



# Uttarakhand State Cooperative

# Development Program – Sheep Goat Sector



# Uttarakhand State Cooperative Development Project- Sheep Goat Sector

- ❖ The Uttarakhand State Cooperative Development Project [UKCDP-Sheep Goat Sector] is accelerating the holistic development of the sheep and goat sector in Uttarakhand with the support of National Cooperative Development Corporation [NCDC].
- ❖ Treading the path of success, we have established a state level Uttarakhand State Sheep Goat and Rabbit Farmers' Cooperative Federation Limited [USGCF].
- ❖ We have also established more than 250 primary sheep goat cooperative societies at the village level, encompassing more than 10,000 sheep and goat farmers which includes 7,000 women member.

## **Our Vision**

- ❖ To transform the unorganized sheep and goat sector of Uttarakhand into the self-sustaining organized cooperative sector, resulting in substantial improvement in the livelihood of farmers making them 'ATMA NIRBHAR'.

## **Our Mission**

- ❖ Over 10,000 Sheep and Goat Farmers of Uttarakhand including 70% women are organised into Primary Sheep and Goat Societies under the roof of Uttarakhand Sheep Goat Rabbit Farmers' Cooperative Federation Limited [USGCF].
- ❖ An economically viable unit of twenty females and one male of higher genetic potential are being established for each cooperative farmer member under this project supported by NCDC.
- ❖ This backward linkage will be supported by scientific sheep-goat rearing techniques, taking complete care of health, immunization, de-worming, feed supplement, insurance and supporting farmers' interest in line with Contractual Farming Act of Government of India.
- ❖ The value chain improvement will be bolstered by efficient marketing channels with the aim to provide quality conscious consumers in India and abroad with healthy, hygienic and high quality Himalayan Goat Meat via direct and e-commerce platforms.

# Structure of USGCF

Managing Director  
USGCF

General Manager  
USGCF

DGM-1  
USGCF

DGM-2  
USGCF

DGM-3  
USGCF

DGM-4  
USGCF

DGM-5  
USGCF

DGM-6  
USGCF

Sr.  
Account  
Manager

Manger  
MIS

HR, Admin  
Office

Manager/  
Vet. Kumaun

Almora, Bageshwer, Champawat, Chamoli,  
Dehradun, Haridwar, Nainital, Pauri,  
Pithoragarh, Rudraprayag, Tehri, U.S. Nagar  
, Uttarkashi

Manager /  
Vet. Garhwal

**DGM- 1 (Agribusiness ) –  
Nodal for FIUs establishment & Operation**

## How we help our farmers

We facilitate multipronged assistance and guidance to our farmers. The members of the organized primary cooperative societies are provided with:

High-quality sheep and goats for breed improvement and propagation of the stock.

Timely Veterinary interventions for proper weight gain and growth of the progeny.



# Traversing the Path from Unorganized to Organised

**We believe that small steps bring radical transformation and hence have initiated multiple arrangements and reforms in the sphere.**

- ❖ **Surety of Sale:** The federation enters into a “buy-back contract” with the sheep and goat farmers, under which the ownership of the produced progeny remains with the USGCF. This ensures a ready market for the farmers to sell their goats and sheep.
- ❖ **Product Quality:** With well monitored multi-level and multi-dimensional efforts, the goats thus reared provide hygienic and healthy meat.
- ❖ **Creating Linkages:** Persistently working towards creating a wider network of market linkages with prestigious hotels, academic institutions including LBSNAA Mussourie, colleges and consumers.
- ❖ **Branding:** The brand “BAKRAW- the Himalayan Goat Meat” has been conceived to sell the Himalayan goat meat through unique model of Meat on Wheels [MOW] and an e-commerce platform for easy access and wider reach. We have also entered into new territories in NCR Region in India and also abroad, supporting the ‘Vocal for Local’ spirit in the process.

# Socio-economic Impact of the Project

- ❖ The foundation of the project lies on a unique approach that positively impacts a multitude of stakeholders across the entire spectrum of the value chain- both socially and economically.



**Spearheading Changes in the Lives of Sheep & Goat Farmers of Uttarakhand**

## The dawn of the positive changes is evident in:

- ❖ The estimate Creation of sustainable livelihood opportunities in rural areas and opening of multi-field income avenues for the farmers with the provision of technical (veterinary services, insurance, improved breed etc.) and marketing support.
- ❖ d projections of creation of Rs.1200 cr. of revenue, of which 70% is expected to reach the rural sheep goat farmers.
- ❖ Support to 10,000 sheep goat farmer beneficiaries and a large number of indirect beneficiaries such as logistic services providers, para vets, feed manufacturers and others.
- ❖ Enhancement of the nutritional security of the hill populace.
- ❖ Availability of safe and hygienic Goat Meat to the quality conscious urban consumers in the state and outside the state.



# Project Activities



## Project Outlay -Sheep Goat Sector

S. No.	Component	Total Outlay	NCDC Loan	CSISA C Subsidy (20%)	Total NCDC Assistance	Members' Contribution (10%)
1	Sheep/Goat Rearing Unit at Farmers' Level	10950.00	7665.00	2190.00	9855.00	1095.00
2	Aggregation Cum Breeding Farms (ACBF)	5604.00	3922.80	1120.80	5043.60	560.40
3	<b>Mutton Retail Outlet (Himalayan Goat Meat)</b>					
a	Working Capital towards retails outlets	126.00	126.00	0.00	126.00	0.00
b	Other infrastructure and accessories	108.00	75.60	21.60	97.20	10.80
	Sub Total	234.00	201.60	21.60	223.20	10.80
4	<b>Mutton On Wheels</b>	48.00	33.60	9.60	43.20	4.80
5	<b>Monitoring Evaluation &amp; management</b>	841.80	757.60	0.00	757.60	84.20
6	<b>Training and capacity building through LINAC</b>	176.80	159.10	0.00	159.10	17.70
<b>Total</b>		<b>17854.60</b>	<b>12739.70</b>	<b>3342.00</b>	<b>16081.70</b>	<b>1772.90</b>

# Financial Progress of UKCDP-Sheep Goat Sector

**Rs. in lakh**

Sanctioned Head	Sub - Heads	Received Amount	Used Amount
Sheep/ Goat Rearing Unit at Fanners' Level	Induction of Animals	2082.00	2082.00
	Hiring of Technical Agency		
	Management		
ACBF	Sale and Purchase of Live Animals	706.00	700.00
	Aggregation Cum Breeding Farms		
Mutton On Wheels		100.00	100.00
Mutton Retail Outlet (Himalayan Goat Meat)	Working Capital towards retails outlets	112.00	112.00
	Other infrastructure and accessories		
Monitoring Evaluation & management	-	0.00	0.00
Training and capacity building through LINAC	-	0.00	0.00
<b>Total</b>		<b>3000.00</b>	<b>2994.00</b>

## Estimated Revenue calculation

vuqekfur okf'kZd i" kq/ku o larfr										
Ø0 la0	fooj.k	o'kZ &1	o'k Z&2	o'kZ &3	o'kZ &4	o'kZ &5	o'kZ &6	o'kZ &7	o'kZ& 8	;ksx
1-	ykHkkFkhZ dk i" kq/ku va" k									
v	uj ¼cdjk½	0	0	0	0	0	0	0	0	&
c	eknk ¼cdfj;ka½	10	0	0	0	0	0	0	0	&
2-	ifj;kstuk vUrxZr izkIr la[;k									
v	uj ¼cdjk½	1	0	0	0	0	0	0	0	&
c	eknk ¼cdfj;ka½	10	0	0	0	0	0	0	0	&
3-	o'kZokj dqy izkjfEHkd la[;k									
v	uj ¼cdjk½	1	1	1	1	1	1	1	1	&
c	eknk ¼cdfj;ka½	20	23	23	29	32	35	38	41	&
4-	mRiUu larfr ¼e`R;`nj NksM+ dj½									
v	cdjh ds vuqekfur cPps	13	28	32	35	39	43	46	50	&
5-	o'kZokj vuqekfur foØ; ;ksX; i" kq/ku ¼e`R;`nj ?kVkdj½									
v	dqy vuqekfur foØ;	0	24	27	30	34	38	42	45	240
c	QsMjs"ku v"ka	0	4	4	5	6	6	7	7	39
I	ykHkkFkhZ dh vuqekfur vk:¼:0½	0	800 00	9200 0	1000 00	1120 00	1280 00	1400 00	15200 0	804000

## Estimated Revenue calculation

vuqekfur okf'kZd i"q/ku o larfr										
Ø0 la0	fooj.k	o'kZ &1	o'kZ &2	o'kZ &3	o'kZ &4	o'kZ &5	o'kZ &6	o'kZ &7	o'kZ& 8	;ksx
6-	<b>o'kZ ds vUr esa i"q/ku</b>									
v	uj ¼cdjk½	1	1	1	1	1	1	1	1	&
c	eknk ¼cdfj;ka½	20	23	26	29	32	35	38	41	&
l	cdjh ds cPps	13	14	16	18	20	22	23	25	&
7-	ifj;kstuk ds vkBosa o"kZ ds var rd ykHkkFkhZ }kjk fu/kkZfjr la;k o ewY; ds i'kq foØ; djus ds mijkUr 'ks"k cps i'kq/ku ¼uj] eknk o cPps½ dk ewY; yxHkx :0 2]24]000 gksxkk] ftl ij ykHkkFkhZ dk iw.kZ vf/kdkj gksxkA									
8-	Hkqxrku u djus o vuqcU/k lekIr djus dh n'kk esa o"kZ ds vUr esa ykHkkFkhZ }kjk ns; cdfj;ksa dh vuqekfur la;k ¼izR;sd dk otu yxHkx 20 fdxzkÆ vFkok ewY; yXkHkx :Æ 4000-00½									
v	ns; cdfj;ksa dh la;k	25	28	31	33	35	37	38	39	&
<b>mijksDr vuqekfur x.kukvksa dk vk/kkj o ekU;rk,sa</b>										
9-	iztuu ¼tUe nsus½ dk izfr'kr & 70% A ,d o"kZ esa vkSlr izlwfr & 1-5 ckj A									
izR;sd izlwfr ls mRiUu eseuksa dh la;k & 1-3 A vkSlr e`R;qnj & 4% A										

# FIU's

KUMAUN

GARHWAL

- ✓ ALMORA
- ✓ BAGESHWER
- CHAMPAWAT
- NAINITAL
- PITHORAGARH
- U S NAGAR

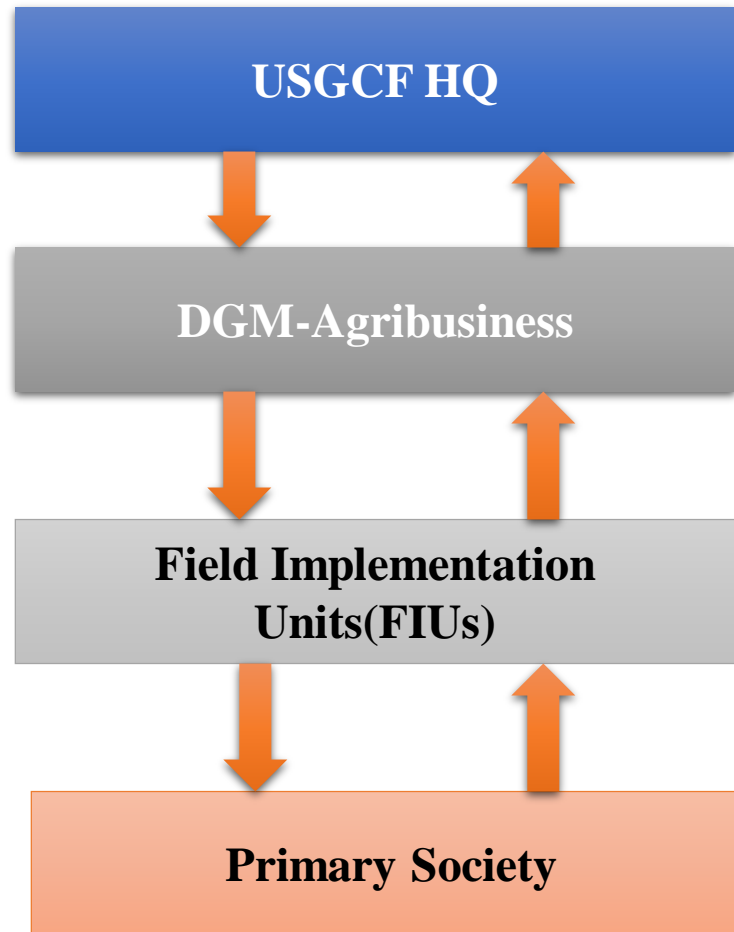
- ✓ CHAMOLI
- ✓ PAURI
- ✓ RUDRAPRAYAG
- DEHRADUN
- HARIDWAR
- TEHRI GARHWAL
- UTTARKASHI

DGM-Agribusiness

# Operation Plan

## Project Activities

- HHs selection
- Federation formation
- Goats Distribution
- Buck distribution
- Bada ,feeder drinker
- Vaccination
- Monitoring & Evaluation
- Buy – Back etc.



DGM-2  
DGM-3  
DGM-4  
DGM-5  
Sr. Accounts  
Manager  
MIS  
Manager  
HR, Admin  
Time Office

# FIU's wise Physical Progress

District		Almora		Bageshwar	Pauri		Rudraprayag	Total
Cluster		Dwarahat	Takula	Garur	Thailisain	Yamkeshwar	Augustyamuni	
Beneficiary		217	59	435	200	53	195	1159
Shed		217	45	400	199	50	190	1101
Animal Induction	Sirohi Male	201	25	24	50	0	187	487
	Local Female	1353	580	2990	812	0	743	6478
	Inducted Goats	1554	605	3014	862	0	930	6965
Tagged Goats	Farmers' Goat	1218	590	4345	1990	0	1950	10093
	Federation Goat	1554	605	3014	862	0	930	6965
	Total Goats	2772	1195	7359	2852	0	2880	17058
Kids	Farmers' Goat	415	90	0	0	0	182	687
	Federation Goat	372	60	0	0	0	49	481
	Total Kids	787	150	0	0	0	231	1168



# Aggregation Cum Breeding Farm (ACBF) and Training Center

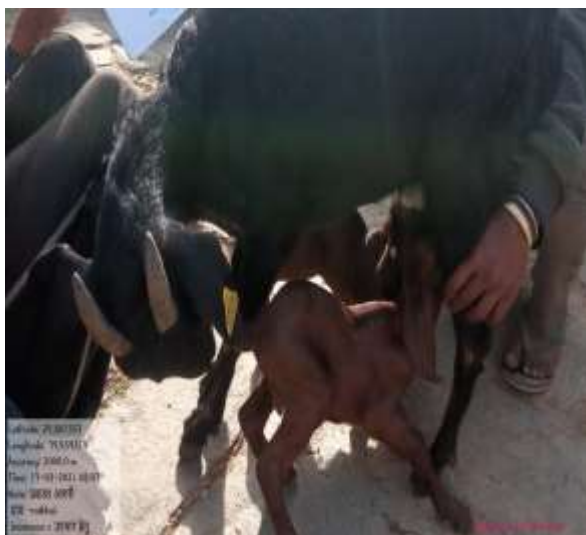


# Distribution of Goat to Member Beneficiaries and other facility





# Sirohi Kids born in Project Area



# Himalayan Goat Meat and Meat on Wheels







# Inauguration of Himalayan Goat Meat and Meat on Wheels



# Happy Customers of Himalayan Goat Meat



All Categories   Compare  Favorites  ₹0.00

### Reviews (6)

**Sunny**  
★★★★★  
Quality of meat is good; most importantly fresh in smell, color and taste. Thing is to keep the same quality and commitment always.  
Dec 24, 2020


**Ayush Singh**  
★★★★★  
Everything is fresh and cut to order. The Bakraw leg I purchased was amazing. I am definitely going to order more and I recommend all to order from Himalayan Goat meat shop.  
Nov 11, 2020

**Dishant**  
★★★★★  
I bought Bakraw legs and these were so delicious. My entire family loved the goat meat. Quality of meat was super fine and fresh.  
Nov 11, 2020



**Ritesh kumar**  
★★★★★  
What a wonderful discovery!! I have been buying goat meat in Dehradun for years. But Bakraw Himalayan goat meat is the best. I could not have been more pleased. Butchers who knew their trade, who are friendly and very accommodating. They also delivered fresh goat meat to my home on time!  
Nov 9, 2020

Activate Windows  
Go to PC settings to activate Windows

# Happy Customers Feedback



Social distance yourself from people, **not mutton.**

**ORDER ONLINE** [www.shop.himalayangoatmeat.com](http://www.shop.himalayangoatmeat.com)

**ORDER ON CALL** 8869810002 | 8865810002

1,535 People reached | 168 Engagements | Boost Unavailable

You and 129 others | 1 comment 17 shares

Like Comment Share

Most relevant

Comment as Bakraw- The Himalayan Goat ...

Press Enter to post.

Addi Singh Nice

Love · Reply · Message · 2 w



The first words you see is **your favourite dish** 😊

A	V	R	M	U	T	T	O	N	D
M	U	T	T	O	N	Q	J	C	I
Z	B	M	U	T	T	O	N	J	T
B	M	U	T	T	O	N	F	T	Y
R	W	C	M	M	U	T	T	O	N
M	U	T	T	O	N	A	V	R	B
V	K	G	M	U	T	T	O	N	I
L	M	U	T	T	O	N	M	Q	L
U	E	H	A	M	U	T	T	O	O
Q	L	M	U	T	T	O	N	W	P

**ORDER ONLINE** [www.shop.himalayangoatmeat.com](http://www.shop.himalayangoatmeat.com)

**CONTACT US:** 8869810002 | 8865810002

1,428 People reached | 30 Engagements | Boost Unavailable

You and 5 others | 1 comment 12 shares

Like Comment Share

Most relevant

Comment as Bakraw- The Himalayan Goat ...

Press Enter to post.

Satyam Cineplexes mutton 😊😊😊😊

Like · Reply · Message · 2 w

Write a comment



बकरो से टंगड़ी मंगायी जब बटे  
खाण मा रस्याण अयी तब बटे।



**ORDER ONLINE** [www.shop.himalayangoatmeat.com](http://www.shop.himalayangoatmeat.com)

**Contact Us:** 8869810002 | 8865810002

3,739 People reached | 379 Engagements | Boost Unavailable

You and 298 others | 8 shares

Boosted on 6 February | Completed

By Pro Loan

People reached	1.5K	Post engagements	319
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[View results](#)

You and 298 others | 8 shares

Like Comment Share



# Himalayan Goat





# Export of Himalayan Goat Meat- BAKRAW



उत्तराखण्ड शासन  
Bharat Ka  
अमृत महोत्सव  
75 Years of India's Independence



11th August 2021(Wednesday)

**I<sup>st</sup> Export of Himalayan Goat Meat  
From Uttarakhand To Dubai, U.A.E.**





# Export of Himalayan Goat Meat- BAKRAW



## Proposed for FY. 2022-23

**Rs. in lakh**

Sanctioned Head	Sub - Heads	Amount
Sheep/ Goat Rearing Unit at Fanners' Level	Induction of Animals	1800.00
	Hiring of Technical Agency	0.00
	Management	600.00
ACBF	Sale and Purchase of Live Animals	600.00
	Aggregation Cum Breeding Farms	200.00
Mutton On Wheels		0.00
Mutton Retail Outlet (Himalayan Goat Meat)	Working Capital towards retails outlets	0.00
	Other infrastructure and accessories	0.00
Monitoring Evaluation & management	-	300.00
Training and capacity building through LINAC	-	0.00
<b>Total</b>		<b>3500.00</b>



**Thank You---**