TRAINING & WORKSHOP

PREVENTION AND SUSTAINABILITY IN THE INDIAN DAIRY SECTOR

FOR PRODUCTIVITY, LIVELIHOOD GENERATION AND CLIMATE RESILIENCE



SESSION 5 | NUTRITION, EMISSIONS AND MITIGATION

Maharashtra Methane Mission (M3)

Learnings and challenges

Vidhi Gaur

Co-founder and Director, Carbon, eVerse.AI

Training cum Workshop, AAETI Nimli | 28 October 2026



M3 pilot site at the Government Bovine Breeding Farm, Wadsa, Gadchiroli, with Cornell University representatives and the eVerse.AI and MLDB team.

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OVERVIEW

What we will cover

01

Why methane, and the M3 journey

Science, the smallholder gap, state partnership

02

The two interventions

Ration balancing and Harith Dhara

03

Measure and verify

GreenCow, VM0041, step by step

04

Integrity and the rules

Additionality and Core Carbon Principles

05

Farm level and results

Adoption, status, rollout, scaling

06

Lessons and asks

What is hard, and how this room can help

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WHY METHANE

Why enteric methane matters

12%

of India's national greenhouse gas emissions come from livestock

302 M

bovines in India, the largest herd in the world

61%

of India's agricultural methane comes from enteric fermentation

28x

warming power of methane versus CO2 over 100 years (80x over 20 years)

The answer is not less dairy. It is better feed and better measurement.

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WHY METHANE

75%

of livestock methane comes from developing countries

<25%

of ruminants are in the confined systems most crediting methods were built for

2 to 4

animals on a typical Indian smallholder farm

Why good methane additives have not scaled: two barriers

1 Cost

Additives cost money and bring the farmer no direct return. About USD 15 to 22 per animal a year, with no subsidy.

M3 answer: carbon credits pay for the feed, so many more farmers can adopt it.

2 No proof

Only default emission factors exist. Without real-time measurement, a cut rests on generic numbers.

M3 answer: our own handheld sensors measure each animal, after a baseline is set.

Our goal: a measured emission factor for every cow in India.

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THE SCIENCE

Where methane comes from, and where we step in

1

Plant fibre enters the four-chambered rumen

2

Microbes ferment it and release hydrogen and CO2

3

Methanogenic archaea (Methanobrevibacter) turn them into methane

4

Over 80% leaves by belching, wasting 2 to 12% of the animal's feed energy

Where M3 intervenes

Ration balancing — STEP 2

Matches carbohydrate, protein and fibre to need, so less surplus feed is left to ferment

8 to 10% less methane

Harith Dhara — STEP 3

Tannins steer fermentation to propionate; saponins inhibit the archaea

30% when stacked with RBP

CARBON CREDITS 101

Where 2.65 tonnes comes from

PARAMETER	VALUE	WHAT IT REPRESENTS	RESULT
Dry matter intake (DMI)	12 kg a day	Feed the animal eats in a day, with the water removed	**Start** one animal, one year
Gross energy (GE) of feed	18.45 MJ per kg	Total energy held in each kg of feed dry matter (IPCC default)	**221.4 MJ a day** GE intake = 12 x 18.45
Methane conversion factor (Ym)	6.5%	Share of gross energy intake the rumen turns into methane	**14.4 MJ a day** 221.4 x 6.5%, as methane energy
Energy content of methane	55.65 MJ per kg	Converts methane energy into kilograms of gas	**0.26 kg a day** 14.4 / 55.65
Days in a year	365	Scales a daily figure to the year	**94 kg a year** 0.26 x 365
Global warming potential (GWP)	28	Warming from 1 kg of methane compared with 1 kg of CO_2, over 100 years	**2.65 t CO_2e a year** 94 x 28 = baseline per animal

DMI, GE and Ym are the M3 Tier 2 inputs. 55.65 MJ per kg is the standard IPCC energy content of methane.

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CARBON CREDITS 101

From tonnes to credits to farmers

Credits per animal = 2.65 tonnes x reduction achieved (1 credit = 1 tonne CO2e)

20%	**30%**	**38%**
0.53 credits Lower case	**0.8 credits** Used for crediting (0.795)	**1.0 credit** Upper end, not claimed

How it reaches the farmer

Feed
Balanced ration plus Harith Dhara

Measure
GreenCow records every animal

Verify
Independent audit each year

Issue
Verra registers the credits

Sell and share
Buyers pay; 60% goes to farmers

0.8 is a design value. Sensor and verification data decide the real figure per animal.

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THE M3 JOURNEY

The M3 journey so far

2023 TO 2024

Know the baseline

842 farmers surveyed across six districts

PARTNERSHIP

State and science

MoU with MLDB; Cornell and EDF on method

2025

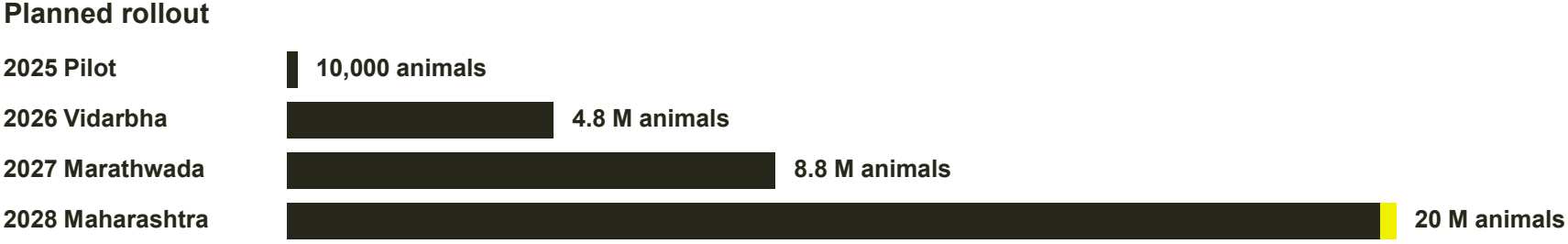
Register and pilot

Verra VCS 5629; Phase 1 with 10,000 animals

TODAY

Validation

Verification round Q4 2026; first credits March 2027



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THE M3 JOURNEY

Working with the state government

What MLDB brings

- Project owner with a state mandate
- Field staff and veterinary officers
- District records and demonstration farms
- Written confirmation that participation is voluntary

What eVerse.AI brings

- GreenCow digital monitoring and sensors
- Feed interventions: RBP and Harith Dhara
- Carbon project design and Verra registration
- Training for paravets and women's groups

Lessons from the partnership

- Agree benefit sharing with MLDB and panchayats early
- Write rights and data use into the MoU
- Use the state's field network, not a parallel one

THE CREDIT METHOD

Enteric methane credits today: where M3 fits

24 **enteric methane projects registered worldwide to date**
Across 25+ methods from 11 organisations

METHOD	ANIMALS	INTERVENTION	FIT FOR M3
Verra VM0041	Ruminants	Feed ingredients	**Fits**
Gold Standard (Cargill)	Beef cattle	Feed supplements	Beef only
Canada federal protocol	Beef cattle	Enteric methane	Canada only
Japan J-Credit	Cattle	Feed additives	Japan only
Australia ERF	Beef cattle	Nitrate, herd mgmt	Australia only
ACR	Grazing land	Livestock mgmt	In development

Why VM0041 was our pick

Feed-based
Matches Harith Dhara plus RBP

Ruminants
Covers dairy herds

Grouped projects
Add farms without re-registering

CORSIA-eligible
On a CCP-eligible registry

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THE CREDIT METHOD

VM0041 at a glance

METHODOLOGY

Reduction of Enteric Methane Emissions from Ruminants through the Use of Feed Ingredients

VERSION

v2.0 in use. The v3.0 revision for Core Carbon Principles is under review

STANDARD AND SCOPE

Verra VCS Standard v4.4, Scope 15: Livestock and Manure Management

M3 PROJECT

Verra project 5629, a grouped project with phased expansion

CREDITING PERIOD

1 April 2025 to 31 March 2032, seven years, renewable twice

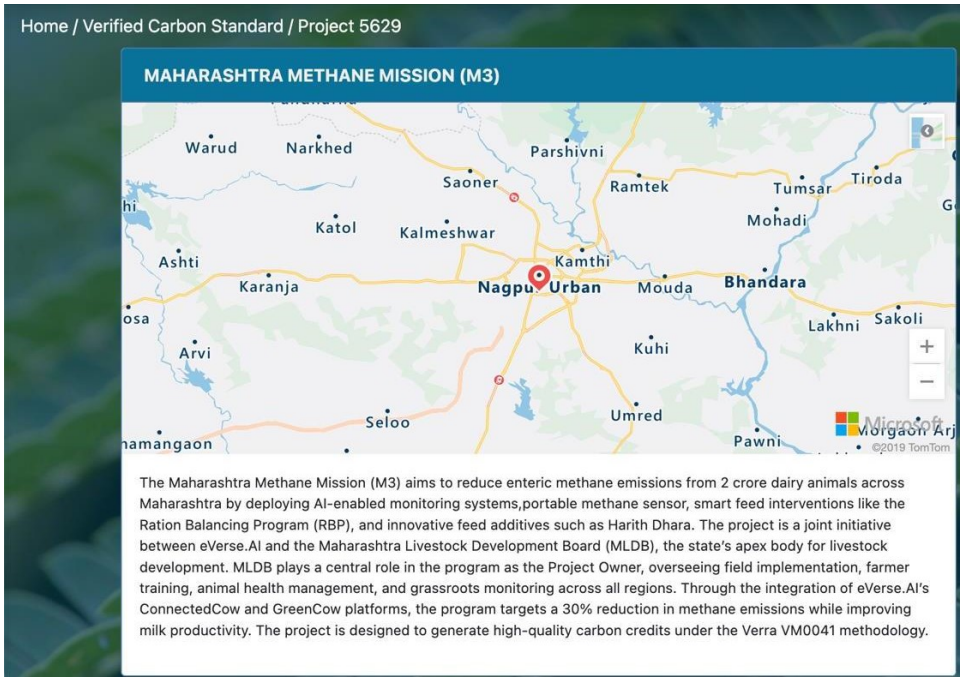
INTERVENTION

Feed ingredients: Harith Dhara additive stacked with ration balancing

The first enteric methane credit methodology in the world, and CORSIA-eligible.

THE CREDIT METHOD

M3 is live on the Verra registry



Project 5629

Listed in the Verra pipeline in June 2025

Status: under validation

Methodology: VM0041

Type: livestock, enteric fermentation and manure management

Anyone can look it up at registry.verra.org

Validation and verification reports will be published here

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INTEGRITY

Additionality: why these reductions are real

No law

Regulatory surplus

No national or state rule requires additives or ration balancing. MLDB confirmed in writing that it is voluntary.

>70%

Financial barrier

Carbon revenue is over 70% of project economics, the test used under VM0041 barrier analysis.

>90%

Common practice

of 842 surveyed farmers feed crop residue diets with no additives or ration balancing.

Documented barriers to adoption

Financial

USD 15 to 22 per animal a year, 3 to 5% of a household income of about USD 125 a month. No subsidy or buy-back.

Technological

Over 70% of farmers in pilot districts lack the smartphone and 4G needed to adopt alone.

Institutional

No supply chain for additives. Paravets are mandated for vaccination, not rumen management.

Source: M3 expression of interest. Baseline household survey, July 2023 to March 2024, six Maharashtra districts.

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INTERVENTION 1

Ration balancing: approach and hurdles

Approach

NDDB programme: feed matched to each animal's needs

Less surplus feed for rumen microbes to turn into methane

Alone: 8 to 10% less methane, 12 to 15% more milk

Rollout

Delivered through milk collection centres and MLDB units

Paravets and local resource persons advise each farm

Stacked with Harith Dhara for the 30% crediting factor

Challenges

Feed supply is informal and fragmented

Paravets are trained for vaccination and breeding, not nutrition

Every farm feeds differently, so every ration needs its own data

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INTERVENTION 2

Harith Dhara: from field trials to farms





Field evaluation at pilot farms: preparing and feeding Harith Dhara.

20%

methane cut alone

30%

stacked with RBP

How it works

Plant-based additive built on ICAR-NIANP research

Tannins and saponins from tamarind husk, herbs and seaweed extract shift fermentation and suppress methane-producing archaea

Pilot farms in Nagpur and Wardha: 12 to 15% more milk

What is hard

Cost: USD 15 to 22 per animal per year, no subsidy

Daily dosing: non-compliance flagged within 14 days

No local supply chain for methane-reducing additives

MEASUREMENT

The gold standards are lab tools. We built the field version.



LAB REFERENCE

Respiration chamber

Image: C-Lock Inc.



FIELD STATION

GreenFeed, about $150,000

Image: C-Lock Inc.



OUR HANDHELD SENSOR

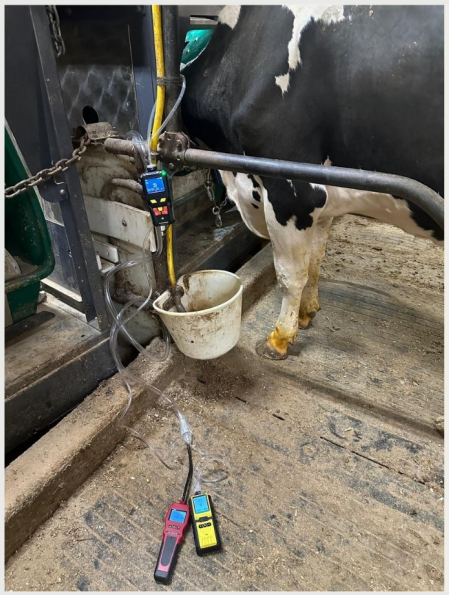
Under $1,000

In the field, 500 units live

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MEASURE AND VERIFY

Measuring methane where the cow stands





- Handheld sensor, calibrated against respiration chambers and GreenFeed
- Spot checks on sampled animals confirm the reduction
- GreenCow app logs herd, feed, dose and compliance per animal

500 sensors in use; Indian patent granted

eVerse.AI portable methane sensors at M3 pilot farms.



RESEARCH

We are making India's first respiration chamber

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MEASURE AND VERIFY

GreenCow closes the loop

Measure

Handheld methane sensor

Calibrated against GreenFeed and chambers

500 units live

→

Reduce

Harith Dhara plus RBP

30% methane cut when stacked

More milk per animal

→

Verify

dMRV for Verra VM0041

IFRS S1 and S2 Scope 3 ready

Web, Android, iOS

→

Credit

Verra credits

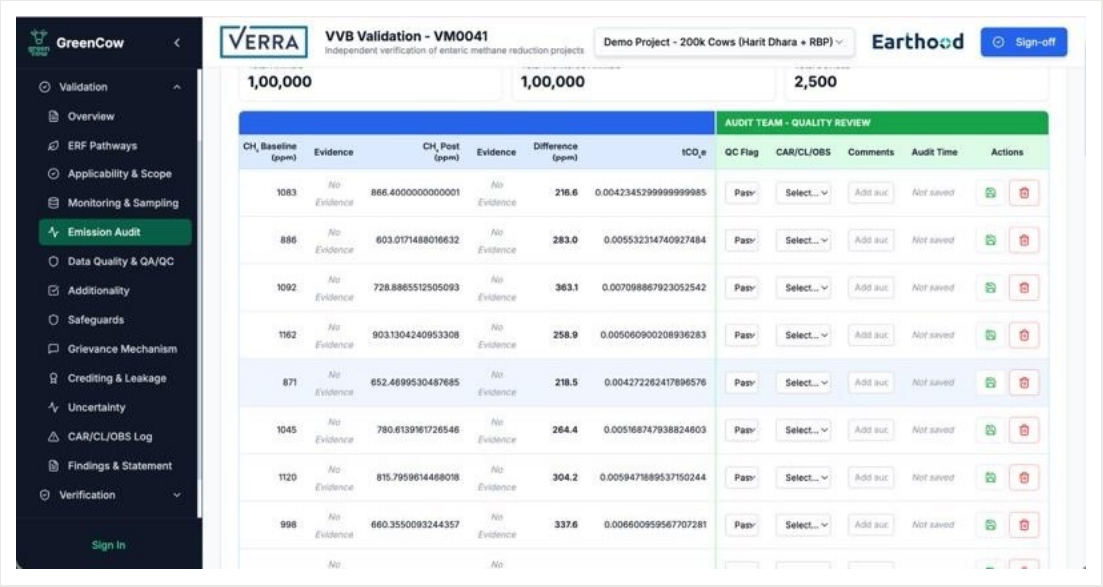
60% of revenue shared with farmers

Revenue funds the next cycle

One platform from the farm to the registry.

MEASURE AND VERIFY

GreenCow dMRV: farm to registry



GreenCow verifier view (demo project data).

- **Onboarding:** digital ID for every animal
- **Baseline:** feed, intake and fodder survey
- **Tracking:** dose and compliance per animal
- **Quantification:** Cornell RuFaS plus sensors
- **QA/QC:** MethaneGPT flags anomalies
- **Reporting:** audit-ready for verifiers

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MEASURE AND VERIFY

How the credit per animal is calculated

IPCC TIER 2 BASELINE

12 kg dry matter intake a day	x	**18.45 MJ** energy per kg of feed	x	**6.5%** methane conversion factor (Ym)	x	**28** global warming potential	=	**2.65** tCO2e a year

PROJECT SCENARIO

2.65 Baseline per animal a year	**30%** Emission reduction factor (Harith Dhara plus RBP)	**1.855** **With project, so 0.795 saved per animal a year**

Inputs are monitored in GreenCow. Handheld sensor readings check the 30% factor at verification. All values are design values until verified.

Source: M3 expression of interest. 30% factor from peer-reviewed meta-analysis.

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MEASURE AND VERIFY

From animal to credit: monitor, verify, issue

1. Daily data
Feed, dose and batch recorded for every animal

2. Quality checks
MethaneGPT flags outliers; gaps fixed within 14 days

3. Sampling
At least 30% of farms, 10% precision, 90% confidence

4. Verification
Independent verifier, ISO 14064-3, once a year

5. Issuance
Verra credits with unique serial numbers, public

green cow

VERRA Standards for a Sustainable Future

Cornell University

ISO 14064-3

Cornell University provides technical peer review. First verification round is targeted for Q4 2026.

A full audit trail from animal ID to issued credit.

Source: M3 expression of interest, GreenCow dMRV description.

INTEGRITY

The ICVCM two-tick test

TICK 1

ACHIEVED

Is the programme CCP-Eligible?

Verra VCS approved CCP-Eligible on 22 May 2024

One of five programmes covering 98% of the voluntary carbon market

TICK 2

IN PROGRESS

Is the methodology CCP-Approved?

VM0041 v3.0 launched October 2025; consultation closed November 2025

Now at Independent Expert Review

Governing Board decision expected 2026 to 2027

Credits can carry the CCP label only when both ticks are met.

M3 commits to move to v3.0 once it is CCP-approved.

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INTEGRITY

M3 against the 10 Core Carbon Principles

1 ✓ **Governance** VCS Standard v4.4	**2** ✓ **Tracking** Unique serial per credit; animal IDs	**3** ✓ **Transparency** Project document and reports public	**4** ⧗ **Independent audit** ISO 14064-3 verifier; Cornell review	**5** ✓ **Additionality** Regulatory, financial, common practice
6 ⧗ **Permanence** Ongoing feeding; v3.0 to formalise	**7** ✓ **Quantification** Tier 2 plus sensor validation	**8** ✓ **No double counting** Verra only; no Article 6.2	**9** ✓ **No net harm** Plant-based, non-GMO	**10** ✓ **Sustainable development** SDG 2, 5, 8, 13; consent secured

Self-assessment from the M3 expression of interest. Hourglass marks items still in progress. The CCP label itself needs methodology approval.

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FARM LEVEL

Taking it to the farm

What works on the ground

- Delivered through existing milk collection routes
- Farmers gain first: better rations raise milk yield
- Designed for no upfront cost; 60% of credit revenue shared with farmers
- Women's self-help groups and 150+ paravets run the field work

What slows adoption

- Cost: no subsidy or buy-back for feed additives
- Digital gap: over 70% of farmers lack smartphone and 4G for independent use
- Trust: methane is invisible, so benefits must show up in milk first
- Feed supply chains are informal and fragmented

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FARM LEVEL

Field proof from Wardha

ConnectedCow collar programme with Rockwell Automation and ISAP: 24 months, 400 collars, 3 villages

2x

Farmer income

Rs 4,084 to Rs 8,440 a month

+38.6%

Milk yield

2.43 to 3.37 litres a day

14.5

Calving interval

months, down from 17

3.98%

Milk fat

up from 3.42%

600+ health and heat alerts acted on. 8 village women trained as pashu-sakhis. GreenCow uses the same collar data for animal health and fertility records.

Result of collar-based herd management, reported July 2025. It is not a methane or carbon result.

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FARM LEVEL

Beyond carbon: what farmers and communities gain

2 ZERO HUNGER

Income and nutrition

12 to 15% more milk on pilot farms, so farmers gain before any carbon income

5 GENDER EQUALITY

Women in leadership

Women-led self-help groups run field monitoring

8 DECENT WORK AND ECONOMIC GROWTH

Green rural jobs

60+ green jobs and 150+ trained paravets

13 CLIMATE ACTION

Climate action

Cuts count toward India's climate commitments

Free, prior and informed consent secured. Benefit sharing agreed with MLDB and panchayats.

Source: M3 expression of interest. Pilot milk gains as reported there.

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RESULTS

Where M3 stands today

0.795

tCO2e saved per animal per year (design value)

Design values: IPCC Tier 2 baseline and a 30% reduction factor. To be confirmed at verification.

- ✓ Phase 1 under way: 10,000 animals
- ✓ Registered on Verra as VCS 5629
- ✓ Pilot farms: 12 to 15% more milk
- ⧖ Under validation; first verification round Q4 2026
- ⧖ First credits targeted March 2027; none issued yet

RESULTS

Rollout: four phases to statewide coverage



Planned rollout. Crediting period 1 April 2025 to 31 March 2032, renewable twice. Figures are design targets, not delivered coverage.

SCALING

Scaling beyond Maharashtra



Banas Dairy partnership meeting.

Banas Methane Management Programme: 3 M animals, 30% reduction target, baselining started

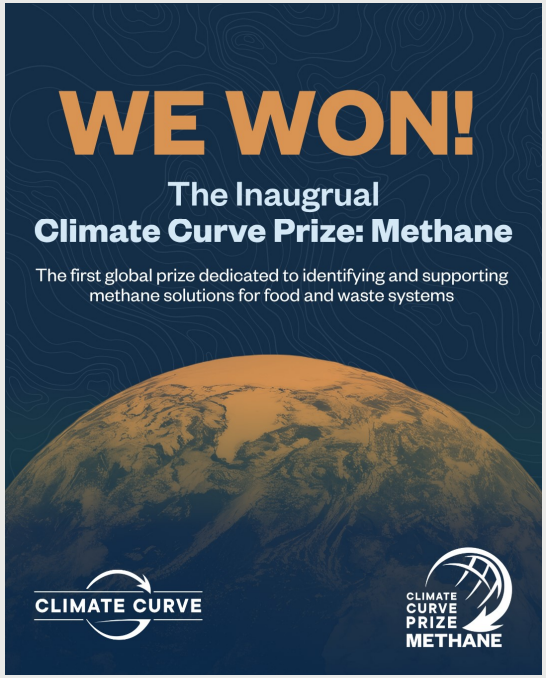
Grouped project design: new farms and districts join without a new registration

Talks under way for more state and cooperative programmes

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SCALING

Recognition for our methane and climate work



Climate Curve Prize: Methane
Sep 2026. One of eight inaugural laureates, with an unrestricted USD 25,000 award.
WINNER

DFI Retail Group x The Mills Fabrica
Sustainability Innovation Challenge. Finalist chosen from 40+ global applications.
TOP 5 GLOBAL

THRIVE Global Impact Challenge 2026
SVG Ventures. One of 48 in Animal Health and Nutrition, from 2,000+ applications.
SEMI-FINALIST

IDF Dairy Innovation Awards 2026
International Dairy Federation awards for innovation across the dairy sector.
FINALIST

Awards recognise the work. Credit quality is proven only by verification.

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MARKET AND POLICY

Why buyers are paying attention

6,200+

companies hold science-based targets

$230 B

combined annual sales of Dairy Methane Action Alliance members

30%

Danone target: absolute dairy methane cut by 2030

~12 yrs

methane lifetime, so cuts show up within a decade

VM0041 credits are CORSIA-eligible. SBTi FLAG rules bar offsetting farm emissions with removals from other sectors.

Pro-climate and pro-food: herds can grow while their footprint shrinks.

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MARKET AND POLICY

Policy is moving, but unevenly

PIONEER

Denmark

First livestock emissions tax: about USD 43 a tonne of CO2e from 2030, rising to about USD 107 by 2035

CAUTIONARY TALE

New Zealand

Agricultural pricing scheme scrapped in 2024; legislated methane targets remain

STALLED

European Union

Methane Regulation covers energy only, though farms emit 53 to 54% of EU methane

UNDER-DELIVERING

Global Methane Pledge

159 countries signed; none of 17 major farm-sector signatories has concrete farm measures

India has no livestock methane mandate or subsidy yet. That is the gap M3 works in.

Source: eVerse.AI paper on livestock enteric methane credits.

MARKET AND POLICY

What is next: the R&D pipeline

IN USE

Harith Dhara plus RBP

30% emission reduction factor

Basis of all current credit calculations

Plant-based, delivered daily

→

NEXT

Brown seaweed extract

Bromoform-free, so no ozone-depleting risk

Target 40 to 50% reduction

Pre-commercial; not in credits

→

LATER

Anti-methanogen vaccine

One dose plus annual booster

Heat-stable; India-specific strains

Needs CDSCO and DAHD approval

Seaweed and vaccine work is early-stage research and is not part of M3's current methodology or credit calculations.

LESSONS

Myths and facts about methane credits

MYTH	~~Cutting methane means fewer animals.~~	FACT	No. Herds stay the same size. Feed changes.
MYTH	~~Additives will cut milk.~~	FACT	Pilot farms report 12 to 15% more milk.
MYTH	~~Carbon credits only suit big farms.~~	FACT	A grouped project brings in smallholders with 2 to 4 animals through cooperatives.
MYTH	~~Credits are just promises.~~	FACT	Issued only after annual third-party verification, with a serial number on a public registry.

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LESSONS

What we have learned

1 Farmers adopt for milk first

Carbon income follows; productivity wins trust

2 A state partner opens doors

MLDB brings field staff, farms and data

3 Measure at the farm

Simple tools that a paravet can use

4 Start with a baseline survey

842 farmers, six districts, no assumptions

5 Women and paravets deliver

Self-help groups run monitoring locally

6 Write benefit sharing down early

Agreed with MLDB and panchayats

LESSONS

What is still hard

1 Methodology approval pending

VM0041 v3.0 awaits ICVCM CCP decision, 2026 to 2027

2 Verification takes time

No credits issued yet; farmer payouts follow

3 Cost without a subsidy

USD 15 to 22 per animal per year

4 The digital gap

Over 70% of farmers lack smartphone and 4G

5 Local emission data

Indian breeds and buffalo need local factors

6 Scaling a fragmented feed chain

From 10,000 animals to 20 million

eVerse.AI

The team



Ashish Sonkusare

CEO and Co-founder

"COW means Creator of Wealth."



Vidhi Gaur

Co-founder and Director, Carbon

"Reducing methane is a new revenue stream for farmers."



Shailendra Narwade

Co-founder and President, Operations

"Seamless operations at scale turn every dairy farm into a climate-smart enterprise."

A team of about 40, based in Nagpur, working with farmers, cooperatives and state agencies.

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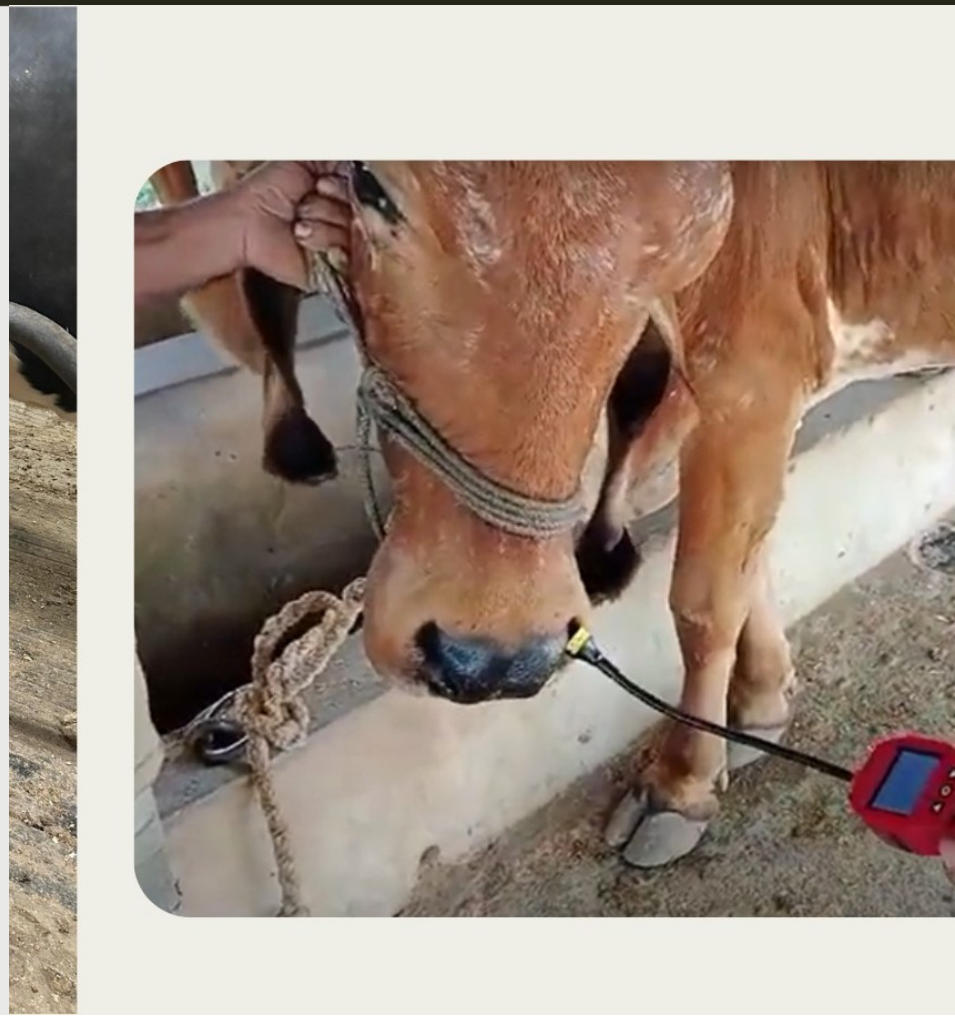




Thank you

Questions and discussion

More milk.
Less methane.
More income.



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greencow.online