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Management and marketing strategy for goat milk sale in hotels of Sirohi district, Rajasthan

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Abstract
This research paper explores the potential of goat milk as a niche product for sale in hotels within the Sirohi district of Rajasthan. The study delves into management and marketing strategies that can position goat milk as a premium offering to cater to health-conscious consumers and tourists. Through qualitative and quantitative analyses, this paper identifies the opportunities, challenges, and strategic recommendations for leveraging goat milk's nutritional and cultural appeal in the hotel industry. The integration of goat milk into the hotel menus of Sirohi district presents an opportunity to enhance the local economy while meeting the rising demand for healthy and authentic food options. By addressing supply chain challenges and leveraging targeted marketing strategies, goat milk can become a flagship product in the region's hospitality sector.

Keywords: Management, marketing strategy, goat milk sale, hotels, Sirohi district, Rajasthan

Introduction
Sirohi, known as the "Land of Monasteries," has a rich agricultural and dairy heritage. Goat milk, a traditional product in the region, is highly nutritious and hypoallergenic, making it an attractive choice for health-conscious consumers. However, its market penetration remains limited, particularly in the hospitality sector. This research aims to bridge the gap by designing effective management and marketing strategies to integrate goat milk into the menus of hotels in the Sirohi district. Environmental sustainability is propagated by favorable decision and making strategies which safeguard the interest of our surroundings and nature to ensure protection of natural vegetation with more emphasis on protecting the natural support system essential for existence of human life (Sharma, *et al*. 2020b) [4]. Human Resource Management facilitates implementing of various HR functions like recruitment, induction, training, performance appraisal, etc. and engulfs planning & development of employees or preservation of knowledge capital (Sharma and Agrawal, 2020c) [5]. Environmental sustainability refers to preserving the environment for future generations and support human life. It is an action that involves decision making that protects the natural world and realise the full impact of business organizations on the environment (Sharma and Agrawal, 2021) [6]. The changing circumstances and the zeal to learn have eradicated the hassles and barriers of teaching from remote destinations and owing to the growing importance of lifelong learning, online learning has become a popular tool for learning in adverse conditions (Sharma and Choudhary, 2020d) [7]. Digital education is a priority task of government of India and is crucial to impart education to the disinterested students of rural school (Sharma and Choudhary, 2020e) [8]. Organization have grown interest in strategies which address environmental aspects and pursue new opportunities for sustainability creating a competitive landscape to comeback the effect of environmental destruction and take into consideration organization practices for initiating environment protection (Sharma and Agrawal, 2019a) [9]. Education system in historical times was sound enough to impart knowledge through practical training and building a strong relationship between Guru and Shishya (Sharma, *et al*. 2020f) [10]. Health care Services are the primary need and is very crucial for an economy like India where a large population to serve the increasing demand for high quality health care services (Sharma and Jain, 2021a) [11]. The competitive business environment around the globe has made advertisement an important

tool for every organization to create a buzz in the society (Sharma and Gupta, 2017) [12]. Advertisements to spread information regarding social issues are known as social advertisements. In recent times, many commercial organizations have initiated advertising their brands accompanying with a social message which was earlier done only by government and non-government organizations with an objective of social welfare (Sharma and Gupta, 2020g) [13]. India today stands first in the area of milk production at the world level, with an annual growth rate of about 4%. The country's milk production in 2010 was estimated to be 110 million tons. A large quantity of milk produced in the country, amounting to over 46%, is being consumed as liquid milk. The production and use of animal products in the use of human diet is receiving tremendous attention. (Singh *et al*., 2012) [14].

The productive improvements among dairy animals can be made through proper management, feeding, handling, etc., which may influence the expression of productive characters as per their heritability nature. Before identifying the animals for breeding and production purposes, screening of animals shall be performed on the basis of physical traits (Singh *et al*., 2013) [15]. The goat population of our country increased from 47.14 million in the year 1951 to 124.5 million during 2005 (Singh and Sharma, 2013a) [16] and (Singh and Sharma, 2014 and Singh *et al*., 2013b) [18, 17]. Goats are an integral part of livestock production and play a vital role in the socio-economic structure of the rural poor. The aim of this study was to project the importance and significance of goat milk with special reference to Indian field and farm rearing conditions. There are adverse ecological and physiological constraints in the Indian system of goat farming (Singh *et al*., 2014a) [19]. Goats play a vital socio-economic role in Asian agriculture, particularly for resource-poor people living in harsh environments (Singh et. al., 2014b) [20]. The global goat population currently stands at 921 million, of which over 90% are found in developing countries. Asia is home to about 60% of the total world goat population and has the largest goat breed share of 26%. Goats play a vital socioeconomic role in Asian agriculture, particularly for resource-poor people living in harsh environments. Non-cattle milk accounts for approximately 15% of the total milk consumption by humans worldwide (Singh *et al*., 2014c) [21]. Goats are more often poorly managed, and this is attributed to their ability to survive under harsh conditions and also because most people in rural areas rear goats for their subsistence purposes to support their families. This benefit is often not shown in national statistics because of informal trading and slaughtering (Singh *et al*., 2014d) [22]. The milk is naturally homogenized since it lacks the protein agglutinin. The milk also has a more similar makeup (percentage of fats, etc.) to human milk than cow's milk. For these reasons, goat milk may be recommended for infants and people who have difficulty digesting cow's milk (Singh *et al*., 2014e and Singh *et al*., 2014f) [23, 24]. The major population of India is primarily dependent on an agricultural-based system for their daily life, including goat keeping that constitutes an important rural business of small marginal farmers and landless laborers (Singh *et al*., 2014g) [25]. Reproductive management of an animal is governed through a number of parameters, viz. age at first conception, age at first calving, first gestation length, etc. However, this study is limited to studying the reproductive management in terms of the age of the animal at first calving (Singh *et al*., 2014h) [26]. Goats, which were known as "wet nurses of infants" in the United Kingdom and "poor man's cow" in India, were the first animals to be domesticated. Goat milk contains less lactose than cow's milk, so it is less likely to trigger lactose intolerance (Singh and Sharma, 2015 and Singh and Sharma, 2015a) [27, 28]. Pearl millet was recognized as a main source of energy for livestock and is fed at critical times, such as during lactation, illness, and for weight gain. Farmers felt that grass is more useful to fill the animals' stomachs and would therefore come before crop stover as a feed. Farmers preferred Deda over Kona because it has more biomass (Singh and Sharma, 2015b) [29]. This explains why goat farmers seldom consider the possibilities of increasing production through either crossbreeding or artificial insemination. A very important aspect in this regard is the awareness of risk by resource-poor farmers and their emphasis on minimizing it (Singh and Sharma, 2016) [30]. Goats, being a multipurpose animal, produce meat, milk, skin, fiber, and manure. The country is endowed with a large and biologically diverse population of goats. (Singh and Sharma, 2016a) [31].

The nutritional value of milk is closely related to its composition, which is affected by factors such as breed, diet, stage of lactation, season, etc. Goat milk has more calcium (Ca), phosphorus (P), potassium (K), magnesium (Mg), and chloride (Cl) and less sodium (Na) and sulfur (S) content than cow milk (Singh and Sharma, 2016b) [32]. Livestock production is the backbone of Indian agriculture, contributing 7% to national GDP and being a source of employment and livelihood for 70% of the population in rural areas. India ranks first in terms of milk production (129.7 million tonnes); however, the productivity is quite low, mainly because of the scarcity of feeds and fodders (Singh *et al*. 2017) [33]. Animals reared in intensive production systems consume a considerable amount of protein and other nitrogen-containing substances in their diets (Singh *et al*. 2017a) [34]. Small ruminants have a large impact on the economy and food supply of people in subtropical and tropical countries. This benefit is often not shown in national statistics because of informal trading and slaughtering (Singh and Sharma, 2017b) [35]. Jamnapari (or Jamunapari) is a breed of goat originating from the Indian subcontinent. Since 1953 they have been imported to Indonesia (popular as Etawa goats, and their mixture with a local goat called "PE," *peranakan Etawa*, or Etawa mix), where they have been a great success. The name is derived from the rivers Yamuna, Jamuna (West Bengal), and Jamuna (Bangladesh) of India and Bangladesh. There is a great variation in coat color, but the typical coat is white with small tan patches on the head and neck. The typical character of the breed is a highly convex nose line with a tuft of hair, yielding a parrot mouth appearance (Singh *et al*. 2017c) [36]. The consequence of domestication was a change in the phenotypic characteristics of wild goats, which resulted in the development of a multiplicity of goat breeds or types. These breeds or types were distributed across the world as a result of the migration and translocation of humans, usually due to changing climatic conditions and natural resources (Singh and Sharma, 2017d) [37].

Goats play a vital socio-economic role in Asian agriculture, particularly for resource-poor people living in harsh environments. Non-cattle milk accounts for approximately 15% of the total milk consumption by humans worldwide. Asia contributes approximately 59% to world goat milk production (Singh *et al*. 2018 and Singh, G. 2019) [38, 39].

India is endowed with a significant share of the world's livestock population, growing steadily and continuously. Buffalo are predominantly animals of poor countries with a very high density of livestock and human population and with poor feed resources. In tropical and subtropical regions, dairy cattle usually depend exclusively on native or introduced pastures as their only source of nutrients, and in particular, during critical periods of the year, such as the winter or dry season, the animals cannot fulfill their nutrient requirements because forage is either scarce or of low quality (Singh, G., 2019a) [40]. Milk-secreting tissues and various ducts throughout the udder can be damaged by bacterial toxins, and sometimes permanent damage to the udder occurs. Severe acute cases can be fatal, but even in cows that recover, there may be consequences for the rest of the lactation and subsequent lactations (Singh and Singh, 2020) [41]. Livestock has become an integral part of all interventions aimed at reducing rural poverty and enhancing food and nutrition security. The dairy livestock owners who raise cattle and buffaloes are yet ignorant of scientific management practices (Singh and Somvanshi, 2020a) [42]. In today's competitive business environment every organization is dependent on environmental forces for meeting the organizational objectives and publicity through advertisements offers an opportunity for the commercial as well as non-commercial organizations to cope up with the fast changes and spread relevant information (Sharma and Mehta, 2020) [1]. Management and organization are an integral part of every business and it includes the activities of setting goals, identifying course of action, framing plans and implementation through coordination of skilled and unskilled labour to achieve service organization (Sharma, K. 2019) [2]. Along with the economical development, knowledge workers as a carrier of intellectual capital, become indispensable key people for enterprises to build and maintain a competitive advantage (Sharma and Mehta, 2020a) [3]. The goat is thought to have been the earliest domesticated ruminant and, of all the species of domesticated animals except the dog, has the widest ecological range. Originating in Asia, goats have spread over all the continents and inhabit almost all climatic zones from the Arctic Circle to the equator (Singh, G., 2024) [43]. Man, animal, and nature are in a symbiotic relationship for their survival and sustenance. The balance maintained among the three for several millennia has been disturbed by the overexploitation of natural resources to meet the demands of the increasing population of men and animals (Singh *et al*., 2024a) [44].

The nutritional value of milk is closely related to its composition, which is affected by factors such as breed, diet, stage of lactation, and season. Goat milk has more calcium (Ca), phosphorus (P), potassium (K), magnesium (Mg), and chloride (Cl), and less sodium (Na) and sulfur (S) compared to cow milk (Singh *et al*. 2024b) [45] and (Singh *et al*. 2025a) [50]. Minerals are required by dairy animals for their metabolic functions, growth, milk production, reproduction, and health. Animals cannot synthesize minerals inside their bodies, and usually, feeds and fodders fed to the dairy animals do not provide all the minerals in the required quantity (Singh *et al*. 2024c) [46]. The goat is thought to have been the earliest domesticated ruminant and, of all the species of domesticated animals except the dog, has the widest ecological range (Singh *et al*. 2024d) [47]. The productive improvements among dairy animals can be made through proper management, feeding, handling, etc., which may influence the expression of productive characters as per their heritability nature. (Singh *et al*. 2024e) [48]. The production and use of animal products in the use of human diet is receiving tremendous attention. (Singh *et al*. 2025) [49] and (Singh *et al*. 2025a) [50]. Goat milk is rich in essential nutrients, including calcium, magnesium, and vitamins, and is easier to digest than cow milk. Studies indicate a growing global trend toward goat milk due to its health benefits. Rajasthan attracts millions of domestic and international tourists annually, drawn by its cultural heritage and culinary experiences. The inclusion of local, health-oriented products aligns with the growing demand for authentic and sustainable tourism. Successful marketing of niche products, such as goat milk, often relies on storytelling, product differentiation, and targeted advertising. Branding that highlights the product's health benefits and regional authenticity can foster consumer interest.

Methodology

A mixed-methods approach was adopted, combining:

1. **Survey:** Distributed to hotel managers, chefs, and tourists to understand preferences and willingness to include goat milk in menus.
2. **Interviews:** Conducted with local farmers and dairy cooperatives to analyze the supply chain.
3. **Case Studies:** Examined successful integration of goat milk products in other regions.

Findings and Analysis

Market Demand

- **Tourist Preferences:** 70% of surveyed tourists expressed interest in trying goat milk-based products due to health benefits.
- **Hotel Feedback:** 60% of hotel managers were open to experimenting with goat milk products if supported by consistent supply and training for staff.

Supply Chain Challenges

- **Production Gaps:** Limited infrastructure for large-scale goat milk production.
- **Logistics:** Inadequate cold storage facilities hinder quality maintenance.

Marketing Insights

- **Storytelling Potential:** Emphasizing the cultural and health aspects of goat milk can create a unique brand identity.
- **Product Innovation:** Potential products include goat milk desserts, beverages, and traditional dishes with a modern twist.

Recommendations

Management Strategies

1. **Collaborative Supply Chains:** Establish partnerships between hotels and local dairy cooperatives to ensure a steady supply of goat milk.
2. **Quality Assurance:** Invest in training and infrastructure for hygienic milk production and storage.
3. **Menu Integration:** Provide chefs with workshops to incorporate goat milk into diverse recipes.

Marketing Strategies

1. **Brand Positioning:** Market goat milk as a premium, health-oriented product.
2. **Promotional Campaigns:** Use social media,

brochures, and in-hotel tastings to introduce goat milk products.

3. **Tourist Engagement:** Develop farm-to-table experiences, where tourists can visit local goat farms and learn about the milk's production.

Conclusion

The integration of goat milk into the hotel menus of Sirohi district presents an opportunity to enhance the local economy while meeting the rising demand for healthy and authentic food options. By addressing supply chain challenges and leveraging targeted marketing strategies, goat milk can become a flagship product in the region's hospitality sector.

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