

## Startups need ease of establishing dairy business in India

Dairy blog with 97<sup>th</sup> edition of Dairy Pulse ( Nov 1<sup>st</sup> to Nov 15<sup>th</sup> 2019)

Dear friends,

For the time being dark clouds of RCEP over the Indian dairy industry have vanished. India is undergoing a wave of startups, make in India, Startup India, Stand up India and scores of other initiatives launched by the Modi government. Dairy is also listed as a potential sector under most of these schemes. There are a large number of entrepreneurs who are trying to find solutions for the dairy sector through an innovative approach and focussed approach.

Strip based detection kits for adulterants, contaminants, antibiotics and now freshness of milk are the areas ensuring a safe milk ecosystem with ease and at a low cost. IT, IOT, BlockChain, cloud-based technologies, AI , etc are the other categories for data capturing, storing, processing and analytics for the complete dairy supply chain from feed to table.

There are large numbers of startups looking at the opportunities in setting up dairy farms, milk processing plants and in certain cases dairy-based foods with functional benefits.

The biggest challenge being faced by them is getting finance from the bank. The banks are considering dairy to be a blacklisted category and they are all the time afraid of treating it equivalent to risky sectors like textiles and chemical industry.

New regulations with poor clarity on the definitions like ban of plastic in packaging, policy on what to do with unproductive and sick animals and mainly stray animals, use of diesel in generators and boilers, ban of dairy discharge in any form, etc are a few of the areas which requires a revisit and more clarity so as not to intimidate the young minds of our country.

Dairy like any other business runs a risk of failure but the entrepreneur who has put in his life and assets on stake is not doing it for fun. Banks must give him a fair chance to play. The government must also give him a clear explanation of all relevant policies. You can not compare every business failure as a fraud.

Through this edition of dairy pulse, I would like all stakeholders to come together and approach the government seeking a fair trial and enough opportunities to the aspiring dairy entrepreneurs.

Views and suggestions from the readers will be highly appreciated in this regard.

Happy e-reading

with best regards

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