RESEARCH ARTICLE

Attitude of Piggery Entrepreneurs of Pashu-Vigyan Incubator towards Scientific Pig Farming

Akriti Anna[1], Braj Pal Singh[2]*, Mahesh Chander[3]

Abstract

Pig farming is gaining momentum as a promising source of unconventional livestock farming in the current global scenario in which the food habits of Indian consumers is changing. It is one of the untapped livestock sectors, attracting entrepreneurs from all dimensions, searching for a great profit-generating source of livelihood, fetching sustainable returns if managed on scientific lines. Under the RKVY-RAFTAAR scheme of the Government of India, the Agribusiness Incubation Center (ABIC) of ICAR-Indian Veterinary Research Institute (IVRI), also called Pashu-Vigyan Incubator is continuously organizing the piggery Entrepreneurship Development Programme (EDP) to popularize pig farming in India. The present paper, based on ex-post-facto research conducted at IVRI enlightens the atmosphere around scientific pig farming. It ascertains the attitude of the trainees towards scientific pig farming and the EDP as a whole. A purposive sampling technique selected 80 trainees who positively started their piggery enterprises after attending the EDPs at Pashu-Vigyan Incubator IVRI Izatnagar. The data collection was done through e-questionnaires and telephonic follow-up. Majority of the trainees agreed that the 'government should organize training for scientific piggery management', believed that 'cross bred animal is a symbol of progressiveness' and 'looked forward to adopting scientific piggery practices'. Almost half of them held 'favourable' attitude towards piggery entrepreneurship, followed by 42% who held 'more favourable' attitude towards the same.

Keywords: Attitude of Farmers, Entrepreneurship development programme, Piggery Enterprises, Scientific pig farming.

Ind J Vet Sci and Biotech (2022): 10.21887/ijvsbt.18.3.16

Introduction

The livestock sector comprises 33.25% of the output value from the agriculture and allied sector, and contributes nearly 4.11 per cent of revenue to the country's gross domestic product (GDP) (NSO 2019). The percentage of people working in animal production is 2.10% of the total workforce (Periodic Labour Force Survey Annual report, 2017-18). The production, value addition and export of animal-oriented products like dairy, poultry, fishery, wool, pork etc., is going uphill over the years.

Pigs constitute 1.7% of the Indian livestock population, i.e., 9.06 million and India ranks 2nd in the pig population globally (DAHD, 2019). Assam currently has the highest pig population (2.1 million) in the country, followed by Jharkhand (1.27 million) and Meghalaya (0.7 million). Pig farming is a promising upcoming field of self-employment, generating livelihood for resource-poor farmers due to inherent traits like high-feed conversion efficiency, high fecundity, small space requirement, early maturity and small generation interval as seen by Saikia et al. (2017). It also fetches quick monetary returns for the farmers compared to other conventional livestock and proves to be profitable (Nagaraj *et al*., 2011). In India, pork production is slowly pacing up due to increasing income, food habits, and predominant urban lifestyle changes. Amidst unemployment and economic slowdown, India (with 19 percent youth population) needs to be skilled and competent enough to be self-reliant for their livelihood in uncertain times, thereby manifest the dream of the newly implemented program of Government of India viz. "*Atma-Nirbhar Bharat*" has huge possibilities coming from livestock startups in India. The *Ministry of Agriculture and Farmers Welfare*, Government of India, under umbrella of RKVY-RAFTAAR (***Rashtriya Krishi Vikas Yojana* – Remunerative Approaches for Agriculture and Allied Sectors Rejuvenation**) has Agri-business Incubation (ABI) centers across the country, nurturing innovative agripreneurships.

IVRI *Pashu-Vigyan* Incubator is one such ABIC creating an ecosystem for Entrepreneurship Development in animal science and livestock sector. Entrepreneurship Development Programmes (EDP) are being organized, providing research and technical knowledge and business mentorship to farmers and youth struggling with unemployment, lack of resources, market information and technological expertise. One of

Division of Extension Education, ICAR-Indian Veterinary Research Institute, Izatnagar, Uttar Pradesh 243122, India

Corresponding Author: Braj Pal Singh, Division of Extension Education, ICAR-Indian Veterinary Research Institute, Izatnagar, Uttar Pradesh 243122, India, e-mail: bpsinghextivri@gmail.com

How to cite this article: Anna, A., Singh, B.P., Chander, M. (2022). Attitude of Piggery Entrepreneurs of Pashu-Vigyan Incubator towards Scientific Pig Farming. Ind J Vet Sci and Biotech. 18(3), 71-73.

Source of support: Nil

Conflict of interest: None.

Submitted: 20/01/2022 **Accepted:** 01/03/2022 **Published:** 10/07/2022

the important and popular ones is the "Entrepreneurship Development Programme" on Piggery production, regularly organized at ICAR-IVRI to provide a thrust in the piggery sector.

An attempt was made to carry out a timely, need-based extensive research by the Division of Extension Education, ICAR-IVRI, Izatnagar to assess precisely the atmosphere surrounding pig farming and piggery enterprises. The present paper puts forward the findings regarding the attitude of the trainees of piggery EDPs undertaken by the Pashu-Vigyan incubator of IVRI and is of potential use in strengthening piggery-oriented training programmes in India.

Materials and Methods

The study was conducted in the 'Division of Extension Education' ICAR-Indian Veterinary Research Institute, Izatnagar. The *ex-post facto* design and a purposive sampling method were applied on the trainees from all over India who attended the Piggery Entrepreneurship Development Programmes (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) was selected. The data were collected via an e-questionnaire, developed for the purpose and individually followed up telephonically. The attitude of respondents towards scientific pig farming was measured with the help of the scale developed by Gautam et al. (2014). The scale includes 11 statements and scoring was done on a three-point continuum, i.e., agree, undecided and disagreed. The score of responses was reversed for negative statements, respectively. The categorization of respondents was done on the premise of mean + standard deviation as 'unfavourable', 'favourable' and 'more favourable' group. The data collected were scored, tabulated, and analyzed using suitable descriptive statistical tools such as frequency, percentage, Mean, SD, and correlation.

Results and Discussion

Attitude Towards Scientific Pig Farming Practices

Table 1 elicits the attitude of the piggery entrepreneurs towards scientific pig farming and Table 2 throws light on the finding that half of the trainees possessed favorable attitude toward scientific pig farming, whereas 41.25% of them had a more favorable level of attitude. Only a small chunk of the trainees held an unfavorable attitude towards scientific piggery practices.

These results lineup with the findings of Tiwari (2000), Lal (2004), Senthil Kumar (2013), Kolekar (2013), Khuman (2014), Ray (2015), Anand (2016) and Khode (2018) also found out that majority of the trainees had favorable attitude towards scientific animal husbandry and livestock farming practices. The result is not in consonance with Suchiang (2014) finding, who found that most pig farmers had a neutral attitude toward scientific piggery. Further, Rathod (2015) also found that the attitude of farmers was less favorable towards the

Table 1: Distribution of respondents according to their attitude towards scientific pig farming.

Statement	*Response*	*Trainees*
Traditional/conventional practices of animal rearing are time tested	Agree	33 (41.25)
	Undecided	42 (52.50)
	Disagree	5 (6.25)
Scientific practices have yet to prove their potential	Agree	17 (21.25)
	Undecided	32 (40.00)
	Disagree	31 (38.75)
Conventional animal husbandry practices cannot be substituted	Agree	13 (16.25)
	Undecided	40 (50.00)
	Disagree	27 (33.75)
Cross bred animal is a symbol of progressiveness	Agree	60 (75.00)
	Undecided	18 (22.50)
	Disagree	2 (2.50)
Look forward for adopting scientific piggery practices/ innovations	Agree	74 (92.50)
	Undecided	6 (7.50)
	Disagree	0 (.00)
Only fools are eager to adopt scientific piggery practices	Agree	0 (.00)
	Undecided	4 (5.00)
	Disagree	76 (95.00)
Govt. should organize training for scientific piggery practices	Agree	76 (95.00)
	Undecided	2 (2.50)
	Disagree	2 (2.50)
It's unfortunate we are moving to scientific piggery practices.	Agree	7 (8.75)
	Undecided	24 (30.00)
	Disagree	49 (61.25)
I don't think scientific practices offer anything interesting / practical	Agree	7 (8.75)
	Undecided	13 (16.25)
	Disagree	60 (75.00)
Good or bad we have to adopt scientific piggery practices	Agree	3 (3.75)
	Undecided	34 (42.50)
	Disagree	43 (53.75)
Scientific piggery practices may not be very good but other options are worse.	Agree	10 (12.50)
	Undecided	43 (53.75)
	Disagree	27 (33.75)

Figures in the parentheses indicate the percentage

Table 2: Distribution of respondents according to their level of attitude towards scientific pig farming

Attitude towards scientific pig farming	*Trainees (N=80)*
Unfavourable (≤23)	7 (8.75)
Favourable (24-28)	40 (50.00)
More Favourable (≥29)	33 (41.25)
Mean ± S.E.	27.42 ± 0.28

Figures in the parentheses indicate the percentage

Table 3: Correlation of attitude of Pig Entrepreneurs towards scientific piggery to various variables considered under study.

Variables	*'r' value*
Experience in pig farming	0.412**
Adoption of scientific piggery practices	0.282*
Entrepreneurial Behaviour	0.489**

** *significant at p<0.05 * significant at p<0.01*

livestock technologies developed by the scientists and indicated that the attitude of farmers towards livestock technologies was significantly correlated with the farmers' education and decision-making ability.

The respondents might owe their highly favorable attitude towards piggery to the knowledge and awareness about scientific pig farming ignited in them while they participated in piggery entrepreneurship development programme organized by ICAR-IVRI, Izatnagar.

The attitude of the trainees towards scientific pig rearing practices was significantly and highly correlated (Table 3) with their experience in pig farming (r=0.412**) and the entrepreneurial behavior they possessed (r=0.489**). This portrays that trainees with more experience had a positive and favourable attitude towards piggery and had high entrepreneurial qualities, which prompted them to kick start their own pig farming ventures after attending the program.

The trainees' adoption of the scientific pig farming practices was also significantly related to their attitude towards the adoption of scientific piggery (r=0.282*). It elicits that the pig entrepreneurs having a favourable attitude towards scientific piggery practices also adopted them in their own pig farms.

Conclusion

From the foregoing discussion, it is clear that the Pashu Vigyan Incubator of ICAR-IVRI is able to build positive and highly conducive atmosphere regarding piggery enterprises in the minds of the trainees of the EDP. Trainee's favorable attitude towards scientific piggery, their experience in piggery and entrepreneurial traits were interrelated. These are also essential components for better implementation and success of any training programme, leading to startups and enterprises. This EDP on piggery catered to the growing demand for improved technology research. Their easy access by the farmers and unemployed youth in animal husbandry resulted in a highly predominant favorable attitude towards scientific pig farming as lucrative entrepreneurship for income and employment generation.

References

Anand, M.K. Oraon, J. Pandey, A.K. Kumar, B. Singh, K.C. and Sinha, G.R. (2016) . A comparative study on socio-personal and socio-economic characteristics of trainees of animal husbandry training programmes imparted by KVKs in south Chota Nagpur division.

DAHD, 2019. 20th Livestock Census, (2019) . Department of Animal Husbandry and Dairying. Ministry of Fisheries, Animal Husbandry and Dairying, Government of India. NEW DELHI.

Gautam, A. K., Dohrey, R.K., Jirli, B., Kumar, A. and Mishra, D. (2014). Impact of KVK entrepreneurship training on knowledge of trainees. *Journal of Community Mobilization and Sustainable Development*.***9***(2): 182-185

Khode, N. Singh, B.P. Chander, M. Bardhan, D. Verma, M.R. and Singh, Y.(2018). Impact of training intervention on knowledge level of trained dairy animal owners: An application of propensity score matching method. *International Journal of Agricultural Statistical Sciences 14*:285-291.

Khuman, L. S., Saharia, K.K., Hazarika, P. and Haque, M. (2014) . Attitudinal and motivational characteristics of tribal and non-tribal dairy farmers of Cochar district of Assam, *Indian Journal of Social Research. **55***(6): 787-793.

Kolekar, D.V., Meena, H.R. and Bangar, Y.C., (2013) . Dairy farmers' attitude and preferences towards contract dairy farming system. *The Indian Journal of Veterinary Sciences and Biotechnology, **8***(04):53-57.

Lal, Banwari (2004) . Impact of KVK training programme on knowledge and attitude of farmers in improved dairy farming practices, MSc. Thesis, Submitted to the National Dairy Research Institute, Karnal (Haryana)

Nagaraj, K.H., Nataraju, O.R. and Lalitha, B.S. (2011). Input, Output, Outcome and Impact of Piggery Entrepreneur in the District Hassan, *Environment and Ecology.* 29**(**1).

National Accounts Statistics,(2019) . National Accounts Division. Ministry of Statistics and Program Implementation, Government of India, NEW DELHI.

Periodic Labour Force Survey, (2017-18) . Annual report, Ministry of Statistics and Program Implementation, Government of India, NEW DELHI.

Rathod, P. and Chander, M., (2015) . Attitude towards scientific livestock technologies: a multi-stakeholder analysis in Uttar Pradesh, India, *The Indian Journal of Veterinary Sciences and Biotechnology, **11***(1): 45-48.

Ray, M. N., Saharia, K. K., Sharma, J., and Brahma, D. (2015) . Correlates of attitude of the dairy farmers of Kamrup district of Assam towards improved dairy husbandry practices. *Indian Journal of Social Research*,***56***(1): 27-32.

Saikia, H., Saud, R.K.Kalita, D.N. and Kalita, S. (2017). Impact of piggery training on the income level and profit of pig farmers-A case study in Kamrup district of Assam (India). *Indian Journal of Agricultural Research*,***51***(6): 619-622.

Senthilkumar, K. Devaki, K. and Subramanian, R. (2016) . Assessment of effectiveness of training programmes through perception of Krishi Vigyan Kendra trainees. *Indian Research Journal of Extension Education. **14***(1): 96-98.

Suchiang, R.(2014) . Issues around niang megha breed of pig rearing in meghalaya. PhD Thesis, College of Veterinary Science Assam Agricultural University Khanapara, Guwahati-781022.

Tiwari, R. (2000) . Multidimensional Analysis of Piggery Enterprise. PhD Thesis, Indian Veterinary Research Institute; Bareilly.