

EMPOWERING WOMEN THROUGH DAIRY: MS. DIKSHA NARULKAR'S JOURNEY TO SUCCESS

TRANSFORMING LIVELIHOODS: THE SUCCESS STORY OF A DAIRY FARMER

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PROBLEMS/CONSTRAINTS

Ms. Diksha Dilip Narulkar started her dairy journey with only two Gir cows, producing just 6-7 litres of milk per day, which gave her very low income from loose milk sales. She lacked technical knowledge about clean milk production, milk processing, packaging, value addition, fodder management, and food safety compliance. Limited market access and high input costs further restricted the growth of her small dairy business.

INTERVENTIONS

ICAR-Krishi Vigyan Kendra ICAR CCARI Goa in North Goa significantly transformed Diksha's little milk business into a prosperous dairy operation. ICAR - KVK, North Goa, offered Dairy Farming Entrepreneurship training under the Agriculture Skill Council of India (ASCI) as part of the National Skill Development Corporation, Government of India. She completed a 200-hour training program in Dairy Farming and Entrepreneurship in 2017. ICAR-KVK imparted scientific expertise on clean milk production, milk processing, packaging, fodder production, natural farming, and value addition, along with FSSAI compliance, facilitating the establishment of a sustainable and successful market-oriented dairy enterprise.

IMPACT

After pursuing scientific dairy farming, she learnt a variety of scientific skills related to milk production, processing, and marketing. She explored the demand for fresh milk from indigenous cows in urban areas. She now sells 150 litres of hygienically packaged indigenous cow milk daily to around 170 families at a premium price of ₹120 per litre. She established the brand "The Goan Amruth Dhara" and immediately built a reputation in the neighbouring towns for purity, hygiene, and prompt delivery. Diksha expanded her company into value-added dairy products, including ghee, paneer, and curd. She now sells 15 kg of ghee at ₹3500 per kg, around 10 kg of paneer at ₹1000 per kg, and 25 kg of curd at ₹150 per kg, significantly boosting her monthly earnings. These items not only boost her income but also address the rising demand for clean, locally made dairy products. Her products under the brand name "The Goan Amruth Dhara" have also appeared on digital platforms, and she has begun selling select items through Blinkit, expanding her customer base. She presently purchases 300 litres of milk each day from 15 female farmers and helps generate rural livelihoods by employing five women in her milk-processing business. She earns roughly ₹10,00,000/- annually from milk and value-added product sales. In addition to running her own business, Diksha serves as an inspiration for women's empowerment. She is an active member of the Mahamaya Self-Help Group, where she guides and inspires other women farmers.

