



## **Entrepreneurial Behaviour of Livestock Entrepreneurs of Karnataka- A Socio-economic Analysis**

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### **Authors' contributions**

*This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.*

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### **ABSTRACT**

India owns the largest livestock population in the world and it is bestowed with huge and diverse livestock resources. The animal husbandry sector provides large self-employment opportunities and is proved to be a boon for sustaining the livelihood of the resource poor farmers. A study was undertaken to analyze the socioeconomic and psychological profile of livestock entrepreneurs in Karnataka state. Four divisions viz. Bengaluru division, Mysuru division, Belagavi division and Kalaburagi division were selected for the study. A total of 160 livestock entrepreneurs were randomly selected and data were collected using structured interview schedule. The analysis of socio economic and psychological profile revealed that majority (58.75%) of the livestock entrepreneurs were of middle age group (35-50 years), and more than three fourth (78.13%) of the livestock entrepreneurs are male. With respect education 36.88 per cent of them had middle school education and half (50.63%) of the entrepreneurs belonged to small family size (less than 6 members). Majority (56.88%) of the livestock entrepreneurs had animal husbandry as their major

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occupation with 43.75 per cent of the respondents had medium landholding (2-3 acres of land). More than half (51.25%) of the respondents had medium livestock possession and 45.63 per cent of the entrepreneurs had an annual income of more than Rs.4,00,001. Majority (53.75%) of the livestock entrepreneurs had (5 to 10 years) medium level of experience in livestock entrepreneurship. Majority of the respondent dairy farmers had medium economic motivation and scientific orientation. The study concludes that livestock entrepreneurs had different socioeconomic status due to varied attributes possessed by them.

*Keywords: Entrepreneurial behaviour; livestock; livestock entrepreneurship; Socio-economic analysis.*

## 1. INTRODUCTION

Indian livestock industry makes up for a significant amount of world's livestock resources. The livestock sector plays a vital role in socio-economic growth of the country. It also plays an important role in the rural economy as it improves the family income and generates a gainful employment in the rural sector, particularly among the landless labourers and small and marginal farmers. Animal husbandry sector provides large self-employment opportunities and is proved to be a boon for sustaining livelihood of the landless and marginal farmers. The contribution of Livestock to Gross Domestic Product (GDP) of the country is increasing year after year compared to any other component in the agricultural sector. Expectations of consumers are growing at a faster rate for the livestock products due to changing patterns of lifestyle due to urbanisation. Market opportunities have been increasing day by day for the livestock and livestock products as the consumer's demand is increasing. Livestock rearing was always considered as a subsidiary occupation along with agriculture, even with its huge potential in employment generation and food security to rural mass. But in the recent years it is observed that farmers are shifting to commercial livestock rearing rather than rearing for livelihood. Presently, the livestock sector is taking a different dimension as commercial farming because more and more unemployment youth are oriented towards livestock enterprises. An increasing number of people are turning out to be Livestock entrepreneurs in different sectors, such as commercial dairy farms, sheep and goat farms and a few commercial pig farms. Livestock entrepreneurship plays a vital role in decreasing the demand and supply gap for the animal products. Market opportunities due to the anticipated rise in demand for livestock products will provide an avenue for the entrepreneurs to increase production and employment generation and conquer different markets.

The entrepreneur is one of the most important factors of production in the development of enterprise and also plays a vital role in the promotion of economic growth of the country and technological change in the rural areas. Entrepreneurship has been a part and parcel of the socio-economic development of the rural people. The appearance of their activities, i.e. the development of entrepreneurship is directly related to the socio-economic development of the society. Hence it is important to study the socioeconomic profile of the livestock entrepreneurs.

## 2. MATERIALS AND METHODS

The study was undertaken in the Karnataka state in order to study the socioeconomic profile of the livestock entrepreneurs. As the livestock entrepreneurs are scattered over different regions of the state, a stratified random sampling method was followed for the selection of the respondents. All the four administrative divisions of the Karnataka state were selected for the study. From each division fifteen dairy entrepreneurs, fifteen sheep and goat entrepreneurs and ten piggery entrepreneurs were selected through random sampling technique. A total of 60 dairy entrepreneurs, 60 sheep and goat entrepreneurs and 40 piggery entrepreneurs were selected for the study forming a total of 160 respondents for the study.

A semi-structured interview schedule was designed after an exhaustive consultation with the experts in the field of livestock entrepreneurship, animal husbandry extension and by thorough reviewing the relevant literature. The interview schedule was pre-tested with a sample of 20 farmers in a non-sampled area against ambiguity and redundancy. In the light of the suggestions given by the experts, suitable modifications were made before administering in the main sample area. In the light of the pre-test experience, the interview schedule was modified and used after preparing the number of requisite copies.

An interview schedule was prepared and was administered to the entrepreneurs. The respondents were personally interviewed to collect the data. It was made sure that all questions were self-explanatory and each of the respondents were personally interviewed by the investigator. The data so obtained from each of the respondents was filled in directly by the investigator, which enabled him to get first-hand information from the respondents. The data were collected from the dairy farmers through a structured interview schedule. The collected data were coded, tabulated and analysed by using standard statistical procedures like frequency and percentage and the results were drawn.

### 3. RESULTS AND DISCUSSION

The results presented in Table 1 revealed that majority (58.75%) of the livestock entrepreneurs belonged to the middle age group, followed by young age group (28.13%) and old age group (13.13%). The reasons for the above findings may be attributed to the fact that livestock entrepreneurship is a recurrent income generating activity, that adds significantly to the family income. Therefore, more of middle age farmers are taking up livestock entrepreneurship as income generating activity and farmers of middle age are usually enthusiastic and are having more work efficiency than younger and older ones. The results are in line with the findings of Bhosale et al. [1], Krishnapriya et al. [2], Baindha et al. [3], Chandrasekar et al. [4], Kankarne et al. [5], Dabhi et al. [6], Shahjar et al. [7], Selvakumar and Yoganandan, [8], Girish et al. [9].

It is evident from Table 1 that, more than three forth (78.13%) of the livestock entrepreneurs are male and only 21.88 per cent of them are female. These results are similar to the results of Chandrasekar et al. [4], Nkonki-Mandleni [10] who have reported that majority of the respondents were male.

The data furnished in Table 1 with regard to the education of the livestock entrepreneurs, indicated that 36.88 per cent of the respondents had middle school education followed by high school (24.38%), primary (16.25%), P.U.C (11.88%), illiterate (9.38%), and only 1.25 per cent of them had graduation and above level of education. The reason for this could be that higher level of formal schooling and lack of employment might have pushed the farmers to go for livestock entrepreneurship. The formal

schooling helped the farmers to gather essential and scientific information required for development and maintenance of enterprises which is required for improved managerial practices and also for use of innovations in their enterprises. The findings of the study are in agreement with the findings of Raina et al. [11].

The data with respect to the family size of the respondents presented in Table 1 revealed that, half (50.63%) of the entrepreneurs belonged to small family size (less than 6 members) followed by medium family size (46.25 %) of 6-10 members and only 3.13 per cent belonged to large family size (more than 10 members). The probable reasons behind these findings could be that in recent years young and middle-aged people would prefer to live in nuclear families with their family. Further, the formal education of respondents might have made aware of maintenance of small and medium size family. These findings are in accordance with the findings of Selvakumar and Yoganandan [8], Girish et al. [9] who reported that majority of the respondents had small family size, followed by medium and large family size respectively.

The data presented in the Table 1, revealed that majority (56.88%) of the livestock entrepreneurs had animal husbandry as their major occupation, whereas 40.00 per cent had agriculture as their main occupation and only 3.13 per cent had other occupation like business and service as their main occupation. This might be due to the fact that animal husbandry provides a gainful employment as well as regular and sustainable income and due to irregular rainfall, there is less scope for good returns in agricultural sector.

It was observed from the Table 1, that 43.75 per cent of the respondents were medium farmers (2-3 acres of land), followed by large farmers (29.38%) with more than or equal to 4 acres, small farmers (21.88%) with 1-2 acres, whereas 5 per cent of the respondents were marginal farmers with less than 1 acre of land. The reason for possession of medium and large landholding could be due to the fact that farmers need land for subsidiary occupation as well as land is necessary for development of enterprise and for growing of feed and fodder. These findings are in line with the findings of Badodiya et al. [12].

It was observed from the Table 1, that more than half (51.25%) of the respondents had medium livestock possession followed by low (40.63%) and high (8.13%) livestock possession. The data

**Table 1. Distribution of respondents based on socio-economic characteristics**

Characteristics	Category	Respondents	
		F	%
Age group	Young	45	28.13
	Middle	94	58.75
	Old	21	13.13
Gender	Male	125	78.13
	Female	35	21.88
Education	Illiterate	-	-
	Primary	23	19.17
	Middle	42	35.00
	High	28	23.33
	P.U.C	11	9.17
Family size	Graduation and above	3	2.50
	Small	81	50.63
	Medium	74	46.25
Occupation	Large	5	3.13
	Agriculture	64	40.00
	Animal husbandry	91	56.88
Landholding	Others	5	3.13
	Landless	-	-
	Marginal	8	5.00
	Small	35	21.88
	Medium	70	43.75
Livestock possession	Large	47	29.38
	Low	65	40.63
	Medium	82	51.25
Annual income	High	13	8.13
	Low	48	30.00
	Medium	39	24.38
Extension contact	High	73	45.63
	Low	10	6.25
	Medium	92	57.50
	High	58	36.25

with respect to annual income revealed that, 45.63 per cent of the entrepreneurs had an annual income of more than Rs.4,00,001, whereas 30.00 per cent of them had less than Rs.2,00,000 annual income, while 24.38 per cent of the respondents had an income between Rs.2,00,001 and Rs.4,00,000. The probable reason which could be attributed for varied income levels of the respondents might be their size of the land holdings and different types of entrepreneurship activity contributed much to their total income.

It could be observed from Table 1 that, majority (57.50%) of the respondents had medium extension contact, followed by high (36.25%) and low (6.25%) extension contact. This might be due to the fact that the livestock entrepreneurs had

education level more than middle school education and entrepreneurs always strive to get scientific information for betterment of the enterprise and had more zeal to gather recent information related to technologies and innovations.

### 3.1 Psychological Characteristics of Entrepreneurs

A glance at Table 2 revealed that, majority (53.75%) of the livestock entrepreneurs had (5 to 10 years) medium level of experience in livestock entrepreneurship, whereas 35.00 per cent of entrepreneurs had low (less than 5 years) experience and 11.25 per cent of them had high experience (more than 10 years).

**Table 2. Distribution of livestock entrepreneurs based on psychological characteristics**

Characteristics	Category	Respondents	
		F	%
Experience	Low	56	35.00
	Medium	86	53.75
	High	18	11.25
Economic motivation	Low	31	19.38
	Medium	105	65.63
	High	24	15.00
Scientific orientation	Low	23	14.38
	Medium	76	47.50
	High	61	38.13

The data presented in Table 2 revealed that, majority (65.63%) of the respondents had medium economic motivation followed by low (19.38%) and high (15.00%) economic motivation. The reason for medium economic motivation of the livestock entrepreneurs might be due to their average land holding and possession of medium livestock. This trend was in line with the findings of Raina et al. [11], Baindha et al. [3], Chandrasekar et al. [4] and Dabhi et al. [6].

The data furnished in Table 2 revealed that, 47.50 per cent of the respondents had medium scientific orientation, followed by high (38.13%) and low (14.38%) scientific orientation. This could be attributed to reasonably good level of formal education of the livestock entrepreneurs oriented towards application of improved practices and innovations in their enterprise motivated and are oriented scientifically. The above findings were in line with the findings Krishnapriya et al. [2].

#### 4. CONCLUSION

The present study concluded that the livestock entrepreneurs were of different age group and most of them were male. The entrepreneurs had different level of education and maximum numbers of respondents had animal husbandry as their major occupation. The respondents had different size of landholding and half of them possess medium livestock holding and possess varied amount of annual income among which 45.63 per cent of the entrepreneurs had an annual income of more than Rs.4,00,001. Among psychological conditions majority (53.75%) of the livestock entrepreneurs had (5 to 10 years) medium level of experience in livestock entrepreneurship and majority of the respondents had medium economic motivation and scientific

orientation. Hence in order to improve the socioeconomic status of livestock entrepreneurs in the study area, there is a need for technical and institutional intervention to alleviate the education and income levels through dissemination of appropriate technologies and extension strategies.

#### CONSENT

As per international standard or university standard, respondents' written consent has been collected and preserved by the author(s).

#### COMPETING INTERESTS

Authors have declared that no competing interests exist.

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