

Some Stuff

Dylan Baker

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Outline

1. Context
2. Inefficiencies
3. Potential Research Questions
4. Aggregate Data
5. Solutions?
6. Literature

Context

- In Patna (Bihar), people don't want to buy packaged milk because they believe it's contaminated and full of preservatives/chemicals.
- They also don't want to buy milk from local dairy shops for similar reasons.
- To overcome this trust issue, several milkmen take their cows door to door and milk the cow in front of their consumers to establish trust that their milk is pure and fresh.
- There is close to no difference in prices between different forms of milk so prices don't drive these decisions.
- Based on observation, $\sim 25\%$ of residents get their milk directly from a cow. (Patna's population is 2.58 mil, so $\sim 645,000$ people get milk from a cow directly)