

Acknowledgement

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Prity pari

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DAIRY FARM

Raniganj Girls' College

Course Name: Entrepreneurship Development

Course Code: BCOMHSE401

Topic of the project: New Business Plan Preparation and Presentation

A Project Report

Submitted by Semester-IV students (Academic Year 2021-22)

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CERTIFICATE

This is to certify that this project titled “**New Business Plan Preparation and Presentation**” submitted by the students for the award of degree of B.Com. Honours is a bonafide record of work carried out under my guidance and supervision.

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Introduction.

When we decide to get into the business industry our basic understanding behind choosing any business idea should depend on its market potential. In addition to this considering the current demand for the product in the existing market is also relatively extremely important.

Dairy farming is one of the lucrative and profitable business under ideal live-stock and its also an important source of subsidiary income to small/marginal farmers, agricultural labourers and an individual entrepreneur. In addition to milk, the manure from animals provides a good source of organic matter for improving soil fertility and crop yields. The glabar gas from the dung is used as fuel for domestic purposes as also for running engines for drawing water from well.

The Indian dairy market holds tremendous potential that can be harnessed with focussed strategies. Worth INR 5,000 billion in 2016, 80% of the industry remains unorganized. While multiple opportunities exist for dairy company rural focus and wellness/premium products, will be primary. The dairy market in India reached a value of INR 9,168 Billion in 2018.

The Government of India has introduced various schemes and initiative aimed at the development of the dairy sector in the country. For instance, the "National Dairy Programme (Phase-1)" aims to improve cattle productivity and increase the production of milk expanding and strengthening and expanding the rural milk procurement infrastructure and provide greater market access to the farmer and an individual entrepreneurs.



Components of Crossbred Dairy farm.

Type of cows	Crossbred
Number of cows	10
Cost of one cow which includes transportation and Insurance	30,000
Average milk (yield / liters / day / cow.)	12
The selling price of milk / liter (in Rupees)	13
Sale of manure / cow / year (in Rupees)	500
Culled value / cow at the end of 5th lactation (in Rupees)	8,000
Veterinary aid / cow / year.	750
The rate of interest (%)	12
Repayment year (period)	3
Percentage of Net Surplus towards repayment	80.





How to Start (Process)

- * Start the cow dairy with few animals and increase the herd as you get more experience.
- * Before starting, Research about good and high milk-yielding cow breeds within your budget limit.
- * Buy the animals only from genuine and certified cow breeders.
- * Create a cow farming business plan which covers all the financial aspects of your farm.
- * Plan well for feed / fodder. It is advised to go for home grown feed as it saves you a lot by eliminating feed cost.
- * Make silage from green fodder crops such as maize, legume crops.
- * Strict follow the feeding schedule and increase the feed nutrients for breeding cows and lactation cows.
- * You must prepare a cow breeding plan (artificial insemination is best for breeding.)
- * Plan for secured and well-ventilated dairy shed / house before getting animals to the farm.

- * Ensure all the cows are vaccinated before entering the shed.
- * Keep the house always clean and dry. Control external parasites along with other diseases.
- * Strictly follow breeding bucks more than required in the shed. Maintain a proper male and female ratio.
- * You can milk the cows 2 times a day. During this time, move the cows to a clean location. Wash and dry your hands and the udder before milking.
- * Frequent washing of cows required in coronavirus-cow fever.
- * Keep all the milking and other equipment to avoid milk contamination.
- * For a better price of milk, research local market.

* _____ *

Prospective Capital

Particulars.	Cost (in Rs.)
1. <u>Capital Cost</u>	
(i) Cost of Crossbred Cows including transport cost and Insurance Cost (10 animals of Rs. 30,000 each)	3,00,000
(ii) Housing / Shed for adult cows of 40 sq. ft. per cow with Rs. 80/sq. ft.	48,000
(iii) Cost of Equipment	20,000
(iv) Cost of fodder cultivation in 1 acre.	15,000
2. <u>Working Capital</u>	
(i) Cost of feeding one cow for one month	12,000
Total	Rs. 3,95,000
Total Project Cost	Rs. 3,95,000
Margin Money (Individual/Company)	Rs. 75,000
Loan amount from the bank.	Rs. 3,20,000

Source of Capital

Generally there are two methods/sources of raising the fund/capital for farm as follow.

I) In-house sources \rightarrow This sources are owner own funds which can be invested for small farm but for big farm this is not enough.

II) Out-side sources \rightarrow (i) We can used NABARD scheme. (ii) We can get Borrowings from the commercial banks for working capital. (iii) Subsidy for dairy farm or sheep is available we can also used this scheme 9.5% of the outlay for the general public and 33.33% for SC/ST farmers.

Profitability projections of 10 Crossbred dairy cow farming.

Particulars.	1st year	2nd year	3rd year
Income:			
By Sale of cow Milk	3,35,400	4,09,500	4,09,500
By Sale of cow manure	3,750	5,000	5,000
Total	3,39,150	4,14,500	4,14,500
Expenditure:			
Concentrated feed	1,01,250	1,41,500	1,41,500
Dry fodder	40,875	54,750	54,750
Veterinary expenses	5,625	7,500	7,500
Total	1,47,750	2,03,750	2,03,750
Net Income.	1,91,400	2,10,750	2,10,750

Dairy Cow Farming Advantages.

- * Dairy farming useful for the milk processing business.
- * No need to advertise, products and marketing milk is very easy. you can sell the milk even at the farm gate.
- * Dairy cow farming eco-friendly does not cause any pollution.
- * Dairy farming has significant importance in the national economy.
- * Dairy cow farming provides an opportunity for unemployed labor.
- * Cow urine and dung have excellent value in the organic farming sector.
- * There are NABARD Subsidies and bank loan available for commercial dairy cow farming.

* Employment *

Dairy farm is oldest and one of the most employed sector in India. India is globally the largest milk producing country since 1997. (as estimated 400 million liter per day currently) and consumer of milk in the world.

In the Dairy farm required many employee for its running.

↓
types

1) Skill Employ/worker → Milker, Calf Feeder, Assistant Herdsman, Feeder, equipment operator, Calf care, Manager, Breeders, Truck Driver, Maternity, Animal Doctor, Maintenance, Manure Haulers, planters.

2) Unskill worker → Scrapers, General labourer

Abstract And Competition.

The learning outcomes are as follows:
Understand the challenges and opportunities of an unorganized business compare and contrast the applications of customer engagement framework between small and big businesses outline the steps in product design in a services context, discuss the services marketing mix as a part of the marketing strategy and understand the need of scaling up the business operations in wake of new opportunity.

Dairy Farm is a case of unorganized milk marketing in the Indian Emerging Market. Milk was sold as a commodity with a fragmented set of suppliers to only a small population. Changes in consumer demand, technology and supply chain system.



"Prospective Customer."

India is globally the largest milk producing and consumption. Country. We consume milk, ghee, butter (other value added products of milk → curd, cheese, frozen, paneer, flavoured yoghurt and flavoured milk.

Prospective Customer for Dairy Farm as follows

- i) Every person is the prospective customer. because milk is very important for every bodies health.
- ii) Sweet Shops, Tea Shop and others shop who used the milk and milky product in their business.

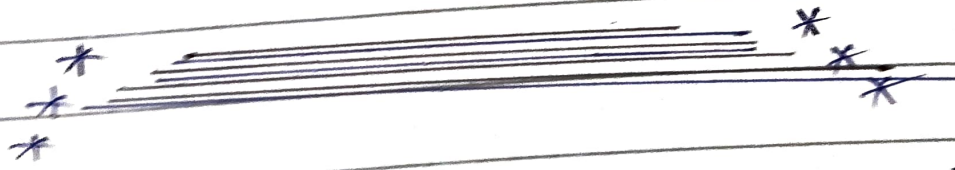


Conclustion

The project as a whole describes the scope and viability of the Brading industry and mainly of the financial, technical and its markets potential.

Before starting the Dairy farm, we have need to knowledge of dairy cows and their management.

And at last I found that, not only investment, dedication, monitoring but hard work also make we a profitable dairy farmer. Cost and profits in commercial dairy depend on many factors such as cow breed, feed management, disease control and others dairy management practices.



Checked
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28/06/24