

Intensive food-animal systems growing at the risk of
antimicrobial resistance, zoonosis, biodiversity & climate change

www.hetha.in

What was the idea behind forming Hetha ?

We wanted to see whether we can run an ethical business with indigenous cows which is self sustainable.



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- **7.5 years old**
- **3 farms with ~1000 indigenous cows (Total population includes bulls and old cows).**
- **Over 100 products derived from indigenous cows.**
- **80 employees mostly from the rural background**
- **Hetha runs without donations and is a profitable organization filing GST and yearly tax returns.**

NOTHING GOES TO WASTE



Milk

Gaumutra

Cow Dung

Breeding



Breeding



Gaumutra is used to make Panchagavya medicines



Cow dung is used to make manure/logs.



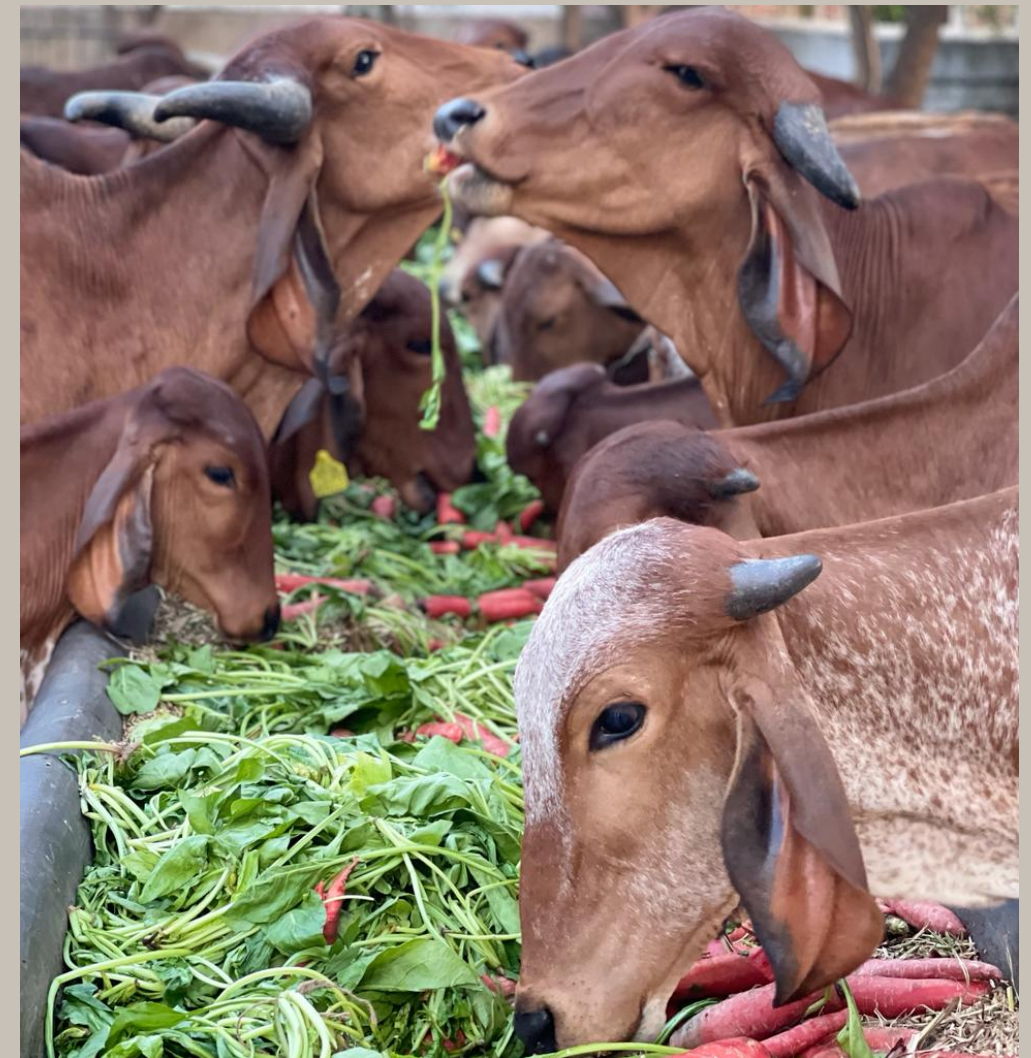
Organic Farming



Value Added Products

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- All indigenous cows (male/female) born at Hetha have access to good fodder, clean water and ample space to roam around.
- Ethical Milking : Half milk is left for the calves. Old cows and bulls live their full life at Hetha.
- Cow dung, Gaumutra is utilised too in order to manufacture Manure, Ayurvedic medicines.



WHY INDIGENOUS COWS ?

- Sturdy, less prone to diseases, easy to maintain. Medical expenditure is as low as Rs 200 per cow/year.
- More robust when compared to exotic breeds (none of our cows have access to fans and we never had a single heat stroke case even when temperatures have touched 47 degrees)
- Less fertility issues
- Milk quality is far better than the A1 type milk given by exotic breeds.
- Cow urine from indigenous cows can be used to manufacture Ayurvedic medicines and the medicines work.

CAN THIS MODEL FEED OUR POPULATION ?

- Everything from the farm is a fodder for the cows(no stubble burning).
- Indigenous cows will augment the income of a farmer.

Hetha

Champawat



Hetha Uttarakhand
Champawat, Uttarakhand
Badri Cow Conservation
and Organic Farming



Hetha Gaushala
Sikandarpur, Ghaziabad, UP
Home to ~550 Gir, Sahiwal,
Tharparkar desi cows

Delhi



Ghaziabad



Bhiroli

Hetha Nandishala
Bhiroli, Bulandshahr, UP
Home to ~200 Gir, Sahiwal,
Tharparkar old cows and bulls.
Organic Farming.



3 SITES



He tha டீஸ்ட்
கேட வுத மரித



HETHA[®]

ALL ABOUT INDIGENOUS COWS

