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## **BHAGYALAXMI MILK DAIRY MANCHAR: A DIRECTION**

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### **Introduction:**

Bhagyalaxmi Milk Dairy is located in Manchar, Tal. Ambegaon of Pune district. The Ambegaon taluka area is under irrigated cultivation due to the Dimbhe dam. This taluka receives water from the Dimbhe dam throughout the year. Therefore, farmers in this taluka can use water from the Dimbhe dam for agriculture throughout the year. As a result, agriculture here is flourishing. Many small and large businesses related to agriculture are developing, and new businesses are gaining momentum. Agriculture is practiced using modern methods, keeping the farming community in Ambegaon taluka constantly active. Along with farming, farmers have started many small and large agriculture-related businesses such as dairy farming, poultry farming, fruit orchards, and flower cultivation. Bhagyalaxmi Milk Dairy has come into existence in this very area. Other dairies related to this dairy have also been established. Similarly, farmers in this area are developing themselves by starting small and large businesses complementary to agriculture. In this, Bhagyalaxmi Milk Dairy is providing proper guidance to the farmers and villagers of this area. This is giving a direction for development to the society and the people. Under Bhagyalaxmi Milk Dairy, many types of cows are reared, and the milk obtained from them is not limited to just one taluka but is sent to different places and states. This generates significant profits. The management of this dairy is done in a modern way. The organization is also managed in a modern and systematic manner. Therefore, Bhagyalaxmi Milk Dairy, Manchar, is becoming a guiding light for young people in the business world.



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### **Research Methodology:**

The Research Paper is based on the secondary data and the information is retrieved from reference books, various journals, research papers, newspapers and websites on the same subject matter.

- Objectives:**
- 1) To Study the History of Bhagyalaxmi Milk Dairy, Manchar.
  - 2) To Study the Management of Bhagyalaxmi Milk Dairy, Manchar.
  - 3) To Study the Organization of Bhagyalaxmi Dairy, Manchar.



### **To Study the History of Bhagyalaxmi Milk Dairy, Manchar.**

Bhagyalaxmi Milk Dairy Farm Private Limited was established on December 2, 2003, by its founder, Hon. Mr. Devendra Shah. This farm is located in Sultanpur area of Manchar, Ambegaon taluka, Pune district. This dairy is spread over approximately 35 acres. Mr. Devendra Shah established this dairy to provide high-quality, pure milk directly to consumers using modern technology and foreign breeds of cows. The 'Pride of Cows' brand was launched in 2011, and under this brand, single-origin 'farm-to-home' milk is supplied. This dairy supplies milk to various locations on a large scale. This dairy is associated with Parag Milk Foods. Therefore, by collaborating with Parag Milk Foods, this dairy plays a significant role in the production of dairy products such as yogurt, ghee, cheese, and paneer under the Govardhan brand. Bhagyalaxmi



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Milk Dairy is known as a developed dairy spread over 35 acres. World-class technology is used in this dairy. Comfortable, automated milking machines are used for the cows. Hygiene is maintained using modern methods, meaning the milk is extracted without human contact. All hygiene is ensured through modern processes, guaranteeing a process without human touch. This farm supplies premium milk to major cities like Mumbai, Pune, Surat, and Delhi. Bhagyalaxmi Dairy in Manchar has created a unique and new benchmark in the dairy industry by establishing the 'farm-to-home' concept. The cows at the single-origin Bhagyalaxmi Dairy Farm are treated like more than just guests; they are kept like a family. The cows are cared for in every way. Therefore, the founder of the organization, Mr. Devendra Shah has demonstrated foresight in properly raising and caring for the cows. The 'Pride of Cows' brand has made the founder of this institution, Mr. Devendra Shah, known worldwide. This is a highly advanced and automated dairy farm, utilizing the latest technology, which has given it a unique identity. The cow dung produced here is processed into fertilizer and manure, which is then supplied to various farmers. The Bhagyalakshmi Milk Dairy is also providing employment opportunities to unemployed individuals. This farm, related to agriculture, is helping young people explore new avenues. It demonstrates that small and large-scale businesses related to agriculture can be successfully established, and that modern technology can be used to guide these businesses in the right direction.





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## **To Study the Management of Bhagyalaxmi Milk Dairy, Manchar**

Management is carried out in every business in an excellent, proper, and modern way. This allows the business to move towards development. Similarly, Bhagyalakshmi Milk Dairy uses modern management methods. This management ensures that proper care is taken from the ground level to the top level. Because this management is done in a modern way, appropriate care is taken in a timely manner.

**1) Modern Technology and Automation:** Bhagyalakshmi Milk Dairy uses modern technology and automation methods for its management. This ensures proper care of the cows. Milking, milk processing, and using international standard technology for milk processing are all done with utmost care to prevent spoilage. This technology and automation management is crucial. As a result, the cows are properly cared for, and the milk produced is of excellent quality.

**2) Pride of Cows:** Under Bhagyalakshmi Milk Dairy, customers are supplied with fresh bottled milk directly. The 'Pride of Cows' brand assures customers of high-quality milk. This milk is bottled using appropriate technology. Therefore, proper care is taken during delivery to customers, and this management system makes it possible to deliver fresh milk to all customers. This is why the 'Pride of Cows' brand has been awarded to this farm.

**3) Productivity and Fodder:** To increase the productivity of the animals used at Bhagyalakshmi Milk Dairy, experiments are conducted using high-quality fodder imported from America. Fodder planning is also done on their own land. In this farm, various modern processes are used to increase milk production, and appropriate fodder is imported as well as sourced locally. Simultaneously, the cows are properly cared for, resulting in increased productivity.

**4) Cleanliness and Health:** This farm provides automated cleaning and health facility management to maintain the health of the cows and the quality of the milk. The cows are cared for regularly and in stages. They are also examined periodically by veterinarians. If any problems arise, the cows are given appropriate medication. Their cleaning is also done automatically using machines. This modern management ensures proper care and hygiene for the cows.



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**5) Turnover:** The modern management implemented at Bhagyalakshmi Milk Dairy has led to significant progress. There has been a substantial increase in revenue this year. This is because the milk supplied is processed to a high standard before being sent out to customers from the dairy. As a result, a large customer base has been established in various cities such as Pune, Mumbai, Gujarat, Surat, and Delhi. This modern management is contributing to a significant turnover at this farm.



#### **To Study the Organization of Bhagyalaxmi Dairy, Manchar**

With the support of the surrounding farming community, Morde Foods Private Limited, the management, and the employees, Bhagyalaxmi Milk Dairy Manchar has made significant progress. Since 2005, the quality, cleanliness, modern management, financial turnover, and the 'Pride of Cows' brand achieved by the dairy established by Honorable Mr. Devendra Shah have made its organizational working method effective.

**1) Establishment and Location:** Bhagyalaxmi Milk Dairy was established in 2005 in Manchar, Ambegaon taluka, Pune district, Maharashtra. This dairy has started a dairy business using new and modern management methods with the help of foreign cows, and is earning significant profits.

**2) Founder and Vision:** Honorable Mr. Devendra Shah founded this Bhagyalaxmi Milk Dairy. The founders have been carrying out their operations from the beginning to the present day with

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the objective of maintaining the quality and excellent hygiene of the milk and making high-quality milk available to the public and society. As a result, the farm has seen significant benefits.

**3) Production Model:** The production work at this farm is different and more effective than that of cooperative societies. This dairy produces milk from its own farm and sells it as premium milk under the name 'Pride of Cows', which is known for its quality, cleanliness, and high standards. This 'Pride of Cows' brand serves as an excellent model. This is particularly important within this organization and its working methods. This allows the product to be easily recognized in society and the market.

**4) Innovative Technology:** Since this dairy primarily uses foreign cows, innovative and modern technology is employed. Foreign breeds of animals are cared for, high-tech methods are used in the cowshed, proper care of the cows is ensured, and emphasis is placed on innovative things like scientific management. Accordingly, new technologies are adopted in the farm to care for the cows, and with their help, the organization and work processes are carried out efficiently.

**5) Publicity:** The products obtained under Bhagyalaxmi Milk Dairy are known by the brand 'Pride of Cows'. As a result, this milk has gained significant recognition in society. Many celebrities and industrialists prefer the products of this dairy, and a large customer base also prioritizes the milk obtained from this dairy. This also shows the strong emphasis placed on publicity, organization, and work processes.

**6) Financial Assistance and Transactions:** This farm receives financial assistance from Pune Municipal Finance Limited. Additionally, by using its own capital, the farm generates significant revenue based on the products it produces. Since milk is a necessity for everyone, a large customer base is readily available. Therefore, there is continuous turnover. Various financial institutions also provide financial assistance to this farm. This is an important aspect of the organization and its work processes.

Bhagyalaxmi Milk Dairy is spread across 35 acres and houses more than 3,500 cows. This dairy operates with the help of these cows. Automated milking processes, creation and

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maintenance of an excellent environment in the cowsheds, providing proper nutrition and timely veterinary facilities to the cows as needed, and charging a premium price based on quality are some of the practices followed at this dairy. This excellent organization and methodology greatly benefits the business, leading to a large turnover and boosting its operations.

**Pride of Cows - A Brand:** Established under Bhagyalaxmi Milk Dairy, Manchar, this farm in Manchar was built by Honorable Mr. Devendra Shah in 2005. This modern dairy, spread over 35 acres, houses more than 3,500 cows, which are cared for using modern methods and maintaining excellent hygiene. To ensure a fair price for the milk produced, the 'Pride of Cows' brand has been created, which has attracted customers. This brand is specifically for milk, and its demand is primarily seen in major cities like Pune, Mumbai, Nashik, Delhi, Gujarat, and Surat. This farm is also proving effective in guiding other young people. Through this farm, citizens in the area can start new agriculture-related businesses, and various other industries can also flourish under its umbrella.

**Conclusion:** Bhagyalaxmi Milk Dairy, Manchar, established in 2005 under the leadership of Honorable Mr. Devendra Shah, started with low capital. Foreign breeds of cows were brought in, and new methods were used for proper management, planning, control, and organization. Through this approach, the cows received timely and appropriate care, and any problems were resolved using modern methods. As a result, high-quality milk began to be produced, and its quality was consistently maintained. Therefore, the brand name 'Price of Cows' was given to this milk product. In this dairy, spread across 35 acres, more than 3,500 high-quality cows are managed using modern technology and automation, along with the latest techniques. With proper management, organization, and efficient work processes, Bhagyalakshmi Milk Dairy is operating successfully. All the work of providing this positive direction to society was undertaken by Honorable Mr. Devendra Shah. Many such opportunities can be provided to various agriculture-related industries. This also presents an opportunity for farmers in rural areas to engage in significant economic activity, and it serves as a guiding principle for all entrepreneurs and young people in society to bring about large-scale development.

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