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## Entrepreneurial behavior and knowledge level of veterinary students of Odisha towards organic livestock farming

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### Abstract

A nation's ability to generate a steady stream of business opportunities is possible when its people take to entrepreneurial activities. In recent days, there has been an increased entrepreneurial effort in the field of Organic Farming. In the last two to three decades, the organic livestock farming is increasing at rapid pace worldwide due to demand of organic milk, meat and eggs products. This is happening due to increased health concern of the people over quality of milk, meat and egg products produced under intensive system of production which uses various pesticides, insecticide, chemicals, drugs and hormone residues. Organic livestock farming is also becoming popular in India due to its advantages of traditional production system which heavily rely on organic inputs and increasing awareness level of the people about quality food. In order to understand the entrepreneurial behavior and knowledge level of Veterinary student of Odisha towards organic livestock farming, the study was carried out with 40 post graduate and 40 undergraduates (final year) students in the year 2019-20. The study revealed that the majority (58.75%) of the students are from urban background and 80% of their father's education is above college level. 35% of the students' family income is within Rs. 2,00,000 - Rs. 3,00,000. It was found that the main aim of the students joining in the course is service (77.5%) and only 32.5% of the respondents assist their family members in livestock activities and most of them provide assistance in health care management. The respondents have selected commercial poultry farming as preference number one for entrepreneurial choice. Besides, it was found that majority of the students have good knowledge about the breeding, feeding, health care management of animals under organic livestock farming, however, they have a very poor knowledge about the certification process of organic products.

**Keywords:** Organic farming, enterprise, training, student, opinion

### Introduction

India is entering in phase of demographic dividend. Presently, India has more than 50 percent of its population within the age group of 15 to 59 and 28 percent of population in age group of 15-29. Furthermore, by 2025, more than 65 percent of Indian population will be under working age group (Chandrasekhar *et al.* 2006) [2]. Manpower availability in livestock sector indicated that more than 3000 veterinary science graduates pass out from the State Agricultural Universities (SAUs) and Central Universities (CU) all over the country every year, of which only 1000 find job in private and public sector, leaving a huge number of graduates unemployed. A nation's ability to generate a steady stream of employment opportunities is possible when its people take to entrepreneurial activities (Jhamtani *et al.* 2003) [3]. Entrepreneur is one who always searches for change, responds to it, and exploits it as an opportunity. Entrepreneur creates resource because there is no such thing called resource until man finds a use for something and endows it with economic value. The Global Entrepreneurship Monitor (GEM) Report 2014 reveals that in India, adults are generally positive about entrepreneurship and showed that 58% of Indian adults (18-64 years old) consider entrepreneurship a desirable career choice and around 66% think that entrepreneurs receive a high level of status and respect. This veterinary demographic dividend may become an asset as well as liability for Indian agriculture, depending upon the extent of entrepreneurial skill development among veterinary students. Entrepreneurial behavior is the function of an individual's personality characteristics (self-confidence, achievement motivation, risk taking ability etc.) and environmental factors (socio-cultural factors, support system). Entrepreneurship is the response of the entrepreneur in order to earn profit by bearing the risk factor (Sharma *et. al* 2012) [7]. It is centered on human skill, efficiency and strong impulse to try out the known technology with an ultimate aim to reduce the cost of production.

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In recent days, there has been an increased entrepreneurial effort in the field of Organic Farming. The organic livestock farming is increasing at rapid pace worldwide with faster growth in demand of organic milk, meat and eggs products. This is due to increased health concern of the people over quality of milk, meat and egg products in the intensive system of production which uses various pesticides, insecticide, chemicals, drugs and hormone residues (Patil *et al.* 2003 and Bheemappa, 2003) [6, 2]. Organic livestock farming is also growing rapidly in India due to its advantages of traditional production system which heavily rely on organic inputs (Murali and Jhamtani, 2003) [5, 3].

In order to understand the entrepreneurial behavior and knowledge level of Veterinary student of Odisha towards organic livestock farming, the study was carried out during the year 2019-2020, with following two specific objectives: i) To study the personal, socio-economic and psychological characteristics of veterinary students. ii) To study the entrepreneurial behavior of veterinary students in the educational, livestock, career, economic, social and general sectors and iii) Knowledge level of the veterinary students towards organic livestock farming.

### Materials and Methods

The exploratory design of social research was used in this study. The investigation was carried out at College of Veterinary Science and Animal Husbandry, Bhubaneswar of Odisha State during the year 2019-20 with 40 post graduate students and 40 under graduate students (final year) The data

was collected by personal interview method with the help of structured interview schedule. Statistical tools such as percentage, mean, standard deviation, Ranking, were used to analyze the data.

### Results and Discussion

Table 1 reveals that there was homogeneity among respondents to a large extent. So far as their age and education level was concerned, equal percent of the respondents (50 percent) are under graduate and post graduate. Out of 80 respondents 40 were boys and 40 were girls. Table 1 further revealed that majority of the student fathers' education that is 80 percent were educated up to college level and only 6.25 percent were literate. Majority of respondents mothers that is 36.25 percent of them were educated up to high school level and only 13.75 percent of the respondent's mother were literate. Majority of respondent fathers' that is 65 percent of them are in service and only 9 percent were doing farming for livelihood. A majority i.e. 31.25 percent of the respondents had family income more than Rs. 5,00,000, and 60 percent of them have family size of 1-4 members. When an enquiry was made about the aim behind joining the veterinary course, majority of the respondents (77.5%) expressed it for seeking a good job. Whereas 11.25 percent of them expressed that this course could be useful for developing their own livestock enterprise. Further, Table 1 reveals that 23.75 percent respondents were assisting their family members in different livestock activity in somehow or others whereas 76.25 percent were found not assisting parents in livestock activity.

**Table 1:** Socio-economic and Personal characteristics of the respondent (n=80)

Attributes	Category	No.	(%)
Age Group	23-25 years	37	46.25
	> 25 years	43	53.75
Education level	Under Graduate (UG)	40	50
	Post Graduate (PG)	40	50
Sex	Boys.	40	50
	Girls	40	50
Area of residence	Rural	33	41.25
	Urban	47	58.75
Father's Education	Literate.	05	6.25
	Primary school	-	-
	Middle school	-	-
	High School	11	13.75
	College and above	64	80
Mother's Education	Literate.	11	13.75
	Primary school	12	15
	Middle school	18	22.5
	High School	29	36.25
	College and above	10	12.5
Father's Occupation	Service	52	65
	Business	21	26
	Farming	07	9
Mother's Occupation	House Wife	61	76.25
	Service	12	15.0
	Business	7	8.75
Family Income	< 2,00,000	11	13.75
	2,00,000 – 3,00,000	23	35
	3,00,000 – 5,00,000	21	26.25
	> 5,00,000	25	31.25
Family Size	1 – 4 members	48	60
	5 – 6 members	21	26.25
	>6 members	11	13.75
Aim of Joining B.V.Sc. and A.H Course	Service (Job)	62	77.5
	Enterprise	9	11.25
	Other	9	11.25
Assisting parents in livestock activity	Yes	19	32.5
	No	61	67.5

The Table 2, which deals with distribution of respondents according to different livestock activities performed by students in assisting their parents in livestock activity. It was revealed that 100 percent were assisting their families in giving health care measure, where as none found in the study helping their parents in cleaning animal shed. It was found 73.68 percent, 63.16 percent, 31.57 percent and 52.63 percent of the respondents assist their family members in general

supervision of the animals, feeding of animals, marketing of the products and breeding services respectively. A very negligible percent of the respondent that is 10.52 percent involve themselves in milking the animals. All most equal percent of the respondents that is 36.84 percent were involved in value addition and marketing of the livestock products. Similar types of findings were reported by Kulkarni *et al.* (2009)<sup>[4]</sup> in their study.

**Table 2:** Distribution of respondents according to their assistance to parents in different livestock activities (n=19)

Name of Activities	Yes		No	
	No.	%	No.	%
General supervision	14	73.68	5	26.32
Cleaning the shed	0	0	19	100
Feeding of the animals	12	63.16	7	36.84
Giving health care measure	19	100.0	0	0
Milking the animals	2	10.52	17	89.48
Marketing of the products	6	31.57	13	68.43
Breeding services	10	52.63	9	47.37
Helping in Value addition	7	36.84	12	63.16
Selling of animals	7	36.84	12	63.16

Students were asked to indicate in which field, out of 14 fields listed in the Table 3, they most like to start an enterprise if given required assistance. The response from all the students were collected and it was found that commercial poultry farming was chosen as first by the respondents followed by

dairy farming, milk processing and packaging, polyclinic, pet clinic and dog breeding, integrated farming, goat farming, consultancy services, sheep farming and private clinic. None of the respondents expressed their interest on pig farming, duck farming, agriclinic and feed mixing unit.

**Table 3:** Choice of enterprise by the respondents (n=80)

Sl. No	Enterprise	Chosen
1	Dairy farming	2 <sup>nd</sup>
2	Goat farming	7 <sup>th</sup>
3	Sheep farming	9 <sup>th</sup>
4	Pig farming	-
5	Poultry (commercial)	1 <sup>st</sup>
6	Duck farming	-
7	Milk processing and packaging	3 <sup>rd</sup>
8	Integrated farming	6 <sup>th</sup>
9	Private clinic	10 <sup>th</sup>
10	Agriclinic	-
11	Polyclinic	4 <sup>th</sup>
12	Pet clinic & dog breeding	5 <sup>th</sup>
13	Consultancy service	8 <sup>th</sup>
14	Feed mixing unit	-

The analysis of data related to the knowledge level of the students related to organic livestock farming is presented in Table 4 which reveals that the students answered correctly to the questions related to breeding (77.5%), treatment (73.5%),

cost of production (90.0%), adoptability of livestock (67.5%), feeding (92.5%) and conversion period (55.0%). However, they did not answer satisfactorily to the questions related to organic certification process.

**Table 4:** Knowledge about Organic Livestock Production System (n=80)

Sl. No.	Questions/Statements	Correctly answered No/%	Wrongly answered No/%	No Answer No/%
1.	What type of breeding method is adopted for Organic Livestock Farming?	62 (77.5)	15 (18.75)	03(3.75)
2.	What type of treatment method is adopted for Organic Livestock farming?	59 (73.75)	14(17.5)	07(8.75)
3	Cost of Production in Organic Farming system is low or high	72 (90.0)	08 (10.0)	00(0.0)
4	Livestock adopted to local environment is suitable or not suitable for Organic farming	54 (67.5)	21(26.25)	05(6.25)
5.	Production in intensive system is associated with high-energy concentrate feeding?	66(82.5)	13(16.25)	01(1.25)
6.	Highly productive dairy animals may suffer physiological problems under organic conditions	45(56.25)	33(41.25)	02(2.5)
7.	Livestock should be feed with 100 percent organically grown feed	74(92.5)	05 (6.25)	01(1.25)
8	Which state in India is a leading state in Organic agriculture?	13(16.5)	55(68.75)	12(15.0)
9	What is Organic certification?	28 (35.0)	48(60.0)	04(5.0)
10.	Which organization is controlling body for certification in India?	16(20.0)	54(67.5)	10(12.5)
11.	Farmer has to pay fee or not to pay fee for Organic certification	39(48.75)	38(47.5)	03(3.75)

12.	What is conversion period?	44(55.0)	22(27.5)	14(17.5)
13	What is the minimum duration of conversion period for animal products?	19(23.75)	13(16.5)	48(60.0)
14.	What is NPOP?	04(5.0)	12(15.0)	64(80.0)

### Conclusion

The majority students from urban areas are joining in the veterinary course whose family income and educational background of the parents are good. The students are mostly interested for government jobs. Commercial poultry farming is preferred by the students as one of the livestock based entrepreneurial activities. The students are not much interested to start enterprise in pig farming, duck farming and feed mixing unit. Students were found having good knowledge on breeding, feeding, health care management of animals under organic livestock farming; however, they had a very poor knowledge about the certification process of organic products.

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