

From Small Farmer to Dairy Entrepreneur: Saga of Assiduousness

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Name of Farmer Mr. Chanan Singh
Address Village Gharyala, Patti, Tarn Taran
Contact Number 9814511190
Age 46 Years
Education 10th
Size of land holding (in acre) 3 Acres

Journey Towards Establishing Dairy Venture

Mr. Chanan Singh, Village Gharyala, District Tarn Taran, was a traditional farmer, practising Rice-Wheat crop cycle in his 3.0 acres land. Besides, his family has been involved into dairy farming at small scale. However, the expected profit level was not attained by the farmer, since lower market price for selling raw milk produced at his household as well as the family was not familiar with scientific milk processing techniques. During Covid-19 Pandemic in August, 2020, this farmer visited to Krishi Vigyan Kendra, Booh, Tarn Taran and discussed his problem with Home Scientist. After assessing the background, the Scientist organized a need-based vocational training course entitled "Insight different techniques for value addition of Dairy Produce for self-employment" at Home Science Laboratory, KVK, Tarn Taran for 10 trainees, following the Covid-19 guidelines. Under this training programme, the beneficiaries have obtained hands on experiential learning on diverse value added technologies for milk,

as per the recommendation of Guru Angad Dev Veterinary and Animal Sciences University, Ludhiana and developed their skill in dairy value addition. Further, KVK Home Scientist also visited their prospective location of dairy processing unit and guided them regarding various critical points to be considered during the processing of milk, as being the highly perishable food commodity. She also motivated the group to augment their income by dairy waste utilization by preparing value added whey drinks.

Table 1. Detailed economics of Milk processing unit

| 1 | Name of Intervention | Dairy Processing | |
|---|--------------------------|----------------------------------------------------------------------------|--------------|
| 2 | Area under intervention | Home Science (Food and Nutrition) Animal Science (Livestock Production) | |
| 3 | Crop Rotation followed | Processing of raw milk to value added dairy products | |
| 4 | Gross Income (Rs.) | a) Farm Income | 2,91,526.00 |
| | | b) Milk Sale Income | 87,884.00 |
| | | c) Dairy Processing Income | 24,70,520.00 |
| | | Total | 28,49,930.00 |
| 5 | Cost of Production (Rs.) | a) Agricultural cost | 87,750.00 |
| | | b) Milk production cost | 46,135.00 |
| | | c) Dairy processing cost | 19,54,520.00 |
| | | Total Expenditure | 20,88,405.00 |
| 6 | Net income (Rs.) | a) Farm Income | 2,03,776.00 |
| | | b) Milk Sale Income | 41,749.00 |
| | | c) Dairy Processing Income | 5,16,000.00 |
| | | Total | 7,61,525.00 |

In December, 2020, Mr. Chanan Singh started preparing a variety of value-added milk products *viz.* Paneer, Badaam Milk, Flavoured Whey, Flavoured Milk, Butter, Ghee etc. and selling these at his village in a retail milk outlet named as "Kisan Milk Trading Company". In February, 2021, the farmer had improved raw and processed milk quality under the guidance of Animal Science and Home Science experts

through adopting scientific dairy farming and dairy processing techniques. By end of the year 2021, a proposal on "Formation of Farmer Producer Organisation (FPO) of Dairy farmers at border area of district Tarn Taran Sahib, Punjab, India" was submitted to National Bank for Agriculture and Rural Development by Animal Scientist and Home Scientist, which got sanctioned to KVK, Tarn Taran. Under this project, Kisan Milk Trading Company was converted into FPO and now, registered as "Gharyala Dairy Producer Company Limited" including Mr. Chanan Singh and other trainees as Board of Directors for their advanced training in Dairy Farming and value addition. Thus, following the KVK Home Scientist and Animal Scientist's recommendations, this farmer has achieved additional net profit of Indian Rupees 5,16,000/- per annum. Now, he is willing to expand his entrepreneurship venture with inclusion of heat desiccated milk products and frozen dairy desserts, in which KVK Scientists will abet this group for further reconciliation of demanded technologies, through having their orientation at different departments of the College of Dairy Science and Technology at Guru Angad Dev Veterinary and Animal Sciences University, Ludhiana.



Fig. 1: S. Chanan Singh's and team during training and at their established FPO

Conclusion

It can be scrutinized from above description that scientific guidance has been proven as an asset in augmenting income of small and marginal farmers. Hence, on large scale, awareness programmes can be organized among the farming community and Farmer Producer Organization should be initiated at certain village clusters to promote Scientific Dairy Farming and Organized Dairy processing sector. It brings an ecstasy to mention that this collaborative initiative undertaken by Krishi Vigyan Kendra, Tarn Taran and Gharyala Dairy Producer Company Limited will, further, contribute towards the welfare of dairy farmers and unemployed rural and semi-urban youth.

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