

Aniaml Husbandry Scope and Potential of Promoting Rural Entrepreneurship

Manoj Shukla

Associate Professor, Aggarwal Post Graduate College, Ballabagarh

ABSTRACT

Nurturing and leveraging rural entrepreneurship holds immense potential of generating green and inclusive growth through adopting sustainable practices in animal husbandry with active involvement and collaboration of rural communities. The article highlights that the potential of animal rearing and caring in job creation and making available nutrition food at local level has never been recognized. The paper opines that there is need for reorientation of policies for nurturing and promoting entrepreneurship and creating opportunities of jobs for unskilled, and skilled manpower by adopting astute policy making so that value creation and addition at each stage of life cycles of animals is harnessed for creating quality jobs and addressing socio economic issues concomitantly providing impetus in linking rural economies with the global food supply change and India shall be able to fulfill its contributions and commitment of global partnerships. Managing and nurturing animal population at the micro level will not only combat the menace of stray cattle damaging crops but shall also provide green jobs but will also ensure food quality and sufficiency.

Key words: Nurturing, Animal, Creation, Global

Date of Submission: 13-02-2023

Date of Acceptance: 26-02-2023

I. INTRODUCTION

“Every prdhan10 cows”campaign inShajahanpurdistrict of Uttar Pradesh highlights the need for caring and nurturing the domestic animals through sustainablepractices. Stray cattledamaging crops and triggering road accidents and trafficcongestion and chaos at public spaces showinsouciance and unscientific approach on the part of local governess by toward animal rearing and welfare. Taken in right earnest , The animal rearing and welfare shall be source of value creation and hence green job creation and income generation and distribution and in this way addressing the sustainable development goals, the united Nations mandate to be achieved by 2030. Animal rearing and caring have always been subsistence activities as whole family as in cottage industry work collectively for generating income and also meeting essential food requirements. Notwithstanding, the 1 latent potential of promoting entrepreneurship has never been recognized. Animal husbandry comprising poultry, poultry farming, dairy farming, fish farming, horse, sheep, birds and bees has the potential of job creation and addressing various ills related to the mismanagement at the bottom of pyramid for inclusive and green growth. India holds the distinction of having the second largest livestock after Brazil.Unfortunately, rural development programs at themicro level did nothave and implemented resource based strategy to unlock its potential in livelihood creation and makingavailable nutritiousfood. Australia which has only 2% of the world bovine population is major exporter of animal products. The small Scandinavian countries Nether Land and Norway aremajor players in the world meat and dairy products India hesitated to be a part of the Regional comprehensive Economic partnership(RECP) a free trade agreement among ten nations for mutual gains because there are misplaced conceptions on free trade being threat to dairy and an poultry sectors. Brazil, Nether Land and China have and are increasing their share in the world food products as these economies promoted rural entrepreneurship in the animal husbandry sector. India with large physical land scape, experience in managing and harnessing bovine population and the climatic conditions has the potential of inculcating sustainable inclusive growth and making India self-reliant.

II. LITERATURE REVIEW

India with a pupation of 1.4 million has pent up demand for adequate nutritious food and this require promotion of animal husbandry sector, People’s demand for all kind of healthy and nutritious animal produce Is growing rapidly and this shift in food demand are also adding impetus to development of animal husbandry(Lei & Hongwei,2022).Animal husbandry plays akey role in the food security of the region, providing products rich in high quality protein and micro nutrients and is vital for millions of households that depend on

livestock for their live hoods to generate income and have access to basic services(Rodriguez et all 2016) The first constraint of livestock farming are degradation of common grazing resource and the causes poverty , land shortage and increasing population (FAO,2001) . There is significant inverserelationship between poverty and livestock output. The states with high livestock share have a low level of poverty and vice versa (Ali,J,2007).High farmer occupational wellbeing and a low level of stress have direct positive association with the animal welfare indicators(BjornGuur&Olav Osters,2019). The livestock sector is a significant subsector under agricultural and allied sectorinterms of its economic contribution with a share of 27.4% of gross value added (GVA)In agriculture and allied sectorin2017-18(NITI Aaygo). Livestock contributes significantly in terms of providing livelihood to the rural household as more than 65 million households in India are engaged in animal farming activities (Livestock Census,2019). Per capita intake of animal protein is expected to increase globally through 2050 and the rate of increase will be more in developing and emerging (Ratan Lal,2021). The contribution of livelihood in total agriculture and allied activities sector has increased from 24.32% (2014-15) to 26.30 (2018-19) The livestock population as per latest survey is 536.76 million (Economic Survey,2021). It has been argued that a well-organized highly efficient livestock farming practice provide best opportunities' for sustainability (J.L Capper et all ,2013). The welfare of farmed animals has influenced the growth of private agro food standards and supports arguments to integrate welfare in to policy onsustainability

III. ANIMAL HUSBANDRY SECTOR

The main advantage of animal husbandry sector s that it can be an alternate or additional source of incomes and job while rural folks are engaged infarms orin other related occupation. Marginal farmers, land less rural laborer and rural artisans get meagre income too low to survive. An animal is an asset, as source of incomes and food. The collective and collaborative rearing and caring of cows, buffalos,sheep camels and bee and fish farming can be highly rewarding. The yield per animal is very low in India vis –a-vis small European countries. The biggest failure of agriculturaleconomy is that farm and non-farm sectorwereconsidered as substituterather thancomplimentary. The overemphasis on farm increasing farm productivity and leaving non-farm sector particularly animal husbandry to its own fate have had an adverse impact on total productivity. Farm mechanization and motorized ruraltransport made the farm animal redundant with huge financial burden. Animal husbandry sector in India remain limited to dairy produce and total neglect ofother myriad opportunities.Statistical data shows that per cow milk production is very low as compare to other countries. The per capita milk, eggs and meat availabilityis dismally low and the destruction is highly uneven across region and states. Rural development policy need coherence in farm and nonfarmsector in order to reap maximum dividends with inclusive growth. The economic survey 2021 repotstates with 15% share in monthly income, live stocks sector becomes asource of stable income for agricultural households.

IV. Scope of Promoting Entrepreneurship

1 Animal caring zones : In towns and villages the age old practice of keeping cattle in the courtyards or even inside house should be discarded as shall maintain cleanliness and counter zoonotic decease ThAnimals caring centers should be created on the outskirts of the villages and towns. These should be managed through cooperative societies. The fodder should be purchased and transported to the caring zone collectively. The veterinary doctors should be engaged to take care of animals. Rural youth assigned duty to manage caring zones should be trained by professionals

2 Biomass Plant: The biogas plant in the villages shall use cow dungagriculturalwaste, green waste,wastewater and food waste to generate energy to meet the energyrequirements in the rural area. There is need for innovation inthis sector wastes from the rearing and caring shall be used for increasing income. Rural youth should be engaged to run these plant after arranging training for them. The recent announcement by the ministry of petroleum and natural gas to set up 5000 compressed bio gas plant in the rural areas is very late but shallbe highly beneficialfor the animal husbandry sector and become a source of green energy and green jobs. This is an entrepreneurial challenge and opportunity that how animal waste becomes an economical source of fuel andfertilizers to meet the local needs.

3 Food processing Units: There exists potential of job creation through value addition in the villages itself. Dairy products like curd, lassi,gheemilk and milk based products should be processed in the village units. The major cost factors in the food processing industryare packaging, storage and transportation. Locally produced and consumed shall minimize the cost and hence price.There should be competition among different village units to increase sales which shall spur quality,

4Eco friendly Transport: The animal driven carts have been in vogue for avery long time. These got indisuse as old designedcartcouldn't run on unmetalled and muddy roads. There is need for innovation to develop carts which are animal friendly. The bulls and oxen can be effectively used for inter village transportationfor intra village, inter village and urban rural short distance mobility providing jobs to unskilled and older people.

5 Poultry Farming: Soaring incomes. Western influence, increasing incomes, changing demographics and the belief that regular meat consumption is a source of health food boost the demand for animal products. Every village should have a poultry farming in its vicinity. There is no dearth of demand for chicken and eggs.

6 Aqua cultural: The breeding, rearing harvesting and the marketing of fish has never been recognized. There is a lot of prospect of creating the demand for fish. In spite of the fact the state governments provide subsidies on loans and assurance of purchase, this does not attract entrepreneurship. Most of the villages in India have ponds which can be used for aquaculture or artificial pond should be constructed at the village level for generating jobs and nutritious food.

7 Birds and bee farming: The traditional cultural of birds keeping and bee farming at the local level hold immense potential of creating green jobs. There is vast scope of meeting domestic and foreign demand for birds and honey. There is need for entrepreneurship to create the centers for bird and bee rearing.

V. WOMEN EMPOWERMENT THROUGH PARTNERSHIP

The roles and contributions of women both directly and indirectly in rural areas in value creation has never been recognized and rewarded. The formalization of animal husbandry sector shall be a game changer in involving and recognizing their partnerships in income generation for families. Women in the rural areas can be at the forefront of the animal husbandry sector. There is need for nurturing and promoting women entrepreneurship in the animal husbandry sector at the various stage of value creation.

VI. CONCLUSION

The promotion of the animal husbandry sector through formulation and implementation of resource based strategic policies and practices with active involvement of rural folk should be an essential component of rural development programs. The central government has to give special assistance both technical and financial to give wings to this sector as its progress shall improve terms of trade so necessary to integrate this sector with the global change. A well-managed animal husbandry sector shall nurture communities with easy access to quality and nutritious food

REFERENCES

- [1]. Ali.J. Livestock sector development and implication for rural poverty alleviation in India Liv Research for rural development 2007 19(2) 1-15
- [2]. Belinda Vigos, David.A.Ewing, Alistair.B Lawrence(2021), The importance of Farm Animal Health and Natural Behaviour to Livestock Farmers: Finding from a Factorial Survey using Vinettes, Animal welfare and policy Volume 2
- [3]. Bjorn Gunnar Hansen and Olav Osteras (2019), Farmer welfare and animal welfare-Exploring the relationship between farmers's occupational well being and stress, farm expansion and animal welfare Preventive Veterinary Medicine Volume 170 104741
- [4]. The Economic Survey (2021) Government of India
- [5]. J.L Capper,R.A Cady,D.E Bauman (2013), The environment impact of dairy production:1944 compare with 2007, Journal of Animal Science,87pp 2160-216
- [6]. Lei Wang & Honiewei Tan(2022) Animal Husbandry based on system Dynamic economic Analysis
- [7]. Ratan Lal (2021) " Integrating Animal Husbandry with crops and Trees, Agriculture and Eco system Services Volume 4
- [8]. NITI Aayog (2021) Sector Report Agriculture,Animal Husbandry and Fisheries , FAO The stock of food and agriculture Livestock in the balance FAO Rome 2001
- [9]. Rodríguez, Diego & Anriquez, Gustavo & Riveros, José. (2016). Animal production literature review Food security and livestock

Manoj Shukla. "Aniaml Husbandry Scope and Potential of Promoting Rural Entrepreneurship." *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*, 28(2), 2023, pp. 29-31.