



**Report**  
**Online Webinar**  
**on**  
**"Entrepreneurship Opportunities in the Livestock Sector"**  
**Organised by**  
**Entrepreneurship Development Cell**  
**Date: 19.08.2023**  
**Time: 10.00 AM to 12.00 PM**  
**Venue: Seminar Hall B**

**Organized in association with:** Entrepreneurship Development Cell & Department of Electrical & Electronics Engineering

**Submitted by:** Ms. Revathy Gopinath, Assistant Professor, Dept. of EEE

**Attendance:** 56 participants

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE**  
(UGC-AUTONOMOUS INSTITUTION)

**DEPARTMENT OF ELECTRICAL AND ELECTRONICS ENGINEERING & ENTREPRENEURSHIP DEVELOPMENT CELL**

**National Webinar on "Entrepreneurial Opportunities in the Livestock Sector"**

**Resource Person:**  
**Dr. B.H. Manjunatha Patel,**  
Principal Scientist,  
ICAR-IVRI

**Date : 19/08/23** **Time : 10am-12pm**

**In association with**  
**ACHARYA N.G. RANGA AGRICULTURAL UNIVERSITY**

Chief Patron Dr. N. Vijaya Bhaskar Choudary Secretary & Correspondent	Patron Mrs. Keerthi Nadella Executive Director	Program Chair Dr. C. Yuvaraj Principal
Co-Chair Dr. Pavan Kumar HOD. EEE	Convenor Dr. Prem Knowles Head-ED Cell	Co-ordinator Ms. Revathy Gopinath Assistant Professor, EEE

The programme is started at 10:00 AM with a welcome address to all the audience by the Ms. Revathy Gopinath, Assistant Professor, EEE, MITS, Madanapalle. The resource person was **Dr. B.H. Manjunath Patel, Principal Scientist, ICAR-IVRI.**

The resource person started the session by extending his hearty thanks to the participants, organising members for giving him opportunity to share his knowledge and experience in "Entrepreneurship Opportunities in the Livestock Sector".

The topic the resource person covered is Entrepreneurship Opportunities in the Livestock Sector. The audience was made aware of the following through his presentation.

- Livestock Sector
- Types of farming system
- Goat and sheep farming, Cattle/buffalo farming



# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE (UGC-AUTONOMOUS)

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- Details of Investment
- Purpose of farm
- Commercial farm
- Slaughtering for pork purpose
- Salvation of male buffalo calves for meat production
- Broiler Rabbit farming
- Feed related entrepreneurship
- Exploration of feed ingredients
- Feed types
- Small scale feed factory
- Sugarcane industry by products
- Pellet making machine
- Jaggery by product
- National Livestock Mission
- Vermiculture Technology
- Geo Membrane Biogas
- Livestock Implements
- Farm Implements
- Use of pedometers
- Portable milking machines

• **Photos:**

**AGHARYA N. G. RANGA AGRICULTURAL UNIVERSITY**  
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**ANGRAU POSHAN INCUBATOR**

National Webinar on  
**"Entrepreneurial Opportunities in Livestock Sector"**  
on the eve of "Diamond Jubilee Celebrations of ANGRAU"

<b>Guest of Honor</b>  Dr. L. Prasanthi Director of Research ANGRAU, LAM, Guntur	<b>Chief Guest</b>  Dr. A. Vishnuvardhan Reddy Vice-Chancellor, ANGRAU Lam, Guntur, A.P.	<b>Chairman</b>  Dr. C. Ramesh Associate Director of Research, RAIS, Tirupati
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**Expert Speaker**  
  
Dr. B H Manjunatha Patel  
Principal Scientist  
ICAR-ICRRI

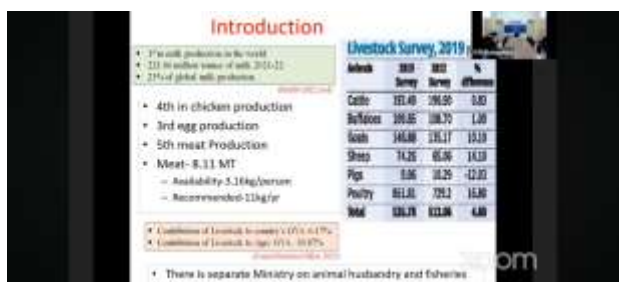
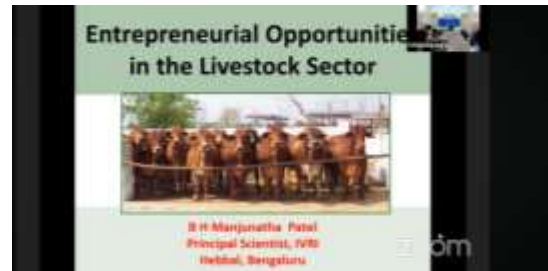
**Date:** 19th August 2023  
**Time:** 10:00 AM to 12:00 Noon

**For Registration:** <https://fb.gy/c7d6g>  
**Join Zoom Meeting:** <https://fb.gy/6p1psu>

**Organizing Secretary:**  
Dr. P. Bala Hossain Reddy  
PI & CEO & Team  
ANGRAU Poshan Incubator  
RAIS, Tirupati

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**Website:** [www.angraurabip.org](http://www.angraurabip.org)







**Which entrepreneurship suits to me?**

- Liking/passion/interest
- Background (assets/immovable property)
- Knowledge (Experience/Information)
- Margin money
- Revenue on regular basis or periodic basis

**Entrepreneurship in livestock sector**

- An entrepreneurship: the activity of setting up a business or businesses, taking on financial risks in the hope of profit.
- An entrepreneur is "a person who starts a business and is willing to risk loss in order to make money."

**Key parameters that livestock sector have to consider for the betterment of the sustainability of the livestock**

**Business Model**

**Market Structure**

**Subsidies/Incentives**

**Caution?**

- It can never be additional business
- Continuous supervision
- It is very much customer based (lean period)
- Labour intensive
- Competition for remunerative price
- It is irreversible process

**Salvation of male buffalo calves for meat production**

- Highest meat export from Buffalo
- Low cost protein source
- No obligatory antibiotic rules
- Mainly from spare buffaloes
- But male calves are neglected leading death
- Prevents the utilization

- Purchasing of male calves from farmers
- Rearing in low cost feed till slaughter weight (300 kg)
- Salvaging and Rearing of Male Buffalo Calves (SRMBC) scheme in 2010

**Pellet making machine**

**Live pig for slaughter**

**Commercial farm**

Low input: Low input  
High input: high input

All in all, All can make a business plan

**Purpose of the farm/ Yourself**

Opportunities

- Farm owner
- Middle men

Good Breed	Sale /purchase of animal
Live pig for slaughter	Sale /purchase of Product
Slaughter and Pelt opportunities	Transporter

*Ravathy*

Signature of the Coordinator

*Pavani*

Signature of HoD, EEE