

## **A CASE STUDY ON EMPOWERMENT OF DAIRY FARMERS -AN INITIATIVE OF DAIRY CLUB**

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### **ABSTRACT**

*Dairying is an important part of the Indian agricultural economy. Milk production in the country has grown at a compound annual growth rate of about 6.2 per cent to reach 209.96 mn tonnes in 2020-21 from 146.31 mn tonnes in 2014-15. The estimated demand for 2030 at an All-India level is 266.5 million metric tonnes for milk and milk products. (study conducted by the National Dairy Development Board (NDDB))*

*Dairy farming is a challenging and dynamic business, whether the farm in question is a small family farm or a large corporation. It is found that the local and small dairy farmers became contract-based workers for big corporations. They have become more vulnerable as they are now part of ecologically unsustainable production strategies.*

*DAIRY CLUB is an online learning mobile app platform that educates dairy farmers in India about best practices in dairy farming, including feeding, breeding and animal husbandry. The app was created in response to the challenges that dairy farmers in India face, such as excessive production costs, low profits, and poor calf health. DAIRY CLUB provides farmers with access to accurate and up-to-date information on dairy farming practices from a team of experts. The app also includes interactive tools and resources to help farmers implement these practices on their farms. In a short period of time, DAIRY CLUB has had a significant impact on the profitability and sustainability of dairy farms in India.*

*An attempt is made in this case study to understand the business model and study how dairy farming can be profitable if done at a considerable scale using modern technologies, expert advice, and high-yield breeds. The case will highlight the innovative and technological approach of DAIRY CLUB towards making dairy farming profitable.*

**Keywords:** Dairy farming, Digitalization, Entrepreneurship, Innovation, Technology.

## INTRODUCTION

**An innovative spirit is a mindset that actively seeks change rather than waiting to adapt to change.**

Dairy farming is a vital and traditional sector of agriculture that involves the production of milk and dairy products from various livestock, with cattle being the most common source of milk worldwide. The dairy industry contributes significantly to food security, livelihoods, and economic development in many countries, including India, where it is a cornerstone of rural agriculture.

DAIRY CLUB, founded in October 2022, provides dairy farmers with access to essential guidance through video assets and text content on a website. To enhance the system and improve onboarding, DAIRY CLUB launched a mobile app in August 2023. Around 95% of dairy farmers who have used the app have changed their feeding practices, resulting in a rise in milk yield and quality. This has led to increased revenues and profits for farmers. DAIRY CLUB is playing an important role in improving the lives of dairy farmers and their families in India. The app is helping farmers to increase their income, reduce their costs and improve the health and welfare of their cows. DAIRY CLUB is committed to providing dairy farmers with the information and resources they need to succeed. The app is constantly being updated with new content and features, and DAIRY CLUB is working to expand its reach to more dairy farmers across India.

## OBJECTIVES OF THE STUDY

- To uncover and document the advantages and positive changes that dairy farmers in India have experienced as a result of using the DAIRY CLUB mobile app and its associated resources.
- To assess the impact of DAIRY CLUB on dairy farmers' productivity and profits.

## CHALLENGES FACED BY DAIRY FARMERS

Dairy farming presents a range of challenges to farmers, both small-scale and large-scale, including:

- **Input Costs:** Rising costs of animal feed, veterinary care, and infrastructure maintenance can squeeze profit margins for dairy farmers.
- **Market Price Volatility:** Dairy product prices can fluctuate significantly due to global market forces, impacting farmers' income stability.
- **Disease Management:** Cattle can be susceptible to various diseases, and maintaining their health is a constant challenge.

- **Breeding and Calving:** Ensuring successful breeding and calving cycles is crucial for maintaining a productive herd.
  - **Environmental Concerns:** Dairy farming can have environmental impacts related to waste management and greenhouse gas emissions.
  - **Knowledge Gap:** Many dairy farmers need access to up-to-date information and best practices, leading to suboptimal farming methods and reduced productivity.
- Accurate information and support are paramount for the dairy farming industry for several reasons:
- **Improved Productivity:** Providing farmers with the latest knowledge on breeding, feeding, and healthcare practices can significantly improve milk production and quality.
  - **Economic Sustainability:** Empowering farmers with cost-effective and sustainable practices helps ensure their economic well-being and the viability of their dairy operations.
  - **Animal Welfare:** Knowledgeable farmers can better care for their livestock, ensuring the well-being and health of their animals.
  - **Environmental Stewardship:** Equipping farmers with information on sustainable practices can reduce the environmental impact of dairy farming.
  - **Food Security:** A productive and efficient dairy industry contributes to food security by ensuring a stable supply of dairy products for consumers.
  - **Rural Livelihoods:** Supporting dairy farmers helps strengthen rural economies and provides livelihoods for millions of people worldwide.

Dairy Club's mission is deeply rooted in recognizing these challenges and the significance of providing accurate information and support to dairy farmers.

## **ABOUT DAIRY CLUB**

Dairy Club is a pioneering force in the heart of India's agricultural landscape, dedicated to empowering dairy farmers through practical education and innovative solutions. Established in October 2022, its online learning mobile app-based platform has swiftly emerged as a beacon of hope and transformation for the dairy farming community. With a profound commitment to bridging the gap between tradition and modernity, Dairy Club is driven by a mission to revolutionize the lives of dairy farmers.

## VISION AND MISSION

### Vision:

- To be the leading provider of digital learning resources for dairy farmers in India, helping them to improve their productivity and profits, and to create a more sustainable dairy industry.

### Mission:

- To empower dairy farmers across India with knowledge and resources, ensuring economic sustainability and ethical practices in the dairy farming industry.

## SERVICES AND SOLUTIONS

Some of the specific dairy farming practices that DAIRY CLUB provides information on:

- **Breeding:** DAIRY CLUB provides information on how to select the right breeding bulls and heifers to improve the genetics of the herd. This can lead to increased milk production, improved udder health, and reduced susceptibility to diseases.
- **Nutrition:** DAIRY CLUB provides information on how to develop a balanced feeding ration for the cows that meets their nutritional needs at different stages of lactation. This helps to improve milk production, cow health, and fertility.
- **Welfare:** DAIRY CLUB provides information on how to provide the cows with a comfortable and stimulating environment. This includes topics such as housing, bedding, and milking practices. Good animal welfare can lead to improved milk production, cow health, and longevity.
- **Crop selection:** DAIRY CLUB provides information on how to choose the right crops to grow on the farm to feed cows. This includes factors such as climate, soil type, and nutritional value.
- **Pasture management:** DAIRY CLUB provides information on how to manage pastures to ensure that they are productive and sustainable. This includes topics such as grazing rotation, weed control, and fertilization.
- **Feed storage:** DAIRY CLUB provides information on how to properly store hay, silage, and other feedstuffs to maintain their quality and nutritional value.
- **Financial management:** DAIRY CLUB provides information on how to manage your dairy farm finances effectively. This includes topics such as budgeting, record keeping, and tax planning.
- **Record keeping:** DAIRY CLUB provides information on how to keep accurate records of dairy farm's operations. This can help to make informed decisions about the farm and help identify areas for improvement.
- **Labor management:** DAIRY CLUB provides information on how to effectively manage the

dairy farm workforce. This includes topics such as hiring, training, and scheduling.

● **Manure management:** DAIRY CLUB provides information on how to manage manure in a sustainable way. This includes topics such as manure storage, composting, and land application. Dairy Club's core offerings encompass a wide array of services and solutions tailored to the unique needs of dairy farmers:

- **Practical Education:** Dairy Club provides accessible, user-friendly educational content that focuses on best practices in dairy farming, including feeding, breeding, and calving.
- **Online Learning Platform:** The mobile app-based platform offers farmers the flexibility to access valuable information and resources at their convenience, eliminating geographical barriers.
- **Recommendations and Guidance:** Expert recommendations on feeding schedules and nutrition are provided, enabling farmers to optimize their cattle's health and milk production.
- **Transformational Impact:** Dairy Club's initiatives have led to a significant shift in the practices of dairy farmers, resulting in increased milk yield, improved milk quality, and economic sustainability.
- **Discussion forums and expert advice**

## CUSTOMER SEGMENTS

DAIRY CLUB's target customer segment is small-scale dairy farmers in India. These farmers typically have less than 10 cows and face a number of challenges, including excessive production costs, low profits and poor calf health.

## ORGANIZATIONAL STRUCTURE

Dairy Club's success is a testament to the dedicated teams working diligently behind the scenes to empower dairy farmers across India. Their organizational structure consists of key teams, each contributing to mission in unique ways:

### 1. The Production Team

The Production Team plays a pivotal role in creating the educational content that forms the core of Dairy Club's offerings. This team consists of both the Camera Crew and Post-Production Editing Crew, together, they ensure that the educational materials are visually compelling and easy to understand.

### 2. The Instructor or Expert Advisor Team

Dairy Club takes pride in offering expert advice to dairy farmers, and the team of Instructors and Expert Advisors play a pivotal role in this regard. These individuals share their extensive

knowledge and experience in dairy farming, guiding and mentoring farmers to adopt best practices.

### **3. The Backend Team of Dairy Club App**

While the Dairy Club app is a technological marvel, it owes its development, testing, and launch to the expertise of Unacademy's subsidiary company, "GRAPHY." The app has been meticulously crafted to be highly automated, reducing the need for extensive backend operations. Nonetheless, a small but crucial team manages the app's day-to-day operations, ensuring its smooth functioning and addressing any minor issues that may arise.

### **DAIRY CLUB's BUSINESS MODEL**

DAIRY CLUB generates revenue through a combination of advertising, subscription fees, and partnerships. The app is free to download and use, but farmers can pay a fixed fee to access premium content, such as advanced modules and expert advice. DAIRY CLUB also generates revenue from advertising partnerships with businesses that serve the dairy industry.

The current system comprises approximately eight paid courses, with prices ranging from Rs.49 to Rs. 149. Access to the essential content is exclusively available to registered dairy farmers upon subscription. It is imperative to note that the system is meticulously encrypted, rendering any attempts to capture screenshots or record the screen infeasible. Consequently, the content remains safeguarded and cannot be disseminated or published elsewhere by any means. This stringent security measure ensures the integrity of the course materials and upholds the confidentiality of the information provided to the valued subscribers.

The DAIRY CLUB app also offers regular live Q&A sessions with farmers, where they can ask questions about the challenges they are facing and receive practical solutions from a team of experts.

### **Revenue Streams of Dairy Club -**

1. Video Courses
2. Live Sessions (3 - 8 Days)
3. Partnership Programs
4. Partnership with Government entities.
5. Local Dairy Co-operatives

## ACHIEVEMENTS AND IMPACT

Dairy Club's journey has been marked by remarkable achievements and transformative impact:

- The app has been installed on over 31k devices of farmers, who are regularly watching the content to upskill themselves. Within 14 months of its inception, Dairy Club has established a substantial presence in the dairy farming community: The impact of Dairy Club extends beyond just farming practices as it also addresses the economic and social well-being of dairy farmers
- Dairy Club has achieved tremendous impact on social media with over 62.5k Instagram and 49K+ Followers on Facebook. It has reached to over 9 million people over all social media platforms
- Approximately 95% of dairy farmers who are the clients have adopted the recommendations for feeding and nutrition, witnessing a consistent rise in milk yield and quality.
- Calving, a crucial aspect of dairy farming, has received much needed attention, leading to healthier and more productive cattle.
- Farmers who have adopted the recommendations for feeding and nutrition have reported a remarkable increase in milk yield. On an average, there has been a 15% to 20% rise in milk production among those who have followed the given guidance.
- Farmers who were previously struggling with excessive production expenses and meager revenues have experienced a reduction in their dependency on external financial support. They are now able to sustain their operations independently.

## PARTNERSHIPS AND COLLABORATIONS

Dairy Club recognizes the value of partnerships and collaborations in achieving its mission of empowering dairy farmers. Over the past seven months, they have actively engaged with various organizations and government bodies to strengthen the impact and reach within the dairy farming community.

**Unacademy and GRAPHY:** Dairy Club's foundation is deeply tied to its association with Unacademy, a renowned educational technology platform. Unacademy's subsidiary company, GRAPHY, played a pivotal role in developing, testing, and launching the Dairy Club app. This partnership provides access to cutting-edge technology and expertise in app development, ensuring the platform's seamless functionality.

**Local Dairy Cooperatives:** Dairy Club has formed collaborations with local dairy cooperatives in different regions of India. These cooperatives serve as valuable channels for reaching and

engaging with dairy farmers. By working closely with these cooperatives, they are extending services to a wider network of farmers.

**Animal Husbandry Departments:** Dairy Club has established collaborative relationships with state and regional agricultural departments. These partnerships enable to align the initiatives with government programs and policies aimed at promoting sustainable agriculture and rural development.

## CHALLENGES FACED

Dairy Club embarked on its mission to empower dairy farmers with enthusiasm and dedication, but it encountered several challenges in the initial stages of operation:

**Limited Awareness:** Many dairy farmers were unaware of Dairy Club's existence and the benefits it offered. Breaking through the information barrier and reaching farmers effectively proved to be a challenge.

**Technological Barriers:** While technology is a key component of our platform, some farmers faced difficulties in using the mobile app due to limited access to smartphones or unfamiliarity with digital tools.

**Resistance to Change:** Convincing farmers to adopt new practices and change their established routines presented a challenge. Traditional farming practices often ran deep, and skepticism towards modern techniques existed.

**Geographical Diversity:** India's dairy farming landscape is geographically diverse, with varying regional practices and challenges. Tailoring recommendations to suit these diverse contexts required careful consideration.

## STRATEGIES EMPLOYED TO OVERCOME THESE CHALLENGES

Dairy Club responded to these challenges with a blend of innovative strategies and adaptability:

**Awareness Campaigns:** Launched targeted awareness campaigns in collaboration with local cooperatives and government bodies. These campaigns included workshops, seminars, and promotional events to introduce Dairy Club to farmers.

**Community Engagement:** Fostered a sense of community among farmers by encouraging peer-to-peer learning and sharing of success stories. Farmers who experienced positive outcomes became advocates for Dairy Club's services.

**Localized Content:** To address geographical diversity, Dairy Club developed region-specific



content and recommendations. This approach ensured that our advice was relevant and actionable for farmers in various regions.

## **LESSONS LEARNED IN THE PROCESS**

The journey of Dairy Club's first 12 months yielded valuable lessons that continue to shape their approach:

**Tailoring is Key:** Recognizing and respecting regional diversity is essential. Tailoring content and recommendations to suit specific geographical contexts is crucial for success.

**Education is Empowerment:** Empowering farmers with knowledge is a potent tool for change. Effective communication and education can lead to the adoption of modern practices.

**Community Engagement Matters:** Building a sense of community and fostering peer support among farmers is instrumental. Farmers often trust the experiences and advice of their peers.

**Digital Inclusivity:** While technology is a powerful tool, it's vital to ensure that digital tools are accessible to all, regardless of their technological proficiency. Digital literacy initiatives are essential.

**Persistence and Patience:** Change takes time, and farmers may initially resist new practices. Persistence, patience, and consistent support are key to overcoming resistance.

Dairy Club continues to evolve, applying these lessons to refine its strategies and further its mission of empowering dairy farmers.

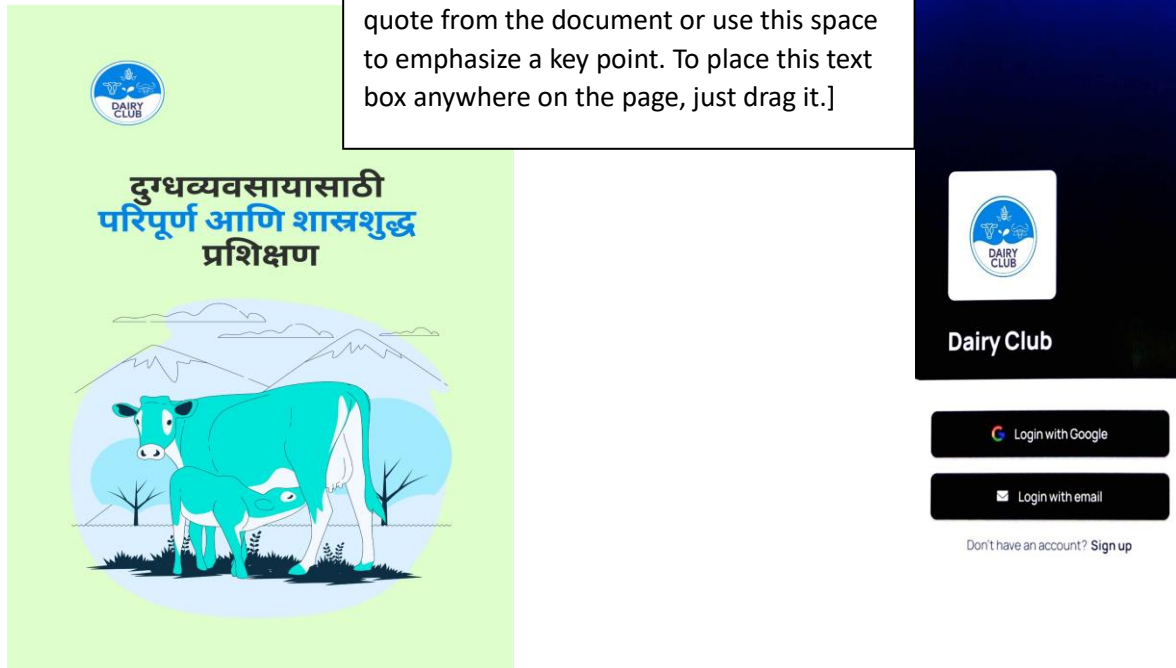
## **FUTURE PLANS FOR TECHNOLOGICAL ADVANCEMENTS**

**AI and Machine Learning:** Plans to incorporate artificial intelligence (AI) and machine learning (ML) technologies to provide more sophisticated and accurate recommendations to farmers.

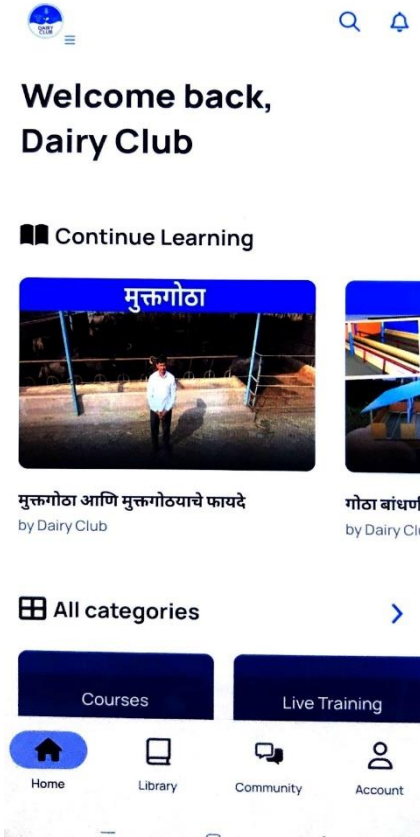
**IoT Integration:** Exploring the integration of Internet of Things (IoT) devices to monitor cattle health and behavior, allowing for early detection of issues.

## TECHNOLOGICAL TOOLS AND INNOVATIONS USED BY DAIRY CLUB: JOURNEY OF A USER INSIDE THE APP

At first, the customer gets to see the launch screen of the app. Then to store the information of the user, User gets an option to login. -Login with Google or Login with Mail



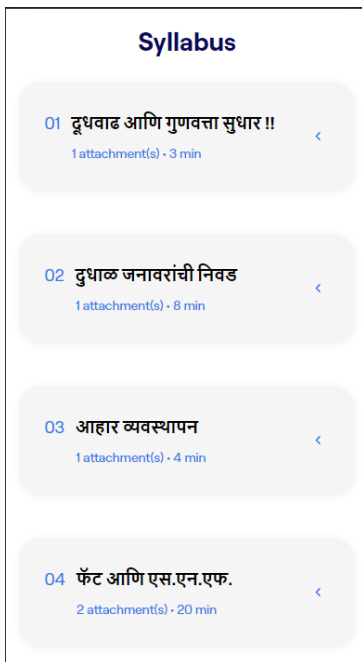
## The Home Screen



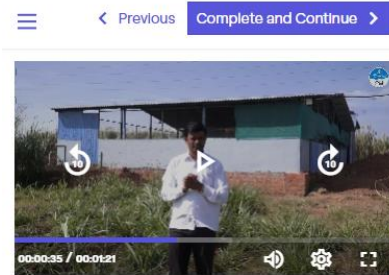
## Course Collection Page



## Syllabus



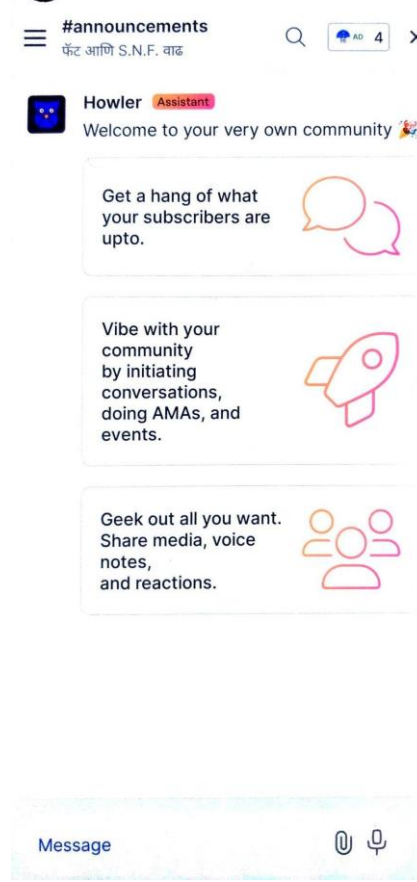
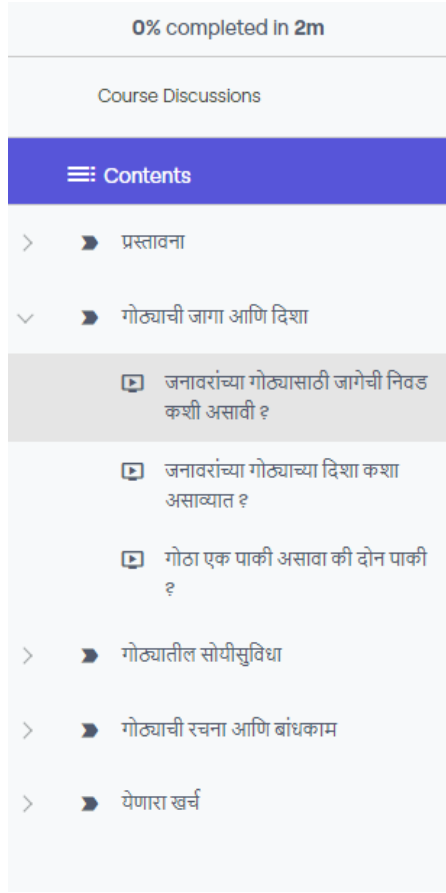
## Video Player



जनावरांच्या गोठ्यासाठी जागेची निवड कशी असावी ?

## Course Progress Community Forum

## Announcements and



## TESTIMONIALS AND FARMER FEEDBACK

Dairy Club has had a profound impact on the lives of dairy farmers across India, empowering them with knowledge and support. Here are some quotes and testimonials from satisfied dairy farmers who have benefited from our services:

1. Akshay Giri “सटुसट्टीत आणि तीतकीच आवश्यक असणारी माहिती या कोर्स मार्फत भेटली . तमुची तळमळ,या क्षेत्राबद्दलची ओढ , प्रामाणिकता दिसून येते....”
2. Amit Dalvi ( Dairy Farmer ) “Excellent and very informative education given by you.”
3. Uday ( Dairy Farmer ) “सर खपु छान माहि ती सांगि तलेली आहे. आजपर्यंतर्त्य आम्हाला चारा कसा व कि ती द्यायचा हेच माहि ती नव्हतेआज व्हि डि ओ बघनू समजल. आभारी आहेसर 🙏”
4. Sachin Kumkar ( Dairy Farmer ) “Very nice and given valuable information to me from you”

5. Siddheshwar Bugge ( Dairy Farmer ) “सर तमुही माहि ती खपू छान व अति सदंर भाषमे ध्येसमजावनू सांगि तलेआहेतर सर मी तमु चा मनःपर्वकर्व धन्यवाद असेच अजनू नवीन नवीन कोर्स तमुही ॲप मार्फत आम्हाला परुवण्याचेकृपा करावी अशी माझी तमुहाला वि नतं ी आहेतमु चेमार्गदर्ग र्शनर्श आमच्यासाठी मोलाचेलाख मोलाचेआहे”

6. Manohar Keskar ( Dairy Farmer ) “सर आपण खपू तळमळीने शिकवता.आपल्या मार्गदर्ग र्शनर्श ाचा माझ्या सारख्या नव उद्योजकाला खपू फायदा होईल.आपला 25 वर्षा चा अनभु व मी घेऊन हा व्यवसाय चालूकरतोय तर अस वाटतंय की मलाच 25 वर्षा चा अनभु व आला आहे.”

## CONCLUSION

Dairy farming is a critical sector of agriculture in India, facing challenges related to input costs, market price volatility, disease management and more. Dairy Club, an online learning mobile app-based platform, is established to bridge the knowledge gap and improve dairy farming practices. it has reached over 31,000 farmers, leading to increased milkyield, improved milk quality, and economic and social empowerment for farmers. The organization leverages technology, including a mobile app,data analytics, and personalized recommendations, to enhance the delivery of services.

Dairy club is learning and growing from the challenges and difficulties faced during their entrepreneurial journey, their Future plans include AI, IoT, and expanded data analytics. Dairy Club represents more than just an educational platform; it is a beacon of hope for the dairy farming community. Through technology, innovation, partnerships, and a commitment to learning, it is poised to continue making a meaningful difference in the lives of dairy farmers. As it looks to the future, the Dairy Club remains dedicated to empowering farmers and contributing to the growth and prosperity of the dairy industry in India. Dairy club envisions a future where every dairy farmer not only sustains their livelihood but also thrives in a rapidly evolving agricultural landscape.

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