



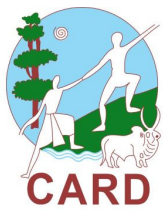
Promotion of Goat Rearing

In India, goat is called 'Poor man's cow' and is an important component of livelihood for marginal and landless farmers. Goat is a multi functional animal and can easily survive on available trees and shrubs in adverse harsh atmosphere in low fertility lands. Low income farmers can use goat's milk to support a part of their nutritional needs. Goats, which are readily acceptable among village households can also be used as collateral for raising capital if required in emergencies.



MRS. RANI DEVI OF VILLAGE KHILANWALA, ENCOURAGED BY THE VILLAGE'S SHG MEMBERS, OPTED TO BE A PART OF THE GOAT REARING PROGRAM IN HDFC'S HRDP. A LANDLESS LABOURER, SHE WAS GIVEN ASSISTANCE TO PROCURE 2 BEETAL GOATS IN DEC 2019.





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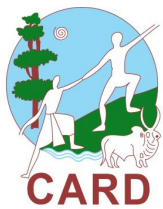
**RANI DEVI WITH 2
BEETAL GOATS -
GOATS VALUE
20000 INR, HER
CONTRIBUTION
3800 INR**

HDFC BANK
PARIVARTAN
A step towards progress



**WITHIN 6 MONTHS SHE
HAD 4 GOATS , AND
SINCE 2019 HAS MADE
A PROFIT OF 25000 INR
BY SELLING 2 DOES AND
1 BUCK AND BY SELLING
GOAT'S MILK IN THE
VILLAGE DURING 4
MONTHS OF GOAT'S
LACTATION PERIOD.**



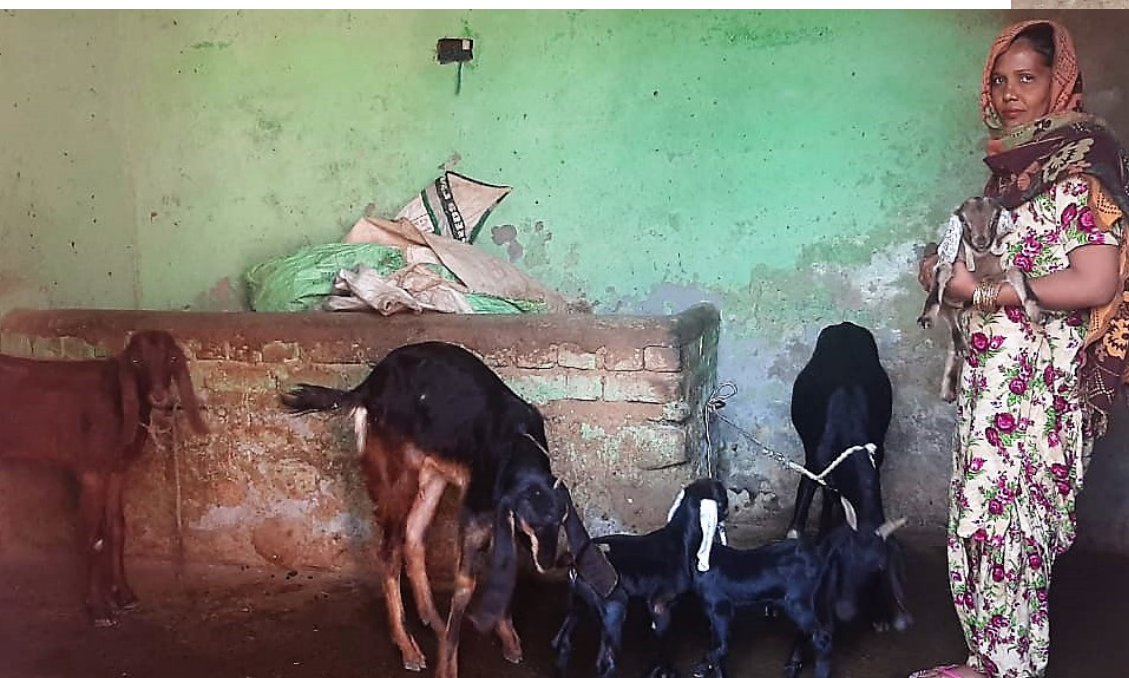


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MRS. RAJ BALA OF DARPUR, ENCOURAGED BY THE VILLAGE'S VDC MEMBERS, OPTED TO BE A PART OF THE GOAT REARING PROGRAM IN HDFC'S HRDP. SHE POSSESS NO AGRICULTURAL LAND AND RELIES ON ODD JOBS TO SUPPORT HER HUSBAND. SHE WAS GIVEN ASSISTANCE TO PROCURE 2 BEETAL GOATS IN DEC 2019.



RAJ BALA GROWS HER CONTRIBUTION OF 3800 INR FOR 2 BEETAL GOATS TO 1.40 LAKHS - THE CURRENT VALUE OF HER HERD



FAST FORWARD TO 2021, RAJ BALA IS A PROUD OWNER OF 7 GOATS , 6 DOES AND 1 BUCK. SHE SPENDS 2000 INR MONTH ON THEIR NUTRITION AND USES GOAT MILK TO SUPPLEMENT HER FAMILY'S NUTRITION. SHE ALSO BARTERS GOATS MILK FOR COW'S MILK AND BUTTER & SELLS SURPLUS GOAT MILK TO EVEN OUT THE EXPENSE OF REARING THE GOATS. SHE HAS PLANS TO REAR A HERD OF AT-LEAST 15 GOATS BY THE END OF THIS YEAR AND HAS TAKEN UP GOAT REARING WITH ALONG TERM VISION.