

Panchsheel (Five Principles) of Goat Farming

Dr. Shaikh I. M.

Associate Professor, Department of Zoology
Dnyanopasak Shikshan Mandal's
Arts, Commerce and Science College, Jintur, Dist. Parbhani (M.S.)
Email: drshaikhim@gmail.com

Abstract:

While doing any business or entrepreneurship, we have not only to think of the economic gain or profit only but also of the sustainability, feasibility and affordability of that occupation or profession. This principle from economics and commerce is also applicable to a agro-based or independent main business or side business undertaken by an independent entrepreneur, rich or poor or marginal farmer, women or unemployed youths. This research seeks to underline this aspect of the vocation.

Key Words: Sustainability, Feasibility, Affordability, Entrepreneur, Characteristics etc.

Introduction:

To make a business viable the undertaker or entrepreneur should have some qualities or characteristics or at least he should learn or adopt them from others to make it at least workable otherwise he fails and collapses not only in his business and occupation/ profession but also in his life leading him into frustration and depression resulting in spoiling not only his business but life and family with his suicide after murdering others like farmer's suicides or a businessman's suicide after ending the life of all members of his family.

Materials And Methods:

We, I and my colleagues and co-workers made an extensive / wide as well as extensive / in-depth study in this area. We approached a number of such people i.e. goat keepers, goat farmers, goat breeders, interviewed them as well as the members of their families, listened to, read and studied both their success and failure stories – told and untold, published and unpublished, heard and unheard and untoward conditions and reached to some results, findings and conclusions as mentioned below.

Results:

An entrepreneur should not be an emotional fool but a rational creature. He should study all the

pros and cons of that business as they are the gist from our findings as mentioned below:

I. Start a goat business on a small scale level- with maximum 5 goats as it is easy to care of at the beginning and as he enriches in his experience, he comes across the pit falls, ups and down, finds some remedy, can rectify them, avoid our mistakes and do not allow them to be repeated. Or if he fails in his business the loss is minimum. He can revive the business, resume/ restart it or drop it all together and can take another one.

II. We should also determine or fix our goal, aim, objective – mono or solo, dual or multipurpose i.e. open or close goat farming method, type of goat- for milk, meat, wool etc.

III. Single or joint: Whether the entrepreneur is doing the business independently, single handed or with the workers, with the assistance of his members of family i. e. spouse (husband or wife), parents, siblings or children.

IV. Marketing: Whether he is to sell his yield i.e. milk, meat, buck, male for breeding, kids, wool, manure in traditional way or marketing or modern method of using social media platforms for sale like WhatsApp, Facebook, twitter etc.

V. Technology: If he knows the no-how of the business, there is no danger but if not, he can get support from his well-wishers, scientists from Agriculture Universities, Veterinarians etc. Or even his children who are adept in social media platform can also be of use to him.

Conclusions:

Hence if any entrepreneur, traditional or modern, naïve or scientific employs / applies the above mentioned “Panchansheel” or Five Principles as out first Prime Minister Pandit Jawaharlal Nehru expostulated or before him Mahatma Buddha used to preach in his any business or undertaking but particularly in goat farming he is definitely survive, succeed and make his undertaken business viable, sustainable and not only affordable but yielding maximum gain and profit.

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