

From Subsistence to Sustainability: Case Insights from Odisha's Dairy Sector

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Abstract: The study examines the evolving landscape of dairy entrepreneurship in Odisha, using a case-based approach. Data are collected from seven micro and small-scale entrepreneurs through field visits, semi-structured interviews, government and media reports. The collected data are processed through a thematic analysis and cross-case synthesis which reveal a dual pattern: (a) whereas Milk Mantra and Pragati grew their businesses through capital and business strategies, rural entrepreneurs like Namita Patjoshi and Sumati Mundari heavily depended on microcredit, Self-Help Groups (SHGs), and government funded schemes such as Odisha Livelihood Mission and Mission Shakti. Rural women, and tribal entrepreneurs encountered challenges concerning limited access to capital, veterinary services, and market linkages. Yet, cooperative networks like OMFED, integrated farming, and community-led innovation also pioneered as enabling factors for dairy entrepreneurs in Odisha. Its originality lies in combining diverse entrepreneurial frameworks into a real-world, inclusive model for sustainable rural dairy growth.

Keywords: Dairy Entrepreneurship, Women Empowerment, Rural Livelihoods, Mission Shakti

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