



GOU VAARTA:

VOICE OF DESI COWS

Q2-2019



Which one is better? A finger, a twig or a toothbrush?



An article by Shri. Mallinath Hemadi ,B.sc (Agriculture),Consultant -Natural Farming

In this article the author articulates his views about the merits of using naturally available materials over brushing our teeth with plastic tooth brush along with chemical paste. This article is divided in various subsections where author broaches on the subject with detailed facts with respect to Oral health Industry, Alternatives, Save Environment and Cow based Tooth Powder.



The article provides in-depth analysis on harm the non-natural resources cause to our health ,environment and economy. At the end of article, author shifts onus of responsibility for decision making to shift from chemical tooth paste and plastic tooth brush lies to us by his beautiful case points.

Interested in [knowing more](#) about this topic?

Yes!! I want more information!

'Milkmaid' of modern times-Inspiring Women

Young entrepreneur Allola Divya Reddy has ventured into a unique area of work with Klimom, a place that supplies unaltered milk from cows that are well taken care of.

She relates her experience that laid the foundation for her big idea,

"It all began about four and a half years ago when I got to know about the adulteration in the milk available in the market, I was scared to give that milk to my kids and even dreaded the thought that all these years I was giving the same milk to them. Milk was supposed to be healthy and that is what we have been hearing from ages. This is not the milk our ancestors consumed."

On doing research she found out that A2 milk is best .

*"It is nothing but local Indian desi cow's milk."*she says



Divya shares,

"This is not dairy business for me. It is very sacred. "

Divya prefers to limit her supply to desi cow milk. She explains,

"As the saying in Telugu goes, "Gangi Govu Paalu Garitadayna Chaalu" and in Vedas it is said to be equivalent to Amrut; cow's milk is the best milk for all to consume. When I am talking about cow milk, it is desi cow, not the hybrid one. Hybrid cow milk has cancer and diabetes, and other disease-causing components as it has already been proven."

She also feels that in comparison desi cow milk is much better than buffalo milk. *"Desi Cow milk or its products are easily soluble in the human body at a temperature which is 37 degrees which is normal body temperature of a human being. Whereas buffalo fat is soluble at 42 degrees, which is more than normal temperature of a human being. Hence this fat gets stored in the body which increases bad cholesterol leading to cardiovascular diseases. Whereas, Desi Cow's A2 milk fat increases good cholesterol, improves digestion, increases immunity and metabolism. It is beneficial for curing thyroid dysfunctions, controls diabetes and cardiovascular diseases. It aids in weight loss and lowers ageing process,"* she adds.

About her future plans she says,

"I am working on creating awareness about the importance of desi cows, increasing their population, awareness of A2 milk and it's products and in the process of increasing the population of cows, I will be able to empower many women."

5 Ways you can include Desi Ghee in your diet



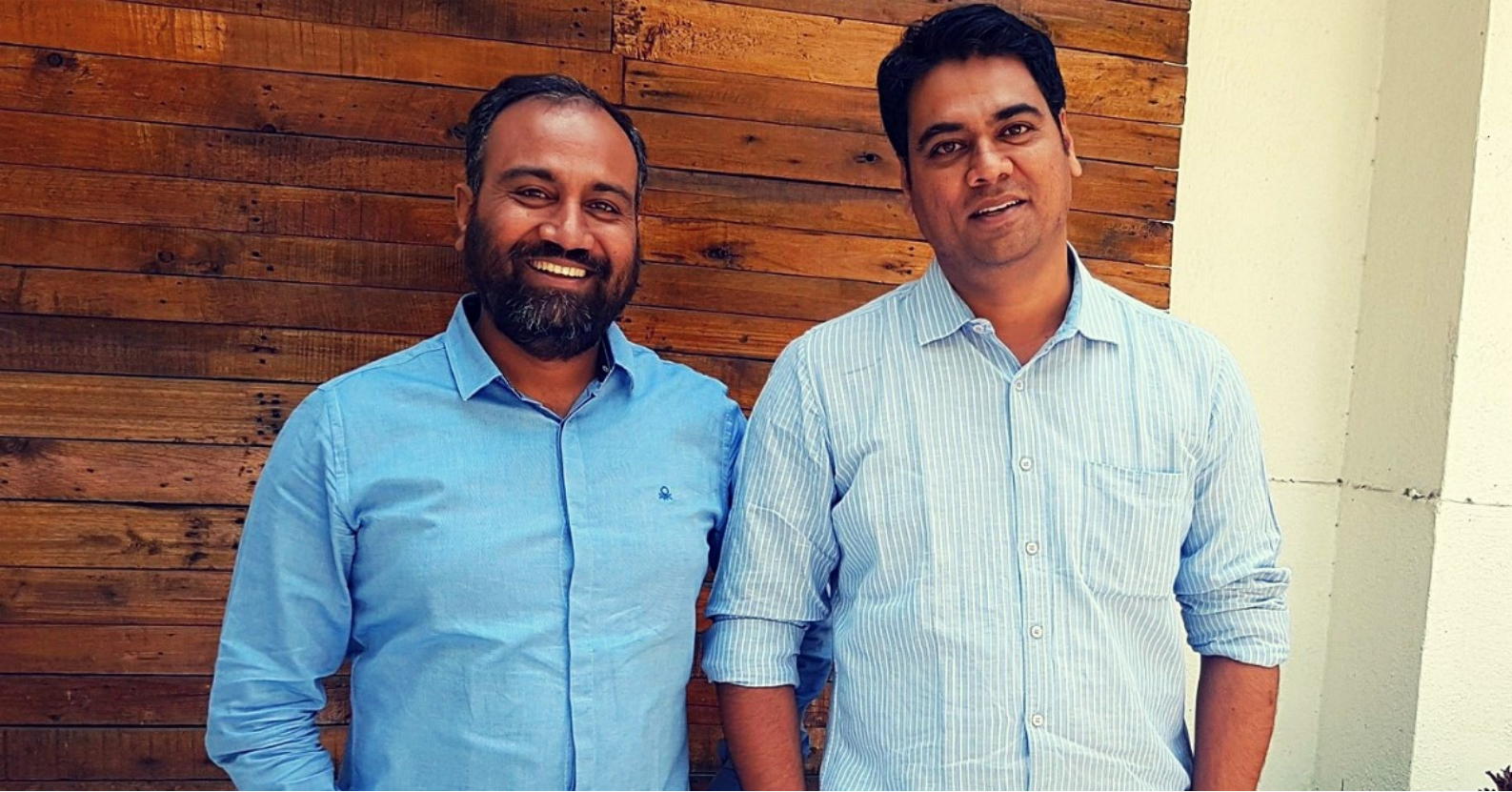
The glory of the magical Indian clarified butter called Desi Ghee has spread across the globe. In addition to being a great replacement to refined and processed oils, it adds an amazing flavor to your food. What's more? It comes with a whole lot of benefits which help in keeping the mind, body, and soul healthy. Ghee is the cure to various skin problems that most of us regularly face like dry lusterless skin, chapped lips, dull skin, and rash. It helps in digestion and also improves immunity. The pure antioxidants help in cleansing the system. The world is raving about Ghee but exactly how do you bring in this magic elixir in our meals?



- Excellent for frying and sautéing
- Use it as a dressing on hot and warm dishes
- Bread and Toasts
- Greasing the pans
- Baking

So? When are you getting your own bottle of Ghee?

Two brothers, Two acres and AmorEarth - A story of hardships and success



The voices around two brothers echoed, *"Farming is not a profitable option. You don't study in the city and return to your village to toil in the field!"*

But they decided to drown this noise and follow their passion for the soil.

The Hange brothers who started on a small parcel of land, today practice organic farming on a 20 acre farm, making an annual turnover of Rs 3 Crore. Success comes to those who persevere, and the story of this sibling-duo is a testimony to that.

They began their journey in natural farming with 20 Gir Cows and grew native varieties of pomegranate and desi tur dal (pigeon pea).



Early into our farming journey, the brothers realized how chemicals fertilizers and pesticides were ruining the productivity of the soil by killing the rich microbes, and also affecting the quality of produce. In this time of crisis, the experienced workers and retired farmers within their village, along with the internet, became teachers. Each of them reiterated how cow dung and urine could single-handedly ensure good soil health.

The first four years, they ran into losses. The middlemen had turned them helpless. When they approached malls-vendors, codes and documentation were required. But time was running out and their orchards were already fruiting! With no logistics, the two brothers put the papayas in a commercial tempo and turned to the local haath gaadi (hand-cart) vendors under bridges. They moved on to have a successful

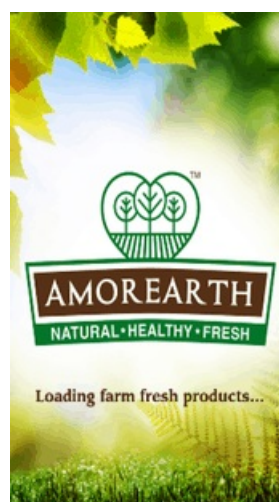
stint selling with top retailers, but over time, they realized how there were hardly any dedicated organic markets which would fetch them the price their top-notch produce was worth.



Their work garnered the attention of the government, which sends farmers from different states and districts to the 'Two Brothers Organic Farms' as their startup is christened. The organic farmer's wing of the government of Maharashtra, ATMA, has organized training visits of over 2,000 farmers. People from over 14 countries have visited their farms to learn their organic farming methods



This is how their journey into farmer markets began. Alongside like-minded individuals, the brothers set up a community initiative called OrganicWe, where they set up their first farmer market at Dadar in Mumbai. Their online organic store, AmorEarth (a Spanish word for Love for the Earth) was rated the best store for curated organic products among Indian and imported brands in India by Vogue in 2018.





KANGAYAM (Kanganad, Kangeyam and Kongu)

Kangayam breed is also known as “Kanganad” and “Kongu”. The breeding tract of this breed is Coimbatore, Erode, Dindigul, Karur and Namakkal district of Tamil Nadu. This breed derives its name from its habitat - Kangayam taluk of Erode district (earlier part of Coimbatore district). Late Pattogar of Palayakottai developed this breed. This breed resembles Umblachery breed. Animals true to the type are available in Kangayam and Dharapuram taluks of Erode district, and Karur taluk of Karur district. There are two varieties of Kangayam cattle, small and large. The smaller variety is found in the Kangayam, Dharapuram, Udumalpet, Pollachi, Paddadam and Erode subdivisions, while the larger variety is found in the areas of Karur, Aravakurchi and Dindigul subdivisions of Tamil Nadu. The breed is usually gray or white in color. Coat is red at birth, but changes to grey at about 6 month of age. The males are generally gray in color with black or very dark gray markings on the head, neck, hump and quarters. Cows are generally white and gray with deep markings on the knees, and just above the fetlocks on all four legs. The most prominent feature of this breed is that they have dark eyes with prominent black rings around them. Horn are long and strong, take backward, outward and upward sweep and then curving inward with tips tending to meet each other to form crescent shape. Kangayam cattle are of moderate size, active and powerful, and are highly prized drought animals. Bullocks have good capacity for work and are used for various agricultural operations and for works like sugarcane load hauling. Average lactation milk yield of Kangayam cattle is 540 kg with an average milk fat of 3.9%.

Kangayam cattle are very active and powerful animals. They are highly valued as drought animals in South India. The bullocks are very powerful and have good capacity for work. And the bullocks are used for different types of agricultural works and for other works like sugarcane load hauling.

Total number of this breed is decreasing, although, individual conservative efforts are bearing some good results.



Characteristics

Both small and large varieties of the Kangayam cattle have compact bodies with short, stout legs and strong hooves. The smaller variety has nearly straight with a slight curve backwards horns. While the larger variety has much longer horns which are curved upwards and backwards. Their head is of moderate size with slightly prominent forehead. They have small, erect and pointed ears and their eyes are dark and prominent with black rings around them. Their back is short, broad and level and the neck is short and thick.

The quarters of the Kangayam cattle are slightly drooping, and the dewlap is thin and extends only up to the sternum. Their sheath is well tucked up to the body, and the hump in bulls is well developed. Their skin is dark in pigment and fine in texture, and the hair is short and fine. They have tail of moderate length with a black switch reaching well below the hocks. Main coloration of the Kangayam cattle is generally gray or white. The cows are mainly of white color, and gray with deep markings on the knees and just above the fetlocks on all four legs. While the bulls are usually of gray with black or very dark gray coloring on the head, neck, hump and quarters.

GoPals in news

Seed balls Create Forest event @ Shivayog Deshee Goushala, Chowdikatte, Hunsur

March 31st 2019



Seed balls Create Forest event was conducted around the theme of Preparing Seed balls with intent of sowing them in areas close to Nagarhole Reserved Forest which was badly affected due to forest fire. Nearly 90+ volunteers participated in all activities with great enthusiasm and prepared around 2000+ seed balls. As part of this event, participants were also introduced to:

1. Healthy and Natural Food Habits
2. Desi Cows, its importance and maintenance
3. Uses of Native Medicinal Saplings & Importance of Rain Water Harvesting
4. Natural way of Oil Extraction using Desi Bulls
5. Holistic Health Caring Techniques and Natural way of Living with Yoga



Pasumai Chitirai April 17th 2019 Sunday, Chennai



“Pasumai Chitirai” was conducted on the occasion of “Chitirai (Tamil New Year)” to spread the awareness and benefits of desi cows. Around 30 people participated from in and around Chennai region. After gathering at the venue, the event started by cleaning the Goushala. All the nooks and corners were cleared by our enthusiastic participants both men and women volunteers of different age groups. The participants then gave a nice bath to the cows and the calves. Shri. Nagarajan who participated as chief guest clearly explained on the process of preparing dhoop using cow dung. He also explained the importance of burning desi cow dung at our home as it increases the oxygen supply and purifies the atmosphere.



[To read complete event report - Click here](#)



Nearly 70+ participants attended the inauguration event of Gopals in Hyderabad. Volunteers took active part in goshala cleaning and bathing the cow, calf and bulls. Team GoPals volunteers gave a detailed session to the participants about the desi cow breeds where they realized the difference between HF, Jersey cows and Desi cows. They were also introduced about different Desi cow breeds and its maintenance. Live Jeevamrutha preparation happened and participants were made to understand the importance of cow dung and urine to soil as well as helpful in their terrace gardening initiatives. The other major highlights of the day was speech by Shri .Vijay Ram Ji who explained the importance of native seeds, chemical free, pesticide free natural farming and how we can attain healthy life by developing villages.



[Click to watch complete speech](#)

[More photos -->](#)

World Earth Day Celebrations in Bangalore – 28 th April 2019, Shri Raghavendra Gou Ashram, Hoskote -Malur Road



Save Soil” event at the Raghavendra Goshala , Malur. The main focus of this event was on teaching participants about seedball preparation, Book launch on Natural farming practices in Kannada by Shri.Mallinath Hemadi. Around 150+ Cow and Nature lovers participated in the event enthusiastically by cleaning the entire shala ,preparing seed balls and ghana jeevamrutha .It was heartening to see children and adults enthusiastically cleaning the Goushala and participating in every activity.Professor Mallinath Ji working in dairy science college ,kalaburagi spoke on this occasion spoke about aspect of living in harmony with nature especially cows and also requested participants to spend their time for volunteering in GoPals activity to create awareness about native cows and it’s benefits to our sustainable livelihood.Finally ,book on Natural Farming Practices written by Professor Mallinath Ji was launched by our distinguished chief guest Divija ,Dell-EMC CSR Team and Shri.shivadeep Mahadi ,Founder ,E-Courierz





[More photos -->](#)

Tree Plantation Drive- 15th June 2019, Sedam, Gulbarga

Tree Plantation Drive was conducted at Batgera B, Sedam ,Karnataka aimed at conservation of local cow Breeds (Deoni and Jawari breeds) by planting native saplings and gifting sapling to farmers .plantation happened at different places that includes government high school and public places .Large no of saplings were planted in public places as well as distributed to selected farmers in this village .The major highlight of this tree plantation is saplings planted in public area will be taken care by Team GoPals volunteers in this village including water and maintenance .Around 20+ GoPals volunteers from bangalore ,vijayapura and Gulbarga took part in this event along with villagers particularly kids and farmers

Saplings Gifted to Farmers	
Plant Name	Count
Sitaphal	25
Maliya	25
Nimbu	20
Kala jamu	20
Neem trees	15
Mango tree	15
Peepal tree	10
Kaju Plant	10
Lakshmi taru	5
Tamarind	5
Total	150



Other Highlights

01 May 2019 , Shri. Thammaiah Yoga Expert and Natural Farming practitioner gave interview to Mysore Akashvani 100.6. Dr Divya Scientist at KVK Suttur has come to our team GoPals Seedball preparation event at Shivayog Deshee Goushala Chowdikatte, Hunsur organized this interview to share his experiences in Farming and *Holistic Health* care.

To listen to the entire interview Natural Farming -AIR Interview about GoPals, Natural farming and Holistic health care, click on the link below

Click to
Listen

08 -May 2019 ,Dell EMC, Bangalore in association with GoPals organized Seed Ball Preparation event in their campus where more than 250+ employees took part and prepared 6,500 seed balls The event was well received among the employees who took active interest in knowing about importance of cow dung and cows in the revival of soil and environment .The event was co-ordinated by Shri.Thammiah ,Shri .Ganesh Karthik and Shri Karthikkeyan who are subject matter expertise related to cow and natural farming .



World Environmental Day celebrations by Team GoPals at Deshee Goushala Chowdikatte Hunsur Taluk, 05th June 2019 ,Word Environment Day ,Hunsur

Around 300+ volunteers participated in sowing of seed balls at vacant places near the lake. On 8th May Dell EMC Volunteers prepared around 6500 seed balls at their campus which were transported to hunsur and same seed balls were sown on the occasion of world Environmental day 2019. Children from Govt High School Gurupura, Shashtri Public School Hunsur and Malnad public school Nelluru pala village enthusiastically participated in the event. Sri Thammaiah ji and Scientist from Krishi Vignana Kendra Sutturu explained about importance of conserving nature



Team GoPals Agriculture Co-Ordinator Sandeep Manjunath gave 15 points guidelines to volunteers on how to conserve nature by changing our lifestyle



Children were told about importance of Desi cows in maintaining ecological balance. Dr Nagabhushan HOD of chemistry dept of MSRIT explained how this model can help sustaining farmers income. Dr Divya & Dr Arun from Sutturu KVK gave insights for children on how they can help in conserving nature and also told about different courses for their future education. Dr Doddegowda ji from Karnataka State Educational Department also the chief guest of the event explained about how simplicity can help in conserving nature. He is a practitioner

of sustainable living. Children were taught about how to make seed balls and uses of it. They enjoyed throwing and sowing them on waste lands. Hope more trees will grow and help in creating sustainable environment.



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GoPals



Awareness & Application of Desi Cow

