

Project Outline

‘Income Enhancement through animal husbandry’



KEY OBJECTIVE:

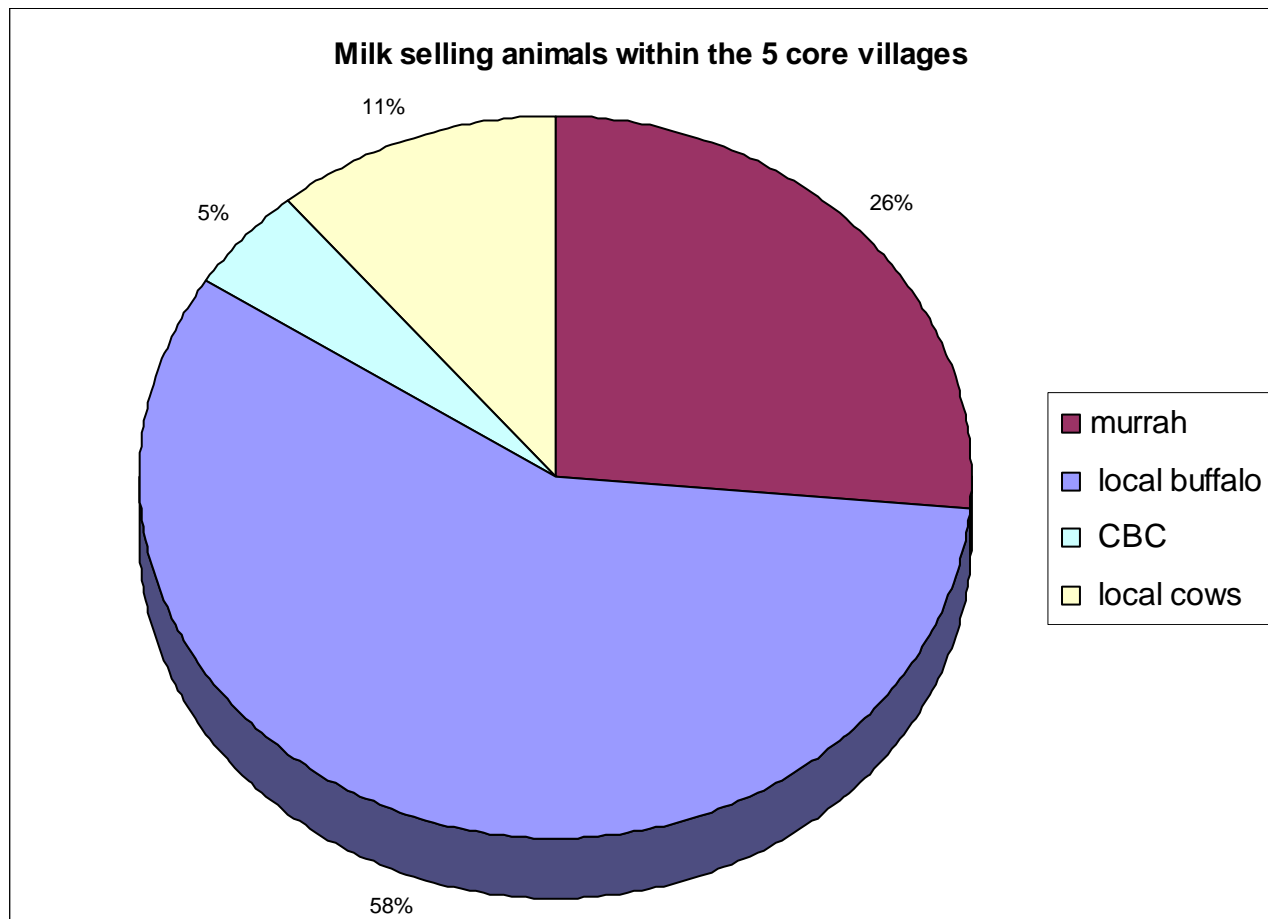
To increase the income of the rural poor through ensuring better returns through the sale of milk and milk products in an organized manner.

Key Objectives

1. Collect base line data on the local livestock population.
2. Discover why the UP region not exploited the Amul model of co-operative dairy to the same extent as the Gujarat region?
3. Explore opportunities for milk marketing through exiting dairies.
4. Identify the scope and feasibility for setting up a dairy unit in the area.
5. Design a model of implementation that would be sustainable and profitable for the rural milk producers?

Approach

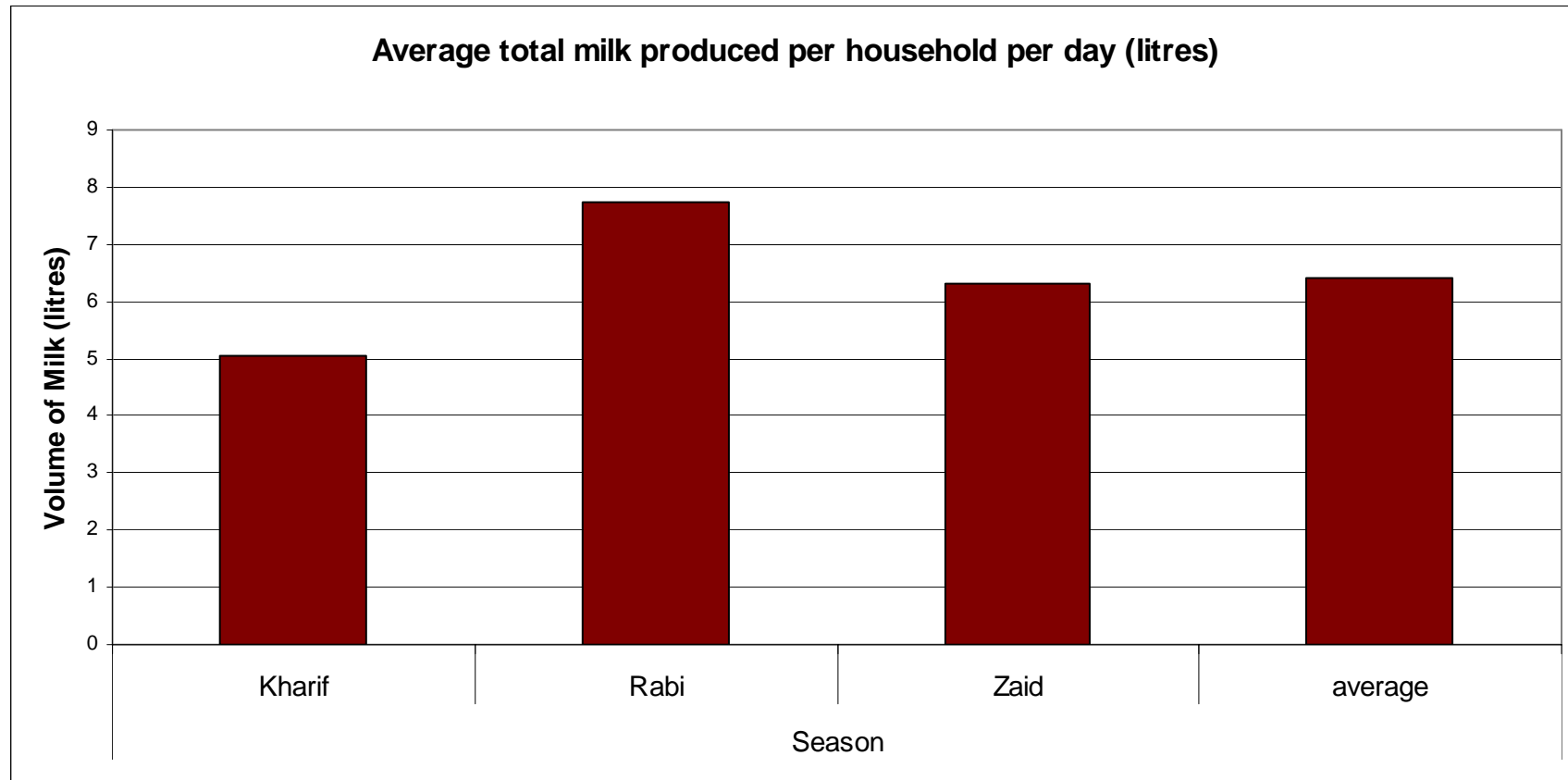
1. Collect base line data on the local livestock population.



Average
number of
milk selling
animals
owned is
2.83

Approach

1. Collect base line data on the local livestock population.



Approach

2. Discover why the UP region not exploited the Amul model of co-operative dairy to the same extent as the Gujarat region?
3. Explore opportunities for milk marketing through existing dairies.

- Academic papers.
- Interview with PCDF manager.
- PRA exercise with the cattle owners who are members of the local cooperative (PCDF).
- Focus Group Discussions with female SHG.
- Questionnaire data
- Interview with Heinz dairy manager.



Approach

4. Identify the scope and feasibility for setting up a dairy unit in the area.

- Academic papers.
- Female SHG Focus group discussions.
 - determine the current level of understanding in the villages of the different methods of milk sales.
 - judge whether female SHGs are willing to federate to form a dairy cooperative to increase household income from milk sales.
 - find the main difficulties faced by the cattle owners in setting up such a cooperative.



Problem Tree Analysis

FOCAL PROBLEM

Lack of additional income through milk sales

Limited awareness of selling options

Exploitation by local middle men

Poor milk production from cattle

Limited access to sources of information

Lack of transport causing limited direct market access for cattle owners

Exclusivity: The initial loan to purchase cattle loaned from the milk vendor

Lack of readily available capital to buy cattle

Limited uptake of breed improvement activities

Limited use of medical services

Poor animal husbandry

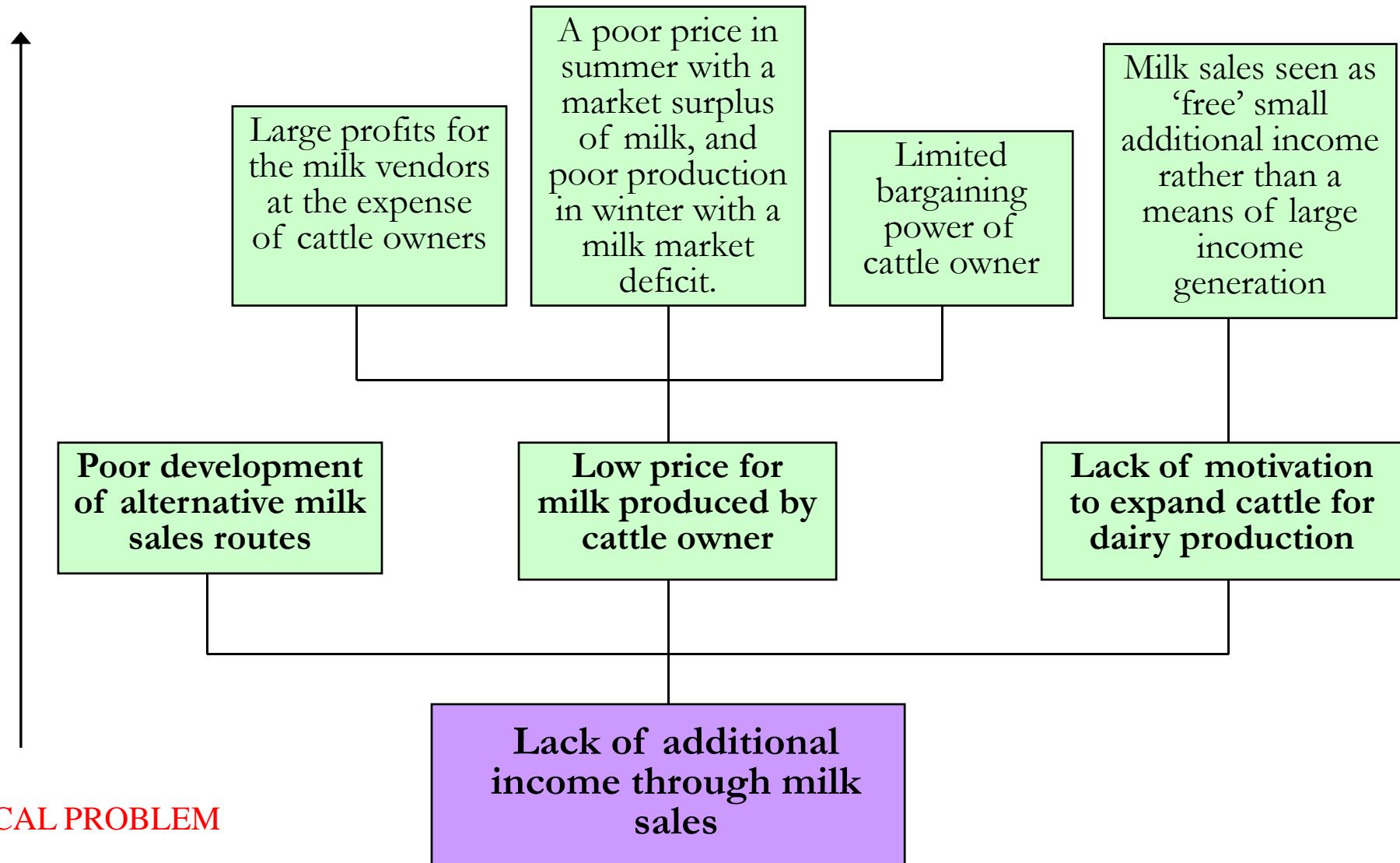
Inadequate fodder

CAUSES



Problem Tree Analysis

EFFECTS



FOCAL PROBLEM

Key Objectives

3. Explore opportunities for milk marketing through exiting dairies.

4. Identify the scope and feasibility for setting up a dairy unit in the area.

Potential Models

**Private
Dairy**



Is the long term solution to increasing profits encouraging the farmers who currently don't sell milk in an organised manner to sell to the private dairies?

Private Dairy Model

- Farmers must sell exclusively, so no choice
- Poor price
- Farmers have no control over the milk and the direction of company



Existing Cooperative

**Private
Dairy**



Is the long term solution to increasing profits encouraging the farmers who currently don't sell milk in an organised manner to sell to the private dairies?

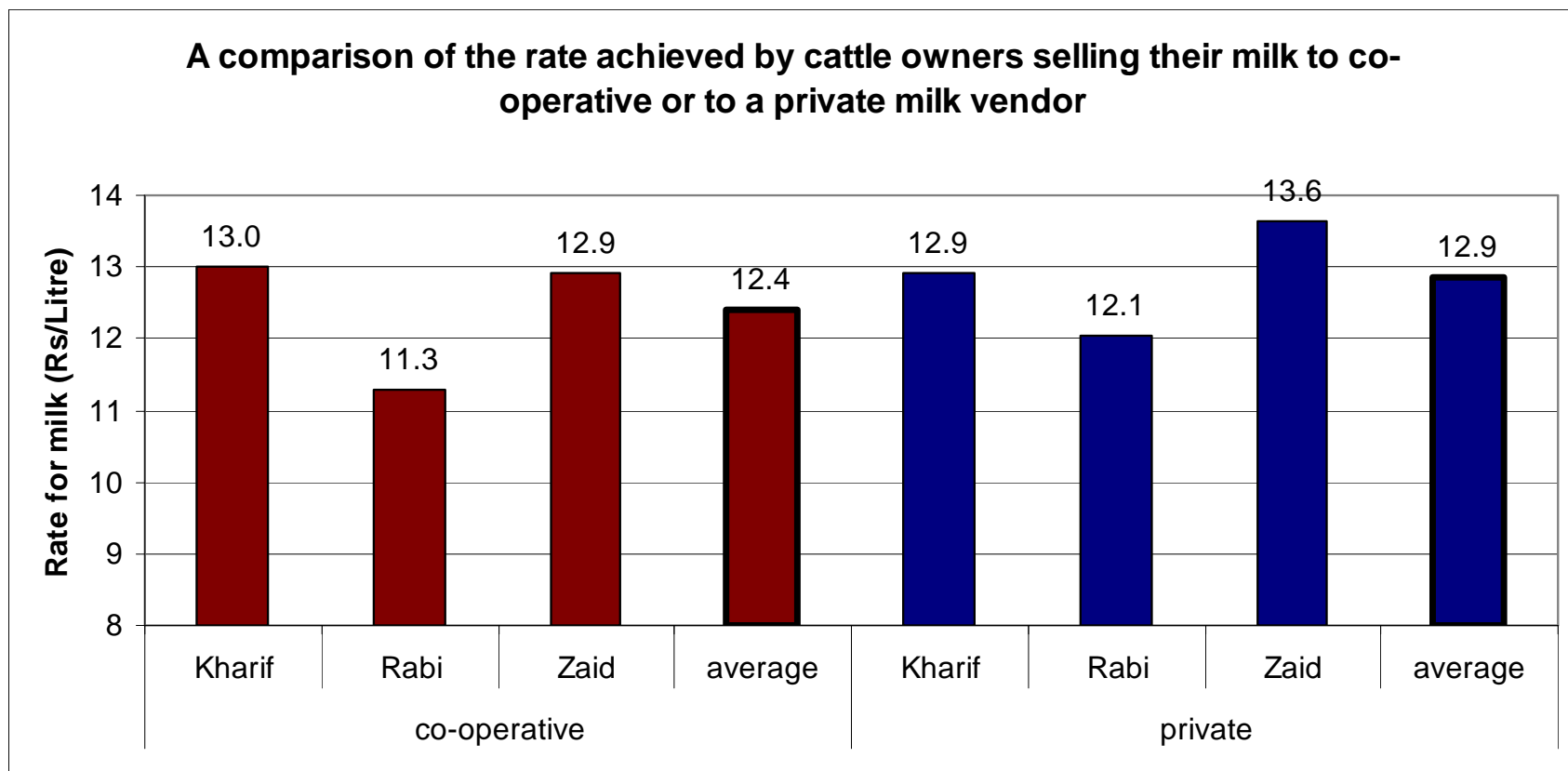
**Existing
Cooperative**



Would the best solution be to encourage farmers to supply to the exiting cooperative system in the region?

Existing Cooperative

- Corruption at the local level.
- No larger rates for milk than in the private route



New Cooperative

**Private
Dairy**



Is the long term solution to increasing profits encouraging the farmers who currently don't sell milk in an organised manner to sell to the private dairies?

**Existing
Cooperative**



Would the best solution be to encourage farmers to supply to the exiting cooperative system in the region?

**New
Cooperative**



Would the best solution be to encourage farmers to unite to form a new co-operative? What is the best method of implementation?

Recommendation

5. Design a model of implementation that would be sustainable and profitable for the rural milk producers?

Current Cause

Co-operative Solution

Limited awareness of selling options



- TCSR D acts as a facilitator agency to knowledge of milk selling options
- Informed farmers have choice whether to co-operate

Exploitation by local middle men



- Farmer owned and run business, so returning the power to the producer
- Co-op could provide loans internally for animal purchase

Poor milk production from cattle



- Society could provide veterinary and breed improvement support services
- Society could provide subsidized fodder

Recommendation

5. Design a model of implementation that would be sustainable and profitable for the rural milk producers?

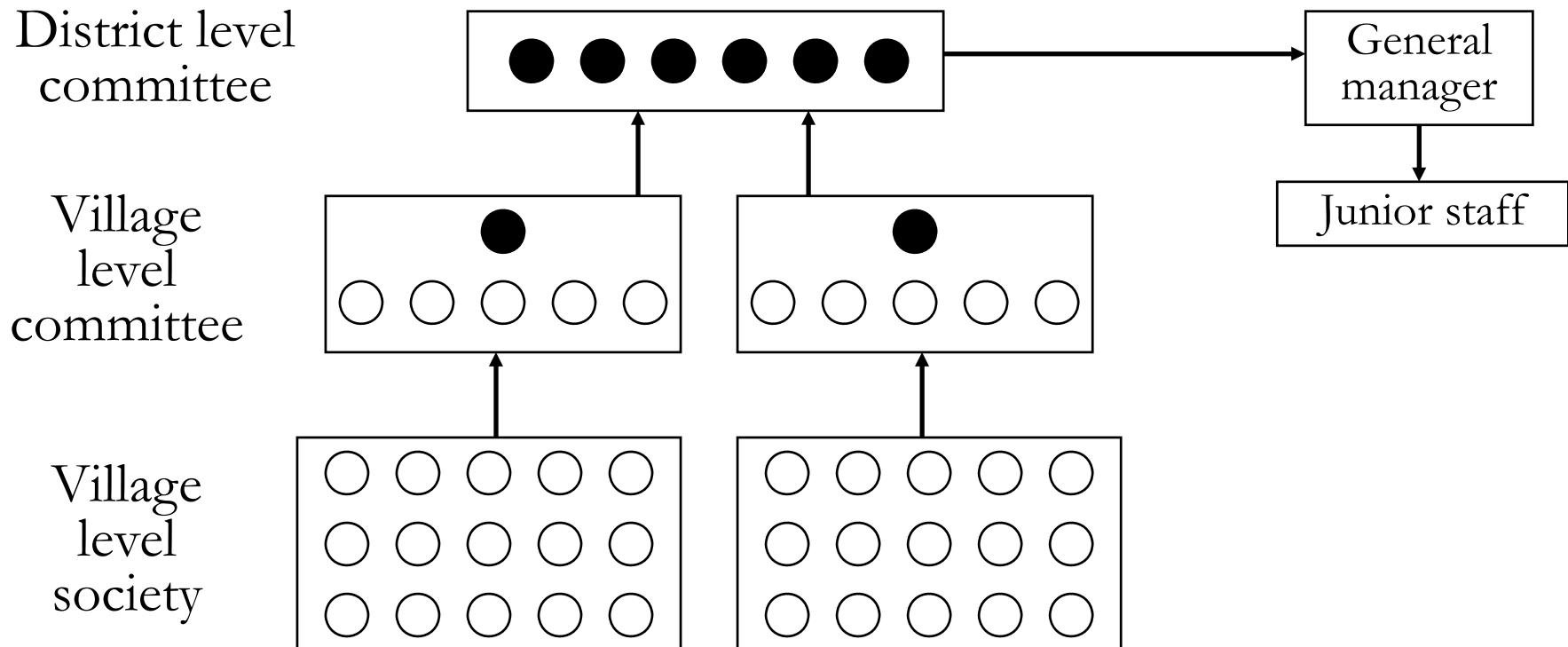
Advantages of co-operatives

- Lower costs
- Improved market reach
- Increased bargaining power
- Improved access to services
- Incentive for value adding
- Increased confidence

Recommendation

5. Design a model of implementation that would be sustainable and profitable for the rural milk producers?

Suggested model to follow the AMUL pattern



Recommendation

5. Design a model of implementation that would be sustainable and profitable for the rural milk producers?

Role of Female SHGs in the Model

- TCSR D has strong links to established groups
- SHG have savings to invest and existing bank linkages
- Federating shown to increase sustainability of SHG
- Empowering of women



Personal Learnings

India

- Country of contrast:
 - Culture
 - Urban vs rural
- Friendliness of people

TCSR

- Corporate vs NGO demands
- Size of department and extent of work

Personal Growth

- Team work
- Patience
- Expansion of knowledge

