

viewed objectively, it is not difficult to accept that those who take birth in these castes are definitely in advantageous position as they get an opportunity to be aware about business environment more than those from other castes. However, it has been clearly established that emergence of entrepreneurs is independent of caste/region. Any one with certain entrepreneurial characteristics at least to a minimum level qualifies to be an entrepreneur.

Some of the important characteristics of an entrepreneur are psychological in nature. These characteristics can be influenced through training. The kind of influencing that is attempted in training, perhaps, also takes place as the process of socialization of the 'child and the youth' in the family and the community for the traditional entrepreneurial caste groups. In other words, the characteristics in an individual are heightened to a required level which finally gives rise to a unique kind of manifestation that may be termed as entrepreneurial behaviour. Some people have gone far in oversimplifying by saying that "entrepreneurs can be manufactured" which no doubt does equal disservice to the cause of entrepreneurship development.

The misconception stated earlier seems to have implications in promoting entrepreneurship in any society. Since the entrepreneurs are the key factors in developing entrepreneurship, any misunderstanding about this key element may create a basic problem of integrating other aspect like support facilities with them. Even worse, problem may arise in terms of treating the entrepreneurs in the right spirit. It is established fact that the entrepreneur does seek positive recognition in the society and therefore, would not like to be treated like any venture capitalists or businessmen. To preserve the dignity and prestige, it appears to be important that all those engaged in promoting entrepreneurship understand the entrepreneurs as what they are rather than what they are not.

Intrapreneur

Another term often we come across is intrapreneur. An intrapreneur is a person who wants and accesses to corporate resources. Goal oriented and self-motivated, but also respond to corporate rewards and reorganization. He is very much like the entrepreneur but situation demands greater ability to prosper within the organization. He dislikes the shortcomings of the system but learns to manage it for reaching excellence and works out problem within the system.

Entrepreneurship

Entrepreneurship is a function of at least four sets of factors, which mainly influenced it, could be identified. In the first place, entrepreneurship is generated in a society by individuals who for some reasons, initiate, establish, maintain and expand new enterprises. It is observed that entrepreneurs grow in the traditions of their families and the society, and internalized certain values and norms from these sources. The second factor thus constitutes the socio-cultural traditions emanating from these sources. The contribution from this socio-cultural factor in the process of transmission, however, gets filtered through the individuals get more influenced than others. The influence of these factors, on entrepreneurship is, thus, only indirect.

Economic Status of the Population

Although families of highly diversified economic groups live in almost all parts of the country but in certain large areas in some of the states of India, proportion of economically weaker class is quite high. In such areas, demand of food of animal origin like milk, meat and their processed products is very low and establishment of a small scale livestock production for local population may not be even sustainable. However, livestock production for marketing in areas of demand and export may be taken up in such areas, if resources like land, feeds and fodders are available at reasonable rates, because man power will be easily available on the payment of low wages. Establishment of large scale livestock production projects in such area may be in the interest of both the entrepreneur and the local economically weaker class of people. The cost of production of former will be less and later will get remunerative employment needed for their livelihood.

Educational Background

Proliferation of higher and technical education particularly the education of veterinary sciences and agriculture during the past over half century has brought significant changes in the outlook of even many orthodox classes of Hindu community in India. These changes are now reflected in the acceptance of restricted animal husbandry enterprises of older years. Educated unemployed youth of many upper strata of society is now adopting swine rearing, rabbit farming, poultry farming, goat farming and fisheries in addition to diary farming. In some areas, fattening of male buffalo calves for meat production has been accepted by the livestock owners irrespective of social inhibitions.

Availability of Markets

Dimension of exploration of marketing of livestock and livestock products has shown a rising trend. This is mostly the effect of increased communication facilities. Now pigs fattened in Uttar Pradesh are marketed in the remunerative markets of north-eastern states, and male buffaloes fattened in some parts of northern states are marketed in Mumbai.

Similarly, producers of milk products like khoa and paneer have extended marketing covering up to 200–300 km in many parts of the country. For example, khoa produced in Ghazipur district is marketed mostly in Varanasi and Allahabad, whereas ghee produced in Chandausi, Aligarh, Hathras, Bulandshahar and Meerut is famous in north India.

Development of information systems, availability of fast transport facilities and availability of cold tankers have enlarged the marketing facilities.

Seasonal Fluctuations in the Demand of Livestock Products

Although some milk, meat and egg products are being marketed round the year, indeed there is distinct seasonal influence on the demand of certain products. Consumption of milk and milk products like khoa, chhenna, paneer and curd is increased many fold during the marriage season. This increase is quite high in the northern states. On the other side, such increase is more in the demand of meat, fish and poultry in the eastern and north-eastern regions.

Avenues of Entrepreneurship in Public and Private Sector

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Planning in India focused at realizing a high rate of growth of output in the long term. A basic assumption was that shortage of capital goods in relation to employable persons constituted a fundamental constraint on growth in the economy. Therefore, the planning process made no attempt to define an independent employment strategy; the focus on economic growth was viewed as essential for improving the employment situation. Initially, labour force expansion was not seen as a problem to be contented with. Thus, in the Five Year Plans, the generation of employment was viewed as part of the process of development and not as a goal in conflict with, or to be pursued independently of economic development.

GLOBAL EMPLOYMENT AND UNEMPLOYMENT SITUATION

The global employment and unemployment situation according to the World Employment Report 1998-99, was as follows:

- Out of an estimated 6 billion population in the year 1997 around 3 billion was in the labour force.
- 160 million persons have been estimated to be fully unemployed.
- 25 to 30% of the employed labour force is under employed.
- A large number of young people in the age group of 15 and 24 (around 60 million in 1997) are continuously in search of work, i.e. unemployed.

A few important conclusions which emerge from the above report are:

- Limited demand for unskilled and less skilled labour.
- Increase in demand for skilled labour on account of technological development and upgradation and changes in the organization of work.
- Problems in maintaining the continued employability of labour force.
- Demand for multi-skilling.

Some of the important strategies recommended in the World Employment Report are:

- Timely investment in skill development and training at enhanced level.
- Enhancement of education and skill level of workers.

- Dog breeding
- Modern feed mixing plant

SNAP-SHOT OF VETERINARY PROFESSION

1. India has the largest livestock population of more than 500 million heads, which contribute 15% of the world population. The demand of veterinarians to take care of this huge livestock is on the rise.
2. Due to commercialization of veterinary industry and the liberalization of Indian government policies more and more international industries of food manufacturing, pharmaceutical, diagnostic and vaccine production, etc. have opened avenues for veterinary professionals.
3. Increasing awareness towards veterinary education by introducing various schemes, viz. national talent scholarship, junior and senior ICAR research fellowships, internship allowance at higher rate and pay package to veterinary professionals equivalent to professional in other fields.
4. Job prospects in comparison to other professional and technical degree programmes are better for veterinary graduates.
5. Scope for entrepreneur development in diversified areas is on the rise. Canine and feline practice in cosmopolitan cities, establishment of dairy and poultry industries, milk and meat processing venture, establishment of livestock business and marketing, etc. are gaining momentum.
6. Opportunities for higher education in foreign countries and demand for qualified professionals in developed countries is attracting Indian veterinarians.
7. Liberalization of loans through agencies like NABARD, Rural Cooperative Banks, and Nationalized Banks under the rural development programmes, establishment of poly clinics, and livestock sector for operationalization and monitoring of the above schemes are boosting the demands for veterinarians. Most veterinarians also opt for clinical work and find opportunities in research laboratories and organizations.

The government of India, through the state governments have implemented various successful self-employment opportunities.

Some agri and allied sector companies, where one may find employment are as follows:

1. A.P. Engineering
2. Agricom Brokers
3. Agro Impex
4. AgroEngine.com
5. American Springs and Pressing Works Limited
6. Amit Biotech
7. APCL International: Exporters of Indian spice, agroproducts and plywood, etc.
8. Aries Exports
9. Arise Exports Ltd.—Exporter of oilseeds.