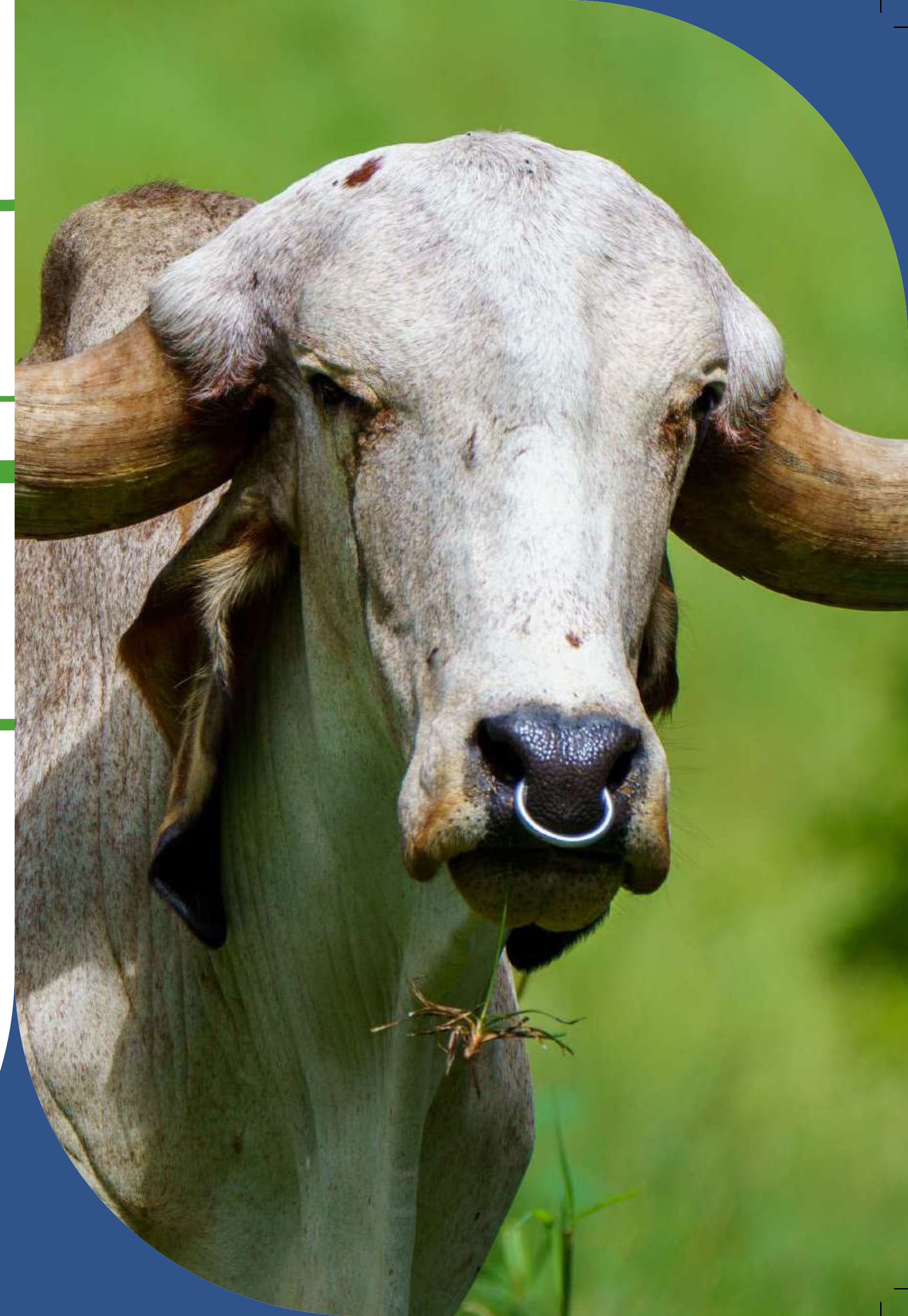


GoPals

CSR Presentation





About GoPals

“Go” means Cow and “Pals” means friends, “Go-Pals” – Friends of the Desi Cow. The team was founded in 2014 with the aim to spread awareness of native cow species in India. The idea is to encourage native cow-based farming, encourage Goshala’s which house these native cows to produce cow-based products and make them more self-sustainable.

We focus on creating awareness about sustainable living and conduct events in various cities spreading awareness about sustainable practices and methodologies. Our chapters are spread across Bangalore, Mysore, Chennai, Hyderabad, Coimbatore, Tirunelveli, and Gulbarga. Our volunteers are key to our success. They are from varied backgrounds including IT professionals, Students, Business owners, House wives and many others. We believe in giving back to society through awareness and application of native cows.



PROBLEM STATEMENT

The Decline of Native Cow Breeds leading to an unsustainable lifestyle

In the past, native cow breeds were an integral part of BHARATHIYA families, serving multiple purposes beyond milk production. They were used for their urine and cow dung, which were essential resources for creating insecticides, pesticides, cooking fuel, probiotics, and fertilizers.

However, in recent years, the focus has shifted towards hybrid cows that offer higher milk yields but lack the versatility and quality of their native counterparts. This shift has led to increased reliance on industrialized products such as synthetic insecticides, pesticides, and chemical fertilizers, compromising the organic nature of food production.

Additionally, the traditional use of cow by-products in everyday necessities has been overshadowed by chemical-rich alternatives driven by industrialization. This dependence on industrialized chemicals has resulted in an unsustainable lifestyle, impacting soil quality, water usage, and overall health.

Farmers prioritize income generation over sustainable practices, leading to the rise of lifestyle-based diseases and complications in childbearing. If this trend continues, the consequences for our society and the environment will be significant.



OUR SOLUTION

Embracing Sustainable Living with Native Cows

At GoPals, we are dedicated to promoting a healthy, environmentally friendly, and agriculturally sustainable lifestyle.

Our focus is on conscious choices that prioritize sustainable living, with native cows at the center.

By reintegrating native cow breeds into our everyday lives, we strive to create a safe and mindful environment for a more sustainable future.

OUR Belief

Nurturing Harmony with Nature

Cows undoubtedly hold a sacred and esteemed place in our culture.

However, their significance extends far beyond the religious realm. As a society, it is imperative that we delve deeper into the potential benefits they offer. By fostering awareness and harnessing the practical applications of cow-based products, we can unlock a multitude of advantages that have a profound impact on our health, environment, agriculture, and lifestyle. This represents the essence of Indic science—a revival of ancient wisdom that has long been obscured.

1 Health

The use of cow-based products has the potential to revolutionize our approach to health and well-being. NATIVE Cow milk, for instance, is a rich source of essential nutrients and has been revered for its medicinal properties. Cow urine and cow dung, when processed and utilized correctly, can yield potent probiotics and natural remedies. By incorporating these traditional elements into our healthcare practices, we can promote holistic wellness and reduce reliance on synthetic pharmaceuticals.

2 Environment

Embracing native cow-based products aligns with environmentally sustainable practices. The production of synthetic chemicals, often derived from petrochemical sources, contributes significantly to pollution and resource depletion. In contrast, utilizing cow-based resources for natural fertilizers, insecticides, and pesticides allows us to transition towards chemical-free, organic agriculture. This shift not only safeguards our environment but also fosters a healthier ecosystem for future generations.

3 Agriculture

Native cow-based products offer a pathway to organic, chemical-free agriculture. By reintegrating cow dung and urine as organic fertilizers and pest repellents, we can rejuvenate our farmlands. This transition enhances soil fertility, minimizes the harmful impact of chemical residues, and ultimately ensures sustainable crop yields. As a result, farmers can adopt eco-friendly practices that promote long-term agricultural viability.

4 Lifestyle

The adoption of cow-based products can catalyze a shift towards a healthier lifestyle. These natural resources can be utilized in the creation of eco-friendly alternatives such as organic detergents, toothpaste, and personal care products. By choosing these options, individuals can reduce their exposure to harmful chemicals, contribute to a sustainable future, and embrace a more conscious and mindful way of living.

The revival of native cow-based practices represents more than a return to tradition—it is a journey towards a harmonious and sustainable existence. By recognizing and embracing the profound impact of these practices on our health, environment, agriculture, and lifestyle, we have the opportunity to enrich our lives and restore the wisdom of Indic science to its rightful place in our modern world.

OUR VISION

Creating a Sustainable ecosystem

Environment

Our vision encompasses a deep commitment to environmental sustainability. By bringing back native cows as the center of our system, we aim to reduce reliance on synthetic chemicals and promote eco-friendly practices. Through this approach, we can protect and nurture our environment for future generations.



Lifestyle

Our vision extends to fostering a conscious and mindful way of living. By embracing native cows and their resources, we aim to create awareness and provide eco-friendly alternatives. Through these efforts, we aspire to encourage individuals to adopt a more sustainable and harmonious lifestyle.

Health

We strive to prioritize the health and well-being of individuals by focusing on the benefits of native cows and their products. By reintegrating native cows into our system, we aim to promote healthier lifestyles and harness the potential of cow-based resources for holistic wellness.



Agriculture

We believe in the power of native cows to transform agriculture. Our vision is to aid and support farmers who are raising native cows and farming with their help. By promoting chemical-free agriculture and setting up organic input centers, we strive to create a more sustainable farming ecosystem.





OUR MISSION

Revival of native Indian breeds

Create awareness about the existence and usage of native cow breeds.

Aid and support farmers who are still farming with the help of native cows and are raising them.

Assist farmers in transitioning back to chemical-free agriculture by setting up organic input centers.

Contribute to global greenery by planting trees, selecting the right species for each geographical area, and promoting sustainable practices.



OUR PROJECTS

1 Project Support a calf (SAC)

Our "Support a Calf (SAC)" initiative was originally conceived with the primary goal of assisting farmers in nurturing native Indian cows by establishing fodder banks for young calves. We invite contributions of INR 10 per day, totaling INR 3,600 per year, to support this vital cause. The "SAC" initiative encompasses the following key activities: Infrastructure support, support for organic input centers, support for native cow farmers, cattle welfare etc.

2 Setting up organic input centers

So far we have set up 7 already, we aim to set up about 100 by 2026, as the establishment of organic input centers is a crucial step in promoting sustainable agriculture and supporting farmers. These centers would serve as hubs for the creation and distribution of organic products that enhance farming practices while reducing the reliance on synthetic chemicals. The functions of these centres are as follows: Product diversification, Farmer education, customization and accessibility.



OUR PROJECTS

3 **Project Vriksham**

Under this initiative, eco-friendly saplings are planted in native cow habitats, which serve the dual purpose of increasing groundwater levels and providing fodder for cows. Eventually, this activity could be a revenue stream for the farmers through the sale of fruits/vegetables, etc. Till date, GoPals has planted more than 30,000 saplings across the country. We plan to partner with farmers with significant land holdings (above 5 acres) and undertake sapling plantations to increase the vegetation cover in the land and through that the local area. The saplings would be selected such that they can sustain in local conditions with minimal maintenance, and minimum dependence on groundwater. We aim to cover both Agroforest and fruit-bearing Saplings, depending upon the local conditions.

4 **Work with the Government to Bring About Change**

Collaborating with government agencies is essential for enacting broader change and scaling up sustainable agricultural practices. By involving officials and reaching the areas in need, we can drive policy changes and provide crucial support to farming communities. These policy changes can be in the following areas: Advocacy, Infrastructure development, Research and development



OUR PROJECTS

5 Community building for sustainable product users:

We believe that fostering a community of individuals who are committed to using sustainable products is essential for creating lasting change. By participating in our events, attendees will not only gain knowledge but also become part of a like-minded community dedicated to making eco-conscious choices. We foster networking and provide access to Sustainable products.

6 To Create HEAL brand ambassadors:

At our HEAL (Health, Environment, Agriculture, and Lifestyle) events, we aim to provide a comprehensive and immersive experience for participants. Through these events, we offer a platform where individuals, including farmers and community members, can engage with our team and gain a deeper understanding of our mission and objectives.

Our various initiatives such as Trek to HEAL, Walk to HEAL, Music to HEAL and many such initiatives. As of today we have received over 1500 people as our participants in our various HEAL events. So, this is our long term flagship event, which is built on short term HEAL events that we conduct.



OUR PROJECTS

7 Training and Workshops for authentic knowledge transfer.

One of the most significant challenges faced by farmers is the loss of traditional agricultural knowledge. Acting as a knowledge partner, we can help bridge this gap and empower farmers with the necessary information and skills.

a. Training and Workshops

b. Information Dissemination

8 Corporate Sustainability Workshops and Surveys:

We engage in a dynamic and ongoing partnership with corporate organizations to promote sustainability among their employees. Through a series of weekly workshops and surveys, we work closely with corporate teams to identify, map, and share effective strategies for reducing their carbon, energy, and water footprint.

Our workshops provide employees with practical insights and actionable steps to minimize their environmental impact within and beyond the workplace.

The survey process helps us gather valuable data and feedback, enabling us to tailor sustainability initiatives to the specific needs and challenges faced by each organization.

By fostering a culture of sustainability within corporate settings, we empower employees to make informed choices that contribute to a greener future for both their workplace and the wider community.



OUR PROJECTS

9 Ethno Veterinary Practices for Holistic Cow Care:

As part of our holistic approach to supporting farmers and native Indian cows, we actively promote Ethno Veterinary Practices. This involves reviving and implementing traditional Ayurvedic methods for the treatment and well-being of cows. By reintroducing these time-tested practices, we aim to ensure the overall health and vitality of these revered animals. Our commitment to preserving these indigenous techniques not only benefits the cows but also contributes to the preservation of India's rich cultural heritage in veterinary care. Through Ethno Veterinary Practices, we empower farmers with sustainable and natural solutions for the well-being of their cherished cattle.

10 To Create HEAL brand ambassadors:

We take pride in offering the HEAL (Health, Environment, Agriculture, and Lifestyle) Internship and Fellowship Program, designed for passionate individuals eager to make a meaningful impact in the realms of environmental conservation, cow welfare, sustainability, and chemical-free agriculture.

Our program provides aspiring changemakers with the opportunity to engage in hands-on experiences, research, and projects dedicated to fostering a greener and more sustainable future.

HEAL Interns and Fellows collaborate with our team, farmers, and communities, gaining invaluable insights and practical skills to address pressing challenges in these fields.

This initiative not only empowers individuals to drive positive change but also fosters a growing community of dedicated professionals committed to holistic living and eco-conscious practices.

GOPALS & UN SDG'S

Envisioning sustainability

Our commitment to sustainable practices and environmental stewardship extends to our unwavering alignment with the United Nations 2030 Sustainable Development Goals (UN2030 SDGs). Each intervention and initiative we undertake is thoughtfully designed to resonate with these global objectives, ensuring that our efforts contribute positively to the broader mission of creating a more equitable, prosperous, and environmentally responsible world.

Furthermore, we place great emphasis on adhering to Corporate Social Responsibility (CSR) policies that prioritize environmental change and sustainable practices. Our actions are a reflection of our dedication to making a significant and lasting impact on the environment while promoting ethical and responsible corporate citizenship. By seamlessly integrating our work with the UN2030 goals and CSR policies, we strive to lead by example and inspire others to join us on the path towards a sustainable and harmonious future.





Partnership Opportunities: Join Our Journey

1

Corporate Sponsorship

Align your brand with our cause and make a meaningful impact on the sustainable HEALing through native Indian cow rearing.

2

Employee Volunteerism

Engage your employees in volunteering activities and empower them to contribute our communities and activities.

3

In-Kind Donations

Support us by providing resources for cow rearing, our Farmers etc.

4

Collaborative Projects

Explore opportunities to collaborate on innovative projects that address issues related to HEAL and native cows and drive sustainable change.



Join us in our various initiatives.

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