

Counselling and awareness program conducted in the Department of Zoology

One day counselling and Entrepreneurship Awareness Program (EAP) was held in the Department of Zoology University of Kashmir on December 13, 2023 in collaboration with the Division of Animal Nutrition SKUAST-K, sponsored by Ministry of Micro, Small and Medium Enterprises, Govt. of India for providing an enabling platform to aspirants interested in agribusiness and entrepreneurship to discuss, learn and get exposed to the fundamentals of animal feed/fodder and their related products. The aim of the program was to orient participants (M.Sc. students) about sustained benefits of innovative technologies for developing different value-added animal feed products as career learning, inner and easy skills in choosing animal feed industry as viable entrepreneurship for fostering economic development and eradicating unemployment amongst youth.

The students received information on how to generate alternative job opportunities focusing on self-employment and job creation in agriculture sector keeping in view the present scenario of the scarcity of government jobs. The students were informed that the majority of the population lives in rural areas and earns livelihood from agriculture and allied sectors. An increasing number of people, including unemployed graduates and postgraduates, therefore, move to cities in search of employment. However, the government is unable to generate a sufficient number of job opportunities in manufacturing and service sectors. The lack of basic infrastructure and facilities in rural areas exacerbates the population burden on metropolitan infrastructure. In such a situation, there is a need to create awareness among students so as to motivate them for pursuing career in agricultural entrepreneurship.

Given the limited job market in government sector as well as formal, organized private sector, students received guidance on how to develop agribusinesses focused on value-added animal feed products by taking advantage of various government schemes and initiatives, skill development and training, subsidized loans and credit facilities, and investing in feed processing businesses. The machinery and equipment, packing, and storage facilities required for building feed processing units were explained and demonstrated to the students. The program focused on explaining that the value-added animal feed products have a higher nutritional content, better palatability, and higher profit margins. Students can use this endeavor to diversify their income sources. Emphasis was also laid upon the fact that value-added animal feed products can be manufactured from by products derived from other industries, which helps in reducing waste,

thus promoting sustainability. It was also explained to participants that agripreneurs have potential to contribute significantly to the food security by enhancing the quality and availability of animal feed and thus contributing to the development of healthy livestock for meat, dairy, and other products, which besides economy contributes to goal of national health and well-being.

Prof. Haider Ali, Chief Scientist; Dr. Yasir Afzal Beigh and Dr. Javid Farooq, senior Scientists from the SKUAST-K deliberated on the opportunities in the agripreneurship. Dr. A. A. Buhroo, HoD Zoology inaugurated the session and Dr. Bilal Ahmad Bhat Assistant Professor, Department of Zoology conducted the proceedings of the session

EAP-3 Completion Report

Topic/Training	Agriprenurship development on value added animal feed products
Faculty Coordinator	Dr. Yasir Afzal Beigh & Dr. Bilal Ahmad Bhat
Institution/Division	Division of Animal Nutrition, Faculty of Veterinary Sciences and Animal Husbandry, Shuhama
Venue/Location	Department of Zoology, School of Biological Sciences, University of Kashmir, Hazratbal
Date of Programme	13-12-2023 (Wednesday)


List of Faculties with the following details

Name	Prof. Haidar Ali Ahmad	Dr. Yasir Afzal Beigh	Dr. Javid Farooq
Designation	Professor	Assistant Professor cum scientist (Selection Grade)	Sr. Assistant Professor cum scientist
Qualification	Ph.D	Ph.D	Ph.D
Experience in Years	19 years	13 years	7 years
Place of Posting	Div. of Animal Nutrition, FVSc & AH, SKUAST- Kashmir	Div. of Animal Nutrition, FVSc & AH, SKUAST- Kashmir	Div. of Animal Nutrition, FVSc & AH, SKUAST- Kashmir
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Expertise In	Animal Nutrition	Animal Nutrition	Animal Nutrition

Total Participants

Male GEN:	12 no
Male SC:	NIL
Male ST:	NIL
Male OBC:	05 no.
Male PH:	NIL
Total Male:	17 nos.
Female GEN:	25 nos.
Female SC:	NIL
Female ST:	NIL
Female OBC:	8 nos.
Female PH:	NIL
Total Female	33 nos.




 Dr. Yasir Afzal Beigh
 Assistant Professor cum scientist (Selection Grade)
 Division of Animal Nutrition, Faculty of Veterinary Sciences and Animal Husbandry, Shuhama, University of Kashmir