

# CEDSI TIMES

*Your Skilling Partner...*

## Madhya Pradesh University Introduces Chocolate for Cattles That Increases Milk Yield



- The Thiruvananthapuram Regional Co-operative Milk Producers Union (TRCMPU) of Milma has declared an emergency relief package of Rs. 1 crore to help the affiliated dairy farmers in flood-hit area in the region.
- The relief package includes a solatium of Rs. 25,000 for the next of kin of the farmers who died during the disaster.
- An emergency meeting of the administrative committee of TRCMPU held here made an initial allocation of Rs. 1 crore to meet the urgent commitments in this regards, convener N. Bhasurangan said.
- The meeting has decided to provide farmers who have lost their cattle in the disaster upto Rs 25,000 as compensation.

## Milma declared relief package for dairy farmers affected by the flood



- The Thiruvananthapuram Regional Co-operative Milk Producers Union (TRCMPU) of Milma has declared an emergency relief package of Rs. 1 crore to help the affiliated dairy farmers in flood-hit area in the region.
- An emergency meeting of the administrative committee of TRCMPU held here made an initial allocation of Rs 1 crore to meet the urgent commitments in this regards, convener N Bhasurangan said.
- The meeting has decided to provide farmers who have lost their cattle in the disaster upto Rs 25,000 as compensation.

## Mother Dairy Aims to Expand Its Distribution Channel in Delhi

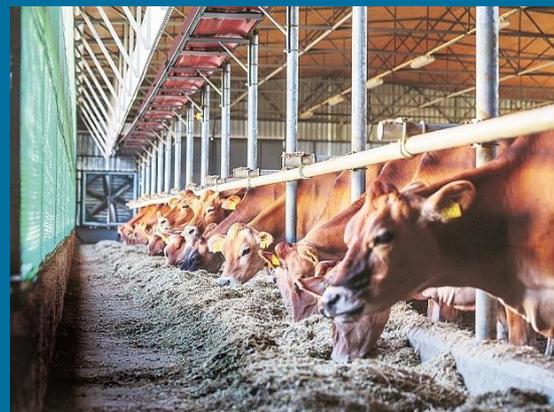


- Mother Dairy planning to create over 700 additional exclusive customer touch points in the form of kiosks and franchise stores by March 2023 in Delhi.
- The company now have 1800 customer touch points and aims to increase this to 2500 touch pints by FY 2022-23.
- The company is the largest retailer of milk and milk products in Delhi and also sells fruits & vegetables under the 'Safal' brand and cooking oils under 'Dhara' brand.

Manish Bandlish, Managing Director of Mother Dairy stated in a statement, "Our consumer touch points have become an important part of the capital region over the years. Mother Dairy shops may be found in major areas of RWAs, societies, military regions, hospitals, colleges etc. helping to satisfy our customers' everyday demands.

## Cost-Effective Medicine Developed to Treat Infectious Disease of Dairy Cattle: Ministry of Science and Technology

- A poly-herbal and cost-effective medicine has been developed to treat mastitis utilising an indigenous knowledge system shared by a farmer from Gujarat, the Science and Technology Ministry said.
- The Mastirak Gel developed by the National Innovation Foundation (NIF) has been commercialised through industry partner Rakesh Pharmaceuticals. The gel is used for topical application over the affected udder surface.
- The gel can be purchased at medical stores supplying veterinary medicines in various parts of the country.
- Indigenous knowledge system can offer a more sustainable alternative and their scientific evaluation is necessary to integrate these medications in the healthcare system.



### DVARA E-Dairy and Jana Small Finance Bank tie up to finance small and medium farmers

Agri fintech firm Dvara e-Dairy Solutions Pvt. Ltd. has entered in a collaboration with Jana Small Finance Bank (Jana SFB) to serve small dairy farmers by empowering small and medium farmers with financial and animal management solutions using digital technologies.

#### Salient Features:

- Dvara e-dairy seeks to expand the loan and underwriting process for animal loans through Jan SFB's extensive branch network in rural and agricultural areas across India
- Dvara e-dairy's Digital Identification (ID) tag Surbhi e-Tag will provide accurate cattle identification based on muzzle identification
- The Surabhi score based on 'Digital Evaluation' complements the underwriting of animal loans based on dairy activities and customized animal management recommendations. It helps dairy farmers to improve their livelihood and achieve household financial goals



### Animal Husbandry and Dairy sectors in Kerala report ₹ 2-crore loss in flood

- The Animal Husbandry Department of Kerala on Wednesday Oct 20, reported losses worth ₹2 crore for the sector in the rain havoc.
- The losses included 91 cattle, 42 goats, 25032 chickens, 274 cattle sheds, 29 hen coops and cattle worth ₹ 5 lac.
- Minister for Animal Husbandry in Kerala Govt. J. Chinchurani convened a meeting of officials of the Animal Husbandry and Dairy Development departments to assess the damage and assured for the financial assistance to the farmers at the district-level.
- Farmers need to file their application for compensation to the veterinary hospital concerned or the block-level office of the Dairy Development Department within 10 days.

## Start-up Story: 26-years-old civil engineer quits corporate job to sell cow dung, milk; earns millions

There is an engineer who runs a dairy farm with his parents and earns by selling not just milk and manure, but also the water that flows out of the cowshed after bathing the cows! 26-year-old Jayaguru Achar Hinder -- who hails from Mundru village, Puttur Taluk in Dakshin Kannada district -- studied civil engineering at Vivekananda College of Engineering and Technology. In 2019, he decided to quit his corporate job and join hands with his father and give a technical twist to increase the productivity of the farm.



"I was thinking of expanding the dairy and trying innovative ways to increase revenue while studying engineering," says Achar. The dairy is now very well

expanded and set up. The strength of the cattle has increased to 130 and the family also own a 10-acre plot where areca nut is the main crop. Achar brought in quite a few innovations into the farm dairy that the family easily earns Rs 10 lakhs per month.

### Dry Cowdung

After hours of online research, Achar travelled to Patiala, Punjab and bought a machine that dries cow dung. He sells around 1,000 bags of this dry cow dung every month. Farmers around and of neighboring villages buy from him in large quantities.

### Cow Dung Slurry

A mixture of cow dung, cow urine and the water that is collected after bathing the cows is a slurry. This water is stored and transported in tankers. Achar owns a tanker that holds up to 7,000 litres of slurry. Every day he sells 1 tanker quantity of this mixture. Whoever buys this pays around 8 to 11 rupees per litre. The slurry is taken to the buyer's farm and poured to the base of the plant.

### Gonandajala

This is something Achar found online. He studied this extensively and is successfully creating this product. Gonandajala is basically a high nutrient fluid that boosts the growth of crops. After a cow is dead, instead of burning or burying the corpse, it is left in a huge tank with the calculated proportion of cow urine, buttermilk, and several other items and water. This is closed and left to decompose for 6 to 7 months after which the fluid is used as liquid fertilizer.

Other than this, he also sells 750 litres of milk daily and around 30 to 40kg of ghee monthly. "Giving a complete organic array of products not just increases our revenue, but also gives us a sense of satisfaction that we are not causing any harm to the environment" he adds. He is planning to set up a unit to produce milk products in near future. "The various subsidies by government and the startup loans and benefits have helped a great deal in taking up newer projects. This is a job without weekly offs and leaves, I know. But I also know that in a few years' time, this will be completely self-sustained and the setup will run without much effort. And more than anything, being your own boss is the greatest feeling", says the happy young man.