



Juliflora Based Animal Feed

Technology Description

Formulation and Preparation of economical, balanced, concentrate feed with *Prosopis juliflora* pods powder (PJPP) and other locally available ingredients mustard (*Brassica juncea*) seed cake, Guar (*Cyamopsis tetragonoloba*) korma, Cotton (*Gossypium spp.*) seed cake, Wheat bran, maize grain, common salt, mineral mixture etc., as per requirement. Technology is village friendly and feed can be prepared without machines by individuals. We can increase production by low cost concentrate ration, simultaneously reducing cost of production in livestock. It costs minimum Rs.200/=quintal cheaper, with high palatability than the concentrate mixture of same nutritive value for livestock available

Name Of institute: CAZRI Jodhpur
Stage of development:
Ready for Commercialization
Patent status: Not Filed

Scientific Experts:
Dr.B.KMathur,

Background

There is shortage of conventional concentrate feeds and most of the livestock in India suffer due to mal-nutrition. Thus, utilized *P. juliflora* pods as nonconventional feed resource in feed to abridge the gap.

P. juliflora tree is found in abundance in arid and semi arid tropic of India. Rajasthan, Gujarat, Tamil Nadu and Haryana are states where pods of the species are available in very high quantum. The plant is locally known as Angrezi Babool /Vilati Bawaliya in Rajasthan; Ganda Bawal in Gujarat; Vilati Kikar in Haryana and Karuvali / Velikaruvi in Tamil Nadu. The species produce pods from December to May which are highly liked by livestock. Once introduced in Rajasthan as a "Royal tree" in early 1930s, today it is considered disaster in many quarters.

Benefits / Utility

Same nutritive value concentrate mixture for livestock costs minimum Rs.200/=quintal costlier, with less palatability. Lower cost Higher nutritive value Reduces cost of milk production Economical

Country Context

India

Scalability

Yes the technology is scalable. It has already commercialized to National food products, Jodhpur & Amrit Agro Industries, Jodhpur.

Business and Commercial Potential

Market: Entire animal feed industry and livestock population Market response has been positive; many other parties have shown interest in the technology. Potential clients would be animal feed industry, dairy cooperatives and private dairies in contract with dairy farmers for milk collection

Potential investors to this technical innovation

It has a high potential since 100's of tones of this concentrate cattle feed is required daily in Rajasthan state alone.



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Financials

VALUE OF THE TECHNOLOGY: Project cost 194.04 lakhs Innovating team/organization's margin 15%=29.11 lakhs Revenue to be generated by tech commercialization= 194.04 lakhs+29.11lakhs=223.15 lakhs Tech commercialization fee to be charged from one licensee=223.15/50=4.46 lakhs ITMU CAZRI is also in the process of cost finalization of the technology as per guidelines. 3-5% royalty on net sales. Financial Requirement : Factory of below 50 tonnes/day production capacity Fix assets (Land and Building)= for 2500 sq.m Rs 7000- 10,000 sq.m (as per Rajasthan Industrial Development Corporation, Jodhpur present land rate, depending on location)=25.0 lakhs Machinery :Grinders, Mixtures, Weighing balance etc. Rs. 15.0 lakhs Others= Rs 10.0 lakhs Energy Requirement: Electricity = Industrial connection Time: In peak season it would be

Target Market / Customer

Market: Entire animal feed industry and livestock population Market response has been positive; many other parties have shown interest in the technology Potential clients would be animal feed industry, dairy cooperatives and private dairies in contract with dairy farmers for milk collection

Limiting factors for large scale commercialization

Adequate government support for collection of pods, awareness among the society will be required for the large scale

Social impact of the technology

It has a Lower cost, higher nutritive value, and increases milk, and reduces cost of milk production. Easy availability of nutritious (concentrate) feed, Employment generation at village level.

Any other relevant information

1. Idea
2. Prototype and formulations
3. Palatability trials
4. Feeding trials
5. Effect on health
6. Digestibility trials
7. Effect on production and cost

This technology has passed through the above stages of development and commercialization.