

Competency Enhancement Programme on 'Emerging Opportunities in the Indian Dairy Sector for Small/landless Farmers'

Programme Co-ordinator: Prof. S. Rajeshwaran

Introduction

New opportunities are coming up in terms of consumer demand in the nutrition, pro-biotic, bio-pesticide and bio-energy space in India and the Indian dairy animal farmer, however small she/he may be is in a position to tap into this emerging nascent market.

This programme enables managers working in the livestock sector to become sensitized to these emerging opportunities and helps them co-create a sustainable and eco-friendly economic enterprise that can cater to this market, using local resources at near zero cost.

Learning Objectives

The Programme facilitates the participant to:

- Become aware of the emerging business opportunities in this sector
- Appreciate and understand the nuances of good management practices (GMP) of dairy animal rearing
- Analyse and recognise the possibility of reducing the risks involved and enhancing profitability of dairy animal rearing.
- to discuss success stories of livelihoods through dairying, as individuals and as collectives
- Develop ability to prepare bankable project reports on dairy animal rearing.

Programme Content

The programme follows a modular approach for effective learning. The five day programme is divided into four modules, each dealing with a specific focus area.

Module 1: Emerging market opportunities

- Market research for identifying untapped market gaps for various product lines, past as well as new, in the short and long-term
- Value chain analysis of various product lines
- Identification of 4Ps for each product line
- Test marketing / Piloting
- Promotional and commercial launch

Module 2: Alternative business models

- Collectives and individual entrepreneurs: roles and responsibilities
- Institutional framework for promoting collectives
- Contract management with various parties including consumers

Module 3: Effective Production and Financial Management

- Effective production, processing and marketing of raw materials / finished goods
- Capture, documentation and analysis of technical and financial parameters by default
- Quality monitoring and management systems
- Use of technology to capture, store and analyse data
- Understanding the importance of capital structure and cost of capital
- Basic concepts of costing, budgeting and control
- Concept of investment, profit and cost-centres
- Cash-flow management

Module 4: Learning from successful entrepreneur / collective

- Market mapping visit with simple exercises on preliminary survey
- Field visit to a farmer / group of farmers to observe live-activities on farm
- Presentation by the farmer of her/his/their journey

Discuss with farmer(s) their managerial and technical problems and solutions

Pedagogy

- Concept building through case studies and discussions
- Management exercises
- Individual / Group assignments and presentations
- Field visits

Who will benefit?

Middle and senior level executives of Livelihood Promoting Organisations, of CSR division of corporates and Government Departments, NGOs and MFIs promoting Producer Collective Enterprises on livestock and leaders of Producer Companies working on dairy animal sector and veterinarians.

Duration of the Program:

Five Days

Programme Fee

The programme is fully residential and fee per participants is INR 25,000/- per person. The fee is inclusive of GST (current rate), boarding, tuition fee, reading material, stationery, etc. Accommodation cost* will be charged additionally on actuals basis;

*Accommodation Cost (check-out 12:00 Noon)

#	Components	Amount (INR)
1	Single Occupancy	Rs 4,500 /-
2	Double occupancy	Rs 3,500 /-

Faculty Profile for the Program

<https://dmi.ac.in/about-faculty/19/S>

Contact Details

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