

TITLE OF THE SUCCESS STORY – 08:

Bottle milk packaging technology

FARMER DETAILS :



Mr. Alirio Botelho,
Botelho Organic Farm, Parye, Sattari, North Goa, Goa
Contact no. 9819491015

DETAILS OF SUCCESS STORY:

BACKGROUND:

Mr. Alirio Botelho is an Electronics Engineer from GEC who has done his MBA finance from NMIMS MUMBAI and was a Corporate Banker before venturing into dairy farming. He started dairy farming in the year 2016 with 5 cows and as of now he has 30 cross bred cows with production of 240 liters of milk per day. He was getting fixed milk price from Milk Society as other co-farmers thus led to average profits. Then he started thinking in a different way regarding FSSAI Licensing and packaging of farm fresh milk with a brand name. He surveyed the market and took FSSAI license and started own packaging and marketing in small scale in nearby town, Sanquelim with MAMA MOO brand.

INTERVENTION PROCESS:

Farmer started packaging his farm cow's milk in labeled glass bottles and chilling before delivered it to the customer at their home. All the qualities of the milk is preserved as Alirio is not pasteurizing or homogenizing the milk. He is chilling the milk in the freeze and delivering within 1-2 hour in nearby town Sanquelim and Bicholim.

Now he is selling only 55 liters of milk to 75 plus customers who have daily or alternate day subscription. After looking at the response from Sanquelim and Bicholim, he is planning on launching the brand in other cities.

INTERVENTION TECHNOLOGY:

As per the FSSAI guidelines, Alirio is packaging the milk and following other sanitary measures in packaging and marketing. He is a trainee of 200 hours ASCI training of "Dairy Farmer – Entrepreneur" conducted by ICAR _KVK-North Goa, in 2018 and during this training he got knowledge of packaging, processing and marketing of milk and also licencing procedure from FSSAI. This knowledge helped him lot to take this new initiative.

IMPACT HORIZONTAL SPREAD:

Other 10 farmers from his area are thinking to help him and start bottle milk packaging.

IMPACT ECONOMIC GAINS:

Goa Co-operative Dairy Society is giving almost average of Rs. 42 /- to one litre cow milk with average of 4 % Fat and 8.5 % SNF which includes 40% incentives per litre of milk produced as a support price from the Goa Government. Farmer is getting additionally almost Rs.18 /- after packing the cow milk in bottles and selling directly to the customers. Thus farmer is selling his own branded milk with FSSAI licence Rs.60/- per litre At present he is selling only 55 litres off milk in the form of packed bottles and rest he is pouring in the Dairy Society .If in near future, he get good response and sale all the produce in packed form, he can get average additional income of Rs. 4320/- per day and 15.76 lakhs per year.

IMPACT ON EMPLOYMENT GENERATION:

Farmer can earn 15.76 lakhs per year if we convert this in employment; he is generating 10 Employment sufficient for 12 months for maintaining of 10 animals. On an average Rs. 12,000 / labour is charged for maintenance of 10 cows / month.

GLIMPSES OF SUCCESS:

