



GOU VAARTA:

VOICE OF DESI COWS

Q4-2019



Good news? Not anymore...



Ministry of Fisheries, Animal Husbandry and Dairying has recently released the 20th Livestock Census Report in 2019.

The report provides insight into various aspects of livestock situation in India and brings out statistics of growth and decline in numerous breeds of indigenous native breed of cattle and exotic breeds as well.

The findings of the report do not paint a good picture where our native cows are concerned and alarms the arrival of a kairotic moment to implement means and measures not only to work towards increasing the population of our Desi cows but also to introspect and work in a dedicated manner to save native cow breeds from extinction.

The earlier such Census was carried out by Government of India in 2012.

Following are the eye-opening findings from the report [2019 vs 2012]

- The total number of cattle in the country is 192.49 million in 2019 showing an increase of 0.8 % over previous Census.
- The population of exotic/crossbred cattle has increased by 27%
- In 2007, foreign cattle breeds numbered around 33 million. They increased to 39.7 million in 2012 and it reached to 50.4 million in 2018.
- At the same time a decline of 6% in the total indigenous cattle population has been observed notwithstanding efforts by Government to conserve native breeds through the Rashtriya Gokul Mission
- The number of indigenous Indian cattle breeds was 166 million in 2007, which decreased to 151.1 million in 2012, which further decreased to 142.1 million in 2018.
- However, the rate of decline of indigenous cattle population is lesser when compared to 2012 where it was 9%
- The Indigenous/Nondescript female cattle population has increased by 10% in 2019 as compared to previous census.
- Female Cattle Population increased by 18.0% whereas Male cattle decreased by 30.2% over previous census.

Exotic/Crossbred and Indigenous/Non-Descript Cattle Population-Male, Female and Total

Category	Population (In million) 2012	Population (In million) 2019	% Change
Total Cattle	190.90	192.49	0.8
Exotic/Crossbred			
Male	5.97	3.46	-4.20
Female	33.76	46.95	39.1
Total Exotic/Crossbred	39.73	50.42	26.9
Indigenous/Non-Descript			
Male	61.95	43.94	-29.1
Female	89.22	98.17	10.0
Total Indigenous/Non-Descript	151.17	142.11	-6.0

- Milch Cattle of Exotic-Crossbred has increased by 32.2% over previous census
- Milch Cattle of Indigenous/Non-Descript has increased marginally by 0.8%

The advertisement features three main products from Gou Ganga: a jar of 'Desi Cow Ghee' (from A2 milk), a bottle of 'Dantha Manjan' (oral care), and a jar of 'TRIGUNA VIBHUTI' (Ayurvedic powder). The Gou Ganga logo, depicting a cow, is prominently displayed. A circular badge offers 'FREE SHIPPING ON ORDERS ABOVE ₹999/-'. A red 'Buy now' button is also present.

To buy visit: <https://store.gouganqa.com/>

Panchgavya and Gardening - A techie's story



Bharath's passion for farming is what made him shift careers from a 12-year long software experience to organic and urban farming. He started Nativus Farms in 2015 and stepped into urban farming in the busy city of Hyderabad. He then started consultation services for terrace and backyard gardening for all

who wanted to put their unused urban plots to better use. He sets urban gardens up and educates gardeners how to maintain their gardens in natural methods without using any chemical or synthetic fertilizers or pesticides. He also is bringing awareness about using natural fertilizers, manure and decoctions made using natural methods through Facebook and WhatsApp groups.

A byproduct of his efforts— many gardeners call him to know-how to start or maintain edible gardens in natural methods without using chemicals and give their family healthy organic food. He also works with such urban farmers and organic farmers to find a market for their produce and help them get a better bargain for what they with great passion grow.

He believes in experiential learning and provides heirloom seeds, Panchgavya, jeevamritam, ghana jeevamritam, vermicompost and naturally prepared decoctions for controlling pests and insects in your gardens. You can prepare them yourself or he can send them to you at any corner of India. Among all the most selling product is "Panchgavya" which he started preparing in 2016. Panchgavya consists of nine products viz. cow dung, cow urine, milk, curd, jaggery, ghee, banana, Tender coconut and water. It is an organic product has the potential to play the role of promoting growth and providing immunity in the plants. Bharath perfected this technique with Tamil Nadu Agricultural University's help. There are many shortcut methods online to prepare Panchgavya in 15-18 days, but the one that Bharath has perfected is a 30 days long process. He says though the process is slower than the others, the solution when fermented has gotten him good results. All his customers who have used the Panchgavya fertilizer from Nativus Farms are very happy. The flowering and fruiting on their plants is just perfect.

This preparation technique and the product itself has reached many urban gardeners in Hyderabad, Bengaluru, Chennai, Mumbai, Pune, Kolkata and other cities in Tamil Nadu, Karnataka. He even has customers in the Himalayas (Sikkim). He is also an active volunteer for "GoPals", that conducts awareness programs across Hyderabad in educating people about the importance of Desi cow and its products in our daily life towards holistic living. He also volunteers in campaigns that bring awareness on waste management, waste segregation and kitchen waste composting and usage of bio enzymes.

Talk to him when you are around in one of the "GoPals" meet and you will not be disappointed with this ingenious urban farmer.

Name: Bharath Kumar Reddy

Contact Number - 9160936353

Follow Bharath on

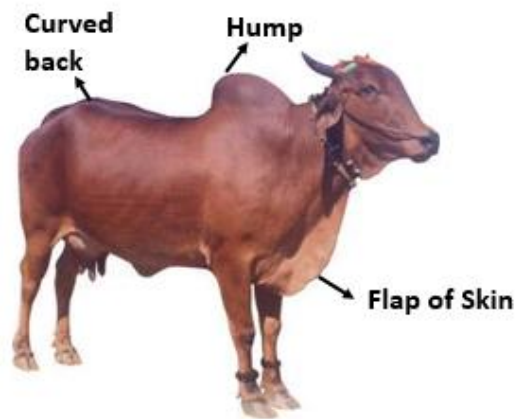
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8 interesting facts about Desi cows



Desi Cow

1

Desi cows also known as humped cattle or Brahman cattle are a type of domestic cattle originating in the Indian subcontinent. Desi cow is characterized by a fatty hump behind its neck, drooping ears and a large dewlap. Dewlap is a fold of loose skin hanging from throat of cow.

a2 milk from desi cows

VS

a1 milk from Western breeds



2

Desi cows are best known to adapt to adverse climatic conditions. They are resistant to diseases peculiar to the region they dwell in and offer maximum productivity. They adjust to the type and availability of food.

Elite breeds are however productive only in disease free, ideal conditions.

In the long run Desi cow breeds are economically more viable than exotic breeds.

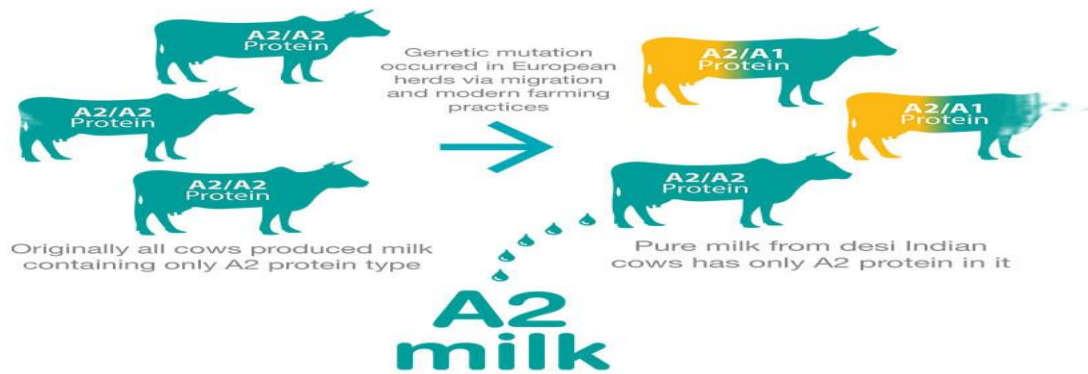


The advertisement features the Gou Ganga logo on the left, which depicts a cow and a calf. The main products shown are a white plastic bottle of Gou-Clean, a cardboard box of GOMAY KHANDA (Gomay Khanda) with several brown discs, and a box of GOU GANGA Mosquito Coil with a metal stand. A circular badge in the top right corner states "FREE SHIPPING ON ORDERS ABOVE ₹999/-". A red "Buy now" button is positioned below the GOMAY KHANDA box. A green banner at the bottom of the ad reads "100% Profit to be utilised to save Desi Cows" and "Inspiration : Sri Ramachandrapura Math". Below the banner, the text "To buy visit: <https://store.gouganga.com/>" is displayed.



3

Brazil is the biggest exporter of Indian breeds of cows. Belonging to the Gir breed of Gujarat, a cow named SheRa clocked 62 liters of milk in a three-day milk competition at the 40th Expaja in Brazil. Interestingly she broke her own record of 60 liters.



4

Milk produced by Desi cow is of A2 grade having many health benefits. A2 milk in Britain and Ireland is available in more than 1000 stores in just one year after its launch and the sale is increasing day by day.

In Australia and New Zealand sale of A2 milk is growing at a rapid rate and commands 8% of the milk market. The sale has increased by 57% in the recent year.

China is also emerging as a strong market for A2 milk.



Buy now



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5

At the time of independence, India had 111 varieties of indigenous cows. Sadly, there are just 37 left today.

The reason for this catastrophic decline is import of exotic crossbreeds from other countries. The foreign cows have put the native cow on the verge of extinction.



6

India has been home to the most varied stock of cows in the world.

The red skinned Sahiwal that milks even in droughts, the Amrit Mahal with horns like swords and might to take on any kind of farm work or the tiny Vechur. Different breeds suit different climatic conditions.

Native cows have been the crucial backbone of India's rural economy. Low on maintenance costs, their milk offers a guaranteed source of nutrition to impoverished families.



7

There is a great need for research on the properties of milk from indigenous cattle breeds. Traditional knowledge around Desi cow milk is complex. For example, a lot of traditional knowledge surrounding the milk quality and its relationship with various kinds of wild grasses consumed by different species of native cow is available. This knowledge can substantially help in research programs.



8

The hump of a Desi cow has a specific vein called Surya Ketu Nadi, which absorbs and stores the energy from the sun and the moon producing golden salts. That's why milk, ghee, curd, butter etc. produced from Desi cow's milk is golden in colour.

Other cow products such as dung urine have also been proven to provide medicinal benefits in complex physiological and psychological abnormalities.

Native cow dung and urine have also been used for producing chemical free, soil friendly and organic manure, insecticides and pesticides.

Story of Aikanthika - a food forest




Aikanthika, is a home to Raghava, his family and a wide range of birds, animals, insects and micro-organisms and boasts an enviable variety of fruits, vegetables, tubers, spices, ornamental, medicinal and aromatic plants.

Spreads across 21 acres in Davangere, Karnataka, Raghava terms Aikanthika as a food forest inspired from Masanobu Fukuoka's principles of natural farming. Raghava had inherited the coconut mono-culture which he decided to transform into a food forest without using any chemical fertilizers and pesticides.

INTRODUCTION

- ❑ Name : RAGHAVA
- ❑ Farm Name : AIKANTHIKA
- Gardens Name :
 - ❖ ATMA – Home Garden
 - ❖ DHRUK – Forest Garden
 - ❖ CHITH – Velvet Bean Garden
 - ❖ ANANDA – Happiness Garden
- ❑ Started Farming in 1996
- ❑ AREA : 21 acres
- ❑ METHOD : Natural Farming founded by Masanobu Fukuoka.
- ❑ CROPS : Coconut, Rice, Fruits, Vegetables, Tubers, Spices, Medicinal & Aromatic, Ornamental, Trees and others.



Addressing 3400 Farmers at a local Organic Farming Festival.

In an interaction with The Better India, Raghava says, "Natural farming is easy to implement or practice but difficult to understand. I misinterpreted the term 'do nothing farming' and ended up practicing 'abandoned farming'"

As a result, Raghava suffered significant losses during initial years of natural farming. Pressure from family, relatives and neighbouring farmers mounted on. But that did not deter Raghava from his objectives.

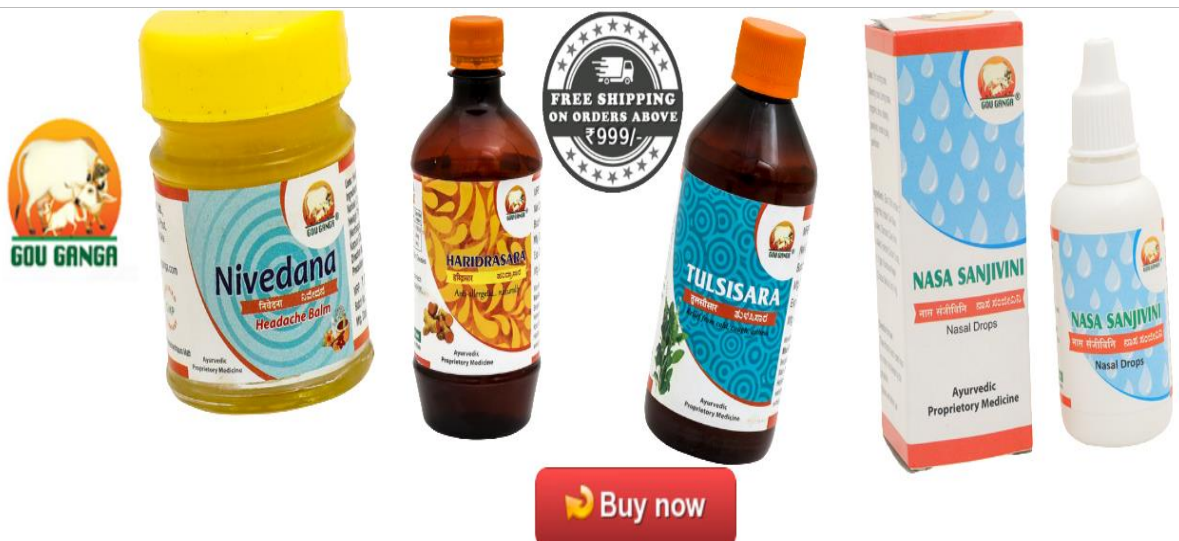
Refusing to give up, Raghava learnt from his mistakes and today has turned Aikanthika into a success story.



Aikanthika has evolved into 'A Conscious Experiential Co-learning and Co-evolving Space for Natural Farming and Living' attracting visitors from different parts of the globe.

Interested can volunteer and grab an opportunity to learn following activities,

- Natural Farming Techniques
- Natural Healing (alternative lifestyle)
- Natural Foods (Organic, Indigenous)
- Natural Construction (Tree house, Bamboo huts)
- Natural Clothing (Natural dyeing, stitching, knitting)



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GOU GYAAN - BARGUR



Bargur cattle are one of drought purpose cattle breeds belonging to Tamil Nadu. This breed was evolved in and around Bargur Hills of Tamil Nadu. Population of Bargur cattle has been declining drastically in the last three decades. Known for their speed, endurance and ability to trot, this is why the Bargur has thrived in its native lands. They are a sought-after breed due to their milk, which is thought locally to have medicinal properties. They are, however, mainly used for drought work in their local area.

Characteristics:

A medium-sized breed, the Bargur have a moderate and compact body. In general, they are brown in colour with white patches of specks. They can be found, rarely however, completely white or in full brown colour. A horned breed, both males and females can be found with horns with a forward curve and a sharp tip (see pictures). They are probably best known for the oxen-like large hump on the top of their necks.

A breed which is widely known for their aggressive and fiery nature, due in part to the semi-wild nature of how they are reared. They are also a very strong and hardy breed, which helps them thrive in their local habitat.

As mentioned, they are primarily used in their native lands for draught purposes, though their milk is also sought-after and thought to have medicinal properties by some. Bargur cows can produce up to 1,300kgs of milk per lactation, though the average yield is 350kgs.

A fiery breed which also happens to be one of India's strongest and quickest, the mighty Bargur.

In the last three decades, the population of these animals has declined drastically by about 90% (to less than 10,000) due to various reasons. There is a strong and urgent need to make efforts for conservation

GoPals in news

Nizhal, Govindan Goshala, Madurantagam, Chennai

October 20th, 2019



"Nizhal" was conducted exclusively for tree plantation. Volunteers numbering 35 from different IT firms majority from IBM Chennai participated in the event enthusiastically by preparing pits for sapling plantation followed by planting and water cum mulching the planted saplings. Around 500 saplings were planted by the team successfully

Namma Hasu Naati Hasu, Deshee Goushala, Hunsur

8th December 2019



This event was conducted around the theme of awareness and application of our Desi cows/Bulls by products like milk, Cow urine, Cow dung. 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 is ecofriendly and desi cow centered.

- ✓ Goushala Cleaning
- ✓ Introduction to Desi cow breeds and Goushala tour
- ✓ Organic Manure Preparation
- ✓ Water harvesting systems and Traditional oil Ghaani run by bulls
- ✓ Session on Panchgavya Products
- ✓ Making of aromatic dhoop cones using natural products and cow-dung
- ✓ Interactive and informative session
- ✓ Visit to one acre 100 crops model



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**Namma Hasu! Naati Hasu (Our Cow, Native Cow), Bengaluru
November 17th, 2019, Sunday**



GoPals is centered around the conservation of environment and sustainable living by creating awareness about various organic farming practices and Desi Indian Cows which is the backbone of Indian farming. Over 130 participants joined with full enthusiasm at GoPals "Namma Naati Hasu" event. Team GoPals objective is to spread awareness and remind one and all about various traditional farming practices, Native Indian breed Cows, organic lifestyle and how they could safeguard sustainable living culture and support green environment.





The event included activities like connecting everyone to native cows the privilege which not everyone would have had, introduction to native cow breed cows, cleaning the Goshala, multiple sessions on the preparation of Organic manure, soap, phenyl, Ghee and Jeevamritam.



Other activities included Cow Feeding, Goshala Cleaning with fun and learning games for kids. The major highlight was session by Shri. Mallinath Hemadi, Assistant Professor, Kalburgi about sustainable living with native cows which enthralled the audience.

A short and knowledgeable session was taken by Shri Sudhindranath Ji (Gosevak & Advocate, Naati Hasu Goshala, Rajanakunte, Bangalore) briefing us about "Importance of Native Indian breed Cows in Natural farming - Why we need them for our survival and not other way as we usually think" and his experience where he started this Goshala with "One Cow and a calf" few years back and now has a happy family of around 400 (Bulls, Cow and Calves)!!! Unbelievable, Is it not?



**Diwali with Desi Cow, Shri Venugopala Swamy Mandira
Goshala, Gandipet, Hyderabad
November 10th 2019**



Nearly 70 participants attended the event. Few enthusiastic participants showed their interest to volunteer future events which GoPals Team will be organizing and registered their names. Few had donated amount for Goshala maintenance. After cleaning the Goshala, Volunteers bathed the cows and Shri Sadashiva Reddy from GoPals Agri Team explained about the different breeds of desi cow and made participants understand the difference between HF, Jersey cows and Desi cows.



Shri Mallinath Hemadi, Team GoPals Volunteer & Assistant Professor, Dairy Science College, Kalburgi spoke in length to the participants about the need for chemical free products in daily life and part of that explained how we can make products useful for our daily requirements like dantmanjan and dhoop sticks. After the demo, participants are given with the sample material and made them to have hands on experience in making the gomaya products.



Nirmalananda Maata ji from the goshala also spoken about the importance of desi cow in our daily life and cow products. She motivated volunteers and requested them to pledge that they will start the day with cow products and stop using chemical based products.



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Deepawali with Gau Mata, Kamdhenudham Gaushala, Gurugram October 13th, 2019



GoPals Indraprastha Team with great dedication conducted this event at the heartwarming Kamdhenudham Gaushala, Gurugram. A total of 30 people participated in the event taking valuable lessons when it comes to Indian Desi Cows.



People who had never touched a Cow, merrily applied Turmeric on it which was a very different experience for them. Children enjoyed this activity as for them it was a playful occasion. Participants came to know about the difference between our Native Desi Indian Cow and Foreign Jersey breeds.



After decorating the Cows with Turmeric, the participants took a tour of the Gaushala and saw how Gou Ark and manure is made. The Gaushala has a hospital for injured

Cows which has all the facilities and a Veterinary doctor. Its functioning was explained in detail by the Gaushala management.

"Vriksham" event - Iyal thottam, Mannam, Sethumadai and Coimbatore (Inaugural chapter) November 2nd & 3rd, 2019



At Kodumudi: Early morning all took part in the Kodumudi Pasumadam(goshala) Cleaning work along the managing people. Othuvar family explained about the traditions of local cow and its relation to the Kodumudi temple. After that all were made to refreshment and made to have their breakfast which was prepared by the Othuvar family. Professor R. Vadivel sir visited the Goushala and he shared his experience on Panchgavya and its different functionalities. Participants were surprised about the experiences which Dr. Vadivel sir shared and then to took them to his friend Dr. Natarajan of Kodumudi who treats people with Ark and Panchgavya based medicines for all kinds of ailments.



Dr. Natarajan shared these experimentations on Panchgavya and its significances with various types on both health care and for agriculture purposes as well. Then all visited to Professor Vadivel, Former Dean & Director(hrt), TNAU home near muthur where he showed how to make viboothi with pure native cow dung and the preparations for native cow ghee. Participants were very happy and were ready to take forward the message of native cows enhanced utilities. Professor Vadivel sir also promised to take part as a guest of the day for upcoming event in Bengaluru of Team GoPals in Jan,2020. Then participants took the journey to Sethumadai near Pollachi, Tamilnadu for tree plantation.



Event at Sethumadai: Around 40+ native cow lovers which includes 50 children participated for the "Vriksham" event of Go Pals along with Meipporul Organization.



The Tree Plantation drive was carried out at the school premises where each student is given a sapling which suits the locality to plant inside the school premises. The Volunteers from Go Pals and Children actively participated in the drive and students were made to commit themselves as green ambassadors and to take care and nurture the saplings.



Lunch was served to each volunteer. Discussion on Sustainability with narrative from Indian Perspective was part of the discussion. All participated with open minds and discussions was taken into measures of steps for sustainable progress. Participants were taken to farm tour and tractor ride was arranged to Natural Stream and all enjoyed the natural beauty of the place



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