

नि NITARA

DAIRY IMPACT INITIATIVE

Gujarat

Presented by

Team NITARA

Date Presented

26 March 2025

*This case study is based on a comparative analysis of milking data recorded at the VLC from January 2024 to January 2025. The data serves as a validation of the insights and impact observed over time.

ABOUT

NITARA adopts villages through a phygital approach, integrating technology and on-ground engagement to improve dairy outcomes

VILLAGE NAME

Mahobatpara, Gujarat

LATITUDE & LONGITUDE

20.9313° N, 71.0825° E

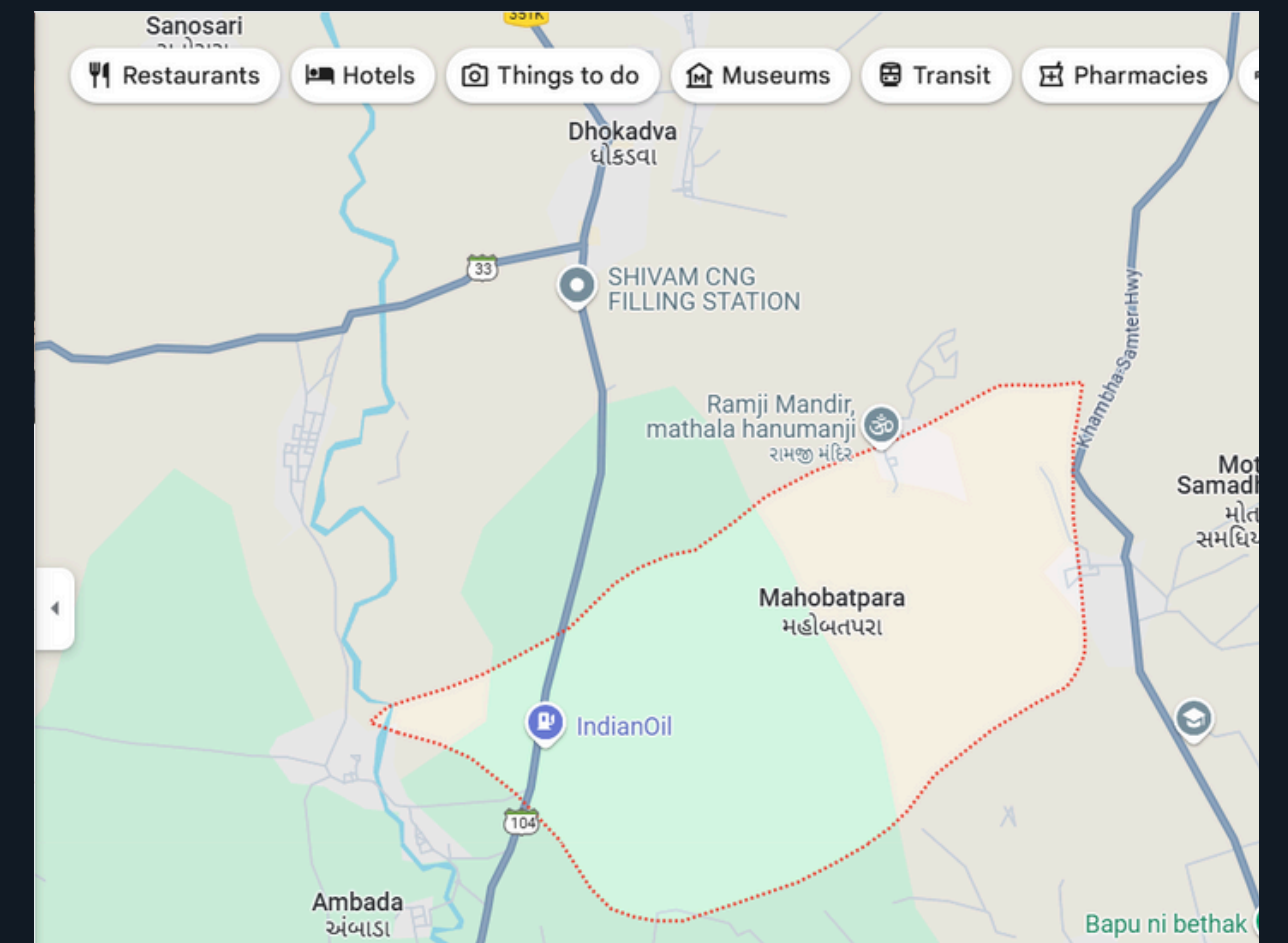
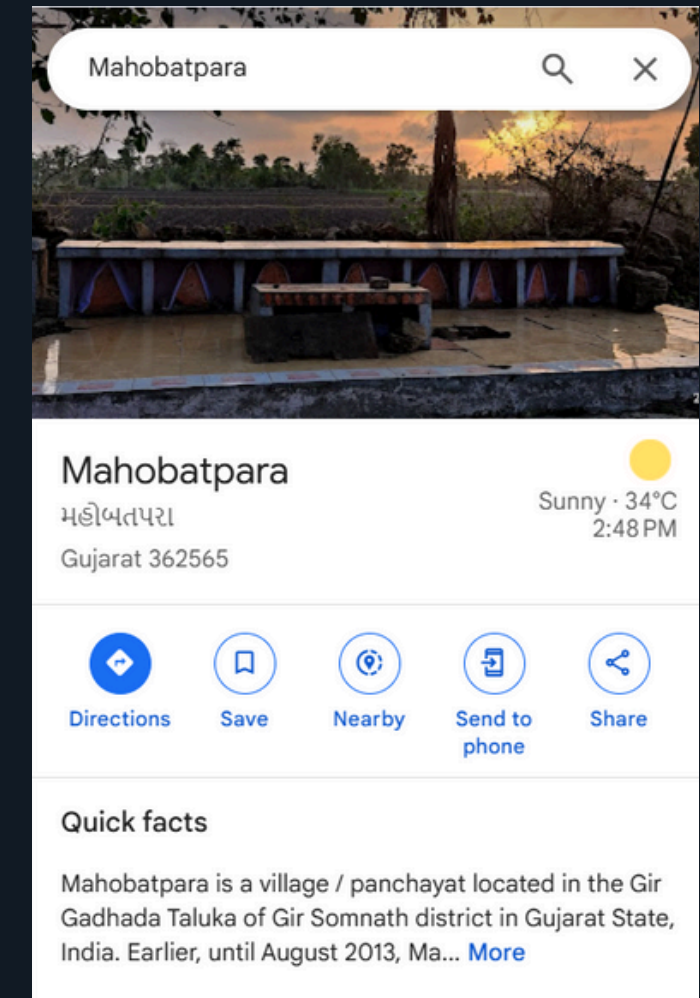
TOTAL FARMERS ON NITARA

200+

PLATFORM

REVIEW TIMELINE

January 2024 - 2025



OVERVIEW

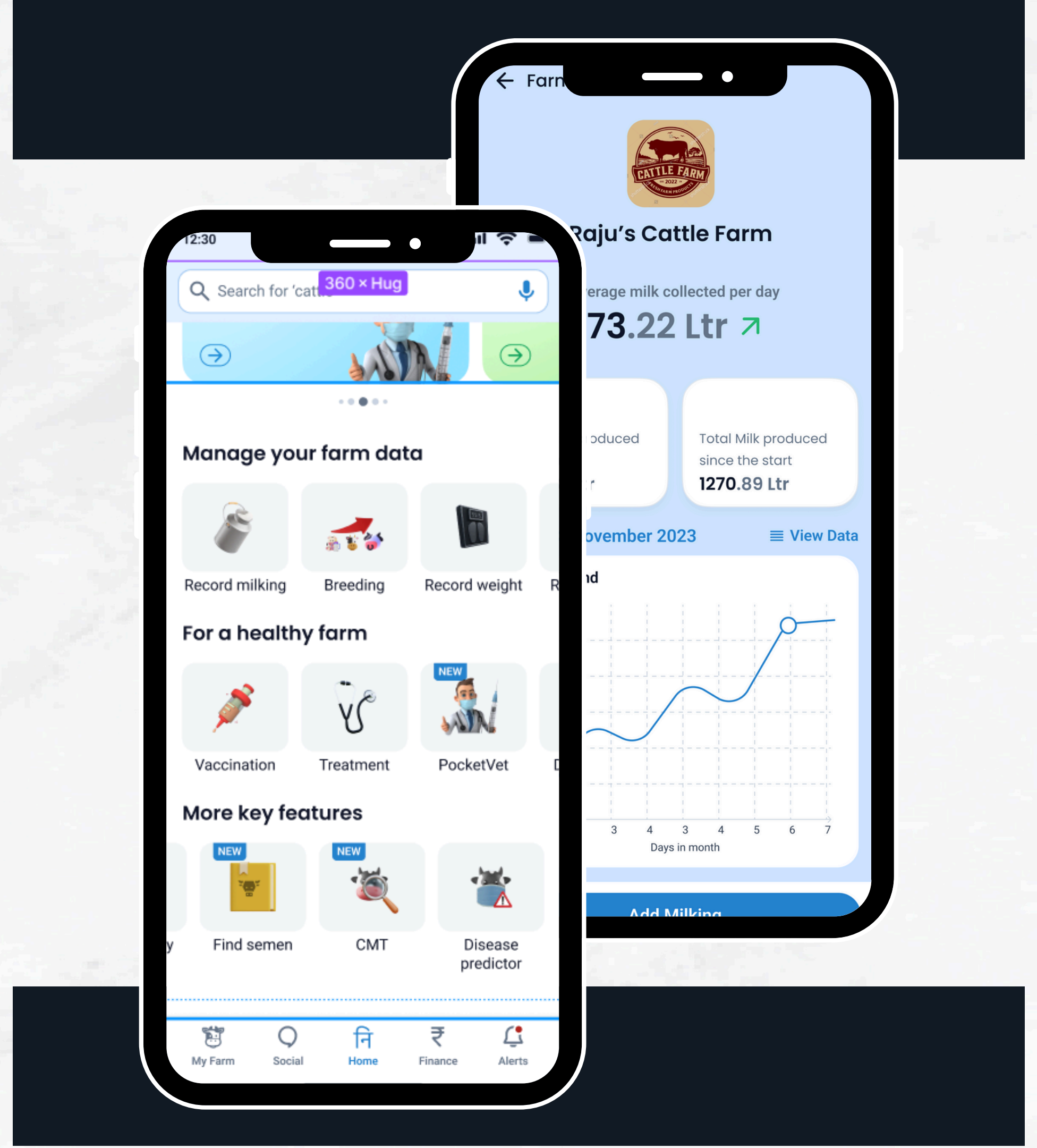
In January 2024, NITARA entered Mahobatpara to transform dairy farming, starting with **Rahulbhai Vada's VLC**. Faced with inconsistent milk production, quality issues, and stagnant payouts, the VLC needed change.

Through **NITARA's PHYGITAL approach** (physical + digital), farmers adopted better dairy practices and herd management, leading to:

- ✓ Increased milk output
- ✓ Higher milk quality
- ✓ More farmers pouring milk

One year later, the results speak for themselves—Rahulbhai's VLC is thriving.

Wondering how...?



HOW?

Ground Intervention

Farmer Group Meetings (FGMs) by NITARA experts for awareness & training, correcting poor dairy practices, and onboarding farmers

Digital Intervention

How NITARA's mobile applications reduced dependency on field teams, helped farmers **self-manage dairy operations**, and provided instant access to service providers (AI technicians, feed suppliers, medicine distributors, etc.).

01

03

02

04

CMT

(California Mastitis Test)

Educating farmers on **early mastitis detection** to protect cattle health & milk quality.

Impact of Digital Shift

Farmers now self-record data and receive timely reminders and alerts via the NITARA Farmer app leading to better herd management.

GROUND INTERVENTIONS



Digital Interventions

Farmer engagement with NITARA System

Breeding

Optimised breeding cycles

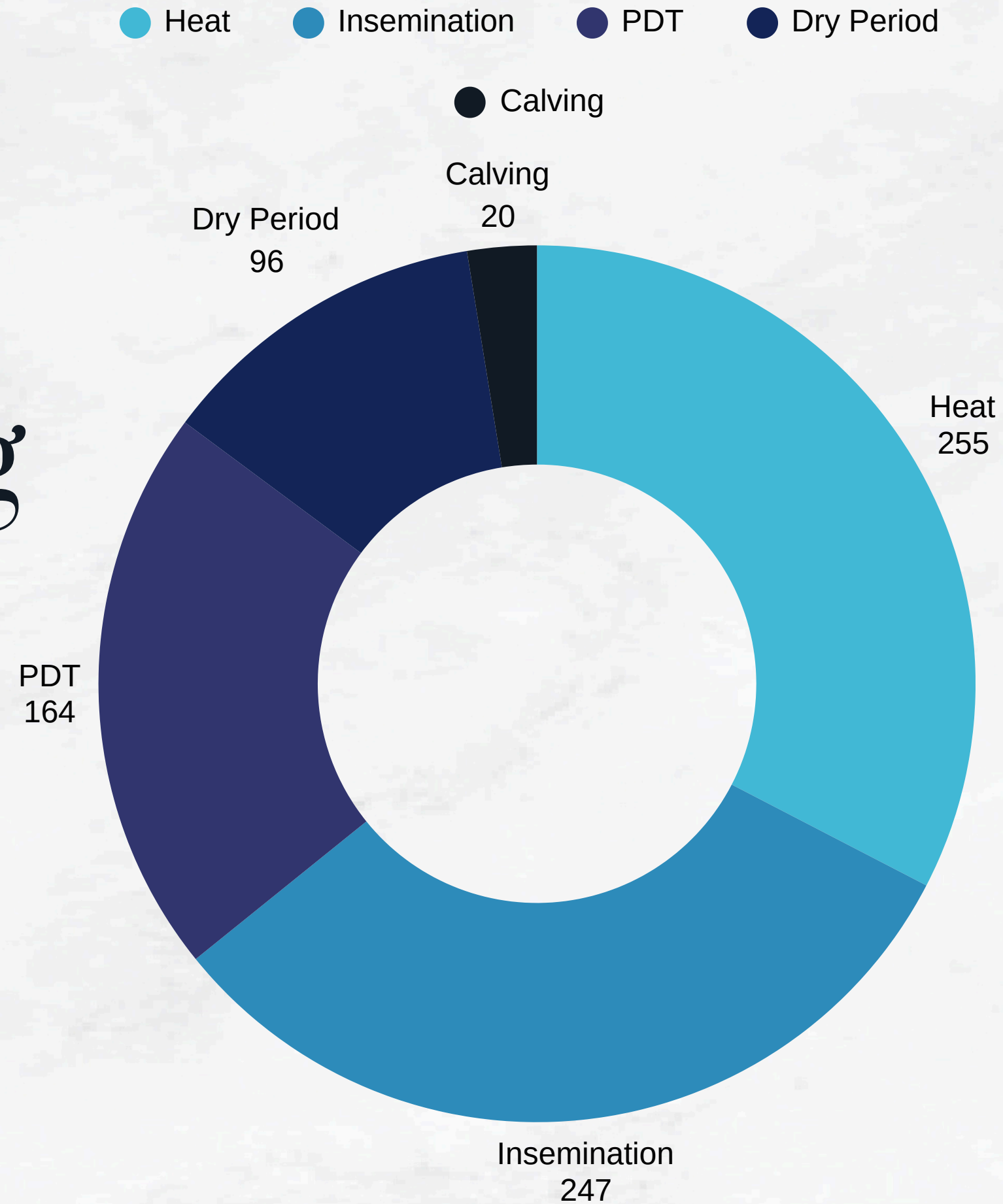
Health

Regular health monitoring

Milking

Detailed milking records

Breeding



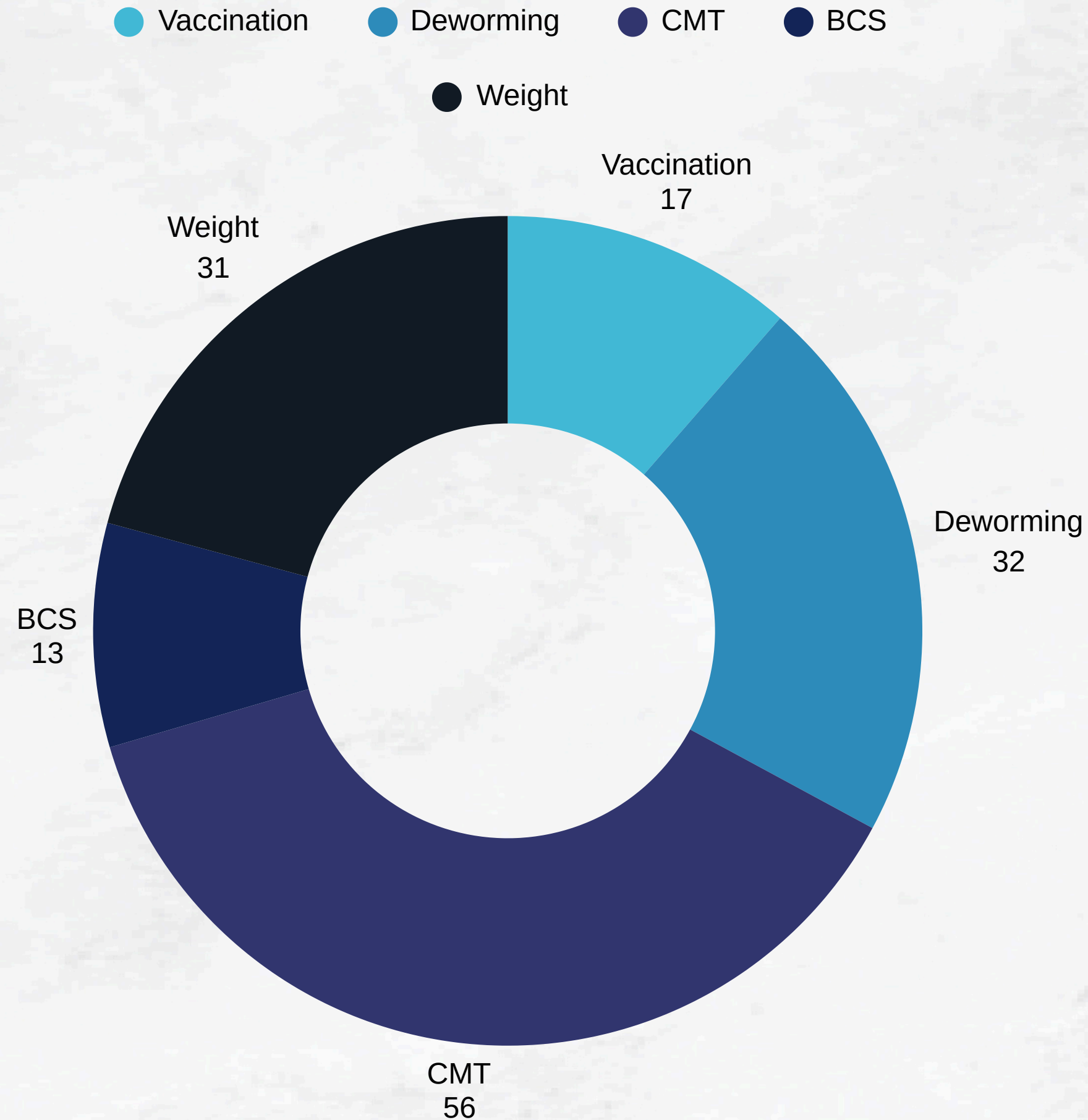
Farmers are encouraged to track and optimise their breeding cycles through regular alerts for

- Heat detection
- Insemination reminders,
- Pregnancy confirmations
- Dry Period
- Calving

System Capabilities

- Suggests the best semen
- Inbreeding alerts
- Creates digital record for each insemination

Health



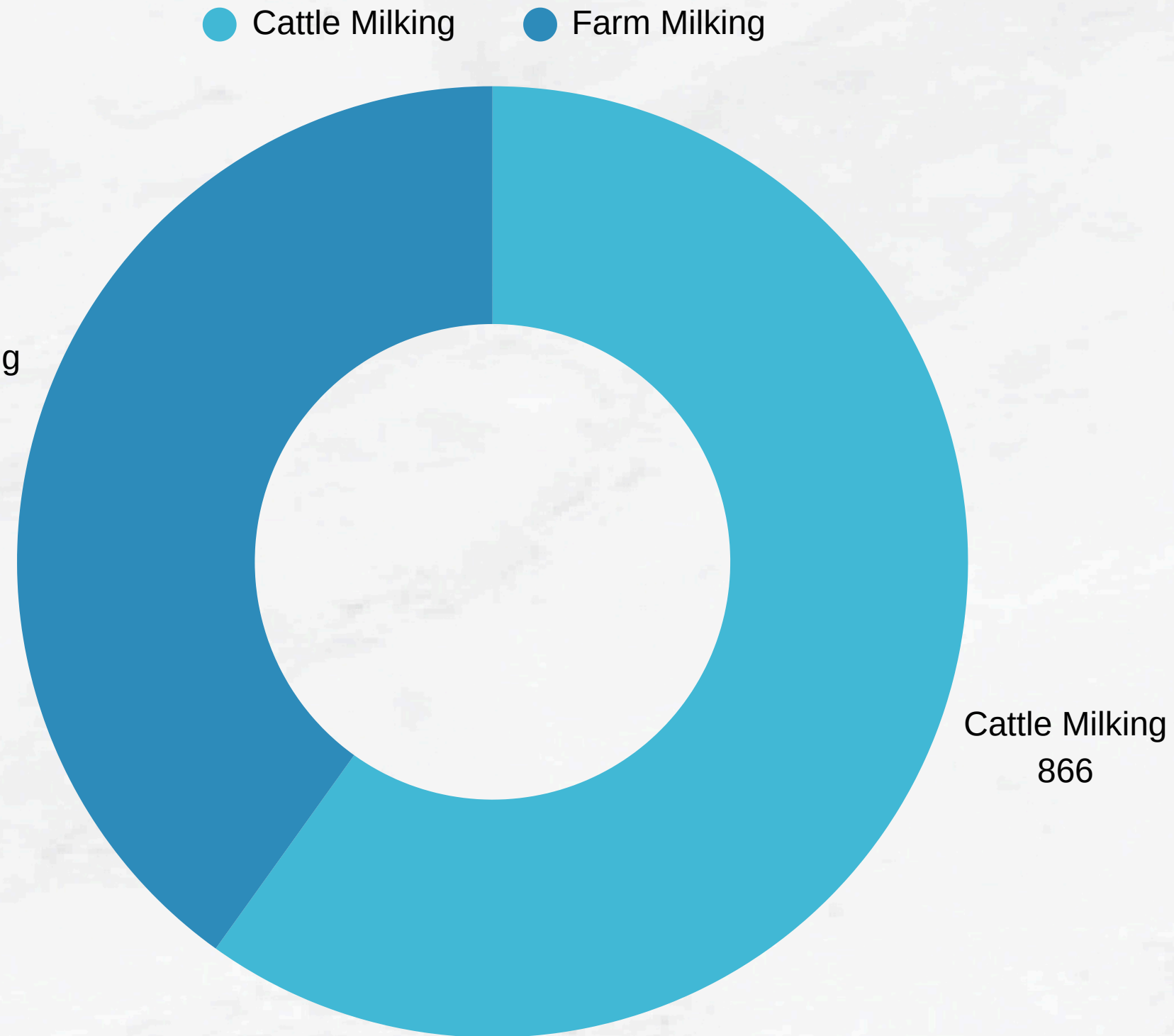
Farmers are encouraged to take better care of their animals through automated reminders on

- Vaccinations
- Deworming
- California Mastitis Tests (CMT)
- Treatment & follow-up.

Creates a detailed cattle health record.

Milking

Farm Milking
580



Cattle Milking
866

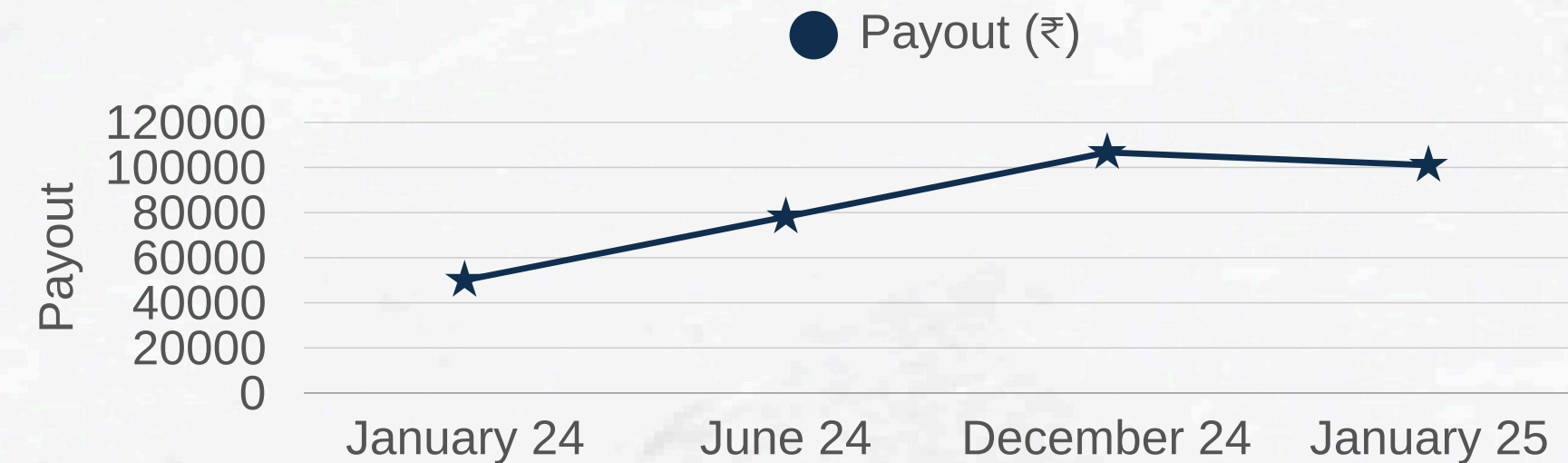
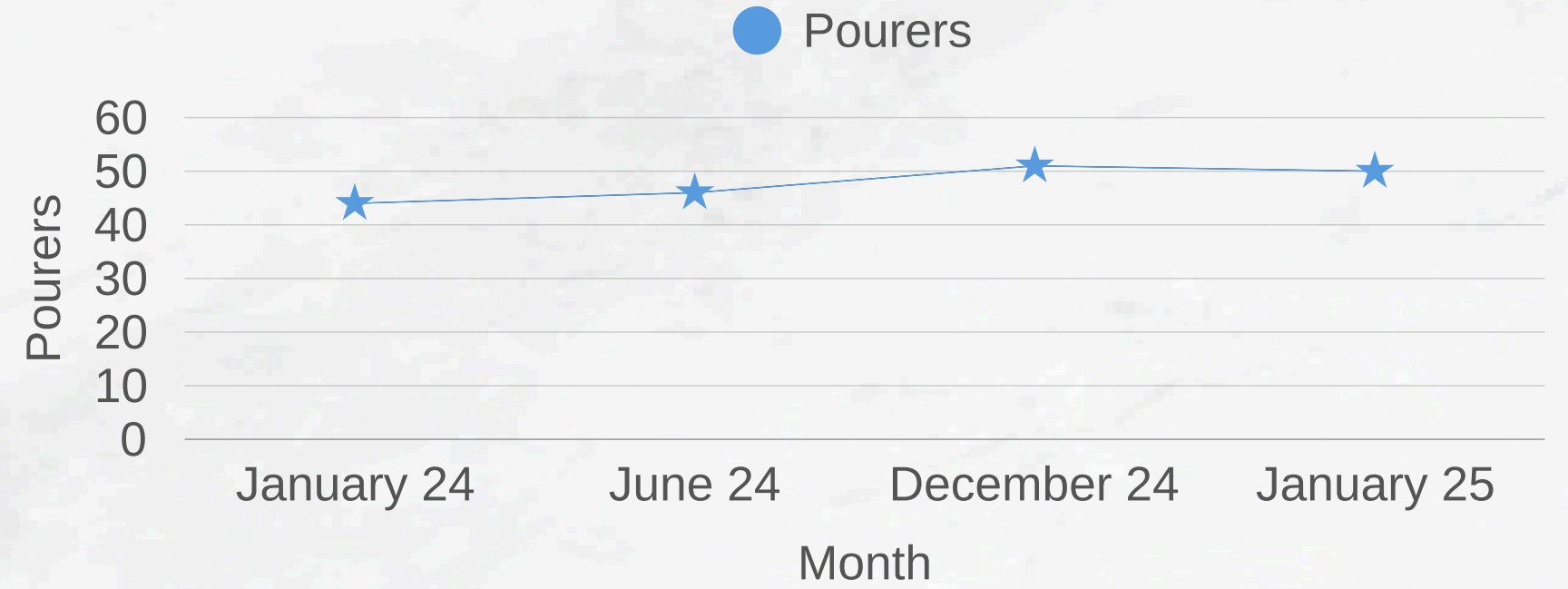
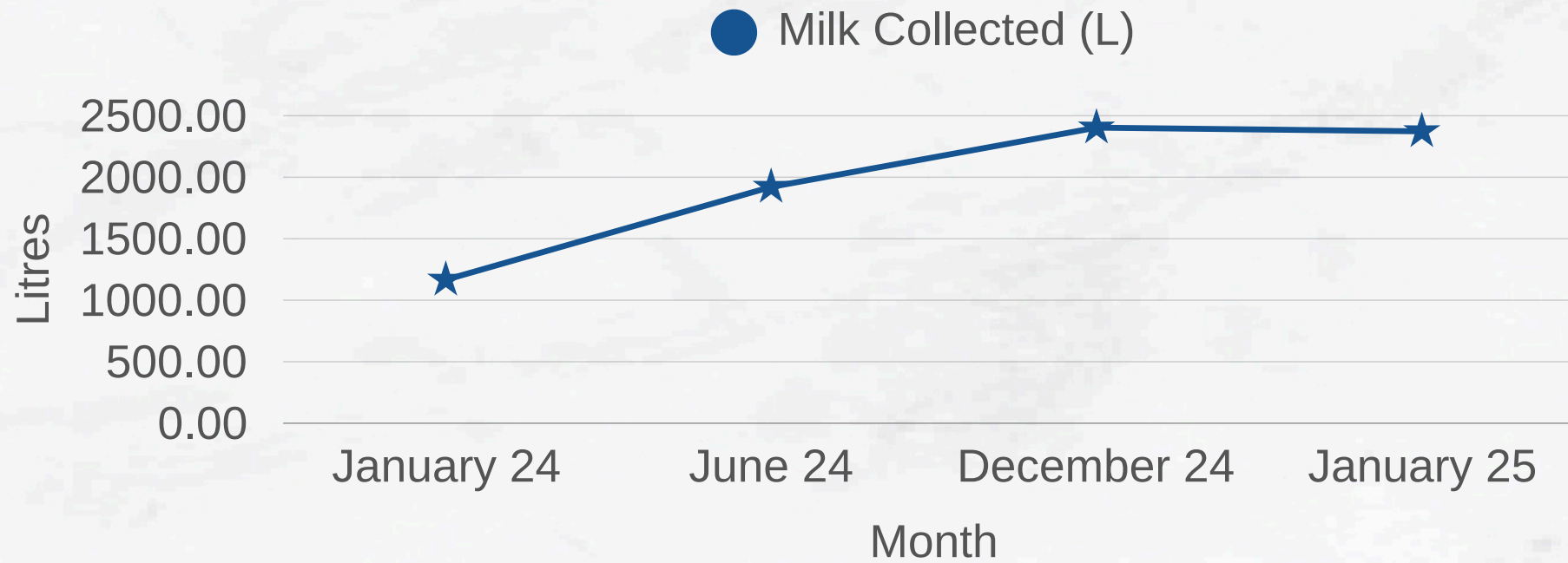
Many farmers are now consistently recording their milk production data.

This practice allows them to:

- Identify trends in milk yields
- Understand average production levels,
- Potential reasons for milk drops

@Rahulbhai's VLC

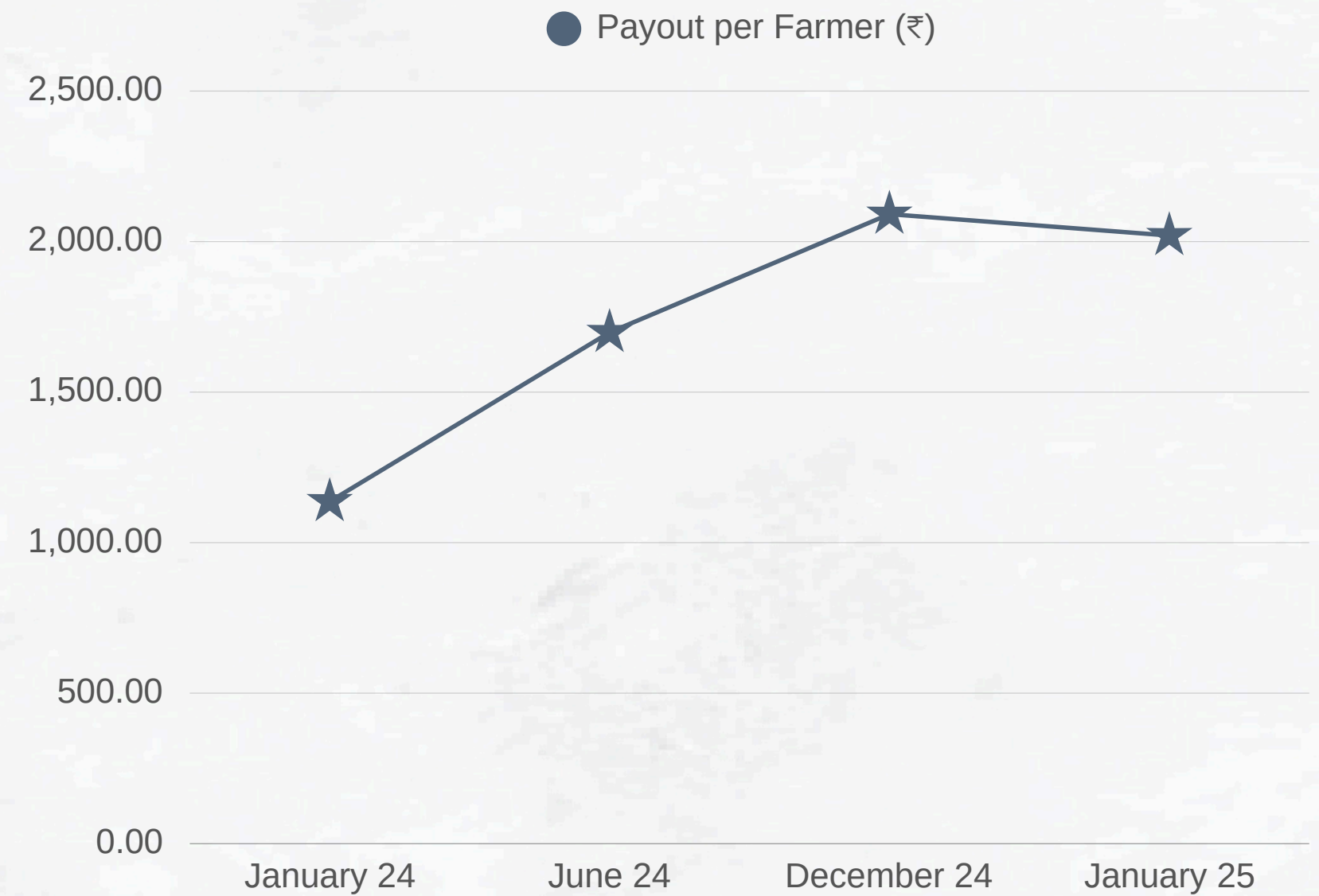
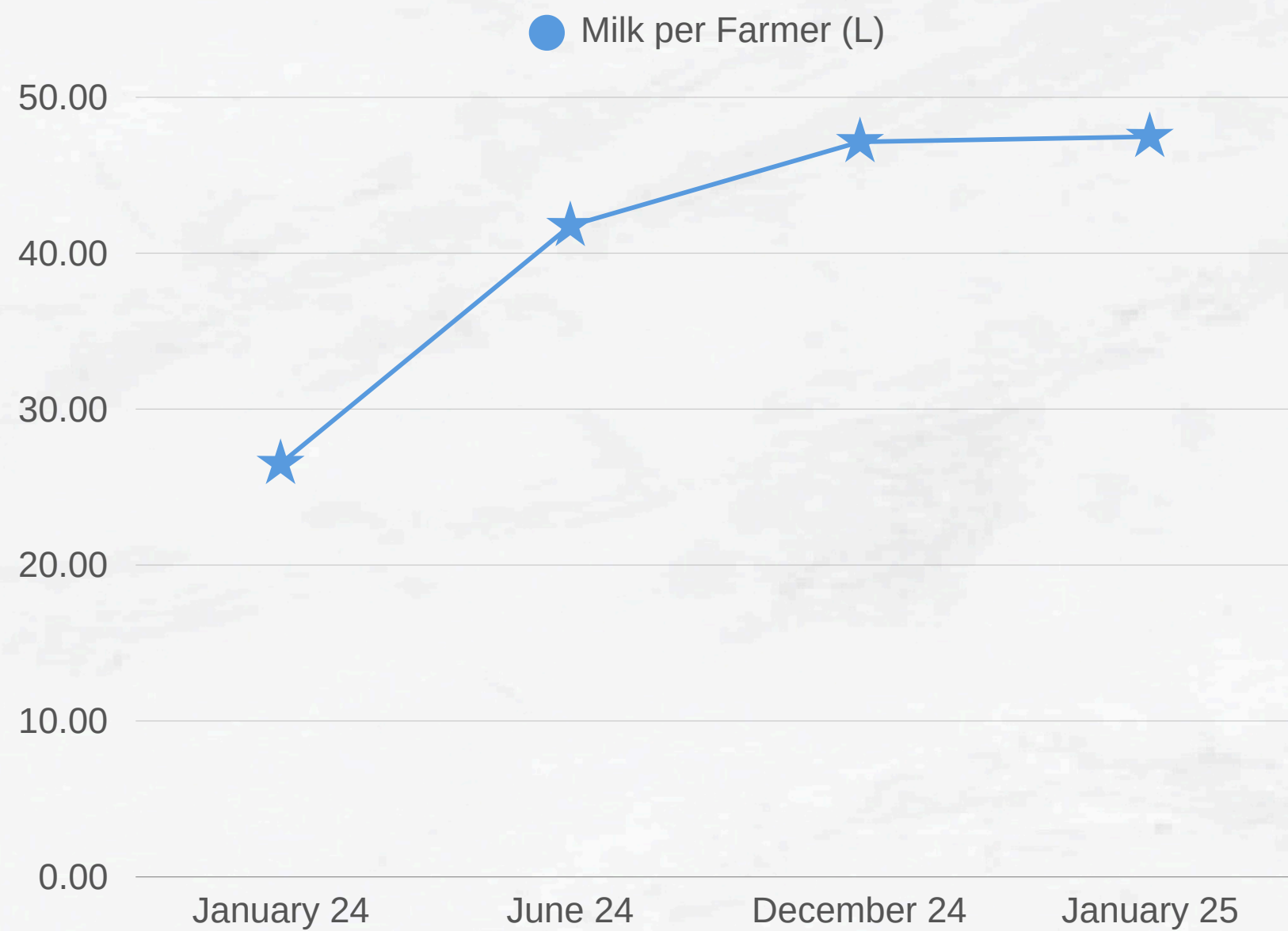
Milk Collection & Payout (Jan 2024 - 2025)



Overall milk collected grew by **103.6%**,

Per Farmer Benefit Analysis

- Milk poured per farmer increased from **26.5L to 47.46L** over the year.
- Payout per farmer nearly doubled, rising from **₹1,136 to ₹2,020**.



THE RIPPLE EFFECT

With the newfound income, Rahulbhai was able to make significant improvements in his life

01

Expansion of VLC

Rahulbhai moved operations to a larger facility with better infrastructure.

02

Investment in Tech

Purchased a new milk analyzer worth ₹50,000.

03

Future Plans

Inspired by NITARA's success, he is setting up his own dairy.

Farmers **earned more** due to better productivity.

More milk collection and **additional farmers** increased revenues

Local service providers benefitted from demand for inputs like feed, medicines, and AI services.

Timely health interventions reduced disease outbreaks, ensuring stable milk production.

Unlike traditional trends where milk yield dips in winter, **NITARA's interventions ensured** stable milk output and quality during lean months of October, November & December

DAIRY ECOSYSTEM FLOURISHED

NITARA's interventions boosted farmer income, increased VLC earnings, enhanced local business opportunities, improved cattle health, and ensured stable milk production even during lean months.

THANK YOU!



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