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

- 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
Gaumutra is used to make Panchagavya medicines.

Breeding

Cow dung is used to make manure/logs.

Organic Farming

Value Added Products
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

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

Ghaziabad

Bhiroli

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

Champawat

Hetha Uttarakhand Champawat, Uttarakhand Badri Cow Conservation and Organic Farming

Delhi

3 SITES
Hetha హీతా
కేలె బార్డు మైన్
HETHA®
ALL ABOUT INDIGENOUS COWS