

# COVID RESPONSE

# THE GOAT TRUST



## IMMEDIATE RESPONSE

*Fulfilling local need, rural producers as consumers*

The suddenness of the lockdown due to Covid brought all work to a standstill. There was no time to develop a strategy to address the new situation.

The Goat Trust realized that the goat milk was still being produced. The bottleneck was the supply to urban markets. On the other hand, there was hunger and nutrition deficit in poor rural households. They quickly came up with a plan to purchase the milk at 50% cost and distribute it to poor households for the first 3-4 months after the lockdown.

They have continued this model with sponsorship support of Rs 300 per household ensuring that children receive the required nutrition. Children have also been educated in hygiene and hand washing behaviour. This will continue at a small scale to address nutrition and protein deficient diets among the rural poor.

## Overview

The Goat Trust is a charitable trust that promotes small livestock-based livelihoods across 16 states in India. It focuses on livelihoods for the poor families with a women led model of work, enabling women farmers to trade in goats and goat produce. It has established a 'rural to urban' supply chain with women farmers acting as entrepreneurs.

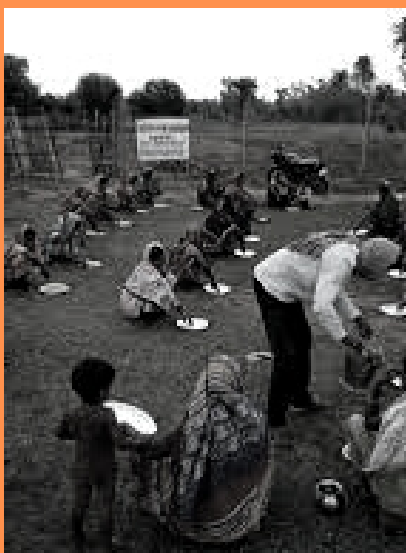
The Goat Trust has developed a business model to help women entrepreneurs, called Pashu Sakhi, purchase goats and sell goats as well as their produce to the Goat Trust. The Goat Trust has the necessary quality control, marketing and distribution system to sell the produce in the open market.

# LONG TERM SHIFTS

## *Spotlight on an ignored channel, multiplying business, bettering livelihoods*

Pashu Bazaar (<http://www.pashubazaar.com>), The Goat Trust's for-profit arm, is an online platform to trade livestock. This platform has gained significant interest from stakeholders, customers, and investors due to lockdowns and limited physical access. Visibility, sales, and investment in Pashu Bazaar increased. Growing from an annual turnover of Rs 8.5 millions, the platform is expected to generate Rs 50 millions next year. It has also raised significant equity investment.

This has given The Goat Trust the confidence to grow <http://www.pashubazaar.com> nationally and globally. The online platform has the potential to reach significant scale, with a possibility of impacting millions of women's livelihoods.



## Conclusion

The Goat Trust's organic response to Covid opened new avenues for business and impact. While its rural milk supply model will continue in specific pockets, it is planning to bet big on its online platform, Pashu Bazaar.

The Goat Trust's strengths of entrepreneurial model and transparent pricing supported by a thriving online business model holds the promise of tremendous growth in the future.

