

Impact of Vocational Trainings on the Entrepreneurship Development among Rural Youth and Farm Women of district Pathankot

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ABSTRACT

The prevailing high demand and diet consumption pattern in the two hill states of J&K (UT) and Himachal Pradesh which border district Pathankot suggest indirectly high entrepreneurship scope in the district. The data was gathered by administering a well-structured interview schedule on all the trainees (520) since last three years to assess the impact of these vocational trainings (*Poultry Farming, Goat Farming, Pig Farming and Dairy Farming* of 1 to 2 weeks duration carried by the KVK Pathankot on the entrepreneurship development among the rural youth and farm women of district Pathankot during the year 2020-21, 2021-22, and 2022-2023 in the discipline of Animal Science. The analysis of the last three years' data shows that the demand for the poultry farming during the year 2020-21 was higher (49.64%) in comparison to 2021-22 (30%), whereas during 2022-23, it again rose up to 60.86 %. According to the data presented, adoption percentage in case of *Poultry Farming* was highest for the year 2022-23 (32.14 %) whereas in case of *Goat Farming*, it was higher in the year 2020-21 (25%) as compared to the rest of the two years. In case of Dairy Farming adoption percentage is higher for the year 2021-22 (18.36%). The pig farming training does get much demand in the district during the last three years. The adoption percentage of all Animal Sciences trainings was significantly high as the district has got a newly established KVK. Earlier there was no such service centre for the rural community in the district which is fully devoted for their needs and to improve the quality of life of these rural folks. Further, for the proliferation of the any Livestock Entrepreneurship, the area must have local market.

Keywords: Training demands, Poultry Goat, Dairy, Pig farming, KVK

INTRODUCTION

The district Pathankot lies on the trijunction of the three states of India namely Jammu and Kashmir (UT), Himachal Pradesh and Punjab. This hilly district face challenges such as changing food habit, migration, difficult terrain, food movement and poverty (Rasul *et al.*, 2019). It has higher meat consumption per capita (Mittal, 2008, Gandhi and Zhou, 2010). The feeding habits among the Indian population have been changing in the recent years. Earlier people prefer consumption of cereals based diet but recently, the consumption behavior is shifting towards animal derived protein sources, fruits and vegetables etc.

(Mittal, 2008, Gandhi and Zhou, 2010). This change is due to higher nutritional density in animal protein (Devi *et al.*, 2018 and Kashyap *et al.*, 2018). This district has higher per capita consumption of animal food sources in comparison to rest of the state of Punjab (Mittal, 2008, Gandhi and Zhou, 2010). The prevailing high demand and diet consumption pattern in the two hill states of J&K and Himachal Pradesh which border district Pathankot suggest indirectly high entrepreneurship scope in the district. Again, due to its strategic location and wide access to the markets in the two states namely J&K and Himachal Pradesh for the poultry, sheep and goats, dairy products, there is ample scope for the livestock based

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entrepreneurship startups. The livestock farming is considered as subsidiary allied sector of the agriculture. The vocational training programmes are being conducted by the Krishi Vigyan Kendra since its inception in the discipline of animal science to impart practical skills of the scientific *Poultry Farming, Goat Farming, Pig Farming and Dairy Farming* of 1 to 2 weeks duration. The *Goat Farming* training demand shows an upward trend due to the awareness raised through the extension training programmes and launch of the financial subsidy assistance program by the Central Government with the provision of subsidy up to 50% of the Project cost under National *Livestock Mission* and the Prime Minister Employment Generation Programme (PMEGP). The Present study is done to assess the demand for the different vocational training during the last three year and their adoption level from 2020-2023 in the district Pathankot.

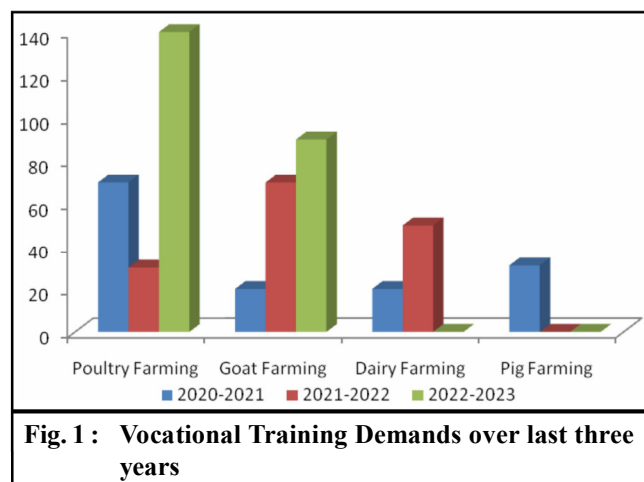
METHODOLOGY

The data was gathered by administering a well-structured interview schedule on all the trainees (520) since last three years to assess the impact of these vocational trainings (*Poultry Farming, Goat Farming, Pig Farming and Dairy Farming* of 1 to 2 weeks duration carried by the KVK Pathankot on the entrepreneurship development among the rural youth and farm women of district Pathankot during the year 2020-21, 2021-22, and 2022-2023 in the discipline of Animal Science. The independent and dependent variables were selected. Impact was studied in terms of participation, demand for trainings and adoption level. The collected data were processed, tabulated, classified and analyzed in terms of percentage in light of the objectives of this study. The data was expressed in terms of percentages.

RESULTS AND DISCUSSION

The Krishi Vigyan Kendra Pathankot conducted

vocational trainings of duration 1-2 weeks for the *Poultry Farming, Goat Farming, Dairy Farming and the Pig Farming*. The Table 1 and Fig. 1 show that total 520 farmers took training in the last three year in the voational training of the Animal Science. The farmers’ demand for the vocational training in the field of Animal Science over the last three years showed significant variation as clearly shows in the Table 2 and Fig. 2. The results of the adoption level as shown in the Table 3 and Fig. 3 of the trainees for a particular venture of animal husbandry. According to the data presented, adoption percentage in case of *Poultry Farming* was highest for the year 2022-23 (32.14 %) whereas in case of *Goat Farming*, it was higher in the year 2020-21 (25%) as compared to the rest of the two years. In case of Dairy Farming adoption percentage is higher for the year 2021-22 (18.36%) and pig farming show significant discourage over the three year. The analysis of the last three years’ data shows that the demand for the poultry farming during the year 2020-21 was higher (49.64%) in comparison to 2021-22 (20%), whereas during 2022-23, it again rose up to 60.86 %. The discontinuation of the NABARD scheme (2021) on Poultry Venture affects adversely the adoption of the poultry farming among the trainees. As during this there was no government sponsored scheme in the field poultry



Name of the Training	Year (2020-21)	Year (2021-22)	Year (2022-23)	Total Number of Trainees in last three years
Poultry Farming	70	30	140	240
Goat Farming	20	70	90	180
Dairy Farming	20	49	-	69
Pig Farming	31	-	-	31
Total No. of Trainees				520

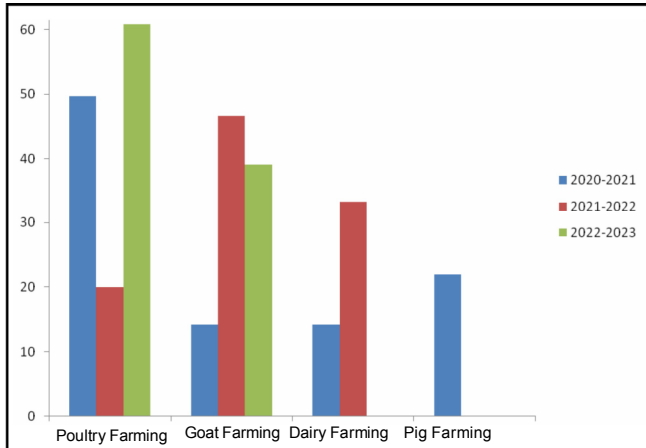


Fig. 2 : Demand percentage for the Vocational Training during the three years

farming. The local broiler integration company also suffered severe loss during the COVID-19 which also discouraged the continuation and further integration of the poultry farming business in the district. During the year 2022-23, the trend again reversed. The reason might be the inclusion of the animal husbandry activity under the PMEGP scheme during the year 2022. The PMEGP scheme provide financial assistance in the form of subsidy ranging from (15-35) % over the project cost. This provision along with the prevailing good market demand for the poultry meat in the hilly state Jammu & Kashmir and Himachal Pradesh promoted the adoption of the *Poultry Farming* at larger scale in the district. The vocational training programmes of the KVK aware the farmers regarding scientific ways of livestock farming

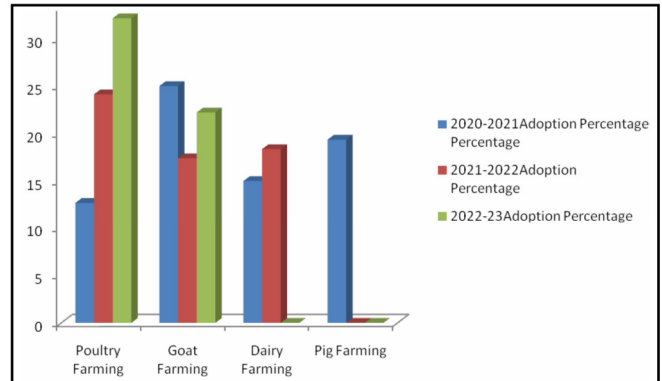


Fig. 3 : Vocational Training Adoption percent of the last three years

with advance skills imparting practical skills in the vocational training, the duration of the training ranged from 1 to 2 weeks. Secondly, the daily broiler birds market price and of poultry products comparatively remains high in the district Pathankot in comparison to the other districts of Punjab. The prevalence of contract farming also creates a conducive environment in the Pathankot district for the proliferation of the *Poultry Farming* specially for Broiler meat birds. As poultry contract farming integration company provide all inputs to the farmers door step and in return farmers have to rear and manage the birds start from day old up to marketing age. The company provide pre fixed rate per kilogram birds weight basis and other production performance parameters basis payment to the farmers. The farmers find it more conducive as government provide subsidies base loan to the farmers and company provide then

Table 2: Demand for the Vocational Training during the last three years

Name of the Training	Year (2020-21)	Demand (%)	Year (2021-22)	Demand (%)	Year (2022-23)	Demand (%)	Total Trainees	Overall Demand (%)
Poultry	70	49.64	30	20.00	140	60.86	240	46.15
Goat Farming	20	14.18	70	46.66	90	39.13	179	34.42
Dairy Farming	20	14.18	50	33.33	-	-	70	13.46
Pig Farming	31	21.98	0	0	-	-	31	5.96
Total	141	-	150	-	230	-	520	-

Table 3 : Adoption of Vocational Trainings in terms of Entrepreneurship Development during the last three years

Name of the Training	Year (2020-21)	Adoption (%)	Year (2021-22)	Adoption (%)	Year (2022-23)	Adoption (%)	Overall Adoption (%)
Poultry Farming	63	12.69	29	24.13	140	32.14	25.86
Goat Farming	20	25	69	17.39	90	22.22	21.91
Dairy Farming	20	15	49	18.36	0	0	17.39
Pig Farming	31	19.35	0	0	0	0	19.35

poultry inputs material at the farmers door step and easy asses of the KVK which causes more demand and adoption level in the field of poultry in comparison to others.

The *Goat Farming* training demand shows an upward trends due to the awareness raised through the extension training programmes about the scientific goat farming, giving up of the agriculture practices due to problem of irrigation problem, problem of the monkeys and wild animals in the area and launch of the financial subsidy based assistance program by the Central Government with the provision of subsidy up to ranging from 15% up to 50% of the Project cost under the National *Livestock Mission* and Prime Minister Employment generation Programme scheme in the year 2022. Under these scheme facility can be availed for *Goat Farming, Poultry Farming, Dairy farming and Pig farming, and for the Breed Improvement*. The demand for the *Goat Farming* did not increased much in comparison to the *Poultry Farming*, due to the fact that a goat farmer gets return after 1 to 2 years from the start of the farm. Secondly, poor availability of the vaccine and inadequate feed and fodder availability, unorganized goat market discourages the adoption of *Goat Farming* on a larger scale in the area.

The project under National Livestock Mission is very large which is beyond the reach of most farmers due to the constraints of finance, housing, feed and fodder requirement. The demand for the *Dairy Farming* in KVK Pathankot has shown a decreased trend due to the s frequent parallel training by the allied Punjab Dairy Development Department. Most farmers prefer to go to the allied Department because in addition to imparting the training, they also process the dairy farming subsidy cases for the farmers. The demand for the *Pig Farming* training has reduced significantly over the last three year period due to the COVID-19 economic loss, significant increase in cereals prices which form main part of the feed for piggery and market problem. Earlier the Punjab Government provide financial incentive under scheme Pig Breeding Farm (20 sow +4 boar) for the establishment of the new pig farm but the COVID- 19 period causes severe economic losses among the pig farmers and the discontinuation of Punjab government Pig Breeding Farm

scheme causes further discourage the demand for the pig farming entrepreneurship among the rural youth. The rural society still feel pig farming as taboo in the Pathankot district but the recent upward revision of the whole sale live animal price and inclusion of the Pig farming in the PMEGP scheme and National Livestock Mission scheme may encouraging the youth in future towards this entrepreneur.

Conclusion:

The adoption percentage of all Animal Sciences trainings was significantly high as the district has got a newly stablished KVK. Earlier there was no such Service Centre for the rural community in the district which is fully devoted for their needs and to improve the quality of life of these rural folks. Further, for the proliferation of the any Livestock Entrepreneurship, the area must have local market. Government must provide financial subsidy, or any other assistance like provision of assured market. This can be in the form of Integration Company.

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