



Internship report

On

“Study on the Dairy Management System of Bangladesh”

At

Fancy Dairy and Food Products Ltd.

(FancyGroup)

92, Ali Bahaban, KarwanBazar, Dhaka

Supervised By:

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LETTER OF TRANSMITTAL

25 July 2021,

Dr. Sheikh Mahatabuddin

Associate Professor & Head
Department of Nutrition and Food Engineering
Faculty of Allied Health Sciences
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Subject: Submission of Internship Report.

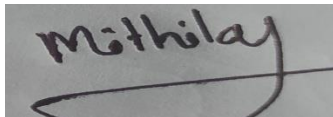
Dear Sir,

With due respect, it is a great honor to have the opportunity to submit the internship report on the “**Dairy Management System of Bangladesh**”. I have got the opportunity to work at Fancy Dairy and Food Products Ltd. for 60 days under the supervision of **Mr. Foisal Ahmed**, A G M (Quality Control & Assurance). Fancy Dairy and Food Ltd has given me both academic and practical experiences. First of all, I have learned about the organizational culture of Milkprocessing organization, Bangladesh.

I shall be highly obliged, if you are kind enough to receive this report and provide your valuable judgment. It would be my immense pleasure if you find this internship report useful and infinitive to have an apparent perspective on the issues.

Thank you again for your support and patience.

Yours Sincerely,



Mithila Farzana Mim
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Approval Certification

We are pleased to certify that the internship report on the “**Dairy Management System**” at Fancy Dairy & Food Products Ltd. conducted by Mithila Farzana Mim, ID No: 171-34-621, Department of Nutrition and Food Engineering, Daffodil International University. She has successfully completed Internship report under my supervision as a part of partial fulfillment of under graduation Degree.

We recommend the report, which will be presented by Mithila Farzana Mim. She is very pleasant having good personality and character.

We wish her good luck for future life and success.



05.08.2021

Dr. Sheikh Mahatabuddin
Associate Professor & Head
Department of Nutrition & Food Engineering
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Prof. Dr. Md. Bellal Hossain
Associate Dean
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ACKNOWLEDGEMENT

All praises and appreciation to almighty, who manages each and everything and empowers me to complete in this preparation.

I am grateful to each and every people and all of my teachers who supported and helped me to complete the internship activities. I would like to express my gratitude and thanks to my Honorable Head, **Dr. Sheikh Mahatabuddin**, Department of Nutrition and Food Engineering, and also Supervisor **Dr. Md Bellal Hossain**, for helpful suggestions, support and encouragement during this work. I also thankful to my advisor, **Ms. Fouzia Akter** who supported me always and also other faculties for their great help during my university life. Also thankful to my seniors, juniors and classmates for their help, advice, suggestions, inspiration and support.

My feelings during this internship were incredible and I delighted in it very much. The knowledge which gained from the internship program will definitely help me in my professional field.

SUMMARY

This report is prepared on the basis of my two-month practical experience at the Fancy Dairy and Food Products Ltd., Bangladesh. This internship program helped me to learn about the practical scenario of Dairy Management System in Bangladesh. It is a dynamic and leading organization as country wide milk & Milk products supplier. Fancy Dairy and Food Products Ltd. is a service oriented as well as commercial organization. It is one of the leading milk industries in Bangladesh.

This report has been prepared based on my observation and experience gathered from the company. The organization has many divisions and departments but I got the overall opportunity to work in the “Dairy Management System” only.

Fancy Dairy and Food Products Ltd. provides these facilities for internship as student. This internship work has been conducted to draw a conclusion on the studies of the “Dairy Management System”. The report also consists of recommendations and conclusions according to my observation in which, I think would improve the environment of the organization if implemented.

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Introduction

Bangladesh is an agricultural country. There are 84.4% people living in rural area. For increasing the population, the demand of milk and milk product is increase day by day. Public milk creation can just meet 13% (approx.) of the current milk devoured. The interest for milk and milk things is growing a consequence of the immense extension to people, the spread of preparing and creating sustenance care. Bangladesh has an appropriate climate for cattle.

As such, the prerequisite for developing the dairy business, especially, in the nation regions, has been seen. Notwithstanding the way that, dairying is the most established occupation set up in the commonplace setting of Bangladesh; its progression isn't pleasant due to different issues. The paper is as per the following the arrangement in the following segment, foundation data is given on the Bangladesh economy and the current status and potential for building up the dairy business is illustrated.

ORIGIN OF THE REPORT

Internship Program of Daffodil International University is a Graduation requirement for the NFE students. This study is a partial requirement of the Internship program of NFE curriculum at the Daffodil International University. The main purpose of internship is to get the student exposed to the job world. Being an intern, the main challenge is to translate the theoretical concepts into real life experience.

The internship program has following purposes.

- Idea of activities of the Fancy Dairy and Food Products Ltd.
- Know the factors of milk union.
- Identify different problems rising in raw milk.

This report is the result of two month's long internship program conducted in Fancy Dairy and Food Products Ltd. and is prepared as a requirement for the completion of the NFE program of Daffodil International University. As a result, I need to submit this report based on the "Present Status of Raw milk".

OVERVIEW OF THE ORGANZATIONS

Fancy Dairy and Food Products Ltd is an all-natural identical dairy farm established in July 2019 with one mission to produce superior quality, wholesome, farm fresh dairy products from healthy cows grown in our own farm using environmentally sustainable practices and state of the art methods. The Farm situates at Chwbari village, near Kamarkhanda in Sirajgonj District.

The company has diverse range of products like pasteurized Milk, flavored milk , Ghee, sour card, Labang, cheese ghee fresh milk whey proteins paneer curd yoghurt milk powder and dairy based beverages targeting a wide range of consumer groups under the brands Gowardhan Go Top Up Pride of Cows Avatar Milk rich and Slurp.

Objective of the Company

Fancy Dairy and Food Products Ltd. Started its operation for the poverty alleviation and to enhance the milk production in the country and at the same time to provide the city dwellers with a regular supply of fresh and hygienic milk and milk products within affordable price

Objectives of the internship activities were:

- **Improvement of household nutrition and increase of purchasing power.**
- **Increased the milk yield and productivity of the plant.**
- **Creation of farm employment generation.**

Present Status and Potential for Dairy Industry Development:

Bangladesh is an agricultural country and above 84% people live in the village and also depending on agriculture. Contribution of Livestock in Gross Domestic Product (GDP) is 1.43% (National Economy of Bangladesh 2018-2019). Per capita Gross Domestic Product is 3.21% provisional (National Economy of Bangladesh 2015-2016).

Livestock share of agriculture GDP 13.44% (National Economy of Bangladesh 2018-2019). It gives employment generation in directly 20%. It also gives employment generation in indirectly 50%. Contribution of livestock to the national economy is GDP volume (Million BDT) 46673 (National Economy of Bangladesh 2018-2019).

Bangladesh consists of three types of land like low, flat and fertile land. And it has a sub-tropical monsoon climate. Here generally three seasons: cool-dry, hot-dry and hot-wet. Absolute yearly precipitation fluctuates somewhere in the range of 203 and 1733 mm (Bangladesh meteorological office 2016-2017).

Livestock need food, suitable environment, water for survival. Bangladesh has a suitable environment for livestock. On the off chance that any nations' livelihoods are ascending in the farming area, it is conceivable to fill in an enormous homegrown market in low pay nations which overwhelmed by agribusiness. That's why need to change in technology, which helps to increase the production also increase the agricultural employment and income.

The all out number of cows and buffaloes is 243.91 Lac and 14.93 Lac individually (National Economy of Bangladesh 2018-2019). Total demand of milk is 152.02 Lac Metric Ton (250 ml/day/head) but production is 106.80 Lac Metric Ton. Demand of the meat is 72.97 Lac Metric Ton (120 gm/day/head) but production is 76.74 Lac Metric Ton (BBS 2018-2019). No particular cows breed has yet been set up in Bangladesh.

However, with the long common choice some improved native assortments of cows exist in the country. This results from the century determination of better creatures for expanding milk creation. These improved assortments are Pabna Cattle, Red Chittagong, Munshiganj Cattle, and North Bengal Grey Cattle. Their creation probability is higher as thought about, the normal in general execution of the basic nearby dairy cattle in Bangladesh.

Complete yearly public creation of milk in Bangladesh is 2.27 million tons out of which 97% is delivered in rustic zones and 3% in metropolitan zones. About 83% of the milk is acquired from

non-business domesticated animal's undertakings. About 81% of the absolute creation is traded as 'wet blue' cowhide and calfskin items.

There are five types of users who use dairy management system.

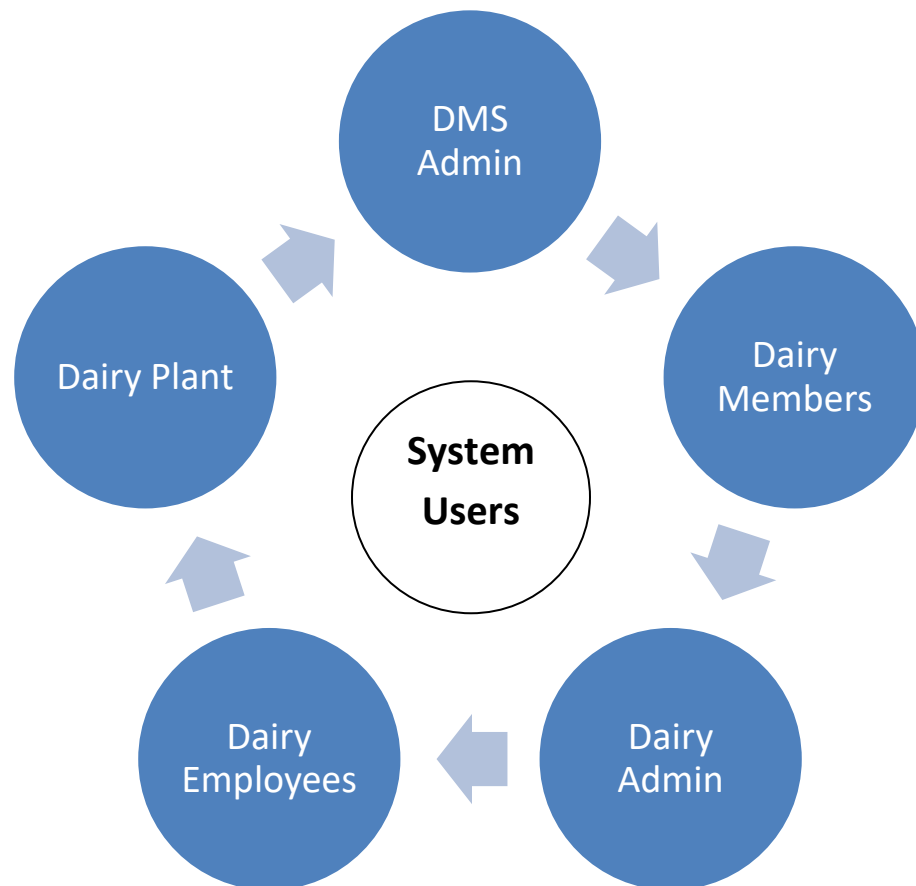


Figure: Types of system users

DMS Admin

The DMS Admin panel focuses on around the general framework.

1. He can be focuses on the daily, weekly and month sales
2. The records ought to be kept up in the money book, bank book, benefit and misfortune, and the asset report.
3. Records of the dairy who has paid the membership expense with their

- Dairy name
- Dairy code
- Installments got by dairy and
- The absolute number of installments got

Dairy Admin:

Each dairy has one administrator who deals with every one of the records

- **Dairy Summary:** It will show the complete individuals from the dairy, dynamic individuals, latent individuals, individuals on the credit side, individuals on the charge side, etc.
- **Milk Collection:** Amount of milk gathered in 24 hours.
- **Local Sale:** It shows the all out deals done in each space.

Dairy Employees:

- **Milk Collection Report:** the Dairy representative will gather the milk in holders and supply it to the dairy with a record of the all out number of milk gathered from dairies.
- **Payment Report:** The administrator will offer installment to his representative when the **worker** supplies the milk at each dairy in one course.
- **Working Shift Report:** Representative gets the change where they will work i.e., morning movement or evening shift.

Dairy Members:

- ❖ **Milk Supply Report:** Dairy individuals keep up the report of Date of milk provided

Name of dairy

Aggregate sum

Name of member

❖ **Price Card Report:**

- **Price entry chart**
- **FAT base**

- **FAT & SNF base**

❖ **Members Passbook:**It shows the part's subtleties, kind of milk favored amount and the sum.

❖ **Report of payment:**In the wake of making the report of individuals with full subtleties. Then, at that point the sum will be credited from their record.

❖ **Report of purchase:** it will given that the total amount, quantity of total item which is purchases.

Dairy Plant:

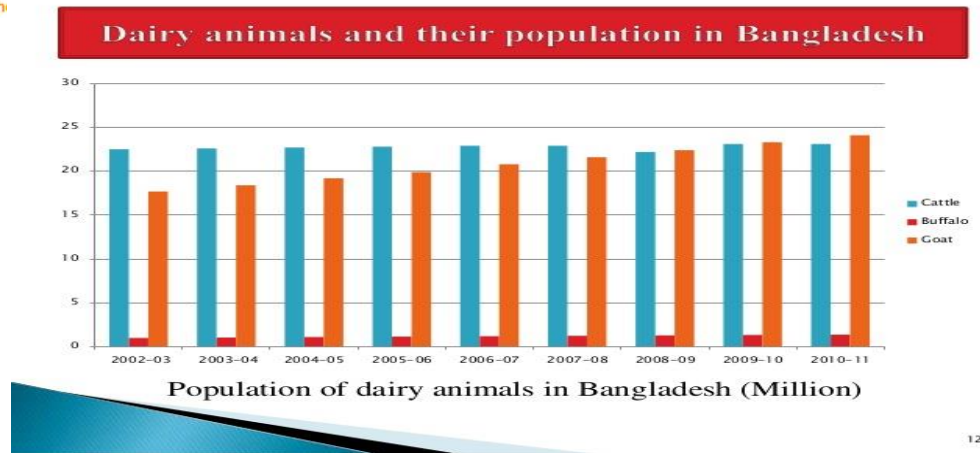
All out number of plants brought about in one area

Benefits of Dairy Management System:

- Those areas people can get chance to earn money and work there.
- A little gap between demands of customer and supply chain.
- To improve principle and work efficiency.

Consumption and Production:

Complete yearly public creation of milk in Bangladesh is 2.27 million tons out of which 97% is delivered in rustic regions and 3% in metropolitan territories. ... The amount of public milk creation can just meet about 13% of the genuine interest for milk of the populace. In Bangladesh, per capita each day milk utilization remains at just 27.31 grams or ml, states HIES-in its 2016 study report. In Bangladesh, the per capita each day milk utilization was 33.7 ml in 2010, and 32.4 ml in 2005, as per the two information of HIES distributed in the previously mentioned years.



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Figure : Population of dairy animals in Bangladesh

Production of Milk, Meat and Eggs

Prod ucts	Unit	Fiscal Year										
		2009- 10	2010- 11	2011- 12	2012- 13	2013- 14	2014- 15	2015- 16	2016- 17	2017- 18	2018- 19	2019- 2020
Milk	Lakh Metri c Ton	23.70	29.50	34.60	50.70	60.92	69.70	72.75	92.83	94.01	99.23	106.80
Meat	Lakh Metri c Ton	12.60	19.90	23.30	36.20	45.21	58.60	61.52	71.54	72.06	75.14	76.74

Egg	Cr	574.2	607.85	730.3	761.7	1016.8	1099.5	1191.2	1493.3	1552.0	1711	1736
	number	4		8	4	0	2	4	1	0		

Figure: Production of Milk, Meat and Eggs

Livestock contribution in GDP

	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-2020
GDP (Base: 2005-06)*	1.98	1.90	1.84	1.78	1.73	1.66	1.60	1.54	1.47	1.43
Growth rate of GDP	2.59	2.68	2.74	2.83	3.10	3.21	3.32	3.40	3.47	3.04

***GDP calculated at constant price (Source: BBS); *P denotes Provisional;**

Prepared by Dr. Hossan Md. Salim, LE Section, DLS.

Figure: Livestock contribution in GDP

Livestock population of Bangladesh (in lack number)

Name of Species	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-2020
Cattle	231.21	231.95	233.41	234.88	236.36	237.85	239.35	240.86	242.38	243.91
Buffalo	13.94	14.43	14.50	14.57	14.64	14.71	14.78	14.79	14.86	14.93

Sheep	30.02	30.82	31.43	32.06	32.70	33.35	34.01	34.68	35.37	36.07
Goat	241.49	251.16	252.77	254.39	256.02	257.66	259.31	261.00	262.67	264.35
Total Ruminant	516.84	528.36	532.11	535.90	539.72	543.57	547.45	551.33	555.28	559.26
Chicken	2346.86	2428.66	2490.11	2553.11	2617.70	2683.93	2751.83	2821.45	2892.83	2966.02
Duck	441.20	457.00	472.54	488.61	505.22	522.40	540.16	558.53	577.52	597.16
Total Poultry	2788.06	2885.66	2962.64	3041.72	3122.93	3206.33	3292.00	3379.98	3470.35	3563.18
Total Livestock	3304.90	3414.02	3494.75	3577.62	3662.65	3749.90	3839.45	3931.31	4025.63	4122.44

Figure: Livestock population of Bangladesh

On, need, demand, deficit of milk, meat and eggs in Bangladesh have been estimated as follows:

Products	Production (Million m ton)	Need per capita (gram)	Demand (Million M.Ton)	Deficit (Million M. ton)

Milk	2.28	250	12.82	10.54
Meat	1.04	120	6.16	5.78

Eggs	5369	104/year	14662	9253
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Figure: need, demand, deficit of milk, meat and eggs

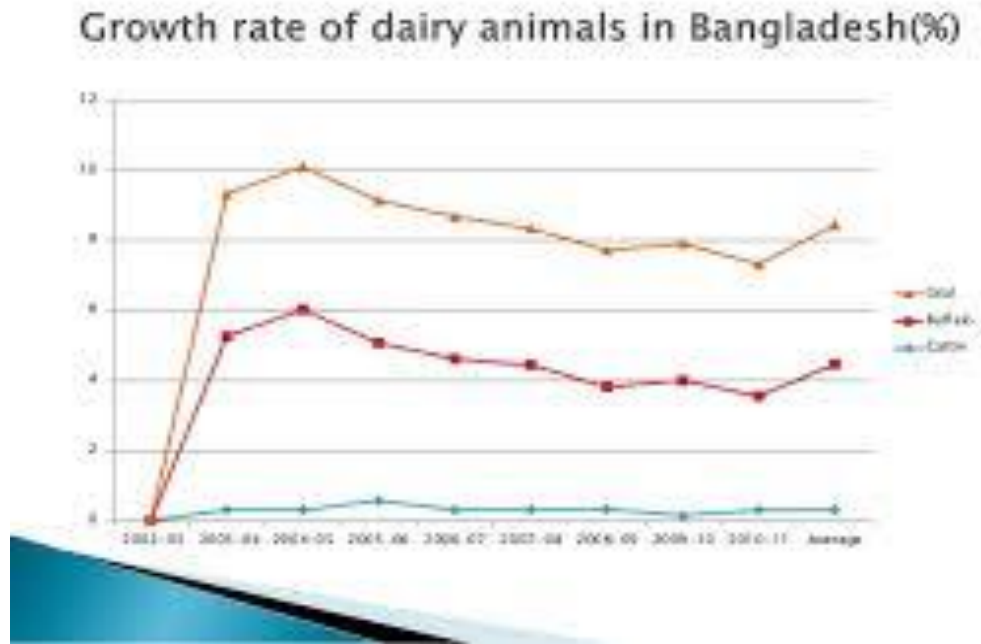


Figure: growth rate

During the last few years, Bangladesh imported powdered milk is that:

In the two years to 2015-16, normal yearly import powdered milk to 104,000 tons, up 86% from 56,330 tons in a similar interval of time till 2009-10, as per the Bangladesh Bureau of Statistics (BBS). BBS information showed that powdered milk imports added up to 105,683 tons in the July-May time of 2016-17.

Imports shot up 23% year-on-year to 1.3 Lac tones in 2015-16. Bangladesh's yearly normal utilization of skimmed milk was 35,000 tons in 2013-15. It is projected to increment to 49,000 tons by 2025, as indicated by the OECD-FAO Agricultural Outlook 2016-2025. Normal entire milk powder utilization was assessed at 43,000 tons during 2013-2015. It is assessed to develop to 60,000 tons by 2025.

As indicated by a gauge, 58,500 metric huge loads of milk powder product imported by Bangladesh to meet its utilization needs at an expense of US\$ 83 million in the monetary year 2006-7. This addressed an immense channel on assets that could be evaded.

1600 metric tons powder milk was imported during 1999- 2000, and cost is 60 million USD. After that, 2000 metric tons powder milk imports in 2012- 2013 and its cost was 93.4 million USD. For that reason, import cost is increase is 40% in 13 years. The amounts of imports additionally consistently during this period underlining lacking nearby creation of milk to satisfy its developing need. Yet, it isn't just a matter of interest for an item outperforming the locally accessible intends to supply the equivalent.

Milk is a supplement rich fluid food delivered by the mammary organs of vertebrates. Early-lactation milk is called colostrums, which contains antibodies that reinforce the insusceptible framework and accordingly diminishes the danger of numerous sicknesses. It holds numerous different supplements, including protein and lactose.

There are numerous preferences is that the consideration and the executives of draining creatures which furnishes an everyday type of revenue with a moderately generally safe factor. Furthermore, it provides opportunities of milk. Another significant thing is that, it likewise gives meat and milk, which is a wellspring of complete protein. There are a few variables which required in a dairy creation framework. Like Environment, its plentiful precipitation and daylight is expanding the creation of domesticated animals. Likewise, there is a huge work opportunity.

❖ **Percentage of the moisture, fat, protein, lactose and mineral at cow's milk, skim milk powder, whole milk powder.**

	Cow's milk %	Skim milk powder (SMP) %	Whole milk powder (WMP) %	Acid whey powder (WP) %
Moisture	85.5–89.5	3.0–4.0	2.0–4.5*	3.5–5.0
Fat	2.5–6.0	0.6–1.5	26.0–42.0	1.0–1.5
Protein	2.9–5.0	34.0–37.00	24.5–27	11.0–14.5
Lactose	3.6–5.5	49.5–52.0	36.0–38.5	63.0–75.0
Minerals (ash)	0.8–0.9	8.2–8.6	5.5–6.5	8.2–8.8

Processing of Milk:

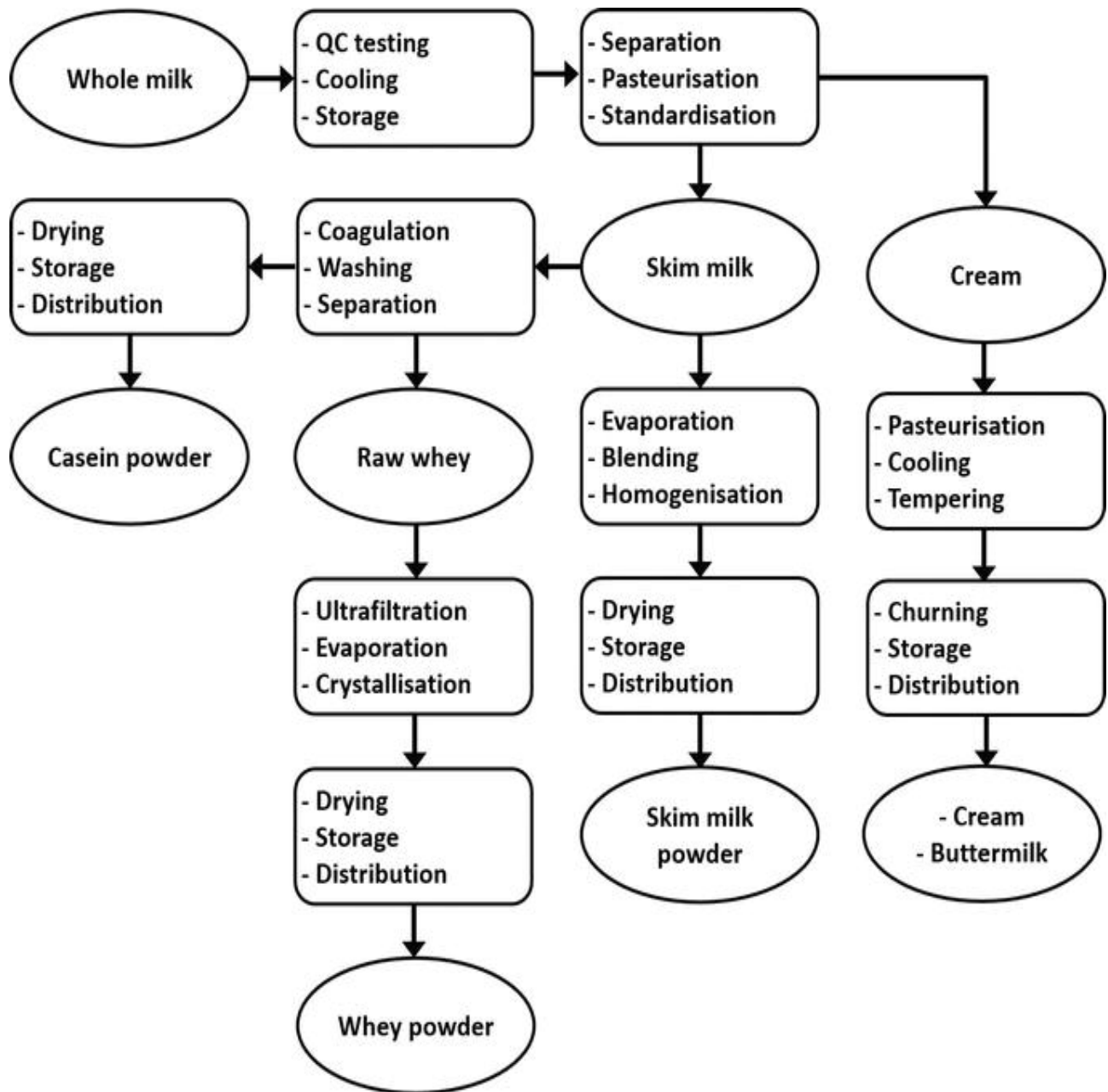


Figure: Processing of milk

Market failures in dairy production and marketing:

The market disappointments for dairy items have been examined in the types of deficient data, externalities, lacking arrangement of public products, wasteful promoting and inadequate business sectors. A focal issue of market hypothesis is that it assumes purchaser, merchants and makers have amazing data. At the point when private endeavor didn't give products and ventures proficiently in the public premium, at that point happen the market disappointment.

Government failures in dairy production and marketing:

At the point when government has neglected to achieve its financial purposes in the public interest, at that point it's called government disappointment. Essentially, it additionally happens when shopper insurance, proficient market rivalry comes up short in its job. Once in a while it tends to be occurred again and again for the inadvertent consequence of the poor lawful or authoritative interaction.

There are numerous explanations behind market disappointment like deficient arrangement of a public decent, wasteful promoting, insufficient data. Underneath it is depicted the reasons for market disappointment and government disappointment in dairy creation and promoting in Bangladesh.

1. Shortage of Quality Breeds:

Animal's advancement through the utilization of science-drove strategies for breeds and rearing in Bangladesh is still at a simple stage. It essentially happened utilization of wrong varieties, powerless framework, Lack of a public reproducing strategy and furthermore restricted specialized information about the improvement of breed.

Another issue is that the dairy improvement lies in its exceptionally low creation and low profitability. The program presents with an organization of 847 manual semen injection focuses (Livestock Directory, 1992-93). The outcomes acquired, up until this point, on the coordinated homesteads and exploration foundations, are very promising.

2. Shortage of Cattle Feed:

Supplement assumes a fundamental part in each creature. Like that the dairy creature needs 5 fundamental supplements. These are energy, protein, minerals, nutrients, and water. These are required for the wellbeing and generation reason. Be that as it may, a pregnant cow needs additional energy. Persistent deficiencies of feed and feed, along with poor nutritive

estimation of such feeds as are accessible, have brought down the profitable limit and richness of Bangladesh animals. Significant wellsprings of grub are: rummage crops, open brushing grounds, feed from weeding of significant yields and so on.

Around 26 million tons of the animals feed comes from grains and 15 million tons from scrounge crops. For each kilogram of great creature protein delivered, animals are taken care of almost 6 kg of plant protein.

3. Lack of Research and Training (Public Goods):

Presently animals have been dismissed of rural exploration region in Bangladesh. For low investment in research area and absence of a sense of urgency that's why there is no visible improvement in this sector. It is important to overcome our economic side and technical limitation for the increase of livestock production.

Despite the fact that it has been disregarded in exploration however it tends to be occurred has hitherto centered on specialized issues. Like breeds, production method, feed etc. the main reason is lack of research is that there is a lack of training facilities and the lack of trained personnel.

4. Lack of National Milk Grid and Processing Plants (Public Goods):

Milk Grid deals with the overflow milk inside the State, where the milk from the overflow region/locale is moved to the insufficient region. At the point when the overflow milk from one state inside the locale is moved from excess states to the lacking state it is known as a Regional Milk Grid. It has been helped makers creating of a standard market cost and get a decent cost. To increment of milk creation and current misfortunes in milk would be diminished at that point need to advancement of a milk matrix.

When milk is pasteurized and packaging onto glass or plastic bottle for sale then it must be stored below 4°C. Another constraint for the productive and beneficial working of dairy endeavor is that absence of handling plant establishment. Establishment of a handling plant assumes a significant part in many, as in rustic zones makers are changed over to drain into ghee however they can't get sufficient cost. In the event that the plant can be introduced, maker's deals the measure of ghee equivalent to the measure of fluid milk. Another is that who supply milk to the metropolitan regions and sweetmeat markets misuse little milk makers.

5. Information Problems:

Information is an important input to production. Data is the medium where information is handled, put away, and imparted. Information technology changes of human knowledge, changes of corresponding in the society. Information can be obtained from numerous points of view and from numerous sources, including yet not restricted to discernment, reason, logical request, instruction, and practice. Data powers the driving force of monetary advancement, information.

The facts confirm that this area has not gotten sufficient consideration of data and exploration. We know that Bangladesh is a developing country and agricultural data is regularly collected & analysis. The fundamental issue of market hypothesis is that guess purchasers, dealers and makers have amazing data. Many sorts of data are required for the appropriate working business sector. There are different type of knowledge is needed for producers & buyer. Producers need to know how it is prepared or made and buyer need to know what the good will do for them and also good known to must be potential buyers. It is also important to know the production technology. It increases market production and trade efficiently.

In industrial word information is the most valuable things. Information plays a role of productivity. Despite the fact that their number is acquired through the Livestock Censuses yet there is no endeavor was made for standard assortment and investigation of information on animals. There is a primary issue the absence of investigation of shoppers request and ranchers supply, handling, creation, appropriation and furthermore animals items.

In our country there is complete lack of information about milk and milk product. Even today, several areas are dark in this livestock sector. But a little bit is known about meat output, output quantities of byproducts, the relationship between milk yield and feed, livestock economy. There are no available information on income & employment.

The most important thing is that Market data on present and future supplies, current costs and present or future changes sought after assistance merchants and purchasers take choice. It also need on physical attributes on market and behavioral characteristics. Size and geographic description is type of physical attributes. And the characteristic of behavioral attributes includes culture, social and psychological aspect of target market. This data framework would likewise help the managers in tackling basic issues influencing the market.

6. Inefficient Marketing:

Marketing means an exchange process where 2 parties are involved in the exchange. One party gains profit by selling/promoting satisfaction and other parties gains in term of need & wants satisfaction. Principle point of the promoting is move item from the makers to the buyers which fulfills the clients and gives a sensible cost to the makers and processors.

Given that, 97% milk is produce in provincial regions however beneficial market exists in metropolitan territory. Due to the absence of showcasing offices the proprietors of dairy ranch totally offer their milk to the tea slows down at a less expensive cost.

As milk is the transient item that is the reason the Marketing channels for animal's items are likewise poor. The showcasing framework along these lines connects the milk makers in the country territories and customers in the far off metropolitan zones. "Milk vitae" is only one milk producers in Bangladesh but its role is very limited.

The marketing effort has to be recognized not so much as a sales activity but as an essential pre-requisite for ultimate milk production. As indicated earlier, the absence of an efficient market is a problem for feed inputs as well as for the industry's output of milk.

Ways of Correcting Market Failure and Government Failure:

It is necessary to develop the dairy program its directional strength from the organizational mission, objectives, strategies and goals. An effective development of dairy program must be drawing its organizational mission, vision, goals, objectives and strategies.

A Mission Statement defines the company's business, its objectives and its approach to reach those objectives. A Vision Statement describes the desired future position of the company. Elements of Mission and Vision Statements are often combined to provide a statement of the company's purposes, goals and values. It is revealed that some policies can be advised so that available resources, technological progress, physical facilities are utilized for developing the dairy industry.

1. Remedies for Market Failure-Policy Measures:

Insufficient distribution of goods and services in the free market refers to the market failure. There are basically two parts of instruments are discuss here. One is economic and another is technical.

❖ Economic policies:

1. Production policies:

Inhibited growth of the dairy products is occurred by the irregular supplier, high cost feed, and inadequate supply. Now a day the government has given high priority in the dairy sector. It has helped many like increase the production of beef, hybrid beef cattle, and institutional loan for livestock production. But still no any other steps have been taken by government.

2. Trade policies:

Trade policy is one type of blunt instruments which achieve domestic economic policies goals. Trade policy helps to the economic effects on producers, consumers, if governments choose to protect the dairy industry.

3. Marketing structure:

Market structure is best defined as the organizational and other characteristics of a market. We focus on those characteristics which affect the nature of competition and pricing. Organized marketing of milk and milk products is a

pre-requisite for balancing development of the dairy industry. If incorporating production enhancement, procurement, processing and marketing of milk is adopted then day by day dairy programs are developed.

❖ Technical policies :

1. Information and extension services:

In economy information is a vital force. Markets do not work well if the information is not reliable. By providing and eliciting information, Government can greatly improve market outcomes. One of the most important

limitations in Bangladesh is livestock production. Many farmers are far from their own initiatives, because of there no qualified guidance or supervision. At present, the Department is seriously short of qualified extension personnel and that already on staffs are very much loaded with administrative work.

In addition, suitable manpower training and job-specific in service training are vital in personnel development for the Department of Livestock. The need for communication within the government framework of which extension is a part has been outlined above.

2. Breeding policy:

Community-based breeding (CBB) is a farmer-participatory approach having common interest to conserve and improve their genetic resources under low-input production system. For livestock, this involves estimation of the genetic value of individuals for traits including growth rate and yield of products such as eggs, milk or meat.

This could be achieved only if indigenous cows are replaced by high yielding animals in cattle by cross-breeding the nondescript cows with exotic breeds like Holstein-Friesian and Jersey.

3. Veterinary program:

If disease can be eradicated or control then opportunities is create for the development cooperation between farmers. The vaccination program is one of the best ways to control disease. It creates many opportunities of animals Health & nutrition. Veterinary surgeon should be identifying which is the main reason to decrease the future value of animals.

Below shown about the SOWT Analysis of Dairy industry:

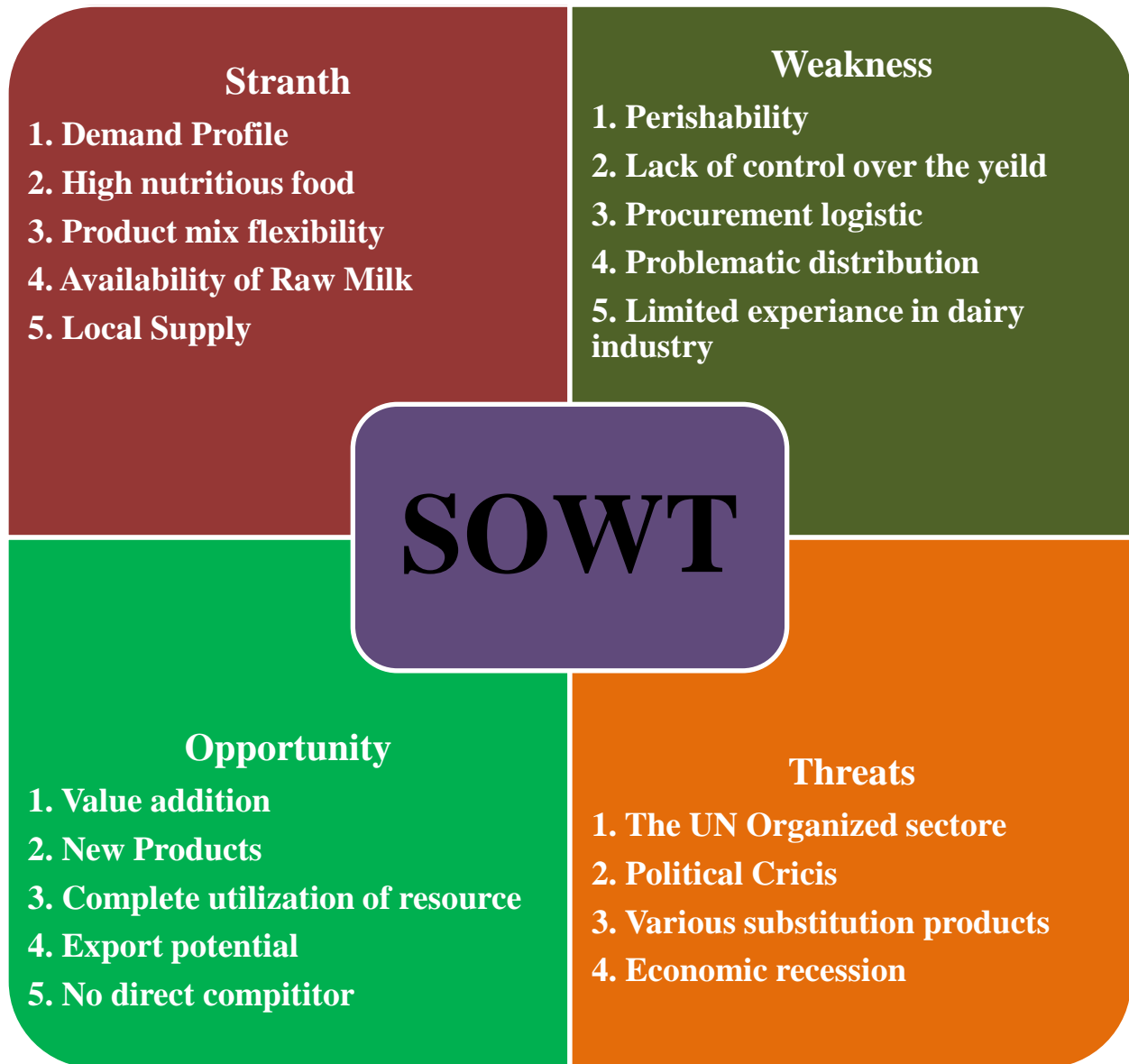


Figure: SOWT Analysis

Conclusion

Here shows that there is an extensive demand for milk and great employment opportunity in our country. National milk production can only meet 13% (approx.) of the current milk consumption. In the rural area, there is a limitless scope for the improving and commercializing the dairy industry. It is necessary to developing the dairy industry in rural areas.

Discuss in the market failure about inadequate of information, insufficient marketing & incomplete markets. If diseases were properly controlled then 31% cattle production is increased. It has not yet been illustrated that dairy farming can be transformed into a profitable business for the lacks of research. The National milk grid helps producers to get a good price and simultaneously in developing a regular market for their milk.

But there is no national milk grid and milk processing facilities in Bangladesh. Institutional support should focus attention on the needs of small and marginal farmers, and agricultural laborers since dairy development could help relieve under- employment and low incomes.

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