

Shri. Arvind Dhodi: A Dairy Entrepreneur

1. Introduction:

An entrepreneur is a person who organizes and maintains an enterprise undertaking assuming the risk for the sake of profit or is an economic man who strives to maximize his profits by innovation. However, the entrepreneur is a not simple innovator, they are men with a will to act to assume risk and to bring about a change through organization of human efforts.

In case of Tribal entrepreneurs are known to be involved in dairy farming since a long time. In the last two decades poultry makers and planners have started realizing the importance of mobilizing the tribal youth for poultry farming as a self-employment. Studies in tribal youth in dairy farming and agriculture started emerging. Thus helped the invisible tribal entrepreneur to become a more and more visible. Such studies on tribal are of extreme importance, to get an insight about their role in dairy farming the motivation factor, the financial difficulties, information seeking and managerial skills in such activities. Thus the present study was taken up with the specific objective of conductivity and in depth case study of tribal youth entrepreneur in dairy farming.

2. Methodology

The pilot survey of the area around Bhinari village was made to identify tribal youth entrepreneur in dairy farming who had already trained. One young i.e. Arvind Dhodi could be identified who had running dairy unit efficiently. Thus it was decided to take up a case study on his farm. The study used an open-ended interview schedule as well as observation method as a tool to conduct case study.

3. Process documentation

Shri. Arvind Dhodi, a young enthusiastic hard working farmer resides at Bhinari post Gholvad village in Dahanu tehsil of Thane district in Maharashtra. After completion of 10th standard education, he had undergone training for dairy management course at KVK, Kosbad Hill. After completion of one-month duration of training course, he started dairy unit from 02 buffalos in 2007.

3.1 Information about dairy farm

3.1.1 Location

The farm is located in Bhinari, Gholavad village, Taluka - Dahanu, Thane District, Maharashtra. The residence surrounded with agriculture fields, few shrubs owned by the family.

3.1.2 Type and size of dairy farm:

There is a dairy farms having size about 800 sq.ft.,. The entire dairy farm managed by him and constructed by bricks and cement.

3.1.3 Electricity and water:

The dairy farms have electricity. The farm has access to open well water, which is stored in water barrels with the help of 2 hp motor.

3.1.4 Employment pattern:

Shri. Arvind Dhodi and his family working in dairy farm regularly. He did not require hiring labour. Cleaning of shed, preparation of feeding, watering, supplementary feeding, etc work doing by him as well as his wife. Administration of as when required medicines; vaccinations and marketing are doing by him.

3.1.5 Feeding:

He prepared feed by mixing rice bran and mineral mixture is fed regularly. The respondent gave green fodder as well as roughages to the buffaloes for their health improvement.

3.1.6 Health coverage:

The respondent is taking the help of veterinary scientist of KVK who supervises the health of buffalo. The recommended disease management practices are strictly followed at their farm.

4. Out puts and Outcome:

After successful running the dairy unit having 7 buffaloes gives on average 20 to 25 lit milk per day @ the rate of Rs. 40/ lit which is marketed at local. So that he produced the amount of Rs. 1,25,000/- during the year 2010 and got net benefit of Rs. 78,000/-.

5. Impact:

Now days he had 07 buffaloes in their unit. He earning from those dairy unit has helped the family to raise their general standard of living. The family was able to make assets, which have been acquired from profits earned from the dairy farms. The entire households expenditure including education of children is met from earning of the dairy farms. Another 04 rural youth had started their small dairy unit by the success of Mr. Arvind Dhodi.

6. Future prospects:

It is the fact that tribal youth can manage dairy farm. Although he got formal training but with interest and determination one can achieve success. It is suggested that unemployed member of the family first takes up their enterprise on a small scale reinvesting the profits are innovative and the household can live an income earned from the farm. This success story is a small beginning towards the role of tribal youth in dairy farming. There is need to conduct vocational training to the tribal youth in the traditional dairy fanning as well as organized exposure visits in commercial dairy farming so that planners could be direct their programmer towards the neglected tribal youth for getting self employment.

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