

EDII organizes national conclave to formulate an action plan for promoting cow-based entrepreneurship

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Entrepreneurship Development Institute of India (EDII) in association with Rashtriya Kamdhenu Aayog (RKA) Ministry of Fisheries, Department of Animal Husbandry & dairying, Govt. of India, organized a one-day National Conclave on “Cow based Entrepreneurship: Potential, Opportunities and Challenges” on 29th September 2020. The conclave aimed towards formulating a strategy and action plan for Rashtriya Kamdhenu Aayog to promote and encourage cow-based entrepreneurship in India. The chief guest for this conclave was Shri Bhupendrasinh Chudasama, Hon’ble Minister for Education (Primary, Secondary and Adult), Higher and Technical Education, Law & Justice, Cow Breeding and Civil Aviation, Government of Gujarat.

The main outcomes discussed at the conclave to make cow-based entrepreneurship reach grassroots were; creating entrepreneurship avenues and an enabling eco-system for the cow-based economy; identifying cow-based products for diversification and new enterprise creation; promoting cow-tourism; and developing custom-design capacity building programs for cow-shed/milch owners, start-ups etc. In this context, the conclave collated new ideas, experiences and underlying opportunities and challenges shared by practitioners for entrepreneurs to ideate, create and nurture new age cow-based entrepreneurship.



In his address, Shri Bhupendrasinh Chudasama, said, “We should come forward in highlighting the importance of indigenous cows and various usages of cow-based products. We should also identify and promote potential cow-based opportunities and help evolve talent in this sector. We are hopeful that Rashtriya Kamdhenu Aayog and EDII will take this vision further by creating opportunities in cow-based entrepreneurship and by highlighting various initiatives and schemes by central and state governments to create awareness among farmers about by-products of the cow. This will also encourage potential start-ups to bring in their innovation and application to this sector. We are sure that EDII can play an important role in promoting cow-based entrepreneurship across the country.”



Shri Vallabhbhai Kathiria, Chairman, Rashtriya Kemdhenu Aayog, addressed the audience and explained the importance of promoting cow-entrepreneurship. “In the changing times, there is a need to double on and off-farm income for the Indian agriculture sector. Cow-based entrepreneurship can be a key proponent in this regard. Apart from milk products, there is a huge potential in creating new types of enterprises based on cattle input and outputs. Although a niche domain, with right interventions and intent, the cow-based economy can be a prolific sector that could provide several employment opportunities at the grassroots level. RKA and EDII are jointly planning to promote cow entrepreneurship across the country by organizing capacity building programs and orienting more and more people towards this discipline,” said Shri Kathiria.

The conclave also highlighted the importance of research and development on cow-based entrepreneurship, and better cow preventions and livestock.



Dr. Sunil Shukla, Director General, Entrepreneurship Development Institute of India (EDII), said, "There is a need to enhance knowledge and capacity building of the existing and potential cow-based entrepreneurs. The domain remains unexplored, and with research and in-depth study, effective strategies and interventions can be laid down. This will help in the implementation of the initiative and also make sure that entrepreneurs gain the most from this new-age venture. This will also help in the growth and formalisation of the sector in the long run."

The conclave was attended by representatives from the Government and Agro sector. More than 80 delegates from across the country, involved in the sector, participated in the Conclave with all COVID protocols in place. Various products, health products made of cow dung and urine, etc. were displayed at the conclave to give current and potential entrepreneurs an insight.