Food Education & Tourism Park

MAMMALIA

A Gateway to Better Life..!!!!

ESTIMATED TOTAL COST OF PROJECTS

APPROXIMATELY

RS: 10.00 CRORE

Prepared in the office of
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ECO-FRIENDLY FARM AND TOURISM PROJECT

PROFILE AT GLANCE - introduction

Our Project, an ecofriendly farm project is proposed to situate in Valanchery, Malappuram district in Kerala. Lot of unique features make our Project the best in the state. We are pleased to describe some of the facilities, features and items we offer, we are introducing an idea of **Food Education & Tourism Park** The total area assessed is 5 acers

Typically land devoted to agriculture, the systematic and controlled use of other forms of life—particularly the rearing of livestock and production of crops. It is thus both farmland or cropland, as well as pasture or rangeland.

The promoters have made effective arrangements to get the service of a team of skilled, semiskilled and unskilled laborers, for the necessary activities

MAMMALIA CATTLE FARMING

COW AND BUFFALO FARM

We are planning to construct a cattle farm which can accommodate around 250 cows, and the breed we are focusing are Holstein Friesian, An average

Holstein Friesian (HF) cow gives 6,600-8,000 liters of milk in a 10-month lactation cycle, whereas the yields from a desi cow are only 3,000-3,600 litres. Also, an HF calf takes just two years to mature and start producing milk, while it is three years for desi breeds and the other are mixture of high quality breed. Which we yield a minimum of 1500,000 litters of milk. Milking is done by Automatic milking machine, which will be fast and reduce the man powers.

We are also focusing high on farming of male Water Buffalo, our farm can hold 500 Water Buffalo at a single time.

GOAT FARM

India has very large and diverse genetic resource of goats. Goats plays a significant role in economic uplifments of rural poor. Consumption of goat meat is increasing rapidly due to its social acceptability. This sector has tremendous potential in employment generation and poverty reduction. Our partners are already running goat farms.

We are already occupied with following handful of resources.

1. Availability of good quality parent stock in the locality.
2. Marketing facility for goat and goat meet
3. Nearness of farm to veterinary hospital.
4. Availability of concentrates, fodder and medicine in the locality.
5. Support from the governments are also available as a form of Government Subsidy, bank provide subsidy of minimum 25%.

We are considering the project with following assumption.

1. We will purchase the highest quality of breed mainly Jamnapari goat and Holstein Friesian in our farm for the diary
2. Manure produced in the farm will be utilized for fodder cultivation and in our vegetable farm
3. In case of death of adult goats new animal will be purchased from insurance claim money
4. The project of farm will be economically viable under proper care and attention of the entrepreneur.

DAIRY BUSINESS

Dairy Farming from being a traditional family run businesses, today has grown hugely to an organized dairy industry with technological specialization in every part of the process .There has been tremendous

growth in dairy farming sector in terms of technological advancement that help the modern dairy farms to manage thousands of dairy cows and goats . This huge boost in the industry has created a lot of farming jobs for the people. But many of the dairy farms still manage and run organic dairy farms mostly in villages and supply the milk to get processed by large companies. In today's technological world there have been many advances in modern dairy farming. Everything from feed for dairy cows to milk processing equipment have added tremendous scope to the dairy farming industry we will install big pasteurization units for the proper management of milk, taking gee, butter and other by products from the milk, since the dairy industry isn't depend up on precipitation, production is conceivable even on days when the climate is exceptionally dry and hot.

Milk is obtained from the cow (or goat, sheep, or water buffalo) under sanitary conditions and cooled to 45°F (7°C) within 2 hours of milking. Milk is picked up by a handler who takes a sample and then pumps the milk from farm's bulk tank into the milk truck.

The dairy industry processes raw milk into an array of products including butter, cheese, cream, yogurt, ghee, condensed milk, dried milk, ice cream, etc. and produces various by-products including buttermilk, whey, ghee, and skim milk. These dairy by-products have high nutritive value and have found applications in many food industries as well as nonfood applications. Buttermilk which is a by-product of butter-making is used both in liquid form (fermented to produce a beverage chaas) and dried to be used as an ingredient. Whey, a by-product of cheese and paneer manufacture with high nutritive value, has been utilized in the preparation of products like sports drinks and beverages. Whey is also used in the preparation of certain types of cheese like ricotta.

Skim milk which is a by-product of cream manufacture has been used to produce flavored milks and certain type of cheeses like cottage and quark cheese. Ghee residue from ghee manufacture has been used in the preparation of sweets, cookies, and chocolates. Casein and casein derivate are mainly used in bakery and confectionary. In addition to these food applications, whey proteins (WP) and caseins have found applications as packaging films.

The sale of milk in the market has never gone down and also indeed when the supply has surpassed the demand it is noticed that the selling price has remained constant, which clearly indicate the market potential of the product

MEAT BUSINESS

The meat production in India is 2.3 million tonnes per year (2010-2011). India exports more than 500,000 tons of meat of which majority is buffalo meat. Indian buffalo meat is witnessing strong demand in international markets due to its lean character and near organic nature. As we have resource full of different variety of meat there is a high opportunity of exporting can or processed meet mainly goat and beef in to Middle East and other western countries.

Meat is highly perishable product. Canned meat can be preserved for a long duration without any loss in the quality. Canned meat would be ready to serve product and could be used instantly. Meat processing waste can be utilized for preparation of fish feed, animal feed and as a manure.

CUNICULTURE-RABIT FARMING

Introduction to Rabbit Farming Project

Rabbit farming is known as cuniculture. It is low constable farming and has alternative breeding methods. Additionally, the interesting part is that they are a family-friendly animal. Raising rabbits as a pet or grow them for meat both can be profitable. However, people are raising them on a small farm as a profitable business.

We are focusing on a Rabbit Farming Project which can accommodate 120 rabbits (100+20):

The following is a model rabbit farming project report of 100 female rabbits (does) and 20 male rabbits (bucks).

Rabbit rearing business is picking up as meat consumption increasing. Most of the people are considering to start a commercial rabbit farming business along with other livestock. Rabbit breeding, rabbit kid care, rabbit feed management are major parts of rabbit farming project.

Rabbits are considered as very fast growing animal compared to other animals.

Rabbits have excellent feed converting ratio.

There are no special skills required to run a commercial rabbit farming business

BENEFITS OF RABIT FARMING

Multi-kidding, (1 female rabbit can produce 3 to 8 kids in single birth).

Rabbit farming does not require much space.

Set up and production costs are very less.

Rabbit meat is lean and very nutritious.

Rabbit meat is consumed all over the world.

Rabbit feed costs less as they can take on kitchen wastes, grass, and plant leaves.

Rabbit farming project requires less labor to manage the farm.

Women, even old people can work on the farm easily.

If you are setting up a commercial rabbit farming project, it requires less initial investment and that can be earned back in a couple of months.

Apart from meeting your family needs for this meat, you can sell rabbit manure as well. Commercial rabbit farming is viable and profitable business.

DETAILS OF THE FARM

The ratio of male rabbit and female rabbits = 1:5.

Pregnancy duration = about 1 1month (30 days).

Kindling percentage = 80 %(for every 100 female rabbits, 80 will be productive/pregnant).

Average No. of young rabbits born/kindle = 6.

No of kindling's in a year per rabbit = 4.

Female rabbits bred again = 1 week after weaning.

Number bunnies obtained = 80 females x 6 bunnies x 4 kindling's = 1900.

Mortality rate in bunnies = 30% = 560.

Young bunnies available in the farm = 1900 – 560 = 1340.

Mortality in adult rabbits = 5 to 10%.

Average adult rabbit body weight = 3 kg to 3.5 kg.

BROILER FARMING & POULTRY LAYER FARMING

Poultry Eggs and meats are important sources of high quality proteins, minerals and vitamins to balance the human diet. Specially developed breeds of egg type chicken are now available with traits of quick growth and high feed conversion efficiency.

Depending upon the farm size, layer (for eggs) farming can be main source of family income or can provide income and gainful employment to farmers throughout the year. Poultry manure has high fertilizer value and can be used for increasing yield of all crops.

INTEGRATION OF BOILERS FARMING

Developed variety of chickens are available with the traits of quick growth and high feed conversion efficiency. Depending upon farm size, broiler farm can be a main source of income or can provide subsidiary income and gainful employment to farmers throughout the year. Poultry manure is of high fertilizers value which can be used for increasing yield of all crops.

The Advantages of broiler farming are

- Initial investment is a little lower than layer farming
- Rearing period is 45 days only
- More numbers of flocks can be taken in the same shed

POULTRY LAYER FARMING

Poultry is one of the fastest growing segments of the agricultural sector in India today. India has emerged on the world map as the 3rd largest egg producers (56 billion eggs) and annual growth rate in egg production approximated 6 % per year (source; report of the working Group on AH and dairying, 12th five year plan) the current strength of layers in India estimated to be 230 million and the annual per capita availability of eggs has increased very much.

The farm is planning to do integrate Broiler farming with 20,000 birds and layers farming with 30,000 birds. As the promoters is having ample experience in the field, he knows all the pros and cons of poultry farming and that is why he has selected both layering and integration to reduce the risk of loss to the minimum and to increase the profitability.

The promoters have made arrangements for employing 6 workers who has experiences in the same field for 25 years.

COMPOSITE FISH CULTURE

Fish is the cheapest and most easily digestible animal protein and was obtained from natural sources from time immemorial for consumption by human beings. However, due to over exploitation and pollution, the availability of fish in natural waters have declined considerably forcing scientists to adopt various methods to increase its production. Fish farming in controlled or under artificial conditions has become the easier way of increasing the fish production and its availability for consumption. Farmers can easily take up fish culture in village ponds, tanks or any new water body and can improve their financial position substantially. It also creates gainful employment for skilled and unskilled youths. The technology developed for fish culture in which more than one type of compatible fishes are cultured simultaneous is the most advanced and popular in the country. This technology is known as Composite Fish Culture. This technology enables to get maximum fish production from a pond or a tank through utilization of available fish food organisms in all the natural niches, supplemented by artificial feeding. Any perennial fresh water pond/tank retaining water depth of 2 metres can be used for fish culture purpose.

However, the minimum level should not fall below one metre. Even seasonal ponds can also be utilized for short duration fish culture.

POND MANAGEMENT

Pond Management plays a very important role in fish farming before and after the stocking of fish seed. Various measures that are required to be undertaken in pre and post stocking practices are tabulated below:

a) PRESTOCKING:

Pre stocking operations starts with liming and filling of the pond with water. However, the first step for existing pond requiring development deals with clearing the pond of unwanted weeds and fishes either by manual, mechanical or chemical means. Different methods are employed for this.

i) Removal of weeds by Manual/Mechanical or through Chemical means.

ii) Removal of unwanted and predatory fishes and other animals by repeated netting or using mahua oil cake @ 2500 kg/ha metre or by sun drying the pond bed.

iii) Liming -

iv) Fertilization / Manuring

b) STOCKING

The pond will be ready for stocking after 15 days of application of fertilisers. Fish fingerlings of 50- 100 gm size (approx) should be used for stocking @ 5000 nos. per hectare. However, if fingerlings of smaller size are used, suitable allowance may be made accounting for mortality. The present model envisages stocking of advanced fingerlings and rearing for 10-12 months

c) POST STOCKING:

i) Supplementary feeding

ii) Manuring

iii) Harvesting

Harvesting is generally done at the end of 1st year, when the fishes attain average weight of 800 gm to 1.25 kg. With Proper management a production of 4 to 5 tons/ha can be obtained in a year. Harvesting is done by partial dewatering and repeated netting. In some cases complete dewatering of ponds is resorted to. Some farmers resort to partial harvesting also depending on the season and demand for fish.

FRUITS AND VEGITABLES

INTRODUCTION

Farming is a production system that sustains the health of soils, ecosystems and people. It relies on ecological processes, biodiversity and cycles adapted to local conditions, rather than the use of inputs with adverse effects. Organic farming combines tradition, innovation and science to benefit the shared environment and promote fair relationships and a good quality of life for all involved."

PRINCIPLES of ORGANIC FARMING

- **The principle of health** – Organic farming should sustain and enhance the health of soil, plant, animal, human and planet as one and indivisible.
- **The principle of ecology** – Organic farming should be based on living ecological systems and cycles, work with them, emulate them and help sustain them.
- **The principle of fairness** – Organic farming should build on relationships that ensure fairness with regard to the common environment and life opportunities.
- **The principle of care** – Organic farming should be managed in a precautionary and responsible manner to protect the health and well-being of current and future generations and the environment.

ARECANUT AND BANANA:-

Banana is good. Banana plants can be planted in between two arecanut plants within the row or in the middle of four arecanut plants. Use of healthy suckers and systematic planting at a spacing of 2.7 x 2.7 mtrs, regular

irrigation, nutrition is essential to get economic yield.

During early state (first 2-3 years) both tall and dwarf banana can be grown in arecanut plantation. However in gardens more than 10-12 years age tall varieties like Poovan , Elakki bale, Kari bale, putt bale, Red banana should be grown to get economic yield. Control of Panama wilt, Banana Weevil and Bunchy top diseases is very important in banana cultivation. On an average an yield of **10-15 tons** are obtained per ha from the intercrop of banana

MEDICINAL PLANTATION

There is an increasing demand for the herbal drug treatment of various ailments and many plant drugs from Ayurvedic system are being explored globally. The biological activities from various clinical and preclinical studies have been included along with some patents arising from these plants. The original report acts as a quick reference for extracting the biological activities, especially the newly reported effects, of the following selected Indian medicinal plants Adhatoda vasica, Aegle marmelos, Aloe vera, Andrographis paniculata, Asparagus adscendents, Cinnamomum tamala, Coriandrum sativum, stevia etc.. We are focusing to sweet thulasi and aloe vera

Cultivation of Stevia (Stevia rebaudiana Bertoni)

Origin of the crop and its introduction into India:

Stevia (Stevia rebaudiana Bertoni) is a perennial herb belonging to the Asteraceae family. It is native to South America and is known as sweet herb of Paraguay. The plant is widely known for the presence of sweet-tasting and low-calorie diterpene steviol glycosides (SGs) present in its leaves. Amongst the known SGs, the most abundant glycosides in stevia leaf are stevioside and several types of rebaudiosides,

which are about 300 times sweeter than sucrose. Though, Japan and Korea are the main consumers of stevia, China is the largest producer in the world. Global stevia market is rapidly increasing. In 2014, the global consumption of stevia as food ingredient was estimated at 5,100 tonnes, and it is projected to reach 8,507 tonnes by 2020.

Aloe Vera Cultivation

Introduction

Aloe Vera is a plant species of the genus Aloe. It grows wild in tropical climates around the world and is cultivated for agricultural and medicinal

uses. Aloe is also used for decorative purposes and grows successfully indoors as a potted plant.

It is found in many consumer products including beverages, skin lotion, cosmetics, or ointments for minor burns and sunburns. There is little scientific evidence of the effectiveness or safety of Aloe Vera extracts for either cosmetic or medicinal purposes. Studies finding positive evidence are frequently contradicted by other studies

Aloe Vera is a one of the succulent plant species which grows suitably in tropical climatic conditions. Cultivation of aloe-vera plant is primarily done for medicinal and agricultural uses all over the world. An aloe-vera plant generates two substances i.e. gel and latex.

FARM TOURISM (*MAMMALIA AGRO-TOURISM*)

We are also focusing on farm tourism, Agro tourism is the one of these new forms of tourism where man and nature have close interaction. Concern about ecological issues, the relationship between man and nature and impact of tourism on environment, we have brought new ways and approaches to doing tourism, and our tea has come up by a concept of "***Mammalia Agro-tourism"*** we will have a hut type villa for tourists and provide homely foods, they can have fishing in our fish farm they can pluck fruits from our garden which will provide a better experience.

FARM EDUCTION

We are setting up Meeting hall, class rooms which provide facilities to conduct Our Education programs are conducted across the region include both online and in-person classes and range in length from short-term workshops like the for Beginning Market Growers to longer-term offerings like the yearlong Farm Beginnings Program. They also span a range of topics – including farm finance, business planning, and production skills – as well as a diversity of farm enterprises including vegetables, livestock, dairy, fruit crops.

Our projects in type up with local bodies, panchayat and municipalities conduct training session and other informative classes for dairy farmers and the workers of NATIONAL RURAL EMPLOYMENT GUARANTEE ACT – 2005 for the betterment of their skill regarding the farming even our tourists who are interested in training session can attend our training classes