



# GOU VAARTA:

VOICE OF DESI COWS

Q3-2019



## What a Gou-Start!!!



Startups focused on “commercializing” cow by-products like dung and urine in addition to dairy could get up to 60% of their initial investment as govt funding.

The **Kamdhenu Aayog**, set up by the Government in February with an initial corpus of Rs 500 crore, aims to be the growth engine for these new businesses.

The setting up of **Rashtriya Kamdhenu Aayog** will lead to conservation, protection and development of cattle population in the country including development and conservation of indigenous breeds.

Read Govt. press release [Rashtriya Kamdhenu Aayog](#)

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

Yes!! I want more information!

**Gou Alert - Indigenous Breeds On the Verge of Extinction!  
Save Now or Never!**



# SAVE DESI COW BREEDS

While certain species of wild animals have hogged the attention of conservationists, India is losing its wealth of genetic resources in domesticated animals. Native breeds are being lost due to misdirected crossbreeding with exotic stock, indiscriminate crossing of native stocks, and slaughter of animals for export. Domestic animals, which are well-adapted to adverse climatic conditions and disease, are gradually being replaced by crossbreeds whose productivity is declining.

At present, the major reason the native breeds of cattle are moving towards extinction in the country is their massive exports abroad. "Our Indian cattle like Gyr and Ongole bulls are taken by countries like Brazil to develop beef through IVF and other technologies. Seventy per cent of Ongole cattle is used to prepare beef," noted **Dr Ramachandra Reddy**.

In the summary of a 2016 survey sent out to various State governments regarding the rearing policies followed for native cattle breeds, the Animal Husbandry ministry noted, "In AP, Ongole pure-breds and Punganur breed have almost vanished. Even Haryana informs of a dwindling population of its Sahiwal cows"

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A gleam of hope - In the times of distress

हर घर मै मिले.....  
गोअमरुत का स्वच्छ व निर्मल  
दुध ....



[www.goamrutdairy.in](http://www.goamrutdairy.in) 7720004438 /39

Two friends quit jobs to breed endangered Sahiwal cow.

Sandip Sonawane and Bhushan Pagar, youths from Nashik city of Maharashtra, quit their jobs to start indigenous breeding of the endangered Sahiwal cows.

Sahiwal is a breed native to Punjab, Haryana (India) and Punjab province of Pakistan.

"Sahiwal is the best suitable breed for milking and can yield 20 ltrs of milk a day. Even our ancestors used to conserve the

breed. Our main focus is on improving the breed quality and milk produce, as cross-breeding and low quality of fodder has taken a toll on yielding capability of Sahiwal breed" says Bhushan.

The duo have launched their own branch "Go-Amrut" and are selling milk and associated products locally and online as well.

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## Gou-Gyaan - Know your Cow

### BINJHARPURI



## बिंझारपुरी / Binjarpuri (उड़ीसा) (Orissa)

**B**injarpuri is a dual-purpose breed, indigenous to the Binjarpur area in the Jajpur district of Orissa. This breed is also known as "Deshi". These cattle are mainly found in the Binjarpur, Bari, Sujapur and Dasarathpur area of Jajpur District. They are also found in the adjoining Kendrapara and Bhadrak districts of Orissa where the region is mainly coastal plain and some saline zones.

The Binjarpuri cattle are maintained for milk and manure, and also for draught purposes. These cattle are heat and drought tolerant. They are excellent draught animals, and are very active in agricultural operations. Maximum number of small and also landless farmers in Orissa maintain these cattle on account of their unique utility value. These cattle are housed in sheds made of thatched roof with 'kutcha' floor. The walls of the shed are made of bamboo sticks, palm or coconut leaves, thus making the sheds well ventilated.

As is the case with the other native Indian cattle breeds, the Binjarpuri population is also steadily dwindling. The Binjarpuri Breed Promoters' Society has been formed for the conservation of this breed. Measures to boost its milk production is also underway. Lately, the State Government has started a project for conserving this native breed under the Odisha Bovine Breeding Policy, 2015.

#### Characteristics:

This is a medium-sized, compact and strong breed with a good posture.

Cows are proportionate and graceful while the bulls are vigorous and majestic.

These cattle are found in white, grey, black and brown colours, with white markings on forehead, limbs and tail.

Eyelids, neck, muzzle and hooves are black in colour. Irrespective of colour of coat, the hump, neck and certain areas of face and back, are black in males.

Calves with light brown or grey colour develop to white colour at adult age.

Head is upright and medium in size.

Face is narrow with straight forehead and tight skin.

Ears are short and horizontal.

Horns are medium in size, and curved upward and inward.

Muzzle, eyelids, tail switch, and hooves are black in colour.

Tail is long, almost touching the ground, tapering towards the tip, and has a voluminous switch.

The bulls have well-developed hump, penis, navel flap and dewlap.

The hump is large in males and small in females, and so also the dewlap.  
The pin bones (posterior bones) are distinct and wide apart.  
The udder is bowl-shaped and medium in size, with cylindrical shaped teat.  
The milk vein is prominent but medium in appearance.  
Height of the male averages at 124 cms., and that of the female at 107 cms.  
Body length of the male averages at 126 cms., and of the female at 115 cms.  
Body weight of the male averages at 255 kgs., and that of the female at 207 kgs.  
Average chest girth of a male is 144 cms and that of the female is 136 cms.  
The milk yield per lactation ranges from 915 kgs to -1350 kgs.  
The milk fat ranges from 4.3% - 4.4%.  
Average age at first calving is 3 to 3.5 years.  
Calving interval of this breed is 1 to 1.25 years.

The study on "Survey, evaluation and characterization of the Binjharपुरi breed, made by Orissa Livestock Resources Development Society(OLRDS), strongly advocates for improvement of this breed through selective breeding for the benefit of the farmers. This effort happens to be the first of its kind in the country towards practical conservation and improvement of newly registered native cattle germ-plasm.

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## GoPals in news

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### I Love ,I Care ,I Serve -Native Cows ,Hyderabad

July 21st 2019,Sunday



Nearly 60 participants attended the event. Participants from inauguration event turned into volunteers for second event and actively took part in all the activities including cleaning the shala, bathing the cows and calves, preparing ghana jeevamrutha, talk by Rajesh Anumala jj on natural farming. Kids spent half day time playing in Goshala premises. Everyone spent good time with their families under the big trees and also experienced the coolness staying in a mud house which is built in the Goshala. We had couple of participants with ill health who turned to be very active as soon as they entered the Goshala.







All volunteers were provided delicious breakfast and lunch.  
To read full report, click the link below,

[Detailed Report- I Love ,I Care ,I Serve -Native Cows , Hyderabad](#)

### I Love,I Care ,I Serve – Native Cows ,Chennai July 21st 2019,Sunday



Around 30 people participated from in and around Chennai region.

Event started with cleaning the shala, bathing the cattle and preparation of cow dung based tooth powder and dish washing powder.

**Shri. Ganapathy Ji** ,native farmer, clearly explained how the names of the cows were kept according to the states / places of their rearing/dwelling.



Eg: Kangeyam, it is actually the name of a place in Tamil Nadu and the name of the district is also Kangeyam .  
He stressed on the following points,

- Importance of having desi cows especially bulls and bringing out the best quality of bulls to have high quality calves
- Knowing about the negative impact of White and Green Revolutions on India desi cows (bulls)
- Importance of bulls in daily life of Farmers



Detailed Report- I Love ,I Care ,I Serve -Native Cows ,Chennai

I Love, I Care, I Serve – Native Cows, Bengaluru  
August 4th 2019, Sunday



Team of around 250+ native cow lovers participated in the event.  
It was encouraging to see children and adults enthusiastically participating in all of the event activities.



**Introduction to native breed cows:** After the breakfast, GoPals volunteers provided some important information to participants about the native breed of cows by giving them the differentiation between a cow and a bull, differences between a foreign and native breed and varieties of native breed cows.

Volunteers had an engaging experience with participants which allowed them to touch, feel and get the blessing of native cows.



**Goshala cleaning:** Goshala cleaning is a flagship exercise of the “I Love, I Care, I Serve” program and was met with great enthusiasm by both children and adults.

It was done with surprising quickness and zeal by all volunteers and participants.

**Team Gathering:** Special sessions were arranged as part of the event to teach Gou lovers how to make daily use products. This is the personification of sustainable living slogan that GoPals endorses. The women especially loved the following sessions, **Smt. Preetha Manikandan** from Adambakkam, Chennai demonstrated how to prepare tooth powder, dish wash powder with cow dung ash and other natural materials.

**Shri.Raghu** from Maa Gou products gave demonstration on phenyl preparation using Goumutra.

**Shri.Umesh** from Srishti naturals, Anekal provided demo on how to prepare natural toffee/ chocolate using tamarind and other natural materials like (jaggery, salt, jeera, pepper powder etc.)



#### Our esteemed guests:

The audience were spell bound by the wisdom and knowledge given by the following three guests on society structures, issues related to cows and economics, protection/caring of Desi Cows and sustainable living .

**Sri R Vaidyanathan**, National Security Advisory Board Member and Ex Prof. IIM-B

o Our esteemed Chief Guest, Professor Vaidyanathan enlightened the audience by informing them about how India and Indian societies work.

He was thoroughly impressed by both the event and the sessions given by rest of the speakers. He promised to raise these concerns and suggestions to higher authorities for better policy making.

Team GoPals is indebted to him for giving his precious time.



**Sri Ganesh Karthik**, IT Engineer turned sustainable living propagator, Member of River Basin Foundation - Precious research based information was given by Shree Ganesh Karthik on sustainable living which linked all aspects of daily living. His mantra is to go local and support local farming and non-farming communities to live a healthy life.

**Sri Veera Raghavan**, Founder of Pracharam.in and Cow physiotherapy expert at Srirangam - Shree Veera Raghavan informed the audience about the problems that occur in protection and caring of destitute Cows. He has successfully cured over 120+ injured cows with minimal resources. He also engaged the kids by telling them various stories related to Desi Cows and having fun filled activities.

A special speech was given by **Shree Ganapathi** who is a farmer based in Valliyur, near Tirunelveli on cow/ bull-based farming practices.

**People impact:** It was a memorable one for all who participated and indeed a great team building exercise with the unique message of sustainable living which will definitely make an impact in all those who took part in the "I Love, I Care, I Serve - Native cows" event.





The event attracted attention from print and social media as well,

# ಗೋವುಗಳ ಮೂಲಕ ಆರ್ಥಿಕ ಪ್ರಗತಿ ಆಗಬೇಕಿದೆ

ರಾಸಾಯನಿಕ ಕೃಷಿ ಬಿಟ್ಟು ಸಾವಯವ ಕೃಷಿಯ ಕಡೆ ಸಾಗುವ ಅನಿವಾರ್ಯತೆ ಇದೆ

## ■ ವಿಕ ಸುದ್ದಿಲೋಕ ಮಾಲೂರು

ಭಾರತೀಯ ಕೃಷಿ ಪದ್ಧತಿಗೆ ಮೂಲಾಧಾರ ಗೋವು. ಗೋ ಸಾಕಣೆಯ ಮೂಲಕ ರಾಸಾಯನಿಕ ಕೃಷಿಯಿಂದ ದೂರವಾಗಿ, ಸಾವಯವ ಕೃಷಿಯನ್ನು ನಡೆಸುವ ಅನಿವಾರ್ಯತೆ ಇದೆ. ಗೋವುಗಳ ಮೂಲಕ ಆರ್ಥಿಕ ಸ್ಥಿತಿಯ ಬೆಳವಣಿಗೆ ಆಗಬೇಕಾಗಿದ್ದು, ಆ ನಿಟ್ಟಿನಲ್ಲಿ ಕೆಲಸ ಕಾರ್ಯವಾಗಬೇಕಾಗಿದೆ ಎಂದು ನ್ಯಾಷನಲ್ ಸೆಕ್ಯೂರಿಟಿ ಬೋರ್ಡ್ ಸದಸ್ಯ, ಐಐಎಂಬಿ ಪ್ರೊ.ಆರ್. ವೈದ್ಯನಾಥನ್ ಹೇಳಿದರು.

ಮಾಲೂರು ಗಂಗಾಪುರ ಶ್ರೀ ರಾಘವೇಂದ್ರ ಗೋ ಆಶ್ರಮದಲ್ಲಿ ಗೋಪಾಲ್ ಸಂಸ್ಥೆಯ ವತಿಯಿಂದ ದೇಸೀ ಗೋವುಗಳನ್ನು ರಕ್ಷಿಸುವ ನಿಟ್ಟಿನಲ್ಲಿ ನಡೆದ ಐ ಲಿವ್, ಐ ಕೇರ್, ಐ ಸರ್ವ್ ನೇಟಿವ್ ಕೌನ್ಸಿಲ್ ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ಗೋವು ಮತ್ತು ಆರ್ಥಿಕತೆ ಎಂಬ ವಿಚಾರದಲ್ಲಿ ಮಾತನಾಡಿದರು.

ಹಿಂದಿನ ಕಾಲದಲ್ಲಿ ಹೆಚ್ಚು ಗೋವುಗಳನ್ನು ಸಾಕುತ್ತಿದ್ದವರು ಶ್ರೀಮಂತರಾಗಿದ್ದರು. ರಾಜರ ಕಾಲದಲ್ಲಿ ಆರ್ಥಿಕತೆ ಗೋವಿನ ಮೇಲೆಯೇ ನಿಂತಿದ್ದು ಮುಂದೆ ನಡೆದ ದಿನದಲ್ಲೂ ಗೋಕೇಂದ್ರೀಕೃತ ಆರ್ಥಿಕ ಸ್ಥಿತಿ ನಿರ್ಮಾಣವಾಗಬೇಕಾಗಿದೆ.



ಮಾಲೂರು ತಾಲೂಕಿನ ಗಂಗಾಪುರದ ಶ್ರೀ ರಾಘವೇಂದ್ರ ಗೋ ಆಶ್ರಮದಲ್ಲಿ ಗೋಪಾಲ್ ಸಂಸ್ಥೆಯ ವತಿಯಿಂದ ದೇಸೀ ಗೋವುಗಳನ್ನು ರಕ್ಷಿಸುವ ನಿಟ್ಟಿನಲ್ಲಿ ನಡೆದ ಐ ಲಿವ್, ಐ ಕೇರ್, ಐ ಸರ್ವ್ ನೇಟಿವ್ ಕೌನ್ಸಿಲ್ ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ಗೋವು ಮತ್ತು ಆರ್ಥಿಕತೆ ಎಂಬ ವಿಚಾರದಲ್ಲಿ ಮಾತನಾಡಿದರು.

ದೇಸೀ ಗೋವುಗಳ ತಳಿಗಳು ಇತ್ತೀಚಿನ ದಿನಗಳಲ್ಲಿ ಕಡಿಮೆಯಾಗುತ್ತಿರುವುದು ಖೇದಕರ. ಬರದ ನಾಡಿನಲ್ಲಿಯೇ ಉತ್ತಮ ರೀತಿಯಲ್ಲಿ ರಾಘವೇಂದ್ರ ಗೋ ಆಶ್ರಮ ನಿರ್ವಹಿಸುತ್ತಿರುವುದು ಶ್ಲಾಘನೀಯ ಎಂದು ತಿಳಿಸಿದರು.

ಸುಮಾರು 250ಕ್ಕೂ ಅಧಿಕ ಐಟಿ ಬಿಟಿ ಉದ್ಯೋಗಿಗಳು, ಗೋಪ್ರೇಮಿಗಳು ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ಭಾಗವಹಿಸಿ ಗೋಶಾಲೆಗಳ ಸ್ವಚ್ಛತಾ ಕಾರ್ಯ ನಡೆಸಿದರು. ದೇಸೀ ಗೋ ತಳಿಗಳ ಬಗ್ಗೆ ಮಾಹಿತಿ ಪಡೆದು ಕೊಂಡರು. ಗವ್ಯ ಉತ್ಪನ್ನಗಳ ತಯಾರಿಯ ಬಗ್ಗೆ ಕಾರ್ಯಾಗಾರ ನಡೆಯಿತು. ಮಕ್ಕಳಿಗೆ

ಚಿತ್ರ ಸ್ಪರ್ಧೆ, ಕರುಗಳ ಜತೆಗೆ ಮಕ್ಕಳ ಸೆಲ್ಫಿ ಕಾರ್ಯಕ್ರಮಗಳು ಈ ಸಂದರ್ಭದಲ್ಲಿ ನಡೆಯಿತು.

ಪ್ರಚಾರಮ್ ಡಾಟ್ ಇನ್ ನ ವಿಲರ ರಾಘವನ್, ಕೋದೇಶಮ್ ರಿವರ್ ಬೇಸಿನ್ ಫೌಂಡೇಶನ್ ಗಣೇಶ್ ಕಾರ್ತಿಕ್ ಮಾತನಾಡಿದರು. ಶ್ರೀ ರಾಘವೇಂದ್ರ ಗೋ ಆಶ್ರಮ ಅಭಿವೃದ್ಧಿ ಸಮಿತಿ ಕಾರ್ಯದರ್ಶಿ ಶ್ರೀಕಾಂತ ಹೆಗಡೆ ಯಲಹಂಕ, ಶ್ರೀರಾಮಚಂದ್ರಾಪುರ ಮಠದ ಗೋಶಾಲೆ ಶ್ರೀ ಸಂಯೋಜಕ ತಿರುಮಲೇಶ್ವರ ಪ್ರಸನ್ನ, ಗೋಆಶ್ರಮದ ವಿಶೇಷ ಕರ್ತವ್ಯಾಧಿಕಾರಿ ರಾಮಚಂದ್ರ ಅಜ್ಜಕಾನ ಮತ್ತಿತರರಿದ್ದರು.



# CITY HIGHLIGHTS

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## Use organic system in agriculture: Vaidyanathan

### MALUR

The Cow is base for agricul-  
ture sector. It makes the pos-  
sible use of organic system in  
agriculture to replace using  
chemical in the field, Nation-  
al Security Board member,  
IIMB Prof.R Vaidyanathan  
said here.

He spoke on Cow and Econ-  
omy in the I live, I Care, I  
serve native Cow's program,  
in which purpose is saving  
desi cows by Gangapura Sri  
Raghavendra GoAshrama  
Gopals institution at Malur.  
The Cow owners were reach  
in previous days. The econo-



my depends on cow for  
kings. Now it should con-  
tinue. It is real sad that, Desi  
Cow dynasty getting reduce.  
But Raghavendra GoAshrama

Service is appreciable, he  
told. More than 250 IT em-  
ployees, Cow lovers took part  
in cleaning program and col-  
lect information on Cow.

Drawing competition for  
kids, Selfie with cow's pro-  
gram took place. Pracharam.  
in's Veer Raghavan, Cow de-  
sham River Basin foundation  
Ganesh Karthik spoke. Sri  
Raghavendra GoAshrama de-  
velopment committe secre-  
tary Srikanth Hegde Yelahan-  
ka, SriRamachandrapura Mutt  
Goshaala convenor Tirum-  
aleshwar Prasanna, special  
duty officer Ramachandra  
Ajjakana, Krishna Bhat,  
Lakshmeesha, Ananth Hegde,  
Madhu, Ram, Sadashiva,  
Rajesh, Dushyanth of Gopal's  
team were present.

Detailed Report- I Love, I Care, I Serve -Native Cows,  
Bengaluru

I Love I Care I Serve – Native Cows , Mysuru  
August 4th 2019, Sunday



This event was conducted around the theme of emotional connectivity and servitudetowards our Desi cows/Bulls i.e. I love, I care, I serve native cows.

As part of starting session Amruta-ahaara preparation was served to the volunteers and the significance of it was explained. As a part of this event, participants were introduced to self sustainable and traditional way of lifestyle/farming methods which are eco-friendly and desi cow centered.

Introduction to Desi cow breeds and Goushala tour



Visit to one acre 100 crops model



Water harvesting systems and Traditional oil Ghaani run by bulls



Interactive and informative session



Detailed Report- I Love ,I Care ,I Serve -Native Cows,  
Mysuru

Tree Plantation Drive, Bategare, Sedam, Karnataka  
August 10th 2019, Saturday



Around 200+ saplings were planted in association with farmers & school kids of bategare village in sedam taluk, Gulbarga district





[More Photos...](#)

GoPals Dell-EMC volunteers Involved in cleaning of broken wall due to heavy rain at Sri Raghavendra  
Gou Ashrama, Malur  
August 22nd, 2019, Thursday



"Goumaya Ganesha" Workshop, Giridhari Goushala, Karachakanahalli, HBR layout  
August 24<sup>th</sup> 2019, Saturday

Around 100 people participated in preparation of Ganesha murthi using Cow dung



**Viruksham ,Tree Plantation at Govindan goshala, Chennai  
September 1st 2019, Sunday**

Nearly 40 people participated in our Vriksha Janani tree plantation event in Chennai.  
Some glimpses of the event.



To keep yourself updated with Voice of Desi Cows- [Subscribe to our newsletter](#)



# GoPals

