

Success Story – “Dairy Farming”

Name of entrepreneur: Shri Deepu. U (35 yrs)
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This is an inspirational story of shri Deepu, 35 year old youth of Melekezhuttu Veedu, Avanoor, Kottarakara, Kollam. With the objective to earn a daily living, shri Deepu and his wife Smt. Raji purchased a milch cow around 4 years ago. The couple toiled hard and fed the cow with locally grown grasses, straw and potable water and had reduced the quantity of ready-made cattle feed which yielded more quantity of milk. The milk they sold in their neighbourhood became famous and familiar among public and gradually it resulted in greater demand for milk. *Milk is available in the local market at Rs. 38 a litre, but if you want to buy it from me, you need to pay Rs. 42 a litre. The milk which I sell are pure and free from adulteration- This is what Deepu used to tell his customers.*

The level of confidence in Deepu increased manifold when he noticed more and new customers started approaching him for milk at the rate he sells in the locality. His income went up and in the mean time the number of cow in his shed increased to six. Deepu said, *“ I am getting 60 liters of milk a day from these five cows which are sold to 75 houses in my locality and is getting a monthly income of Rs. 75,000. Of this amount, Rs. 45,000 is re-invested in the farm business and I am getting a near profit of Rs. 35,000 / month”.*



It was during this time, shri Deepu saw a newspaper report about 20 days EDP training programme jointly implemented by Kerala State Youth Welfare Board and EDII - Entrepreneurship Development Institute of India in Kollam. He took out time from his busy schedule and joined the EDP training programme with the hope that the training will be beneficial for him to develop his dairy business in a more professional and systematic manner.

Deepu said *“20 days EDP training programme brought many positive changes in my life and my business entity”.* The training programme helped me to make my life more systematic and business oriented. Earlier when financial exigencies arrives, I used to approaches and depend on local money lenders, but now I purposefully avoid them and freed myself from being exploited by the money lenders who charges exorbitant interest on loan amount. The training programme molded and helped me to maintain proper books of accounts, daily inflow-outflow etc.

Over a period of time, the 35 year old entrepreneur started using machines and tools for running and maintaining his dairy farm. He approached owner's of barren land and started growing fodder grass on a massive manner for his cattle's. The duo made a timetable for looking after their cows and Deepu succeeded in finding sufficient time for running his old Autorikshaw which added to his family income. He opened a savings bank account in a nearest nationalized bank and started his micro savings.



Deepu said, *"I want to develop my dairy farm by procuring 30 high breed milch cow by linking with national or state sponsored schemes or with financial assistance from banks"*. He wants to make value added products from milk and want to make his village a self-sufficient in milk production. Apart from bio-gas plant, he foresee the scope of undertaking organic farming in his courtyard by using cow dung and urine which he will get in excess on starting a bigger dairy farm. He added, *"I wish, I could*



provide job opportunities and a sustainable income to at least 2 - 3 unemployed youths of my locality". Exploring new opportunities, heightened level of motivation, self-confidence, self-esteem and enterprising character in him became the driving force which made shri Deepu a successful entrepreneur. He concluded the talk, by offering his thanks to all generous people who stood by him and became the reason for his success..... lets wish this young entrepreneur takes new heights in dairy business and become a standing model.