



GoPals – Annual Report for the year 2020

ABOUT GOPALS

GoPals is an organization that work towards bringing awareness about “desi breed cows” among general public. Our first touch point is our valuable volunteers and guests who frequent our events. They become our multiplying factors and help in propagating the fact that the benefits of “desi breed cows” which goes beyond milk consumption. This has helped us reach out to farmers who form the backbone of our society. Our programmes are targeted to bring in sustainability and are customized based on needs of the gou shaala and the community.

GoPals is proud to have members from all walks of life – farmers, students, government employees and people employed in the IT/BT sector of which many of them are subject matter experts in desi cow rearing and breeding. This bolsters our reach to many sections of our society with confidence and conviction.

With close to nine years in existence, GoPals has touched many villages, farmers, gou shaalas and corporates with its pragmatic and transparent approach.

This document aims to bring in a report of our achievements for the year 2020 and plans for our future. More details and updates on them can be obtained from www.wegopals.com.

GOALS FOR THE YEAR 2020

We embarked on the year 2020 with the following goals:

- Create model villages across India in line with what we have created at Valliyur, Tirunelveli
- Create subject matter experts across our country through knowledge sharing sessions
- Create awareness among school going children on desi cows through targeted workshops
- Help address the challenge with scarcity of proper grazing land for cows in rural India and hence make it economically viable for farmers to rear desi cows/bulls

YEAR 2020 FROM THE REAR VIEW MIRROR

Year 2020 started with our celebration of our annual event during the first week of Jan 2020. Despite the entire world going through the pandemic, it did not deter Team GoPals activities. We had a variety of events that were conducted virtually and received a lot of support from our well wishers and supporters. Project Sponsor A Calf (SAC) was executed in three of our villages which was well received by the farming community in those villages. In addition, we had quite a few tree plantation drives in various places with the help of our corporate sponsors.

AUGMENTING OUR TEAM GOPALS WITH NATIONAL ADVISORY BOARD

Team GoPals in the past had been mentored informally by many well known luminaries from various walks of life. They have been involved with the activities of Team GoPals. Our team decided to augment

our team with National Advisory Board members to formally mentor and guide our team. Here are the National Advisory Board members. We formally welcome them.

Shri Shivadeep Mahadi

Shri Shivadeep Mahadi is a widely acclaimed entrepreneur in the supply chain space. He is a founder of eShipz, an organization focused on Smart Automated Enterprise Shipping. In addition to being an entrepreneur, he is passionate about service to cows and bulls. He has actively participated in our past events and has established a great connect with our team members.

Shri N Ganapathy Subramaniam

Shri Ganapathy Subramaniam is a well-known face in Indian IT Industry. He is a Chief Operating Officer and Executive Director of reputed Indian company Tata Consultancy Services. Shri N Ganapathy Subramaniam has over 38 years' experience in the IT industry. He takes active community initiatives like that of Team GoPals.

Shri Prof R Vaidyanathan

Shri Prof R Vaidyanathan is a former professor at IIM Bangalore and has specialized himself in Finance and Control. He is part of boards of many corporates in India. Prof Vaidyanathan actively participates in matters concerning nations economy and policies in national media. He takes active interest in multiple constructive initiatives of our society.

Shri Venkatesh Murthy

Shri Venkatesh Murthy is a founder and Chief Mentor of Youth for Seva(YFS) a social service organization. He established Youth for Seva as a largest volunteering movement and has inspired and attracted a lot of youth into this. His academic and corporate credentials are equally impressive. He is an active supporter of Team GoPals activities and helps in executing joint projects between YFS and Team GoPals

Shri Raj Madankar

Shri Raj Madankar takes active interest in matters concerning the environment and is a founder , president of Arranya Environmental Organization. He is also a Swachha Bharat Ambassador and actively keeps him involved in this initiative. Shri Raj Madankar has been involved with Team GoPals and has been advising the team in various initiatives.

Dr G G Gangadharan

Dr G G Gangadharan is an Ayurvedacharya of repute and is associated with Ramaiah Indic Speciality Ayurveda Restoration Hospital. He is one of Team GoPals well wisher and has active interest in Ayurvedic means of diagnosis like Nadipraksha. Dr G G Gangadharan is also an expert in treating chronic ailments through Ayurveda.

Selvi Divija Lahe

Selvi Divija Lahe comes with a rich experience running CSR initiatives at DELL EMC. She in her past experience has worked with Goodera as a Consulting Analyst. She has worked with Team GoPals as part of DELL EMC's CSR initiative. Her academic credentials are as impressive as her professional credentials. She holds a Bachelor's degree in Economics

Shri Sunil Mansinghka

Shri Sunil Mansinghka is a thought leader in the field of desi cows. He is a co-ordinator of Gau Vigyan Anushandan Kendra(GVAK), Deolapar near Nagpur. Shri Sunil Mansinghka has rich experience creating awareness about desi cows/bulls in various parts of our country. He is also a member of Rashtriya Kamadhenu Ayog(RKA) . As part of the work at RKA and GVAK, he has contributed to the creation of patents and products from gau products.

Shri Saravanan Varatharajan

Shri Saravanan V is an organic farmer belonging to Coimbatore and owns a retail chain Iyal. He has been promoting good quality Organic farm produce, free of chemicals to people in and around Coimbatore. He has supported initiatives done by Team GoPals in the past.

VIRTUAL EVENTS

Based on our FY2020 goals, we had plans of holding quite a few events related to spreading awareness of Indian breed cows and bulls to our youth. We did have plans to conduct summer camps at various places. Unfortunately we could not conduct any of the in person events due to the pandemic situation. This did not deter our team and we did reach out to the larger public through various virtual events. We would like to thank our speakers who enlightened all of us bringing multiple perspectives with respect to the relationship of Indian breed Cows/Bulls with our ancient vedas, medicine, cure for multiple ailments, agriculture and economy through self sufficiency. There were more than about 12 events that we conducted and you can find the recordings of these events in our Facebook link <https://tinyurl.com/y8byvqpu> . The speakers ranged from various religious leaders, veda agama experts, natural farmers, doctors, and social workers. Here are the key virtual sessions that we would like to highlight:

1. Gau Samrakshanam - Through the Ancient Indian Vedic Way - **Sri U. Ve Parasara Badri Bhattar Swami ji** of Srimaan Trust, Srirangam, Trichy
2. Desi Cow based Ayurvedic Panchagavya can cure Cancer - **Dr Ramesha**, Bangalore
3. Atmanirbhara from Gounirbhara - **Sri Raghaveshwara Bharati Swami ji** of Sri Ramachandrapura Mutt, Hosanagar
4. Panchagavya lifestyle session
5. Desi Gou Palan - **Sri Pranesh Sridharan**
6. Desi Cows and My Experience
7. Cow and Bull based Agriculture - **Sri Kaneri Adrusya Kada Siddeswara Swamiji**
8. Atmanirbhara from Gounirbhara - **Sri Subudhendra Theertha Swamiji** , Mantralayam
9. Panchagavya Session - **Dr K Natarajan, Kodumudi**

10. Atmanirbhara from Gounirbhara - **Sri Vishwaprasanna Swami ji , Pejawara Mutt, Udupi**
11. Panchagavya , An Introduction - **Dr K Natarajan, Kodumudi**
12. Panchagavya , A Divine Medicine - **Dr Hitesh Jani, Gujarat**

In all the above Virtual Events we wanted to

- Spread awareness about Indian breed Cows and Bulls in the field of Panchagavya Therapy for a lot of chronic illness
- Educate people on how our self reliance can be met through practices related to Indian breed cows and bulls
- Share first hand experience from natural farmers
- Relevance of Vedas and our Shastras to our Cows and Bulls

The feedback that we received for these sessions are encouraging and we were able to reach out multiple people from various walks of life. We look forward to having these sessions run at regular intervals to increase the knowledge base among our people.

TREE PLANTATIONS

With great support from our corporate partners we were able to conduct various tree plantation drives across multiple villages and small towns to promote a green and sustainable nation. These were done with the local peoples involvement with a lot of care and dedication. Here are the tree plantation drives that we conducted in the year 2020 in places adjoining gou shalas. Primary aim was to create a self reliant society through supplementing farmers income and create job opportunities for rural youth.

This has a positive impact on the society by reducing the burden on state and central governments. We ensure that biodiversity is created in the villages and brings in a wide variety of crop patterns. This is one of our steps to involve rural youth which opens up opportunities in agronomic sectors for them. Here are the key ones.

Project 1 - Perundurai:

Perundurai is a small town very close to Erode and the project titled "Rapid Forestation" was led by Sri Karthikeyan from Team GoPals. We achieved the target of planting about 1050 saplings and was executed on Aug 15th 2020. Unlike the other tree plantation drive we focused on digging the pits and covering the pit with manure before even we planted the trees. These saplings were planted in a fenced area to get maximum protection for its survival.

Project 2 - Dharapuram :

Dharapuram is a town in Tirupur district. The project of tree plantation was name " Carbon Sink through Rural opportunities' ". This initiative was executed on Aug 24th and 25th 2020. This was led by Sri Ganesh Karthick from Team GoPals ably supported by local farmers. This drive completely focused on Guava plantation which will supplement local farmers income and motivate nearby farmers to adopt similar cultivation and reduce carbon emission in the nearby area.

In addition to the above projects we are having similar drives in Hyderabad which is work in progress. In total we have planted around 7000 saplings in all places. Thanks to our sponsors from the Corporate sector.

In addition to the above tree plantation activities we have conducted similar events at Dharitri Goshala at Dobbespeth and Onkar Goshala near Tumkur. The tree plantation drive activities are work in progress in Hyderabad.

SPONSOR A CALF(SAC)

Sponsor A Calf(SAC) was conceived more than a year back to connect to farmers who are key to preserving and developing our Indian breed cows/bulls. Here are the broad objectives of project SAC

- Address the fodder needs of desi cows
- Bring in collaboration among farming community
- Breed sustenance and development
- Natural Farming methodologies
- Address Infrastructure needs of sustaining Indian breed Cows/Bulls
- To fund Gopalaks who take care of these cows and bulls
- Self sustaining Villages

Here are the villages that we identified for implementing project SAC and their salient features

Sedam – Dodda Bettgere Village, Kalaburagi District

- Home of Deoni and Jawari Breed of cows
- Farmers practice natural way of crop cultivation
- Focused on rain based Pulses cultivation

Kodumudi – Close to Erode Tamilnadu

- Home of Kangayam breed cows
- Focused on native rice variety conservation and natural way of cultivation
- Dependent on river irrigation and groundwater

Valliyur – Tirunelveli district, Tamilnadu

- Paddy and pulses cultivation
- Dependent on rain and groundwater irrigation
- Home to Nellai Kuttai desi breed of cows

Here are the updates from our beneficiary villages

Sedam

- Identified the group of farming families who will get benefited
- Identified lease land to create fodder bank
- Organic cultivation of Toor Dal was done during early part of the year
- Owing to heavy rains and flooding, the sowing of Jowar got delayed
- The above crop will be used for creating fodder bank and will be distributed to farmers in March 2021
- The farmers are in the process of creating infrastructure for tanks to store water

Kodumudi

- Natural grazing was implemented which reduced the cost of sustaining the cows and bulls
- Funded Gopalaks who helped in the process of implementing natural grazing
- Funded borewell which will help in the water source for cows and bulls
- Helped the farmers with emergency fodder requirement - owing to incessant rains in the region

Valliyur

- Funded Gopalaks for aiding natural grazing in the forest areas adjoining Valliyur
- Created natural manure and fertilizer which supplemented the farmers income and encouraged natural farming in the region
- Funded borewell which will help in the water source for cows and bulls

In the coming year we are looking at spreading activities in multiple such villages working with the farming community. We look forward for your help and contribution to make SAC successful.

OUR PUBLICATIONS

“Gou Vaarta” is an initiative where we bring out a knowledge series by our inhouse experts. This is an effort to educate ourselves and to create awareness among our well-wishers who are very eager to know about desi breed cows. Stay tuned for this enriching knowledge series by following the link to our most recent and archives of our publication: <https://www.wegopals.com/gou-vaarta/> . Feel free to be part of this journey either by contributing to or consuming this knowledge.

GOALS FOR 2021

Here are the Goals for 2021. Some of them are extensions of unfinished goals of 2020.

- Create awareness among school going children on desi cows through targeted workshops
- Help address the challenge with scarcity of proper grazing land for cows in rural India and hence make it economically viable for farmers to rear desi cows/bulls
- Spread the volunteer base across India
- Spread beneficiaries of SAC to other villages apart from the one that we are supporting today
- Work with like minded organizations to achieve the above goals

HOW CAN YOU REACH US

We are accessible in all social media and here are our coordinates. Please reach out to us with suggestions and thoughts, if you have one.

YouTube - <https://tinyurl.com/y42q3u5j>

Facebook - <https://tinyurl.com/ycmm6o68>

Twitter - <https://tinyurl.com/y28tvnxs>

OUR PARTNERS

At this point we would like to thank the support and partnership extended by Youth For Seva(YFS) who has been a conduit between Team GoPals and corporates. They did help us overcome multiple obstacles in the process of getting the projects/events executed on time. We would like to thank our partners from Corporate – DELL EMC. Informatica and OpenText who have been instrumental in getting many of our major projects/events executed through their CSR teams. Our thanks goes to the Meiporul group who have offered help in our initiatives . Last but not the least a big thanks goes to Say Trees our logistics partner who has helped us with their subject matter expertise.