

Promoting Entrepreneurship in Livestock for better livelihood

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Livestock resources

- World's highest livestock owner at about 535.78 million.
- First in the total buffalo population in the world - 109.85 million buffaloes.
- Second in the population of goats - 148.88 million goats.
- Second largest poultry market in the world.
- Second largest producer of fish and also second largest aquaculture nation in the world.
- Third in the population of sheep (74.26 millions).
- Fifth in in the population of ducks and chicken (851.81 million).
- Tenth in camel population in the world - 2.5 lakhs.

Production of livestock in India 2018-19

Sl. No.	Product	Quantity	Ranking in the world production
01	MILK in million tonnes	187.30	FIRST
02	EGGS in millions Nos.	95,217	THIRD
03	MEAT million tonnes	7.70	NA
04	WOOL in million kgs.	41.50	NA
05	FISH in million metric tonnes	12.61	SECOND

Livestock population (2019 Livestock census)

Sl. No	Species	Number (in millions)	Ranking in the world population
01	Cattle	192.49	Second
02	Buffaloes	109.85	First
	Total (including Mithun and Yak)	302.79	First
03	Sheep	74.26	Third
04	Goats	148.88	Second
05	Pigs	9.06	-
06	Others	0.91	-
	Total livestock	535.78	
	Total poultry	851.81	Seventh

Contribution of livestock for better livelihood

1. Food: The livestock provides food items such as Milk, Meat and Eggs for human consumption. India is number one milk producer in the world. It is producing about 176.34 million tones of milk in a year (2017-18). Similarly it is producing about 95.22 billions of eggs, 7.70 million tonnes of meat in a year. The value of output of livestock sector at current prices was Rs 9,17,910 crores at current prices during 2016-17 which is about 31.25% of the value of output from agricultural and allied sector. At constant prices the value of output from livestock was about 31.11% of the value of the output from total agriculture and allied sector.

During the financial year 2017 -18 the total fish production in India is estimated at 12.61 Million Metric tonnes.

2. Fibre and skins: The livestock also contributes to the production of wool, hair, hides, and pelts. Leather is the most important product which has a very high export potential. India is producing about 41.5 million Kg of wool per annum during 2017-18.

3. Draft: Bullocks are the back bone of Indian agriculture. Despite lot of advancements in the use of mechanical power in Indian agricultural operations, the Indian farmer especially in rural areas still depend upon bullocks for various agricultural operations. The bullocks are saving a lot on fuel which is a necessary input for using mechanical power like tractors, combine harvesters etc. Pack animals like camels, horses, donkeys, ponies, mules etc are being extensively used to transport goods in different parts of the country in addition to bullocks. In situations like hilly terrains mules and ponies serve as the only alternative to transport goods. Similarly, the army has to depend upon these animals to transport various items in high areas of high altitude.

4. Dung and other animal waste materials: Dung and other animal wastes serve as very good farm yard manure and the value of it is worth several crores of rupees. In addition it is also used as fuel (bio gas, dung cakes), and for construction as poor man's cement (dung).

5. Storage: Livestock are considered as 'moving banks' because of their potentiality to dispose off during emergencies. They serve as capital and in cases of landless agricultural labourers many time it is the only capital resource they possess. Livestock serve as an asset and in case of emergencies they serve as guarantee for availing loans from the local sources such as money lenders in the villages.

6. Weed control: Livestock are also used as Biological control of brush, plants and weeds.

7. Cultural: Livestock offer security to the owners and also add to their self esteem especially when they are owning prized animals such as pedigreed bulls, dogs and high yielding cows/ buffaloes etc.

8. Sports / recreation: People also use the animals like cocks, rams, bulls etc for competition and sports. Despite ban on these animal competitions the cock fights, ram fights and bull fights (jalli kattu) are quite common during festive seasons.

9. Companion animals: Dogs are known for their faithfulness and are being used as companions since time immemorial. When the nuclear families are increasing in number and the old parents are forced to lead solitary life the dogs, cats are providing the needed company to the latter thus making them lead a comfortable life.

Role of livestock in farmers' economy

The livestock plays an important role in the economy of farmers. The farmers in India maintain mixed farming system i.e. a combination of crop and livestock where the output of one enterprise becomes the input of another enterprise thereby realize the resource efficiency. The livestock serve the farmers in different ways.

1. Income: Livestock is a source of subsidiary income for many families in India especially the resource poor who maintain few heads of animals. Cows and buffaloes if in milk will provide regular income to the livestock farmers through sale of milk. Animals like sheep and goat serve as sources of income during emergencies to meet exigencies like marriages, treatment of sick persons, children education, repair of houses etc. The animals also serve as moving banks and assets which provide economic security to the owners.

2. Employment: A large number of people in India being less literate and unskilled depend upon agriculture for their livelihoods. But agriculture being seasonal in nature could provide employment for a maximum of 180 days in a year. The landless and less land people depend upon livestock for utilizing their labour during lean agricultural season.

3. Food: The livestock products such as milk, meat and eggs are an important source of animal protein to the members of the livestock owners. The per capita availability of milk is around 375 g / day; eggs is 74 / annum during 2017-18.

4. Social security: The animals offer social security to the owners in terms of their status in the society. The families especially the landless which own animals are better placed than those who do not. Gifting of animals during marriages is a very common phenomenon in different parts of the country. Rearing of animals is a part of the Indian culture. Animals are used for various socio religious functions. Cows for house warming ceremonies; rams, bucks and chicken for sacrifice during festive seasons; Bulls and Cows are worshipped during various religious functions. Many owners develop attachment to their animals.

5. Draft : The bullocks are the back bone of Indian agriculture. The farmers especially the marginal and small depend upon bullocks for ploughing, carting and transport of both inputs and outputs.

6. Dung: In rural areas dung is used for several purposes which include fuel (dung cakes), fertilizer (farm yard manure), and plastering material (poor man's cement).

LIVESTOCK ENTREPRENEURSHIP

- *Livestock Farms*

The Farmers can start their own livestock farms with their vast technical knowledge; they can infuse scientific management techniques in their own farms. In the WTO (World Trade Organisation) era, GMP (Good Manufacturing Practices) and SPS (Sanitary and Phytosanitary) measures are of great importance for export of livestock commodities, as the emphasis in international trade is on quality and food safety. If farmers start their own scientifically managed livestock enterprise, they can exploit this opportunity. Further, practicing proven scientific management techniques will improve productivity of animals that would lead to overall quantitative and qualitative improvement of livestock sector.

Feed Manufacturer

The veterinary graduates can start their own feed mill units for various livestock and poultry species. Commercial feed availability for various unconventional poultry species such as Quail, Emu, Ostrich, etc. are far less than the demand.

Manufacturing feed for these species is a niche business as their energy requirement is different from the existing commercially available broiler or layer feed.

Fodder Supplier

The main constraint which hampers the growth of livestock production is the inadequacy of nutritious fodder. As there is more than 60% fodder deficit in India, veterinarians can combine together, purchase fertile land and produce quality fodder and supply them to the nearby livestock farmers. They can also start seed / fodder banks in the potential areas.

Farm Equipments manufacturer / Dealer

Number of farm equipments are needed for livestock farms. For example, in case of dairy farms, chaff cutter, milking machine, feeding manager, etc. are needed. Poultry farmers need debeaker, vaccinator, automatic feeder, waterer, etc. Demand for farm equipments increases with the wide adoption of intensive livestock and poultry farming system. The veterinarians can either start on their own or they can act as dealer for these equipments.

Dog breeder

Dog breeding is an ever green field with potential opportunities in urban areas. Dogs with good pedigree record fetches good price and the veterinarians can readily exploit this opportunity. Combining dog breeding with veterinary consultancy services offer excellent earning opportunity.

Hatchery

Though starting a hatchery requires higher investment, it offers good return.

Livestock products processor

Value addition to the livestock products such as milk, egg, meat, and fish have huge profit potential. Value of the products get increased many folds during processing, and thereby provide excellent returns. Farmers can start milk parlour, where they can sell processed milk and milk products like flavoured milk, Khoa, ice cream, etc. or meat centre where fried chicken, chicken 65, mutton khima, etc. could be sold. Marketing of these value added products could be done in their own brand name and they can start chain of parlours / hotels later.

Farm consultant

Livestock farm consultant is a lucrative avenue. Farmers with skill and knowledge can earn well in specialized dairy farms, stud farms, breeder farms, hatchery, sheep / goat farms. After some years of experience in managing the farms, they can start their own farms independently or with partnerships.

Contract Farming

Contract farming is a emerging system where the livestock farmers are given all the inputs such as chicks/animals, feed, medicines, technical inputs, etc. Farmers have to rear the chicks/animals and the integrator will take care of the marketing activities. An active farmer can join together and venture into contract farming. Being technical savvy would help them in getting loans, maintaining farm business and marketing the products.

Leather Industry

Leather industry is so far unexplored by the Farmers. It offers great profit potential. The skin and hide from animals are usually purchased by the intermediaries in the villages at a throw away prices and are sold to the processors at a huge margin. The processors add value to the raw skin and make products and export / sell them at a very high price. They can perform the role of this intermediaries.

Agents for by products utilization

The livestock feed manufacturers and pharmaceuticals require several ingredients such as bone meal, fish meal, blood meal etc. which they are getting from the agents at contract basis. They can make a tie-up and could meet the requirements of feed manufacturers at a reasonable price and also can earn money.

Entrepreneurship development institutes in India

❖ The National Institute for Entrepreneurship and Small Business

Development (NIESBUD) was established in 1983 by the Ministry of Industry (now Ministry of Small Scale Industries), Govt. of India, as an apex body for coordinating and overseeing the activities of various institutions/ agencies engaged in Entrepreneurship Development Particularly in the area of small industry and small business.

❖ The Entrepreneurship Development Institute of India (EDI), an autonomous body and not-for-profit institution, set up in 1983, is sponsored by apex financial institutions, namely the IDBI Bank Ltd, IFCI Ltd. ICICI Ltd and State Bank of India (SBI).

❖ With an aim to undertake training, research and consultancy activities in the small industry sector focusing on entrepreneurship development, the Indian Institute of Entrepreneurship (IIE) was established in the year 1993 at Guwahati by the erstwhile Ministry of Industry (now Ministry of Small Scale Industry), Government of India as an autonomous national institute.

❖ Ministry of Small Scale Industries

Ministry of Small Scale Industries is the nodal Ministry for formulation of policy, promotion, development and protection of small scale industries in India.

The Ministry of Small Scale Industries (SSI) designs and implements the policies through its field organizations for the promotion and growth of small scale industries.

SIDO was established in 1954 on the basis of the recommendations of the Ford Foundation. Over the years, it has seen its role evolve into an agency for advocacy, hand holding and facilitation for the small industries sector.

It has over 60 offices and 21 autonomous bodies under its management. These autonomous bodies include Tool Rooms, Training Institutions and Project-cum-Process Development Centres. SIDO provides a wide spectrum of services to the small industries sector.

These include facilities for testing, training for entrepreneurship development, preparation of project and product profiles, technical and managerial consultancy, assistance for exports, pollution and energy audits, etc.

❖ The **National Small Industries Corporation Ltd.**, an ISO 9001:2000 Company, was established in 1955 by the Government of India with a view to promote, aid and foster the growth of Small Industries in the country..

❖ The **NATIONAL INSTITUTE FOR SMALL INDUSTRY EXTENSION TRAINING (NISIET)**, since its inception in 1960 by the Government of India, has taken gigantic strides to become the premier institution for the promotion, development and modernization of the SME (Small and Medium Scale Enterprises) sector.

❖ Small Industries Development Bank of India (SIDBI) was established in April 1990 under an Act of Indian Parliament as the principal financial institution for promotion, financing , development of industry in the small scale sector and co-ordinating the functions of other institutions engaged in similar activities.

THE KHADI AND VILLAGE INDUSTRIES COMMISSION (KVIC)

•The Khadi and Village Industries Commission (KVIC) is a statutory body created by an Act of Parliament (No.61 of 1956 and as amended by Act No. 12 of 1987). Established in April 1957, it took over the work of the former All India Khadi and Village Industries Board. The broad objectives that the KVIC has set before it are :

- The social objective of providing employment,
- The wider objective of creating self-reliance amongst the poor and building up of a strong rural community spirit.
- The economic objective of producing saleable articles, and
- The KVIC is charged with the planning, promotion, organisation and implementation of programs for the development of khadi and other village industries in the rural areas in coordination with other agencies engaged in rural development wherever necessary.