

Career and Entrepreneurship Opportunities in Livestock & Poultry Farming System

A Guest lecture on “Career and Entrepreneurship Opportunities in Livestock & Poultry Farming System” delivered by Dr. Shahaji Phand, Assistant Director, National Institute of Agricultural Extension Management (MANAGE), Hyderabad, Telangana. Dr. M. S. Malik (PI of the NAHEP – CAAST project) gave a detailed overview of the project highlighting its achievements till date. In his introduction Dr. Malik emphasized on quality education, advanced technical training and exposure visits at national and international institute for upgradation of one’s knowledge and skills in the area of research in various Integrated Farming System Models. Later Dr. N. Kudada, Registrar of Birsa Agricultural University, inaugurated the event by welcoming and felicitating the chief guest “Dr. Shahaji Phand”. Dr. Sushil Prasad (Dean, Ranchi Veterinary College and Co-Principal Investigator of the project) presented a brief introduction about the speaker and his contribution in animal husbandry and veterinary extension through organising need-based training programs and workshops for senior, middle and field level extension professionals. Dr. Prasad also highlighted the technologies generated by him and his patents/ copyrights, in which Pashu Arogya Mahiti Pranali was the commercial one. Dr. Phand had published many scientific papers in NAAS accredited national and international journals. He is also acting as a registered veterinary practitioner under Veterinary Council of India, New Delhi with other professional memberships.



Dr. Phand started his lecture with a famous quote of Muhammad Yunus (a Bangladeshi social entrepreneur)

Amongst faculties and students, the lecture was started with a famous quote by Muhammad Yunus, a Bangladeshi social entrepreneur and a Nobel peace prize awardee – “All human beings are entrepreneurs, we are not born to work for somebody else”. Showing the present scenario of livestock sector in India, he pointed out its contribution in Agriculture sector totalling its national GDP of 5.4 % and also that India stands first in total milk production in the world accounting for 18.5%. The gist of the lecture was then discussed under the heading “Strategies To Start Business” which had 12 understated topics. As the lecture proceeded, each sub-heading was discussed in detail with some notable success stories existing in present. Dr. Phand said the success of any start-up idea or a business, majorly depends upon ‘Response To The Changing World’ as there is continuous change in production system, consumer food habit and their mind set, and the marketing system. Dr. Phand said, in order to have a successful business one must understand the scope of the commodity in present scenario in a broader perspective. Having said that, various facts and figures were presented in front of the audience, regarding the demand of various livestock products like milk, mutton, beef, poultry meat and eggs which is going to increase to almost double by 2030. The attention of the audience was then brought to the challenges faced by the livestock production system in the milk market where only 70 million litres per day (26%) is being used by the organised sector and a greater share that is 170 million litres per day (74%) lies in unorganised sector. A data by ILRI (International Livestock Research Institute) states that percentage of adulteration in milk is very high reaching up to 90% making 70% of Indian milk unsafe for consumption. The use of indigenous or low productivity breed of cattle and the shortage of feed and fodder pose greatest threat to meet the increasing demand of the growing population. The increasing trends towards non-vegetarian food has given rise to some livestock food controversies. The first being the extent to which the human health is threatened by the antibiotic used in livestock. Speaking on this controversy, Dr. Phand said, for regular low dose of antibiotics to harm human health a chain of events must take place- a bacteria infecting livestock must develop resistance to an antibiotic which should also be used by humans, that bacteria should be able to infect humans and make them sick so that they need these antibiotics. The probability calculated was as low as 0.00034%.



Dr. Phand said, the need of hour are innovative business models. The conventional or traditional factors of production i.e. land, labour, enterprise and capital are no longer essential requirements to start a business. Stating successful examples of Mr Bhavish Agarwal, owner of Ola company, Mr Ritesh Agarwal, owner of Oyo and Mr Harsha, Nandan and Rahul owner of Swiggy with various other examples, he discussed new model of business. Supplying and distribution of products is not only the sole purpose of today's business but providing services, solutions and experience makes a business more successful and competitive in today's market. Talking of the Indian poultry industry, he said it is one of the fastest growing sectors with the growth rate of 8-10% per year. Emphasizing on Opportunistic Production, poultry industries in itself has numerous career opportunities.

India's Ministry of Agriculture reports that from 2005 to 2007, 30% of harvest and post-harvest economic losses came from the fruit and vegetable sectors, although that sector comprised only 13.6% of total production. Stating this, he stressed on Value addition of the agricultural produce, which will not only improve the life of the commodities but also fetch a fairly high economic value. But unfortunately, due to lack of better infrastructural facilities and proper technology, rate of value addition at present time is only upto 1-2%.

Dr. Shahaji Phand, finally concluded his presentation by addressing the youth to be a job provider and not a job seeker. He encouraged them to take up Entrepreneurship as one of the career choices. He also warned them to have sufficient prior knowledge and skills before taking a start-up through training programs and workshops.

To end the event, Dr. Ravinder Kumar, Assistant professor, Livestock Production Management, Ranchi Veterinary College, presented Vote of Thanks, thanking all the dignitaries on the dias and special mention to Dr. Shahaji Phand, who enlightened the audience with his rich knowledge and experience. The faculties and students were also thanked for giving their time to the event organised by NAHEP-CAAST.

करियर बनाने के लिए पशुपालन भी बेहतर

विशेष संवाददाता ▶ रांची

विश्व बैंक व आइसीएआर के तत्वावधान में शनिवार को बिरसा कृषि विवि अंतर्गत वेटनरी कॉलेज सभागार में व्याख्यान का आयोजन किया गया. विषय था- पशुधन एवं कुक्कुट पालन प्रणाली में करियर व उद्यमिता. राष्ट्रीय कृषि विस्तार प्रबंधन संस्थान (मैनेज), हैदराबाद के सहायक निदेशक डॉ शाहजी फांड ने युवाओं से कहा कि ग्लोबल बाजार के बदलते परिवेश में उपभोक्ताओं का व्यवहार एवं मांग को गहराई से समझने की जरूरत है. उन्होंने कृषि वस्तुओं के विशाल बाजार एवं भारतीय उपमहाद्वीप के विशाल बाजार क्षमता पर प्रकाश डाला. कहा कि करियर बनाने के लिए पशुधन एवं कुक्कुट पालन भी बेहतर है. पशुधन एवं कुक्कुट के उत्पादों की बाजार में भारी मांग है. इसकी बेहतर संभावनाओं



बीएयू में हुए व्याख्यान में उपस्थित अतिथि व अन्य लोग .

को देखते हुए उत्पादों के मूल्यवर्द्धन एवं उद्यमिता के निरंतर उन्नयन का प्रयास करने पर जोर दिया जाना चाहिए. इससे पूर्व कुलसचिव डॉ नरेंद्र कुदाव ने ग्लोबल जरूरतों को ध्यान में रख कर कृषि शिक्षा को बढ़ावा देने के लिए नियमित अंतराल पर विशेष व्याख्यान के आयोजन पर जोर दिया.

मौके पर वेटनरी डीन डॉ सुशील प्रसाद ने प्रदेश में पशुधन एवं कुक्कुट

पालन की स्थिति, प्रयासों एवं अवसरों के बारे में बताया. बीएयू नाचेप-कास्ट परियोजना के प्रधान अन्वेषक डॉ एमएस मल्लिक ने व्याख्यान के महत्व पर प्रकाश डाला. धन्यवाद ज्ञापन डॉ आलोक कुमार पांडे ने किया. इस अवसर पर डॉ एमके गुप्ता, डॉ जे उरांव, डॉ स्वाति सहाय, डॉ राजू प्रसाद, डॉ रवींद्र कुमार, डॉ प्रवीण कुमार सहित शोधकर्मी, पीजी एवं पीएचडी के विद्यार्थी उपस्थित थे.

