

## **“ENTREPRENEURIAL OPPORTUNITY IN DAIRY SECTOR BY CONVERSION OF WHEY INTO A BEVERAGE”**

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### **ABSTRACT**

India is the world's largest Milk producer. It produces 16 % of the world's milk. Milk production in 2009-10 : 112.6 million tonnes. Encouragement of milk producer to produce more milk due to increasing income from sale of milk, value added product Milk and its by products accounted as best among all life-sustaining substances having beneficial effects that in turn reduces bloating of stomach, soothes intestines in IBS and helps in Indigestion, Eases symptoms of Hemorrhoids and constipation. Whey is one such blessing of nutrition easily available at throw away economics in form of by product which is unfortunately ignored. Biofunctionality of Whey Protein are of immense importance. Efforts are made to utilise it in a form that can be incorporated in modern lifestyle. Whey contributes to increased supplies of essential amino acids such as cysteine, isoleucine, leucine, lysine, threonine and tryptophan (Raynal-Ljutovac et al., 2008) Whey, fresh according to international standards is, “The liquid part of the milk that remains after the separation of curd in cheese making”. Its main food use is in the preparation of whey cheese, whey drinks and fermented whey drinks. The main industrial uses are limited to manufacture of lactose, whey paste and dried whey. Two types of whey exist: acid whey, obtained during the production of acid-coagulated cheeses such as cottage cheese, and sweet whey, from the manufacture of rennet-coagulated cheese. Acid whey contains twice as much calcium as sweet whey. For this study, acid whey is utilized that is fermented with probiotic culture and subjected to carbonation to develop an innovative dairy product.

**KEYWORDS:** Dairy Entrepreneurship, Dairy By-Product Management, Innovative Dairy Product