

Risk Analysis and Mitigation Strategy for enterprises in GramNidhi

1. Name of the Enterprise: GIR based enterprise
2. Risk Analysis based on the literature review, discussions with experts, observations and experience with the existing entrepreneurs:-

High Probability	Medium Probability	Low Probability

Risk Factor	Remarks	Probability	Mitigation Strategy
Acclimatization to the climate of Udaipur	The breeding policy recommends GIR for the region. It is hardy breed with high milk output. The breed is from similar undulating terrain and semi arid conditions.		<ul style="list-style-type: none"> Avoiding procuring in extreme conditions – summer and winter. Purchasing from a farmer who has practiced home based rearing. Training and exposure of entrepreneurs. Purchase of younger animals.
Critical Scale of enterprise	The input cost of the breed is a deterrent for keeping 2 animals that provide income round the year.		<ul style="list-style-type: none"> Encouraging purchasing of heifers along with cows to maintain income cycle Provision of bull for upgrading the local non descript breed of cows. Investing in the male calves for getting good bulls in 2 years time
Feed Stress	The cows purchased from Gujarat are fed on cotton oil cakes and Jowar crop residue.		<ul style="list-style-type: none"> Encouraging supplement feed Training on proper feed management
Disease management	The breed is hardy and not prone to diseases. Deworming and vaccination are important along with proper shelter to keep the skin parasites away		<ul style="list-style-type: none"> Training and counseling on good management practices. Demonstration through partial support for a good shelter. Linking-up with government vet-health services. Regular de-worming and vaccination

			support.
Knowledge of the entrepreneur of basic management	Traditionally the tribal in the region have kept non-descript cows. The cows are reared with minimal inputs. One critical factor is timely breeding (approx 90-120 days after calving) to reduce dry period and loss of income.		<ul style="list-style-type: none"> • Training and exposure • Hand holding and support • Counseling for improving practices that are found lacking • Provision of good quality bull and access to artificial insemination services. • Training to identify the cows heat period
Location, access to market and competition	The critical mass is lacking for linking with govt. dairy.		<ul style="list-style-type: none"> • Production of ghee (butter oil) and selling of milk in local market. • Cluster based approach to have the critical mass for linking with govt. dairy and premium price of cow can.
Sourcing and Cost of the cows	The cost of cows is very high and is a barrier of promotion of the breed which has been recommended for the region. Transportation and problems/costs associated with locating the right animal are also challenging/		<ul style="list-style-type: none"> • Exploring support of breeding centre at Udaipur for local supply of animals. • Encouraging heifers' purchase which costs less along with cows. • Provision of bull for timely breeding and breed improvement of local animals
Record Keeping	Illiteracy is a major hurdle to encourage keeping of records of stock and keep a track of income and expenses. This also makes it difficult to arrive on pricing strategy.		<ul style="list-style-type: none"> • Record keeping is must for all the enterprises. • Identifying local people who can help entrepreneurs in record keeping. • Regular counseling on costing
Mortality	It is a high investment enterprise and death of animal may put the entrepreneur in a debt trap		<ul style="list-style-type: none"> • Insurance of animals • Regular monitoring and linkages with government vet-health services.