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Preference of Enterprises among Undergraduate Students of Tamil Nadu Veterinary and Animal Sciences University

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ABSTARCT

The present study was conducted among 300 final year students from six constituent colleges functioning under TANUVAS to ascertain their preference of enterprises. Majority of B.V.Sc & A.H (59.84%) and B. Tech. (Food/Dairy/Poultry Technology) students (58.69%) were willing to start an enterprise related to livestock and food based industries. The most preferred area of interest to start an enterprise among B.V.Sc & A.H students was small/ large animal clinic (Rank I) and the least preferred was boarding for dogs/kennels (Rank IX). Among B. Tech. (Food/Dairy/Poultry Technology) students, the most preferred area of interest was poultry related enterprise (Rank I) and the least preferred was engineering and marketing enterprise (Rank V).

Key Words: Dairy, Demand, Eggs, Enterprises, Meat, Milk,

INTRODUCTION

Livestock based enterprises are pathways for getting out of poverty for many people, for whom animals are source of nourishing foods and regular incomes. The Indian livestock industry makes up for a significant amount of world's livestock resources and is also the second largest food producer in the world. With demands for milk, meat and eggs rising fast in many developing countries, the raising marketing of animals and animal products also allows many people to take advantage of the new growth opportunities in this sector. In this regard, farm animals create significant numbers of jobs and small business opportunities. Animal Husbandry sector provides large self-employment opportunities. It also provides employment to about 8.8 per cent of the population in India (Baby, 2017). In order to scale up further in entrepreneurship development, there exists the need to create an aptitude among the students for taking up entrepreneurship which will enable them to become employment providers rather than employment seekers (Rameshrao, 2009). Ascertaining the willingness to start enterprise of the university students is appropriate as the findings can contribute to education policies and more specifically to entrepreneurship education policies and holds implications for public decision-makers who develop support programmes for entrepreneurship.

MATERIALS AND METHODS

The present study was conducted at six constituent colleges functioning under the Tamil Nadu Veterinary and Animal Sciences University (TANUVAS) *viz.,* Madras Veterinary College (MVC), Chennai, Veterinary College and Research Institute (VC & RI), Namakkal, Tirunelveli and Orathanadu, College of Food and Dairy Technology (CFDT), Koduvelli and College of Poultry Production and Management (CPPM), Hosur offering B.V.Sc& A.H and B. Tech courses. A total of 300 final year undergraduate students from these six colleges were selected purposively as the respondents for this study. Preference on starting new enterprises related to veterinary and animal husbandry and food based enterprise in future based on resources availability for earning income was ascertained through a well structured pre-tested questionnaire from the students. The students who were willing to start an enterprise were assigned a

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Table 1. Distribution of undergraduate students' based on the willingness to start an enterprise. n=300

Starting new enterprises	B.V.Sc& A.H	B.Tech. (Food/Dairy/Poultry Technology)
Willing	152 (59.84)	27 (58.69)
Not willing	102 (40.16)	19 (41.31)
Total	254	46

* *Figures in parenthesis indicate percentage*

score of 2 and the students who were not willing to start an enterprise were assigned a score of 1. The preferential area of interest in entrepreneurial venture among the students was measured in three point continuum scale and weightage mean score (WMS) was calculated to rank the areas of interest. Thus, the collected data were tabulated and analyzed statistically.

$$\text{Weightage Mean Score} = \frac{\text{Most Preferred} \times 3 + \text{Preferred} \times 2 + \text{Not Preferred} \times 1}{\text{Total number of respondents}}$$

RESULTS AND DISCUSSION

The data (Table 1) reveal that almost equal proportion of the B.V.Sc& A.H (59.84%) and B. Tech. (Food/Dairy/Poultry Technology) (58.69%) students showed their willingness to start enterprises after completion of their degree. About 41.00 per cent each of the B.V.Sc& A.H and B. Tech. (Food/Dairy/Poultry Technology) students expressed their unwillingness to start new enterprises. The findings were somewhat similar with the results of Artuso *et al* (2012).

The values (Table 2) vividly shows that the most preferred area of interest to start an enterprise among B.V.Sc& A.H students was small/ large animal clinic (Rank I), followed by other livestock related farming/Vermi-composting (Rank II) and poultry farm/breeding unit/hatcheries (Rank III). Further, the students ranked livestock/poultry feed/equipment manufacturer/seller/dealer as fourth followed by Veterinary pharmaceuticals/ nutraceuticals/ biological dealer/ seller (Rank V), cat/dog breeding (Rank VI), slaughter house (Rank VII), pet spa/resort (Rank VIII) and boarding for dogs (Rank IX).

Table 2 Preferential areas of interest in entrepreneurial venture as ranked by the B.V.Sc& A.H students.

Sr. No	Venture	Weighted mean score	Rank
1	Small/large animal clinic	2.42	I
2	Other livestock related farming/ Vermi-composting	2.40	II
3	Poultry farm/breeding unit/hatcheries	2.38	III
4	Livestock/poultry feed/equipment manufacturer/seller/dealer	2.37	IV
5	Veterinary pharmaceuticals/ nutraceuticals/ biological dealer	2.36	V
6	Cat/dog breeding	2.35	VI
7	Slaughter house	2.29	VII
8	Pet spa/resorts	2.26	VIII
9	Boarding for dogs/Kennel	2.14	IX

Table 3. Preferential areas of interest in entrepreneurial venture as ranked by the B.Tech. (Food/ Dairy/Poultry Technology) students.

Sr. No.	Venture	WMS	AVG	Rank
I.	Poultry industry			
1	Albumen ring	2.71	2.68	I
2	Egg waffles	2.71		
3	Salted chicken eggs	2.69		
4	Pickled egg	2.69		
5	Egg rolls	2.67		
6	Sausages and other processed meat	2.63		
II.	Fruits/vegetables and other agricultural products			
1	Apiculture	2.80	2.62	II
2	Pickle production	2.73		
3	Cereal/ millet products processing unit	2.71		
4	Spices processing unit	2.65		
5	Canned fruit products	2.60		
6	Mushroom cultivation	2.50		
7	Vegetable juices	2.54		
8	Fruit juices	2.50		
III.	Dairy industry			
1	Processing of Lactose-free Milk Products	2.60	2.43	V
2	Whey Protein processing	2.58		
3	Chilling centre	2.47		
4	Fruit Juice Milk Beverage	2.45		
5	Processing of Fortified Dairy Products	2.41		
6	Fermented Dairy Products (curd, yogurt, lassi and mishtidohi)	2.39		
7	Ready-to-eat milk products	2.36		
8	Mini dairy unit	2.34		
9	Ice cream parlors	2.30		
IV.	Meat industry			
1	Canned or retort pouches meat products	2.73	2.60	III
2	By-products processing unit	2.63		
3	Comminuted meat products	2.63		
4	Cured and smoked meat products	2.60		
5	Designer meat	2.60		
6	Dried meat products	2.58		
7	Restructured meat products	2.56		

V.	Engineering and marketing			
1	Equipment fabrication unit	2.60	2.58	IV
2	Equipment installation and service centres	2.60		
3	Marketing outlets/ Food seller	2.58		
4	Egg product dealer/ marketing	2.58		
5	Product marketing unit	2.58		
6	Organic vegetable / fruit shops	2.56		
7	Food parks	2.56		
8	Quality control unit	2.52		

With regard to B. Tech. (Food/Dairy/Poultry Technology) students, the most preferred area of interest in entrepreneurial venture waspoultry industry related enterprise (Rank I), followed by fruits/vegetables and other agricultural products related enterprise (Rank II), dairy products related industry (Rank III), meat products related industry (Rank IV) and lastly, engineering and marketing enterprise (Rank V) as shown in table 4.20. Among dairy industry, students preferred to start enterprises related to lactose-free milk products, whey protein processing and establishment of chilling centre. Canned meat products, by-product processing unit, comminute meat products were the preferred areas of starting enterprise in meat industry.

The preferential areas of interest in entrepreneurial venture as stated by students could either be due to their personal interest or it might be due to peer influence of students pertaining to viable entrepreneurship areas in their locality.

The values (Table 4) indicate that more than one-half of the B.V.Sc & A.H students stated that autonomous power followed by limited government jobs (38.15%) and confidence on the knowledge gained (7.24%) were the reasons for starting livestock and poultry related enterprises. Contrastingly, limited government jobs (48.15%) and autonomous power (37.04%) were the reasons expressed by the B. Tech. students to start new food based enterprises.

Table 4. Reasons for willingness and unwillingness to start enterprise. n=300

Reasons for willingness	**B.V.Sc& A.H**	**B.Tech.(Food/Dairy/Poultry Technology)**
Autonomous power	83 (54.61)	10 (37.04)
Limited government jobs	58 (38.15)	13 (48.15)
Confidence on the knowledge gained	11 (7.24)	4 (14.81)
Reasons for unwillingness		
Lack of interest	15 (14.71)	5 (26.32)
No financial support	23 (22.55)	3 (15.79)
Lack of confidence	39 (38.23)	9 (47.37)
Low risk orientation	25 (24.51)	2 (10.22)
Total	254	46

***** *Figures in parenthesis indicate percentage*

Lack of confidence (38.23%), low risk orientation (24.51%) and lack of interest (14.71%) were the major reasons opined by the B.V.Sc& A.H students for not willing to start new enterprises. Lack of confidence (43.37%) and lack of interest (26.32%) were the foremost reasons for the unwillingness among B. Tech. (Food/Dairy/Poultry Technology) to start new enterprises. Contrastingly, Ojebiyi *et al* (2015) state that major reasons for students' willingness to start enterprises were identified to include students' desire to be job creators and self employed, lucrative nature of enterprise and encouragement received during course of study. Further, Sunandha (2015) also stated that financial assistance from the state government, availability of skill labour, support from family and financial assistance from baks were the factors influencing women entrepreneurship.

CONCLUSION

To change the attitude of the students favourably towards entrepreneurship, imparting market oriented knowledge and increasing the numbers of exposure visits or tours for students to various livestock, poultry and food based enterprises should be arranged as a part of their curriculum. Students should be made to interact with successful entrepreneurs who can serve as their mentors during their course of study. Special credit loan and infrastructural facilities should be provided to the aspiring students to start new enterprises.

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