



Pioneer in Veterinary services

Biotic Vet Solutions is a veterinary and animal husbandry based startup founded by Dr. Poonam Qureshi along with her spouse Major Dr. M.I. Qureshi, with the objective of improving the quality of lives at the rural level through capacity building and resource management for the animal rearing farmers.

Dr. Poonam Qureshi hails from a middle class family based in Bhopal, Madhya Pradesh, is a veterinary surgeon by profession and happens to be an entrepreneur by chance. About her family, she is the middle child among the three daughters of her parents both of whom are working in the teaching profession. Both her sisters are engineers and settled in US. Now she is the mother for two children's and a proud owner of Biotic Vet solution.

Dr. Poonam Qureshi, post her master's in veterinary surgery from Anand Agricultural University, Gujarat, worked with Scientific Remedies Private Limited as a Vet Affairs Manager. Later she pursued a PG diploma in International Business from Symbiosis (SCDL), Pune. She has over 15 years of experience in Veterinary & Business field with various organizations.

It was her and her husband's keen interest in owning a farm land that happened to be an instinct which lead them towards developing an entrepreneurial career, and which paved the way for the formation of Bio Vet Solutions "We call ourselves accidental entrepreneurs. We were always interested in having our own farm and to produce quality milk. During the phase of setting up our own farm that brought us the realization that farmers don't employ farm economics while rearing animals.

Raising animals at times becomes an emotional business for farmers at the expense of no returns. It was lack of animal record that ailed most farmers. India is a huge country with large livestock population but per animal productivity is quite low. When we have records of each and every animal and can analyze





the data for its breeding, feeding, health and management then the productive animals can be used for selective breeding and improving the genetics”, chips in Dr Qureshi.

The couple thought about introducing record keeping as a corrective measure. The more they interacted with other farmers the more they realized that the problem is ubiquitous. Hence, they started working on this idea of data management and precision livestock farming. It is basically usage of technology to optimize contribution of each animal. Thus, Biotic Vet Solutions was born.

Their idea is to establish a digitalized animal lifetime data and production indices for maximizing quality and quantity of milk, personalized and affordable vet care & higher profitability for the farmers.

Startup Product Details

Bio Vet Solution is a one stop web portal solution for all the animal rearing needs, products, resources, services and maintenance. Through their online web portal, they provide animal rearing, breeding and health care solutions to both farm owners and pet parents. Their web portal service start right from



opening of a farm to providing high quality feed and fodder, to health care and allied resources. Their specialized services cater to all aficionados in related industries- Dairy farms, goatary, equine farms, and poultry farms etc. They assist animal rearing farmers by creating & digitalizing their animal data, managing & analysing their data, and offering them advisory on the basis of this data.

Presently, they are working with Farmers Producers Companies. Their field staff goes to farmer in their villages, and records animal’s historic data on an app which goes to cloud-based server and is processed and reflected at Biovet’s dashboard. Farmers are advised based on this data for breeding, feeding, milking, deworming & vaccination of the animal. Treatment advisory service is offered through video call by expert vets sitting in head office and in field assisted by their LSA and field staff. Their system also provides timely alerts to farmer for artificial insemination, checking heat, pregnancy diagnosis & calving.



Their services are proving beneficial to animal rearers. For example, if a cow comes in heat and AI is not done timely then there is a loss of 21 days of production as the cow will come in heat again only after 21 days. If, however, the animal data/record is available then Biotic Vet sends a reminder that AI is due to both farmer and LSA ensuring milk production without a loss of 21 days.

With the help of data, they are also linking farmers to sell their animals through online marketing which is helping farmers to increase their income.

Areas of Operation

Presently, Biotic Vet is working with PMBPPCL (Pisangan Mahila Bakri Palak Producer Company Ltd.) in Ajmer area of Rajasthan, connected with Lady Link workers (LLWs) and interconnected with 1000-1500 farmers. They started Biotic Vet Solutions with a realization that most of the farmers have a small piece of land with a limited sense of time and data analysis.



Their business strategy is to approach milk cooperatives, micro financing institution, insurance institution, and feed & fodder companies to provide comprehensive business solutions. In the first phase, they will target five districts of Rajasthan.

They are also imparting training to teams of other businesses and doing extension work at the grassroots level, capacity building in the field and organizing Farmer meetings, educational and veterinary camps. Other plans are to organize two camps per month, conduct training and ultrasound examination on case to case.

They wanted to bring emphasis on the productivity of animals, by evaluating animals' output and digitizing the data, which is like having a detailed animal Aadhaar card.

The most cherishable moment in Dr. Qureshi's agripreneurial journey were the launch of Biotic Vet website by the Honorable Agriculture Minister of Rajasthan. One such other moment was meeting Mr. Abhay Hanjura, founder of Licious.

Challenges

Changing farmer's mindset was the biggest challenge. Farmers still stick to traditional ways of veterinary, animal husbandry & animal management and were reluctant to adopt new technology.

Association & Key take aways from MANAGE



MANAGE provided the basis for a steep learning curve in our journey. Through the training program I have learned the intricacies of business operations, business planning and pitching ideas. I am extremely grateful for the constant handholding and guidance support provided.

- Dr. Qureshi

Achievements



Developed an online portal for Biotic Vet Solutions.



Developed an application to connect with farmers and consumers.

Vision as an Entrepreneur



We want to provide quality veterinary services at the farmer's doorsteps. Our vision is to become the leading veterinary service provider company in India providing livestock farmers with animal data to enhance their productivity and profitability. We also intend to provide traceability to animal produce like milk, meat, eggs etc., to the end consumers.

- Dr. Qureshi



Company Name

Biotic Vet Solutions



Date of Incorporation

02 August 2019



Age of Company

3 Years 1 Month



Website

<https://bioticvet.com/>



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