

From a struggling dairy farmer to the proud owner of healthy cows and stable income

Milind Banjara, who owned 23 cows in 2013. Now in 2018 with 27 cows, milk production is increased 54 % more than what it was in 2013. This increased milk productivity was the result of an intervention facilitated by the Cattle Development Center (CDC) established under the Integrated Livestock Development Program (ILDP) of Rashtriya Krishi Vikas Yojana (RKVY)

Milind Banjara S/o Shivkumar Banjara is a resident of Keshli village, Mungelidistrict. He possesses about 15 acres of land which includes his house and cattle shed. The farmer practiced traditional livestock based agriculture activities and cultivating paddy as a main crop and earned up to 2.5 to 3 lakh, although he had a vision to make livestock rearing more economically viable. He enthusiastically adopted the practice of scientific breeding and reared milching animals. Milind started his dairy business in 2012- 13 with 8 indigenous (non-descriptive) cows, which fetched him a surplus quantity of only 8 to 10litersmilk a day. Milind would sell this surplus milk for ₹13-15/liter.

The Intervention of CDC under RKVY scheme:

On 01 August 2013, the Cattle Development Center (CDC) was established in Chakerbhatta under the Integrated Livestock Development Program (ILDP) of Rashtriya Krishi Vikas Yojana (RKVY).The Gopalat the CDCconducted village meeting and explained the farmers regarding services provided by



the centers. He would routinely visit each village and meet all animal owners to share the benefit of Artificial Insemination (AI) along with other veterinary services. The Gopal has done several extension meetings with farmers of the targeted villages of the CDC and convinced them about the benefit of AI and Green Fodder for their cattle.

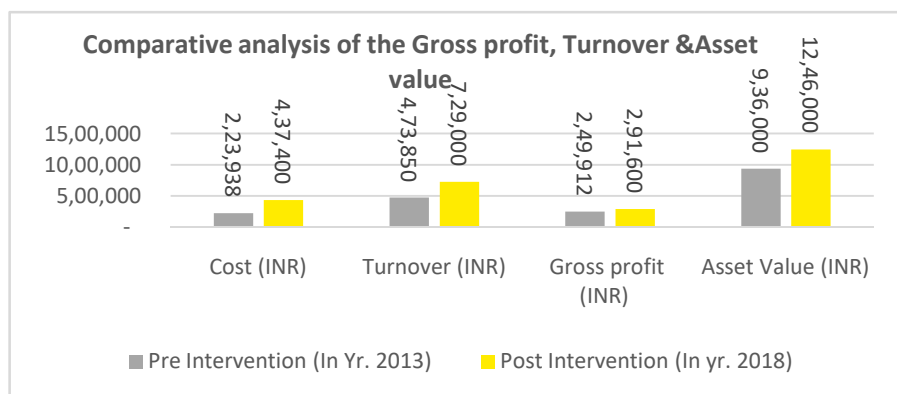


Milindwaswell aware of the fact that fruitful accomplishment can be achieved only by unification of traditional practices with modern technologies. He constantly used to stay in touch with the employees of Animal Husbandry and avidly attended all sorts of

extension activities organized by them. With the aim of increasing milk production, Milind followed all advice given by the Gopal. He continuously taking benefits of AI services in his cow. Through AI technique new calves were born taking the total count of animals to 20 cows of HF and 7 Gir, 2 Sahiwal heifers respectively. Through one of the extension meeting, he came to know about the advantages of chaff cutting. He comprehended the fact that most of his dry fodder gets wasted because it wasn't palatable enough for his dairy animals. Moreover, most of his labour investment was put in chaff cutting. And he worked for more than ten days a month only for cutting grass which was a cumbersome task. He felt that a chaff cutter will reduce their work load and enable to get them to earn a better profit. Comprehending this fact, he immediately applied for subsidized chaff cutter being distributed by CDC centre. All these 20 HF animals are produced through AI by the Gopal of CDC.

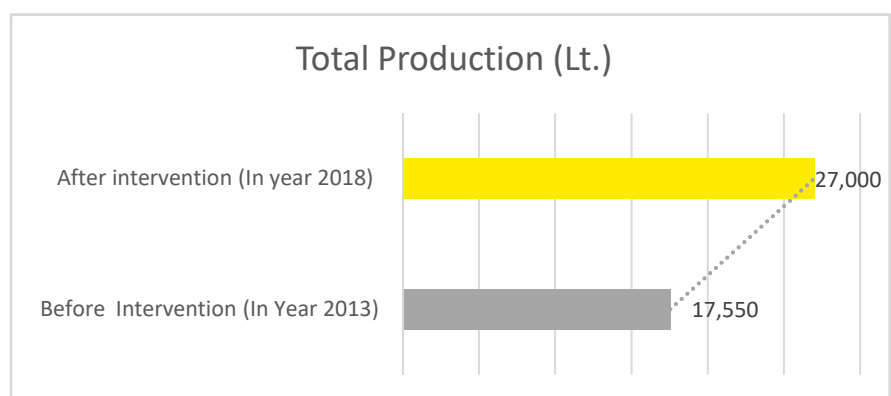
Comparative analysis of the Gross profit, Turnover, Milk production & Asset value

In year 2013, Milind took a loan of ₹6lakh from PNB (Panjab National Bank) and purchased 5 Sahiwal 3 Gir and 2 HF breed cows respectively. In 2013, Milind had owned 23 cows and its



milk production was 60 to 65 liters. Presently he is selling 100 to 120 liters of milk and earning around ₹3200 per day. Due to the intervention of AI service offered by the CDC, annual cattle milk production increased from 17,550 liter/year in 2013 to 27,000 liter/year in 2018. Similarly, this increased production

of milk resulted in increasing Milind's gross profit and turnover which is around 17% and 54% respectively. He is selling 100 to 120 liters of milk in hotels



of Mungeli. For improving the milk production, He perceived that chaff cutter was not only saving his labor, time & energy but the fodder was getting processed with much greater accuracy. He experimented and mixed up different ingredients to utilize and there was reduction in the wastage of fodder, as well. He traded his produce in the local market and thus started earning

profits from this initiative. He is now content with his efforts. He comprehends that it is essential to run a dairy in a methodical way so that desired can be achieved.

Technology/Improved Practice adopted:

- ▶ Self-grown fodder cultivation
- ▶ Conservation of fodder silage
- ▶ Use of chaff cutter
- ▶ Cultivation of Green fodder (HGF) – hydroponics green fodder
- ▶ Strict vaccination schedule and regular deworming etc.

Under the guidance of the CDC personnel, Milind Banjara has learnt about the hybrid green



fodder plantation and harvesting. He started cultivating green fodder in 2 acres of land i.e. Hybrid Napier, maize, barsim etc. The same is chopped and fed to their cattle's regularly. Milind says, with better feed, the animals grew healthier. I stopped worrying about having to take them out to graze

and watch over them. Previously, I used to spend lots of money annually on cattle feed and it was very depressing because despite all my efforts the milk yield would not improve. But Now I can provide rich diet to my cattle, as a result the milk productivity of animals has been increased.

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