

Case Study 5 –Taul se Mol with Technical support from TGT and

financial support from CSR- National Schedule Caste Finance Development Corporation (NSFDC)

तौल से मोल

Urmiladevi from BadaTaal, Tindaula of the Dewa Block in BarabankiDistt. of Uttar Pradesh. Her husband works as a daily laborer, Urmiladevi is supporting her family by rearing Goats for more than 12 years. She is taking all the possible efforts to feed the Goats and manage her herd well, but when it comes to selling the Goats. She used to sell it to the local butchers which she often feels not getting a proper price to the Goats due to which she feels sad. When The Goat Trust started the intervention in her village. Through Pashu Sakhi she got to about the Pashu Bazaar which is an online platform for selling and buying goats.

She attended the BakriPaalakPaathshala (Village level informal meeting of Goat rearers) in which she understood the process of selling Goats on Live body weight basis, on every goat sale she got Rs. 600 – 800 extra from Local butcher. After receiving an extra amount she was full of joy and decided not to sell goats to any local butcher. While sharing her experience she said “Since when I started selling goats on Live body weight basis, I am getting more profit than local butcher”

