Mineral Based Technology for Estrus Induction and Synchronization In Bbovines for Increasing The Milk Production.

**Technology Description**

Innovative mineral based technology as reproductive performance enhancer by estrus induction and synchronization

**Name Of institute:** I.V.R.I., Izatnagar, Bareilly

**Stage of development:** Ready for commercialization

**Patent status:** Filed

**Scientific Experts:** Dr. R.B. Rai

**Country Context**

May be of geographical specific because of variation in mineral profile in different geographical region.

**Scalability**

yes

**Background**

Infertility/ anestrous is a serious problem in bovines throughout country and animals do not come in heat properly within 4 months of calving. The problem is more serious in subsequent lactations, particularly in buffaloes and high yielding crossbreds. This affects

**Benefits / Utility**

- Farmer himself may decide the date and month of the conception
- Help in improved calf production and conservation of germplasm
- It corrects the hormonal balance in the body and restore normal physiological functioning and health
- Effective for all species of

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**Business and Commercial Potential**

Moderate to high potential

- Highly suitable for entrepreneurship development
- Small and medium enterprises will take interest

**Potential investors to this technical innovation**

Any entrepreneurs, firms/ producers of feed, minerals/

**Social impact of the technology**

If these animals could be made productive, owners will take proper care and feed them besides providing shelters. It is expected that this will strengthen animal welfare measures. The diminishing profitability of dairy sector is likely to be reversed and unemployed youth may be attracted towards the venture (dairy sector) leading to economic empowerment which would also help in reducing the social evils among them. The reduction in inter-calving period will result in more calving, more lactation, more milk and improved calf production. The livelihood security of poor masses can successfully address.

**Financials**

Total Capital Investment (excluding Land and licensing fees) : Rs 10

**Target Market / Customer**

- Large dairy farmers
- Milk society
- Feed & supplements manufacturers

**Limiting factors for large scale commercialization**

Quality control and quality assurance in different geographical regions need to be established