainable agriculture entrepreneurship is not commercially viable and successful is a misunderstanding. It offers everyone a choice of ecological quality of living. Anyhow, "choosing to become an entrepreneur in sustainable agriculture is a sensible choice for a better life." Thus, despite the need to feed a significant percentage of the nation from the limited land resources, sustainable agricultural entrepreneurship may save our land and water. The misunderstanding, though, is that sustainable agriculture entrepreneurship is either not commercially viable or profitable. Attracting more traditional farmers to sustainable agricultural entrepreneurship become a significant problem.

RESEARCH LIMITATIONS/ IMPLICATIONS

This research has certain limitations, the first being the fact that it is a qualitative study and the results cannot be extrapolated. The agricultural sector's contribution to India's GDP declines from 54% in 1950–1951 to 15.4% in 2015–2016. (Deshpande, 2017). Peasants and small and marginal farmers in India face an insurmountable struggle due to the lack of governmental investment in the country's agricultural sector (Soni & Nath, 2017; Singh, 2014; Mogues, Yu, Fan, & McBride, 2012; Fan, Gulati, & Thorat, 2008; Shiva, & Jalees, 2005; Fan, Hazell, & Thorat, 1999). Small and marginal farmers are crucial to the growth of agriculture and the eradication of poverty. In fact, the private sector rejects efforts to develop better agricultural methods, highlighting the need for increased public investment in agricultural research to solve the issues faced by underprivileged farmers (Mahendra Dev, 2014). Realizing the state of the Indian agriculture sector now and implementing a sustainable agricultural system are the challenges. The goal should be to improve food production while minimizing the negative effects of conventional farming practices. One of the enabling factors to overcome these difficulties is the indigenous technical knowledge of India. However, in order to fulfill this challenge, socioeconomic, environmental, and political aspects must also be taken into account.

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