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## Study on small ruminant livestock owners (SRLO) attitude towards development of entrepreneurship creativity and farming practices in different agro climatic zones (ACZ) of West Bengal

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#### Abstract

Small Ruminant animals many households in rural areas have depended heavily on farming. The goal of the current study was to determine how Small Ruminant Livestock Owners (SRLO) in West Bengal felt about the growth of entrepreneurship, as well as how creative they were and what kind of farming methods they used. It involved 280 respondents in eight villages in the coastal belt or Sundarbans area of the South 24 Parganas district and the red-laterite belt of the Purulia district. According to the overall study, 66.8 percent and 64.3 percent of SRLO strongly agreed that they had the courage to deal with any challenging circumstances on the farm, the enthusiasm to keep working to find a solution, and the managerial skills to make the best use of the resources at hand. Eighty two percent of SRLO had expressed interest in finding a market for their new product or developing one themselves in order to increase farm profits. Nearly 40 percent of SRLO had stated that they were flexible enough to take advantage of the changing marketing environment, such as festival season. 86 percent of respondents to the SRLO stressed the importance of buying high-quality goods to get lower prices. Almost 56 percent of SRLO relied on their knowledge and used to make decisions independently without consulting other farmers. While 45 percent of SRLO had expressed a desire to increase production in order to meet growing consumer demand, 42.5 percent of SRLO were prepared to accept financial assistance in the form of a bank loan in order to start a small ruminant livestock business. However, 71 percent of SRLO were least interested in insuring their livestock in order to receive compensation in the event of a disaster.

**Keywords:** SRLO, livestock, profit, attitude, marketing, farmers, ruminant and technology

#### Introduction

The small ruminant livestock (sheep and goats) play a significant role in both the animal husbandry sector and the overall national economy in our country, which is a key component of the agricultural economy. The farming of small ruminants is one of the most significant auxiliary activities performed by almost all farmers for the generational creation of rural employment in the primary sector and of income opportunities. Because goats are more productive than sheep and allow farmers to easily make money during lean times in agriculture or economic crises, poor farmers prefer small ruminants.

In above context, the state of West Bengal has one of the best options of improved small ruminant livestock farming to increase the economic condition of rural people through their mental attitude related to animal husbandry activities. It is proposed that an "Attitude as a mental state of readiness, organized through experience, exerting a directive and dynamic influence upon the individual's response to all objects and situations with which it is related" (Allport, 1935) [1]. It is learned predispositions towards various aspects of our environment. They may be positively or negatively directed towards certain aspects of small ruminant farming. In this regard the present study was conducted in coastal saline belt or Sundarbans area of South 24 Parganas district and laterite belt of Purulia district of West Bengal, India to estimated the Small Ruminant Live Stock Owner's (SRLO) attitude towards entrepreneurship development and their creativity and farming practices in West Bengal.

#### Methodology

The study was conducted in two different agro climatic zones namely, costal saline belt (Sundarbans area) of South 24 Parganas district and red laterite belt of Purulia district of West

Bengal, India. Two blocks were selected randomly from each district. From each block two gram panchayats were selected considering highest number of small ruminant livestock population through judgment sampling. In this process Patharpratima, G-plot, Amlatali and Kumirmari Gram panchayats were selected from South 24 Pargans district and Tumrasole, Lotpada, Kalidaha and Rangamati Gram panchayats were selected from Purulia district. From each gram panchayat thirty five respondents were selected randomly with judgment sampling. In this process 280 respondents were selected from eight selected panchayats for the study. Under this study fifteen statements were developed in the schedule following W. T. Nell (1998) <sup>[3]</sup> to study the small ruminant livestock owners' (SRLO) attitude towards entrepreneurship and development of creativity through small ruminant livestock farming. The statements were rated in five points response categories from 'strongly agree' to 'strongly disagree'. The scoring for the positive to negative statements was strongly agree- 4, agree- 3, undecided- 2, disagree- 1 and strongly disagree- 0. For the negative statement the reverse order of scoring was followed. In this process a structured interview schedule was prepared, pre-tested and administered personally for the purpose of data collection. The data were collected, compiled and tabulated. Then the data were also categorised to further clarity, understanding and interpreted with calculation of frequency and percentage analysis.

### Results and Discussion

The current state of small ruminant livestock owners' (SRLO) attitudes towards entrepreneurship and creativity of small ruminant livestock farming in our study area has deepened on leadership, need for goal achievement, creative or innovative marketing skills, motivation of progress, need for autonomy, and attitude towards risk. The information has been categorised under West Bengal's South 24 Parganas and Purulia districts.

A creative person will attempt to adopt new technologies before their fellow farmers do. Small ruminant livestock farmers helped develop a set of statements to gauge the SRLO's attitudes and personality traits towards various entrepreneurial indicators, including leadership, the need to achieve goals, creative or innovative marketing skills, progress motivation, the need for autonomy, and attitude towards risk. The table displayed the SRLO's individual perspectives on entrepreneurship and creativity in two West Bengali districts. According to table-1, 81.5 percent (28.6% agreed and 52.9% strongly agreed) of SRLO in the Purulia district were open to strongly agreeing on the acceptability of new techniques and 57.2 percent (33.6% agreed and 23.6% strongly agreed) were steadfast in their decision to adopt new technologies. Of those, 28.6 percent agreed and 52.9 percent strongly agreed that SRLO's small ruminant livestock practices were creative and entrepreneurial. Whereas 70.7 percent (45.0% agreed and 25.7% strongly agreed) and 61.4 percent (44.3% agreed and 17.1% strongly agreed) of SRLO were in agreement to strongly agree for the ability to manage the resources that were available and the tenacity to face any challenging situations on the farm. In order to increase the profit of their farm, 78 percent of SRLO (35.0% agreed and 42.9% strongly agreed) indicated that they were interested in developing a new product or finding a market for it. Nearly 40 percent of SRLO (31.4% agreed and 8.6% strongly agreed) had stated their ability to adapt to the changing marketing environment, such as the festival season. Ninety percent of

SRLO (45.0% agreed and 45.0% strongly agreed) stressed the importance of buying high-quality goods at reasonable prices. In order to adopt new technology and support their fellow farmers, respectively, 78.5 percent (42.1% agreed and 36.4% strongly agreed) and 51.5 percent (42.2% agreed and 9.3% strongly agreed) of SRLO had demonstrated their independence-driven enthusiasm. Almost 63 percent of SRLO (32.9% agreed and 30.0% strongly agreed) relied on their prior experience when making decisions and did not seek input from other farmers.

Eighty six percent of SRLO (46.4% agreed and 39.3% strongly agreed) implemented a new practice on their farm, while 58.5 percent (45.0% agreed and 13.6% strongly agreed) indicated that they would rather increase the size of their herd in order to make a larger profit than settle for a smaller but less risky one. Fifty percent (44.3% agreed and 5.7% strongly agreed) had expressed an interest in producing more products to meet increased marketing demand. Only 48.5% of SRLO were willing to accept financial assistance in the form of a bank loan to start a small ruminant livestock business (11.4% agreed and 37.1% strongly agreed). However, 68 percent of SRLO (67.1% disagree and 0.7% strongly disagree) were least interested in purchasing livestock insurance to receive compensation in the event of a disaster.

In the South 24 Parganas district, the SRLO's attitude towards innovation and entrepreneurship of ruminant livestock practices was found to be close to seventy three percent (17.9% agreed and 55.0% strongly agreed) and 80.7 percent (50.7% agreed and 30.0% strongly agreed). The SRLO was found to strongly agree for acceptability of new technique and steadfast on decision about adopting new technology. In contrast, 62.8 percent (32.1% agreed and 30.7% strongly agreed) and 66.2 percent (43.6% agreed and 23.6% strongly agreed) of SRLO were in agreement to strongly agree for the ability to manage the resources that are available and the courage to face any challenging situations on the farm. Only 86.5 percent of SRLO (42.9% agreed and 43.6% strongly agreed) had expressed an interest in increasing the farm's profit by developing a new product or locating a market for it. Nearly 39 percent of SRLO (24.3% agreed and 15.0% strongly agreed) expressed their ability to adapt to the changing marketing environment, such as the festival season. Eighty two percent of SRLO (51.4% agreed and 30.7% strongly agreed) stressed the importance of buying high-quality goods at reasonable prices. Only 84.3 percent (46.4% agreed and 37.9% strongly agreed) of SRLO had demonstrated their independent enthusiasm to adopt new technology and to aid their fellow farmers, compared to 54.3 percent (35.7% agreed and 18.6% strongly agreed). They relied on their knowledge and used to make decisions independently without consulting other farmers (23.6% strongly agreed).

Almost 93 percent of SRLO (64.3% agreed, and 28.6% strongly agreed) implemented a new practice in their farm, while 67.8 percent (55.7% agreed, and 12.1% strongly agreed) indicated that they would rather increase their herd size in order to make a larger profit than be happy with a smaller but less risky profit. Nearly 39 percent (32.1% agreed and 7.1% strongly agreed) had expressed an interest in increasing production to meet increased marketing demand. Only 36.4 percent of SRLO were willing to accept financial assistance in the form of a bank loan in order to start a small ruminant livestock business (16.4% agreed and 20.0% strongly agreed). However, nearly 74 percent of SRLO (61.4% disagree and 12.9% strongly disagree) were least

interested in insuring their livestock in order to receive compensation in the event of a disaster.

The table-1 lists the overall responses to these statements that were also found. Nearly 77 percent (23.2% agreed and 53.9% strongly agreed) and 69 percent (42.1% agreed and 26.8% strongly agreed) of SRLO were in agreement to strongly agree for the acceptability of new technique and steadfastness on decision about adopting new technology, respectively. The process by which a person directs, guides, and influences the thoughts, feelings, and actions of other members of the society is referred to as leadership. Whereas 64.3 percent (43.9% agreed and 20.4% strongly agreed) and 66.8 percent (38.6% agreed and 28.2% strongly agreed) of SRLO agreed to strongly agree for the ability to manage the resources that are available and the tenacity to face any challenging situations on the farm. However, close to 30 percent of the SRLO were unsure of what was required to achieve goals. The work on the extension begins here. It is a difficult task to integrate extension work that is effective with the individual's needs and areas of interest. The extension worker should priorities the needs that the populace feels they have. W. T. Nell (1998) [3] investigated the mindset towards the necessity of small ruminant farming practices in order to achieve their goals. Eighty two percent of SRLO (38.9% agreed and 43.2% strongly agreed) had expressed a desire to boost their farm's profits by developing a new product or locating a market for it. In order to take advantage of the changing marketing environment, such as festival season, nearly forty percent of SRLO (27.9% agreed and 11.8 strongly agreed) had stated that they were adaptable. Eighty six percent of SRLO (48.2% agreed and 37.9% strongly agreed) stressed the importance of buying high-quality goods at reasonable prices. 81.4 percent (37.1% strongly agreed and 44.3% agreed) and 53.2% (13.9% strongly agreed and 39.3% agreed) of SRLO had demonstrated their independence-driven enthusiasm for implementing new technology and supporting one another, respectively. Almost 56 percent of SRLO (28.9% agreed and

26.8% strongly agreed) relied on their prior experience and made decisions independently without consulting other farmers. According to Ramesh *et al.* (2012) [4], the majority of respondents in his study area (85%) sold their animals when they needed money for domestic consumption, with loan repayment (28.3%) coming in second. In addition to local markets and village collectors, family and friends were significant marketing channels. The animal's body confirmation was used to determine the price of the animals. A study also showed that animals with injuries sell for less money than animals in good health. Eighty-nine percent of SRLO in the study adopted a new technique for their farm (55.4% agreed, and 33.9% strongly agreed), while sixty-three respondents (50.4% agreed, and 12.9% strongly agreed) indicated that they would prefer to increase their herd size in order to make a larger profit than to be happy with a smaller but less risky profit. Nearly 45 percent (38.2% agreed and 6.4% strongly agreed) had expressed an interest in producing more products to meet increased marketing demand. 42.5 percent of SRLO were prepared to accept financial assistance in the form of a bank loan to start a small ruminant livestock business (13.9% agreed and 28.6% strongly agreed). However, 71 percent of SRLO (6.8% disagree and 64.3% strongly disagree) were least interested in insuring their livestock in order to receive compensation in the event of a disaster. In the study, the farmers' perception of profit flow is referred to as their attitude towards risk. A risk-seeking farmer is one who is prepared to spend money implementing a new technology that will likely have greater incentives, according to W. T. Nell (1998) [3]. A risk-averse farmer won't risk his or her current profits on an expensive new technology in the hopes of receiving better incentives. According to Heady *et al.* (1937) [2], the term "risk" is frequently used to describe all outcomes that cause losses or cause relationships to deviate from expectations. The degree to which a livestock owner is prepared to face risks and uncertainty when implementing new concepts is referred to as risk orientation.

**Table 1:** Distribution of SRLO according to their attitude towards entrepreneurship and creativity of small ruminant livestock farming

Activities	Purulia (n=140)					South 24 Parganas (n=140)					Overall (n=280)				
	SD	D	UD	A	SA	SD	D	UD	A	SA	SD	D	UD	A	SA
<b>a). Leadership:</b>															
Acceptability of a new technique (like-deworming, vaccination, shearing technique etc) or willingness to adopt the new technique.	0.0	0.0	18.6 (26)	28.6 (40)	52.9 (74)	0.0	25.0 (35)	2.1 (3)	17.9 (25)	55.0 (77)	0.0	12.5 (35)	10.4 (29)	23.2 (65)	53.9 (151)
Steadfastness on your decision about adopting new technology	0.0	0.0	42.9 (60)	33.6 (47)	23.6 (33)	0.0	1.4 (2)	17.9 (25)	50.7 (71)	30.0 (42)	0.0	0.7 (2)	30.4 (85)	42.1 (118)	26.8 (75)
<b>b). Need for achievement of goals:</b>															
Courage to face any adverse situation on your farm and enthusiasm to keep on trying to overcome the problem.	0.0	0.7 (1)	28.6 (40)	45.0 (63)	25.7 (36)	0.0	7.9 (11)	29.3 (41)	32.1 (45)	30.7 (43)	0.0	4.3 (12)	28.9 (81)	38.6 (108)	28.2 (79)
Managerial ability of the available resources (like - man power, money, land and management) to achieve the goals set for the farmers.	2.1 (3)	5.0 (7)	31.4 (44)	44.3 (62)	17.1 (24)	0.0	4.3 (6)	28.6 (40)	43.6 (61)	23.6 (33)	1.1 (3)	4.6 (13)	30.0 (84)	43.9 (123)	20.4 (57)
<b>c). Creative or Innovative skills of marketing:</b>															
Eyeing for opportunities to increase the profit of your farm. (The creation of new products and identifying of market for selling the new product. Like, sale of wool or skin or other by product).	0.0	2.8 (4)	19.3 (27)	35.0 (49)	42.9 (60)	0.0	2.8 (4)	10.7 (15)	42.9 (60)	43.6 (61)	0.0	2.8 (8)	15.0 (42)	38.9 (109)	43.2 (121)
Your adaptability to change the marketing environment. (If the price of chicken decline and the price of mutton /chevon increases are you able to change your farming practices to exploit higher demand (Ex: during festival season).	0.7 (1)	3.6 (5)	55.7 (78)	31.4 (44)	8.6 (12)	0.0	18.6 (26)	42.1 (59)	24.3 (34)	15.0 (21)	0.4 (1)	11.1 (31)	48.9 (137)	27.9 (78)	11.8 (33)
Making of quality products for getting good price	0.0	0.7 (1)	9.3 (13)	45.0 (63)	45.0 (63)	0.0	1.4 (2)	16.4 (23)	51.4 (72)	30.7 (43)	0.0	1.1 (3)	12.9 (36)	48.2 (135)	37.9 (106)
<b>d). Motivation of progress:</b>															
You are self-dependent and have the confidence to adopt	0.0	1.4	20.0	42.1	36.4	0.0	0.7	15.0	46.4	37.9	0.0	1.1	17.5	44.3	37.1

new technology.		(2)	(28)	(59)	(51)		(1)	(21)	(65)	(53)		(3)	(49)	(124)	(104)
You have helping attitude to your fellow farmers.	0.0	5.0 (7)	42.9 (60)	42.9 (60)	9.3 (13)	0.0	5.7 (8)	40.0 (56)	35.7 (50)	18.6 (26)	0.0	5.4 (15)	41.4 (116)	39.3 (110)	13.9 (39)
<b>e). Need for autonomy:</b>															
You are experienced farmers and you have trust on your own knowledge to make a important decision without consulting other people's opinions.	2.9 (4)	4.3 (6)	30.0 (42)	32.9 (46)	30.0 (42)	0.0	16.4 (23)	35 (49)	25.0 (35)	23.6 (33)	1.4(4)	10.4 (29)	32.5 (91)	28.9 (81)	26.8 (75)
<b>f). Attitude towards risk:</b>															
Adoption of new technique in farming by a farmer	0.0	0.0	14.3 (20)	46.4 (65)	39.3 (55)	0.0	0.0	7.1 (10)	64.3 (90)	28.6 (40)	0.0	0.0	10.7 (30)	55.4 (155)	33.9 (95)
Willingness to increase herd size for making a more profit than to be content with a smaller but less risky profit.	0.0	2.9 (4)	38.6 (54)	45.0 (63)	13.6 (19)	0.0	1.4 (2)	30.7 (43)	55.7 (78)	12.1 (17)	0.0	2.1 (6)	34.6 (97)	50.4 (141)	12.9 (36)
Courage to produce more products when market demand is high. Or your preparedness to take a chance on higher marketing demand by producing more products.	1.4 (2)	1.4 (2)	47.1 (66)	44.3 (62)	5.7 (8)	0.0	6.4 (9)	54.3 (76)	32.1 (45)	7.1 (10)	0.7 (2)	3.9 (11)	50.7 (142)	38.2 (107)	6.4 (18)
Your interest on making insurance of your livestock forgetting compensation in any disaster.	67.1 (94)	0.7 (1)	32.1 (45)	0.0	0.0	61.4 (86)	12.9 (18)	22.2 (31)	3.5 (5)	0.0	64.3 (180)	6.8 (19)	27.1 (76)	1.8 (5)	0.0
You want to start your livestock business on financial help from bank loan.	17.9 (25)	0.0	33.6 (47)	11.4 (16)	37.1 (52)	5.7 (8)	5.0 (7)	52.9 (74)	16.4 (23)	20.0 (28)	11.8 (33)	2.5 (7)	43.3 (121)	13.9 (39)	28.6 (80)

(Figures in parentheses indicate number of SRLO), Note: SD= strongly disagree (0), D= disagree (1), UD= undecided (2), A= Agree (3), SA= strongly agree (4).

### Conclusion

Small ruminant livestock is a significant component of animal husbandry in India, contributing significantly to secondary and gainful employment and improving the economic standing of the majority of the rural population. The study emphasized the importance of small ruminant livestock production to rural people's daily lives. Small ruminant livestock, particularly in West Bengal, are typically restricted to the less affluent members of society. For production by the masses as opposed to mass production, proper policies and strategies are thus required.

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