

# Success Story: Women Empowerment

## A Role Model For Rural Women

Mrs Geetanjali Behera

At-Khairabad, P.O: Mugupal, Block –Rasulpur

Dist- Jajpur, Odisha

Pin-755009, Ph. No.-8895779401.

Thematic area-Dairy Farming



### Background information:-

Livestock are valuable assets of the rural poor and are critical in supporting their livelihoods particularly during unfavorable times. Mrs. Gitanjali Behera of Khairabad village of Jajpur district ,Odisha is a small and traditional dairy farmer for the last five years. She possesses about 4 acre of land which includes his house and cattle shed. She was struggling to fulfill the needs of her family members including the education of his children from traditional rearing of cows . This income was also not regular, as cows were not in milk giving stage throughout the year. Therefore, for the maintenance for her family she was supplementing income by doing share cropping.

### Interaction with KVK and her Innovativeness:-

One day, she came in contact with the Scientists of KVK,Jajpur Odisha and know that in the year 2002 a newly milk chilling plant of OMFED was established in village Dasarathpur about 30 KMs from her home

## **Technical Support Received:-**

She was advised to attend a training program on dairy farming and value addition on milk . she subsequently attended a five-day training program in KVK on value addition on milk and she is having regular contact with KVK , Livestock department of district and OMFED personnel for her cattle rearing and milk business . Scientist from KVK visited her dairy unit regularly. She has been provided with all the need based knowledge & skill, which included scientific rearing of cattle for more milk production, skill training on value addition on milk and , improved practice of fodder cultivation. She has undergone training at OMFED for artificial insemination techniques, KVK for management of dairy units, and at veterinary department for fodder cultivation.

## **Financial-**

Initial investment was entirely from his family members and his own savings and later on she was helped by KSK, Dharmashala for building a 20 unit cow shed. After getting skill training from KVK,

She purchased 2 nos of cross breed cow from Salepur area of Cuttack district and sold her desi cows . Over the years she has been encouraged by government agencies such as KVK, Jajpur, KSK, Dharmashala, and OMFED through various schemes and training programmes. Now she has 18 numbers of Cross Breed Jersey and Holstein cows and 1.0acre land under fodder cultivation

## Market Linkage:

Earlier Smt. Gitanjali Behera as a small dairy farmer used to bring her milk for sale at her own village . Once she started growing in large scale i.e more than 120 liter. She sells 90 litres of milk to state run OMFED at Kuakhia collection centre earning an average of Rs 2000/day. She also sells about 20 litres of milk in local market at rate of Rs 34/lit earning Rs 680/day. With about 40 litres of milk for value addition ,she produces about 6-7 kg paneer per day fetching her Rs 2500 per day. With a gross income of about Rs 5000 per day and a net income of over Rs 2500 per day. She has also motivated other farmers in village and neighboring village also.

### Economic detail:-

Sln o	Particulars	Qty(lt) /	Income per day (Rs)	Expenditure/ day (Rs)
1	Total milk production on and average	150lt	-	
2	Out of that 90 litres milk sales to OMFED @ Rs.22/lit=Rs 2000/-		2000.00	
3	20 lit milk local sale @34/-/lit		680.00	
4	30-40lt. of milk for Paneer		2500.00	
	Total		5180.00	
	Expenditure on Feed , fodder and other expenditure like labour, electricity etc.per day			2680.00
	Daily average income over expenditure	2500.00		
	Monthly Income =2500x 30=	75,000.00		
	Yearly income =75,000 x12=	900,000.00(Rupees Nine Lakh)		

## Impact:-

Her farm has been a point of attraction for exposure visits by new dairy farmers. Farmers of adjoining areas of Barchana, Dharmasala, Rasulpur, Korei, Jajpur, Dasarathpur have been inspired by her success and have been rearing dairy cows following her successful model

Her whole family feels indebted to KVK and Livestock dept of the district Jajpur for bringing happiness and change in their life. Mrs Gitanjali Behera has become a live example and role model for a number of unemployed rural women of the district.

