

SRI SHARADA COLLEGE, BASRUR

KUNDAPURA TALUK, UDUPI DISTRICT - 576 211

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Project Report on Dairy farming in Basrur, and Balkur Village

Submitted by,

VAISHALI II BBA
VARUN R M II BBA
APEKSHA GANESH SHETTY I BBA
KEERTHANA I BBA
KEERTHIKA I BBA

Submitted to,

Sri Deepak Kumar
Asst. Professor in Commerce
Sri Sharada College, Basrur

HIGHLIGHTS OF THE PROJECT REPORT (Basrur Village)

Particulars	About the Promoters
Name	Kamala
Address	Shubhodaya , Hattikudru, Basrur 576211
Project Location	Shubhodaya Dairy Farm Hattikudru
Constitution	Proprietorship Firm
Product	Milk and Manure
Experience	20 Years
Project Name	Dairy farming in Basrur and Balkur Village

PROJECT PROFILE (FINANCIAL)

Particulars	About the Promoters
1.Breed	Jersey, Sidhi Cows
2.Unit Size	10
3.Product	Milk and Manure
4.Cost of the Project	2,84,000
5.Sources of Finance	Self

HIGHLIGHTS OF THE PROJECT REPORT (Balkur Village)

Particulars	About the Promoters
Name	Sanjeeva
Address	Aasare , Balkur 576211
Project Location	Aasare Dairy Farm Balkur
Constitution	Proprietorship Firm
Product	Milk and Manure
Experience	10 Years
Project Name	Dairy farming in Basrur and Balkur Village

PROJECT PROFILE (FINANCIAL)

Particulars	About the Promoters
1.Breed	Jersey, Sidhi Cows
2.Unit Size	7
3.Product	Milk and Manure
4.Cost of the Project	2,04,000
5.Sources of Finance	Self

PROJECT DESCRIPTION

Animal husbandry and agriculture are supplementary. Animal husbandry and agriculture are important sources of income and employment in rural areas. Among them, dairying provides security to farmers, especially when agriculture fails. Dairy farming is essential to millions of poor households across the country not only as a source of income but also as a major source of protein, and supplementary nutrition, Introduction of improved technologies, and availability of compounded feed are the fertilizer, fuel and a store of wealth. Dairy Firms are located in village Hattikudru, and Balkur.

Project Location: Dairy farms are located at Hattikudru, Balkur Village & Udupi District (Karnataka).

Feed & Fodder:

- Feed is available in the nearby marketplace.
- Green fodder will be cultivated in own farms and dry fodder will also be processed in own farm.
- Animals should be allowed to drink fresh and clean water twice a day.
- Animals should be offered clean, tasty, digestible, nutritious, and cheap feed.
- For growth, milk production, and pregnancy, an extra ration in the form of concentrate mixture should be offered.

MARKET POTENTIAL

Market is near from farm it is about 2 km. Milk is one of the widely and extensively used items in Indian cuisine throughout country. India has the privilege to be the largest producer of liquid milk but still there is a gap between demand and supply. The country production of milk is estimated at 230.58 million tonnes during 2022-23, registering a growth of 3.83 per cent over the estimates of 2021-22. There is massive gap of demand and supply of milk.

The demand for milk more than doubled on the religious occasion like Deepavali, Maha Shivratri and other festivals. Milk can be sold to milk cooperative societies as well as entrepreneur can develop his network of consumers. Milk can be sold in the immediate market directly to customers, hotels, hospitals, sweet makers etc. Hotels and some general customers prefer pure milk.

SWOT ANALYSIS

Strengths:

- Urbanization, burgeoning population, rise in per capita income, and change in food habits which leads to increased consumption of milk.
- The whitening property of milk makes it more suitable for the manufacture of some dairy products and its acceptance as fluid milk is high.
- Provides regular income to the farmer.
- Employment to rural population mainly women.
- Dairy farming helps directly in increasing crop production by making available manure, and cash income on a day-to-day basis.
- Additional income improves the quality of life in rural areas.
- Favorable Government policies for the development of the livestock sector.

Opportunities:

- The cost of milk production in India is low.
- Scope exists for higher milk yield through better use of crop residues and other feeds Upgrading cattle.
- Improving availability of animal health care facilities Improving availability of animal health care facilities.
- Better returns because of increased awareness in consumers about quality.
- Good scope exists for value-added products like desserts, puddings, custards, sauces, mousse, stirred yogurt, nectars and sherbets.
- Latest packaging technology can help retain nutritive value of packaged products and extend their shelf-life.

Weakness:

- Feed availability to cattle throughout the year is not adequate.
- Frequent disease outbreaks.
- Lower productivity of Animals.
- Limited investment.

Threats:

- Natural calamities like floods, drought, diseases that can affect feed to cattle/cattle population.
- Seasonal fluctuations in milk production.
- Dwindling fodder resources



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