

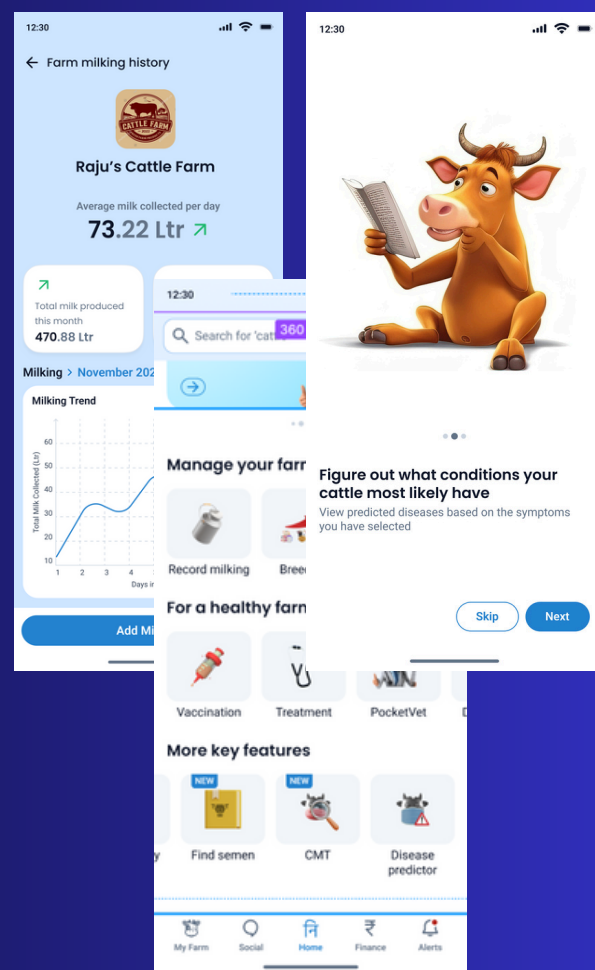


नि NITARA®

CASE STUDY

From Struggles to Success

How NITARA Enhanced Satish Tyagi's Overall Productivity by **>100%** in One Year



OVERVIEW

Farmer Profile:

- **Name: Satish Tyagi**
- **Age: 60**
- **Village: Bihuni, Hapur, Uttar Pradesh**
- **Cattle: 4 HF cows**



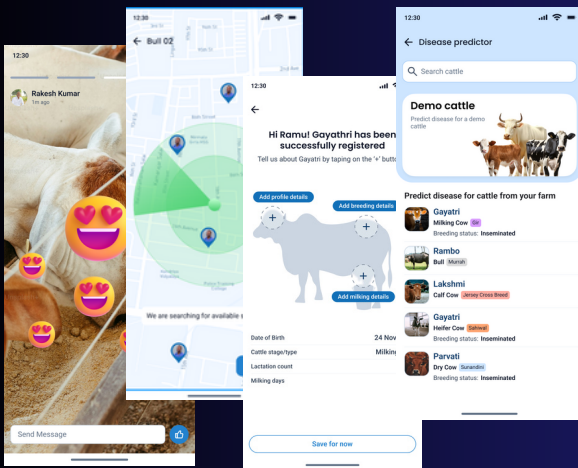
In the village of Bihuni, Hapur, Uttar Pradesh, 60-year-old Satish Tyagi faced significant hurdles in his dairy farming business. Despite having 4 HF cows, Satish was not able to achieve their full milk production potential. His cows were only yielding a fraction of their capacity, and the challenges didn't end there.

Satish's troubles included:

- **Low Milk Yield:** His cows were producing only 15, 12, 12, and 8 liters per day, respectively.
- **Repeat Breeding:** Silent heat cycles were causing missed opportunities for breeding, leading to frequent repeat breeding issues.
- **Mastitis:** Undetected mastitis was impacting milk yield and the overall health of his cattle.

When NITARA's team arrived in Bihuni, they quickly assessed Satish's situation. Understanding his struggles, they designed a comprehensive intervention strategy that combined digital tools and physical support.

NITARA'S DIGITAL INTERVENTION



- **Registration and Alerts:** Satish's 4 cattle were registered on the NITARA platform. He started receiving timely notifications about heat cycles, preventing missed heats and reducing repeat breeding.
- **Deworming Notifications:** Regular alerts ensured that Satish administered deworming treatments on time, improving cattle health.

- **Customized Diet Plan:** NITARA's experts developed a detailed diet plan tailored to Satish's cattle, improving their nutrition.
- **Mastitis Detection:** Using the California Mastitis Test (CMT), the team identified early-stage mastitis in all four cows, which had gone unnoticed before.

NITARA'S FIELD SUPPORT



TRANSFORMATION

Increased Milk Production:

- Cow 1: Milk yield jumped from 15 liters to **28 liters** per day.
- Cow 2: Increased from 12 liters to **20 liters** per day.
- Cow 3: Rose from 12 liters to **15 liters** per day.
- Cow 4: Improved from 8 liters to **12 liters** per day.



Economic Impact

Parameter	Before NITARA	After NITARA	Increase
Total Milk Production	47 liters/day	75 liters/day	28 liters/day
Income	Rs. 1,880/day	Rs. 3,000/day	Rs. 1,120/day

Cost Savings

Category	Economic Loss Prevention
Economic Impact of Each Heat Missed	Rs. 10,920
Economic Impact of Delayed Mastitis Detection	Rs. 7,800

@ MINIMAL COST

All improvements in Satish Tyagi's Dairy operations were achieved at a mere additional expenditure of Rs. 3,500 through:

App's free usage,
Cost-effective aplan adjustments,
Affordable deworming, and
Early mastitis detection

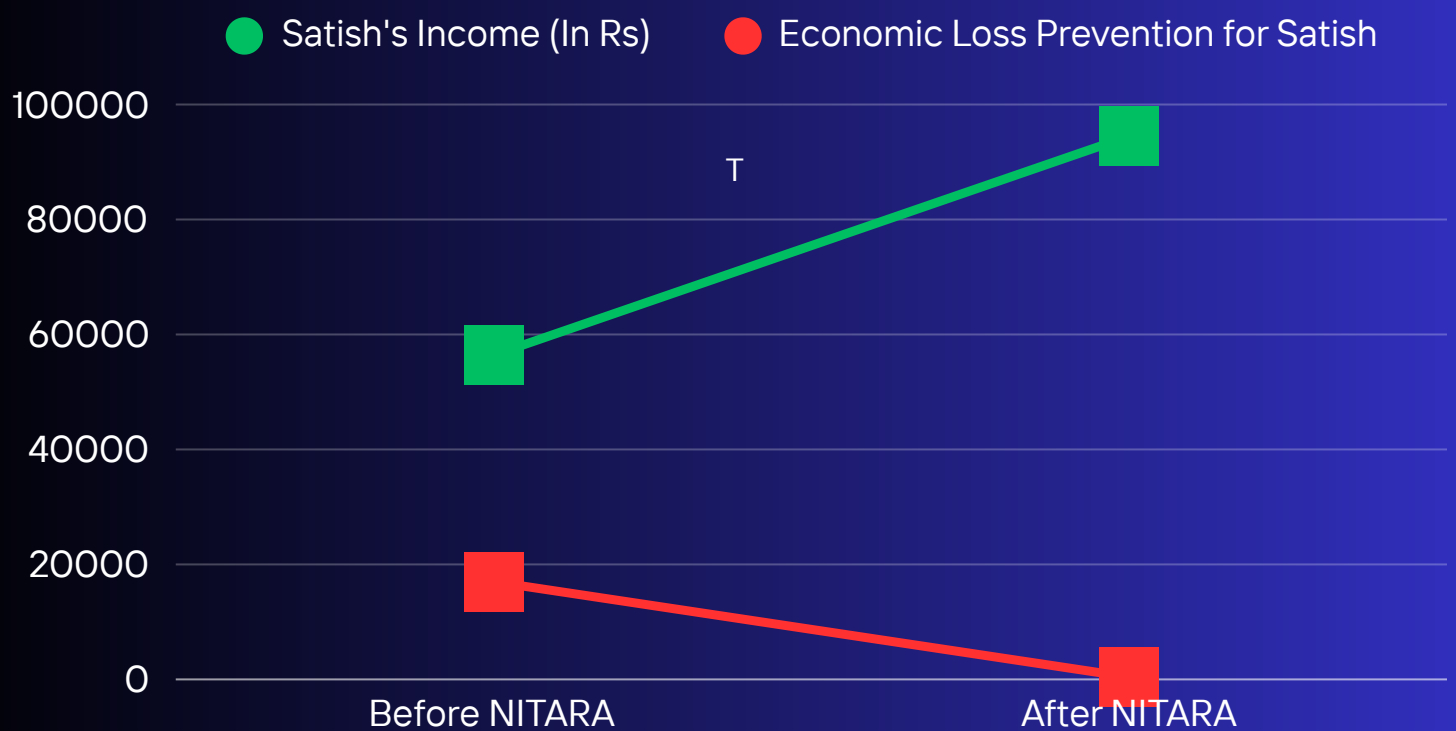
Ependiture Item	Cost per Unit	Frequency	Annual Cost (per Cattle)
App Usage	Free	Ongoing	₹0
Diet Plan Adjustment	None	Ongoing	₹0
Deworming	₹100	4 times/year	₹400 - ₹500
California Mastitis Test	₹4	6-8 tests/cycle	₹24 - ₹32
Treatment for Mastitis	₹400	As needed	₹400
Total Annual Cost	-	-	₹808 - ₹908

*The annual expenditure can fluctuate by +/- 20-25% depending on the intensity and frequency of each parameter.

THE RIPPLE EFFECT

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

- Home Repairs: He used part of his additional income to address long-overdue repairs on his house.
- New Feed Business: On NITARA's suggestion, he invested in a feed business, selling 150 kg of feed daily and earning an additional Rs. 4,500 each month through commissions.



THANK YOU!