

VAE - 511 Livestock Entrepreneurship 1+0

THEORY

Livestock Entrepreneurship. Avenues of entrepreneurship / employment in private and public sectors. Key concepts and theories of self - employment and entrepreneurship. Essential criteria for development of entrepreneurship in livestock sector - basic requirements for entrepreneurship initiatives in livestock and allied sectors (i.e. techno economic feasibility of the enterprises under different conditions, training and management skills, business acumen, business communication, inter-personnel skills for establishing an enterprise, etc). Entrepreneurial training / development programmes at the state and national level. Animal insurance. Bank support for entrepreneurship. Financial credit and financial management - general principles and practices, analyzing project appraisals and reports, capital expenditure decisions, re-investment and payback. Preparing projects for bank appraisal, banking requirements. Assessing project profits. Procurement management, quality issues, standardization, grading and packaging. Marketing channels. Retail marketing, sales operations and management, advertising, marketing of services. Expectations from a Veterinary professional. Eco-jobs and sustainable development through livestock. Approach to preparation of Entrepreneurial Project on livestock.