



## Cattle farming: A Passion Converted into an Income Earning Means

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### ABSTRACT

Will to earn is the main triggering force for a person to do hard work. Eagerness to work hard led Mr. Sarangthem to start a venture from only one single cow. Now he is a proud owner of 23 cattle, producing not only milk, other value added products includes paneer and curd. Besides these, he also sells cowdung from his cattle farm giving him additional income. He currently gives employment to one person to look after the fodder and care for the cattle. He does the work of distributing the milk to household nearby his locality though he is a master degree student. He earns an income of 2 lakh per month by selling the milk and milk products he made in his residence. He sets an example for unemployed youths to start up any field for earning income without government assistance to become a successful entrepreneur.

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### INTRODUCTION

Mr. Sarangthem Biswanath Meitei, 30 years old, is a lonely son of Mr. Sarangthem Nabachandra Meitei and Sarangthem (O) Memi Devi from Wangkhei Thambalkhong, Imphal East, Manipur. He is a man of strong belief that only hardwork is the mantra of life. He already got master degree from Manipur University and he inherited a land property of area 0.4 acre. He has a strong passion for rearing cattle. He started a job as a technical assistant in the Institute of Bioresources and Sustainable Development, Takyel, Imphal West since November, 2017. Through his salary from the institute, he started monthly deposit system by depositing Rs. 5000/month for a year and got a sum of Rs.1.15 lakh in 2018 with which he started venturing his passion for rearing cattle by purchasing a 6 month old Holstein Friesian cattle costing Rs.1.12 lakh from a local farmer. Showing his dedication in rearing the cattle, his father gifted him two more cattle. During this time, he used to get 36 litres milk per day. With his skill in depositing money system, he started a deposit system where he deposited Rs.20,000 per month leading to an accumulated sum of Rs. 2.5 lakh at the end of the year with which he bought again two more cattles. So he has been adding up the number of cattle

slowly and currently he is rearing 23 cattles with 18 adult cattle and 5 calves. During lactation period, he obtained 150 litres milk per day while in dry season, he obtained 95-100 litres per day. Because of the excess milk production, he diverted some of the fresh milk into value added products like curd and paneer due to wide demand for such products in the market. He carried out the delivery of all products in nearby residential house while the remaining are sold in their own kiosk owned by his mother.

He sells all the product by delivering in household nearby. He distributes 30 litres/day himself while the remaining are sold in their own kiosk at their residence with the help of the family members. He currently employs a helper from 2023 to look after the cattle for fodder and cleaning shed since the number of cattle already increased giving him a salary of Rs. 9000/month. In return, he gets a monthly income from Rs.2 lakh per month from cattle rearing.

### Problems faced

Since the cattle are of exotic breed, they require high nutrition. Due to lack of cultivation of high nutrient fodder like napier grass, alfalfa, Bermuda grass etc in the state, they depend largely on cattle feed so the expenditure is more on the cattle feed. He had a hard time handling all the cattles alone

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**Fig A: Feeding of cattles in the cow shed.**

### Price list of products

Name of the item	Price in rupees (Rs.)
1. Milk	60 per litre
2. Paneer	600 per kg
3. Curd	100 per litre
4. Cowdung	1500 per truck load
Total income earned per month	2,00,000 (Rupees two lakh)



**Fig B. Various milk products made in own residence marketed by the farmer**

along with the job in the institute, so he currently employs a helper to look after the cattles.

### CONCLUSION

He did not stay idle after getting a job. He attends to rearing the cattle as his passion. He gets pleasure in serving the cattles. He successfully converted his passion into a means of earning. His success gives a message to the society that one can earn a living if one has a small land holding and a

willingness to work hard. If there are enough hard working people like him, then it is always better for the society and its development. Thus he sets an example that if one has a passion and works hard on it, the hard labour will be paid off. He starts his cattle farming with only one single cattle and he is now a prospering entrepreneur of various milk products in the locality.