

Kannur Goat Farmers Producer Company

Samagra-Aadugramam (Goat Village) project was started in the financial year of 2008-09 in Kannur District, as an innovative micro enterprise promoted by the Kudumbashree Mission. The project focused on group rearing of native breeds of goats in an environment-friendly and economic manner and has caught the attention of poor rural women folk as a viable economic enterprise, helping many families to tide over conditions of acute poverty. Kudumbashree Kannur District Mission realised the scope of such a programme in a district like Kannur and later in 2015, Kannur Goat Farmers Producer Company was launched following the success of the Project. The success saga of Kannur Goat Farmers Producer Company would undoubtedly be a reference for many. Let's look into the pathways that the producer company was evolved.

Samagra Enterprises

Samagra approach has been the part of a new strategy in enterprises promotion which focused on integrated approach to enterprises. About eighteen projects have been initiated under Samagra across the 14 districts of the State. All the projects envisaged integrated approach covering the entire value chain, bringing in technical support of professional agencies and experts, and convergence of the three-tier Panchayathi Raj Institutions. The projects have been developed considering local situation prevailing in each region, leveraging on the strengths of traditional agriculture, industry, and markets. Considering the local situations,

geography, climate and market, goat rearing was the project identified for Kannur District.

Kannur District has 81 Panchayaths and 6 municipalities. In the first phase 40 Panchayaths were selected and implemented the Samagra Goat Village Project. Initially in the project implementation 25 units were formed in each Panchayath (i.e., 125 farmers and 500 goats in each panchayath). The Kannur project envisaged the creation of 1500 goat rearing units, generating subsidiary work and income for 7500 poor women. On conducting a survey regarding the need of goat meat in the district, it was understood that only 1/3rd of the needed meat was produced in the district and the 2/3rd of the needed meet is being imported from somewhere else. That 2/3rd could therefore be the market for the same.

Goat Village – The Kannur Samagra Project

‘Goat village project’ has been an attempt to approach homestead based goat rearing as an enterprise through an integrated approach combining traditional knowledge and scientific rearing practices. It also attempted collaboration of various agencies and institutions characteristic of Samagra projects. There has been a need for evolving a goat appropriate rearing model and the projects used the strengths of traditional rearing systems.

The innovative feature of the project is its focus on rearing the endemic goat variety, known as ‘Malabari’. It used the knowledge of people who have been rearing goats traditionally and used the Malabari breed, which is indigenous species to the region, which are best suited for goat rearing in Kerala. This native breed have better immunity to diseases and relatively higher productivity. Their

feeding habits were also suitable for homestead rearing. The Malabari goat gives birth to 6-12 kids in every two years.

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, even 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.

Main Objectives of Samagra Goat Village

- To create a self employment and additional income opportunities for rural women and 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 and to make avail the maximum income to the beneficiaries by developing an agent free local goat fair.

Steps followed in the project

- Discussion of project concept at local bodies; those interested in the project join the initiative and were offered a one day general orientation training at the panchayath level.

- Second orientation training was offered to women expressing interest in taking up the project after the first orientation training. This was for two days and was more detailed.
- Formation of joint liability groups (JLGs) and Skill development training, once ten JLGs were formed, associating with Department of animal husbandry NABARD, and Centre for Environment Education (CEE).
- Distribution of cage plan to farmers and building of cages using locally available materials by farmer families.
- Formation of purchase committee for buying goats with president of the grama panchayath as chairperson, and CDS chairperson, veterinary surgeon, and representatives of farmers as members.
- Discussions and decision on breed and place and time of purchase.
- Procurement of goats and distribution to farmers
- Follow up training programmes

Goats purchased were of one to three years of age and a minimum of 15kg weight and were insured; transit insurance was also taken as the goats had to be transported over long distances. Farmers could avail subsidy only after insuring the goats and the insurance coverage was typically for a herd of twenty goats. Each five member JLG was to jointly have 19 female goats and a buck. The goats were to be reared at the homesteads of individual JLG members.

As part of the follow up training organised at panchayat level, farmers were taken for visits to best-performing units. Scientific rearing practices, diseases and veterinary care, and insurance claim settlement were themes handled in follow up training.

Committees at two levels are in place for monitoring the project. Panchayat level monitoring committees are chaired by the presidents of the respective gram panchayats. Veterinary extension team (VET) provided feedback to the committee after weekly visits to the units.

Committee at the district level with president of the district panchayat as chairperson; district mission coordinator of Kudumbashree, district animal husbandry officer, and experts were the members of the committee. The committee examined consolidated reports of panchayat level monitoring committee every month. The period 2008-2014 saw significant growth in the spread and performance of goat rearing units.

- ✓ 898 units of 4565 farmers
- ✓ Units availed Rs 9.5 crore of bank loan
- ✓ Units claimed a total of Rs 3.7 crore as subsidy
- ✓ A producer company with 800 farmers as members has been set up at the district level

Formation of Kannur Goat Farmers Producer Company

Following the success of the Samagra- Goat Village project, Kannur Goat Farmer's Producer Company was registered on 2 January 2015 with the registration number 'U01210KL2015PTC037857'. The company floated shares with Rs 500 as face value. Only the goat farmers are the share holders of the producer company.

This is a value chain project in Animal Husbandry. A Goat village unit consists of 5 members who are trained in scientific goat rearing who were given 20 Goats (19 female goats and 1 buck).

The programme is implemented in 5 blocks-Taliparamb, Peravoor, Irikkoor, Iritty and Koothuparamb. This producer company belongs to 800 Goat farmers of Kannur district. The main objective of the company is to generate revenue with the sale of good breed goats and thereby providing better economic benefit to farmers. Farmers are the administrators and owners of the company. Apart from goat markets, the company is focusing on income generation activities through marketing goat milk and feed supply to the farmers. One of the unique interventions is conducting Goat markets which will reduce the exploitation by middlemen and ensure better price to goats of member farmers. The company provides trainings to goat farmers and makes them, aware about scientific feeding, scientific breeding, insurance and other related activities. The company has tie ups with Kerala Veterinary and Animal Sciences University, Mannuthy. The company is marketing its own biomanure, Ajashree Compost as well.

The Kannur Goat Farmers producer company have five director board members and is the first office to have women as director board members. The organisation has clusters in the panchayath level. Each cluster would have 15-25 members. And the cluster would have one secretary and one president. In the block level, the organisation has federation and Director Board in district level.

The producer company had the following as its main objectives

- Organising goat markets

- Creating opportunities for milk marketing
- Organising bulk procurement of feed and supplying to farmers
- Organising training programmes
- Establishing linkages
- Cultivating fodder and promoting fodder cultivation
- Insurance
- Awareness building

The producer company had been into various activities in connection with the goat rearing. Associating with Kerala Livestock Board, 506 farmers were given training for fodder cultivation. For setting up breeding units, Kerala Veterinary and Animal Sciences University, Thrissur had given 20 buck for free.

The producer company had been marketing the milk to Ayurveda Medical centre at a rate of RS 200 per litre. An average profit of Rs 75,000 is earned a month by conducting minimum 3 goat markets a month. Monthly meetings are conducted in cluster level and year wise audit is also done. The company envisages to form 5000 units within 5 years. It is also planned to make value added products and to make additional income. The fodder cultivation associating with Kerala Live Stock Board is progressing. The office of is located at the second floor of Thavakkara Complex in Kannur Town.

Veterinary Extension Team (VET)

VET was a forty member team comprising one woman member from each panchayat under the age of forty, who had passed matriculation. The team underwent training for forty five days for providing technical support to goat

farmers, tracking breeding records of goats, selecting suitable goat breeds, cage making, rearing of goats, and vaccination. VET supported entrepreneurs by visiting them every week and reported in the monthly review meeting. They also provided feedback to the weekly meetings of panchayat monitoring committees.

Goat Markets

Kudumbashree district mission in Kannur organised goat markets as regular events. Goat markets brought goat farmers and buyers to a common platform facilitating direct transactions. This proved very convenient for goat farmers. Goat markets helped in bypassing the existing exploitative animal trade practices.

The turnover of the Kannur Goat Farmers Producer Company Limited is listed below.

Year	Total Sale in Rupees	Profit in Rupees
2015-2016	31,66,747	1,70,934
2016-2017	36,56,825	2,92,927
2017- 2018 (Till January 2018)	25,52,885	2,64,263

The Success story of Goat Farmers Producer Company is indeed the result of wise decision of choosing an enterprise. By choosing the right enterprise that suited the weather, geography and other such minute features, Kudumbashree Kannur District Mission had created history. The success story of them can be replicated by the other district missions. Wise decisions could bring in revolutionary changes as Kannur Goat Farmers Producer Company did!