



ISSN (E): 2277- 7695
ISSN (P): 2349-8242
NAAS Rating: 5.03
TPI 2019; 8(12): 181-184
© 2019 TPI
www.thepharmajournal.com
Received: 04-10-2019
Accepted: 06-11-2019

Komal Chandraker
Ph.D. Scholar, Ranchi
Veterinary College, Ranchi,
Jharkhand, India

Alok Kumar Pandey
University Professor, Birsa
Agriculture University, Ranchi,
Jharkhand, India

J Oraon
University Professor, Birsa
Agriculture University, Ranchi,
Jharkhand, India

Gyan Ranjan Sinha
PG. Scholar, Ranchi Veterinary
College, Ranchi, Jharkhand,
India

Aayush Yadav
Ph. D Scholar, College of
Veterinary Science & A.H
Anjora, Durg, Chhattisgarh,
India

Corresponding Author:
Komal Chandraker
Ph.D. Scholar, Ranchi
Veterinary College, Ranchi,
Jharkhand, India

Case study of an entrepreneur involved in livestock farming

Komal Chandraker, Alok Kumar Pandey, J Oraon, Gyan Ranjan Sinha and Aayush Yadav

Abstract

Case study on Dairy entrepreneur of Ormanjhi block in the Ranchi district of Jharkhand was conducted for understanding various aspects of livestock farming, determining the key problems related to it and the best possible ways to overcome it by an entrepreneur. This study will help other farmers, entrepreneurs and our unemployed youth of villages to understand every aspect of dairy farming so that they will be well prepared for all the challenges and constraints they are going to face in their business. In this study, the behaviour of the entrepreneur required for a successful business will also be revealed.

Keywords: Dairy entrepreneur, dairy farming

1. Introduction

Entrepreneurship has been accepted globally as an effective tool for widening the entrepreneurial base for those who have poor financial resources or managerial background. In the present era, entrepreneur is considered as a person who initiates, organizes the activities, manages and controls the affairs of business unit combining the factors of production to supply goods and services (Raina *et al*; 2016) [7]. Entrepreneurship has been visualized differently by various scientists. To some scientist entrepreneurship means primarily innovation, to others it means risk-taking, to others a market stabilizing force and to others still, it means starting, owning and managing a small business (Joshi *et al*; 2017) [3]. Entrepreneur is the person who is in charge, the leader and the person to look for leadership. He or she is the one that pushes forward and inspires a team to follow. As far as the dairy entrepreneurship is concerned, development of the dairy through the application of modern science and technology will greatly contribute to improve the socio-economic conditions of rural masses by making dairy farming more productive and remunerative (Dakhore *et al*; 2002) [1]. One such livestock entrepreneur Mr. Parmeshwar Sahu, son of Mr. Shivnarayan Sahu, age 45 years old, graduated in commerce stream is a livestock entrepreneur, having 'Kisan Dairy' farm. This farm was studied for understanding the various aspects of livestock farming and analyzing the key problems related to dairy entrepreneurs and draw best possible solutions to the problems faced by the entrepreneurs. Such a case study will help various unemployed youth, farmers and entrepreneurs to understand and study every aspect of livestock farming so that they can be very well prepared with skills, new ideas, hard work needed, pros and cons before starting their own business.

2. History

2.1. Idea Generation

The Kisan Dairy farm started in the year 1984, at Ormanjhi village of Ranchi district of Jharkhand, before that, Mr. Shivnarayan Sahu father of Mr. Parmeshwar Sahu was practicing agriculture in a small patch of farm land. Later, when they were planning to expand agriculture as a business they realized that there is a need of organic manure in order to increase the productivity of agricultural land. According to Mr. Parmeshwar Sahu agriculture and livestock are complementary to each other, so the idea of starting a dairy farm came in the mind of Mr. Shiv Narayan Sahu. He purchased five Holstein Friesian cross-breed cattle from Punjab of Rs. 7000/- per cattle thus, the sum total Rs. 35000/-. The cattle dung was used to create manure for the agricultural land. Thus, the need for organic manure was used to increase the productivity for their agricultural land.

2.2. Procurement of Resources

At starting of the business, he took a loan of Rs. 1.35 lakh. Later he took another loan of Rs. 2 lakh and in the same way until now they have taken loan up to Rs. 1 Crore from a bank for dairy farming.

They hire labourers and provide training by themselves on the basis of what they have learnt earlier and provided rooms for the workers and their families who worked there. Facilities like electricity, water and cooking gas were provided. For breeding, artificial insemination is done in farm and the semen is brought from Pune.

2.3. Training

Initially, without any training, Mr. Parmeshwar Sahu's father started cattle farming with only five cattle. But within few days of purchase of cattle, the milk production decreased drastically and some animals also died. He realized that to expand his business he had to obtain training in dairy farming. Later he took 10 days training at Ranchi Veterinary College, took time to time advice from veterinary doctors and also consulted some veterinarians from Birsa Agricultural University, Ranchi to collect information about the diseases of animals, management practices, various medicines and vaccines to be used in his farm. During the year 1995 Parmeshwar Sahu entered in the dairy farming business and started it on commercial basis. He went to Karnal for 15 days training and learnt new scientific technology in dairy farming business.

2.4. Feed and Fodder

To minimise feed cost he started growing fodder like Napier grass, berseem etc. Also started buying feed ingredients from different states.

2.5. Insurance of animals

Earlier these farmers were not interested in insurance of animals but later, due to several factors, they started doing insurance of animals.

- Farm experience: With increasing experience in dairy farm and observing the mortality rate of cattle in the farm they became more interested to purchase insurance.
- Awareness: After being informed of the insurance opportunities their willingness to buy insurance for cattle increased.
- Farm turnover: As turn-over of their farm increased the likelihood for the adoption of livestock insurances also increased.
- Farm size: With time as their farm-size increased, their willingness for adoption of insurance also increased.

3. Challenges

- In 1992, during Ayodhya Kand, a curfew was declared for 6 days in Ranchi, as a result these farmers were not able to transport milk to the customers, and all sweet shops where they were supplying milk were closed. All milk was spilled over in ponds and wells, milk was distributed free of cost, the calves were left to have the milk. During this period they went through heavy losses.
- In the year 2000, outbreak of FMD due to failure of FMD vaccines resulted in the death of 10-15 cattle as the cold chain was not maintained. This also incurred huge losses for these farmers.
- In the year 2005, due to food poisoning for unknown reasons in the dairy farm resulted in death of 10-20 cattle.

- As their dairy farm is in the rural areas far away from the established infrastructure of city centres, so transportation cost required was high. This was leading to decrease the profit of the business, later they purchased their own vehicles and thereby the transportation cost was managed.
- Mismanagement of labour and lack of skilled labour.
- A most common challenge that every dairy farmer faces is the capital availability for the forage and maximizing the income over feed cost on day-to-day basis.
- Animals were very susceptible to diseases.
- An artificial pond was made near dairy farm where all the wastage from dairy farm were stored for creating organic manure but this was strongly opposed by the villagers due to stinky and foul smell produced from the pond.

4. Strategies adopted to overcome the challenges

- To prevent the cattle from diseases they started following all the biosecurity measures. A sick room was constructed for the cattle. All the animals were vaccinated against contagious diseases. A veterinary doctor makes regular visit to farm to check the health status and treat the sick cattle. He is paid with a monthly salary of Rs. 15,000/-.
- As many cattle died due to food poisoning so they started growing fodder and made feed for the cattle by their own. This maximised the income of the farmers over feed cost on day-to-day basis.
- To minimise transportation cost they purchased their own vehicles and transportation cost was managed.
- An artificial pond was constructed near dairy farm for making organic manure and this was opposed by the villagers. Later he educated other farmers about the importance of the pond. He also demonstrated the positive effects of the organic manure in his agricultural land and by seeing the positive effects villagers were not only convinced but also started buying organic manure for their agricultural land. Fish farming has been started in the artificial pond which adds to their income.
- Mismanagement of labour and lack of skilled labour existed. So he provided rooms for the workers and their families who worked there. He also provided electricity, water and cooking gas facilities to their rooms. Electricity requirement was fulfilled by the biogas produced from the cattle dung, in this way the expenses were also minimized.

5. Present status of the business

At present they have 280 cattle in the farm. The number has increased from initial five numbers of cattle to this extent. It is only possible just because of their hard work and strong determination. In total 20 labourers are working and they are getting a salary of Rs. 10,000/- month. Total milk production from the dairy farm is 2000 litre/day and around another 2000 litre/day is procured from small farmers of their village at Rs. 30/litre. They sell the entire milk production in Ranchi and Ramgarh districts of Jharkhand at Rs. 35/litre. They have four milk vans for transportation of milk. Along with milk, they are also selling cattle dung manure at Rs. 1500/trolley. Total profit from dairy farming is around Rs. 18 lakh to Rs. 20 lakhs annually. Initially they have started dairy farming for the purpose of organic manure in their agricultural land and it played a great role for maximizing their profit from agriculture. They are also providing training to youths and

women at free of cost for livestock farming. Many NGOs, government agencies and farmers are visiting their farm land to learn farming skills. Kisan dairy is acting as a role model for many farmers of Jharkhand.

6. Achievement

- a. Mr. Parmeshwar Sahu participated in a various seminars held both at the state and national level and presented about his dairy farm and received many awards.
- b. He actively participated in Akhil Bhartiya Krishak Sangoshthi at Bhopal.
- c. He also participated in Kisan Mela organized by Birsa agricultural university at Ranchi and was awarded as best livestock entrepreneur.
- d. In 2015, he received the award of 'Shrestha Yuva Udyami' from the governor of Jharkhand.

7. Lessons learnt

- a. Risk taking capacity: It is extent to which an individual dairy farmer would take risk considering a decision for action with fair chances of success (Shah 2005) ^[9]. An entrepreneur should take risks as was done by Mr. Parmeshwar Sahu by adopting dairy farming business on a commercial scale which was in loss. He joined the business by leaving a government job opportunity and achieved hard to make this business successful.
- b. Communication: Mr Parmeshwar Sahu has good communication ability. Proper communication with veterinary officers and other entrepreneurs helped him to work in the right direction.
- c. Result demonstration: While training to other farmers and entrepreneurs he used result demonstration. Through this method farmers can be encouraged and convinced. When all the villagers were opposing the storage of cattle dung in the artificial pond for producing organic manure he managed to convince them by demonstrating the positive outcomes.
- d. Innovative: It is the degree to which an individual adopts new ideas relatively earlier than others in his social system (Rogers and Svenning, 1969) ^[8]. In this case-study the livestock farmers used the cattle dung for generation of electricity and gas. They also used dung for the production of organic manure. In order to minimise the transportation cost vans were purchased. To reduce the cost of balanced feed, he procures ingredients from outside and mixes it in the mixer machine. He also grows green fodder and Azolla at his farm.
- e. Achievement motivation: McClelland (1961) ^[5] defined achievement motivation is a social value that emphasizes a desire for the excellence in order for an individual to attain a sense of personal accomplishment. Here there was an increase in the number of cattle from 5 numbers to 280. The organic manure was sold to maximize his profit which was later expanded. Free training to farmers helped him in marketing his products. The felicitation and recognition he garnered by many organisations furthered his vision and motivated him to expand his business.
- f. Coordinating ability: Godara (2017) ^[2] said it is operationalised as the degree to which a dairy livestock owner co-ordinates action in time dimensions. He trained the labourers well according to their farm and provided permanent residence; this increased the cohesiveness and effectiveness among them. He coordinated with the

intermediaries and ensured them a good price for their Milk. The distribution of milk was very efficiently done by proper planning and coordination in order to reduce the transportation cost.

- g. Cosmo politeness: It is degree to which an individual is oriented to her immediate outside social system (Madhushree, 2014) ^[4]. Here exposure of Mr Parmeshwar Sahu in the market inspired him to carve out a business which is sustainable and self-sufficient. He very well understood the importance of training, so he inducted himself in the training at Karnal.
- h. Self-confidence: According to Shah (2005) ^[9] it is the degree to which an entrepreneur expresses confidence in his own ability to complete a task or meet a challenge. Here farmer showcased sheer confidence after he finalised to undertake livestock farming as profession and rejecting government job opportunities. He displayed highest amount of grit while the cattle were dying. He devised plans like growing own fodder without getting overwhelmed. He managed to convince and garner consent from the unsupportive villagers to continue with the pond to produce manure.
- i. Planning ability: It is the degree to which, a dairy livestock owner is capable of starting the activities that he or she intends to do by certain ways in dairy enterprise. Godara (2017) ^[2]. In present study Mr Parmeshwar Sahu came up with tailor made solutions by planning and observing the problems. He very well planned the stay of the farmers and saw this as a long term investment.

8. Conclusion

Mr. Parmeshwar Sahu proved himself to be an entrepreneur not only as per the definition but also in spirit. He was able to turn every adversary that came against him into an opportunity in his favour. He was able to devise solutions to specific problems by using the available resources around him. As a true entrepreneur he leveraged all the available resources to maximize his income. He not only made a successful business but also created job opportunities for many, both directly and indirectly. Not only as an entrepreneur but also as a true exemplar he helped other new entrepreneurs to take up livestock farming as a successful business model. Behavioural characteristics like innovativeness, risk taking capacity, achievement motivation, self confidence, planning ability, cosmopolitaness, coordinating ability are some of the characteristics of successful farmer, so government should take initiative to train farmers in this direction.

References

1. Dakhore KM, Deshmukh KA, Ingole PG. Training needs of dairy owners as an entrepreneur. Maharashtra Journal of Extension Education. 2002; XXI(2):71-73.
2. Godara PK. A study on entrepreneurial behaviour of dairy livestock owners in Bikaner district of Rajasthan. Master's thesis. Available from Krishi kosh, 2017.
3. Joshi P, Tiwari R, Sathisha MC. Case study of an entrepreneur involved in dairy business. Agricultural Rural Development. 2017.4:17-20.
4. Madhushree A. Decision making pattern and achievement motivation of farm women under dry land condition in Tumkur district. Master's thesis. Available from Krishi kosh, 2014.
5. McClelland DC. The achieving society. First free press

- paperback edition, D. Van Nostard company, Inc., U.S.A, 1961, 1967, 9-10.
6. Narayana Swamy B. A critical analysis of the achievement motivation, attitude towards N.A.E.P. and communication pattern of the contact farmers in Bangalore District, 1986, M. Sc (Agriculture) thesis, unpublished, University, Agriculture Science, Bangalore.
 7. Raina V, Bhushan B, Bakshi P, Khajuria S. Entrepreneurial behaviour of dairy farmers, Research journal of agriculture and forestry sciences. 2016; 6(5):1-7.
 8. Rogers EM, Svenning L. Modernization among peasants. The impact of communication. 1969; 3925(167):1604-1605.
 9. Shah AK. Entrepreneurship among milk producers in Northern region of India, Doctoral thesis. Available from Krishi kosh, 2005.