

**SUCCESS STORY OF DR. HADI BUX JATOI  
A PROGRESSIVE GROWER AND DAIRY  
FARM ENTREPRENEUR  
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Dr. HadiBuxJatoi, former Director General Health Sindh owns a dairy farm at Hyderabad. Unlike, traditional business prone dairy farmers he usually applies methods gained through his experience of domesticating animals. His rich experience in buffalo keeping started in 1966. He inherited the modus operandi from his ancestral propensity of animal keeping.



He owns cows of different breeds like Australian breed, Sahiwal breed, Sahiwal cross breed with Australian cows. He has around 225 milking cows and 150 calves. Dr. HadiBux says that there are several important things one needs to know before starting this business. Following are some key points before getting into the dairy farming business:

Background knowledge and related experience of the entrepreneur in dairy farm operations.

Application of good husbandry practices such as timely feeding, watering and vaccination to ensure animal's health and disease-free environment.

Awareness about the supply and demand of milk in the market as demand of milk is relatively higher in summer as compared to winter season.

Efficient marketing of the project and bulk supply to wholesalers The milk production process of dairy farms in Pakistan starts with the selection of the right animal such as Nili-Ravi and Kundi and cattle breeds such as Sahiwal, Red Sindhi and Cholistani. Crossbred cows (cross of local non-descript cows with semen of exotic breeds e.g. Holstein, Friesian and Jersey) may also be considered. Good housing leads to good management practices and ultimately optimum production. Generally, housing shed is:

Less expensive

Well ventilated, comfortable and dry with hygienic environment

Equipped with easy drainage system and mechanism for removal of dung urine and waste material

Protected from extreme environmental conditions

Having maximum sun exposure: axis of length to be east to west

Available with feed and water for 24 hours

Planned so that future expansion may be possible when required

Milking animal should be fed 1 kg of concentrate feed per 3 liters of milk produced.

Green fodder should be supplied @ 8-10% of body weight to the animals.

Additionally, urea molasses blocks and salt blocks can help in better milk production. New born calves should be fed colostrum and milk @ 8-10% of body weight for first month of age. After that, green fodder should be added to its feeding plan. Supply clean drinking water in clean troughs i.e. 50 to 80 liters of water consumption/adult animal/day round the clock maintains the milk production capacity of the animal. DrHadiBux says that Hygienic and clean milking twice a day (morning/ evening) lowers the chances of mastitis as udder health and hygiene is most important in dairy animals. Proper storage of milk should be done preferably at temperature of 4 c for which he has milk chilling plants at his farm. Each cow gives about 14 to 15 kg milk twice a day, making overall sale of 15 to 20 maunds of milk daily. He has contracted with the engro foods and they daily purchase milk from the farm. Dr. Hadi plans to supply milk in sealed bottles with his brand name, envisaging market trends. This bottled milk will be delivered daily to different stores and marts with expiry date of 2 to 3 days.