



MY GOAT MY VILLAGE

Dear Friends

The first issue of the livestock magazine 'My Goat, My Village' is in your hand. As a one of the largest livelihoods goat farming is yet to get due recognition and importance from mainstream institutions. Goats are regarded as first animals to be domesticated. However it remains a traditional subsistence livelihood with high product demand but low production efficiency. High mortality and morbidity of goats leads to economic, social and mental tragedy for rural households. This depletes most critical assets of poor families and exposes them to risks and vulnerabilities. Women are worst sufferers of such tragedies due to their high involvement with small livestock and have to take care of ailing animals, which consumes significant time and energy. Such loss of livestock leads to coping of families by selling food grains and even stopping child education and opt for long distance migration. Similarly livestock disease surveillance system and knowledge based support to village livestock farmers had been almost absent and no helps come in sight when their livestock gets sick, or they want to adopt new practices to improve productivity.



Present decade may be termed as information revolution with access to mobiles and internets on rise. Mobile has become a part of day to day life. Mobile phones provide a new and distinct way to communicate information, but for rural goat farmers mobile had not been able to help in their livelihoods. Can mobile phones be converted as a livelihoods support tool in hands of poor goat farmer? That was question at The Goat Trust we have pondered since last three years. Result came in form of a whole support systems of SMS, voice SMS and E-commerce site developed to help them.

The Goat Trust promoted over 1500 Pashu sakhies (Livestock Nurse) from almost equal number of villages and now supporting them through regular updates on seasonal preventative practices adoption and local dissemination in Self Help Group (SHGs) and Goat rearers Groups (GRGs). Low cost operation enables us to reach to Pashu Sakhi in remote part of the country and through Pashu Sakhies to a goat farmer in need with regular updates. Similarly Pashu Sakhi can consult our expert through call and voice SMS. Even community based Insurance messages can be easily send for technical monitoring and claim process initiation for settlement of claims. As this is first use of using mobile to link with goat farmers for a business facilitation, developing equitable market and enabling poorest to take advantage of technology, this program is taking shape slowly but steadily.

There remain a gap between technology and goat farming, Let us begin a movement to help out goat farmers with latest information and technology to the fullest.

Sanjeev Kumar

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Owner & Publisher-The Goat Trust
Chief Editor-Sanjeev Kumar
Report & Photo-The Goat Trust Editorial Team
Editorial Office-The Goat Trust,Plot No-57,Chinhat, Lucknow-227105
Main office-529K/54A, Pantnagar,Khurramnagar, Lucknow-226022
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Community Goat insurance

The Goat Trust and its five partners have launched this program after rigorous training of community, community leaders and Livestock Nurses.

In rural India, small farmers and landless agricultural labourers are increasingly relying on goats as one of the preferred livestock assets across the nation as they symbolize investment and insurance for the poor. While products (milk) can be used for domestic consumption and/or regular cash income, goats can also be sold in case a household faces a major expenditure or unexpected events. Thus, sudden illness and death of a goat can become a significant crisis for the poor households as it can lead to a dramatic fall in income. In addition, in India, cattle disease is considered to be one of the main factors contributing to reduction or stoppage of milk production, and worse, during disease outbreaks, market losses happen due to reduced demand resulting in rural households' income losses.

Purchasing a livestock insurance is one of the risk management options for the poor, however, due to the problems for livestock insurance both at demand as well as supply side, the take up of this product is minimal. While low premium size, remoteness of the villages and difficulties in verifying the claims are some of the difficulties that discourage insurance providers to reach out the rural households, at the same time, complex registration process, complicated and long formats, low awareness of livestock insurance products, and high cost on receiving claims dissuade the rural households opt for the livestock insurance.

The Goat Trust and its partners have currently offering a community insurance to those households engaged in goat rearing and goat farming in poverty pockets and semi-arid regions of Madhya Pradesh and Uttar Pradesh.

The goal of this community insurance initiative is mitigate goat loss risk through integration of goat farmers, building institutions of goat farmers (group and larger federation), and making provisions of financial services (insurance). This system has both social and economical benefits. As the social component, it establishes a participatory and helping environment to contribute in adverse situation/loss to a neighbouring family. Economically, this system contributes in terms of monetary benefits against risk and save the families from the economical losses.



Community Insurance Product:

Normally, the maximum insurance coverage for a goat that is:

0-3 months:	not applicable
0-6 months:	Rs 500
7-10 months:	Rs 1000
First time pregnant goat:	Rs 1500
Adult female goat:	Rs 2,000
Adult male goat:	Rs 4,000

Three major risks are covered under the present insurance scheme: i) goats mortality even after vaccinations and deworming (100% of sum insured), ii) infertility -not pregnant over one year (40% of sum insured), and iii) paralysis of back portion of goats (50% of sum insured). The claim for the paralysis of the goat is considered eligible only after the declaration by livestock nurses or manager that the goat is paralysed after it goes through at least 3 month of treatment. In cases of the treatment of the goat, the owner of the goat has to bear the cost up to Rs 500. In addition, the Goat Trust also provides the services of free vaccinations, two de-worming, training and regular visit by livestock nurses.

Premium:

The premium is fixed based on live body weight and pricing of goats. 10% of sum assured is taken as premium and the product covers a maximum of 50% of market value. As for

example, for average price of a goat at Rs 3,000 in the area, the insurance product covers the maximum of Rs 1,500, and thus a premium of Rs. 150 is deposited by a goat farmer in the fund.

Only healthy and active goats are included in the insurance programme. The health status of goats are estimated based on age and weight of the goat. As for example, for any goat between 3-6 months, the minimum weight should be 10 kg. Likewise, for a goat between 7-10 months, the minimum weight should be 14 kg and for pregnant or grown-up goats, the minimum weight should be 20 kg. Once the premium is paid, the insurance coverage will be active after 15 days.

Present experiences:

The Goat Trust and its five partners have launched this program after rigorous training of community, community leaders and Livestock Nurses conducted from December 2011 to March 2012. As of July 2013, 1103 goats have been covered under the community insurance. The average premium amount varies from Rs 126 to Rs 161, and premium of Rs 160,137 has been collected and Rs 73,300 has been claimed. Community Insurance is a mechanism of mitigating individual risk through collective contribution to a corpus, with an assumption that any of member can have loss and it can not be predetermined.



Silently changing the world



DR. REDDY'S FOUNDATION

Dr. Reddy's Foundation was established in 1996 as a non-profit partner of Dr. Reddy's Laboratories Ltd. With the belief in inherent motivation and capacity of human beings for progress, given an appropriate and adequate environment, DRF spans its work across two areas, Education and Livelihood. The education wing provides opportunities of learning to those who have never been to school or are drop outs. It also works to improve quality of education in schools. The Livelihood wing provides a wide array of vocational training programs to poverty stricken youth, agriculture and non-agriculture interventions for the farmers and youth in deep rural pockets and addresses issues of employability, income generation and subsequent improvement in quality of life.

LIVELIHOOD ADVANCEMENT BUSINESS SCHOOL (LABS): DRF



pioneered LABS, an effective short-term skill development program that prepares youth between the age of 18 to 35 years who are constrained by low income levels, inadequate skills, irregular employment and lack of opportunities for development to enable these youth to gain a foothold in the competitive job market. LABS gives them job specific skills, soft skills and placement linkages for careers in emerging sectors such as Hospitality, Retail Sales, BPO voice and non-voice and other market-driven service domains. The core focus of the training program is to ensure placements thus addressing issues of employability, income generation and

subsequent improvement in quality of life.

LABS operates on a self-sufficient and sustainable social business model where the aspirants are charged a small fee, which allows LABS centers to become sustainable over time rather than depending solely on donor support. The main advantage of building sustainable and financially viable centers is that the Foundation would be able to expand its reach and provide livelihoods training to a much larger population than ever before. Placements are ensured through networking with employers at both the national and local level. Today, DRF enjoys a vast network of the employers who are empanelled and consider DRF as the preferred source for their manpower requirements.

LIVELIHOOD ADVANCEMENT BUSINESS SCHOOL for PERSONS WITH DISABILITY (LABS - PwD):

To build a more inclusive society, LABS was extended to People with Disabilities under the ambit of LABS-PwD, thus seeking to reduce unemployment and the social and economic marginalization of disabled youth by providing them with necessary skills and access to livelihood. LABS-PwD also focusses on increasing placement opportunities through sensitizing potential employers. Scale & Impact: Since its inception in 2010, over 4,174 people with disabilities (1868 youth trained so far in this FY) have benefitted from the job opportunities provided. It is currently operational in 18 centers across 11 states.

Partners: Accenture, Bharat Petroleum Corporation Limited (BPCL) & Dr. Reddy's Laboratories.

RURAL LIVELIHOODS: Under the scope of this program, DRF reaches out to small and marginal farmers through substantive and peripheral interventions giving them access to knowledge, ecologically sustainable and cost-effective technologies and methods to improve agricultural productivity and net income. The program also identifies em-

ployment potential in nearby developing areas and uses this information to skill rural youth and links them with jobs.

Scale & Impact: Spread across 25 project locations in 8 states, the program has reached out to over 28,887 new farmers and 17,807 substantive farmers to date (21,191 new farmers and 11,798 substantive farmers impacted so far this FY), enhancing their livelihoods. The improved cash flows to these families are bringing in many-faceted changes and positively impacting the quality of their lives.

Partners: Ernst & Young (E&Y), High Network Individual – Supported, Deshpande Foundation, Dr. Reddy's Laboratories & DRF Core Fund.



DRF experience with the Goat Trust : DRF Rural livelihood team sought support from The Goat Trust in enhancing goat based livelihood for poor small and marginal farmers. The Goat Trust has provided valuable support in terms of building capacity of Pasu Sakhi –the rural women service providers. DRF is witnessing a positive change among the mindset of the goat rearing families with introduction of Pasu Sakhi in the field. Farmers are willing to pay for their service and its very welcoming as we can use precious resources elsewhere. The trainers in 'The Goat Trust' have very professional outlook and it has created very positive impact within community.

(Based on conversation with Mr Tarun Shukla. Mr Tarun is Rural Livelihoods manager of Dr. Reddy's Foundation.)

Gurukul Continues...

Like every month this month The Goat Trust was center of various activities from training, study tour, animal health camp, video show and different activities of Bakari Bank. One of the main functions of The Goat Trust Centre is to provide a platform to organize various activities in livestock management, at the forefront of knowledge.

Under Bakari Bank various activities were carried out. Health camp with help of community animal health center of the goat where de-



the center of Pashusakhi refresher. one Refresher programme of Pashusakhi of Angara was organized on 1st to 4th July.

The programme had started with welcome to all participants on day 1 by The Goat Trust, registration familiarization, micro lab, prayer etc. After that participants shared the 8 months field work experience with The Goat Trust. What kind of response they get after getting the assignment. 4 day refresher Training Programme was organized by JSLPS in association with The Goat Trust from 6th July to 9th July 2015. Pashusakhi of Manoharpur, Khutpani

and Goyalkheda had participated in this training programme.

Sanjeev Kumar, Chief trustee of TGT, inaugurated a 6 day orientation workshop from 25th & 31st July, 2015 on small livestock management. He called upon all stake-



holders to work in unison to achieve excellence in livestock management and devise service in partnership with the citizen. Livestock sector plays a significant role in the rural economy of India. Livestock represents the only way in which the natural vegetation that covers large parts of India can be converted into products that can be used by man. It provides drought power and manure to the crop enterprise and this in turn provides feed and fodder. Fortunately India is blessed with a tremendous livestock wealth.

The Goat Trust have launched community insurance program after rigorous training of community, community leaders and Livestock Nurses. The programme continues in several areas.



worming and treatment was done. In special reference of training, July was



A new hope - Tale of Savita



"We were rearing goats for many years but the messages from The Goat Trust-taught us how to administer medicine and vaccines to goats, how to feed them better with supplements and how to prevent them from seasonal and endemic diseases," says Savita. Savita Kishor Raut's husband is a shepherd-farmer who owns not a single acre land. Although Savita and her family also worked as farm labourers their combined incomes were not sufficient to support the family.

Savita is from Kolgaon of Vardha District. She has 2 daughters and one son. Both of them are not so educated. Savita and her husband work as farm hands, but work is not consistently available. So she and her husband have taken up goat rearing, which they perceived to be more profitable as compared to farming or cattle rearing. A goat gives birth to 1 or 2 kids every 6 months and it is possible to grow the

herd quickly. Goats are sold anytime during the next 24 months and fetch between INR 5,000 and INR 6,000 depending on the weight and demand. Better prices are obtained during festivals.

Her husband grazes the herd at the nearby pastures. She believes that the veterinary service is very useful as the animals are prone to illness, mostly during the monsoon. She is happy to have started the business as it will supplement her monthly income of INR 3,000 as a farm hand. She will use the extra money for the treatment of her father-in-law, education of her children and for celebrating festivals. Now at present

Savita is a Pashusakhi of The Goat Trust. She is being considered as a successful goat farmer in the adjoining area. She is contributing very much in her community.

At present she has 11 female goats, 1 breeding buck and 10 goat kids. Every month, they receive about 3 messages from The Goat Trust on their mobile phones about scientific methods of goat rearing which they say, have helped them improve the yield from their flock immensely. Many women in these villages, who are involved in goat farming, are harnessing the power of the cell phone, for managing their herds better.



Palko shows the way

A female farmer, Palko Devi resident of Jaratoli village in Angara block of Ranchi district of Jharkhand, who has been doing traditional farming, was inspired and motivated by the The Goat Trust. Consequently she started a low cost Goat Farming in his village in December 2013.

Initially the farm was started with only 6 Black Bengal goats. The technical know-how on scientific goat rearing was provided by the The Goat Trust. The goats on this farm have been maintained under semi-intensive system of management by the family member. Besides grazing, the animals were provided supplementary concentrate feeding, mineral mixture, fodder, tree leaves lopping and guar straw. Total expenditure incurred on supplementary feeding of goats in a year worked out to Rs. 10,700. The present strength of the

flock is 42 goats. The returns from the sale of goats in one year were estimated to be Rs. 75,000. Moreover the goat manure valuing Rs. 4000 was produced and used in the agricultural farm of the owner.

At present Palko is a Pashusakhi of The Goat Trust and everyone was inspired by Palko Devi. Goats play a significant role in ensuring livelihood security to the millions of small and marginal farmers, landless labourers and rural folk. Goat rearing under intensive and semi-intensive system for commercial production is gaining momentum. Palko has no child but she enjoys very much with her goat family. Palko says to The Goat Trust editorial team, "Don't listen to others, listen to one self and try to our best." Really Palko shows the way to the future of Goat Farming.



Listen to livestock traders- Bakarganj Market

The Goat Trust had the opportunity to visit this unique livestock market, a livestock fair, in the Bakarganj village, in UP around 1 km from District Fatehpur headquarters.

This weekly village market is the biggest social event for all the people in this region. The weekly market for this region is held here on Saturday, 7 am to 5 pm.

Number of neighbourhood farmers attend the livestock market. Owners of the market is Lallu Bhai and Munna Bhai. They have been engaged in livestock trading for at least 15 years. The market has been functioning since 1965. The total area of market is 3 bigha. It's very interesting that some of the people would have walked for over two days to get to the livestock fair. They stay on the grounds for one straight day, hoping to get a fair deal for their prized livestock. It's a big open ground, at the end of the village market where the weekly livestock market is set up.



Market is a suitable place for small livestock, goat, sheep and some other cattle. In rainy season, overall business is low. There is no lack of basic facility in market. Total area of market is not satisfactory but the problem of waterlogging is low. It is so contradictory that females play an important role in decision making re-

garding sale of goats and income generated through sale of goats, as well as taking care of the animals but the presence of females in market are less. Goats are transported by bikes/cycles from goat farmers to stocking place or local haats. However, outside transport is achieved by small truck.

Livestock technology- Urea Molasses Block

The productivity of dairy animals in developing countries is greatly constrained by the lack of green fodder and good quality feed, due mainly to low availability and high cost. Crop residues and dry grasses are the major source of forages for feeding livestock in these countries. These crop residues are low in nitrogen and high in fibre and lignin; characteristics that restrict intake and digestibility in animals. Animal nutritionists, all over the world, have proved that the nutritive value of these crop residues can be enhanced if supplemented with deficient nutrients. Urea Molasses Block (UMB) through licking provides fermentable nitrogen, energy and minerals intermittently, necessary for optimum microbial growth. Microbial protein can contribute 30-40 percent of crude protein requirement of an animal. As ruminants can produce microbial protein from non-protein nitrogen, UMB supplementation in the ration is quite

beneficial, especially when fed crop-residue-based diets. The UMB technology is only suitable for areas where dry fodder is the predominant source of roughage for animals. Our livestock mostly depend on straw. The straw contains low level of nitrogen so that rumen microorganisms unable to show their desired activity due to lack of necessary amounts of ammonia and amino acids. Adequate balanced diet should be provided to the dairy cattle to get desired production such as milk, regular calf well health etc. At first 3.9 kg molasses is weighed and put in a large bowl. 500 gram common salt and 1 kg of urea is added and admixture well manually. This mixture is kept for one night or at least 12 hours. After 12 hours, the mixture in the bowl is again mixed well by hand. Then wheat bran, rice polish, and lime, which were previously kept in separate bowls, are added with this mixture and also mixed



well. Now this mixture is placed in a 9" long, 5" wide and 5" high wooden form or die, and then pressure is applied by wooden cover to give it block shape. Block so prepared usually weighs 2.5 kg. The block is now displaced from the die and kept for 15 hours for hardening and ready for animal consumption. Besides, the above procedures, the mixture can be pressed in the bowl that results in bowl-shaped blocks.

Empowerment through entrepreneurial fun

Goat kids and human kid in our rural Indian culture enjoys beautiful relations together. Children in livestock rearing families had natural inclination to play and care small kids and goat kid provides a companion to kids.

The Goat trust, building on this relationship conceptualized and implementing a “kids for kid” program wherein young goats (9 to 12 months & pregnant) are provided on cost recovery basis to a Girl child to take up an entrepreneurial venture with risks well managed.

As part of program, an integrated package of capacity building (basic know how), Asset (Young goats). Basic goat health care kit and mortality risk coverage package is given to Young Girl selected through a rigorous process from poor & marginalized families. Within one year, young goat is expected to give birth to 2 to 4 kids (Twice kidding with 1 to 2 kids per kidding). Selected girl have to return original goats to Bakari bank (A unit of The Goat Trust) and original investment money is returned to the investor by selling this goats.

Benefits to Receiver (Young Girl/Children)

Program intends to provide economic and social benefit to young girls and empower them through entrepreneurial exposure while preserving their fun in a business. Program tries to ensure following benefits to recipient -

Economic – Within a year Young girl will have 2 to 4 kids, out of which 2 will be more than 6 months age. As well fed goats can conceive by 9 to 12 months and will give birth to kids by 16-18 months, It is envisaged that within a year after returning original goats, she will have 1 goats with two kids and can probably sell 5 other goats or bucks. With average price of Rs 3000, she may earn Rs 15000 and a goat with two kids as asset. Program targets that within 3 years of receiving goats, she should earn Rs 20000 to 25000 and that should be deposited in her own account in the bank. When she gets married, she should have this amount as capital, entrepreneurial skill and courage to face the world and this could give her confidence to face the world with courage and conviction.

Social benefits

Entrepreneurial skill and exposure to a small business management not only will provide economic return but also will enable a growing girl to create a self identity and learn production and sales skill even in rudimentary level. She will record all financial transactions and sense of saving can empower her to work and get reward. It Is envisaged that as a married women she will have confidence to face the odds of life and family tensions especially social abuses by husband and in laws as she can lead an independent life.

Benefits to Investor (Giver)

Investor will have their original money back by the end of the year. They will have liable periodic updates available on web page about progress of young girl and kids. We will share six monthly progress report as per our reporting format. Besides that may interact with sponsored girl child in annual meet and through skype, which will be organsied on scheduled date and uration by The goat Trust and intimation for same in advance will be shared to sponsor. One Individual sponsor can only sponsor maximum of 10 Young girls and philanthropic organization may sponsor a maximum of 100 Young girls in one calendar year.

Who can invest/Sponsor?

Any socially sensitive person, who wants to help a fellow child of our country and voluntarily wants to put money in the program without interest. However regular information and updates with each kid and goats will be shared on Kids



Product

Product 1 - One 9-12 Months young goats – Rs 4000
(Goat price Rs 3000 + Medicine Rs 300 + Insurance Rs 300 + Admin charge Rs 400)

Product 2 - Five Layer ducks or hens – Rs 1500 (Rs 1250 cost of ducks/hens + Rs 100 Insurance + Rs 150 admin charge)

Both Product 1 & 2 – Rs 5500



Please join us. We invite contributions to the 'Kids for kids india', Voices Rising. We are looking for your suggestions. Follow us on following contacts- email- editorial.thegoatrust@gmail.com, thegoat-trust@gmail.com, www.facebook.com// kids for kids india, cell no-08601879781,08601873055

for Kid webpage and one can remain updated how program is performing.

Role of The Goat Trust - Reports and relations

The Goat Trust will share six monthly status report through mail and each of sponsor will have a password to log on and see recipients report and feelings sharing periodically including her likes, dislikes and present economic condition. The Goat Trust is just a facilitating organization for the program and will put on administrative, human and technical resources for the program. It will not intend to earn any direct profits from this whole program apart from a small admin cost that had been put in the product. We are cautious to ensure regular school attendance of sponsored children and goat should not be a hindrance or reason for leaving school . Package of practices with focus on semi stall fed goat farming and limiting goats to 1 to 3 had been important component to reinforce their commitment for education. However sponsor might provide feeding cost (Rs 1250 for one year to goats) and or educational books sponsorship if they wish so. We would encourage in kind sponsorship for books and clothes and no cash for same will be accepted. However we will ensure such gifts reaches to intended recipient timely and in best of state/conditions.



The Goat Trust-An Introduction

The Goat Trust is registered as charitable trust to promote small livestock (Goat/sheep/ Backyard birds rearing) based livelihood through demystifying production technology, build institutions and promote standard of marketing and linkage across the globe. It is mandated to grow as a resource organization to work on development of pro poor small livestock farming systems, technologies and market development through collaboration and networking with various stakeholders. The Goat Trust has been resulted as an experiential learning process of a few development professionals engaged in livelihood promotion for women farmers and women led grass root organizations over a decade. It was registered to provide individual stray effort and struggle with small livestock based livelihood issues, a platform to promote cross learning, further accentuate action research to generate knowledge, experiences and make it available to larger set of players within and outside India.