

Gir Gau Jathan Sansthan connecting commerce with the Indigenous Cows rearing mentoring 9,000 Self Help Groups— A Case Study**Rakesh Kumar Singh**

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E-mail: siddharth.jain@mangalayatan.edu.in**ABSTRACT**

Gir Gau Jathan Sansthan from Gondal in Rajkot, Gujarat is gaining its footprints amongst not only within the rural farmers in Gujarat but also in the global landscape. The man behind this in making is Rameshbhai Rupareliya who is also the buzzword amongst the social media youth entrepreneurship a known face in our Start-Up entrepreneurs' ecosystems through Technology Adoption, entrepreneurship development and family business management. Through this research paper – based on case study method the challenges and problems are identified with an in-depth analysis and its findings which has given the Vedic Gaupalan training covering the finer aspects of the right way of cow rearing connecting the business with the Gaushala. The Department of Animal Husbandry - National Rural Livelihood Mission, India has signed a Member of Understanding (MOU) charting a roadmap in mentoring 9,000 Self Help Groups thus empowering them to learn the trade and commerce giving business insights through sustainable development learning thus following the compliances of Food Safety Management System, Quality Management Systems, Good Management Practices and ethical decision making for future ready global market in contributing towards Aatmanirbhar Bharat. Technology intervention has been the integral part and the driving force in the product and service integration through the use of Vedic Gaupalan Vidya App making it accessible in 12 different languages for the end users keeping the essence of (jaivik) organic farming way functioning at the core of its operational performance and excellence with international standards.

The resolve of a committed Leadership through multi-dimensional approach to utilize the Panchagavya demonstrating the cow-based businesses which can help earn INR 50 Lakh on an acre of land. The journey which has just begun and will see its ups and downs on its way, but is also definite on its path not to deter from its goal and objectives of serving the Gau-Mata eternally through body, mind and soul.

**“Yaya sarvavidam vyaptam jagat stavarjangamam,
tam dhenum sirsa vande bhutabhavyasya mataram.”**

can be translated as: **“I bow my head to that divine cow (Dhenu) who pervades the entire universe — both moving and unmoving beings — and who is the mother of the past, present, and future.”**

Essence of the Verse

The shloka praises the cow as a universal mother and sustaining force of life, symbolizing nourishment, abundance, compassion, and cosmic motherhood in Indian spiritual tradition. The verse reflects the traditional Vedic reverence for the cow as a sacred embodiment of nature's nurturing power.

Keywords: Entrepreneurship Development, Sustainable Leadership, Aatmanirbhar Bharat, Panchagavya.

INTRODUCTION

Gir Cows could never have been so close to Ramesh Bhai Rupareliya as the soil of Gondal, Rajkot in Gujarat toiled for one decade to become the land of Gir cow which constituted a significant number of having nearly 16,000 numbers in Gujarat only and the rest of India with 1 Lakh numbers. Gir Gau Jathan Sansthan since its inception in 2016 has been manufacturing more than 200 plus cow-based products exporting to 123 countries worldwide and operates on B2C (Business to Customer) basis model employing 100 people directly to carry out day-to-day operations. Herbal ghee produced through Mathni (Bilona) by the process of rotating nine times clockwise and nine-time anti-clockwise is the scientific principle way that the cowherds use it to extract ghee in the vedic method which still holds its importance in making it so very natural (organic) and authentic way from the Gaupalak for the whole world.

LITERATURE REVIEW

Ahmedabad Mirror – Nischal Sanghavi, 11 July 2022. Ramesh Rupareliya receiving the “Farmer of the Year” award from Gujarat Governor Sri Acharya Devvratji at New Delhi for 150 cow-based products selling to 123 countries worldwide and running successful Gaushala of 150 Gir cows.

Rashtriya Gauseva Sudarshan Samman from Department of Animal Husbandry and Dairy the then Sri Purushottam Rupala Jee, Annadata Kisan Diwas 2023, Millionaire Farmer of India (MFOI'23), Dharti Putra Award Samarpan Samaaroh, 3rd Gujarat Ayush Health & Wellness Expo – 2024 for running Panchagavya Ayurveda Chikitsalaya and Panchakarma Kendra.

Bada Business. Com – International Motivational Speaker and Leadership Trainer Dr. Vivek Bindra interviewing Ramesh Rupareliya finding out the success of Gir Gau Jathan Sansthan and the modus operandi in its business performance operations and the excellence.

News18 – 16 April 2022 – Gir Gau Jathan Sansthan making the income of Rs. 32 Lakh per month without selling milk, setting up an example of a profitable business model with value addition of cow products in 124 countries worldwide. Providing direct employment to 100 odd people.

Gujarat Livelihood Promotion Company Limited (GLPC) – The first MOU signed with Junagadh Gram Vikas Agency to sell the Gir cow products produced from Gir Gau Jathan Sansthan, Gondal Rajkot.

Times Group – Crash course about cow breeding on your mobile – The moo-ving Factor – Gir cow is an indigenous breed with Gujarat having 16,000 Gir cows while across India it's one lakh. The Vedic Gaupalan App providing practical training in cow breeding in 12 Indian languages.

According to the study done by Vishal Kumar, Ashok Kumar Yadav, The Health benefits of Ghee, A Comparative Analysis of Ayurvedic and Modern Scientific Perspectives: A Review of ghee related literature from ayurvedic scriptures highlight the herbal ghee, the advantages of ghee, gastrointestinal health benefits, ghee and cardiovascular health showing the potential benefits between the ayurvedic and the scientific study.

METHODOLOGY

The Case study method is an intensive investigation of a particular unit, developmental mental procedure that follows diagnosis with a plan of action.

It is viable strategy for research and can be versatile device for bridging the gap between the phenomenon and image.

The aim of case study is to find out the factors that are account for behaviour pattern of the units and its relationship with the environment to understand the complex factors that are operative within a social unit and remedial action with correction or improvement in the existing programme.

The source of data for case study research are life history, personal documents of all types, interviewing individuals, online videos and is not limited to any single source of data collection, employing a number of sources.

RESULTS AND FINDINGS

Ramesh Rupareliya demonstrated how cow- based business can help earn Rs. 50 Lakh on an acre of land using a multi-dimensional approach to utilise the Panchagavya as published in “The Week” Magazine – 17 January 2021. From milk to manure, many products exported made the Cow biz profitable for the entrepreneurs.

The leading manufacturer of a wide array of products ranging from Ghee, Buttermilk, Bilona Mathni, Anaerobic Composite bags, spices, Nutritional powders, soaps and even Chywanprash.

Meghji Bhai Hirani of Nani Nagalpar village in Kutch district has 123 cattle, out of which only 13 produced milk which resulted in entire focus to shift from milk to cow- based allied products at his Neelkanth Gau Vigyan Kendra in Gujarat.

Nanji Rupareliya has not used any chemical fertilizer or pesticide at his farm in Gondal since 2008. Using natural manure which is not only cheap but also very effective in reaping bumper turmeric and onion crops without using chemical fertiliser.

Gir Gau Jathan Sansthan running the Panchagavya Ayurveda Chikitsalaya and Panchakarma Kendra eradicating the issues like Hypothyroidism, PCOD, Soriasis, Eczema, Allergy, Cough, diabetes, migraine, hyper acidity and Asthma. The benefits of Panchakarma helps in immunity booster, garbadhan samskara, helping the digestion system and in reducing weight loss.

IMPLICATIONS OF THE STUDY

The challenges of Gaupalan business mode in the rural areas of Jandhpura, Gujarat and the visit made to Manaklao village by Ramesh Rupareliya in identifying the issues faced by the local Gaupalaks.

Case study and statistical approaches have been considered as rivals and not really mutually exclusive. In-fact they are complimentary and both may be employed with advantage in the same project which is a distinguishing feature in character.

If the cases are chosen objectively wherever possible to formulate generalisations, whose validity would of course depend on how representative the cases are. A wise combination of the case study and statistical techniques make this tool highly significant in a vast country with multiple and inter-related influences.

CONCLUSION

The role of Department of Animal Husbandry and Dairy along with the other government bodies like National Rural Livelihood Mission, Confederation of Indian Industries in organizing the Tech and Organic Expo encouraging them through MOU's in providing training to the Self Help Groups increasing the start-up numbers of Gaupalaks and the various short term certificate programmes from IIT's, the platform to showcase the skills of entrepreneurship development and decision making to build the leadership qualities of mitigating the optimum risk, backing them up through funding such projects and the use of technology to make it a purpose driven with tangible results. This should be a role model taken to the other parts of India in showing that the Gau Mata has been a universal friend economically and socially in connecting the commerce with the indigenous cow. They singh to them, they give them names, they shelter the young ones in their homes. Without the herd, the tribe will die. To the Masai, the cow is life.

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