

Strategic Entrepreneurship: Goat Rearing

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Abstract: *Goat Farming is an emerging agri-business opportunity for all businessmen, professionals, educated, uneducated, skilled, semi-skilled and unskilled people. before the 19th Century goat farming is just a source of additional income for marginal labour, landless workers and small-scale farmers. But in now's day goat farming concept is totally changed because of the demand for meat and high returns in the goat farming business. but when newcomers have entered this business so strategic planning is needed, when you plan your farm effectively then businesses can easily grow and farmers can earn more and more profit from the same. in goat farming to many areas where we need to make some strategic plans like housing, feeding, marketing, financing and labour management.*

Keywords: Goat Farming, Emerging Agri-Business, Goat, Goat Rearing, Goat Rearing Overview

I. INTRODUCTION

Goat farming is a profit-making agri-business in the 20th century. Many farmers, labours, small-scale farmers, educated people, professionals and some businessmen are also now attracted to this business. because only one reason is the high returns from this business. goat is a human-friendly animal and he has a high adaptability capacity. He is small in size, so there is no need for large land and low feeding and housing management expenses. This is one of the major sources of meat in the Indian territory. But only traditional methods are not enough to complete the market demand we need the introduced many advanced practices so we can raise the production of goats and fulfilled the market demand. The goat population is 27.79% of the total livestock in India in 2019. (National Dairy Development Board) livestock goat has performed an important role because the goat is the primary source of meat in India.

1.1 Strategic Plan and Goat Rearing

A strategic plan means a process in which an organization's leaders define their vision for the future and identify their organization's goals and objectives.(Stephen J. Bigelow, Senior Technology Editor). Every farmer and businessman's also set some vision, goat and objectives. Maximizing the wealth of stakeholders, earning a maximum profit, profit-making, create own brand, fulfilling the costumer's demands, providing goods at the minimum price, expanding the farm, adding in the product line, and increasing the livestock are some common goals and objectives of goat farmers. Selection of Breed, Housing Management, Feeding Management, Reproduction Management and Health Care Management are the main areas of goat farming. If we handle it effectively farmers can earn good returns from this business.

1.2 Selection of Breed

The Selection of Breed is a very important factor in any agri-business. Similarly in the goat-rearing business selection of a goat breed is the essential factor. At the time of selection of breed, farmers need to take all knowledge about the breed regarding the fertility rate, age of maturity, reproduction capacity and feeding habits and lastly the market for the goat.

In Maharashtra mainly Osmanabadi, Beetal, Shirohi, Sojat, African Boar Goat, Sannen, Konkan Kanyal, Sangamneri, Jamunapuri, and Barberi goats are founded.

- a. **Osmanabadi Breed** – This goat is found in Osmanabad and Latur District, the colour of this goat is black and white and sometimes mixed with brown colour. Due to its tasty mutton, the demand for goats of this breed is high in the local market, due to which the goat breeders are now switching to this breed.
- b. **Beetal Breed** – This is found in Panjab and Harayana State, the Colour of this goat is black and brown. oat is also in demand for Eid. Due to these reasons, the demand for this caste is increasing in Maharashtra.

- c. **Sirohi Breed** – This goat is found in Rajasthan State, the colour of this goat is mainly brown with light brown spots. Due to the good weight gain of this breed of goats, its white colour, smoothness and gracefulness, the demand for this breed is also high for Bakri Eid. Due to these reasons, the demand for this caste is increasing in Maharashtra.
- d. **Sojat Breed** - This goat is found in Rajasthan State, the colour of this goat is mainly Black and white with brown light brown spots. Due to the good weight gain of this breed of goats, its white colour, smoothness and gracefulness, the demand for this breed is also high for Bakri Eid. Due to these reasons, the demand for this caste is increasing in Maharashtra.
- e. **African Boar Goat Breed** – This goat is found in South Africa’s Nations. The colour of this goat is mainly from the neck forward brown, the rest full white. Due to the good weight gain and popularity of this breed of bucks as an exotic breed, the demand for this breed is increasing in Maharashtra for breeding.
- f. **Sannen Goat** – The place of Origin is Switzerland Country; the World's largest milk producer of goats and this goat is chosen for the purpose of high milk production.
- g. **Konkan Kanyal** - This Breed of Goat is mainly found in Maharashtra State. Due to Slowly growing in weight this breed is now rarely found on the farm.
- h. **Sangamneri Goat** – This is mainly Found in the Ahmednagar District of Maharashtra State. the demand for goats of this breed is high in the local market.
- i. **Jamunapuri Goat** – This Breed is Found in Utter Pradesh. White Colour and looks very cute due to this reason heavy demand at the time of Eid.
- j. **Barberi Goat** - This Breed is Found in Utter Pradesh. White Colour and looks very cute due to this reason heavy demand at the time of Eid.

These are some important goat breeds in Maharashtra and India. If farmers choose the right breed as per environmental conditions so they can get good returns from the goat farming business.

1.3 Feeding Management

When farmers entered the livestock business at that time, they need to acquire proper knowledge of animal feeding habits. In this agri-business, mostly wet and dry fodders are the option in the hand of farmers. In the dry fodders, farmers have lots of options like the residue of Sweetcorn, Groundnuts, Silage, Tutti leaves, pigeon, Jawar, Bajara, Hybrid, Hydroponic Plant, Fenugreek Leaves, black-eyed peas, River tamarind, Shevari, Dashrath Grass. The overall development of a goat diet plan is also required. In the diet plan, farmers give wheat, sweetcorn, Soyabean, Chickpeas, groundnut cake, Sarki pend, Goat feed and pellet feed. With the proper feeding plan and diet plan farmers can increase the weight of goats and get a high profit from the market.

Sr. No.	Wet Sustenance	Dry Sustenance	Diet
1	Sweetcorn Leaves	Jawar dry Residual (Kadaba)	Wheat
2	Groundnuts Residual	Bajara dry residual	Sweetcorn
3	Tutti Leaves	Pigeon dry residual	Soybean
4	Pigeon Residual	Pigeon	Chickpeas
5	Hybrid Green Food		Groundnut cake
6	Hydroponic Plant		Sarki Pend
7	Fenugreek Leaves		Goat Feed
8	River Tamarind		Pellet Feed
9	Shevari Leaves		
10	Dashrath Grass		

1.4 Housing Management

Housing Management is an important aspect of goat farming. Without proper housing management, health care, feeding plan, and maternity precaution cannot be managed in properly. Farmers can create two types of sheds in housing Management in that Sheds should be based on environmental and climate conditions. Some sheds are near the soil and some are on the upper side of the soil or land as per the requirement of natural conditions.

Following sheds for different groups of animals can be constructed for a commercial

1. **GENERAL FLOCK SHED:** For adult breeding does, each shed should accommodate about 50-60 does. Each shed should be partitioned and made into pens to accommodate 10-12 does in each. Space required 1.7. M per does.
2. **SHED FOR BUCK:** Bucks are housed individually. For each buck, an area of 3.4 M² is required.
3. **KIDDING SHED:** Pregnant animals are housed individually in this shed. Kidding Boxes of 1.5 meters square with a wall of 1 M height are made to accommodate each pregnant doe. In the winter season, some warming devices like room heaters should be provided here. These pens should be protected from the entry of birds like crows, etc.
4. **KID SHED:** Kids from weaning up to attaining maturity are housed in these sheds, preferably in groups. In order to accommodate 20 kids, a loose stall with a pen area of 17 M² is required.
5. **SEGREGATION SHED:** Provision for a small segregation shed (sick animals shed) about 3.6 m. sq, is desirable when the herd is large.

1.5 Health Care Management

In both extensive and intensive management systems, goats should be provided clean, uncrowded shelter that protects them from weather extremes. Adequate ventilation must exist to prevent overheating in warm climates and the accumulation of ammonia in structures tightly sealed against cold. The bedding should be clean, dry, and replaced when soiled. Shelter and paddock substrates should be kept as dry as possible to minimize the risk of foot diseases

Health Care of Goat

- Protect the kids from being hit by other animals.
- Provide good and clean drinking water.
- Keep the kids in a well-ventilated place.
- Avoid dampness and protect them from cold and chilly weather. Sometimes warming or artificial heating-up of the pens is required in cold months.
- Give adequate exercise to grown-up kids.
- Supply of good quality concentrate mixture as well as fodder will help in the early development of the rumen.
- Periodic deworming is advocated.
- Male kids, not required for breeding purposes, should be castrated before weaning.
- Kids should be weaned at 90 days of age.

II. MARKETING

Goat farming marketable products include fattened offspring, manure and culled animals. Marketing channels for the above products are slaughterhouses, individual meat-consuming customers, and farms. Therefore, either slaughterhouses or traders who buy live animals should be made available to convert into healthy meat and meat product. In addition, you also need to ensure fertilizer demand from nearby farms.

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