GO CHETANA

From Gramodaya to Rashtrodaya

Q1 2026 QUARTERLY IMPACT REPORT

January – March 2026

Q1 2026 — Impact at a Glance

Across three months of deep field engagement, Go Chetana's Q1 2026 programme touched thousands of lives across South India — reviving sacred traditions, empowering farmers, and nurturing the next generation of eco-conscious citizens.

470+ Direct Engagements (Jan)	**450+** Engagements (Feb)	**330+** Farmers Engaged (Mar)
5+ States Covered (Q1)	**10,000+** Vibhuti Packets (Feb)	**5,000+** Families Reached (Mar)
600+ Students Trained (Q1)	**10+** Goshalas Supported	**300+** Nandi Poojas (Feb)

About GoPals & Go Chetana

GoPals is a Bengaluru-based charitable trust founded in 2014 by IT professionals who recognised the damage caused by chemical-intensive agriculture. Operating under the vision "From Gramodaya to Rashtrodaya" (Village Development to National Development), GoPals works to revive traditional Desi cow-based practices, support natural farmers, and build ecologically sustainable rural communities across India.

Go Chetana is GoPals' flagship outreach programme — a ground-level movement that dispatches teams to villages, schools, goshalas, and farming communities to deliver training, sacred events, and market linkages centred on the native Desi cow.

Mission	Ceaseless service, protection and worship of cows; enrichment of cattle wealth across India.
Vision	Create Go Grama (cow-centric villages) that prevent urban migration and build rural livelihoods.
Headquarters	GoPals Charitable Trust, #78, 2nd Main Road, Kanaka Layout, Banashankari 2nd Stage, Bengaluru – 560070
Contact	info@wegopals.com | www.wegopals.com | +91 98802 33209
Pillars	Health (HEAL), Ecology, Natural Agriculture, Natural Lifestyle, Rural Empowerment

JANUARY 2026

Sacred Craft · Youth Education · Community Agriculture · Scaling the Mission

January Overview

January set a strong foundation for the year. Go Chetana's reach crossed 470+ direct engagements, spanning sacred crafts, student workshops, multi-state Go Pooja drives, and the launch of digital infrastructure for transparency.

Key Numbers — January

470+	110+	10+	80+
Direct Engagements	Students Trained	Cities / Outreach	Desi Cows Honoured

Tradition & Sacred Craft

Early January was dedicated to reviving the meticulous art of Gomaya Bhasma (Vibhuti) — sacred ash prepared from cow dung through a traditional 3-day cycle of burning, sieving, and hand-shaping, led by Shiva Raj Ji. Panchagavya Ganapa forms blending the five elements of the Desi cow were crafted on January 7.

Jan 7 – Dharapuram	Panchagavya Ganapa crafting; partnership with Saraswati Vidya Mandir School for organic production training on school land.
Jan 22 – Medak, TS	Nandi Pooja at Sadguru Virayyaswamy Goshala, honouring 80 native cows.
Jan 26 – Bidar, KA	Community Nandi Pooja at Kamadhenu Goshala — restoring traditional rituals to the village.

Youth & Education

GoPals' January 'Sustainability Immersion' programmes brought hands-on stewardship to classrooms, training students to lead eco-friendly lives through eco-bag making, plastic-free alternatives, and organic production awareness.

Jan 12 – Groor, Kalaburagi	60+ students trained in sustainable practices and eco-friendly paper bag making.
Jan 16 – Kollur, Kalaburagi	50+ students mastered plastic-free alternatives.
Jan 7 – Dharapuram	Partnership with school for organic production training on school grounds.

"Our goal is to ensure every student understands that the Desi cow is the foundation of a chemical-free world." — Naveen Ji

Agriculture & Community

The Desi cow is the backbone of the rural economy. January focused on bridging the gap between traditional wisdom and modern market access, with awareness events across Andhra Pradesh and market linkage initiatives.

Jan 13 – Govada, AP	100+ participants at Mega Go Yatra & awareness programme; farmers and natural practitioners honoured.
Jan 12 – Addanki, AP	30+ members at Ramalayam awareness programme on transitioning to cow-based agriculture.
Jan 21 – Market Expansion	Collaborated with wholesale distributors to promote Desi cow-based paper bags — establishing a new revenue stream for organic clusters.

Scaling the Mission — Go Sunday & Digital Milestones

Go Sunday — a weekly day of Yoga, Seva, and reconnection with the Mother Cow — was inaugurated in Kalaburagi in January, alongside Vibhuti preparation events in Telangana.

Jan 18 – Kalaburagi, KA	Inaugural Go Sunday at Sri Madhav Goshala; 30+ participants.
Jan 25 – Nagar Kurnool, TS	50+ volunteers in Goshala cleaning, Viraja Homam, and Vibhuti preparation.
Jan 8 – Hyderabad Hub	Major deployment of Go Chetana Outreach Kits.
Digital: Go Chetana Tracker	New tracker launched — recording milk production and farmer partnerships for 100% transparency.
Go Daan Circle	150+ Walkathon participants engaged to join the monthly donor family.

FEBRUARY 2026

Maha Shivaratri Movement · Farmer & Goshala Support · Innovation & Digital Growth

February Overview

February was defined by massive scale — 300+ Nandi Poojas across four states, distribution of 10,000+ Gomaya Vibhuti packets, and critical economic wins for goshalas. Innovation took centre stage with a pilot bull-powered electricity project and the expansion of digital outreach to 30,000+ community members.

Key Numbers — February

300+	10,000+	450+	150 T
Nandi Poojas	Vibhuti Packets	Individuals Empowered	Rice Facilitated

The Maha Shivaratri Movement

In preparation for Maha Shivaratri, February saw Go Chetana mobilise its largest-ever sacred outreach — Nandi Poojas across Telangana, Andhra Pradesh, Tamil Nadu, and Karnataka, alongside mass production of Gomaya Vibhuti and gifting of sacred Shivalingas.

Feb 1 – Sangareddy, TS	Milestone awareness session & Mahanandi Puja at Joginath Temple; 1,000+ participants.
300+ Locations	Nandi Poojas conducted across all four states.
10,000+ Packets	Pure Gomaya Vibhuti (sacred ash) with GoPals branding produced and distributed to the public.
51 Households	Sacred Gomaya Shivalingas specially crafted and gifted to families for eco-friendly devotion.

Supporting Farmers & Goshalas

February delivered critical economic stability for goshalas and cattle herders through strategic partnerships, advocacy, and innovative self-sustaining revenue models.

₹1,00,000 Annual Income	Secured consistent revenue for Princharapore Goshala, Chennai through organic manure & 150 tons rice procurement partnership.
Feb 2 – Chennai	Advocacy for forest grazing rights for 100+ cattle herders — legal protection for traditional livelihoods and native herds.
Go Sunday Gatherings	Events across Appajipalli, Gudlanarva, and Hyderabad — bridging urban donors and 3 state-level farming teams.
Tuticorin Birundha Goshala	Innovative 'Keerai' (greens) + dairy 'Kova' model generating 100% daily sustainable income for cattle maintenance.

Innovation & Education

February introduced groundbreaking new projects — from renewable energy using bulls to sustainable bird feeders made from cow dung — alongside continued school campaigns and farm-level research visits.

Feb 26 – Green Energy Pilot	Initiated electricity generation project using bulls, in collaboration with experts from Lucknow.
Feb 20–26 – Kalaburagi	School awareness campaigns for 300+ students — environmental care and exam phobia support.
Feb 19 – Summer Compassion	200+ cow-dung bird feeding bowls produced for Hadagil Haruti village to protect birds from summer heat.
Feb 23 – Tamil Nadu Agri. Univ.	150+ farmers taken on specialised delegation to study native seed safeguarding and organic farming techniques.

Digital Growth & Community Support

February marked a significant leap in Go Chetana's digital footprint and donor base, with the tracker covering four states and a 10% monthly growth in Go Daan contributors.

Go Chetana Tracker	Now live across 4 states — real-time daily impact reports for Telangana, AP, Karnataka, and Tamil Nadu.
WhatsApp API Exploration	Feb 4: Explored integration for 30,000+ community members to modernise donor outreach.
Go Daan Growth	10% monthly increase in contributors; new support from Bengaluru and Mahila coordinator groups.
Gomaya Product Training	100+ youth and women trained at women's colleges — transforming cow dung into a sustainable economic resource.

MARCH 2026

Go Yatra Mission HEAL · Natural Farming · Ethno-Veterinary Medicine · Walk2HEAL 2026

March Overview

March was the month of movement — literally. The Go Grama Padayatra was launched in Andhra Pradesh, Go Yatra reached 5,000+ families across 7+ villages, and 330 natural farmers were supported through training. A meeting in Tirupati confirmed Walk2HEAL 2026 for June 7 (World Environment Day).

Key Numbers — March

7+	330+	5,000+	1,000+
Villages Reached	Farmers Engaged	Families via Go Yatra	Youth Inspired

Go Grama Padayatra — Launch

The signature Go Grama Padayatra — a walking outreach movement for cow protection and natural living — officially launched on March 14 from Sri Kanikalammavari Goshala, Golapallivaripalle, Andhra Pradesh, marking the start of the AP & Telangana Padayatra movement.

Mar 14 – AP Launch	GoPals Go Grama Padayatra officially began; warm welcome from local villagers; community interaction on native cows, natural living, and farmer support.
Mar 19 – Adilabad, TS	Ugadi Go Yatra & Farmers Meeting at Palsi K and Kuchulapur villages — Go Puja, Bhajans, farmers' meeting.
Mar 21–22 – Nagar Kurnool & Telkapalli	Go Yatra & Go Puja across Gudlanarva and Dasupalli villages; interaction with farmers and local families.

Organic Farming & Agricultural Education

March delivered robust farmer training programmes spanning Karnataka, Tamil Nadu, and Maharashtra, addressing organic transition, cow-based agriculture, and ethno-veterinary medicine.

Mar 21 – Bidar, KA	Organic Farming Awareness Programme at Rampur Village — 250 farmers, including many women farmers, trained on organic methods and cows in sustainable agriculture.
Mar 21 – Gau Tech 2026	Team visited Gau Tech event (Pune to Pandharpur, Maharashtra) to learn new cow dung-based product innovations — plans to develop new Gomaya products underway.

Mar 23–24 – Dharapuram, TN	Farmer outreach for natural farming; met Ramraj, Rajamani, Chinnasamy, and Karthi; discussed organic transition, EVM for livestock; challenges documented for follow-up.
Cow-based Products (March)	Ongoing training & innovation for new Gomaya products: idols, jewellery, clocks, eco-friendly items throughout March 2026.

Ethno-Veterinary Medicine (EVM) Programme

A dedicated EVM awareness programme was conducted in Tamil Nadu, training farmers in natural livestock medicine — a key strategy for reducing antibiotic use and chemical inputs in rural livestock care.

Mar 20 – Kolathupalayam, TN	Distribution of EVM booklets; training on natural livestock medicine preparation; natural pest control and crop health awareness.
Key Resource Person	Mrs. Shanti — 20+ years of research experience in organic inputs.
Outcome	Farmers encouraged to adopt organic and chemical-free farming; GoPals committed to EVM kit support.
Challenges Noted	Fear of yield loss; high education costs for farmers' families; lack of organic pest control solutions — addressed via training commitments.

Walk2HEAL 2026 — Tirupati Preparation Meeting

A major stakeholder meeting on March 15 at Ramakrishna Mutt, Tirupati, formally brought together 80+ participants — university professors, Lions Club & Rotary Club members, goshala representatives, and environmental activists — confirming Tirupati as a key hub for GoPals and Walk2HEAL 2026 on June 7 (World Environment Day).

Date	15 March 2026
Location	Ramakrishna Mutt, Tirupati, Andhra Pradesh
Participants	80+ | Sri Venkateswara University professors & deans, Lions Club & Rotary Club, goshala representatives, environmental activists
Walk2HEAL 2026	Confirmed for June 7, 2026 (World Environment Day)

Q1 2026 — Consolidated Programme Summary

The table below summarises Go Chetana's key programmatic areas and cumulative outcomes across the January–March 2026 quarter.

Programme Area	Q1 Highlights	Impact / Outcome
Sacred Traditions & Craft	Vibhuti making, Nandi Poojas, Gomaya Shivalingas, Panchagavya Ganapa	10,000+ Vibhuti packets; 51 households received Shivalingas; 80+ cows honoured; sacred traditions revived across 300+ locations
Youth & Education	Sustainability Immersion in schools (Kalaburagi), School awareness campaigns (Feb), Women's college Gomaya training	600+ students trained; 100+ women/youth on Gomaya products; eco-bag and plastic-free workshops delivered
Agriculture & Natural Farming	Go Yatra, farmer awareness programmes (AP, KA, TN), Organic Farming at Bidar, Gau Tech visit	330+ farmers trained; 250 at single Bidar event; organic transition programmes in 4 states; Gau Tech innovation scouting
Goshala & Farmer Support	Rice procurement, grazing rights advocacy, Go Sunday gatherings, daily revenue models for goshalas	₹1 Lakh annual income secured for Chennai goshala; 100+ cattle herders' rights protected; 150 tons rice facilitated
Ethno-Veterinary Medicine	EVM booklet distribution, training by Mrs. Shanti (TN), EVM kit support commitment	Farmers in TN trained on natural livestock medicine; antibiotic reduction supported; follow-up EVM kits committed
Go Sunday Programme	Weekly Yoga + Seva + Goshala activities; chapters in Kalaburagi, Nagar Kurnool, Hyderabad, Appajipalli, Gudlanarva	Inaugural Go Sunday in Kalaburagi (Jan 18); 50+ volunteers in Nagar Kurnool; consistent Go Seva community across 3 states
Product Innovation	Cow-based paper bags, Gomaya products (idols, jewellery, clocks), Summer Compassion bird feeders	New distributor network for Desi cow paper bags; 200+ bird feeders produced; plans for expanded Gomaya product line
Digital & Community Growth	Go Chetana Tracker (4 states), WhatsApp API exploration, Go Daan Circle growth	Real-time reporting across TS, AP, KA, TN; 10% monthly donor growth; 30,000+ community outreach base
Walk2HEAL 2026 Preparation	Tirupati stakeholder meeting (Mar 15) with university, civic, and environmental leaders	Tirupati confirmed as key hub; Walk2HEAL 2026 confirmed for June 7 (World Environment Day)

Geographic Reach — Q1 2026

Go Chetana's Q1 2026 activities spanned across 5+ states and multiple districts, with particular depth in South India:

State	Key Locations & Activities

Telangana	Medak (Nandi Pooja), Nagar Kurnool (Go Sunday, Go Yatra), Sangareddy (Mahanandi Puja), Hyderabad (Outreach Kits, Go Sunday), Adilabad (Ugadi Go Yatra), Gudlanarva & Dasupalli (Go Yatra), Appajipalli (Go Sunday)
Andhra Pradesh	Govada (Mega Go Yatra), Addanki (Ramalayam Programme), Golapallivaripalle (Padayatra Launch), Tirupati (Walk2HEAL Meeting)
Karnataka	Kalaburagi / Gulbarga (Student workshops, Go Sunday, School campaigns), Bidar (Organic Farming — 250 farmers, Nandi Pooja)
Tamil Nadu	Chennai (Goshala support, cattle herder advocacy, Rice procurement), Dharapuram (School partnership, farmer outreach), Kolathupalayam (EVM programme), Hadagil Haruti (Bird feeders)
Maharashtra	Pandharpur (Gau Tech 2026 participation — Pune to Pandharpur)

Looking Ahead — Q2 2026

Walk2HEAL 2026	Confirmed for June 7 (World Environment Day) — Tirupati as a key hub with Rotary Club, SV University, and environmental leaders.
Go Grama Padayatra	Continuation of the AP & Telangana Padayatra movement across more villages.
Bull-Powered Green Energy	Scale up the electricity generation pilot initiated on Feb 26 in collaboration with Lucknow experts.
Gomaya Product Expansion	New range of Gomaya products (idols, jewellery, clocks, eco-items) developed through March's Gau Tech learning.
EVM Expansion	Distribute EVM kits to farmers across Tamil Nadu and Karnataka following the March training.
Digital Outreach	Full rollout of WhatsApp API integration for 30,000+ community members.

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