

# The Goat Trust and You

## I MONTHLY ROUNDUP

### I CONTENTS

1	Monthly Roundup.....	1
1.1	Welcoming Financial year 2024.....	1
1.2	Launch of our online course on commercial goat farming by International Institute of Goat Management.....	1
1.3	TGT joins forces with Brooke India.....	2
1.4	'Pashumart': The next big thing in TGT2	
1.5	Our Success Story in Bihar .....	2
1.6	CLM Training.....	3
1.7	National Schedule Castes Finance and Development Corporation (NSFDC) team visit..	3
1.8	Certificate course on Livestock Entrepreneurship and Business Management.....	3
1.9	Pashubazaar team trades 50,000 goats .	4
1.10	Banking on Pashudhan Bank for 2024 ..	4
2	Where have we been?.....	5
2.1	at the online great place to work challenge	5
3	Community Corner .....	5
3.1	Artificial Insemination training for community .....	5
3.2	Assam to Meghalaya corridor with Team@21 .....	5
3.3	Pashu Sakhi training .....	6
3.4	Transforming backyard Goat Farming to viable Social Micro Enterprise.....	6
3.5	Residential training for women.....	7
3.6	DGM, NABARD visits our project location in tripura.....	7
3.7	Health camp organised for community	7
4	Life at The Goat Trust .....	7
4.1	Celebrating Milestones: 2023, a wrap up	7
4.2	Plantation drive on 75 <sup>th</sup> republic day....	8
4.3	New Beginnings .....	8
4.4	Performers and Social Stars of the month	9
4.5	Capacity building for our ground force	10
4.6	Training of trainers at the TGT Campus	10
4.7	Leadership development session.....	11
4.8	musings of TGTians .....	11
4.9	Stories from the field.....	12

### I.1 WELCOMING FINANCIAL YEAR 2024

TGT and its members had a great financial year 2023 with a number of milestones attained, new partnerships achieved, new collaborations, talent acquisitions, community outreach and a lot of training and events happening at the campus. We welcome new year with a lot of hopes and aspirations for us and our biggest stakeholders, the goat farming community we serve. Our commitment lies at innovating with processes to bring about systemic changes for the farming community to flourish. The TGT campus is ready to launch certificate course in Livestock Entrepreneurship and Business Management to welcome and orient interested youth to become Livestock Business managers and certified Commercial goat entrepreneurs. A new years' lunch was organised for the TGTians along with their families on this occasion.

### I.2 LAUNCH OF OUR ONLINE COURSE ON COMMERCIAL GOAT FARMING BY INTERNATIONAL INSTITUTE OF GOAT MANAGEMENT

International Institute of Goat Management has launched its flagship programme on Commercial Goat Farming online course (online mode) in record time of 5 months. In order to pursue entrepreneurship, creativity, innovation, newness and focus on products with sustainable and significant margins is important, a systemic change in approach for commercial goat farm is critical and this course fills in an abyss between entrepreneurial goat farming and subsistence goat farming. The course is available online with a fee contribution of Rs 3500 as a new year offer.



Please connect to the team if you wish to explore, understand and be different in a traditional sustainable business of goat farming. A demo video is available on youtube channel.

<https://youtu.be/zwbE-vaBW0?si=7gouAdraEKO9WUZ6>

### 1.3 TGT JOINS FORCES WITH BROOKE INDIA

TGT Global joined hands with Brooke India, one of the prominent international organization working in livestock and equines. It works with brick kiln workers for their welfare and focus on goat based livelihood promotion at the bahraich district, UP, India. The programme launched with the orientation cum training of PashuSakhies and implementation team members of 20-25 villages to enhance the income from improved goat farming practices.



### 1.4 'PASHUMART': THE NEXT BIG THING IN TGT

The focus on commercial goat farming has been increasing within TGT and therefore there seems a significant scope of scaling up our position as one stop training, materials, handholding support and be a regular partner with commercial goat farmers and development partners and our business can grow multifold by having all facilities under one roof. We have an assortment of products and services to be provided under Pashumart. It includes training modules on commercial goat farming and development partners. In order to conduct ToT on participatory training technique, a well-placed training facility with 28 beds hostel will be added by January, 2024 within TGT campus. We already have an IIGM hall, old thatched hall and conference room to accommodate 3 batches of training at a time.



### 1.5 OUR SUCCESS STORY IN BIHAR

The Goat Trust in collaboration with the Department of Animal and Fish Resources, Government of Bihar, the World Bank and ISAP India Foundation had started out as a technical support agency to promote goat based livelihoods and goatry value chain under the overall Bihar Kosi Basin

Development Project in the kosi belt of Bihar. This region is known to be the most affected by the kosi river flooding in the past and is still quite vulnerable for flooding. A sustainable livelihood system need to be established here for adequate social and economic well-being. In collaboration with the other stakeholders, we have managed to establish a couple of Farmer Producer Companies for a robust community owned institution to function in the goat based value chain. The video of Mr. Purushottam's journey is a testament of the transformative power of this initiative. The life of a labourer took a significant turn and today he is a true agripreneur. This is a symbol of the positive

impact that the project has had among the community. [https://www.linkedin.com/posts/ugcPost-7147940894682394625-kCSq?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/ugcPost-7147940894682394625-kCSq?utm_source=share&utm_medium=member_desktop)

## **1.6 CLM TRAINING**

The Goat Trust conducted a 10 days residential training for the Community Livestock Managers (CLMs), with the help of especially designed modules on enhancing their knowledge and skills to upgrade the standards of living of the poor through better health and nutrition of their livestock. The training was attended by 26 participants from the states of AP, Karnataka, Bihar, Assam, West Benagal, Tripura. The topics touched upon were breeding, feeding, housing, sanitation, preventive health measures, community training techniques and improved management practices.



## **1.7 NATIONAL SCHEDULE CASTES FINANCE AND DEVELOPMENT CORPORATION (NSFDC) TEAM VISIT**

Team from NSFDC, which has collaborated with The Goat Trust as a funding partner in order to develop goat based value chain in the backward regions, visited the TGT campus in Lucknow to understand more about TGT's work, along with discussions on last quarters' work, selection of next phase of CGF candidates, creating an action plan for next phase of the project, discussions on release of next tranche of financial support. Professor Sanjeev Kumar joins in as the director of International Institute of Goat Management. Mahendra ji, TGT, organised and managed the meeting on a short notice.

## **1.8 CERTIFICATE COURSE ON LIVESTOCK ENTREPRENEURSHIP AND BUSINESS MANAGEMENT**

The next batch of a six-month certification course on Livestock Entrepreneurship and Business Management at the International Goat Management Institute is scheduled from April 2024 in the new academic building on the TGT campus. A total of 25 graduates or 10+2 passed students from East and Central India would be eligible for it. Help us reach potential candidates from rural areas who can be local change makers in integrated livestock and livelihood development. Additionally, NGOs could also nominate their less formally educated competent staff. The tuition fee would be covered by the organisation and the fee is exempted for deserving candidates from financially weaker background. Write to us at [tgtmanagement2@gmail.com](mailto:tgtmanagement2@gmail.com) for more information.



## 1.9 PASHUBAJAAR TEAM TRADES 50,000 GOATS

[Pashubazaar.com](http://Pashubazaar.com) team has achieved the feat of trading 50000 goats through community based aggregation, FarmFair practices and live body weight & grading based transparent pricing techniques. It almost too a decade since 2002 for the company to attain the numbers we once dreamed of. The team and CEO Vinay Gautam has been able to achieve these numbers as a first mover among the community. It is a social business and therefore has a higher gestation period than pure profit making business. With 15 Goat Farmers Producing Companies across the nation the business processes and protocols would only get better and more harmonised. In the pursuit of scale, we need to prioritise poor and marginalised farmers and their hopes and aspirations above all. Keeping farmer welfare at the center, [Pashubazaar.com](http://Pashubazaar.com) would set a standard to build a transparent and fair livestock trading system.



## 1.10 BANKING ON PASHUDHAN BANK FOR 2024

Shared Livestock Farming Platform - Pashudhan bank (Livestock bank) is inviting now micro investors willing to harness strength of livestock producing multiple livestock and supporting a livelihood of a family with a decent estimated return of 20 to 30% on annual basis. Pashudhan bank has a loan and lease (shared farming) based products as well Pashudhan Suraksha Yojana - Livestock Protection Scheme all under one roof. In order to set it up as facilitating bank with developing special tools for Livestock farmers credit rating, team is looking for financial partners to scale it up. Rang De and Samunnati hasve already been on boarded besides 26 bank branches collaborated with. So far we have 500 goat farmer clients on board and are eyeing

on at least one lakh such farmers in this financial year.

## 2 WHERE HAVE WE BEEN?

---

### 2.1 AT THE ONLINE GREAT PLACE TO WORK CHALLENGE



TGT participated in the Great Place to Work certification survey which is conducted by the Great Place to Work Institute. It is an annual certification drive cum challenge which is built on employee centricity within an organization. TGT, being a non-profit organization participated in the drive and aims to strengthen its employee empowerment, transparency and accountability through this.

## 3 COMMUNITY CORNER

---



### 3.1 ARTIFICIAL INSEMINATION TRAINING FOR COMMUNITY

Certificate distribution after goat artificial insemination training  
Good opportunity to make a future After taking artificial insemination goat training can earn good profits

### 3.2 ASSAM TO MEGHALAYA CORRIDOR WITH TEAM@21

TGT is moving at fast pace with various projects in Assam with the visit of representatives from Oak and AIFT to understand project development. The activities involved Launching of Video on Wheels and Mobilization tools like BPP and App to capture Baseline data and RWEs profiling in the respective blocks of Gualpara and Kamrup Rural. Team is resetting timeline to complete the targets and focus on Mobilization and awareness of RWEs with selection of LBCs. The representatives were happy with the progress and gave their valuable suggestions to be incorporated in next course of action.



### 3.3 PASHU SAKHI TRAINING



Empowering rural women through hand-holding support and capacity building to become Pashu Sakhis. Offering veterinary health services at their doorstep by The Goat Trust in partnership with Safe Society also fostering confidence



and self-reliance within the community



Purvanchal Gramin Seva Samiti in Gorakhpur, with technical support from The Goat Trust, empowers women through skill-building and entrepreneurial training. Collaborating on Pashu Sakhi programs, they equip women with the essential knowledge and skills for effective goat husbandry. This joint initiative is dedicated to enhancing livelihoods by nurturing entrepreneurship among women in the region.

Khoripanan women goat farmer producer company limited distributed cheques to 21 of its members



### 3.4 TRANSFORMING BACKYARD GOAT FARMING TO VIABLE SOCIAL MICRO ENTERPRISE.



In collaboration with UtthanGujarat, TGT Global Development Services Pvt. Ltd. delivered Training on Commercial Goat Farming to 150 selected rural women in 6 distinct batches at Dhanpur block of Limkheda, Gujrat with the aim to improve and uplift their lives through small livestock (Goat)



### 3.5 RESIDENTIAL TRAINING FOR WOMEN

Women Empowerment with technical skill on improved livestock echoes with One Earth, One Family and One Future mission. Five days residential training for 21 trainees belonging to Rajasthan and Madhya Pradesh supported by Srijan India was organised at Goat Gurukul, Lucknow. One Pashu Sakhi represented one village and after being trained they will provide last mile door step service to resource constraint families in their respective villages and counselling to villagers goat rearing as business rather backyard farming.



### 3.6 DGM, NABARD VISITS OUR PROJECT LOCATION IN TRIPURA

Under the Farm Sector Promotion Fund of NABARD, TGT has set up Livestock Trading Center in Tripura. North East Vigilance Officer and DGM, NABARD visited our project location in order to take note of the activities within. The enthusiastic visit of the vigilance officer, accompanied many questions and curiosity about Artificial Insemination and its benefits in goat rearing. He also appreciated

the tagging technique used by TGT to track goats for vaccination and sale.

### 3.7 HEALTH CAMP ORGANISED FOR COMMUNITY



## 4 LIFE AT THE GOAT TRUST

### 4.1 CELEBRATING MILESTONES: 2023, A WRAP UP

2023 saw TGT grow by leaps and bounds with multiple partnerships sprouting, projects flagged off, new talents hired, geographical expansion and most importantly growth of community outreach. We had started off from the hindi heartland of Central India at the start of our journey in making goat based livelihoods sustainable. The year 2023 saw us expanding to the remote locations of North Eastern India with projects being run along with . Various HR camps and trainings were organized to

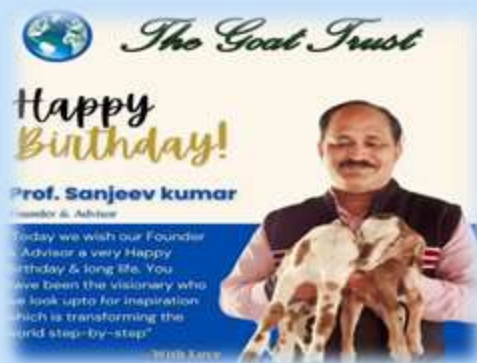


better our team members' skills and decision making prowess. Our breakthrough partnerships this year have been with esteemed CSR and government agencies such as Azim Premji Foundation, Reliance Foundation, Oak Foundation, NABARD, etc. Besides, we have also been able to partner with knowledge institutions such as CMAP and Raman University, Madhya Pradesh as technical partners. Our goat sale business touched a high sale value of Rs. 40 Lakhs in the peak season of bakraeid, which is a considerable

jump from last year. A presentation on the achievements and milestones achieved in the year 2023 was given by Ms. Chanchal, Team HR on Republic day eve.

## 4.2 PLANTATION DRIVE ON 75<sup>TH</sup> REPUBLIC DAY

TGTians aggregated for celebrating the 75<sup>th</sup> Republic day at the TGT campus, Lucknow and participated in plantation drive within the campus. The solemn resolve of the organisation and its mission to transform small scale goat farming to sustainable goat based value chain shall take its inspiration from the trees planted this republic day.



## 4.3 NEW BEGINNINGS

TGT wishes our founder and advisor, Shri Sanjeev Kumar, a very happy birthday. His is a visionary who has inspired many on goat based livelihood promotion and entrepreneurship.



We wish Mahendra a lifetime of happiness!



Welcoming Mr. Ajay Sainy to the Pashudhan team of TGT

#### 4.4 PERFORMERS AND SOCIAL STARS OF THE MONTH



Ms. Alka Singh recognised as the performer of the month for her dedication and contribution. Ms. Alka has demonstrated excellent leadership skills in developing a flagship program by herself and marketing the same through her sheer determination. She is an example of displaying leadership skills whenever time demands of it.

Dr. Iqbal Salik, Mr. Rajat Singh, Mr. Prashant Kumar have been recognised as the social stars of the month for their excellent and engaging presence of work on social media.





## 4.5 CAPACITY BUILDING FOR OUR GROUND FORCE

Building capacities of the team members enable them to play a pivotal role in the projects at hand. TGT organised two-day ToT for our ground force from various states. Learning new approaches of social sector, work design, community training techniques, designing training games were few of the many topics discussed. Events like this surely help the team to grow and learn.

## 4.6 TRAINING OF TRAINERS AT THE TGT CAMPUS

13 participants from north east as well as the head office of TGT participated in the training of trainers' workshop to hone their skills of community mobilisation and training



### Feedback



Dr. Salima siddika  
State Coordinator  
Assam

The training was a good mix of training planning, business planning and marketing planning. I learnt about how training should be planned as per the target group, topic and the tools available at the moment. Besides being a comprehensive training for trainers on how to approach community for training and communication, the training would be useful in order to hone my skills as a trainer on field. – Dr. Salima Siddika



Iqbal Salik Minhaz  
Vet Expert  
Assam

The training was useful in understanding the budgeting aspect of training, pre training and post training cue development and follow ups, facilitating effective communication through tools like powerpoint presentation, recreational games, participation etc. Personally, I will implement role plays, reward cookies and motivational speech or videos, while I deliver community training on ground.- Dr Iqbal Salik Minhas

## 4.7 LEADERSHIP DEVELOPMENT SESSION

A leadership development session was taken by Mr, Lokesh Singh virtually for all leaders within TGT. The "Leadership Development" module has been divided into three distinct categories. First, is "Leadership - concepts and components", Second, is "Life Skills" and third is "Personality Development"

A batch of 15-20 participants are being trained in each of these sessions .The sessions have been going on from 30th December 2023 onwards. Every session starts with expectation setting and ends with feedback gathering.



## 4.8 MUSINGS OF TGTIANS



The difference between commercial and traditional goat farming:  
banking on quality breeds

[Catch a Glimpse about Traditional Vs Commercial Goat Farming. \(youtube.com\)](#)- Prof. Sanjeev Kumar

### Building leaders for the Future



Kumar

Any organization is as good as its people. A Livelihoods Army (आजीविका आर्मी) was formed at The Goat Trust last year by selecting committed field level leaders, building their capacities, enabling them with required soft and hard skills were imperative to invest on. A social organization most often are bereft of such funds to build organisation leaders at field level but when an organization puts high value on it resources do not come in the way. Kudos to the team members who strongly believed and decided to invest significantly on capacity building of the future leaders-Prof. Sanjeev

### The Black Bengal Goat Conundrum



Milk replacer for Goat kids in Assam can be a life saver. This is a kidding season in Assam hills and Black Bengal goats are known as a prolific breeder (more kids per goats). This creates classic problems of plenty. More kids (3 and above) and low milk of mother goat creates a dilemma of kids' survival and their growth (normally 10% of body weight is milk required). As per field observation, low milk leads to either stunted growth or death of kids. In such areas home prepared milk replacer can be a life saver. Happy to see Assam team trained 30 such Women Livestock Business councilor (LBCs) to acquire the skill of home-made milk replacer manufacturing and training the community as well. This will go down as a significant skill and knowledge to reduce mortality and increase productivity of goats in this region. – Prof Sanjeev Kumar



### Neem- A panacea for multiple ailments?

Nature has produced a number of products to protect and safeguard both animal and human health. One such naturally available product is Neem oil used as a preventive health cure for animal health. It is now produced at 16 Community



Livestock Business Centers and has a lot of demand among goat farmers. It is a small initiative which can bring about great changes if the impact is visible to people. We must strive to build its value bit by bit at the grassroots, where it matters the most- Prof. Sanjeev Kumar



### Empowering women through training

It is really satisfying to see the journey from a Rural Women to PashuSakhi.- Dr. Salima Siddika

## 4.9 STORIES FROM THE FIELD

### Anita didi and the digital lag

Anita didi is a pashu sakhi engaged actively with The Goat Trust. She sustains her income and livelihood by selling animal feed and administering vaccinations to goats in her village. She diligently compiles data from the farmers in her community taking down number of goats, vaccination schedules, births or deaths in ten herd etc. This data serves as a personal record as well as a valuable resource for bi-weekly and monthly in person meetings with her manager at The Goat Trust. With the data around

goats sold in market, vaccinations administered, animal feed distributed being collected, The Goat Trust is able to strategize well for their operations. Since the organization is undergoing a digital transformation to improve efficiency, enhance data management and reduce data turn out time for the organization, all extension workers and ground force is required to get comfortable in handling data capturing devices, data sharing tools and actual data transfers. For this purpose, TGT is providing a 50 % subsidy to all their women agents. The story so far with this inevitable experiment is that extension agents like Anita tend to be less proactive in embracing digital updates, a trend noticed by the organization. There seem to be a lot of challenges in this direction a few of them being- limited technological exposure and hence technical skills among women, limitation of devoting exclusive time to understand the technology and its usage among the women, use of the phone by the other family members and lack of understanding and appreciation for the women agents to use it work, and the inherently skewed gender norms in the society.

The organisation also found that, in general, communities in which these women reside do not often realise the benefits of keeping digital records, for example, in case of loss or damage to a paper-based record. This social proof regarding the advantages of embracing digital mediums of data management is not readily visible or commonly discussed within women's social circles.

Women are also hesitant to operate a phone as they might accidentally delete previous and existing data. Typically, younger children use the phone as entertainment, leaving the digital updates prone to accidental deletion. We also observed very little understanding amongst the women agents about their organisation having received and documented their digital updates. This ambiguity around the recipient of the digital update breeds a level of distrust in sharing digital updates.

TGT as a result, has been working on making women like Anita comfortable with devices and technology especially with the basic data sharing applications such as whatsapp, google meet etc, apart from providing a 50 % subsidy. It is also focused on making the technology use and its value a positive experience for the women to own it and prize it for its efficiency. In order to tackle the barriers of access to digital platform, training on digital platform, using the digital platform and sustained use, TGT has included certain elements into our interventions to digitalize at the end of community- (a) training posters that detail the exact steps to take while sharing data digitally. This poster was meant to serve as a capacity aid as well as reminder to the women agents to share their work updates in the midst of competing priorities; (b) a certificate of recognition for women agents who demonstrate continuous digital sharing of their work updates. This certificate was meant to provide an appreciation for their efforts towards using the digital platform and encourage them to continue sharing updates, and (c) a prototype of an 'auto-confirmation' message that indicates receipt and secure download of the data shared by the extension agent. This message was meant to target the distrust around sharing data in a digital manner.

We did a pilot activity of testing these elements with target women in four blocks of Uttar Pradesh and found:

- Women relate to poster bases training method. Our surveys indicated that these posters, beyond serving as reminders, played a vital role as necessary visual cues
- Consistency is the key to engage women in a habit of regularly sending digital updates to the organisation
- A certificate of recognition serves as an effective token of motivation. Women agents who engaged with the certificate were more likely to use their phones while interacting with the community of livestock farmers. This was an interesting finding since it implied that the woman agent had willingly used her phone, outside the confines of her house.
- Finally, we find that a simple auto-confirmation message that confirms receipt and secure download of the data leads to higher trust in sharing data digitally.

**Takeaway:** Mere provision of a phone and facilitating a capacity-building session could not be standalone enablers that would encourage women agents to adopt digital mediums. Recognizing the contextual challenges and the women's daily realities, it becomes crucial to consistently motivate and acknowledge their efforts in digital data sharing. Furthermore, a one-time training would unlikely suffice for a women agent new to phone use. Thus, supplementing training with take-home posters was important to build confidence amongst these women agents.

Additionally, in their in-person meetings, we suggested that the Goat Trust spotlight examples illustrating how the digital data shared by women agents has effectively reduced time and facilitated quicker community access to solutions. Finally, we demonstrated that simple design tweaks, such as an auto-confirmation message, can greatly decrease the distrust towards digital mediums.

Women extension agents like Anita in the story above are employed by a lot of providers, and women depend on this employment as a means of additional income. By understanding and solving the unique barriers faced by women, we can empower them to access critical resources, information, and markets, ultimately improving their productivity and income.

### Stories of resilience in West Garo Hills

The engagement of Pashu Sakhi during the training sessions has been commendable, reflecting a strong commitment to the initiative. In Dalu, witnessing women take bold initiatives sparks a profound inspiration. Their determination and proactive involvement breathe life into transformative projects. The vibrancy of their actions not only fosters positive change locally but resonates as a



beacon of empowerment. In these women's endeavors, the spirit of inspiration intertwines with progress, creating a lasting impact. The program has not only fostered knowledge **transfer** but has also unveiled the considerable potential within the block. With optimism for the future, we anticipate that the skills and insights gained through this training will translate into meaningful outcomes, contributing to the overall success of the initiative—Baphinpyneh Lyndem





### Change maker in real sense

Nisha didi is the real torchbearer of change on ground. She is a pashu sakhi and medicates 50 goats every month and earns more than Rs 3000 monthly.

