Formulation and Preparation of economical, balanced, concentrate feed with *Prosopis juliflora* pods powder (PJP) and other locally available ingredients: mustard (*Brassica juncea*) seed cake, Guar (*Cyamopsis tetragonoloba*) korma, Cotton (*Gossypium spp.*) seed cake, Wheat bran, millet 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 option, 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.

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.

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.

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 +29.11 lakhs=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 Fixed 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

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.