



Goat Village - A unique enterprise model in Kannur

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The SAMAGRA- Aadugramam(Goat village) project was started in the financial year of 2008-09 in Kannur District, as an innovative micro enterprise promoted by Kudumbashree mission. The project, centered round group rearing of native breeds of goats in an environment-friendly and economic manner has caught the attention of poor rural women folk as a viable economic enterprise, helping many families to tide over conditions of acute poverty.

Kannur District consists of 81 Panchayaths and 6 Block Panchayaths. In the First phase 39 Panchayaths were selected and implemented the Samagra Goat Village project. Initially in the project implementation 25 units were formed in each Panchayath (ie.,125 farmers and 500 goats in each Panchyath) .

At present, Kannur goat village project encompasses of 739 groups, each group contain 5 members and each member is having 4 numbers of goats (1 unit has 5 members and 20 goats). In short, presently in Kannur, minimum numbers of goats available as per the project is 14780.

Why Goat Village in Kannur?

Kannur district is in the north of Kerala has the ideal geographic, climatic as well as cultural setting for successful goat rearing. Particularly notable in this connection is the ubiquitous availability of green fodder as well as open spaces for goats to graze, without damaging the environment. The district also has a rich tradition of goat rearing. An advantage of goat rearing is that with small inputs and in short periods of time considerable income can be generated. Moreover, there is assured and expanding market for goat rearing products.

The Kannur project envisages the creation of 1500 goat rearing units, generating subsidiary work and income for 7500 poor women. The innovative feature of the project is its focus on rearing the endemic goat variety, known as "Malabari". This native breed with high immunity as well as productivity is

most suited to the local climate. Malabari goat gives birth to 2 - 4 kids every six months.

Main Objectives of Samagra Goat Village

- To create a self employment and additional income opportunities for rural women
- To create an enlarged network of production, distribution and marketing of products related to goats.
- To provide financial supports through subsidies to initiate the goat rearing.
- To make avail the maximum income to the beneficiaries by developing an agent free local goat fare.

Specific Objectives

- To provide Employment to 7500 rural women in the district.
- To produce above 25 lakh litres of goat milk
- To produce 5lakh kilograms of goat meat
- To develop a modern slaughter house
- To produce 10 tons organic manure

PROJECT PARTNERS

<u>AGENCY</u>	<u>ROLE/RESPONSIBILITY</u>
LSGD	Selection Of Beneficiaries
NABARD	Training Fund
Department Of Animal Husbandry	Training
Financial Institutions	Loan
Kudumbashree	Subsidy
NGOs	Technical Support

Implementation Process

'Adu Gramam' or Goat village is owned and implemented by Kudumbashree Mission. The implementation officer is the District Mission Coordinator and there is a District Consultant, Micro Entrepreneur Consultant, a Vet Team and Block Co-ordinators for respective blocks. There is a registered society formed (Reg no.194- 2011) for the smooth functioning of the goat village. There is a maximum of 25 units in each Panchayath and the Panchayath level society is being attached to the district level units.

Activities

1. Identification of Panchayath

Based on the climatic and geographic condition panchayaths were identified for implementing the project.

2. Selection of Beneficiaries

Women from the Kudumbashree NHGs who are interested in goat rearing will be identified through an initial awareness campaign/ class followed by a survey.

3. Formation of Activity Group

The selected beneficiary will be formed into groups consisting of 5 units. 1000 activity will be formed, 25 in each panchayth. Each unit will be given 4 does, and one buck will be provided for each group.

4. Training For Goat Rearing

3- days training for the selected beneficiaries will be conducted with the support of CDS. Inputs by efficient veterinary doctors from local veterinary hospitals were the highlight of the programme. Beneficiaries who successfully completed the training were awarded certificate. During the training Joint Liability Groups (JLG) were formed, each group

having 5 members belonging to the same or different NHGs. Each group elected a chairperson and a secretary.

5. Selection And Distribution of Goats

Goats will be selected from the agency with whom kudumbashree will tie up for their supply, and distributed to the units, Krishi Vignanavyapana Kendram will supply the goats and kids required to kick off the project and also co-ordinate the sale and distribution of goats from the beneficiaries.

6. Facilities Required

- Goat shed
- Fodder
- Veteniery service
- Extension service

FINANCIAL ANALYSIS

Project Cost for 5 member goat rearing unit

Number of person in a group - 5

Maximum subsidy per person - Rs 10000/-

25 goats for each group (24 female and 1 male)

Sl no.	Particulars	Cost
1	Cost of 25 goats	100000/-
2	Shed (5 no.)	20000/-
3	Medicine	2000/-
4	Insurance (300/goat)	7500/-
5	Transportation	2500/-
6	Cattle feed (6 month)	18000/-
	Total	150000/-

Source of Fund

Kudumbashree subsidy	50000/-
Panchayath plan fund	20000/-
Beneficiary contribution	7500/-
Bank loan	72500/-

Supporting System

VET Team

- A team including 21 women members were trained in goat rearing from animal husbandry department
- To visit the farmers and provide the better services needed twice in a month
- To provide veterinary services needed twice in a month.
- To identify goat rearing interested women and helped to the form unit.
- To promote the farmers for buying and selling of goats.

Goat Breeders Society

It is a society registered under charitable society Act 194/2011. It's formed for the success and smooth running of goat village project under Kudumbashree Mission.

Major activities involved

1. Goat Market

Goat breeders' society conducts the goat market with the support of LSGs and Kudumbashree district Mission. This is a common platform for both buyers and sellers, in other words a farmer can sell her goat and another one who wants to rear goat can buy directly. It helps to avoid the interference of the intermediaries or middle men in goat business. A farmer will get real price of the goat in the goat market. The market allows a buyer- seller direct approach. the price of the goat in the market is Rs.250/ kg (Rs 230 for the beneficiary and Rs 20 for the society for meeting the expenses of the market)



45 goat markets were conducted so far in the district, through this market a sum of 4486 goats were sold and the goats were bought by the beneficiary of different projects like goat village, LSGs of Kannur, Kasargod, Kozhikode, and Animal Husbandry Department of Kannur and Kozhikode, 'Sparsam' project of Kozhikode, Peelikode Agricultural University, SNDP union of Alappuzha. Total turnover from these markets was Rs 14126904/-

The report of goat market till to august-2013 under Kannur breeders society

Sl No	Date	Place	No of panchayaths	No of goats	Income
1	5,6,7 /02/2011	Peravoor	32	247	595675

2	28/8/2011	Iritty	11	104	364374
3	28/10/2011	Peravoor	6	47	191400
4	04/11/2011	Alakkodu	7	124	465700
5	07/12/2011	Kolayodu	10	101	835900
6	17/12/2011	Sreekandapuram	8	112	283600
7	20/12/2011	Muzhakkunnu	4	87	313700
8	22/12/2011	Panure	7	77	238300
9	7/2/2012	Pariyaram	7	170	563100
10	18/02/2012	Peravoor	5	258	423000
11	24/02/2012	Ulikkal	2	30	131300
12	29/02/2012	Chapparapadavu	8	169	254800
13	12/03/2012	Chokli	5	71	182100
14	17/03/2012	Koothuparamba	6	115	462700
15	24/03/2012	Payam	6	151	420100
16	30/03/2012	Peravoor	11	142	478100
17	04/04/2012	Peravoor	6	87	230100
18	09/04/2012	Peravoor	4	31	79900
19	11/04/2012	Kommeri	2	17	67400
20	17/04/2012	Pariyaram	1	14	58050
21	20/04/2012	Pariyaram	3	94	310730
22	24/04/2012	Eruvessi	5	62	267030

23	26/04/2012	Muzhappilangadu	7	54	105340
24	06/05/2012	Kunnothu paramba	6	147	193315
25	14/05/2012	Peravoor	5	107	286625
26	23/05/2012	Peravoor	9	142	377660
27	30/05/2012	Peravoor	6	113	381380
28	22/07/2012	Thillankeri	3	40	137390
29	28/07/2012	Perlasseri	3	15	61755
30	31/07/2012	Alakkodu	6	131	363515
31	18/08/2012	Thaliparamba	8	117	345345
32	27/08/2012	Kottiyure	6	52	112240
33	14/03/2012	Peravoor	8	140	686565
34	06/04/2013	Iritty	13	172	740580
35	10/04/2013	Mangattidam	3	49	171810
36	04/06/2013	Eruvessi	6	108	486890
37	10/06/2013	Peravoor	4	30	123000
38	23/07/2013	Peravoor	5	68	213780
39	07/08/2013	Naduvil	6	181	339810
40	17/08/2013	Peravoor	2	25	99665

2. Goat breeding Unit

Goat breeding unit is a small unit formed by a group of ten women. Presently there is only one unit, which is located in Thillankeri Panchayath. One of the main objectives of this unit is to develop pure **Malabari breed**, which has a high level of immunity power.



3. Ajashree Super Manure

This is an innovative idea emerged from the goat village project with the support of District panchayath, Grama Panchayath and Kudumbashree District Mission. It is a group of 10 women entrepreneurs unit located in Thillankeri panchayath. The Kudumbashree district mission provides training and subsidy fund, the district panchayath spend Rs 6, 53,704 (six lakh fifty three thousand seven hundred four only) for purchase the machineries and to meet other maintenance expenses, and Grama panchayath provides the infrastructure facilities. It highlights the importance of bio fertilizer made out of goat dung.



4. Adu karshaka Sangamam

Adu karshaka sangamam is being organised once in every year with the objective of experience sharing and solidarity building. It is an occasion to learn the best practices from other groups. It often attracts other farmers to this

group and stands as a public forum for the creation of favourable public opinion. It also helps the farmers to address the emerging issues, building confidence and preventing drop outs.

5. 5. Goat Insurance

Insurance is one of the main factors to avail subsidy. The basic objective of the insurance policy is to insure the owner and compensate her for any sort of loss, either death or accident. Under this policy they can cover themselves against loss of life of their live stocks. Usually, the insurance happens for a group of twenty goats. This is being done with the help of a team lead by vetereniery surgeon. It is very mandatory for Kudumbashree to cover all the goats under insurance for availing subsidies.

OUT COME:

Initially support from other family members was not forth coming, but later when income started to come, the situation dramatically change, the entire family taking keen interest in the activity. Women were assisted by other members of the family in collecting green fodder and looking after the animals.

Problems faced and how they were overcome:

The project faced a number of hurdles, which were tactfully resolved. The main issues included;

- For want of proper idea of the project of, initially the banks reluctant to provide loans. The banks were ready to give loans to NHGs, but not for the activity group. This was overcome by the government clarification that members of different NHGs can form an activity group. A circular from the state co-operative registrar was another factor that eased the situation, instilling confidence in the bank authorities.

- Scarcity of pure Malabari breeds goats. To resolve this, existing private goat farms were encouraged to breed Malabari goats.
- Inadequate veterinary services and lack of cooperation from the veterinary surgeons. To address this, the state Kudumbashree mission provided the service of an experienced veterinary extension service provider group also helped to meet the needs of goat farmers in the project to a large extent.
- Standoff of some Panchayaths due to lack of awareness. This was overcome by providing proper information to the concerned panchayaths.

ACHIEVEMENTS OF SAMAGRA PROJECT

SI NO	NO.OF PANCHAYATHS	NO. OF UNITS	NO OF MEMBERS	SUPPLY OF FEMALE GOATS	SUPPLY OF MALE GOATS	BANK LOAN	SUBSIDY AMOUNT
2008-2009	08	85	425	1616	85	6375000	3007500
2009-2010	33	286	1468	1468	286	7350000	11000875
2010-2011	22	88	469	469	88	20122000	3498375
2011-2012	09	59	297	297	59	6670000	2227500
2012-2013	13	58	290	290	58	6785000	2150875
2013-2014	33	322	1616	1616	326	48300000	16032500
TOTAL		898	4565	4565	902	95602000	37917625

PRODUCER COMPANY

Producer Company is a cooperative form of goat farmers which provides better services and economic benefit to the farmers. Farmers are the administrators and owners of the company. This company organize goat markets and provides an opportunity for marketing milk, feed supply, training, bank linkage and better awareness about insurance and other related activities.

Objectives of Producer Company

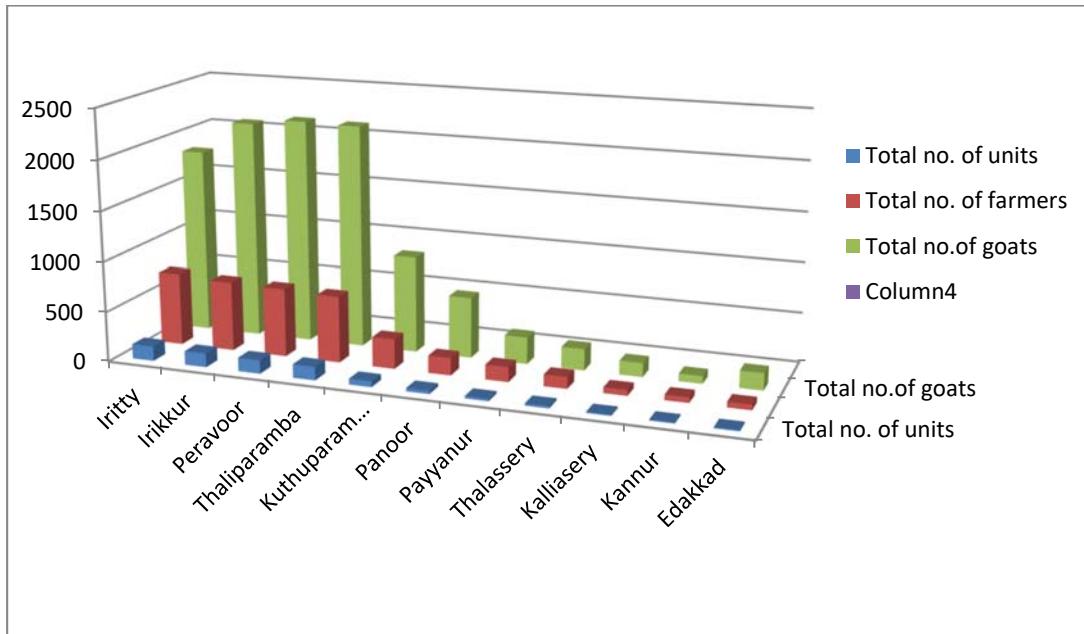
- Maximum number of JLG unit
- Training
- Bank linkage
- Maximum profit through collection and sale of milk
- Smooth supply of goat feeds to end users
- Motivate the farmers for smooth running of all samagra activities
- Provide a better awareness about the insurance and other activities
- Conduct goat farmers meet
- Goat market
- Veteniery service
- Grass cultivation

Support Mechanism

- The company will be promoted by Kudumbashree
- NABARD and Kudumbashree will have ex officio members
- There will be a governing body and executive committee
- The company will introduce welfare measures (insurance/pension etc) from the profit of the company

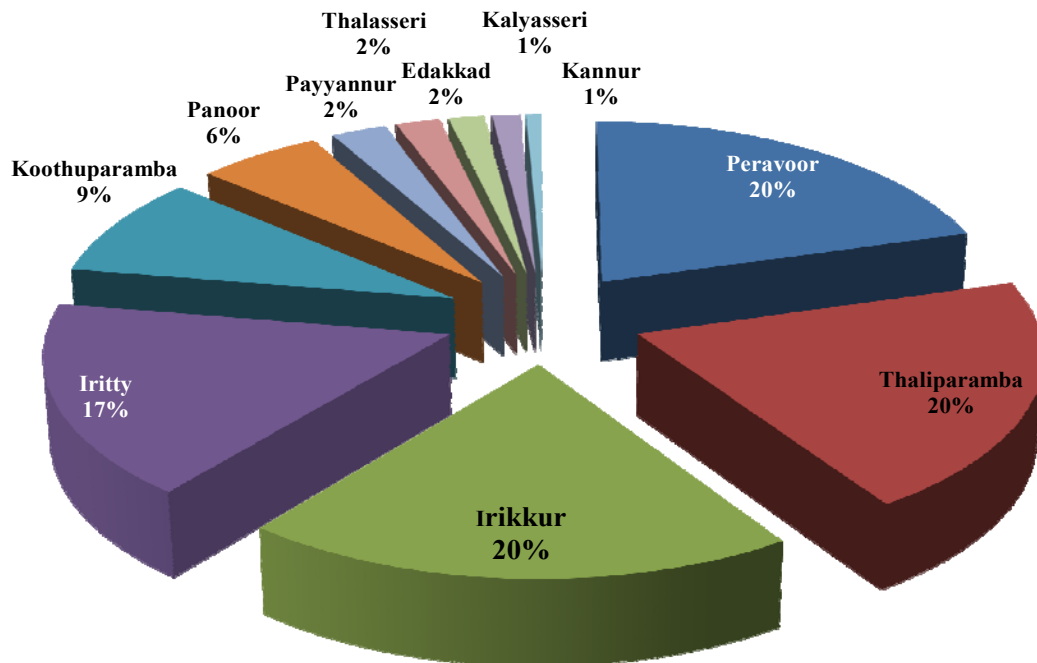
Before the formation of producer company Kudumbashree district mission has conducted a goat survey in Kannur. 11 blocks are there in Kannur district.

Sl No.	Name of Block	Total no. of unit	Total no. of farmers	Total no. of goats
1	Iritty	146	725	1848
2	Irikkur	138	694	2177
3	Peravoor	136	683	2235
4	Thaliparamba	135	664	2224
5	Kuthuparamba	58	297	960
6	Panoor	34	174	609
7	Payyanur	28	149	269
8	Thalassery	23	117	214
9	Kalliasery	13	58	140
10	Kannur	11	55	77
11	Edakkad	12	55	173



As per the survey report, selected 5 blocks in Kannur district named Peravoor, Iritty, Irikkur, Kuthuparamba and Thaliparamba for the formation of producer company because 80% of Samagra Project implemented in these blocks successfully. As mentioned blocks included 35 grama panchayaths and 1537 goat farmers (selected on the basis of who rearing 4 and above goats).

Goats in Kannur district – under Samagra





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