



## **:Dairy Shown New Horizon in the Life of Mahadevi:**

**Summary:** Mahadevi Ganapathi Arera was working as daily wage labourer in the areca orchard at Rs.120 per day has grown over the decade by earning Rs.3,200 per day. Her dedication in work and support by the household members made this to accomplish.

**Initial years with difficulties:** Mundagodu is the birth place of Mahadevi. She studied only up to 5<sup>th</sup> standard. After marriage she came to husband's house at Narebail has to take responsibility of the property divided among her husband's brothers and sisters. One small hut and 45 cents of land was her husband's property. They were growing paddy in the small piece of land-with rainfed only one crop per year. With the birth of her two male children, namely, Chandan and Aravind, the family size increased to four-whereas, the income is the same, which made them to suffer without sufficient domestic needs are met.



**Wage is Savior of her life:** Mahadevi decided to work as agriculture labour. Initially 2 years she worked in the horticulture orchards at daily wage of Rs.120/day. Later she worked in the areca orchards wherein she got week long work with increased wage at Rs.180/day. Every Tuesday she use to get weekly off. This continued for 3 years. Further, she came to know the demand for labourers in a quarry work nearby wherein both she and her husband started working there at the increased wage rate of Rs.200 for female and Rs.220 for male-under strict working hours. After preparation of food Mahadevi use to go for the work, wherein some days she uses to get delayed and she had to face go back home situation at the gate of the quarry

compound-helpless Mahadevi used to suffer due to this. The couple worked 2 years there in the quarry.

**Cow lifted their life:** The mother of Mahadevi after having seen the sufferings of Mahadevi in the quarry gave her a cow as a gift and with her savings of Rs.10,000 she purchased one more cow at later date-during 2013. The couple started milking on the day of Genesha festival and selling the milk in the local market. They use to get 12 liters per day from both the cows. The milk yielded in the morning was sold and milk yielded in the evening was consumed at home. Children required milk, curd and butter milk when they were kids. The 6 liters of milk yielded from the 2 cows have uplifted her life drastically. Gradually the couple started increasing the number of cows with the income earned and at present she is a ‘successful woman diary farmer’.

**Contact with MANUVIKASA:** She got in touch with a NGO, namely MANUVIKASA at Sirsi and joined as a member of “Shri Chowdeshwari MANUVIKASA Self Help Group . After joining, she has obtained Rs.75,000 loan from the SHG to purchase 2 cows. Now, by end of July 2022, there are 13 cows and 2 native she-buffalos. Daily 80 liters of milk is produced. It is sold to regular customers in the Sirsi town at the rate of Rs.40 per liter.

Table 1: Details of Income and Expenditure during 2021

Products	Quantity	Unit Rate (Rs.)	Total Income (Rs.)	Expenditure (Rs.)	Net Income (Rs.)
Milk	28,800 liters	40	11,52,000	8,40,000	4,47,000
Cow Dung	15 tractor loads	9,000	1,35,000	-	1,35,000
<b>Total</b>			<b>12,87,000</b>	<b>8,40,000</b>	<b>5,82,000</b>

The expenditure per year is Rs.8 lakhs, which is increasing day by day due to inflation-since fodder and feed must be purchased due to absence of land. She spend Rs.1.50 lakhs per year just for fodder purchase. One cow requires 10 kg of feed per day to yield 10 liters of milk. Proper feeding results in good milk yield. To keep the energy level and to maintain good body structure the cows are fed with different types of cattle feeds. Wet and dry fodder is chopped with the machine gifted by the MANUVIKASA.

**Cow Dung is a Bonus:** Followed with the income from milk, the second income source is from annual sale of cow dung. 14 to 16 loads of cow dung generated per year. They sell to a contractor on regular basis at the current rate of Rs.9,000 per load. As shown in the table, family earn income of Rs.1.40 lakhs per year from the cow dung. This is like a bonus-additional income from the by-product.

Husband use to go for building construction work. Three years back he fell from the top in the construction site which caused head injury. It took around 2 years to recover from the damage. His hospital expenditure was met from the dairy income.



**Liberation from Hut:** The couple with their children was suffering in the hut with lots of suffocation and congested place. They decided to liberate from this hut. They constructed a modest house in the same site where hut was there. In front of the house, they constructed the cow shed, which now expanded to backside also as the number of cows increased.

**Children Join Hands:** The first son completed ITI and working in forest department, second son is studying in PUC. Both the children join their hands in household work, especially dairy management. Whether go to work (first son) or school (second son) before going to their respective earning or learning, they involve in cattle shed cleaning, chopping fodder, etc. The milk is carried and sold by husband. Morning-evening he carries milk in the two wheeler and sell it in the town.

**Well is Lifeline:** After construction of the modest house, they constructed a well which is now their prime water source. As they wanted more water for animal husbandry work and they had to fetch water from a half kilometer, they decided to construct the well. Previously they use to bring water from another well at a distance. During summer, when that well dries out, they use to walk further to fetch the water. In order to come out from this hurdle, they decided and constructed a well adjacent to their house. The new well construction costed them Rs.1.20 lakhs for a depth of 48 feet.

**Cooking made easy:** As they are generating loads of cow dung, they thought to construct a Gobar gas unit. They came to know the subsidy support from MANUVIKASA NGO, which provided technical support along with an amount of Rs.18,000 as partial contribution to construct the gas unit. The total cost of the gas unit was Rs.30,000 and the balance Rs.12,000 invested by Mahadevi family. Gas unit started 5 years back and running without any hurdles. The slurry of the gas unit is channeled to the compost pit through gravity.

With these chronological milestones, the family is shaping their life year to year from worst to satisfactory to better and wish to go to the stage of modest in their locality, if not in their village.

There is lot of difference between Mahadevi and Ganapathi 10 years before and now, said by their neighbours. This study shows that it is true at 100%.

**Vision of Future:** The Mahadevi couple have vision to increase the number of cows and also wish to produce by products from the milk. They also wish to sell the milk and milk products in their own brand name. They require training opportunity to achieve this.



**Feathers on their Cap:** Many organizations having seen the life struggle and achievements have come forward and given awards to these couple. MANUVIKASA NGO, SKDRDP and Gayathri Geleyara Balaga, Siri have given awards to these couple.

Mahadevi drops her eyes by saying that ‘once upon a time there was drought to secure half roti, now we are eating enough to be happy’. She says it is the drop of happiness.

**Address:**

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Narebailu, Sirsi Taluk