



# Hindu Dharma Achara Sabha

(The voice of collective consciousness)

03-03-2017

Your Holiness

My Pranams !!

During the last Acharya Sabha meeting (February 2016, Goa), Sabha had passed resolution regarding protection of “Deshi(indigenous) Cows”. We had forwarded our resolutions to the government. Subsequently, in our meetings with the authorities, our demands were further pursued.

The issue is very complex. The Hindus living in rural as well as urban areas had “Bhavna”. Urbanite Hindus had necessary economic resources to bear the losses, but did not have the required spatial infrastructure to keep cows. Whereas, Hindus living in Rural areas, have “Bhavana” and the necessary spatial infrastructure but not economic resources. Maintaining a “ Desi Cow” was not economically viable-least profitable. Hence they did not keep cows, instead kept ‘buffalos’ and ‘Jersey Cows’

I am happy to inform that government has taken strategic initiative for promoting Deshi Gau Mata. The Prime Minister, about a couple of months ago, inaugurated a new unit of Amul Dairy and launched “Amul Deshi Dudh” – A2 milk – milk from Gujarat indigenous ‘Kankrej’ cows. The Jersey milk is sold at Rs. 44/ litre. This new Amul Deshi milk will be sold at Rs 70 per litre. Thus cowherds/farmers will get more money and keeping “Desi Cow” will become economically viable. Within a short span of one month, the demand for “deshi dudh-A-2 milk” has gone upto 10,000 litres per day.

This “Deshi Dudh-A-2 milk” is now available at all the metros of Gujarat. All the dairies of Gujarat are considering to market this milk throughout Gujarat.

I request Your Holiness to motivate the respective state governments to start new dairy unit exclusively selling Deshi Gau milk.

Pranams

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