

The Second Innings

The concept of time has its existence in human's mind only and so is true with concept of age also. You are as young (or old) as you feel in your mind. Second innings is an initiative being taken up by Suruchi Consultants as a commitment towards carrying out responsible business.

Our focus is on all those dairy professionals who have opted for retirement from their jobs naturally (after the scheduled service tenure) or casually (at the announcement of some VRS or to pursue some personal dream). They could be from animal husbandry, breeding, feeds and fodder , animal health, milk processing, quality control, research and development, Dairy research institutes, Krishi Vikas Kendras ,Veterinary Institutes and organizations , ministries of agriculture and cooperation, animal husbandry and any other organization with a meaningful contribution to the dairy development in India.

We feel that you (belonging to any of the above mentioned serving background) have always dreamt of serving the society the way you would have wished to do it. In west (and now in east also) people go into retirement or semi-retirement with dreams of relaxing and pursuing their dreams. This sudden change in routine in their lives , find them not only unsatisfied but a bit resigned also at times. Some take it lightly, but for some it is unacceptable. It is a message to all of you that this is the right time to tread the path of contributing back to the society and at last to the individual. Since the beginning you have been serving and contributing your might to the system only and now doing the same for the society and lastly an individual will surely be an eternal experience.

The true utility of a person to the society is a function of his capability to contribute to society both physically and mentally and never of his age. Research has suggested that post retirement life offers a couple of challenges to professionals like

- Using time productively and purposefully
- Staying fit and healthy
- Staying relevant
- Staying away from the home in the field of your choice (as too much time spending at home also leads to diminishing utility)
- Feeling important and maintaining high self esteem and self confidence
- Gaining and maintaining richness in relationship with everyone

And all of the above challenges could be converted into potential opportunities with us in our initiative on second innings. The dairy fraternity is calling you. There are millions of dairy farmers in India who are looking towards us with hope. They do not require any help support in cash or kind. They do not need to be a part of any philanthropic drive too. What they require is empowerment through knowledge. The vast knowledge which you have accumulated over a period of your illustrious career with the reputed public or private sector is the one which requires dissemination to

the first link in the dairy value chain (the dairy farmer or Self Help Group or a Cooperative society).

Our plan is to organize workshops, camps, farm visits , round tables for the dairy farmers in North India (In the villages in Delhi and NCR to begin with). These camps would be designed to address the queries of farmers on improving milk yield, lactation period, feed and fodder management, animal breeding and health and ways to improve milk quality and hygiene. The objective of all these workshops is to find the ways to improve the overall productivity and thus add on to the livelihood of these farmers.

We only expect you to spare a day per month (maximum) for becoming part of this dairy responsibility drive. We request you to get registered with this initiative so as to make dairying as a whole time activity (against a part time activity) in Indian rural household. We also commit ourselves to contribute to National Dairy Plan 2022 by helping the Indian dairying achieve a 5 million MT per annum growth target as against 3 Million MT prevailing till last year.

We along with a group of like minded cow worshippers would arrange such workshops under your able guidance and support. We shall also be promoting the event at the village level using traditional means of promotion and extension services.

At the end no body remembers directors and deputy directors but everyone remembers an individual who has contributed his bit to the society.

So its time for you to be a part of this community development initiative

We should not forget that : " Healthy India needs quality animal husbandry products and Wealthy India needs better livelihood opportunities through productivity and good farming practices".

If you wish to create that transformation in the life of an even a single dairy family then please reply to this mail by writing "I am Interested in second innings" in the subject line.

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