

# KICK CARDS

Look at the kick cards. Discuss any ideas they may give you as to how Asoka can now earn more money from her cows.



# SYSTEMS DIAGRAM LABELS

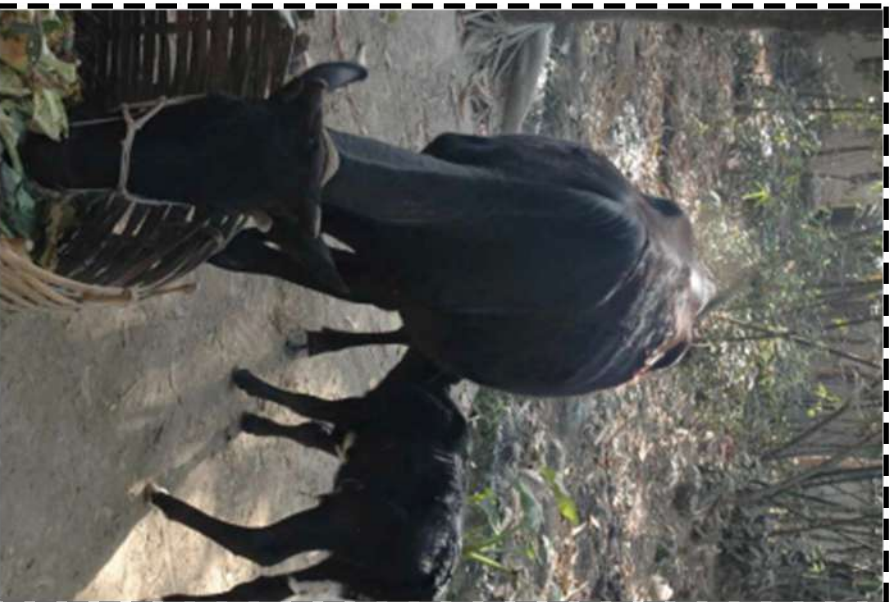
Give each group one set of labels

<b>Inputs</b>	<b>Processes</b>	<b>Outputs</b>
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# SYSTEMS DIAGRAM PHOTOS

Decide if these photos are inputs, processes or outputs.



**One of Ashoka's cows with calf**



**Shopkeeper and maker of curdsweets**



**Curd machine**

# SYSTEMS DIAGRAM PHOTOS

Decide if these photos are inputs, processes or outputs.



**Women improving the food of the cows making it more nutritious**



**Women at a meeting with a Paravet, learning about improving the health of their cows**



**Milk Collector measuring the milk from Ashoka's cows**



# SYSTEMS DIAGRAM PHOTOS

Decide if these photos are inputs, processes or outputs.



**Ashoka being paid  
for her milk**



**Children at school**

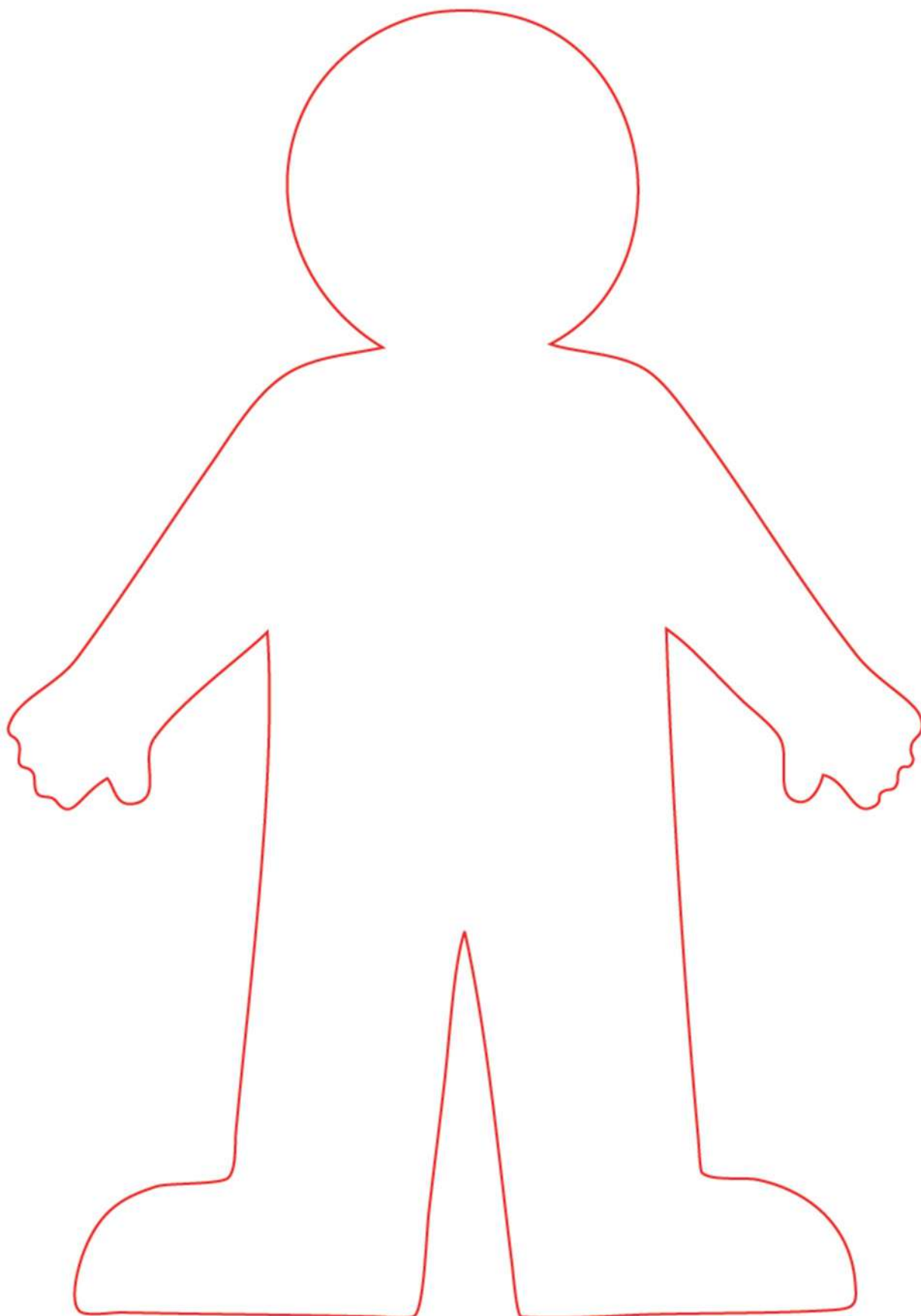


**A lactometer being used to test  
the quality of the milk**

# JIGSAW PERSON

Write **inside** the jigsaw person what you definitely know about him/her

Write **outside** the jigsaw person what you think you know about him/her



# STAKEHOLDER INFORMATION CARDS

## Milk farmer

ALL

### Before

- You worked independently with little equipment. You could not keep milk fresh so the milk collector (goyala) was not very interested in you because you lived too far away from the processor.
- You waited until the Goyalas came before you milked your cows. When the Goyalas did not come cows were milked for only home consumption allowing the calves to drink the remaining milk.

### Now

- You work as a member of a group with other milk producers.
- A milk center has been set up. This is a fixed place to meet for all people involved.
- Paravets visit once in a week to vaccinate the animals, offer treatment to sick cows and calves and conduct training on cow rearing.
- Goyalas meet every day to collect milks at set times in a day.
- Paravets and Goyalas have found this good because they can increase the amount of business they do.

## Paravet

ALL

**Paravets are travelling vets. You sell medicines and vaccination facilities as and when requested by the farmer.**

### Before

- You tended to have high fees and prices because few farmers used your services.

### Now

- You work as a group with other people like you.
- A milk center has been set up. This is a fixed place to meet for all people involved.
- You visit once in a week to vaccinate the animals, offer treatment to sick cows and calves and conduct training on cow rearing.
- Goyalas meet every day to collect milks at set times of the day.
- You have been trained and supplied with new syringe and vaccination kits.
- Both you and the Goyalas have found this good because you can both increase the amount of business they do.
- This has improved your credibility As a result, demand for your services has been increasing.

## Goyala (Milk collector)

ALL

### Before

- You worked independently with little equipment. You could not keep milk fresh so you tended to only go to farmers near the city and therefore near the processors.
- You were not happy about buying milk that was not milked in front of you as you feared it may be contaminated or watered down.
- There are not many of you and you can only carry around 40kg of milk at a time so you did not buy milk regularly. When you went to buy milk you either over milked or under milked the cows to suit what you can sell.

### Now

- You work as a group with other Goyalas.
- A milk center has been set up. This is a fixed place to meet for all people involved.
- You meet every day to collect milks at set times of the day.
- Both you and the paravets have found this good because you can increase the amount of business you do.

## Grass cultivator

ALL

**As well as producing milk you grow grass to sell to the large companies.**

### Before

- There was a small demand for grass that gave you a bit of extra income.

### Now

- Demand for grass as a food source is increasing as farmers now understand that it is better for the cows than the feed they used to get from the feed suppliers.
- As the number of cross breed cows (hybrid cows) is increasing you are identify high yielding grass varieties that are good for them, continuing to cultivate grass
- You are starting to sell grass to milk producers as well as the large companies
- The grass that you are encouraging people to plant is called Napier.



## Milk Processor

MOST

**Most of milk collected by the Goyalas is sold to you so you can make sweets and yogurts.**

### Before

- You often used to pretend to be unable to buy milk for very many reasons forcing the Goyalas to sell at lower prices resulting in lower payment to the producers.

### Now

- You have been able to invest in a chilling plant, a cream separator and a yogurt vat so you can make quality sweets and yogurts. You are employing others to help you in your new business.

- You are making an effort to link with outside markets so you can increase the volume of milk products. This will provide scope of higher value addition at community level providing opportunities of higher income and wages.

- As you improve you need more milk and so this is good for the producers and goyalas.

## Feed supplier

MOST

### Before

- You worked independently and were mainly selling dry paddy straw.

- You sold concentrates to farmers but you did not have to meet any quality control standards.

- There are not many feed suppliers so you have a good control over the prices.

### Now

- You need to supply good quality feed or feed ingredients at a reasonable price to stay competitive.

- To do this you need to find a way of exploring how to collect and store low cost local ingredients.

## Veterinary doctor

MOST

**Unlike paravets you are paid by the government.**

### Before

- You were too expensive for the small milk producers to afford on their own.

### Now

- As all stakeholders are working in groups they can afford to involve you in some of their meetings. You are very important as you bring new ideas to the local area.

**Think about which groups you will work with most often.**

## Equipment supplier

SOME

### Before

- You were mainly selling to the large companies as they had the more reliable income so were able to buy these expensive items from you.

### Now

- You have discovered that the stakeholders are working together in groups so you have been able to sell new equipment in particular:

- Lactometers to the Goyalas.
- New syringe and vaccination kits to the Paravets.

## Practical Action

SOME

### Before

- The only support available before was from other Non-Government Organisations (NGOs) and financial institutions who lend poor people money for cow rearing. But the system and facilities are not transparent and known to the majority of the stakeholders.

### Now

- You get stakeholders together and start to help them understand how the whole of the market system works and their part in it.
- You help them realise how collaboration can benefit them all.
- You encourage them to set up groups and have regular meetings to discuss issues, in particular the milk producers, goyalas and vets.

## Large company

SOME

### Before

- You opened up centers to collect cheap milk from the Goyalas on an irregular basis without establishing contact with the milk producers.

### Now

- You are aware that the small scale producers are becoming more successful.
- You are worried that this may provide more competition and you may have to pay higher prices for your milk.
- You understand that although you may have to pay higher prices if milk production is more secure then your business is likely to have more milk available more of the time. This means your business will benefit.



# MEETING MATRIX - 1

Go to each group and find out what they can do for you. Record your findings on the back of this sheet. When you talk to a group ask them who else they think they can support and tick any groups that they already know they have supported.

	Milk Farmer in a rural area	Paravet	Goyala (Milk collector)	Milk Processor	Grass cultivators	Feed supplier	Veterinary doctors	Equipment supplier	NGO Practical Action	Large companies
Milk Farmer in a rural area										
Paravet										
Goyala (Milk collector)										
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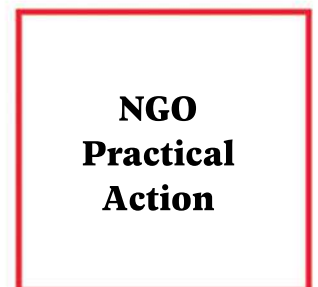
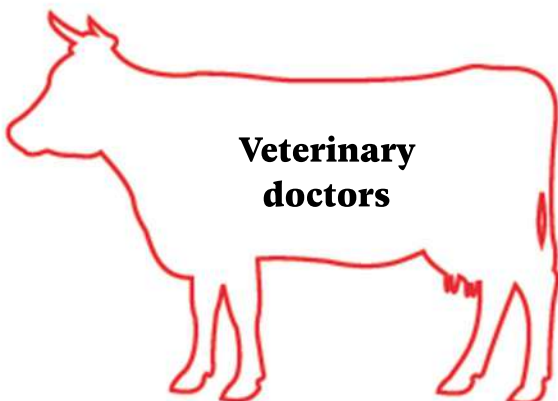
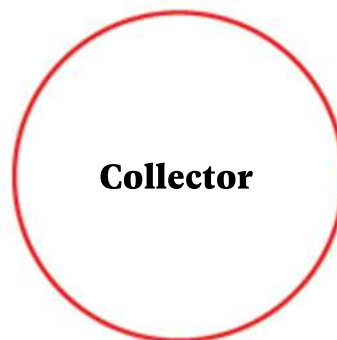
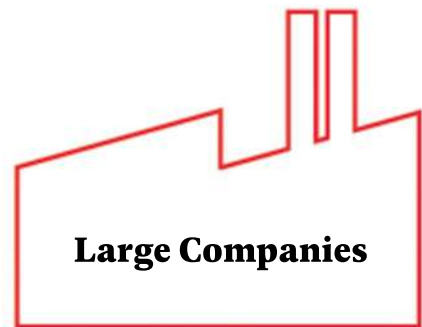
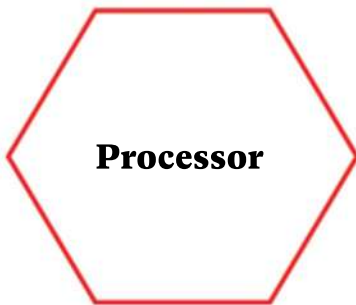
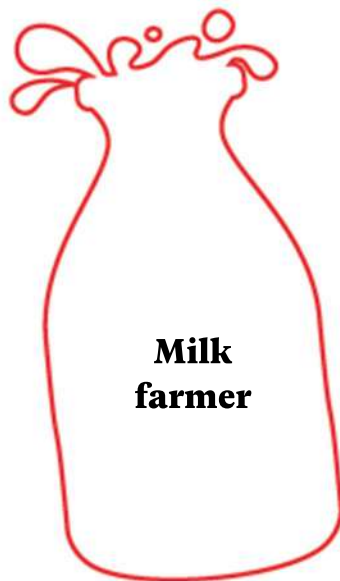
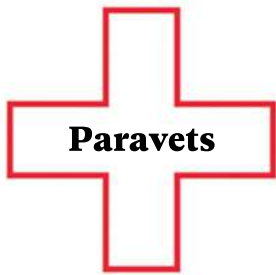
# MEETING MATRIX -2

When we spoke to the groups below we discussed how we could help each other by ...  
(fill in the boxes with information as you go around).

Milk Farmer in a rural area	
Paravet	
Goyala (Milk collector)	
Milk Processor	
Grass cultivators	
Feed supplier	
Veterinary doctors	
Equipment supplier	
NGO Practical Action	
Large companies	
Extra notes	

# MARKETING CONNECTIONS MAP

Draw a line for any connections that you have found as a result of your meetings with different stakeholders. Along the line write what the connection is.





# CHOICES CARDS

Use these cards to help fill in the choices grid.

## Choices card 1

**Read this card and use the information to help you fill in the choices grid.**

### Buy cross breed cows

You need to make the decision as to whether you should invest in new cross breed cows. They are better quality cows so will produce more milk for you.

To ensure they produce more milk you will need to feed them on good quality grass and maintain a high nutrient level, which does cost more money.

Also you will need to consider that these cattle appear to need more attention from the vet services, they fall ill more frequently than the traditional cattle. It is not always easy to get a paravet or vet to come to you.

## Choices card 2

**Read this card and use the information to help you fill in the choices grid.**

### Train to be a Paravet

An opportunity has come to your attention that you could train to be a Paravet. You need to make the decision whether this would be a good thing.

With the training you will be able to look after your own cattle more cheaply, as you will only have to buy the medicine and not pay the service fees.

But the training will take time – one day every week for the next two months. Once trained you will need to go to a number of local markets and meet the farmers each week. You may be away from home for some time each week.

You will receive payment for your services

## Choices card 3

**Read this card and use the information to help you fill in the choices grid.**

### Learn to make a good feed for your own cows then make some to sell to others

If you learn how to make the correct mix for your cows (using molasses, salt and urea) it will make them healthier so they will produce better quality milk that you could sell for a higher price.

Once other producers see how healthy your cows are they may want to buy your mix if you can make a lot of mix you may think about stopping being a milk producer altogether and just making the mix for a living. Think about any disadvantages of this.

## Choices card 4

**Read this card and use the information to help you fill in the choices grid.**

### Produce your own butter to sell locally

Instead of selling your milk you could convert your milk into butter.

You need to think about how expensive this would be to set up, the initial cost of the equipment will be expensive.

You also need to think about what else is being sold and if your butter would be needed. Could you provide something of a better quality?

The quantity you would make is also a consideration. A buyer may only be interested if you can produce a large amount. If this was the case you may need to buy extra cows or get together with other farmers and put all your milk together.

## Choices card 5

**Read this card and use the information to help you fill in the choices grid.**

### Buy a small refrigeration unit

A major consideration when buying a fridge is the cost. the unit is very expensive. You may be able to get a loan from a large company if you can convince them it means they will have more milk.

You need to ensure you have an electricity supply to power the fridge.

What size fridge would you buy? The smallest will hold about 100 litres but maybe you can only produce 10 litres a day. You may want to get a group of milk farmers.

## Choices card 6

**Read this card and use the information to help you fill in the choices grid.**

### Get involved in setting up a collection point and talking to local government

A buyer spends a lot of time going round collecting milk. If you can organise local farmers to take their milk to one place you reduce the time taken for milk to get from the cow to the marketplace which is really critical. The milk will be better quality so a buyer can pay more for it.

Roads to enable you to get to the collection point are important so you will need to talk to local government about building them.

Doing this takes a lot of time, so you will have less time with your family and to do other work. Do you have the skills and the willingness to do this? Are you happy being a person who stands out in your community?

# MAKING CHOICES GRID

