

Kamdhenu Aayog Charts Roadmap to Make Gaushalas Profit-Makin Unit

timesofindia.indiatimes.com | 30 September, 2020

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| <p>“ Apart from milk products, there is a huge potential in creating new types of enterprises based on cattle, and specifically, cows. RKA and EDII are jointly planning to promote cow entrepreneurship across the country</p> <p>Vallabh Kathiria CHAIRMAN, RKA</p> |  <p>“ There is a need to enhance knowledge and capacity building of existing and potential cow-based entrepreneurs. The domain remains unexplored</p> <p>Sunil Shukla DIRECTOR GENERAL, EDII</p> |
| <p>EDII ACTION PLAN: EDII has been asked to explore ways in which startups which are innovative, sustainable and growth-oriented, can be created on cow-based economy. These include capacity building programmes for cow-shed managers, entrepreneurship development programmes, preparing profiles on cow-based economic opportunities and setting up kamdhenu tourism centres.</p> | |

Ahmedabad: ‘Gaushalas’ or cow shelters, have been known to be places where abandoned or other cows are housed and fed, as the cow is revered in the country. Earlier this month, the state government announced a Rs 100 crore assistance to ‘panjrapols’, after representations that donations to cow shelters had dried up because of Covid-19 pandemic and organizations were struggling to feed the cattle.

But this perception ‘gaushalas’ being just places of service for cattle might change soon. The **Rashtriya Kamdhenu Aayog (RKA)**, a body constituted by the government of India, has asked Ahmedabad-based **Entrepreneurship Development Institute of India (EDII)** to prepare an action plan, where entrepreneurship models can be implemented across gaushalas to make them professionally managed profitable bodies even as several products of commercial value are made from the cow.

A day-long national conclave on “**Cow-based Entrepreneurship: Potential, Opportunities and Challenges**” was held at EDII on Tuesday.

“We have asked EDII to be the nodal agency to work out an action plan, where entrepreneurs and startups can explore profitable business opportunities from products available from the cow. We intend to change the concept that ‘gaushals’ are mere centres for service to the cow. They have the potential to become means of economic empowerment of thousands of people,” RKA **chairman Vallabh Kathiria** said.

“EDII has regional centres across the country. There are several products from the cow that have commercial value. We will conduct four-week duration programmes of capacity and skill building for entrepreneurs in the field. Also, we will work towards making gaushalas professionally managed bodies,” said Sunil Shukla, director general, EDII.

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