

## Cattle Farmers Community: Organic Fertilizer Made of Cows' Wastes in Tanjungsari

Bandung, Indonesia Bandung, Indonesia

Verencia Winona...

<https://www.youtube.com/watch?v=TGMGISLajMk>



Year Founded:

2017

**Organization type:**


for profit

Project Stage:

Idea

**Budget:**

< \$1,000

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Scaling strategies launched within the past 6 months:

Organizational Growth

Trainings, Consultation

- [Pollution](#)
- [Renewable energy](#)
- [Rural](#)
- [Sustainable agriculture](#)

### Project Summary

#### Elevator Pitch

**Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.**

65 out of 70 cattle farmers just throw the cows' feces to the water or drainage, resulting bad air problems and pollution. We are focusing on the waste utilization as organic fertilizer, and together we seek for the solution to help developing the community, especially in the economy sector.

**WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"**

What if there were less pollution and more money produced by cattle farming

#### About Project

**Problem: What problem is this project trying to address?**

65 out of 70 cattle farmers just throw the cows' feces to the water or drainage, resulting bad air problems and pollution. They admitted that actually, the wastes could become a really good additional income for them if processed into fertilizer. But, they do need help for the marketing of the fertilizer product.

**Solution: What is the proposed solution? Please be specific!**

Encourage and train the villagers or cattle farmers to cultivate and process cows' wastes, so that they would not dump it carelessly and resulting pollution to the environment. As entrepreneurship students, we are willing to motivate the community to be more competitive, train them to practice the way of selling online and some management tricks. The product will be mainly sold to the crop farmers.

#### Awards

Positive responses and enthusiasm of the cattle farmers community

### Impact: How does it Work

**Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.**

- Unemployed villagers or single parents are trained using tools for the production of fertilizers and how to sell the products - Encouraging and training the villagers / cattle farmers to cultivate and process cows' wastes, so that they will not dump it carelessly and resulting pollution to the environment. - Using the processing machine after the 'drying' process of fertilizer making. - Selling the fertilizer product to the market, mainly to the crop farmers - Marketing of the product (focusing on the fertilizer sales).

**Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.**

- Less pollution and damage to the environment as the result of maintained cows' wastes / feces. - Organic manure with no chemical preservatives keeps the plant fertile and natural. It is good for your health investment. - The cows' wastes could become a really good additional income for the cattle farmers if processed into fertilizer and sold. - Gaining new knowledge for the cattle farmers to utilize the cows' wastes and also some marketing skills.

**Spread Strategies: Moving forward, what are the main strategies for scaling impact?**

We are going to start by building the intimacy of the community, let them bond and work together not only in selling the milk, but also the fertilizer. Currently, there are 9 cattle farmers joining us. On the 1st month, the production would be done by the 9 cattle farmers, as well as a training session. As the business grow, we are hoping the community could grow too, adding new members of cattle farmers. We target all of the cattle farmers in the village to realize and able to utilize their cows' wastes into fertilizer, generating more sustainable income with good marketing skill.

Sustainability

**Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?**

The financial plan is by selling the products of cattle farming. Thankfully, the milk sales could help support the financial needs for this fertilizer project.

**Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?**

The marketplace for this project could be the crop farmers that need extra fertilizer, natural and cheaper ones, so it's better if it's local. Agriculture waste turned into cattle feed, and the cows' waste can be turned into biogas to power the machine.

Team







**Founding Story**

Hello, we are the Genius Team, we are Entrepreneurship students at Bandung Institute of Technology. For our Social Entrepreneurship course, we went to Cattle Farmers Community located in Tanjung Sari, Sumedang Regency, West Java. We met cattle farmers at small, medium, and big level there. We learned so many things from them about dairy cows. We also managed to gather some cattle farmers, made a Forum Discussion Group (FDG), talking about the existing problems in the community, and together we seek for the solution to help developing the community, especially in the business or economy area.

**Team**

CEO, secretary, treasurer, marketing, operation. As entrepreneurship students, all of us are responsible for the marketing training and providing knowledge to the cattle farmers. Help them doing business to help developing the economy sector of the community. Currently, there are 9 cattle farmers joining us. There is a veteran cattle farmer named Mr. Obing, he is the head of operation and performing as the leader in this team.

**File attachments:**

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-  screenshot\_372.png
-  bg7.jpg
-  s\_5997297308425.jpg
-  pupuk-kompos-kotoran-sapi.jpg
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-  screenshot\_369.png

**Source URL:** <https://www.changemakers.com/changemakers-open-pipeline/entries/cattle-farmers-community>