

ANIMAL HUSBANDRY: SCOPE AND CHALLENGES FOR ENTREPRENEURSHIP

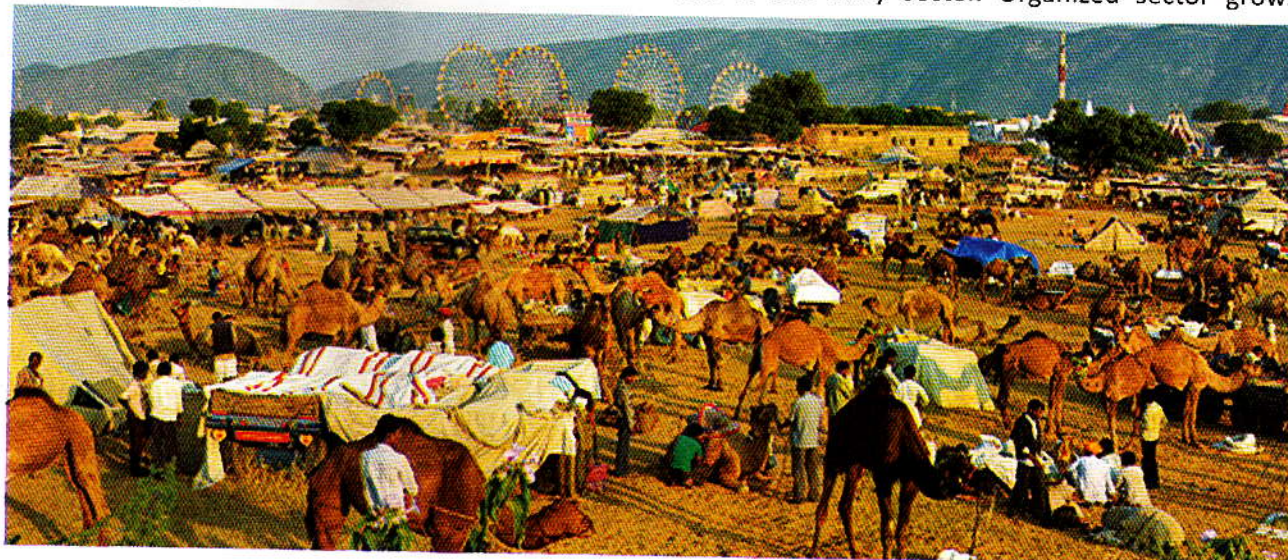
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Animal husbandry sector is emerging as one of the important farming areas which can create more employment and address food security issues in the country. Govt of India during the Budget 2016-17 announced that farmer's income will be doubled by 2022. Growth in Agriculture allied sector especially Dairying and Poultry production in India during the last 10 years had increased from 4-12 per cent. Of the total income Indians spend 40 per cent of daily income for food. Gross capital formation is high in livestock and fisheries sector. There is a huge opportunity for Entrepreneurship in livestock sector within the high value agriculture. In order to prevent protein malnutrition, there are opportunities for animal protein sources production in the Country. Livestock sector can facilitate livelihood, employment, entrepreneurship and protein security in the State. Livestock sector plays an important role in rural livelihood, employment and income generation. Major livestock products like milk and milk products, meat and eggs contribute around one-sixth of the calories and one-third of the proteins in the per capita food supplies of the world.

Livestock for Livelihood:

Animal husbandry is the second largest economic activity of rural India. In Arid and semi arid regions, livestock sector ranks first in earnings to skilled, semi skilled and unskilled populations. Animal husbandry is a growth engine and annual growth rate in dairying is 5 per cent and in poultry, it is 10 per cent and will alleviate rural poverty and uplift the rural farmers. **If the country has to sustain economically, livestock sector has to be strengthened.** The availability of per capita animal protein in the country is 10.8g whereas the requirement as per world average is 25g. National sample survey reports that 70-75 per cent of their food budget is for milk and milk products. The need of the hour is increase in production, productivity and improvement in the marketing channel. In the case of failure in agriculture, livestock sector forms the source of income and gives insurance to any intervals of agriculture failure. With regard to production and consumption of milk, it is a golden era in the dairy sector. Organized sector grows



more than 10 per cent per annum. Milk production is increasing in Asia and India and increasing prices are favourable to developing countries. International Farm Comparison Network (IFCN), Germany reported that India has lowest cost of milk production when compared to developed countries.

Productivity and Quality:

According to recent reports, 70 per cent of Indian cows and 60 per cent buffaloes have very low productivity. Average milk yield from local cows is about 3 to 3.5 litres, of buffalo 3.96 to 5.39 litres and of cross bred cow between 5.82 to 7.80 litres per day which is significantly lower than the productivity in developed countries. According to the Economic Survey, productivity in agriculture sector is far below global standards; India has around 300 million numbers of cows and buffalos in dairy production and is the global leader in milk production: about 135 million tonnes a year. But productivity per cattle is comparatively less. The best run farms in the world produce 1.6 kg of milk for every kg of feed, in India it's less than a kg. Scientific breeding, feeding and management practices along with quality inputs and extension support services are required for achieving better productivity. There exists a wide deficit in the supply of feeds and fodders countrywide. Strategic programmes are required for reaching out among small holder population for facilitating technology transfer and extension support.

Demand-Supply Mismatch:

Among various livestock products, there exists a huge gap between production and consumption. While buffalo meat is the major item of Indian meat export, accounting for 59 per cent, share of Indian meat in the world market is less than two per cent. Linking quality production of livestock products with lucrative incentives and popularization of traditional products technology can facilitate quantum jump in this industry. Since meat sector provides livelihood to 40 million people, most meats sold in the domestic market needs proper sanitary inspection by the veterinarians. This sector need total restructuring according to Food Safety and Standards Act 2006 to provide quality meat and meat products to the consumers. Divisibility, value addition and export of meat and meat products need to be strengthened for generating more employment as well as trade benefits. With improved domestic production and

marketing efficiency, better access to expanding global market, India has the potential to become more competitive in the export of milk and milk products. Indigenous milk products have great potential which are becoming more popular with the ethnic population spread all over the world. Indian dairy industry needs appropriate production, marketing, trade policy and its periodic revival to keep the pace with the rest of the world and remain competitive to grab opportunities through international trade.

Market Centred Production:

In majority of livestock production enterprises, emphasis was given to production aspects like Scientific breeding, feeding, management and disease control but the marketing of the livestock products were not given due attention. When the issue of sustainability in the production of livestock enterprise arises, the marketing cannot be treated as a separate entity which is an integral component of the production activity. Livestock products, with the exception of around 18 per cent of the milk, produced are mainly marketed through unorganized sector which results in non-remunerative price to the producer and unreasonably cost to the consumer. In order to explore the rural market for livestock products, production strategy must be oriented towards marketing of the produce. It should be regulated with local, regional and international market while producing the commodity. Production of traditional livestock products, which fetches good price, should be promoted by exhibiting its inherent strengths and proper branding strategies. Changes in the extension approaches, market forecasting system, value addition, awareness on diseases affecting trade of livestock products, changes in the consumer behaviour, production of livestock products based on the demographic characteristics of the population, good manufacturing and retail practices, best production practices and implementation of



food safety norms, branding, etc needs to be given more importance. Hence addition of value to the livestock products should be based on consumer needs, taste and preferences like fat free milk for cardiac patients, chocolates for children, quality cheese while considering for international market, etc.

Challenges:

Increasing density of population, small and fragmented land, increasing cost of production, decreasing productivity, monsoon and climatic issues, lack of mechanization, poor use of online marketing and e-platform for livestock products are some of the challenges existing in this sector. Other challenges include land and soil degradation, inefficient use of water, availability of quality inputs, stagnation in productivity, slow diversification process, inadequate R&D and integration, inadequate extension, non adoption of special methods, regional imbalances, huge investments, poor co-ordination among stakeholders and institutions, remunerative price for farm produce, critical gap between pre and post harvest infrastructure, post harvest losses, natural disasters, vagaries of monsoon and drought, low insurance coverage, supply demand mismatch of livestock products, inadequate small industries and farm oriented agro and food processing industries and weak linkage between appropriate stakeholders and institutions.

Innovation Incubation:

There are systems in which Irrigation, dispersion of nutrients and fertilizers are being done by drones which are emerging as third dimension mode of transportation. Improving productivity, quality of crops and value addition of agriculture produce would boost farm incomes and promote agribusiness industries which can provide gainful employment to rural youth. Innovative technologies will help to improve farm productivity. Today youth is emerging as job creators rather than job seekers. In India services sector supersedes all other sectors. Now there are no services available in India without ICT or online commerce market in India is expected to double to 34 billion US dollars by 2020.

Skill Development and Value Addition:

There are huge prospects for organic and safe to eat products in Agriculture, Dairying, livestock and allied sectors. Recently, consumers realised the

deleterious effects of foods with excess antibiotics and pesticides. It has been projected to double the income of farmers by 2022 which will facilitate technologies. Irrigation, soil health and water conservation were given due coverage in the recent budget. Organic farming has been identified as one of the key areas for sustainable agriculture. Value addition, connectivity to market and e commerce are some of the recommendations in the budget which facilitates market led production. 100 per cent foreign direct investment has been allowed in e commerce and food processing sector.

Extension and Entrepreneurship:

Comprehensive Extension and Entrepreneurship development programmes are required to tackle the critical production and skill gap in livestock sector in the country. Veterinary Extension and advisory services are transitioning from a focus on technology transfer to a focus on facilitating a range of interventions in complex contexts. It is a connecting link in complex agricultural innovation systems. Entrepreneurship, innovation, skill development and capacity building are emerging as potential areas of focus in Veterinary extension. At a time when the growth in services sector supersedes primary and secondary sectors veterinary services sector requires more attention. Obviously promotion of appropriate extension can facilitate 40 per cent increase in production. Knowledge can be considered as production. Percolating appropriate knowledge among the potential stake holders is the need of the hour. The entire alternate extension paradigm like print and electronic media, information and communication technologies, social media and mobile connectivity can be very effectively used for this purpose. It has been projected that by 2020 number of internet users will reach 70 Crores in India. Of which 75 per cent may be from rural areas. So appropriate knowledge transfer through mobile, social, cloud and analytics platforms will facilitate production.

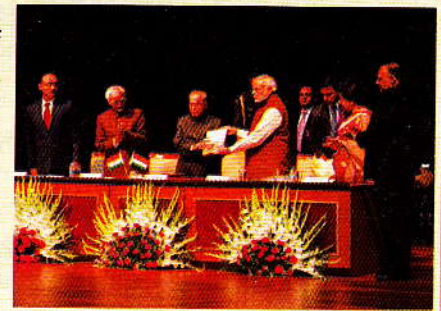
The need of the hour is to improve production, productivity and to reduce cost of production with the use of appropriate technologies. Linkage of different sectors and institutions must be given adequate importance. At a time market centred production is acquiring momentum across the country value addition, e marketing, food safety, good production practices, GAP and good retail practices and export play a key role in increasing the profitability through farming. Cost reduction,

extension, market intervention, value chain system infrastructure and R&D are the pre requisites for making livestock production system sustainable. **Reduced cost of production, increase income and to reduce risk created resilience are the three mantras for promotion of livestock sector in the State.**

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Three Books on Rashtrapati Bhavan Released

Three books on Rashtrapati Bhavan 'Life at Rashtrapati Bhavan'; 'Indradhanush – Volume II' and 'Rashtrapati Bhavan: From Raj to Swaraj' were released at a function held at Rashtrapati Bhavan on December 11, 2016 by the President of India, Shri Pranab Mukherjee, Vice President of India, and the Prime Minister, respectively. All these three books have been published by Publications Division of the Ministry of Information and Broadcasting, Govt. of India.



The book 'Rashtrapati Bhavan: From Raj to Swaraj' is a book for children which recreates the story of Rashtrapati Bhavan from its inception as Government House, a symbol of imperial might, to the present day.

The book 'Life at Rashtrapati Bhavan' is an attempt to record the human history of the residents living in the President's Estate. This documents the period under the colonial state right up to the current presidency and brings in the perspectives of past and present residents of the estate, the permanent staff of the household and secretariat, as well as the officials who have served under different presidencies.

The book 'Indradhanush Volume-II' is a compendium of music, dance, theatre and cinematic presentations organized at Rashtrapati Bhavan from mid 2014 to September 2016.



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