

Entrepreneurship development

Name of the enterprise	Ghoongroo piggery
Name & complete address of the entrepreneur	Mrs. Shobha Naskar, Village- Nimerhati, Ankurhati -2 Gram Panchayet, P.O.- Makardah-711409, Dist.- Howrah (WB)
Intervention of KVK with quantitative data support:	(i) Imparting training on scientific and profitable animal farming (ii) Imparting healthcare management support (iii) Imparting concept of cross of Large White Yorkshire sow × Ghoongroo boar to evaluate their progeny
Time line of the entrepreneurship development	2009 to 2013
Technical Components of the Enterprise	(i) Adoption of Ghoongroo pig, a highly prolific deshi germplasm of Jalpiguri district, Wset Bengal (ii) Intensive farming system (iii) Feeding on mainly restaurant and kitchen wastage along with spoiled food supplemented with a little bit concentrates and vitamin-mineral mixture (iv) Adoption of vaccination schedule (swine fever) and anthelmintics administration
Status of entrepreneur before and after the enterprise	Before: Mr. and Mrs. Naskar used to live on daily wages and cultivation on own 2.5 bigha land and dwell in mud floored, bricks walled and tiles roofed small house. They had only 5 numbers of deshi cows. After: Mr. and Mrs. Naskar are now self-employed and self-satisfied. Their family is now sound in economic. Their kids (one daughter and one son) are schooling at neighboring institute. She has renovated her dwelling house and purchased a matador carriage transport vehicle. Mrs. Naskar has shared her experience in farmers meet session in Technology Week and Krishi Mela-2014 organized by Howrah KVK and got appreciation with best farm women award-2013.
Present working condition of enterprise in terms of raw materials availability, labour availability, consumer preference, marketing the product etc. (Economic viability of the enterprise):	Mr. and Mrs. Naskar have a large number of parental stock of Ghoongroo along with LWY and concrete sheds. They have recruited one labour on monthly wages @ Rs. 6000/- which accounts Rs. 72000/- per annum for collection of food wastage and engagement in farm husbandry. She sold 85 numbers of weaned piglets (3 months aged) @Rs 3000/- per piglet which accounts Rs 2,55,000/- in 2011 from which she made another 13 numbers of compartmental sheds expending Rs. 1,20,000/- and purchased a few numbers of Large White Yorkshire breed. She made crossing LWY Sow × Ghoongroo boar and got success. She sold the aged pigs for Rs. 3,50,000 /- in 2012 and purchased a matador carriage transport vehicle and renovated her dwelling house. She is now channelized in a well established market chain for selling her produce. Her net expenditure was Rs. 86,500/- per annum and net profit around 2,65,000/- per annum, thus creating handsome benefit cost ratio of 3.06 for the year of 2012.
Horizontal spread of enterprise	Only tribal farmers are enthusiastic but adoption rate is very less might have due to social hindrance, dilution of tribal colony but habitats admixed in to different castes and moreover land scarcity, narrow provision of spoiled food and kitchen and vegetable wastage.

