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# From Banking to Dairy Entrepreneurship: A Journey of Transformation and Success-A Success Story

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Leaving a secure banking job to venture into dairy farming is a decision that requires courage, vision and a strong belief in one's entrepreneurial abilities. For wasim Afroze, this decision marked the beginning of a remarkable journey from a salaried professional to a successful dairy entrepreneur. After working in the banking sector, he decided to leave his job and pursue dairy farming as a full-time profession in the Mattan area of district Anantnag, Jammu and Kashmir. What began as a bold career transition has now developed into a professionally managed dairy enterprise comprising 10 cows, producing nearly 200 litres of milk per day. Over time, the enterprise has expanded beyond milk production to include vermicompost production and the rearing and sale of quality heifers, thereby creating multiple sources of income. The entrepreneur's journey demonstrates that dairying, when approached as a scientific and commercial enterprise rather than merely a traditional farming activity can provide substantial and sustainable economic returns.

## Building the Enterprise

The transition from banking to dairy farming was not without challenges. A salaried position provided financial security and a predictable income, whereas dairy farming required significant investment, continuous management and a willingness to accept entrepreneurial risks. Nevertheless, the entrepreneur in consultation with scientists from Mountain Livestock research institute, Manasbal, Safapora, Ganderbal decided to build an enterprise of his own rather than remain dependent on a fixed salary. The dairy unit was established with a substantial investment supported by a bank loan of ₹70 lakh. Assuming an interest rate of 10% per annum and a repayment period of 10 years, the estimated monthly EMI works out to approximately ₹73,248 or ₹8.79 lakh annually. Rather than viewing the loan simply as a financial liability, the entrepreneur utilized the investment to develop a productive livestock enterprise. Proper housing, productive animals, feeding facilities, manure management and other farm infrastructure were developed in close coordination with and under the guidance of scientists from Mountain Livestock Research Institute, Manasbal, Safapora, Ganderbal with the objective of creating a sustainable commercial dairy unit. Today, the farm maintains 10 cows, with the herd producing approximately 200 litres of milk every day. Such productivity reflects the emphasis placed on animal selection, feeding, health care, reproductive management and careful scientific supervision of multi-disiplinary scientific team of MLRI, Manasbal.

## Milk Production: The Primary Source of Income

Milk remains the principal source of regular income for the enterprise. At an average production of nearly 200 litres per day and an assumed sale price of ₹55 per kg, the dairy generates approximately ₹11,000 in milk revenue every day, translating into approximately ₹40.15 lakh per annum from milk sales alone. The regular daily cash flow generated through milk provides the foundation of the enterprise and enables the entrepreneur to meet recurring farm expenses, service the bank loan and continue investing in the development of the dairy unit. The entrepreneur's approach emphasizes that profitability in dairying depends not merely on the number of animals but on the productivity and health of each animal. Consequently, attention is given to balanced feeding, clean drinking water, hygienic milking, disease prevention, timely veterinary care and appropriate reproductive management.

## Converting Waste into Wealth through Vermicomposting

One of the distinguishing features of this dairy enterprise is the productive utilization of cattle dung through vermicomposting. Instead of treating manure as a waste product, the entrepreneur has incorporated it into a value-addition activity. The dung generated by the dairy animals is processed into vermicompost, creating an additional source of income while simultaneously improving farm sanitation and reducing waste-management problems. The vermicomposting activity generates approximately ₹3,000 per day, which amounts to an estimated ₹10.95 lakh annually. This component of the enterprise illustrates the principle of waste-to-wealth, where a by-product of livestock production is converted into a marketable agricultural input. It also contributes to a more circular farming system by returning nutrients to agricultural soils.

## Heifer Production: An Additional Income Stream

The enterprise has also successfully developed a regular source of income through the production and sale of heifers. The entrepreneur sells at least seven heifers every year, with each heifer fetching approximately ₹70,000. This provides an estimated additional annual income of ₹4.90 lakh. Heifer rearing is particularly important from a long-term dairy perspective because it contributes both to herd replacement and to the development of quality breeding stock. Animals not required for herd expansion can be sold to other dairy farmers, thereby generating income while helping other farmers establish or improve their own dairy units. Thus, the entrepreneur has developed a diversified business model in which milk, vermicompost and heifer sales complement one another.

## The Economics of the Enterprise

The financial performance of the enterprise demonstrates the economic potential of diversified dairy farming. Based on the assumed figures, milk sales contribute approximately ₹40.15 lakh annually, vermicomposting contributes ₹10.95 lakh and the sale of seven heifers contributes approximately ₹4.90 lakh. Together, these activities generate an estimated gross annual revenue of ₹56 lakh. The entrepreneur's operating expenditure is estimated at approximately ₹6,000 per day, covering major recurring expenses such as animal feed, labour, medicines and veterinary care, electricity and other routine dairy-management costs. At ₹6,000 per day, the annual operating expenditure is approximately ₹21.90 lakh. After deducting these operating expenses from the gross annual revenue, the enterprise generates an estimated operating surplus of ₹34.10 lakh per year. The entrepreneur also has to service the ₹70-lakh bank loan. At an assumed interest rate of 10% and a 10-year repayment period, the annual EMI is approximately ₹8.79 lakh. After servicing this annual loan commitment, approximately ₹25.31 lakh remains annually, equivalent to roughly ₹2.11 lakh per month.Thus, even after accounting for substantial recurring operating expenses and the annual loan repayment, the enterprise has the potential to provide an estimated ₹25.31 lakh per year as surplus cash income. These figures provide an illustration of the economic potential of the enterprise based on the stated production, prices and expenditure assumptions. Actual profitability may vary depending on milk yield, feed prices, milk price, animal health, labour costs, mortality, market conditions, loan terms and other unforeseen expenses.

## A Model of Diversified Dairy Entrepreneurship

The success of this entrepreneur lies not simply in maintaining 10 cows but in the manner in which the entire enterprise has been organized. Three complementary activities i,e milk production, heifer rearing and vermicomposting have been integrated into a single business model. Milk provides a regular source of daily income. Heifer production creates an additional high-value annual revenue stream, while vermicomposting converts an unavoidable livestock by-product into a commercially valuable commodity. This diversification reduces dependence on a single source of income and improves the overall resource-use efficiency of the farm.

## Inspiring the Next Generation

Perhaps the greatest significance of this success story lies in its potential to inspire young people to consider dairying as a serious entrepreneurial opportunity. The entrepreneur's journey challenges the conventional perception that dairy farming is only a traditional occupation passed from one generation to another. His transition from banking to dairying demonstrates that educated professionals can enter livestock farming and develop it into a commercially viable enterprise. His experience also highlights the importance of treating livestock as productive assets. Healthy cows generate milk; calves become future replacements or saleable animals; and dung becomes a valuable resource through vermicomposting. The enterprise therefore follows a simple but powerful philosophy: produce more from every component of the farm and convert every available resource into value.

## Conclusion

The journey from a banking professional to a successful dairy entrepreneur is a story of courage, commitment and entrepreneurial vision. From leaving a secure salaried career, the entrepreneur has built a 10-cow dairy enterprise producing nearly 200 litres of milk daily, while simultaneously generating income through vermicompost and the sale of at least seven heifers annually. With an estimated gross annual revenue of ₹56 lakh, operating expenses of approximately ₹21.90 lakh, and annual loan servicing of about ₹8.79 lakh, the enterprise has an estimated surplus of ₹25.31 lakh annually after operating expenses and loan EMI, in this case. More importantly, the enterprise demonstrates the potential of integrated and diversified dairy entrepreneurship. It combines milk production, breeding-stock development and waste recycling into one economically productive system. The story sends a powerful message to aspiring entrepreneurs: a secure job is not the only pathway to financial success. With scientific management, careful investment, entrepreneurial commitment and efficient utilization of farm resources, dairying can become a professionally managed and financially rewarding enterprise.