

Milking A Cow Without Her Calf: An Innovative Solution For Rural Entrepreneurship

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Abstract

Milk in a cow starts only after birth of her calf to feed the calf. Calf is fully dependent on her mother's milk. But, if it happens that during the child birth process, the calf dies and a dead baby is produced, what will happen to mother cow? Whether the cow will give milk or not? If we have to take milk from cow, what strategy, planning, methods is to be adopted. This is a challenge before the milkman. How this challenge was handled by the master of cow (milkman) and how he could be able to take the milk from the cow. This challenge is discussed in this paper.

Introduction

Management is nothing, it is managing an affair with tactfully for effective and efficient utilization of resources. How best we can utilize our resources for conversion into useful product, which we desire to have.

Management is mostly used for good marketing business. Business is nothing, creation of revenue, generation of wealth. We produce material / product / commodities / services/ pleasure / ideas / know-how / technologies etc. for use of human beings. Earlier human beings were also sold. This is not a very old phenomenon. Only about 100 years back British people used to sell black people from African Continents.

Managing an agriculture land, dairy, food grains, ware house, factory, saw mill house, hospital, school, shop, church, temple, bank, insurance companies etc. all are dependent on the good management practices for best results. Offices either government or non government, corporate house, mining all have to follow best managerial practice to keep running the organization and keep it productive.

Management is not learnt in the business school. It

is an affair, which need a open atmosphere to learn by a practicer. Every place, every time, every atmosphere can teach us some thing. We have to keep our self vigilant and open minded to learn from the surroundings and add continuously in our habit and nature. What we see that people are of very rigid nature, they do not want to learn. They have developed a habit or a nature and always stick with that. They do not change themselves. But what I feel that human nature is not that much rigid, change is possible. We have to follow a positive attitude, cooperative relationship and benevolent nature, and then only, change is possible. Courteous behaviour has a great deal in changing the nature of human beings. Now no human being is sold. Why it is so? It is because human behaviour or nature has changed or developed in response to need of atmosphere. New paradigm has forced to men to leave brutal practices. Now Human Right Commission is a legal body to insure right practices and disent behavior with all human beings.

The Cow And Her Calf: The Real Incident

The Central Fuel Research Institute is situated at Digwadih, under Thana – Joraphokhar, Dhanbad district of Jharkhand. My milkman Shri Binay Kumar Yadav, who live in house No. Type-II/39,