



GoPals – Annual Report for the year 2019

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” 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 eight 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 2019 and plans for our future. More details and updates on them can be obtained from www.wegopals.com.

GOALS FOR THE YEAR 2019

We embarked on the year 2019 with the following goals:

1. Farmers connect through
 - a. Getting educated from them on farming
 - b. Learning best practices on desi cow based farming
2. Direct farmers and consumer connect to maximize the benefit for farmers and consumers
3. Look forward for a multiplier effect on the work that we did in the past two years and see how we could replicate the model in villages
4. Deepen the partnership with corporates and our other partners and bring direct/indirect benefits back to farmers and desi breed cows

NEW ADDITION

Hyderabad chapter is the new kid in the bloc. During the inaugural event , there were about 70 members who participated and made a great beginning for the future. The event was conducted at Sri Venugopala Swamy Mandira Gou Shaala Gandipet. Apart from the regular topics on desi cows there were sessions conducted by Shri Vijayaram ji who spoke about natural farming free of pesticides and other chemicals.

Our **Hyderabad** chapter is working actively in the areas closer to Hyderabad and has garnered support from the local population and adjoining farming community. We look forward to spread our wings into protecting local breed cows in that area.



Our team at **Coimbatore** has been active and been helpful in all our events with their subject matter expertise . We formally inaugurated our Coimbatore chapter on Nov 2nd 2019 with Kodesam being focal point for our activities. This place is situated on the foot hills of scenic western ghats.



GOU SANKARANTHI AND DEEPAVALI

On the auspicious occasion of Sankaranthi, GoPals successfully celebrated Sankaranthi across three of our chapters namely Bangalore, Mysore and Chennai on Jan 6th 2019. Our youngest chapter Gurugram, lagged behind the rest by a couple of weeks owing to logistics reasons, but did not lag behind in the enthusiasm and impact that it created during the event.

“ Nature for Cow” was celebrated at Amrutadhara Goushaala near Bangalore. Around 150 participants including many children participated in this event. We had the traditional Pongal preparation accompanied with a lot of activities which included cleaning gou shaala, knowledge sharing on preparation of Jeevamruta and diya. We organized bullock cart rides which was enjoyed by both young and old. Post lunch the event concluded with kite flying which added color to the event.



“Sankaranthi with Cow” at Chennai had good number of participants and focused discussion where everyone learnt the importance of Desi cows, difference between A1 and A2 milk. Gou Pooja, Gou Alankara and Pongal preparation followed by a brainstorming session on “Plants & Soil, Cattle & Man”. Children who participated in the event enjoyed the bullock cart ride. Thanks to Shri Manikandan and Smt Preetha who were kind enough to accommodate our group and be a generous host to team GoPals.



“Sankarathi with Gou” at Mysuru was celebrated at Dharma Vardhini Anna Satra Ashram’s gou shaala. The highlight of this event was that team GoPals at Mysuru felicitated the gou shaala employees. We had an eye opening interactive session on “Then and Now” . The participants were made to understand that the key to a healthy, eco friendly and self sustainable way of living is possible with Indian breed desi cow and bull at the center of all our medical, nutrition and farming needs. A practical demo was shown where different gou products which can be used in day to day life was shown.





“एक दिन गाय के साथ(Spend a day with the Cows)” event was celebrated at the Yug Jagrati Vadik Gurukul Gaushala in Gurugram. This place is close to Aravali ranges near Gurugram. This is the first event being celebrated by our Gurugram chapter which plans to cover people from the National Capital Region. We had about 20+ participants in this event who went back with good awareness on desi cows and its importance to our day-today well being. The event had gou shaala cleaning, preparation of jeevamruta and celebration of Makara Sankranti by flying kites.



Our Delhi chapter did a unique celebrations of “**Deepavali with gou maata**” at Yug Jagrati Vadik Gurukul Gaushala in Gurugram. There was a wider participation of volunteers from in and around the National Capital Region. There were session related to desi cow breeds and how they can influence our day today living and agriculture.



On Nov 10th 2019, our **Hyderabad** chapter celebrated Deepavali at Venugopal Swamy Mandira Gou Shaala. This event was unique in a way that our participants got a good overview about preparing Gomaya products. Shri Mallinath Hemmadi gave an inspiring as always which kept our volunteers engaged and they went home with the learning on how to make gomaya products.





ENVIRONMENT SUSTAINABILITY

In addition to creating awareness and conducting activities related to desi cows, team GoPals firmly believes that protecting and spreading awareness of desi cows, goes hand-in-hand with our environment sustainability initiatives. With the help of corporates and like minded people we were able to conduct various events spread across multiple locations last year.

Seed Ball Preparation

As part of the World Earth day Team GoPals Bangalore celebrated an event which was organized at Shri Raghavendra Gou Shaala, Malur. Multiple sessions were conducted on importance of desi cows and Ghana Jeevamruta preparation session. Participants helped us create seed balls which will be used in our next tree plantation event. We had an enlightening session conducted by Shri Mallinath Hemmadi, who is a natural farmer and is a Professor of Agriculture based out of Gulbarga. A book on natural farming, written in Kannda by Shri Mallinath ji was launched. The book launch drew a lot of attention among participants.

Team GoPals is happy to inform that the above book by Shri Mallinath Hemmadi has been translated to English and will be released on the day of Gou Sankaranthi 2020.

Our **Mysuru** team conducted a seed ball preparation event at Shivayog Deshee Gou Shaala, Chowdikatte, Hunsur. This Gou Shaala is lush green and is a great example of how one can create a sustainable eco system with abundance of greenery. Field trip included gaining knowledge on rain water harvesting, production of traditional edible cold pressed oil using desi bulls and getting introduced to medicinal plants being grown there. Around 2000+ seed balls were prepared by about 90+ participants in a matter of an hour and half. Every participant went home with medicinal plants that they can plant at home.

We had a one day session at **DELL EMC** on May 08th where we connected with the employees in their campus with the help Shri Thammiah and Shri Ganesh Karthick. The team helped us prepare seed balls for future use and went back home with saplings to be planted in their homes.

Tree Plantation Drive

Sedam , near Gulbarga is a home to Deoni and Jawari breed of desi cows. Shri Mallinath ji who is our subject matter expert spear headed this effort along with a team of enthusiastic GoPals who came together from various cities. School students and locals actively participated in this event. About 150 saplings were planted in and around schools, open area and near temple. Farmers were gifted with fruit bearing trees. This will go in a long way in bringing greenery to the village , develop desi breed cows and draw farmers towards natural farming.

In the future it is expected that Sedam will be our focal point for our activities in close cooperation with the local farmers.



DELL EMC conducted a tree plantation drive at Srishti Natural Farms, near Anekal on July 11th 2019. About 350 saplings were planted in a matter of 4 hours by about 70 employees from DELL EMC. It was not all work on that day. We had sessions conducted by Shri Ganesh Karthik , from Team GoPals , Coimbatore who is a practicing natural farmer and an environment enthusiast. The inspiring session included topics on how to reduce carbon footprint by leading a sustainable living. The event concluded with participants creating seed balls. DELL EMC is committed to maintaining the saplings and we have

put forward a proposal to conduct such events every quarter.



On Sep 01st 2019 we had “**Vriksham**” at Govindan Goshaala , **Madhuranthagam** . Our Chennai chapter actively participated in this event and planted about 150 saplings. We had participation from IBM.





On Oct 19th 2019, team GoPals at “Chennai” embarked on the event “Nizhal” at Govindan Gou Shaala. We got immense support from Shri Karthikeyan from Kodesam which has become an integral part of our partner ecosystem. IBM sponsored this event through their CSR initiative. We had a large number of participants from IBM in the tree plantation drive despite intermittent rains. We look forward for more closer cooperation with IBM in the future.



| LOVE, I CARE, I SERVE

Keeping in mind the expanding volunteer base we conducted two events simultaneously at Mysore and Bangalore on Aug 04th 2019.

“Bangalore” event had the regular sessions on creating cow breed awareness, gou pooja and cleaning of gou shaala. Our chief guest for this event was Prof Vaidyanathan ji (Retd Professor IIM, Bangalore). He gave an inspiring speech related to cow and our culture . He was impressed by the initiatives taken by team GoPals. Shri Ganesh Karthik from Meipporul trust based out of Sethumadai near Pollachi(TN), gave a talk on environment, water resources in India and its present state. This speech caught a lot of attention from the audience. Shri Veeraraghavan Sampath from Vedics, based out of Srirangam gave a

speech on how he runs rehabilitation service for cows . He engaged the participating children with stories and the children were gifted books on our culture. Children enjoyed bullock cart rides.



Rains did not deter the start of “**Mysore**” event. It attracted more than one hundred participants from various walks of life. The event had participation from natural farmers. One of the natural farmers Shri Kalappa spoke about the importance of natural seeds. There was an exhibition of natural seeds by Shri Kalappa ji. The event had participants walk through the entire facility in Chowdikatte near Hunsur. They learnt about desi cows, natural farming and how rain water harvesting is implemented in the Shivayogee

Gou Shaala. Traditional oil ghani run by bulls were shown to all participants. People from as far as Calicut and Hyderabad participated in the event. All participants went home with medicinal plants.



The most recent event was celebrated at “Bangalore Naati Hasu Gou Shaala” near Yelahanka , **Bangalore**. The incharge Shri Sudhiranath has participated in our earlier events and was impressed by our team and invited us to conduct an event in their Gou shaala. Despite the distance from the city center the event saw a very high number of participants from places as far as Chitradurga and Shimoga.



OUTREACH ACTIVITIES

As part of our team building , team GoPals planned for a visit to “**Srirangam**” during early-March 2019 to get hands on knowledge on bringing up desi cows. Natural farmer and subject matter expert on desi cows , Shri Ganapathy coordinated this visit. He conducted hands on session in the gou shaala run by Srimaan Trust. This event was conducted with an active participation from vidyarthi’s of Srimaan Trust’s Gurukulam. The pontiff of Srimad Poundareekapuram Ashramam presided over the sessions on one of the days and gave anugraha bhaashanam to GoPals and encouraged to do more work and pledged support for us. The event concluded by visiting the Cow rehabilitation center being run by Shri Veeraraghavan from the Vedics organization.



In connection with our Coimbatore chapters kick off we had a family event at Kodesam a place close to Sethumadai. We had an event of tree plantation in their gou shaala accompanied by knowledge sharing sessions and experience sharing amongst team GoPals. We plan to organize more such events in the future along with the outreach programmes with farmers.

FARMERS CONNECT

One of our goals for year 2019 was to deepen the relationship with farmers and enable them to rear desi cows/bulls and bring them to the fold of natural farming. We made some progress in the year 2019 and have had some success. With the initiative taken by team GoPals, our subject matter expert in desi cow rearing and a natural farmer Shri Ganapathy was instrumental in rearing cows at the gou shaala of Srimaan Trust , Srirangam to increase the number of cows/bulls by adopting proper breeding practices.

Shri Ganapathy influenced farmers in and around Valliyur , Tirunelveli district to focus on rearing desi cows belonging to the respective regions and adopt natural farming practices without the use of fertilizers/pesticides. He has about 17 desi cows/bulls in his farm, near Tirunelveli where he is working on breed development. We have seen initial successes with Umbalacheri breed.

We are proud to say that we were able to setup a cooperative system between farmers of that region and would like to replicate the similar model in other villages. One of our future initiative on “Sponsor a Calf” will help setup similar cooperative movements in village and address the fulfilment of grazing lands for desi cows. Please stay tuned for our communication on the same.

SPONSOR A CALF

On a close examination of challenges faced by farmers in rearing desi breed cows we found that the lack of grazing land comes on top. To alleviate this issue we plan to have an initiative titled “Sponsor a Calf”.

This initiative will be run with close cooperation with Meipporul trust.

We would like to create a cooperative system among farmers and provide a common grazing land. This would help in providing fodder for the cows and reduce the cost incurred by farmers. In addition this provides a natural environ which would give them a more healthy surrounding. For more information please get in touch through www.wegopals.com or do drop an email to info@wegopals.com or talk to any of our GoPals coordinators.

Look forward for your active participation in this initiative.

OUR PUBLICATIONS

“Gou Vaarta” is our new 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 visiting our website <http://www.wegopals.com> . Feel free to be part of this journey either by contributing to or consuming this knowledge.

GOALS FOR 2020

The year 2019 , has seen a lot of traction among public, both young and old. We have had some success in creating a prototype of cooperative movement in a model village. The next step would be to deepen our partnership with farmers and achieve the following goals

- a. Create model villages across India in line with what we have created at Valliyur, Tirunelveli
- b. Create subject matter experts across our country through knowledge sharing sessions
- c. Create awareness among school going children on desi cows through targeted workshops
- d. 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

HOW CAN YOU REACH US

We are accessible in all social media and here are our co-ordinates. Please reach out to us with suggestions and thoughts on www.wegopals.com . On the social media we are active on Facebook, Twitter and Youtube.

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 Meipporul group who have offered help in our initiatives . Last but not the least a big thanks goes to Say Trees our logistics partner who have helped us with their subject matter expertise.