

## A SUCCESS STORY ON DAIRY FARMING “THE TELEGRAPH” DATED 29<sup>TH</sup> AUGUST, 2016

### Nihar Beura opts out of plum job, sets precedent

#### IIT alumni's milk boon for village

MANOJ KAR

Kendrapara, Aug. 28: An alumnus of the Indian Institute of Technology (IIT) has brought a dairy farm to his village to cater to the needs of the people there and, in doing so, setting a precedent of sorts.

Residents of his Kendrapara village are reaping big benefits from his farm by buying unadulterated milk, which is being sold at a price much lower than the market price.

Taking a break from his



Beura at his dairy farm in Kendrapara. Telegraph picture

professorship at a private varsity, Nihar Ranjan Beura, 50, visits his village at Dumuka in Marshaghai tehsil on weekends to look after the farm that boasts of 32 hybrid high-yielding cows.

“The sole objective of setting up a dairy farm was to make available pure milk to residents of my village at a reasonable price. Besides, I

have been able to provide employment to at least 10 families,” Beura said.

“The farm is being run on a no-loss-no-profit basis. The returns from the milk are spent on rearing cows. My farm is now two years old. I may have earned a lot of money in an overseas job. But, the success of this project has given me immense pleasure,” said Beura.

“Nihar has set an example for others to follow,” said Abanti Behera, a local resident.

After finishing his schooling in Marsaghai, Nihar did

MTech from IIT, Kharagpur.

“I was only a year old when my father Sunakar and my five-year-old-brother perished in a cyclone in 1967. My mother Sunandabala, who was widowed at the age of 25, was a great source of inspiration. The urge to do something for my village arose five years ago, when I returned to my village and was struck by how little it had changed. I saw villagers buying packet milk from a nearby market,” he said.

He added: “My mother used to make ends meet by selling milk. I decided to help the villagers by setting up a dairy, to which end I bought 35 Jersey cows by spending Rs 8 lakh. I also built cattle sheds at a cost of Rs 10 lakh. At present, there are 52 cows that give around 300 litres of milk on a regular basis. Twelve families of our village eke out their livings by working at my farm,” said Nihar.

“I have no regrets about sacrificing my career and plum salary,” said Nihar.

**MRS. PRIYALAXMI BEURA, W/O SRI NIHAR RANJAN BEURA, AN IITIAN HAS BEEN PROVIDED WITH CAPITAL INVESTMENT SUBSIDY WORTH RS.1137367/- DURING JANUARY, 2015 THROUGH APICOL UNDER STATE AGRICULTURE POLICY 2013 FOR ESTABLISHING THE DAIRY PROJECT**