

Study on Contribution and Suggestions for Livestock in Entrepreneurial Development of Rural India

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Abstract: Rural development is a significant term. It has become notable as it is linked with entrepreneurship. The term 'entrepreneurship' has been taken as a strategic development by individuals and institutions that promote rural development. This strategy is indented to increase rural development. It is generally defined as that has emerged as village level. It includes various areas of endeavors like agriculture, industry and business. It all together works as a crucial determinant of economic development. The entrepreneurial orientations to rural development admit it as a basic factor of economic growth as well as a development. All other factors affecting economic development will be of no use or in frittered away without entrepreneurship. However, considering it as a basic element in rural development cannot lead to rural growth and development of rural enterprises. It requires a favourable environment that enables entrepreneurship in the villages. Such an atmosphere exists and develops on such policies that promote rural entrepreneurship. The livestock sector occupies notable place in Indian economy to such an extent that any notable change in this sector either in negative or positive term leave diverse influences on the entire economy. Different livestock operations should be modernized by promoting the adaptation of enhanced practices, health care, better management and marketing through demonstration as well as training. Drastic changes have been occurred in our approaches to livestock with the passage of time. This paper is an attempt to study Contribution and Suggestions for Livestock in Entrepreneurial Development of Rural India.

Keywords: Rural Development, Entrepreneurship and Livestock Sector.

1.INTRODUCTION

In India, major amount of its population lies under poverty line in modern time particularly in rural areas. Rural people have been facing difficulties even to

satisfy their basic needs [1]. Their status of life is too low and miserable in some areas. Many people have shifted from villages to cities in order to have improved facilities of life and better chances for employment. Day by day, rural population is decreasing whereas it is increasing in urban areas.

According to Census report of 2011, "The urban population is growing from 10.8% to 31.2%. There are many leading factors, responsible for migration of rural population towards urban area [2]. Unemployment is one of those influencing factors behind this growth. In India, majority of population i.e. 68.8% is living in rural area and is dependent on agricultural activities for the bread and butter. Agriculture provides limited job opportunities." Thus, there arises a requirement to develop the rural entrepreneurship. Successful farmers are different on the basis of their personality traits. They are able to control events and to take social initiative. They have the problem-solving outlook [3].

Entrepreneurs are the individuals who show usual characteristics like goal-oriented approach, practical viewpoint, creative, drive single-mindedness and ambition. An entrepreneur is a person who identifies an unsatisfied need or opportunity. He also takes the risk to attain this opportunity. These abilities are needed to be developed by him. He needs to manage productivity and seeks new markets. In India, a huge and long-lasting challenge is that many young individuals are areas are shifting from rural to urban areas as they lack in terms of proper training and awareness on agripreneurship [4]. To remain unemployed cannot be afforded by them in longer span of time. Hence, they adopt such activities leading employ mental practices.

In many developing nations, the livestock sector occupies vital place in their economies. It can provide

food and animal protein in diets for human specifically. It plays an important role in possible foreign exchange, employment and income. Livestock [6] also serves as a compactness of wealth for low income producers. It provides organic fertilizers and draught power in order to produce crops. In the developing countries, livestock products and its consumption is growing speedily though they have started from low base.

Livestock sector is vital in terms of the social and economic growth in the households of rural areas [7]. The sixth percent of the GDP is contributed by it. This sector also contributed twenty five percent to the Agricultural GDP. It has grown at a rate of 5.4 percent annually in last two decades. The growth of agricultural sector with 3.3% is lower than the growth of livestock sector. It indicates that livestock is desirably to come out as a vehicle of development of agricultural fields in the coming years. For export-earnings, it is also an important factor. Its significance went beyond its food production role. It provides organic manure and draught power to crop production and hides, bones, skins, fibers and blood to the industrial sector.

Livestock segment also makes noteworthy contributions in the field of environmental conservation [8]. It used to supplement profits from the production of crops and other such resources. It can also absorb the income shock occurred as a result of crop failure. A constant flow of the employment as well as the income is generated by it. It minimizes the seasonal patterns in the earning processes especially for the poor people in rural areas.

The poverty in rural areas is mainly concerted among marginal as well as landless people who constitute around seventy percent of the rural population. Many experimental studies point out that livestock nurture

has considerable constructive effect on equity on the basis of employment, income and decreasing the poverty in villages. It is because the livestock distribution is added unrestricted in comparison to land. The number of own livestock in the rural households are over 70% in our country. Most of this proportion is comprised by the landless, marginal and small households. Small animals including goats, sheep, poultry and pigs are kept in large number by the poor people having scarcity of land. They keep these animals for economic purposes as their investment is low at initial stages and operational costs.

In the rural areas, the challenges to redress poverty are largely connected with spreading the opportunities in the economic field, enabling the poor individuals to channelize the meet chances [9]. It is also related with the influential security net to decrease openness and safeguard the poorer of the poor. The couple holding the low amount of assets with less and indefinite returns mainly becomes the cause of poverty.

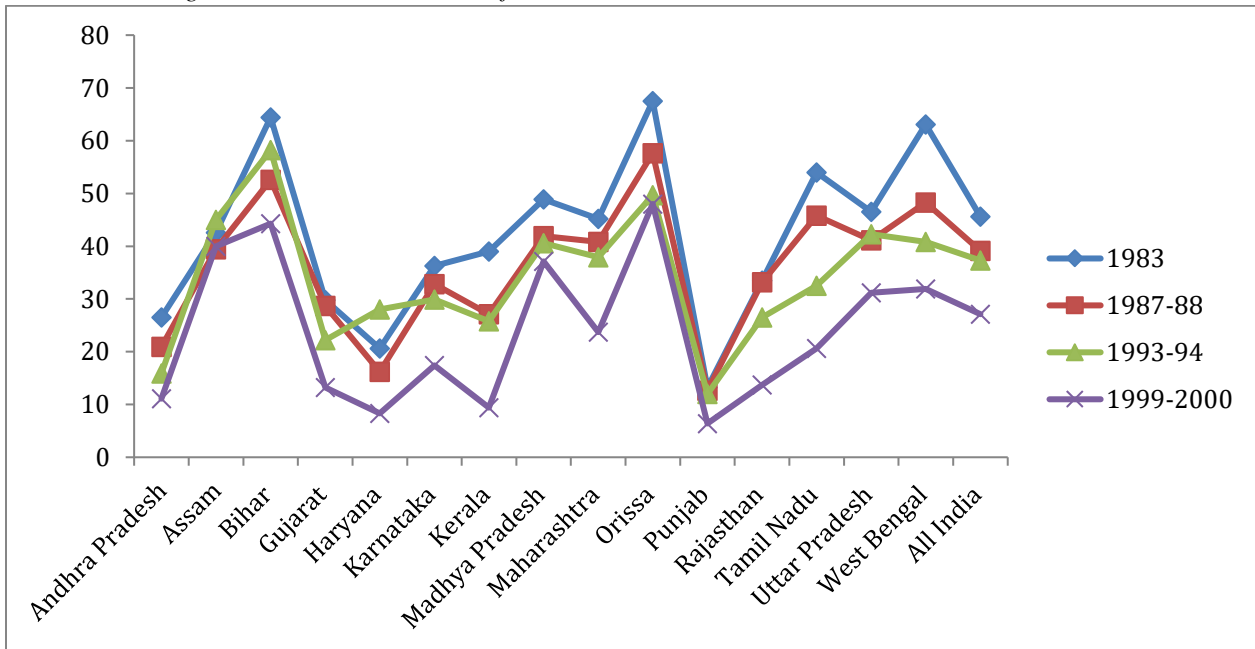
The main assets in the households of rural areas are described as livestock and land for earnings or livelihood sustain in general terms and in particular terms for small and marginal households [10]. There is noticed the high skewed pattern in the distribution of the holding of lands in the rural areas of the country. This trend is towards the marginal as well as towards the large farmers who rear of livestock especially small poultry, pigs and ruminants are taken as the notable factors in poor homes in order to have their earnings on regular basis.

2.LITERATURE SURVEY

The following table 1 indicates the flow in rural poverty in main states of India and during 1983 to 1999-2000. The poverty in rural areas has been decreased from 45.6% in 1983 to 27.1% in 1999-2000 in India. The states are seen with varied rate of decline.

Sr. No.	Name of the States	1983	1987-88	1993-94	1999 – 2000
1.	A. P	26.5	20.9	15.9	11.1
2.	Assam	42.6	39.4	45.0	40.0
3.	Bihar	64.4	52.6	58.2	44.3
4.	Gujarat	29.8	28.7	22.2	13.2
5.	Haryana	20.6	16.2	28.0	8.3
6.	Karnataka	36.3	32.8	29.9	17.4
7.	Kerala	39.0	27.1	25.8	9.4
8.	Madhya Pradesh	48.9	41.9	40.6	37.1
9.	Maharashtra	45.2	40.8	37.9	23.7
10.	Odisha	67.5	57.6	49.7	48.0
11.	Punjab	13.2	12.6	12.0	6.4
12.	Rajasthan	33.5	33.2	26.5	13.7
13.	Tamil Nadu	54.0	45.8	32.5	20.6
14.	U.P	46.5	41.1	42.3	31.2
15.	West Bengal	63.1	48.3	40.8	31.9
16.	All India	45.6	39.1	37.3	27.1

Source: Planning Commission, Government of India



The states of Haryana, Andhra Pradesh, Punjab, Tamil Nadu, Rajasthan, Gujarat, Kerala, Karnataka and Maharashtra shows higher rate of decline. These states have presented high rate of increase in livestock and agriculture sector. The rate of poverty is very high in the areas of Bihar, Madhya Pradesh, Uttar Pradesh, Assam and West Bengal. Various researchers through their studies have revealed that in agricultural output there is a significant relationship between rural poverty and livestock sector throughout India. A significant and reciprocal relationship is noticed in poverty and livestock output.

The ability to take risk in establishing entrepreneurship, its sustenance and management is the most important characteristic of a successful entrepreneur. A good and successful entrepreneur manages through simple, effective and creative solutions. Farmers can be turned into better, efficient and successful entrepreneur by giving them proper training [11]. He can be turned to an ideal entrepreneur to take initiative for micro or moderate enterprise. The population in rural locality is rich in raw material required for industries but they lack in technical and modern skills. The reason behind this may be their poor economic background.

Though the rural areas are rich in raw material but they have less sources of income as compared to urban population. The reason behind this is that there are various processing enterprises in the urban locality. It results in migration of the rural population to urban areas and leads to unbalanced development and the gap increases in the rural and urban population lifestyle. The people from rural areas move to nearby urban locality in search of employment.

It is not possible for the rural population to prosper unless they are provided with the employment opportunities in their own rural setting [12]. There is a need to set up small or moderate industries in the rural areas to remove the poverty of local rural people. It will be helpful to check the migration and can earn respectable livelihood. The setting up of small-scale industries in rural setting will be able to use the energy of youth and women power in a productive manner. So, the best possible way to check the problem of migration is to provide employment opportunities in rural areas by setting industries in rural locality.

NEED FOR ENTREPRENEURSHIP IN RURAL AREAS

Social economic growth of any country depends upon the development of entrepreneurship. The problems like agriculture dependency, unemployment condition in the rural areas and migration of rural population to urban areas can be solved by making developments in the field of agricultural entrepreneurship [13]. The qualities of an entrepreneur in the field of agriculture can affect the business related to agriculture. Indian economy is considered to rest upon the agricultural sector or other allied sectors of agriculture. The reason for this is that this sector provides raw material for different industries and on the other side it can use various products like fertilizers, agricultural tools various goods, pesticides etc

Entrepreneurship development in rural areas will generate the opportunities of employment for unemployed population residing in rural areas. It begins with the generation of idea to establish and nurture the enterprise in rural setting. Jobs in every sector are always limited and hence sector of agriculture is also not an exception. The migrated population from rural areas to urban areas is enforced to take up lower jobs to make their livelihood [14]. Their condition become worse and they get poorer. It

is the need of the hour to make several developments in agriculture entrepreneurship. The entrepreneurship based on raw material from agriculture should be set up in rural areas [15].

The problem of migration from rural to urban areas can be checked by setting up of industries in rural areas. Low cost or products at reasonable price are liked by most of the population. If we make use and resources available at local level, then it will reduce the cost of product. The setting up of industries in rural setting will benefit in dual manner. Firstly, it will prosper the villages and secondly it will be helpful in saving and conserving the energy in transportation.

It is noticed that there is a skill gap and skill required. This gap is to be filled. The population of rural areas should be made technical and to do so the traditional vocational skills possessed by them should be upgraded through modern technical vocational skills.

CONCLUSION

It has been noticed that people from rural areas migrate to urban locality to earn better livelihoods although rural locality is rich in human and material resources. Agri-entrepreneurship is needed in the rural areas. The farmer community face many losses because they lack storage, food processing tools and storage industries in their locality. Thus, if agri-entrepreneur is set in rural areas the problem of migration as well as unemployment can be checked in rural locality.

The modern world demands skilled and technical labour or man-force. The population residing in rural areas lacks technical skills. This skill gap should be filled and replaced by having sound knowledge of technical skills. Youth and women population specially need this knowledge of technical skills to minimize the poverty, unemployment and migration. Various schemes have been launched and implemented by the government for women and youth to participate in setting up of entrepreneurship in rural areas.

SUGGESTIONS

1. Rural population need to be charged up and aware about various initiatives of Centre government like “Start-up India” and “Stand-up India, Pradhan Mantri Kaushal Vikas Yojna” and “Aajeevika”.

2. People residing in rural areas must be aware by the various state as well as centre government programs which support entrepreneurship and promote building capability.
3. The up-gradation of skill, self-employment centered training sessions on skill development for youth, entrepreneurs, farmers and women should be organized and people should be encouraged to take active participation in all these schemes and programs.
4. The employability as well as competencies to women should be given extra concern by both level governments in order to facilitate woman in becoming self- employed.
5. The government through “Priyadarshini scheme”, “Self Help Group”, “Rural Self Employment and Training Institutes” should be encouraged to lessen the employment-oriented problems in rural population.
6. Some other notable governmental and government aided programs as well as schemes like “Training of Rural Youth for Self-Employment”, Integrated Rural Development Programme, NABARD, Mahila Uddyami Scheme, Women Enterprise Development, Swarojgar credit card, Pradhanmantri Mudra Yojna, Micro Credit Scheme, Development of Women and Children in Rural Areas need adequate cooperation from rural people and government officials to train youth and women and promoting rural entrepreneurship for the development of rural people.
7. Mass media can play some noteworthy roles to broadcast new data or information to the people. Electronic media has a vital impact on audience. But the electronic media like T.V, radio, Internet, Mobile are not much involved to disseminate information regarding government schemes and programs to promote rural entrepreneurship. Therefore, the use of effective media for the motivation and promotion of rural entrepreneurship should be increased.

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