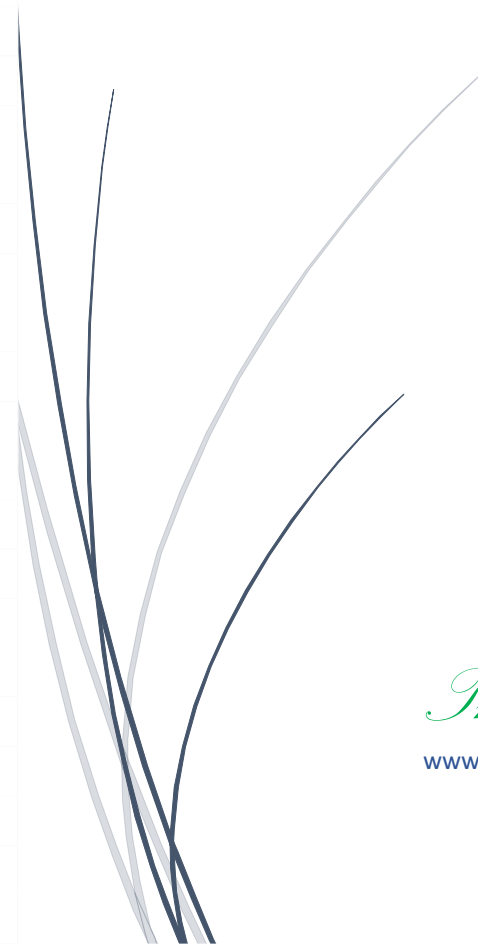


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COMPENDIUM OF SUCCESSFUL CASE STUDIES

UDYAMINI PROGRAM



The Goat Trust

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1. CASE STUDY OF CHITRA RAY: BREAKING BARRIERS THROUGH COMMUNITY-LED LIVESTOCK MICRO-ENTERPRISES

The Transformation of Chitra Ray as a Catalyst for Change

1. BENEFICIARY DETAILS

- **Name of the Beneficiary:** Chitra Ray
- **Age:** 38 Years
- **Caste:** OBC
- **Husband's Name:** Mathura Ray (Age: 39 Years)
- **Address:** Village: Keotparapara, Block: Balijana, District: Goalpara, Assam
- **Family Size:** 3 members
- **Children:** Urnikha Ray (Daughter, Class 1 student)
- **Current Designation:** Local Business Counsellor (LBC), The Goat Trust
- **Year of Joining:** 2024



2. BACKGROUND

Chitra Ray lives in the close-knit village of Keotparapara within the Balijana block of Goalpara, Assam. As a mother to a young daughter just beginning her formal primary education in class one, Chitra's primary focus has been creating a stable environment for her family. Operating within a small, three-member household, she balanced the rigorous demands of managing her home with manual agricultural labourer, always seeking a viable way to sustainably augment her family's limited income.

3. LIVELIHOOD SITUATION BEFORE INTERVENTION

Prior to her engagement with institutional development programs in 2024, Chitra's economic activities were highly vulnerable and constrained.

- **Marginal Livestock Assets:** She maintained a minimal flock of just **2 goats**.
- **Operational Challenges:** Lacking exposure to scientific management, livestock rearing was highly insecure. Without proper deworming, vaccination, or kidding management, keeping the animals alive and keeping healthy was a constant struggle.
- **Economic Constraints:** Relying purely on traditional seasonal agriculture and a tiny livestock base left the family with minimal disposable income, making it difficult to plan for long-term investments like high-quality education for her daughter.

4. INSTITUTIONAL SUPPORT AND CAPACITY BUILDING

In 2024, Chitra's dedication and community mindset led to her selection as a **Local Business Counsellor (LBC)** by **The Goat Trust**. This role opened doors to professional capacity building:

- **Para-Veterinary and Management Skills:** She received specialized hands-on training covering the identification of common livestock diseases, preventive vaccination schedules, low-cost housing designs, and balanced nutritional intake for goats.
- **Extension and Counselling Skills:** Beyond technical livestock management, Chitra was trained in communication, business calculation, and community mobilization, enabling her to act as a vital bridge between formal veterinary resources and rural livestock rearers.



5. INITIAL INVESTMENT AND ENTERPRISE ESTABLISHMENT

With a newfound understanding of livestock management as a business rather than a passive hobby, Chitra shifted her approach:

- **Strategic Expansion:** Utilizing her role as an LBC to establish credibility, she prioritized growing her own flock as a primary livelihood anchor, implementing strict bio-security and feeding protocols right in her backyard.
- **Demonstration Setup:** Her small-scale farm was transformed into a practical model for Keotparapara village, showcasing how low-cost modifications in management drastically reduce mortality rates.

6. BUSINESS GROWTH & FINANCIAL PROGRESS

The shift from unscientific rearing to a structured micro-enterprise yielded significant results within a short span:

- **Exponential Flock Growth:** Her herd scaled from a baseline of **2 goats to a thriving count of 13 goats** during documentation.
- **Diversified Revenue Streams:** Chitra now enjoys dual financial benefits—the increased valuation and sales from her rapidly growing goat enterprise, coupled

with the regular incentives she earns by providing advisory and livestock services to her community.

- **Household Security:** The steady, predictable income has removed financial stress regarding her daughter Urnikha's primary schooling expenses, ensuring a strong educational foundation.

7. SOCIAL IMPACT

Chitra's evolution from a reserved housewife to a certified Local Business Counsellor has altered the social dynamics within her community:

- **Community Trust:** As an OBC woman taking up an active advisory role, she has earned immense respect, regularly visiting households to consult on livestock health and management.
- **Enhanced Autonomy:** Her capacity to contribute substantially to the household economy has elevated her position to an equal decision-maker at home, inspiring neighbouring women to look at livestock as a pathway to financial independence.

8. FUTURE PLAN

Looking ahead, Chitra aims to deepen her footprint as a rural entrepreneur:

- **Commercial Scaling:** She intends to expand her current stock to establish a dedicated, commercial-grade buck-rearing and breeding unit.
- **Cluster Development:** Her goal is to convert Keotparapara into a prominent goat-rearing cluster, ensuring better collective bargaining power and market linkages for all women farmers in her vicinity.

9. CONCLUSION

Chitra Ray's journey exemplifies how empowering a motivated individual with the right technical skills can uplift an entire household and inspire a neighbourhood. By transforming her minimal flock of 2 goats into a commercial business of 13, and stepping into the public sphere as an LBC with The Goat Trust, she has successfully insulated her family from financial instability. Her story proves that smallholder livestock interventions, when paired with structured local leadership, are powerful tools for rural economic development.

2. CASE STUDY OF GITANJALI KALITA: EMPOWERING RURAL WOMEN THROUGH LIVESTOCK VALUE CHAIN ENTREPRENEURSHIP

1. BENEFICIARY DETAILS

- **Name of the Beneficiary:** Gitanjali Kalita
- **Age:** 41 Years
- **Caste:** General
- **Husband's Name:** Pradip Kumar Das (Age: 50 Years)
- **Address:** Village: Bapupara, Block: Balijana, District: Goalpara, Assam
- **Family Members:** 04
- **Children:** * Himan Das (Son, College 2nd-year student) & Parishmita Das (Daughter, Class 6 student)
- **Current Designation:** Local Business Counsellor (LBC), The Goat Trust
- **Year of Joining:** 2024



2. BACKGROUND

Gitanjali Kalita resides in the scenic but economically challenging landscape of Bapupara village in the Balijana block of Goalpara, Assam. Living in a four-member household, her primary focus has always been ensuring a bright future for her two children—her son, who is currently pursuing higher education in college, and her young daughter. Like many rural women, Gitanjali balanced managing her home with traditional, small-scale agricultural activities to help sustain her family's daily needs.

3. LIVELIHOOD SITUATION BEFORE INTERVENTION

Prior to 2024, Gitanjali was primarily a housewife engaged in subsistence farming and backyard livestock rearing.

- **Asset Base:** She owned a small herd of just **5 goats** during the interaction.
- **Challenges:** Goat rearing was managed using traditional, unscientific methods. There was a lack of access to proper veterinary care, high mortality risks for kids, and no direct linkage to profitable markets.
- **Income Status:** The income generated from her small herd and regular agricultural labour was supplementary, highly volatile, and insufficient to comfortably support the rising cost of her children's education.

4. INSTITUTIONAL SUPPORT AND CAPACITY BUILDING

A turning point came in 2024 when Gitanjali was identified and selected by **The Goat Trust** to become a **Local Business Counsellor (LBC)**. This selection marked her transition into structured community institutional support.

- **Technical Training:** She underwent rigorous training on scientific goat management, including proper housing, targeted feeding practices, deworming, and timely vaccination schedules.
- **Business & Advisory Skills:** As an LBC, she was trained to provide community-level advisory services, animal healthcare management, and market linkage support to fellow women farmers in her block.

5. INITIAL INVESTMENT AND ENTERPRISE ESTABLISHMENT

Equipped with new technical knowledge and institutional backing, Gitanjali decided to scale up her backyard activity into a viable commercial enterprise.



- **Flock Expansion:** She reinvested her earnings and leveraged institutional support to systematically expand her herd from the baseline of 5 goats.
- **Asset Management:** She established proper management practices on her farm, turning her household goat shed into a model demonstration unit for the village.

6. BUSINESS GROWTH & FINANCIAL PROGRESS

Gitanjali's shift toward scientific goatery yielded immediate, tangible economic results:

- **Herd Growth:** Her livestock asset increased threefold, growing from **5 to 15 goats** whose economic value that time was around 70,000-75000/-
- **Income Enhancement:** The expanded herd, combined with her stable incentives and service fees as a Local Business Counsellor, substantially boosted her monthly household cash flow.
- **Financial Security:** This enhanced income has given her the financial stability required to smoothly fund her son's college education and secure her daughter's school expenses.

7. SOCIAL IMPACT

Beyond the financial metrics, Gitanjali's transformation from a standard housewife to a certified Local Business Counsellor has created a ripple effect in Bapupara village:

- **Women's Leadership:** She has emerged as a role model and community mentor, breaking traditional gender barriers by actively advising other households on livestock management.
- **Increased Agency:** Her position as an income provider and community consultant has significantly enhanced her decision-making power and social status within both her family and the wider village.

8. FUTURE PLAN

Gitanjali does not plan to stop here. Her roadmap for the future includes:

- **Further Expansion:** Scaling up her commercial goat farm beyond 15 animals into a high-yielding breeding unit.
- **Community Cultivation:** Training and motivating more rural women entrepreneurs (RWEs) in the Balijana block to adopt scientific livestock rearing.
- **Sustainable Income:** Creating a highly structured, recession-proof secondary income stream to fully secure her children's long-term career aspirations.

9. CONCLUSION

The journey of Gitanjali Kalita underscores the profound impact that targeted institutional support and capacity building can have on rural women. By shifting from traditional farming to a structured goatery business and stepping into the leadership role of an LBC with The Goat Trust, Gitanjali has successfully uplifted her family's economic status. Her story serves as a powerful testament to how livestock interventions can drive women's empowerment, rural entrepreneurship, and sustainable community development.

2. CASE STUDY ON SABITRI DAS- GOAT FARMING AS A PATHWAY TO PROSPERITY UNDER UDYAMINI PROGRAMME

1. BENEFICIARY PROFILE

- **Name:** Sabitri Das
- **Village:** Chamaria No.-1
- **Block:** Chamaria
- **District:** Kamrup Rural
- **Social Category:** OBC
- **Family Members:** 06 (parents, 5 sisters, 1 brother)
- **Marital Status:** Married to Jitu Rajbangshi
- **Children:** Two daughters (Class IX and Class III)



2. BACKGROUND

Sabitri Das hails from a financially constrained OBC household in Chamaria No.-1 village. Her father earns a livelihood through **wooden furniture making** and **seasonal cultivation of paddy and vegetables**, while her mother manages the household.

Due to economic pressure, Sabitri could not complete her matriculation and studied only up to **Class VIII**. From a young age, she supported her family by engaging in **handloom activities**, weaving **Mekhela Chadar** along with her sisters to meet daily household expenses.

3. LIVELIHOOD SITUATION BEFORE INTERVENTION

Before joining the programme, Sabitri had basic experience in traditional goat and desi poultry rearing, maintaining only 2–3 goats using conventional practices. Income was irregular and limited due to:

- Lack of scientific knowledge
- Low productivity
- High vulnerability to disease

After marriage, she continued her economic engagement through:

- Cultivation on her own family land
- Livestock rearing alongside household responsibilities

4. INSTITUTIONAL SUPPORT AND CAPACITY BUILDING

Under the Udyamini Programme, implemented by The Goat Trust, Sabitri received comprehensive support that strengthened and transformed her goat-rearing enterprise:

- Intensive training in scientific goat rearing, enabling her to adopt modern and efficient practices
- Advanced feeding and fodder management techniques to improve livestock productivity
- Practical guidance on housing, hygiene, and animal healthcare to ensure healthier herds
- Exposure visits to successful goat-rearing models, expanding her knowledge and confidence
- Continuous mentoring and dedicated technical handholding to sustain and scale her livelihood

5. INITIAL INVESTMENT AND ENTERPRISE ESTABLISHMENT

In mid-2024 month of June, Sabitri started her goat farming business with three goats. She invested ₹8,000 by taking a loan from her Self-Help Group (SHG) in the same month and also used some of her personal savings. After seeing the success of other goat farmers in her village, she realized that goat farming could be a good and growing source of income, and she decided to take it up seriously and plan it properly. After the training, Sabitri adopted:



- Scientific feeding using **locally available green fodder**
- Improved low-cost goat sheds
- Regular health monitoring and care

Key Results:

- Goat population increased from 2–3 goats to 24 goats whose economic value Rs. 85,000-90,000 graduating to age and body weight
- Reduced mortality and better growth rates
- Improved market value of goats
- Initiated desi poultry rearing with 7 birds for supplementary income

6. BUSINESS GROWTH & FINANCIAL PROGRESS

- Increased income through the sale of goats to local traders at higher profit margins.
- Established a stable and reliable source of income to manage household expenses.
- Consistently supported the education expenses of her two school-going daughters.

- Strengthened food security and enhanced the family's overall financial resilience.
- Currently having 21 Goats with proper farming and management.
- Livestock rearing has now emerged as the family's primary and sustainable source of livelihood.

7. SOCIAL IMPACT

Sabitri has emerged as a confident and successful woman livestock entrepreneur, inspiring change within her community

- Strengthened her voice and decision-making power within the household
- Recognized as a role model for other women in the Chamaria block
- Actively motivates and guides peer women to adopt scientific goat-rearing practices



8. FUTURE PLAN

- Expand the goat herd to three times its current size to significantly scale up production and income
- Increase annual earnings to INR 1–1.5 lakh by the end of the year, 2026.
- Establish a small-scale egg production poultry farm with a capacity of 100 hens to diversify income sources
- Avail benefits under the CMAAA scheme of 2.0 lakh with 50% subsidy to strengthen and formalize the enterprise commercially.

9. CONCLUSION

Sabitri Das's journey powerfully illustrates how targeted capacity building and sustained mentoring under the Udyamini Programme can transform traditional livestock rearing into a thriving, women-led enterprise. Her remarkable progress not only highlights her determination and entrepreneurial spirit but also demonstrates the programme's tangible contribution to women's economic empowerment, strengthened rural livelihoods, and enhanced resilience across the Kamrup Rural cluster of Assam.

4. CASE STUDY OF KALYANI KALITA – TRANSFORMING LIVELIHOOD THROUGH IMPROVED GOAT FARMING UNDER UDYAMINI PROGRAM

1. BENEFICIARY PROFILE

- **Name:** Kalyani Kalita
- **Village:** Chamaria
- **Block:** Chamaria
- **District:** Kamrup Rural
- **Social Category:** General
- **Marital Status:** Married to Apurba Kalita
- **Children:** One daughter (Class V)



2. BACKGROUND

Kalyani Kalita, a 32-year-old Rural Women Entrepreneur (RWE) from Chamaria Village under Kamrup (R) District, Assam, represents a compelling example of women-led enterprise development in the small livestock value chain. She is very calm and sober

3. LIVELIHOOD SITUATION BEFORE INTERVENTION

With limited initial resources but strong determination, she transitioned from a homemaker to a confident and successful scientific goat farmer.

4. INSTITUTIONAL SUPPORT AND CAPACITY BUILDING

Recognizing the need for technical knowledge, Kalyani registered with The Goat Trust as a Rural Women Entrepreneur. She underwent structured scientific goat-rearing training covering:

- Breed selection and herd improvement
- Scientific feeding and nutrition practices
- Housing and shed management
- Disease prevention and vaccination protocols
- Timely deworming and healthcare management

This training marked a turning point in her entrepreneurial journey, enabling her to shift from traditional practices to a scientific, productivity-oriented approach.

5. INITIAL INVESTMENT AND ENTERPRISE ESTABLISHMENT

In the month of July, 2024, Kalyani initiated her goat farming enterprise with four goats. She mobilized an initial capital of ₹10,000 through her Self-Help Group (SHG)

and supplemented it with personal savings. Observing the success of local goat rearsers in her village, she identified goat farming as a sustainable and scalable livelihood opportunity and resolved to pursue it strategically.

6. BUSINESS GROWTH AND FINANCIAL PROGRESS

Within 18 months i.e. Month of December 2025, Kalyani achieved her first financial milestone by earning ₹15,000 through the sale of two castrated goats. Demonstrating strong business acumen, she reinvested the entire profit into herd expansion rather than diverting it for household consumption.



To ensure proper livestock management, she constructed a well-designed 20 ft × 20 ft goat shed, creating a hygienic and secure environment for her animals. Today, her herd has expanded to 32 goats, reflecting an eightfold growth from her initial stock.

7. SOCIAL IMPACT

Kalyani's enterprise has significantly improved her family's financial stability and social standing. Her role has evolved from a dependent homemaker to a primary income contributor. Family members, who were initially observers, now actively support daily farm operations.

Her success has strengthened her decision-making power within the household and elevated her respect within the community.

Community-Level Influence

Beyond personal achievement, Kalyani's journey has inspired other women in Chamaria Village to explore goat farming as a viable livelihood option. She has emerged as a local role model, demonstrating that scientific livestock management combined with institutional support can lead to sustainable income generation and women's empowerment.

Key Success Factors

- Access to institutional training and technical guidance
- Strategic reinvestment of profits
- Adoption of scientific management practices
- Strong family support
- Clear growth vision and financial planning

8. FUTURE PLAN

Kalyani has set an ambitious target to scale her herd size to 70 goats by the end of the year 2026, with an estimated annual income projection of ₹2,00,000. Her growth strategy includes:

- Continuous reinvestment of profits
- Improved breeding management
- Enhanced market linkage
- Strengthened disease prevention measures



9. CONCLUSION

Kalyani Kalita's journey illustrates how small beginnings, when strengthened by knowledge, perseverance, and institutional support, can evolve into sustainable rural enterprises. Her story underscores the transformative potential of scientific goat farming in enhancing productivity, profitability, and women's empowerment in rural Assam.

Once she said "I started with just four goats and a dream of independence—today, my journey proves that knowledge, courage, and persistence can transform a small idea into a sustainable livelihood."

5. CASE STUDY OF USHA BAYAN

WEAVING SUCCESS THROUGH LIVESTOCK, HANDLOOM, AND RURAL ENTREPRENEURSHIP

1. BENEFICIARY PROFILE

- **Village:** Chamaria Satra
- **Block:** Chamaria
- **District:** Kamrup Rural, Assam
- **Social Category:** OBC Marital Status: Married
- **Husband's Name:** Manoj Bayan (45 Years)
- **Children:** Two Daughters – Nishita Bayan (18 Yrs) and Manjyata Bayan (14 Yrs)



2. BACKGROUND

Usha Bayan belongs to a rural household in Chamaria Satra village of Kamrup Rural district. Like many women in Assam, she has been actively involved in household responsibilities while also contributing to her family's income through various livelihood activities.

From an early age, Usha learned handloom weaving, a traditional skill passed down through generations. She regularly engaged in weaving activities to supplement household income. Alongside handloom work, she also practiced traditional goat rearing, which provided occasional earnings for the family. Despite her hard work, the income generated from these activities was often insufficient to meet the growing needs of the household and support the education of her daughters.



3. LIVELIHOOD SITUATION BEFORE UDYAMINI PROGRAM

Before joining the Udyamini Programme, Usha maintained goats using traditional rearing practices. Although she had practical experience, limited knowledge of scientific management practices restricted the growth of her enterprise.

Some of the challenges she faced included lack of scientific knowledge on goat farming, poor feeding and nutrition management, limited awareness regarding disease prevention and vaccination, low productivity, and irregular income from goat sales.

4. INSTITUTIONAL SUPPORT AND CAPACITY BUILDING

A turning point in Usha's livelihood journey came when she became associated with the Udyamini Programme implemented by The Goat Trust. Through the programme, she received training on scientific goat-rearing practices, balanced feeding and fodder management, improved housing and hygiene, vaccination and animal healthcare, enterprise development, and continuous mentoring and technical support.

5. INITIAL INVESTMENT AND ENTREPRISE DEVELOPMENT

As a result, the health and productivity of her existing goats improved significantly. Better management practices enabled her to obtain better prices during goat sales, leading to increased income and financial stability.

The success of her goat farming enterprise encouraged her to diversify her livelihood activities. Using the income earned from goat sales, she established a small retail shop of her own by making an investment of 8000-10,000/-, creating an additional source of regular income for the family.

At the same time, she continued her handloom weaving activities and also became involved in soap-making, demonstrating her entrepreneurial spirit and commitment to strengthening her family's livelihood

6. BUSINESS GROWTH AND FINANCIAL PROGRESS

All the efforts made by her started converting in Increased income through improved goat sales, establishment of a small retail shop using earnings from goat farming, additional earnings from handloom weaving and soap production, improved capacity to meet household and educational expenses, and greater financial security through multiple income sources.



7. SOCIAL IMPACT

The transformation in Usha's livelihood has contributed to increased self-confidence and independence, greater participation in household decision-making, recognition as a successful rural entrepreneur, and motivation for other women in the community.

8. FUTURE PLAN

Usha plans to expand her goat-rearing enterprise, increase income through livestock sales, expand her retail shop, strengthen handloom production and marketing, enhance soap production activities, and build a financially secure future for her family.

9. CONCLUSION

Usha Bayan's journey stands as a testament to how skill development, unwavering determination, and the structured support of the Udyamini Program, implemented by The Goat Trust—can turn traditional livelihood practices into thriving, sustainable rural enterprises. This gave her confidence and can-do approach and motivation other RWEs to start their own micro enterprises and they also can do it like her.

6. CASE STUDY OF NEELIMA DAS: SCALING UP SMALLHOLDER PRODUCTION THROUGH GRASSROOTS ADVISORY SERVICES

THE ECONOMIC TURNAROUND OF NEELIMA DAS

1. BENEFICIARY DETAILS

- **Name of the Beneficiary:** Neelima Das
- **Age:** 37 Years
- **Caste:** OBC (Other Backward Classes)
- **Husband's Name:** Charna Kumar Ray (Age: 42 Years)
- **Address:** Village: Keotparapara, Block: Balijana, District: Goalpara, Assam
- **Family Members:** 04
- **Children:**
 - ✓ Moromjyoti Ray (Son/Daughter, 13 Years, Class 8 student)
 - ✓ Prastuti Ray (Daughter, 9 Years, Class 3 student)



2. BACKGROUND

Neelima Das lives in Keotparapara village, located in the Balijana block of Goalpara, Assam. Operating within a busy four-member household, Neelima's primary focus revolves around supporting her two school-going children—one entering higher secondary schooling in class eight, and the other building basic literacy in class three. To support her husband, Neelima traditionally managed household duties while simultaneously putting in hard physical labour in the family's small agricultural plots.

3. LIVELIHOOD SITUATION BEFORE INTERVENTION

Before getting linked with structured support systems, Neelima's livestock practices were strictly restricted to subsistence-level rearing.

- **Low Asset Base:** She managed a small herd of only **3 goats** initially.
- **High Vulnerability:** Operating without professional guidance, her animals faced seasonal disease outbreaks, slow weight gain, and high mortality risks.
- **Financial Constraints:** Backyard goat rearing was seen as an unpredictable fallback option rather than a reliable business. The returns from agriculture were barely enough to cover baseline grocery needs, leaving zero surplus to invest in the growing educational requirements, books, and private tutor needs of her two growing children was bit costly affair.

4. INSTITUTIONAL SUPPORT AND CAPACITY BUILDING

Neelima's RWE economic trajectory shifted significantly when she came into close contact with the **Local Business Counsellor (LBC)** representing **The Goat Trust** in her village. Rather than working in isolation, she was brought into an organized local advisory ecosystem:

- **Adopted Best Practices:** Through regular home visits and demonstrations by the LBC, Neelima was trained in scientific livestock rearing. She learned about low-cost clean housing, standard deworming timelines, and the importance of timely vaccinations against killer diseases like PPR (Peste des Petits Ruminants).
- **Nutritional Guidance:** She was taught how to formulate cost-effective feeding rations utilizing locally available fodder and supplemental feeds to ensure healthy, rapid animal weight gain.



5. INITIAL INVESTMENT AND ENTERPRISE ESTABLISHMENT

With a clear roadmap provided by the local advisory network, Neelima transitioned from passive rearing to active enterprise management:

- **Strategic Upgrades:** She invested 5000/- one time and family resources into upgrading her goat shed to improve ventilation and waste management, drastically lowering disease transmission within her flock.
- **Flock Consolidation:** Instead of selling off her female kids prematurely due to financial pressure, she carefully preserved her female stock to build a sustainable, self-replicating breeding base right in her backyard.

6. BUSINESS GROWTH & FINANCIAL PROGRESS

The direct support from the LBC network yielded visible, compounding financial returns for Neelima's household:

- **Fourfold Stock Increase:** Her herd systematically expanded from a baseline of 3 goats to a robust count of 12 goats whose economic value can be estimated as 45000-50000 and more on graduation age and weight.

- **Asset Accumulation:** The net capital value of her livestock asset has multiplied significantly, turning her backyard into a dependable biological bank.
- **Educational Investment:** The liquid cash generated through planned animal sales has directly allowed Neelima to finance her children's education—comfortably covering school fees, uniforms, and stationery for wards without relying on stressful informal loans.

7. SOCIAL IMPACT

Neelima's transition into a successful goaterie entrepreneur has brought substantial personal and social transformation:

- **A Model of Adoption:** Within Keotparapara village, Neelima has become a stellar example of how ordinary women farmers can optimize their income simply by adopting modern, scientific techniques through local extension agents.
- **Financial Recognition:** Her ability to consistently generate cash from her independent enterprise has elevated her status to an active financial contributor within her household, bolstering her confidence and vocal participation in local community groups.

8. FUTURE PLAN

Neelima is focused on building long-term resilience for her household enterprise through the following strategies:

- **Commercialization:** She plans to scale her current flock past 20 animals and introduce high-quality breed bucks to improve herd genetics.
- **Fodder Security:** She intends to dedicate a small patch of her homestead land specifically to high-yielding perennial fodder cultivation to insulate her business from feed shortages.
- **Sustained Education:** Her primary commercial objective remains using her livestock profits to fund higher professional education for both of her children.

9. CONCLUSION

The case of Neelima highlights the incredible efficiency of decentralized agricultural extension models. By establishing a strong connection with the Local Business Counsellor network, Neelima successfully unlocked the hidden economic potential of smallholder goat farming business. Her evolution from managing 3 vulnerable animals to commanding a thriving business of 12 healthy goats stands as an inspiring blueprint for rural poverty alleviation, proving that timely technical guidance can turn a traditional housewife into a resilient agri-entrepreneur.

7. CASE STUDY OF NAMITA DAS- BUILDING RESILIENT FUTURES THROUGH GOAT FARMING INNOVATION UNDER UDYAMINI PROGRAMME

1. BENEFICIARY PROFILE

- **Name:** Namita Das
- **Age:** 48 Years
- **Village:** Balijana
- **Block:** Balijana
- **District:** Goalpara, Assam
- **Marital Status:** Married
- **Husband's Name:** Akhil Das
- **Children:** Two Sons
- **Primary Livelihood:** Goat Farming



2. BACKGROUND

Namita Das, a resident of Balijana village in Goalpara district, is a rural woman entrepreneur engaged in goat rearing. Alongside managing her household responsibilities, she has been involved in traditional goat farming as a source of livelihood. Although goat rearing contributed to her family's income, the enterprise generated only modest returns due to the use of conventional management practices, limited technical knowledge, and low productivity.

3. INITIAL INVESTMENT AND ENTERPRISE ESTABLISHMENT

In March 2024, Namita started her goat farming business with two goats initially. She arranged a first investment of ₹9,000 through her Self-Help Group (SHG) and added some of her own savings. After seeing the success of goat farmers in her village, she realized that goat farming could provide a stable and profitable source of income. This encouraged her to start and expand her goat farming enterprise in the time to come.

4. INSTITUTIONAL SUPPORT AND CAPACITY BUILDING

When She joined Udyamini Program with The Goat Trust in 2024 She got training from The Goat Trust on improved goat rearing practices and business potentials and covered various topics as below-

- Breed selection and herd improvement
- Scientific feeding and nutrition practices
- Housing and shed management
- Disease prevention and vaccination protocols
- Timely deworming and healthcare management

This training was very helpful for her to shift from traditional practices to scientific practices and the training helped her in entrepreneur journey.

5. BUSINESS GROWTH AND ECONOMIC PROGRESS

Namita became more confident in managing her livestock enterprise and now encourages other women to adopt scientific goat farming. The improved goat-farming enterprise strengthened her family's financial condition, helped meet household expenses, and supported the future of her two sons. She earned 30,000 within 17 months through castrated goat sale.



To improve better management, she constructed goat shed 20 X 15 ft. using local materials to reduce the input cost for better margin proposition

6. SOCIAL IMPACT

Namita's enterprise has greatly improved her family's financial condition and social status. She has changed from being a homemaker who depended on others to becoming one of the major bread earners in the family. At first, her family members only watched her work, but now they actively help her in daily farm activities.

Her success has increased her confidence in the village and decision-making role in the family. She is also respected and appreciated more by people in her community.

7. FUTURE PLAN

She plans to expand her goat herd, improve productivity, increase household income, and build a sustainable livelihood for her family through commercial goat farming approach and maintain record properly as small business.

She is planning to have a 40-50 Goats commercial quality goat farm by the end of 2026 which will fetch handsome income and improve the livelihood condition of the family. She is highly motivated and confident to do it successfully in the time to come.

8. CONCLUSION

Namita Das's journey exemplifies how targeted training, mentorship, and continuous support under the Udyamini Program can empower rural women to transform traditional goat farming into a sustainable and profitable livelihood. Through skill enhancement and exposure to modern livestock practices, Namita has not only improved her household income but also become a role model for other women in her community, demonstrating that structured guidance and perseverance can turn small-scale farming into a thriving enterprise.

8. CASE STUDY OF KANAKLATA DAS- UNLOCKING OPPORTUNITIES THROUGH GOAT FARMING UNDER UDYAMINI PROGRAM

10. BENEFICIARY PROFILE

- **Name:** Kanaklata Das
- **Village:** Chamaria
- **Block:** Chamaria
- **District:** Kamrup Rural
- **Social Category:** General
- **Marital Status:** Married to Basanta Das
- **Son:** (18 Years)
- **Daughter:** Nikita Das (14 Years)



11. BACKGROUND

Kanaklata Das is a resident of Chamaria village in Kamrup Rural district, Assam. Like many rural women, she balances household responsibilities while rearing goats to supplement her family's income. Although goat farming had been part of the family's livelihood for several years, it was practiced on a small scale using traditional methods. Limited technical knowledge, poor management practices, and a small herd size restricted productivity and income, leaving little opportunity for enterprise growth.

12. LIVELIHOOD SITUATION BEFORE INTERVENTION

Before the intervention meeting the basic needs and quality life was very struggling and determined to improve her family's economic condition, Kanaklata decided to transform goat farming from a traditional activity into a sustainable rural enterprise. As education is prime need in most of the families and mostly private schooling is very costly affair to meet out their expenses.

13. INSTITUTIONAL SUPPORT AND CAPACITY BUILDING

To strengthen her technical knowledge, Kanaklata enrolled with The Goat Trust as a Rural Women Entrepreneur (RWE). She received structured training on scientific goat-rearing practices, value chain business training which covered:

- Breed selection and herd improvement
- Scientific feeding and balanced nutrition
- Hygienic housing and shed management

- Disease prevention and vaccination
- Timely deworming and routine healthcare management
- Value chain business

The training marked a significant turning point in her entrepreneurial journey. By replacing traditional practices with scientific livestock management, she improved the productivity, health, and overall performance of her enterprise.

14. INITIAL INVESTMENT AND ENTERPRISE ESTABLISHMENT

In March 2025, Kanaklata formally established her goat farming enterprise with an initial herd of six goats. She mobilized an investment of ₹20,000 through her Self-Help Group (SHG) and supplemented it with her personal savings. Entrepreneurship training in the livestock sector helped her recognize goat farming as a profitable and scalable livelihood opportunity, motivating her to adopt a business-oriented approach.

15. BUSINESS GROWTH AND FINANCIAL PROGRESS

Within 16 months of establishing the enterprise, Kanaklata achieved her first major financial milestone. In April 2026, she earned ₹42,000 from the sale of three castrated goats. Demonstrating strong entrepreneurial vision, she reinvested the entire income into expanding her goat farming business instead of using it for household expenses.



To improve livestock management, she constructed a well-designed 20 ft × 20 ft goat shed that provides a clean, safe, and hygienic environment for the animals. The improved housing has contributed to better animal health, reduced disease risk, and more efficient herd management.

Through continuous reinvestment, adoption of scientific management practices, and dedicated effort, Kanaklata has steadily expanded her enterprise, laying a strong foundation for long-term growth and sustainability.

16. SOCIAL IMPACT

The enterprise has significantly improved the economic condition of Kanaklata's family. She has evolved from being primarily a homemaker to becoming an important income contributor. Her success has encouraged other family members to actively participate in daily farm operations, making goat farming a family-managed enterprise.

In addition to improving household income, the enterprise has strengthened her confidence and enhanced her role in household decision-making. Her achievements have earned her recognition and respect within the community as a successful rural woman entrepreneur.

Community-Level Influence

Kanaklata's success has inspired many women in Chamaria village to view goat farming as one of the reliable and sustainable livelihood option. By demonstrating the benefits of scientific goat-rearing practices combined with institutional training and technical support, she has emerged as a local role model for women seeking economic independence through livestock-based enterprises.



Key Success Factors

The major factors contributing to Kanaklata's success include:

- Access to scientific training and technical guidance from LBC's regularly
- Strategic reinvestment of enterprise profits
- Adoption of scientific goat management practices
- Strong support from family members to go and grow in business
- Careful planning and a long-term vision for enterprise growth

17. FUTURE PLANS

Kanaklata aims to expand her herd to 70 goats by the end of 2026 and generate an annual income of approximately ₹2,00,000 from goat farming. To achieve this goal, she plans to:

- Continue reinvesting profits into enterprise expansion
- Improve breeding and herd productivity
- Develop stronger market linkages for goat sales
- Strengthen disease prevention and animal healthcare practices following schedule

18. CONCLUSION

Kanaklata Das's journey demonstrates how a small-scale traditional livelihood can be transformed into a sustainable rural enterprise through scientific knowledge, entrepreneurship, and institutional support. Her experience highlights the importance

of capacity building, financial discipline, and technical guidance in improving rural livelihoods and empowering women.

Today, Kanaklata stands as an inspiring example of rural entrepreneurship, proving that with determination, proper training, and continuous reinvestment, goat farming can become a profitable and sustainable source of income for rural families.

In her own words:

"I started with just a few goats and a dream of becoming financially independent. Today, my journey shows that with knowledge, hard work, and determination, even a small beginning can grow into a successful and sustainable livelihood."

9. CASE STUDY OF MANJU BAISHYA: GOAT FARMING: A CATALYST FOR CHANGE UNDER UNDYAMNI PROGRAM

19. BENEFICIARY PROFILE

- **Name:** Manju Baishya
- **Village:** Chamaria
- **Block:** Chamaria
- **District:** Kamrup Rural
- **Social Category:** General
- **Marital Status:** Married to Rintu Baishya
- **Son:** Dhruvajyoti Baishya (18 Years)
- **Daughter:** Susmita Baishya (14 Years)



20. BACKGROUND

Manju Baishya is a resident of Chamaria village in Kamrup Rural district, Assam. She has been rearing goats for several years while also taking care of her household responsibilities. Through her hard work and dedication, she has become an example of a rural woman entrepreneur in her village.

21. LIVELIHOOD SITUATION BEFORE INTERVENTION

Goat farming has been an important source of income for her family. However, they followed traditional rearing practices with a small number of goats with high risk of mortality & morbidity happens suddenly and had limited knowledge of scientific management. As a result, the income from goat farming was low, and there was little opportunity to expand the enterprise or improve the family's financial condition

22. INSTITUTIONAL SUPPORT AND CAPACITY BUILDING

She recognizing the need for better technical knowledge then Manju was identified in Udyamini Program as Beneficiary Rural Women Entrepreneur. She received the training on scientific goat rearing, including:

- Choosing selected breeds and improving the herd
- Proper feeding and nutrition for goats
- Clean and suitable housing and shed management
- Prevention of diseases and regular vaccination
- Timely deworming and basic healthcare practices

This training became an important turning point in her life. It helped her move from traditional goat-rearing methods to improved scientific practices, which increased productivity and supported her growth as an entrepreneur.

23. INITIAL INVESTMENT AND ENTERPRISE ESTABLISHMENT

Manju Baishya started her goat farming enterprise in **March 2024** with **five goats**. To begin the business, she arranged an initial investment of **₹15,000** through her **Self-Help Group (SHG)** and added some of her own savings. After receiving entrepreneurship training in the livestock sector, she gained the knowledge and confidence to see goat farming as a sustainable and profitable livelihood option.

24. BUSINESS GROWTH AND FINANCIAL PROGRESS

Within 20 months of starting her goat farming enterprise, Manju achieved her first significant financial milestone. By December 2024, she earned ₹18,000 from the sale of two castrated goats @ Rs. 9000/ per goat. Instead of using the income for household expenses, she reinvested the entire amount to expand her goat farming enterprise.

To improve livestock management, Manju constructed a 20 ft × 20 ft goat shed that provides a clean, safe, and hygienic environment for the animals. The improved housing has contributed to better health, lesser morbidity and good management of the herd.



Through continuous reinvestment, scientific management practices, and dedicated efforts, Manju has steadily expanded her enterprise.

25. SOCIAL IMPACT

Manju's goat farming enterprise has improved her family's financial condition and quality of life. She is no longer only managing household responsibilities but has become an important contributor to the family's income. Her family members, who were not involved in the beginning, now actively help with the daily management of the goat farm looking to the growth and profit earned.

Her success has also increased her confidence and decision-making role within the family. She has earned greater respect in her community and is now recognized as a successful rural woman entrepreneur.

Community-Level Influence

RWE Manju's success has inspired many women in Chamaria village to consider goat farming as a reliable source of income. She has become a role model in her community by showing that scientific goat-rearing practices, along with proper training and support, can help improve family income and empower rural women.

Key Success Factors

The main factors behind Manju's success are:

- Training and technical support from The Goat Trust
- Reinvesting her earnings to expand the business
- Following scientific goat management practices
- Strong support from her family
- Careful planning and a clear vision for future growth

26. FUTURE PLANS

Manju plans to increase her herd to **70 goats by the end of 2026**. She expects to earn around **₹2,50,000 per year** from her goat farming enterprise. To achieve this goal, she plans to:

- Continue reinvesting her profits back into the business
- Improve breeding practices and quality buck induction plan
- Build better market connections for selling goats on better price tag
- Strengthen disease prevention and animal healthcare

27. CONCLUSION

Manju Baishya's journey shows that even a small beginning can grow into a successful enterprise with the right knowledge, hard work, and support. Her experience demonstrates how scientific goat farming can improve rural livelihoods, increase family income, and empower women in Assam.

In her own words:

"I started with just four goats and a dream of becoming financially independent. Today, my journey shows that with knowledge, hard work, and determination, even a small beginning can grow into a successful and sustainable livelihood."

10. CASE STUDY OF HIMAKHI PATHOK: DRIVING PROSPERITY WITH EVIDENCE-BASED COMMERCIAL PRACTICES UNDER UDYAMINI PROGRAM

1. BENEFICIARY PROFILE

- **Name:** Himakhi Pathok
- **Village:** Chamaria
- **Block:** Chamaria
- **District:** Kamrup Rural
- **Social Category:** General
- **Marital Status:** Married to Jitu Pathok
- **Son:** Mrinmoy Pathok (18 Years)
- **Daughter:** Pankhi Pathok (14 Years)



2. BACKGROUND-

Himakhi Pathok is a resident of Chamaria village in Kamrup Rural district, Assam. Like many rural women, she balanced household responsibilities while rearing goats to supplement her family's income. Although goat farming had been part of the family's livelihood for several years, it was practiced on a small scale using traditional methods. Limited technical knowledge, poor management practices, and a small herd size restricted productivity and income, leaving little opportunity for enterprise growth.

3. LIVELIHOOD SITUATION BEFORE INTERVENTION

Determined to improve her family's economic condition, she decided to transform goat farming from a traditional activity into a sustainable rural enterprise. In our village tradition livestock farming very prevalent even after huge potential in Backyard Poultry and goats that can improve our livelihood and no agency to support and guide how to earn more income from improved rearing practices.

4. INSTITUTIONAL SUPPORT AND CAPACITY BUILDING

To strengthen her technical knowledge, Himakhi Pathok enrolled under Udyamini Program as a Rural Women Entrepreneur (RWE). She received structured training on scientific goat-rearing practices, which covered:

- Breed selection and herd improvement
- Scientific feeding and balanced nutrition
- Hygienic housing and shed management
- Disease prevention and vaccination

- Timely deworming and routine healthcare management

The training marked a significant turning point in her entrepreneurial journey. By replacing traditional practices with scientific livestock management, she improved the productivity, health, and overall performance of her enterprise.

5. INITIAL INVESTMENT AND ENTERPRISE ESTABLISHMENT

In March 2025, Himakhi Pathok formally established her goat farming enterprise with an initial herd of six goats. She mobilized an investment of ₹24,000 through her Self-Help Group (SHG) and supplemented it with her personal savings. Entrepreneurship training in the livestock sector helped her recognize goat farming as a profitable and scalable livelihood opportunity, motivating her to adopt a business-oriented approach.

6. Growth and Financial Progress

Within 16 months of establishing the enterprise, Himakhi Pathok achieved her first major financial milestone. In April 2026, she earned ₹42,000 from the sale of three castrated goats. Demonstrating strong entrepreneurial vision, she reinvested the entire income into expanding her goat farming business instead of using it for household expenses.



To improve livestock management, she constructed a well-designed 20 ft × 20 ft goat shed that provides a clean, safe, and hygienic environment for the animals. The improved housing has contributed to better animal health, reduced disease risk, and more efficient herd management.

Through continuous reinvestment, adoption of scientific management practices, and dedicated effort, Himakhi Pathok has steadily expanded her enterprise, laying a strong foundation for long-term growth and sustainability.

7. SOCIAL IMPACT

The enterprise has significantly improved the economic condition of Himakhi Pathok's family. She has evolved from being primarily a homemaker to becoming an important income contributor. Her success has encouraged other family members to actively

participate in daily farm operations, making goat farming a family-managed enterprise.

In addition to improving household income, the enterprise has strengthened her confidence and enhanced her role in household decision-making. Her achievements have earned her recognition and respect within the community as a successful rural woman entrepreneur.

Community-Level Influence

Himakhi's success has inspired many women in Chamaria village to view goat farming as a reliable and sustainable livelihood option. By demonstrating the benefits of scientific goat-rearing practices combined with institutional training and technical support, she has emerged as a local role model for women seeking economic independence through livestock-based enterprises.

Key Success Factors

The major factors contributing to Himakhi Pathok 's success include:

- Access to scientific training and technical guidance from The Goat Trust
- Strategic reinvestment of enterprise profits
- Adoption of scientific goat management practices
- Strong support from family members
- Careful planning and a long-term vision for enterprise growth

8. FUTURE PLANS

Himakhi Pathok aims to expand her herd to 70 goats by the end of 2026 and generate an annual income of approximately ₹2,00,000 from goat farming. To achieve this goal, she plans to:

- Continue reinvesting profits into enterprise expansion
- Improve breeding and herd productivity
- Develop stronger market linkages for goat sales
- Strengthen disease prevention and animal healthcare practices

9. CONCLUSION

Himakhi Pathok's journey demonstrates how a small-scale traditional livelihood can be transformed into a sustainable rural enterprise through scientific knowledge, entrepreneurship, and institutional support. Her experience highlights the importance

of capacity building, financial discipline, and technical guidance in improving rural livelihoods and empowering women.

Today, Himakhi Pathok stands as an inspiring example of rural entrepreneurship, proving that with determination, proper training, and continuous reinvestment, goat farming can become a profitable and sustainable source of income for rural families.

In her own words:

"I started with just a few goats and a dream of becoming financially independent. Today, my journey shows that with knowledge, hard work, and determination, even a small beginning can grow into a successful and sustainable livelihood."