



## Enhancing animal productivity and animal health through probiotics

*Dr. K Vijaya Bhaskara, along with his team started Daivi labs with the intent of putting his extensive field knowledge to use for the betterment of animal productivity by introducing & creating a market for probiotic animal supplement.*



Dr. Bhaskara, hails from atmakur district of Kurnool, Andhra Pradesh. A Microbiologist by profession, with more than 20 years of Research and industrial experience in microbial production, started the venture with his colleagues Dr.Venkata Kanthaiyah , Dr.Ashok Reddy & C.Rajesh Kumar.

Seeing the emergence of Probiotics as a safe and viable alternative to antibiotics for increasing performance in livestock & fulfilling farmer's requirement, Dr. Bhaskara decided to work in this domain.

Recounting his thought process behind establishing Daivi labs, Dr. Bhaskar says, "Me and my colleagues, all have a professional working background in the field of microbiology and with our knowledge base we decided to focus on animal supplements.

You see the existing market of animal supplement is only nutrient based and doesn't cater to other productivity related issues. We decided to come up with animal supplements that not only provides animal with essential nutrients but is also effective against gut diseases & wound. We use a certain component that is able to take bacteria towards the end of the animal gut and weed out harmful bacteria & help animal to heal quickly. This extra efficiency is the novelty of our products and that's why we wanted to bring this to the market.

Before entering into this business, we analysed the market. The product is superior in comparison to existing products in terms of its stability, activity and performance. We are working to generate more natural products for agriculture and animal husbandry and avoid chemicals at least in food production sectors."

## Start-up Product Details

Daivi Labs came up with an innovative product, called 'VET BOOST', for the healthcare of animals. This probiotic mix has been formulated for improving animal health, milk yield and overall immunity.

It is a multi-strain probiotic that improves intestinal balance by maintaining the digestive system in all small and large animals. First the probiotic organisms are tested for their synergistic activity in improving animal health. It is then manufactured with all the strains in the facility and formulated as per the guidelines.

They are still in the testing stage and with their minimal infrastructure they have developed product samples and distributed among farmers for trials.



The product is designed in two formulations: one is gel formulation and one is powder formulation. The product can be mixed with water or with the feed while giving it to animals. They also guide farmers on the recommended level of probiotic that should be consumed by animals & provide with other necessary information.

Their product got good feedback from the farming community and now they are planning to launch it on a commercial scale.

Dr. Bhaskara mentions, "An improvement in growth and performance due to probiotics was

confirmed through the increased production of volatile fatty acids, nutrient digestibility, feed conversion rate and the stimulation of lactic acid-dependent protozoa. Probiotics are instrumental in increasing the efficiency of feed utilization & in increasing milk production."

Since they have modulated business in animal husbandry, hence they are targeting Dairy farms, Dairy Farmers Cooperative Societies and bulk suppliers. They are aiming to raise some good revenues with probiotic products and then expanding to the production of natural products for improving crop yield.

They have already built association with Gopala Dairy Farmers Association, AP, M/s Jurala Farmers Producer Company Limited & Telangana and Lakshmi Dairy, Punganur, A.P.

“We are strategically focussing on the organised Agri sectors like organic farming and animal husbandry. We are trying to develop more organic / Natural products that will replace the chemical-based products usage in agriculture. R&D is our strength for making our product more potent without compromising the yield. We have an upcoming 5-year plan in place for product development, launch and business improvement,” says Dr. Bhaskara.

They are expecting a good market & competitive rates for their products given the fact that they have animal specific formulations: lactating, non-lactating & meat producers.

## Marketing Strategy

They are yet to launch their products in the commercial market. Meanwhile their strategy is to go for offline, on-field promotion and getting connected to important stakeholders. They are looking to do bulk supply for dairy farm, whole-sale dealers, dairy farmers cooperative society and directly to the farmers. They have already approached some dealers in gadmal, Telangana.

Their basic strategy is to approach places wherever there is a requirement. They go on personal farm visits enquiring about farm product requirement.

Apart from this they are using posters and banners to create visibility for their product. They are effectively using local television advertisements to promote their products & create awareness regarding their usage. Their other strategy is to do product application demonstration among dairy farms as a way to introduce their products in the market.

## Areas of Operation

They initially started their operations in the Rayalaseema region and slowly expanded to the neighbouring areas of Kurnool, Anantapur, Chittoor and Kadapa. Now they are planning to expand to Telangana districts.

Business operations during Covid 19 remained nil and they utilized this period to enrich their team with technology in order to move to shrimp cultivation.



## Awards & Achievements

Mr. Bhaskar happily says, "The greatest achievement for us in our entrepreneurial journey was the development of new probiotic formulation. The product is effective as per our expectation. Not only this, after sample trying the farmers reported to us an increase in their animal productivity both in terms of quantity and quality.”

## Challenges

The greatest difficulty was creating awareness among farming community about probiotics & normalising its usage. In comparison to aqua farmers, poultry farmers are not aware of probiotics and were quite sceptical in the beginning. Establishing product distribution network was another challenge.

## Association & Key take aways from MANAGE



*I have been operating my business for a long time but was not successful at it, it was only after getting trained at MANAGE that I was able to do business in a profitable & sustainable way. The training program provided us with a good overview of business specially the marketing and collaboration aspect. During the training period I learned about money management and customer Acquisition.*

- Mr. Bhaskar

## Vision as an Entrepreneur

Mr. Bhaskar says, “We want to continue developing natural products for improving animal yield. We want our products to reach each and every farmer and it should be able to enhance the national productivity and further the goal towards sustainability. With our work we are also striving to improve the lives of rural communities through sustainable agricultural practices and entrepreneurship.”



**Company Name**  
Daivi Labs



**Date of Incorporation**  
09 May 2019



**Age of Company**  
3 year 4 months, 13 days



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