Research Note

Indian Journal of Extension Education
Vol. 58, No. 1 (January–March), 2022, (186-188)

ISSN 0537-1996 (Print)
ISSN 2454-552X (Online)

Entrepreneurial Behavior of Piggery Trainees of Pashu-Vigyan Incubator

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ARTICLE INFO

Keywords: Entrepreneurs, Entrepreneurship development, Pig farming, Piggery enterprises

http://doi.org/10.48165/IJEE.2022.58137

ABSTRACT

Entrepreneurship as a dynamic and innovative process of a country's development has become a prerequisite for supporting the government of India's ambitious flagship program of 'Atm-nirbhar Bharat". The study is an ex-post facto research to ascertain the entrepreneurial behavior of the trainees who attended the entrepreneurship development programme on piggery at agri-business incubator ICAR-IVRI (*Pashu-Vigyan Incubator*). A purposive sampling technique was used to select 80 trainees starting their piggery enterprises. The data were collected through mailed e-questionnaire and telephonic follow-up. The entrepreneurial behavior was determined on nine dimensions and majority of the trainees showed a high level of 'cosmopoliteness', 'achievement motivation', 'risk orientation' and coordinating ability but possessed medium level 'information seeking behavior', 'self-confidence', 'innovativeness', 'planning ability'. The entrepreneurial behavior showed positive and significant correlation with their experience in piggery, attitude towards scientific piggery farming, social participation, education and income. Overall high mean entrepreneurial behavior index was observed indicating a positive effect of the Entrepreneurship Development Program.

INTRODUCTION

India has a predominantly young population with 19 per cent of it being youth (231.9 million) in between 15-24 years of age (censusindia.gov.in) with unemployment rate being 7 per cent, (CMIE report, 2020). However, this rich human resource is the costliest wealth of nature which if channelized to remodel the socio economic setup can lead to a paradigm shift in the country's economy. Amidst unemployment and economic slowdown India requires its youth to be self-reliant, skilled and competent enough to manage their livelihood in uncertain times. Thereby, manifest the dream of the flagship ambitious program of Government of India viz. "*Atma-Nirbhar Bharat*", which has huge possibilities coming from livestock oriented start-ups in India. There is tremendous demand for livestock products like milk, meat and value-added meat products in the current market. Pig farming holds a key to great self-sustained and profitable business if backed by scientific know-how especially when food habits have globalized.

The pig population of India is 9.06 million which comprises about 1.7 per cent of the livestock population and India ranks 2nd in the pig population in the world (Department of Animal Husbandry and Dairying, DAHD, 2019). Pig farming is an untapped way towards independence and self-employment for youth and farmers with low investment capacity. Therefore, under Rashtriya Krishi Vikas Yojana-Remunerative Approaches for Agriculture and Allied sectors Rejuvenation(RKVY-RAFTAAR) scheme of the *Ministry of Agriculture and Farmers Welfare*, Government of India, the Agribusiness Incubation Centre (ABIC)of ICAR-Indian Veterinary Research Institute(IVRI), also known as Pashu-Vigyan Incubator is creating an ecosystem for 'Entrepreneurship Development' and start-ups in diverse areas of livestock and animal science. It's "Entrepreneurship Development

Received 28-10-2021; Accepted 15-11-2021

Programme" (EDP) on Piggery provides research knowledge on the technical front along with mentorship at the business level to the farmers and youth who are the budding entrepreneurs in pig farming. Providing agri-businesses motivation in pig farming as a profession through entrepreneurship development and innovation, the paper attempts to throw light on the thrust in the piggery entrepreneurship brought about by the EDP of Pashu vigyan incubator.

METHODOLOGY

The study was conducted in the 'Division of Extension Education' ICAR-Indian Veterinary Research Institute, Izatnagar. The *ex-post facto* design was used because the trainings considered in the present study had already occurred. A purposive sampling method was applied on the list of trainees who have attended the Piggery Entrepreneurship Development Programme (EDP) organized by Agribusiness Incubator ICAR-IVRI during 2018-19, 2019-20 and 2020-21. A final sample size of 80 trainees (who had positively started their piggery enterprises and had returned the e-questionnaire duly filled) were selected. The data were collected viae-questionnaire which was developed for the purpose and individually followed-up telephonically. The measurement of entrepreneurial behavior was done with the help of Chaudhary (2007) with slight modification and nine components were included in it. The data collected were scored, tabulated and analyzed using suitable descriptive statistical tools such as frequency, percentage, Mean, SD and correlation.

RESULTS AND DISCUSSION

The study revealed medium to high level of innovativeness was prevalent among the pig entrepreneurs due to the fact that majority of them were from middle age group (62.50%), had high level of formal education of graduation and above along with medium level of experience in pig farming. This is in conformity with Patel et al., (2014); Khode et al., (2018); Kulkarni & Jahagirdar (2019) who found majority of respondents in medium category of innovativeness, while it differs from that of Seth et al., (2012) who found majority of the respondents having high innovativeness.

About 70 per cent of the trainees had a high level of achievement motivation. This result differs with findings of Patel et al., (2014); Khode et al., (2018) who claimed that the majority of respondents, had medium level of achievement motivation. This predominant high achievement motivation can be adequately linked to their mass media exposure and the training at IVRI which inculcated the ability of task accomplishment, social status, family support, sustainability, technical employment generation and social welfare motivation among them. A medium level of decision making ability was seen among majority of the trainees, which is in line with finding of Lawrence & Debasis (2012); Patel et al., (2014); Khode et al., (2018). The knowledge and awareness generated among the trainees about scientific pig management from they attended at IVRI had some positive effect on their confidence in taking decisions about their piggery enterprises thereby reflecting as medium level of decision making ability. A high level of risk bearing capacity of the trainees was seen which can be due to the personal, psychological and socioeconomic characteristics like majority of the trainees had medium level of experience in pig farming. A significant level of knowledge, awareness and self confidence among the trainees due to exposure to the training programme on entrepreneurship development at IVRI along with their high education level might have contributed positively towards high level risk orientation. This is in contrast with finding of Lawrence & Debasis (2012); Patel et al., (2014); Bhise (2015); Khode et al., (2018) who found that the majority had medium level of risk orientation and Seth et al., (2012) who found that majority had low level of risk orientation. Further, majority of the trainees possessed high level of coordinating ability which is in contradiction with that of Patel (2014), while similar finding was reported by Lawrence (2015), who reported more than one-half having high level of coordinating ability. Coordinating ability results from high formal education and better understanding of the requirements of the enterprises. The possible reason for the same might be that the major proportion of the piggery trainees were having higher educational background (58.75%) and high knowledge level (38.25%) enough to have high level of coordinating ability. The trainees' educational and technical abilities supported by the entrepreneurship training at IVRI played an important role in their participation and hence positivity towards piggery farming. Also, 46.25 percent of the respondents had medium level of planning ability which is similar with finding of Lawrence (2012); Patel et al., (2014); Khode et al., (2018); Kobba et al., (2020) who found that majority had medium level of planning ability.

The study also deduced that a majority (75%) of the respondents had medium level of information seeking behavior since majority of trainees had low level of extension agency contact (57.50%) and medium level utilization pattern of sources of information (62.50%) which might form the basis of the predominant medium level of information seeking behaviour seen among the trainees. A highly predominant cosmopoliteness was seen among the piggery trainees which was not in conformity with finding of Lawrence & Debasis (2012); Patel et al., (2014); Khode et al., (2018), who reported that majority of the respondents had medium level of Cosmopoliteness. Development in communication facilities and its outreach extended towards the trainee during their training at IVRI might be the reason for the high cosmopoliteness. A high self confidence level was majorly seen among the trainees which tallies with finding of Lawrence (2012), who claimed that majority of the respondents had high level of self-confidence. This high level of self-confidence can be attributed to knowledge imparted during the training at IVRI, their high level of education, and medium level of experience in pig farming reported in the trainees.

Among the nine components of the entrepreneurial behavior considered for the present study 'cosmopoliteness', 'self-confidence' and 'achievement motivation' were the major dimensions of entrepreneurial behaviour observed among the respondents with mean percent score of 89, 81.12 and 77.62 respectively. Least observed dimensions of entrepreneurial behaviour among trainees were 'information seeking behavior' and 'decision making ability' with 46.84 and 49.66 per cent respectively. These results are in line with the findings of Gupta et al., (2013); Khode et al., (2018); Chandraker et al., (2021). In overview for all of the dimensions of entrepreneurial behaviour most of the respondents showed a medium to high level of distribution. This can positively be attributed to the entrepreneurial development program of ICAR-IVRI which inculcated such entrepreneurial qualities among the trainees and boosted their startups.

Table 1. Ranking of different dimensions of entrepreneurial behaviour

Dimensions	Trainees	
	MPS	Rank
Cosmopoliteness	89.00	I
Self-Confidence	81.12	II
Achievement Motivation	77.62	III
Coordinating Ability	76.25	IV
Risk Orientation	66.93	V
Innovativeness	64.37	VI
Planning Ability	59.75	VII
Decision Making Ability	49.66	VIII
Information Seeking Behaviour	46.84	IX

Table 2. Correlation between socio-economic characters and entrepreneurial behaviour of the piggery trainees (N=80)

Independent variable	'r' value
Education level	0.253*
Social Participation	0.389**
Experience in pig farming	0.340**
Income	0.305**
Attitude towards scientific piggery	0.489**
Adoption of scientific pig farming practices	0.520**

**Significant at 0.01 level; *Significant at 0.05 level

Relationship between socio-economic characters and entrepreneurial behaviour of the trainees

The study of Table 2 reveals that entrepreneurial behaviour of the piggery trainees was positively and significantly associated with adoption (r=0.520*) and attitude (r=0.489**) towards the scientific pig rearing practices. It elicits that the pig entrepreneurs with more entrepreneurial aptitude were having favourable attitude towards scientific piggery practices and were adopting them in their enterprises. It also shows positive and significant relationship with the social participation of the trainees. The pig farming experience of the trainees also significantly and highly correlated to their entrepreneurial behaviour (r=0.340**). The income generation from piggery enterprises was highly correlated with entrepreneurial behaviour of the respondents (r=0.305**) as well. Thus, it is elucidated that respondents possessing high level of entrepreneurial behavior also possessed high education level as well as good social participation and sound income.

CONCLUSION

The results indicated that about one third of the trainees had high entrepreneurial behaviour and 60 percent had medium level of entrepreneurial behavior and cosmopoliteness, self-confidence and achievement motivation formed the major components that contributed towards their entrepreneurial aptitude. Also, the entrepreneurial behaviour was correlated to the trainees' education level, social participation, experience in pig farming, income attitude and adoption of scientific piggery farming. This signifies a pivotal role played by the *Pashu-Vigyan* incubator in inculcating a high sense of business aptitude and entrepreneurship among them. However, there is some scope of improvement, as the trainees comparatively showed low level in few dimensions of entrepreneurial behaviour like information seeking behaviour and decision making ability. Effective and meaningful EDPs by Agribusiness incubators under ICAR in collaboration with various government financial institutions and stakeholders should be focused primarily. Efforts needs to be intensified for target based & effective impact at the grassroots level.

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