



MANAGE Agricultural Extension “Evening4Learning (E4L)” Webinar Series



Theme: “Innovations in Extension with Entrepreneurship”



Topic: “Pashushala: Leveraging Digital Media for Farmer-Centric Livestock Advisory Services”



Schedule:

29-04-2024, 19:30-20:00 PM



About the Program

The MANAGE Agricultural Extension “Evening4Learning” Webinar Series is aimed at enhancing knowledge and professional engagement in the field of agricultural extension. The four-day series is structured with each day focusing on a distinct topic under a common theme, allowing participants to gain comprehensive insights into key areas of extension. The program is intended for a diverse audience, including postgraduate and doctoral students, agricultural faculty, and industry professionals. It covers broad themes ranging from entrepreneurship and sustainability to emerging technologies in agriculture.



MANAGE
Agricultural Extension
“Evening4Learning”
Webinar Series
April 27-30, 2024
19.00-20.30 pm (IST)
Theme: Innovations in Extension with Entrepreneurship

Word cloud containing terms related to agricultural extension and entrepreneurship, including: Agro Tourism, Natural Farming, Social Media, Startups, Value Chain Extension, New Extensionist, ICT, FPO, Agripreneurship, Global Good Practices, Research in Extension, ToT, agricultural extension, Climate Resilient Agriculture, New Extensionist, Social Media, and others.



Speaker

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 Gaurav Choudhary

About the Speaker

Mr. Gaurav Choudhary, Founder and CEO of Pashushala.com, a digital platform dedicated to strengthening the livestock economy, and Co-founder and Chief Strategy Officer of Trip Thrill, a homestay curation, marketing and management company. He is a Computer Engineering graduate and holds an MBA from IIM. With extensive cross-sector experience spanning steel, textiles, hospitality, healthcare, travel and tourism, animal husbandry, and the dairy sector, he brings a multidisciplinary perspective to digital innovation and technology-driven business development. His work focuses on leveraging digital transformation to enhance market access, streamline service delivery, promote entrepreneurship, and create sustainable income opportunities for farmers and stakeholders across the livestock value chain.

Digital Transformation in Market Access and Service Delivery

Digital transformation is no longer optional but a strategic necessity for achieving scale, enhancing accessibility, and reaching wider markets. While product excellence and research and development remain important, their impact can be maximized through digital mechanisms that facilitate wider dissemination, adoption, and utilization by end users. Digital platforms can simplify complex processes, overcome geographical barriers, connect diverse stakeholders, and enhance transparency and efficiency across value chains. In the livestock and dairy sector, Pashushala has leveraged digital technology to expand farmers' access to livestock beyond their local markets and integrate services such as procurement, logistics, insurance, veterinary support, and after-sales assistance.

The platform has also improved the transparency of livestock selection, pricing, and quality assessment by enabling farmers to access information on breeds, productivity, climatic suitability, and expected returns. This integrated approach has contributed to faster service delivery, improved decision-making, wider market access, reduced transaction barriers, and greater income opportunities for farmers and stakeholders across the livestock value chain.

Pashushala: A Digital Marketplace for Livestock

Pashushala.com is a digital platform designed to address key challenges in the livestock economy by facilitating access to livestock, products, services, and markets through an integrated digital ecosystem. The platform serves as an online marketplace for cattle, buffaloes, goats, and sheep, while also providing allied services such as transportation, insurance, veterinary support, breed enhancement, and after-sales assistance.

The platform addresses the limited access to quality livestock beyond their local markets, where farmers traditionally depend on local fairs and markets that often involve geographical, language, cultural, and trust-related constraints. By integrating digital technology with physical support services, Pashushala enables farmers to discover and compare livestock, assess their suitability, make informed purchasing decisions, and access related services through a single platform. This integrated approach enhances transparency, convenience, market access, and trust across the livestock value chain.

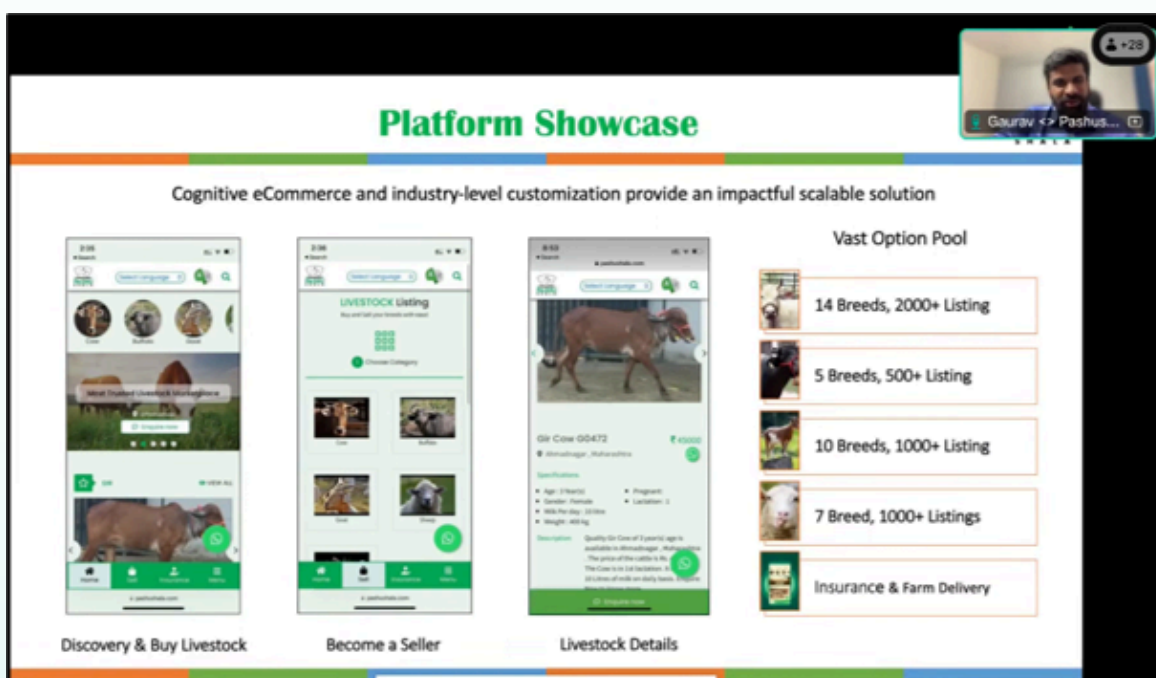


Integrating the Livestock Value Chain

A major strength of the Pashushala model is the integration of multiple services through technology. The platform brings together:

- Livestock discovery, purchase and sale
- Livestock transportation and farm delivery
- Livestock and farmer insurance
- Veterinary and animal-health services
- Breed enhancement and artificial insemination support
- Feed-related services and calculators
- Dairy equipment and accessories
- Advisory and awareness services
- Farm planning and return-on-investment calculations
- Training and entrepreneurship development
- Market linkages for livestock-related products and services

The integration of these services reduces fragmentation and provides a more seamless experience for both buyers and sellers.



Objective of Pashushala.com

The primary objective of Pashushala.com is to leverage digital technology to bridge critical gaps in the livestock value chain by providing farmers with simple, accessible, and need-based solutions. The platform aims to improve market access, facilitate access to quality livestock and allied services, and connect farmers with relevant stakeholders through an integrated digital ecosystem. It focuses on building trust, raising awareness, strengthening farmers' capacities, and promoting livestock-based entrepreneurship and sustainable livelihood opportunities, particularly among marginal farmers and rural women.

By combining digital platforms with field-level support, institutional partnerships, and community engagement, Pashushala seeks to create value for diverse categories of farmers and strengthen the overall livestock economy.

Key Highlights of Pashushala.com

The digital transformation facilitated through Pashushala has significantly improved market access, efficiency, transparency, and service integration in the livestock sector. The geographical reach of even marginal farmers has expanded from approximately 20–100 km through local markets to nearly 1,500 km, enabled by technology-driven logistics and market linkages. The time required to establish a dairy farm has also been reduced from around four to five months to nearly 10 days by integrating livestock procurement, transportation, insurance, and allied services. The platform has further made livestock selection, pricing, and quality assessment more systematic and informed, while providing 24×7 access to livestock markets.

By integrating veterinary, insurance, transportation, and other support services, Pashushala has reduced fragmentation, enhanced convenience and trust for buyers and sellers, lowered the cost of livestock ownership, and contributed to improved income opportunities across the livestock value chain.

Platform Outreach of Pashushala

Pashushala adopts a farmer-centric approach by offering its platform in 13 vernacular languages, ensuring that digital solutions are simple, accessible, and easy to use. With a network of approximately five lakh farmers, a presence across 14 states, and approximately one lakh monthly visitors, the platform provides access to livestock information, breed characteristics, productivity, climatic suitability, pricing, feed management, ROI calculation, and entrepreneurship opportunities.

Its training and learning modules enable farmers to make informed decisions, while the platform also allows farmers to participate as livestock sellers and access farm delivery services. By integrating livestock listings, learning resources, market linkages, and allied services, Pashushala demonstrates how digital technology can reduce geographical and information barriers, improve resource efficiency, strengthen farmer decision-making, and create new livelihood and entrepreneurial opportunities across the livestock sector.

5-Dimensional Approach for Integrated Livestock Services and Entrepreneurial Support

Pashushala is a technology-enabled livestock platform designed to support farmers through a comprehensive range of services that address key challenges in animal husbandry and dairy farming. The platform aims to improve rural livelihoods by providing end-to-end solutions covering livestock trading, insurance, financing, breed improvement, advisory services, and access to livestock-related products and services.

Rationale

A significant proportion of small and marginal farmers depend on alternative sources of income to sustain their livelihoods. Livestock and dairy farming offer a reliable and sustainable avenue for income generation. However, farmers often face challenges related to access to quality livestock, insurance, financing, breeding services, veterinary support, and market linkages. Pashushala addresses these gaps through a transparent digital platform that connects farmers with service providers, experts, and markets.



Service 1: Livestock – Indigenous, Crossbred, Exotic breed, Improved she Buffaloes all at one place

Pashushala facilitates the purchase and sale of livestock, including indigenous, crossbred, and exotic cattle breeds, as well as buffaloes. The platform works closely with NGOs and rural communities to promote livestock-based livelihood opportunities among small and marginal farmers.

By encouraging dairy farming and animal husbandry as supplementary income-generating activities, the platform contributes to improving household income, nutritional security, and overall quality of life. The platform ensures transparency, traceability, and compliance in livestock transactions, thereby building trust among buyers and sellers.

Key Contributions

- Access to indigenous, crossbred, and exotic livestock.
- Improved livelihood opportunities for rural households.
- Transparent and compliant livestock trading.
- Support for marginal farmers through partnerships with NGOs and community organizations.

Service 2: Insurance for Livestock and Farmers with claim settlement by experts

Recognizing the risks associated with livestock farming, Pashushala provides insurance assistance services for livestock, farms, and farmers. The platform integrates with insurance providers to simplify policy enrollment and claim settlement processes.

Many farmers are unaware of available insurance schemes or face difficulties in accessing them. Pashushala actively promotes awareness and facilitates insurance coverage, helping farmers protect themselves against financial losses arising from livestock mortality, disease outbreaks, accidents, and other unforeseen events.

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- Cattle insurance services.
- Farmer insurance support.
- Farm insurance coverage.
- Claim settlement assistance.
- Integration with multiple insurance service providers.
- Awareness generation on livestock insurance benefits.

Service 3: Advisory – Awareness and Handholding on Government schemes, loans, DPRs, Planning and Management

Pashushala offers project planning, financing guidance, and investment support for livestock enterprises. The platform assists farmers in evaluating project viability, calculating returns on investment (ROI), estimating feed costs, and identifying suitable government schemes and subsidies.

The platform provides handholding support throughout the project lifecycle, from planning and financing to implementation and monitoring. Farmers can access tools that help them make informed decisions regarding livestock management and enterprise development.

Major Services

- Project formulation and execution support.
- ROI and profitability assessment.
- Feed cost calculation tools.
- Financing and loan facilitation.
- Assistance in availing central and state government schemes.
- Preparation of Detailed Project Reports (DPRs).
- Risk assessment and mitigation planning.
- Project management support.

Thousands of farmers access these digital tools daily to improve farm planning and management decisions.

Service 4: Breed Enhancement – Artificial Insemination/Embryo implantation

Breed improvement is a critical component of increasing livestock productivity and profitability. Pashushala facilitates access to Artificial Insemination (AI) services through a technology-enabled service delivery model.

Farmers can submit requests through the platform, which are seamlessly routed to insemination partners operating in their region. The platform also provides technical information on heat detection, breeding management, and modern reproductive technologies.

Key Interventions

- Artificial insemination support.
- Promotion of quality breeds for higher productivity.
- Access to sex-sorted semen technology.
- Conservation of indigenous breeds.
- Heat cycle tracking and breeding advisory.
- Timely insemination services through partner networks.
- Dissemination of best practices in livestock breeding.

The platform enables farmers to identify nearby insemination centres, schedule services, and receive timely breeding support.

Service 5: Veterinary, Vaccination, Equipment, Accessories, and Related Businesses

Pashushala operates a dedicated e-commerce marketplace catering to the livestock and dairy sector. The marketplace provides access to a wide range of products and services required for efficient livestock management and dairy operations.

The platform also serves as a market linkage channel for startups and enterprises engaged in manufacturing livestock-related products, thereby strengthening the rural livestock ecosystem.

Products and Services Available

- Livestock housing and yard solutions.
- Milking machines.
- Dairy processing equipment.
- Biogas plants.
- Feed and fodder products.
- Dairy products.
- Veterinary medicines and healthcare services.
- Livestock accessories and management tools.

This marketplace helps farmers access quality products while creating business opportunities for agri-startups and service providers.

Technology-Driven Service Delivery

Pashushala leverages digital technologies to ensure seamless service delivery across all service dimensions. The platform integrates farmers, service providers, insurers, breeding partners, equipment suppliers, and experts into a single ecosystem. Through its website and mobile application, farmers can access information, advisory services, decision-support tools, and business solutions that enable informed decision-making.

Pashushala is contributing to the transformation of the livestock sector by:

- Enhancing livelihood opportunities for rural households
- Improving access to livestock-related services
- Strengthening risk management through insurance
- Facilitating informed investment decisions
- Promoting scientific breeding practices
- Creating market linkages for livestock enterprises
- Supporting entrepreneurship and innovation in the dairy and animal husbandry sectors

By combining technology, advisory support, financial services, and market connectivity, Pashushala is emerging as a comprehensive digital platform for sustainable livestock development and farmer prosperity.

Key Highlights

- **Comprehensive Digital Livestock Ecosystem:** Pashushala provides an integrated platform for livestock purchase and sale, insurance, breed enhancement, advisory services, financing support, veterinary care, and livestock-related products, offering end-to-end solutions through a single digital interface.
- **Expanded Market Access and Reduced Transaction Barriers:** The platform has transformed livestock marketing by extending farmers' reach from local markets (20–100 km) to a wider geographical network of up to 1,500 km, enabling access to quality livestock, better price discovery, and broader market opportunities.
- **Technology-Enabled Farmer Empowerment:** Available in 13 vernacular languages and operating across 14 states, the platform serves nearly five lakh farmers and attracts approximately one lakh monthly visitors, providing access to livestock information, ROI calculators, feed management tools, training resources, and entrepreneurship opportunities.
- **Five-Dimensional Service Delivery Model:** Pashushala operates through five key service dimensions: (i) Livestock Trading, (ii) Insurance Services, (iii) Advisory and Financial Planning Support, (iv) Breed Enhancement and Artificial Insemination, and (v) Veterinary, Equipment, and Related Business Services, ensuring holistic support to livestock farmers.

- **Integrated Livestock Value Chain Services:** By combining livestock procurement, transportation, insurance, veterinary support, artificial insemination services, feed advisory, equipment access, and market linkages, Pashushala reduces fragmentation and creates a seamless experience for both buyers and sellers.
- **Livelihood Enhancement and Entrepreneurship Promotion:** The platform supports small and marginal farmers by promoting livestock-based enterprises, facilitating access to finance and government schemes, strengthening risk management through insurance, and creating sustainable income-generating opportunities across the livestock and dairy value chain.

Interactive discussion

1. Is Pashushala operational in South Indian states such as Tamil Nadu and Andhra Pradesh? If so, what is the level of farmer engagement and platform usage in these regions?

Pashushala currently operates across 14 states in India, including Tamil Nadu and Andhra Pradesh, where the platform is steadily expanding its presence. As a technology-driven startup in the livestock and dairy sector, the platform is in a growth phase and continues to strengthen its outreach and service delivery. In addition to facilitating livestock trade, Pashushala actively supports farmers through programmes on dairy development, livestock management, farm management, and productivity enhancement. The platform has received encouraging participation from farmers across Andhra Pradesh, Tamil Nadu, Karnataka, and Kerala. At present, approximately five lakh farmers are associated with the platform, of whom approximately 15–20 percent are from the Southern states of India, indicating a growing acceptance and adoption of Pashushala's services in the region.

2. Considering Pashushala's technology-driven approach to livestock services, what employment opportunities does the platform offer to professionals from agricultural, animal husbandry, dairy, and veterinary backgrounds?

Employment opportunities at Pashushala emphasize the importance of domain expertise alongside technological competencies for the effective delivery of livestock-related services. The platform engages professionals from animal husbandry, dairy science, veterinary sciences, agriculture, and allied disciplines, including both young professionals and experienced experts with 8–12 years of industry experience. Specialized knowledge is particularly relevant to areas such as livestock trading, financing, insurance, veterinary care, nutrition, logistics, and supply chain management, where sector-specific expertise is essential for effective service delivery and building farmer trust. As Pashushala transforms traditionally offline livestock services through digital solutions, professionals who can integrate domain knowledge with technological, business, and communication skills are well positioned to contribute to the organization and the emerging digital livestock ecosystem.

3. What initiatives is Pashushala undertaking to support the conservation of indigenous cattle breeds and improve access to quality artificial insemination and breeding services across India?

Artificial insemination (AI) and scientific breeding practices in India are yet to achieve widespread adoption, despite their availability for several decades. Limited access to quality semen and the use of inappropriate genetic material can affect the preservation of desirable indigenous breed characteristics. Recognizing the importance of conserving indigenous germplasm, Pashushala is exploring collaborations with relevant institutions to strengthen the availability of quality semen banks and superior genetic material. Effective breed conservation also requires greater farmer awareness regarding timely AI, prevention of indiscriminate inbreeding, appropriate breed selection, and the use of technologies such as sex-sorted semen. Pashushala is promoting such awareness through GAN sessions, field-level programmes, and GAN-on-Wheels initiatives across the country. In the long term, the organization envisages developing an integrated breeding-support ecosystem by connecting quality semen banks across the country, while its immediate focus remains on strengthening grassroots awareness, improving access to quality genetic resources, and promoting scientific breeding practices for sustainable genetic improvement of India's cattle population.

YouTube Link:
https://youtu.be/_bZXGGEbs5Sw?t=1562

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