



## Event Report

# “GouSankranthi (Personality Development Camp) - 2021” at Shri Ranganath Gaudya Math, Nrithyagram, Hesaraghatta - Bengaluru

Team GoPals hosted “GouSankranthi (Personality development Camp) - 2021” at Shri Ranganath Gaudya Math, Nrithyagram, Hesaraghatta-Bengaluru. As GoPals team’s vision this camp was conducted to spread awareness and applications of Desi cows and experience the importance of desi cows

### Venue:-

Shri Ranganath Gaudya Math,  
Nrithyagram, Hesaraghatta Grass Farms,  
Bengaluru, Karnataka – 560089

### Chief Guest

1. Dandi Maharaj Swamy ji  
Head of Sri Ranganath Gaudya Mutt, Hesaraghatta, Bengaluru
2. Professor Shri. PUNNIYAMURTHY. N  
Former Head, Veterinary University Training and Research Centre, Tamilnadu
3. Shri. Madhav Hebbar  
Team Desi Milk (TDM & ADIS)
4. Shri. Raghu  
Employee Maa Gou Products Pvt Ltd, Malur, Karnataka

## Event Details:

<b>GouSankranthi (Personality Development Camp) - 2021 (Jan 1st to 3rd, 2021)</b>	
<b>Day1: 01-Jan-2021; Friday</b>	
4:30 PM - 5:30 PM	Goushala Tour
5:45 PM	Prasadams (Dinner)
7:00 PM	Inauguration speech by Dandi Maharaj Swamy ji (Sri Ranganatha Gaudiya Mutt) Topic: <b>Desi Gou, Science &amp; Spirituality</b>
8:00 PM	Temple - Mangala Aarthi
8:45 PM	Discussion about next day activities
9:15 PM	End of day 1
<b>Day2: 02-Jan-2021; Saturday</b>	
6:00 AM	Wake up
6:45 AM - 7:30 AM	Goushala Cleaning
7:30 AM - 9:00 AM	Bathing Cows, Bulls & Preparation of cow dung cakes
9:00 AM - 10:00 AM	Break – Volunteers Fresh up/Refresh
10:00 AM - 10:45 AM	Prasadams (Breakfast)
11:00 AM - 1:00 PM	Seed dibbling/panting activity and explanation on Native Seeds
1:00 PM - 2:00 PM	Break
2:00 PM	Assembly at the Hall GoPals Annual Report - 2020
2:15 PM - 4:45 PM	A Session from <b>Chief Guest Professor Shri. PUNNIYAMURTHY. N</b> Former Head, Veterinary University Training and Research Centre TN. On <b>“Introduction to Ethnoveterinary Practices”</b>
4:45 PM	Break
5:30 PM	Prasadams
6:15 PM	A Session from <b>Chief Guest Shri. Madhav Hebbar Ji.</b> Team Desi Milk (TDM) & ADIS On <b>“Cow Entrepreneurship”</b>
8:15 PM	Temple Mangala Aarti
9:30 PM	End of Day 2
<b>Day3: 03-Jan-2021; Sunday</b>	
5:40 AM	Wakeup
6:45 AM	Goushala Activity Preparing Panchagavya & Dhoop (Maa Gou Products) Cleaning of premises
9:15 AM	Break – Volunteers Fresh up/Refresh
9:45 AM	Prasadams
10:15 AM	Gou products demo by Goushala in-charge -Tooth Powder, Arka Soap
12:00 PM	Pravachan
1:30 PM	End of Camp

### **Notable Visitors: -**

Mr. Sudheer, Traffic Police Sub Inspector, Jalahalli Station, Bengaluru

Mr. Kannan and his mother, travelled from Valliyur, Tirunelveli Distt, TN

Oduvar Family, travelled from Kodumudi, Erode Distt, TN

## **Nature of Activities: -**

**Camp Day 1**, Volunteers gathered at the venue. Camp started with participants introduction and Goushala/Premises tour by Goushala in-charge. Ice-breaking activity from Team GoPals. A truck load of grass arrived at the venue; volunteers unloaded grass. Upon volunteers evening refresh, premises head Dandi Maharaj session and followed by Arati at Temple.

Day 1 ends with prasadam and discussion on next day Day2 activities.

**Camp Day 2** started with Swachh/Cleaning Goushala (Remove cow dung, broom sheds, Water wash shed grounds), Bathing Cows, Calves, Bulls with hot water.

Upon Volunteers fresh up, **Mr.Sandeep Manjunath** explained the Importance of Native/Desi Seeds. Brought and explained about 100 varieties of native seeds of Vegetables, Medicinal plants. Many volunteers saw native seeds first time & very happy to touch and feel seeds. Upon theory explanation, volunteers moving to practical session, moved to agricultural fields.

Team GoPals Agricultural Volunteers explained the importance/way to Ploughing Soil, how to prepare Soil bed. Volunteers sowed/dibbed seeds and poured water.

Volunteers had lunch Prasadam and event followed by an intellectual session by Chief guest Prof. **PUNNIYAMURTHY N Ji** on “**Introduction to Ethnoveterinary Practices**”. Due to pandemic many were not joined in-person, on request session shared on social media – many farmers benefitted with this session.

Team GoPals Trustee shared Annual Report - 2020 . Team GoPals honored SAC – Valliyur village beneficiary and handed over a cheque

Event followed by another intellectual session by **Mr. Madhav Hebbar Ji** on “**Cow Entrepreneurship**”, on request this session is also shared on social media

Camp Day2 ends with delicious dinner Prasadam and discussion on next day (Day 3) activities.

**Camp Day3** started with participants doing exercise and YOGA under mentor guidance. A live demo of instant panchagavya preparation by Mr.Raghu Ji and served instant Panchagavya to all participants. Many participants listened/saw videos on social media on Pachagavya, but tasted first time and felt very happy to taste.

Mr.Raghu Ji also live demo on Dhoopa preparation, explained the raw materials needed and how to prepare at individual house and use Dhoopa. Few volunteers packed raw material mixture and prepared Dhoopa at their homes and taught to neighbors

Volunteers fresh-up . Team GoPals honored SAC – Kodumudi village beneficiary and handed over a cheque . Participants had brunch Prasadam.

Team GoPals gifted volunteers a Book and GoPals logo T-Shirts.

Day3 camp ends with a group photo and team GoPals ensured all participants left the premises and reached home without issues. Team GoPals handed over all room keys to premises in-charge and took left the venue.

## **Event Details:-**

### **Pre- event preparation: -**

Event preparation started with GoPals team core-volunteers visiting venue before day and ensured basic needs at premises like accommodation, food, rest rooms, security & identified Gou sheds for cleaning, place for intellectual sessions etc..

## **People Participation: -**

Team GoPals keeping COVID Standard Operating Procedure guidelines in mind, allowed advance online registration and strictly not allowed on spot registration. Online registration data gives about 75 participants registered and 60 participants turned out on the vent day.

### **Day1: Participants Introduction & Goushala Tour: -**

Team GoPals GouSankranthi -2021 event kickstarted with all participant Introduction, GoPals team introduced about the venue & asked participants to settle themselves at the premises and refresh and ready for Goushala/Venue tour. Team GoPals & along with venue in-charge person took participants Goushala tour.



**Seed Dibbling Activity Preparation: -**

Volunteers visited the next day seed dibbling activity plot and decided to clean, removed the left over crop bushes, roots and plough the plot with Bullocks and converted hard soil to loose soil .

Before:



After: Ready to Sow Seeds



**Fodder - Gou Graasa unload, Green Fodder Cutting** - A load of dry grass arrived, participants helped to unload grass. All participants very happily, quickly un-loaded a truck of grass and placed wherever venue in-charge mentioned. Also, assisted in cutting of green grass.



### **Inauguration speech by Dandi Maharaj Swamy ji :-**

Volunteers blessed to hear from Mutt head Shri Dandi Maharaj Swamy ji speech on importance of Desi cows and values of Serving Desi cows.

After session and Q & A from volunteers, usual practice of Aarti to presiding deity lord shri Krishna.

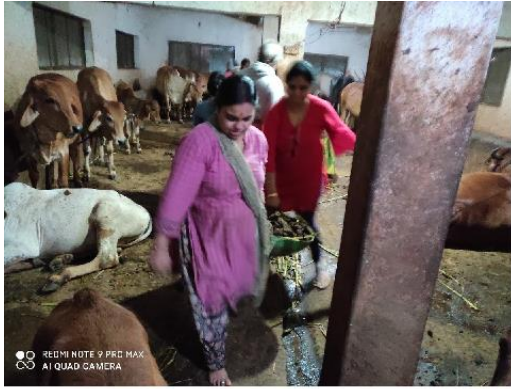


Naivedyam samarpan offered to lord, and then followed by volunteers dinner Prasadams. After Prasadams we discussed on next day activities. Day 1 of the event ends.

### **Swachh Goushala:-**

Day2 event started with early morning wake-up and involvement of all participants in Goushala cleaning. Cow dung is shifted to their usual places. Cleaning the Goushala is guided by Team Gopals volunteers. As usual team GoPals asked participants to touch Cow dung and clean the sheds with broom sticks.





Volunteers **bathed the cows**, bulls with hot water. Cows, Bulls left for free grazing. Volunteers washed the Goushala sheds. People especially kids overjoyed for bathing calves. Many participants very happy to bath cows that too with hot water. Many first timers were very happy on cleaning, bathing cows. After bathing the Cows, Bulls, Calves, volunteers Decorated with traditional turmeric, Kumkum. Gou pooja is performed





After bathing the Cows, Bulls, Calves, volunteers decorated with traditional turmeric, Kumkum.



Many participants family recalled their native places, childhood memories. With desi cow dung, many participants prepared, though to their wards on cow dung cakes



Break-time for volunteers refresh and breakfast Prasadams.

### **Native Seeds Explanation:**

Team GoPals volunteers Mr. Sandeep Manjunath collected, brought an about 100 varieties of desi seeds. Explained the importance of growing native seed variety of crops. Urban people can also grow their needy veggies using terrace garden. Many participants first time saw the seeds of many veggies and feel the touch of seeds and very shocked the size of seed compare to the size of vegetables.



### **Seed Dibbling Activity:**

After theory session, participants head towards field where seed dibbling activity will happen. A soil bed is prepared & ready for seeds sowing. Volunteer sowed seeds like Carrot, Brinjal, ladyfinger, Creeping plants like Pumpkin, Cucumber etc., are sowed.







Breaktime for refresh and lunch

**An intellectual session by Chief guest Prof. PUNNIYAMURTHY N Ji :**


Prof. Punniyamurthy ji explained on Introduction to Ethnoveterinary Practices. Explained on various, regional disease for cattle and village made, homemade traditional medicines. Walked through with photos various cattle diseases before and after treatment. Due to pandemic many volunteers joined virtually and gave positive feedback on how this session will help in taking care, curing cattle disease.

**TACKLING DISEASES IN LIVESTOCK THRU' EVM : A GAME-CHANGER**

**Punnamurthy, N**  
MD, PhD, DVM, MS, FRCV  
[profpsnns@gmail.com](mailto:profpsnns@gmail.com)

Professor Emeritus, TDU -FRLHT,  
 Former Professor & Head, EVM Herbal  
 R&D Centre, TAMUNAS, Thanjavur  
 612 008 India



Rear Produce Ltd

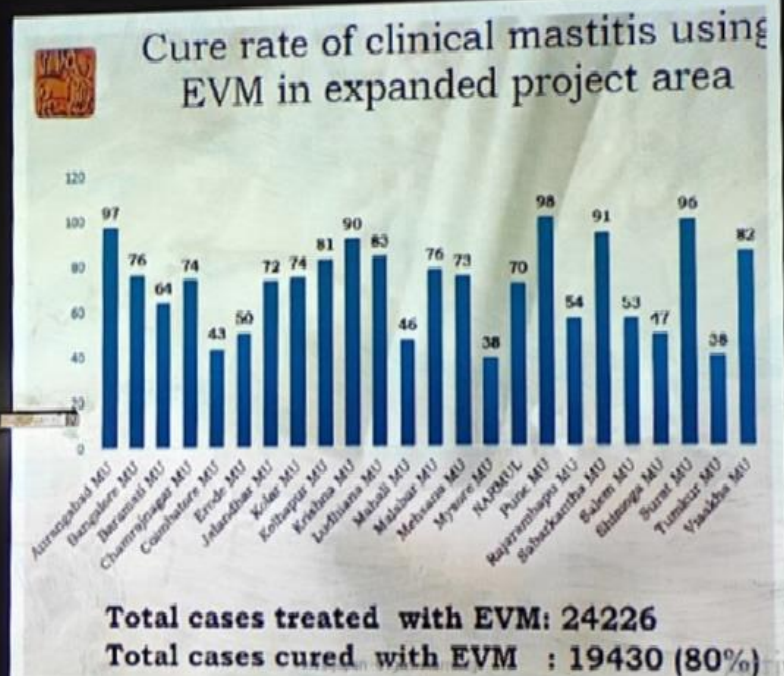
The resistance against antimicrobial organisms dramatically

**World Antimicrobial Awareness Week 2020, 18-24 November**

**Ineffectiveness of current drug therapy with single-drug approaches in emerging and re-emerging infectious diseases**  
(multidrug-resistant organisms, together with toxic side effects, compliance, availability and cost) necessitate drugs from plant sources.

To date, discreet MOA of a wide range of commonly used herbal products

### Cure rate of clinical mastitis using EVM in expanded project area

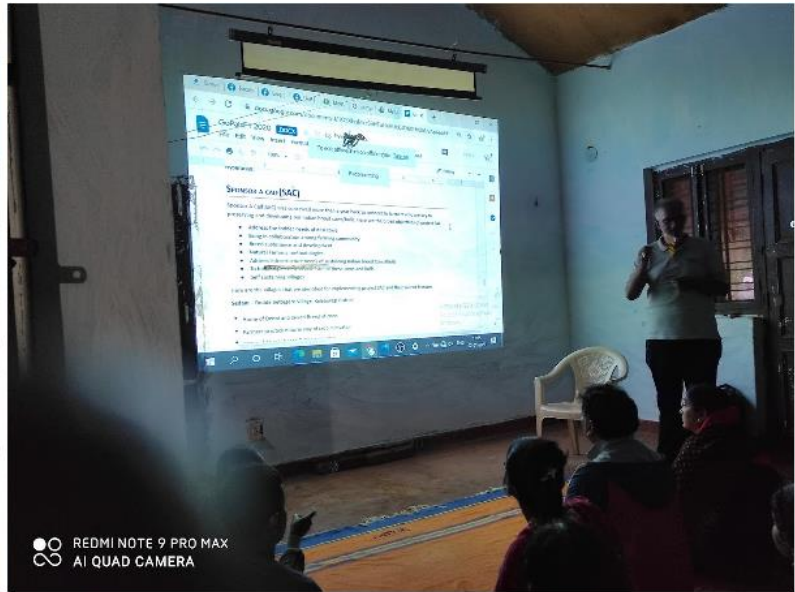
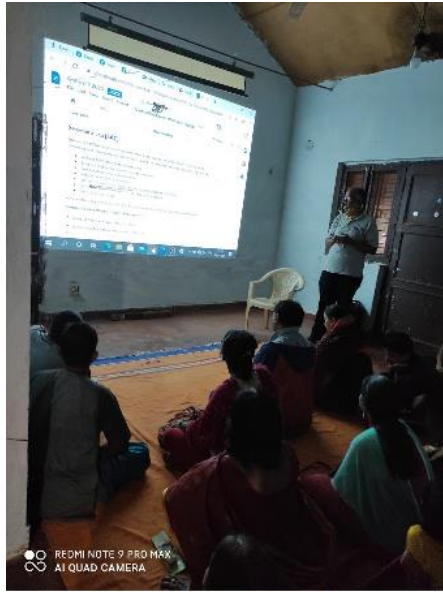


District	Cure Rate (%)
Aurangabad MU	97
Bangalore MU	76
Baranasi MU	64
Chamrajnagar MU	74
Coimbatore MU	43
Erode MU	56
Jalardhar MU	72
Kolar MU	74
Kothagpur MU	81
Kovvur MU	90
Ludhiana MU	83
Mahabli MU	46
Malabar MU	76
Malwa MU	73
Mysore MU	38
NAGPUR	70
Pune MU	98
Rajarajmangala MU	54
Sakrebani MU	91
Salem MU	53
Shimoga MU	17
Surat MU	96
Tumkur MU	38
Visakhapatnam MU	82

**Total cases treated with EVM: 24226**  
**Total cases cured with EVM : 19430 (80%)**

Recorded session available <https://www.facebook.com/wegopals/videos/721618978478552>

Team GoPals, Shri. Shrikanthan Ragnathan Ji walked through GoPals Annual Report 2020. Report covers events in 2020, Saplings plantations, Sponsor-a-Calf project updates etc..



Annual Report at <https://www.wegopals.com/annual-report/annual-report-for-the-year-2020>

Event followed by another Intellectual Session by Mr. Madhav Hebbar Ji on “ Cow Entrepreneurship“



Recorded session available <https://www.facebook.com/wegopals/videos/721618978478552>

Day2 event ends with delicious dinner Prasadams and discussion on activities of next day.

**Day3** started with morning exercise with mentor guidance and basic yoga session.



### **Gou Products Demo:-**

Gou products preparation demo- Mr.Raghu Ji from Maa Gou Products Pvt Ltd. Explained the ingredient for Dhoop preparation and prepared dhoopa. Ingredients mixture is given to participants so they can prepare at home and explain to near ones.

Raghu ji explained importance and types of Panchagavya and prepared instant Panchagavya and given to all participant



**Games for all :** Cleaning the premises, traditional Games – Venue is cleaned by all participants. Traditional Gams for kids, adults . Participants enjoyed the games





As part of SAC project, GoPals team honored Oduvar family from Kodumudi and handed over SAC cheque to Oduvar family and a cheque to Shri. Kannan family from Valliyur



Team GoPals distributed free T-Shirts and books to participants. Team GoPals ensured all participants left the premises and left the venue after handing over all room keys and thanking remises head Shri Dandi Maharaj Ji



## Food:-



## Feedback:-

This event GouSankranthi 2021 (Personality Development Camp) is a unique experience brings people closer to native cows and an extensive knowledge from an eminent speakers was well received

## Outcome :-

The feedback from the volunteers was very positive. Volunteers learned EVM methodologies (Ethno Veterinary Medicines) , Cow products Dhoop preparation and tasted instant Panchagavya

## Next Plans :-


The future events from GoPals are under discussion and will be published on our web site <https://www.wegopals.com/upcoming-events/>

## Note:


Please find below link to see the few more glimpses of the event at <https://photos.app.goo.gl/HR4aboArA5G2q1AX6>

## Event Invitation:

### Personality Development Camp at Goshala Jan 1 to Jan 3, 2021




We cordially invite you to share with us a celebration of 3<sup>rd</sup> Gou Sankranti on Jan 1, 2020.



Sri RangaNath Gaudiya Math, Nrithyagram, Hesaraghatta Grass Farm, Karnataka 560089




📞 080 2846 6760

📍 <https://maps.app.goo.gl/KVTgcEsydMRaS1j26>







GoPals  
Passion & Application of Devi Gou

Day 1: Introduction to local systems by Goshala  
Day 2: 10:30am to 1:00pm – Basic Products of Cow  
Day 2: 1:30pm to 4:00pm – Basics of Cow Care  
Day 2: 6:30pm to 8:00pm – Interaction with Cow Entrepreneur  
Day 3: Gou Sankranti event with goseva, speech by eminent gosevaks followed by fun events



Donation amount of 400/- includes accommodation, prasadam and other expenses on all the three days.



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