



GoPals - Annual Report for the year 2017 -2018

ABOUT GoPALS

GoPals is an organization that work towards bringing in awareness about “desi breed cows” among general public. Our first touch point is our valuable volunteers and guests who frequent our events. They become our multiplying factors and help in propagating the fact that the benefits of “desi breed cows” which goes beyond milk consumption. This has helped us reach farmers who form the backbone of our society. Some of our programmes are targeted to bring in sustainability and are customized based on needs of the goshala or the community.

GoPals is proud to have members from all walks of life – farmers, students, government employees and people employed in the IT/BT sector of which many of them are subject matter experts in desi cow rearing and breeding. This bolsters our reach to many sections of our society with confidence and conviction.

With close to seven years in existence GoPals has touched many villages, gaushalas and corporates with its pragmatic and transparent approach.

This document aims to bring in a report of our achievements for the year 2018 and plans for our future. More details and updates on them can be obtained from www.wegopals.com .

SPREAD OF CHAPTERS

During the initial phase of existence GoPals were focusing on few gaushalas in and around Bangalore. In the year 2017 and 2018 we saw us spreading to multiple chapters in cities like Mysore, Chennai, Srirangam and Sedam(Gulbarga). The most recent addition to our list of chapters is in Gurugram around Aravali area. We would like to thank members of all the chapters for their great work and initiatives that everyone has been taking part whole heartedly and carrying out the mission of spreading awareness about desi breed cows.

Recent EVENTS

Gou Sankranti

The year 2018 started with Gou Sankranti celebrated at Sri Raghavendra Goshala on January 7th 2018. corporate leaders and cultural ambassadors graced the occasion with their presence and keynote address on sustainable living. The highlight of the event was preparation of Pongal and offering to the cows/bulls, a session on preparation of Jeevamrutha, preparation of Diya and a short musical rendition. This was followed by bullock cart ride. We had farmers from Sedam and Tirunelveli participate actively in the event.



Swachh Bharat Abhiyan(Srirangapatnam)

As part of our Swachh Bharat Abhiyan initiative , we partnered with OpenText in an initiative to clean up the banks of river Cauvery near Gosai Ghat. Shree Dharmavardhini Goshala was our host and team GoPals took us through regular knowledge sharing sessions on types of desi breed cows and preparation of Jeevamrutha. Highlight of this event was a live session on how we prepare vibhuti(Bhasma) from team GoPals. We would like to thank volunteers from OpenText who actively participated in this event and made look the cleaning of the banks of river Cauvery look very simple and effortless.



Sedam Farmers meet

About fifteen volunteers and their families from team GoPals visited Sedam village near Gulbarga to engage with farmers and get educated from them. The village is abundant with desi cows belonging predominantly to Deoni breed and are focused on cultivating pulses. This provided an opportunity to interact with about seventy farmers who gave us an undivided attention to team GoPals event for an entire day. We look forward to learning and working with the farmers of Sedam in the future. We would like to develop Sedam as a modern village where the economy revolves around desi breed cows. We have plans on how we can connect the farmers directly to the consumers in urban areas with the help of technology.

Rain water harvesting

Malur where Shree Raghavendra Gou Shaala is located is a dry area where their borewells yield water at around one thousand feet. GoPals partnered with Informatica India and worked on creating an infrastructure at Shree Raghavendra Gou Shaala in accumulating rain waters from nearby areas. Now the water tables in and around the gou shaala has improved. We are able to draw water through hand pumps which were dry earlier. Thanks to team Informatica who sponsored this Rain Water Harvesting project and their active interest in the events/activities of team GoPals.

Vruksha Janani Hosanagar Tree Plantation Event

Team GoPals partnered with OpenText in the tree plantation event at Hosanagar , Shimoga District in the Mahanandi Gou loka which houses all 33 native breed .Hosanagar is nestled in western ghats which is facing rampant deforestation in recent years coupled with the introduction of monoculture

plantations like teak, acacia and eucalyptus for timber and industrial purpose. There were about 20 volunteers and their families from GoPals and about one hundred volunteers from OpenText participated in the event which was held on Jul 22nd 2018. We planted about one thousand saplings of plants/trees which were native to Malnad area. 84 varieties of trees/plants were clearly handpicked by our agriculture team keeping in mind their long term survival and its usage to desi breed cows. We partnered with Say Trees to whom we are grateful for making the execution of the event look very simple despite heavy rains. We would also like to thank OpenText employees and its management for being a constant support throughout the planning and execution of the event. Entire credit goes to the staff and management of Mahanandi Gou Loka, Hosanagar for providing the logistics and support on the ground for this mega event. It was very heartening to note that there were many volunteers from nearby villages turned up to participate in this event leaving their day job. Thanks to them too.



Gou Yatra

As a kick start to the vision “Ondu Mane Ondu Hasu Ondu Grama” in association with Sri Ramanuja Integrated Rural Development Program (SRIRDP), we successfully conducted a Gou Yatra in Kere Thonnur on May 20th 2018. This yatra provided us an opportunity to interact with farmers who have desi breed cows and to also to introduce team GoPals initiatives to them. The Gou Yatra was preceded by cultural events and a session by Shri. Kumar Jahgirdhar on the benefits of rearing desi cows.

Tree Plantation at Kere Thonnur

In partnership with DELL EMC, team GoPals and about forty volunteers from DELL EMC we embarked on the goal of planting about one hundred and seventy saplings in and around Kere Thonnur on Oct 26th 2018. As always our experts from agricultural team chose the varieties of these saplings based on the region. Kudos to volunteers from team GoPals who went through the process of procuring the saplings, tree guards and taking care of logistics of transportation without any professional support. It wasn't easy!!

A lot of credit should go to our partners for this event – DELL EMC who have been a constant support in all of our events and are always more than willing to help in all our initiatives.

Serve Desi Cows at Govindan Goshala

Around twenty five volunteers from our Chennai Chapter visited Govindan Goshala located near Maduranthakam on March 11th 2018 and laid seeds for future events for their chapter. As a special

mention this gou shaala focuses on single local breed and adopts more traditional form of feeding and rearing the cows. The event focused on getting the team together and was followed by knowledge sharing sessions by our senior team members. Our Chennai Chapter did plant about one hundred saplings in and around Govindan Goshala and we look forward for more such events there.



Deshee Goushala

We recently partnered with Deshee Goushala and did about planting two hundred saplings on World Earth Day (April 21st 2018). Recent updates from the caretaker of this Goushala is an ample proof that there a hundred percent survival of the saplings that we planted by applying Jeevamrutha and following best practices like mulching . About forty volunteers from in and around Hunsur participated in the preparation of Seed balls which will be used in our future events.

Amritadhara Gou Loka

DELL EMC in association with team GoPals helped in planting about 50 saplings at **Amritadhara Gou Loka**. This helped us to deepen our relationship with **Amritadhara Gou Loka** who are helping us in organizing the Gou Sankranti event today.

GOALS FOR 2019

Today's Gou Sankranti event is an auspicious occasion where we would want to outline on some of the high level goals for the year 2019 and which goes as follows:

1. Farmers connect through
 - a. Getting educated from them on farming
 - b. Learning best practices on desi cow based farming
2. Direct farmers and consumer connect to maximize the benefit for farmers and consumers
3. Look forward for a multiplier effect on the work that we did in the past two years and see how we could replicate the model in other villages
4. Deepen the partnership with corporates and our other partners and bring direct/indirect benefits back to farmers and desi breed cows

To Volunteer With Us, <http://wegopals.com/volunteer/>

OUR PARTNERS

At this point we would like to thank the support and partnership extended by Youth For Seva(YFS) who has been a conduit between Team GoPals and corporates. They did help us overcome multiple obstacles in the process of getting the projects/events executed on time. We would like to thank our partners from Corporate – DELL EMC. Informatika and OpenText who have been instrumental in getting many of our major projects/events executed through their CSR teams. Last but not the least a big thanks goes to Say Trees our logistics partner who have helped us with their subject matter expertise.

Do you want to hear from cows directly?. Subscribe to our Newsletter *Gou Vaarta - Voice Of Desi Cows* www.wegopals.com