

## Entrepreneurship Development Programme for sustainable livelihood

### “Dairy Farming”

This is an inspirational story of Shri Deepu, a 35 year -old youth from Melekezhuttu Veedu, Avanoor, Kottarakara, Kollam. With the objective to earn a daily living, 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 garnered popularity and gradually it resulted in its greater demand. *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 is pure and free from adulteration*, Deepu used to tell his customers.



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



It was during this time that Shri Deepu saw a newspaper report about the 20-day 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-day 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 arose, I used to approach and depend on local money*

*lenders, but now I purposefully avoid them and freed myself from being exploited by the money lenders who charge an exorbitant interest on loan amounts. The training programme moulded 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 owners of barren land and started growing fodder grass on a massive manner for his cattle. 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 the nearest nationalised bank and started his micro savings.

Deepu said, *“I want to develop my dairy farm by procuring 30 high breed milch cows by linking with national or state sponsored schemes or with financial assistance from banks”*. He wants to make value added products from milk and make his village self-sufficient in milk production. Apart from bio-gas plant, he foresees 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 youth of my locality”*. Exploring new opportunities, heightened level of motivation, self-confidence, self-esteem and



enterprising character in himself became the driving force which made Shri Deepu a successful entrepreneur. He concluded the talk by extending his gratitude to all the generous people who stood by him and contributed for his success. Let us wish this young entrepreneur to reach new heights in dairy business and become a role model.