

MOHAN DAIRY PROJECT

(PROPOSED VENTURE OF CORPORATE & UNEMPLOYED YOUTH)

OBJECTIVE:

- **Production of Quality milk**
- **Increase in the income of rural milk producer**
- **Direct and indirect employment of the youth**
- **Improvement of animal breed**
- **Empowering women self help group**
- **Insuring proper return of investment to milk producers**

Vision

- **Quality milk to the common people**
- **Rational return of investment to the milk producers**
- **Empowerment of women**
- **Promotion of nonfarm activity (Alternate business for poor farmers)**
- **Direct and indirect employment of rural community.**

Approach

Our approach is participatory among community members who are consumer, milk producer, unemployed youth, industrial house and government financing institutions.

By a simple initiative to educate the rural milk producer to improve milk production by improving their cattle quality as well as developing collection and distribution system will help the common consumer get the quality milk on reasonable price, simultaneously the producer farmer will also get proper return on their capital and labor investment.

Mohan dairy will develop small dairy of 30- 40 animals which will be center for scientific and technical knowledge to the rural milk producer.

Mohan dairy will also promote self help group, women group, co operatives and individuals by supporting them knowledge enhancement, credit linkages, ready market at their door step.

Mohan dairy expects big industrial house to support this project, in two ways. Capital support and market support.

Capital Requirements – 48.50 lakh

- Promoter Contribution 20% - 9.70 lakh (4.5 lakh is cost of land)
- Corporate financial support (Interest free) – 40% - 19.40 lakh
- Government grant / subsidy - 10% - 4.85 lakh
Animal husbandry dep., NABARD, industry dep., KVIC & other agents.
- TERM LOAN (commercial / rural bank) – 30 % -14.55 lakh

Essentials components for Mohan Dairy

- Land (of promoter)
- Infrastructure Development (plant , machinery, electrification , water source, vehicle ,
- Working capital
- Recurring expenditure
- Credit Support to milk producer farmer to increase production
- Skilled and semi skilled persons

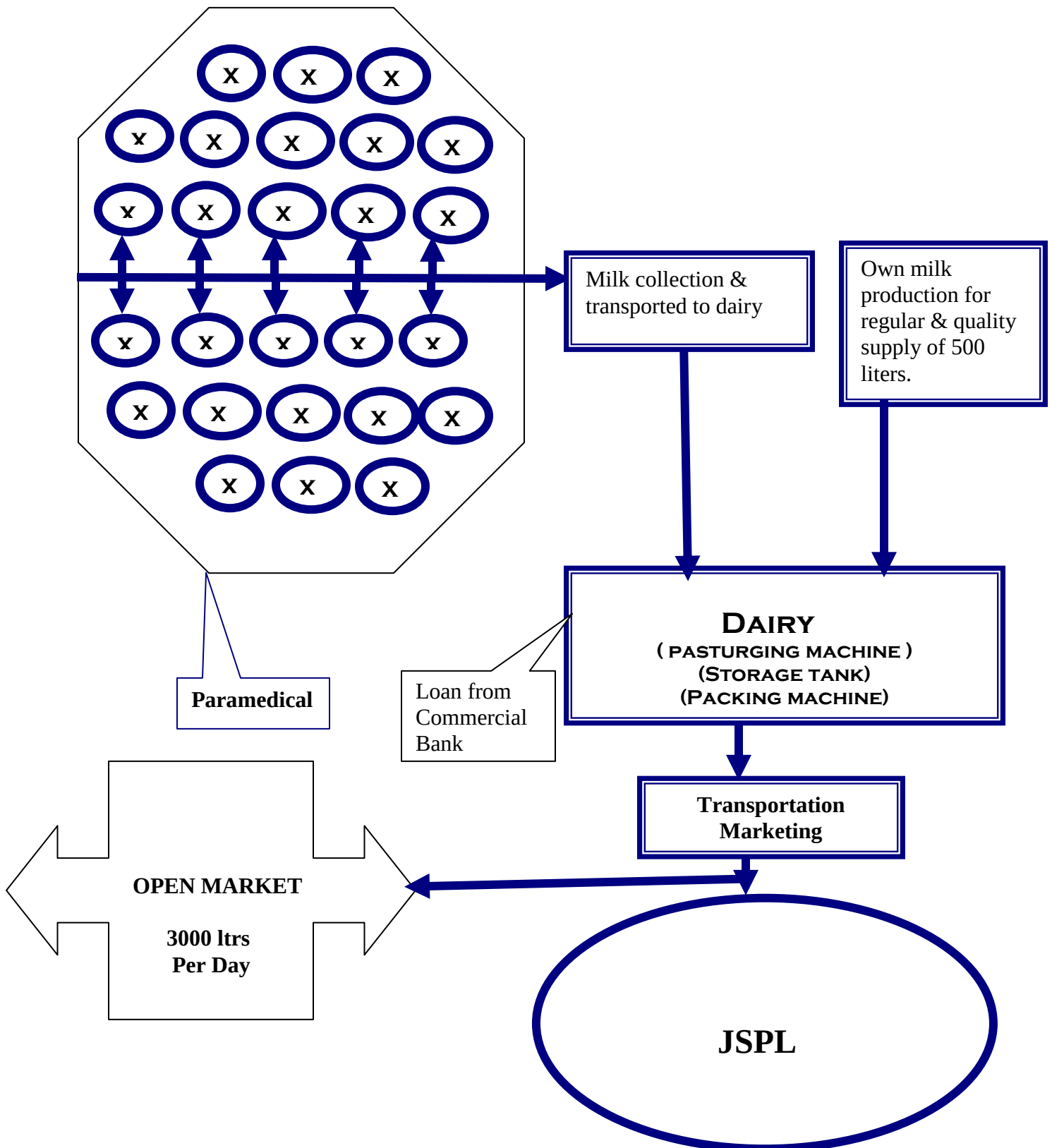
Activity

- Production of milk
- Collection of milk
- Parturition
- Chilling
- Packaging
- Marketing,

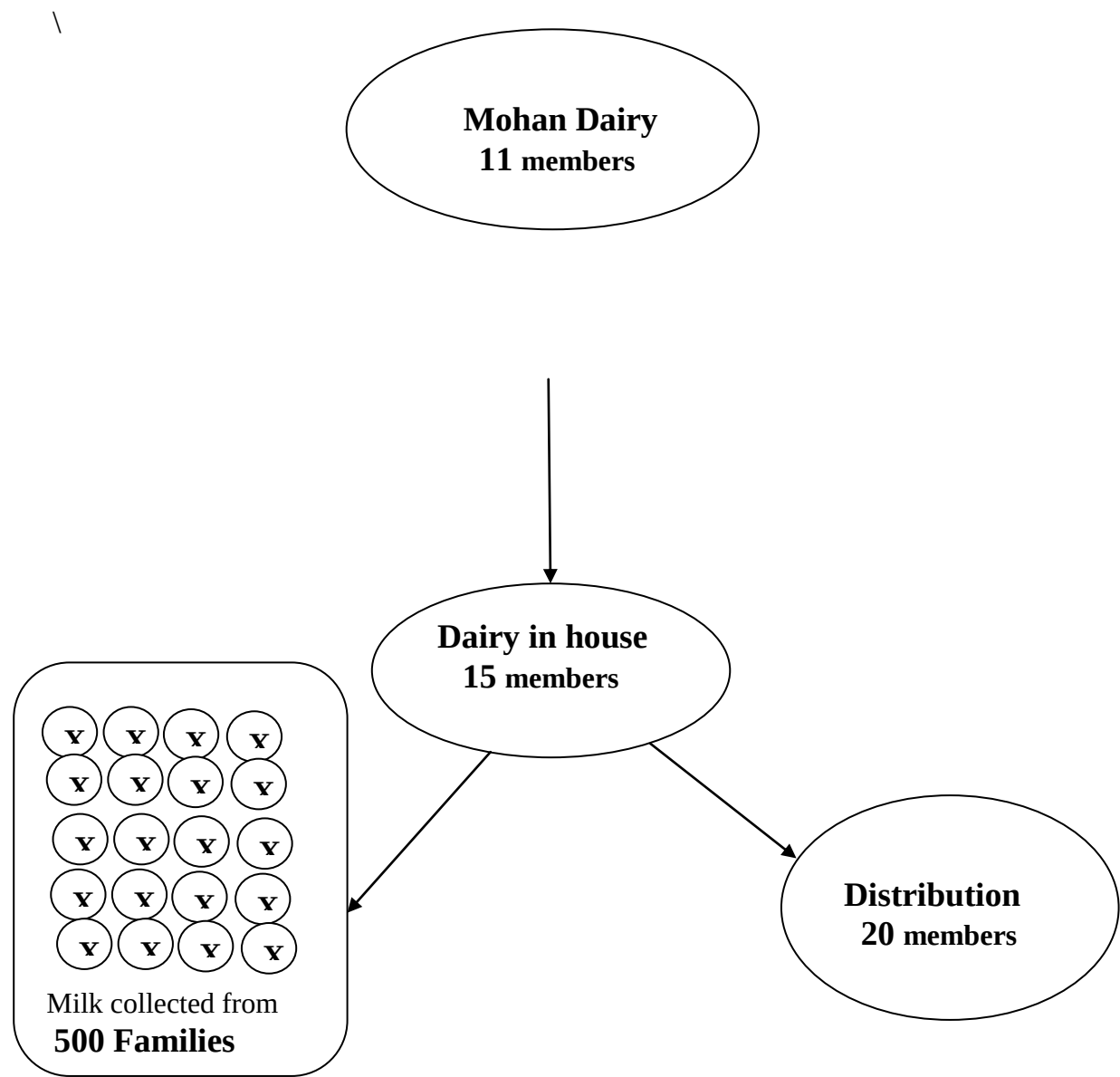
Direct to houses
At selected counters in the town

MOHAN DAIRY

Beneficiary (Village people)



Creation of direct employment:



Milk collection:

To minimize the project cost we have planned to setup the dairy by collecting milk and processing it. We have further planned to setup our own dairy for regular and quality milk supply.

The collection of milk will be done by our group by milk collecting vans. Special routes will be marked up in which the milk collections vans will be going and collecting milk from the farmers.

Dairy:

the dairy setup capacity will be of 5000 liters per day and as per the market requirement and provision for expansion to 10000 liters per day.

The collected milk will go through different process like standardizing, pasteurizing, chilling, packing and finally to consumer.

Marketing:

The processed milk. will be delivered at Industrial colonies, , Milk booths Door delivery to consumer. The rest remaining milk will be sold in the open market.

Land & infrastructure:

Land & infrastructure setup will be done by promoter group. any way for this. The dairy will be close to the producing area.

Paramedical support:

Paramedical support to the local villages will be provided by the animal husbandry department and for the new farmers who join this alternative business, Mohan Dairy provide them proper training.

What we need from JSPL:

Jindal steel & power Ltd is the biggest industry in Chhattisgarh. Our expectation is Interest free loan for asset creation as well as ensure market for quality milk and support to promote the economic growth of the area.

What we can give to JSPL:

We will provide quality and hygienic milk to JSPL as their requirement at the optimum price possible.

Why should the company have faith on us?

Although we don't have a big brand name nor we are a big group, but we have high enthusiasm, commitment, spirit to do something different through this for self employment as well as for serving the society and the Nation.

Capital Cost of Dairy Processing Plant Capacity 5000 liters

1.	a. Land	----	1.5 acres	----	4.50
	b. Fencing	----	Borbed wire	----	1.00
	c. Leveling, Road, Water supply	----	-----		1.50
2.	a. Dairy Plant Building	----	-----		3.50
	b. Tank syntax 5000 ltrs	tank @ 2p	-----		0.50
	c. Milk Chiller	----	1000 ltr per hr	----	1.50
<i>BAAF ENGINEERS (P) LTD Nodia</i>					
	d . Cream Separator	----	1000 lph	-----	1.00
	e . Milk Pasteurizer	----	1000 lph	-----	5.00
<i>BAAF ENGINEERS (P) LTD Nodia .</i>					
	f. Storage Tank	----	2000 lts	-----	1.50
<i>BAAF ENGINEERS (P) LTD Nodia .</i>					
	g. Packaging Machine	----	2500 pph	-----	4.50
	<i>Product</i>		<i>Speed</i>	<i>load</i>	
	<i>Pneumatic (200ml-1L)</i>		<i>25-30</i>	<i>4k/watt</i>	
	h. D G set	----		-----	2.00
	i . Bore well	-----		-----	1.25

	i. Pipe Fittings	-----	-----	0.75
3.	Misc Fixed Asset			
	I. Furniture	----	-----	1.00
	II. Milk Canes	---- 50p	-----	1.00
	III. Crates	----	-----	0.50
	IV. Lab Equipments	----	-----	0.50
	V. Vehicle Milk Carriers	----	-----	12.00
4	Working capital	-----	----	5.00

Total 48.50 lakhs

PROPOSED LOCATION

