



International Journal of Veterinary Sciences and Animal Husbandry



ISSN: 2456-2912

NAAS Rating (2025): 4.61

VET 2025; SP-10(10): 146-147

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www.veterinarypaper.com

Received: 02-07-2025

Accepted: 04-08-2025

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Science and technology graduates turned to entrepreneurs through “poultry meat production, processing and value: Addition”

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DOI: <https://www.doi.org/10.22271/veterinary.2025.v10.i10Sc.2675>

Abstract

Veterinary University Training and Research Centre, Coimbatore conducted one Technology based Entrepreneurship Development Programme (TEDP) on ‘Poultry Meat Production, Processing and Value-addition’ for a period of 6 weeks to 25 science and technology persons sanctioned by the Project Director, DST-NIMAT Project, Entrepreneurship Development Institute of India, Gujarat under the aegis of National Science and Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology, Government of India from 27.09.2017 to 11.11.2017. A total number of 28 persons applied for the Programme. A written test and an interview was conducted to all of them. A total number of 25 participants were selected. The participants were from Coimbatore, Tirupur, Erode, Salem, Namakkal, Karur and Ramanathapuram districts. The Programme comprised of lectures on entrepreneurship and schemes of assistance, project selection and its pre-feasibility, consolidation of business data, motivational inputs, project report preparation, management inputs and technical training and exposure. The participants were provided practical hands-on training on slaughter and dressing of broiler birds, native chicken like azeel and kadaknath and Japanese quails. The practical training included fabrication of chicken carcasses, calculation of yields of carcasses and their cuts, deboning, packaging, preservation, mincing etc. There were demonstrations and hands-on training on preparation of value-added chicken products like chilly chicken, chicken cutlets, honey chicken, chicken croquettes, chicken pickle, chicken gravy, chicken liver and gizzard fry and chicken soup. The participants were also exposed to various commercially available chicken products like chicken boneless chilly, chicken sausages, popcorn chicken, chicken nuggets, chicken patties etc. Among the 25 participants three participants improved their poultry meat outlet, four participants started new poultry meat outlets and three participants started poultry units.

Keywords: Poultry meat, processing, value addition, chicken meat products

Introduction

An entrepreneur is an innovator, one that introduces new technologies into the workplace or market, increasing efficiency, productivity or generating new products or services (Deakins and Freel, 2009) ^[1]. The entrepreneur is the person who perceives the market opportunity and then has the motivation, drive and ability to mobilize resources to meet it (Di-Masi, 2010) ^[3]. Entrepreneurship is the result of the entrepreneurial quality of entrepreneurs. What makes entrepreneurs successful is still a debate. Experts have listed a long list of qualities relating to general, mental, economic, social and personal traits of entrepreneurs. Entrepreneurs are frequently thought of as national assets to be cultivated, motivated and remunerated to the greatest possible extent. Entrepreneurs can change the way we live and work. Hence the most important part is that how do we start investing time on ourselves and how we can bring up the entrepreneur inside us? Entrepreneurship Development Programme (EDP) is a programme which helps in developing the entrepreneurial abilities. The skills that are required to run a business successfully, is developed among the people through this programme. Sometimes, people may have skills but it requires polishing and incubation. This programme consists of a structured training process to develop an individual as an entrepreneur. It helps the person to acquire skills and necessary capabilities to play the role of an entrepreneur effectively.

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Talent is natural but skill is only developed by hours and days and months of hard work. EDP is not just a training programme but it is a complete process to make the possible transformation of an individual into an entrepreneur. This programme also guides the individuals on how to start the business and effective ways to sustain it successfully. Veterinary University Training and Research Centre, Coimbatore conducted one Technology based Entrepreneurship Development Programme (TEDP) on 'Poultry Meat Production, Processing and Value-addition' for a period of 6 weeks to 25 science and technology persons from 27.09.2018 to 11.11.2018.

Methodology

Advertisements about the conduct of the TEDP were sent for publication in Dinamani, Dinathanthi, Dinamalar, Dinakaran, Times of India, The Hindu and Indian Express newspapers. Advertisement Notice about the conduct of the TEDP was sent by mail to all the units of TANUVAS for wider circulation. Advertisement Notice in English and Tamil was sent by mail to the Principals of 48 Arts and Science Colleges and 60 Engineering Colleges in Coimbatore district. Advertisement Notice in English and Tamil was sent by mail to the Regional Managers of 7 banks in Coimbatore district. A total number of 28 persons applied for the Programme. A written test and an interview was conducted to all of them. A total number of 25 participants were selected. The participants were from Coimbatore, Tirupur, Erode, and Salem, Namakkal, Karur and Ramanathapuram districts. The Programme commenced on 27.09.2017. The Director of Extension Education, Tamil Nadu Veterinary and Animal Sciences University, Chennai inaugurated the Programme.

Discussion

The Programme comprised of lectures on entrepreneurship and schemes of assistance, project selection and its pre-feasibility, consolidation of business data, motivational inputs, project report preparation, management inputs and technical training and exposure.

Dr. T Senthilkumar, Technical Officer, State Bank of India, Regional Office, and Coimbatore delivered lecture on 'Schemes of Assistance for Setting up Poultry Meat Outlets'. Dr.G.Dinesh Kumaran, Manager, State Bank of India Vellalore branch delivered lectures on 'Financial and Marketing Management Strategies'. Mr. SR Jerald Sathia Punithan, Food Safety Officer, Ganapathy, Coimbatore delivered lecture on 'Food Safety Issues and How to Obtain FSSIS License?'. Dr. D Jayanthi, Assistant Professor and Head, Veterinary University Training and Research Centre, Salem delivered lectures on 'Pre-slaughter Handling and Ante-mortem Inspection of Poultry' and conducted Demonstration on Preparation of Chicken Pickle. Mr. B Bharanidharan, Sunlabz Equipments, Chennai delivered a lecture on 'Poultry Meat Processing Equipment'. Dr. A Kirubakaran, Assistant Professor, Veterinary University Training and Research Centre, Erode delivered lectures on 'Utilization of Poultry Industry By-products and Treatment and Management of Effluents from Poultry Processing Plants'. A series of lectures were delivered by the staff of VUTRC, Coimbatore.

Factory Visits

The participants were taken to Shanthi Poultry Processing Plant at Palani and Suguna Poultry Processing Plant at Udumalpet. The team also visited Saravana Mooligai Chicken Retail Outlet at Saibaba Colony, the organic chicken stall first

of its kind in the district. The team also visited other retail poultry meat outlets like 'Quality Meats' at Saravanampatty, 'Amma Broilers' at PN Palayam and Vencobb Chicken Oultet at Ramanathapuram. The team also visited 'Curry Factory' a unique food court at Saravanampatty.

Practical Training

The participants were provided practical hands-on training on slaughter and dressing of broiler birds, native chicken like azeel and kadaknath and Japanese quails. The practical training included fabrication of chicken carcasses, calculation of yields of carcasses and their cuts, deboning, packaging, preservation, mincing etc.

There were demonstrations and hands-on training on preparation of value-added chicken products like chilly chicken, chicken cutlets, honey chicken, chicken croquettes, chicken pickle, chicken gravy, chicken liver and gizzard fry and chicken soup. The participants were also exposed to various commercially available chicken products like chicken boneless chilly, chicken sausages, popcorn chicken, chicken nuggets, chicken patties etc. A post-training evaluation was conducted and the feedback about the Programme also collected from the participants.

Among the 25 participants three participants improved their poultry meat outlet, four participants started new poultry meat outlets and three participants started poultry units.

Conclusion

This entrepreneurship development programme guides the individuals on how to start the business and effective ways to sustain it successfully. Hence these type of training programmes should be frequently conducted to encourage and motivate the desirous people to make them as entrepreneurs.

Conflict of Interest

Not available

Financial Support

Not available

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How to Cite This Article

Aruljothi A, Sivakumar K. Science and technology graduates turned to entrepreneurs through "poultry meat production, processing and value: Addition". International Journal of Veterinary Sciences and Animal Husbandry. 2025;SP-10(10):146-147.

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