

**EFFECTIVENESS OF COW-BASED ORGANIC FARMING AS A  
SOLUTION TO HARMFUL EFFECTS OF AGROCHEMICALS  
UNDER SROFR&TC(GGVS) IN LADPURA, KOTA,  
RAJASTHAN.**

Internship Report submitted to



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For the partial fulfilment for award of degree of  
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in

Development Management

By

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## **GOYAL PROTEINS, LIMITED**

The best producers of edible oils of the highest caliber are Goyal Group of Industries. We are the reliable source of well-known brands like Jyoti Kiran and Deep Jyoti, which have already been well favored. We have the ideal balance of quality and excellence since we are a quality-driven group that sources our oil seeds from reliable industry suppliers. Using the most up-to-date processing equipment, the entire process is carried out in an environment that is completely clean and hygienic.

Goyal Proteins Limited and Goyal Vegoils Limited are part of the renowned Goyal Group, a well-known brand in Western India with a wide range of commercial operations, such as the production of industrial soya bi-products, soy processing, and agro-edible oil.

In 1970, the late Shri Ramawatar Goyal founded the Goyal Group. His efforts resulted in the establishment of the Soybean Processing Complex in Kasar, Kota, Rajasthan, in 2001. It is the only soybean processing facility in western India that combines the best technologies from around the world to process value-added products based on soy. In 2007, it merged with Goyal Vegoils Limited, which had Chillex technology as its mustard processing division. The production unit includes a flour milling plant, a texturized soy protein plant, an oil refinery, a solvent extraction plant with a flash desolventizer, and a seed preparation plant.

Goyal Proteins Ltd.'s soy products and Goyal Vegoils Ltd.'s mustard products are widely used in baking, confections, medicines, and downstream goods such as protein isolates and protein concentrates. The Goyal Group's stellar reputation stems entirely from its unwavering commitment to sourcing the highest-quality seed and producing pure goods. Texturized soy defatted goods, such as defatted soy DOC, Hi-pro DOC, and Mustard DOC, are the first of their kind to be licensed by the Bureau of Indian Standards to carry the ISI quality mark. Among people in western India, Deep Jyoti and Jyoti Kiran are highly regarded consumer edible oils.

Additionally, Goyal Group works on crop development projects such as entomology, plant pathology, seed multiplication, seed-based agronomy, mustard variety trials, and soybean variety trials. Statistical analysis is used to make the biometric observations. We can provide premium soy seeds for planting thanks to our state-of-the-art seed processing facility.

## **GOYAL PROTEINS, LTD.**

"Goyal Proteins Ltd." was founded in 1970 and is a manufacturer and wholesaler of products such as mustard oil, de-oiled cake, and soybean refined oil. We are the reliable source of well-known brands like Jyoti Kiran and Deep Jyoti, which have already been well favored. We have the ideal balance of quality and excellence since we are a quality-driven group that sources our oil seeds from reliable industry suppliers. Using the most up-to-date processing equipment, the entire process is carried out in an environment that is completely clean and hygienic.

Under the direction of "Mr. Pankaj Goyal," who possesses extensive knowledge and expertise in this field, we have successfully met the needs of our clients.

## **GGVS**

Goyal Gramin Vikas Sansthan serves as the Corporate Social Responsibility (CSR) arm of Goyal Proteins Limited. Its registered office is located at Chand Kheri Mandir Marg, Khanpur, Jhalawar district, Rajasthan, 326038. Established in 2010, this non-profit organization focuses on promoting sustainable agricultural practices and organic farming practices, particularly cow-based organic farming. The organization collaborates with over 36 NGOs, 5 agricultural universities, and 2 research institutes to train stakeholders in these sustainable practices.

Through these initiatives, Goyal Gramin Vikas Sansthan demonstrates Goyal Proteins Limited's commitment to social responsibility and sustainable development in the agricultural sector.

Goyal Gramin Vikas Sansthan (GGVS), established in 2010, is a non-profit organization based in Rajasthan, India. Its registered office is located at Chand Kheri Mandir Marg, Khanpur, Jhalawar district, Rajasthan, 326038.

GGVS primarily focuses on rural development initiatives, including promoting organic farming practices and sustainable agriculture.

## **SHRI RAM SHANTAYE ORGANIC FARMING RESEARCH AND TRAINING CENTRE (SROFR&TC)**

The **Shri Ram Shantaye Organic Farming Research and Training Centre** is a pioneering initiative by the **Goyal Gramin Vikas Sansthan (GGVS)**, established in 2016 in **Jakhoda village**, located on the Kaithun–Sangod road in **Ladpura Tehsil, Kota district**, Rajasthan. This center is dedicated to promoting cow-based organic farming, integrating traditional agricultural wisdom with modern scientific approaches.

## **MISSION AND ACTIVITIES**

The center focuses on:

- **Research and Development:** Conducting studies on organic farming techniques, including the use of cow dung, jaggery, and buttermilk as natural fertilizers and pesticides.
- **Training Programs:** Offering hands-on training to farmers, scientists, and students in sustainable agricultural practices.
- **Collaborations:** Partnering with over 36 NGOs, 5 agricultural universities, and 2 research institutes to expand its outreach and impact.

Under the leadership of Pawan Tak, an agricultural graduate and horticulture postgraduate, the center has trained over 21,000 individuals across India in the past two years.

## **Infrastructure and Facilities**

The center boasts a comprehensive setup, including:

- Soil Testing Laboratory: Analyzing soil health to recommend appropriate organic farming practices.
- Pest Control and Plant Pathology Labs: Studying natural methods to manage pests and plant diseases.
- Processing Unit: Handling the processing of organic produce.
- Gaushala (Cow Shelter): Housing indigenous cows, integral to cow-based organic farming.
- Training Facilities: Providing spaces for conducting workshops and training sessions.
- Bamboo Nursery and Herbal Garden: Cultivating various plants for research and educational purposes.
- Integrated Farming System (IFS) Model: Demonstrating a holistic approach to farming by integrating various agricultural components.
- Renewable Energy Installations: Including solar energy systems and biogas units to promote sustainable energy use.

These facilities aim to provide a practical learning environment for stakeholders interested in organic farming.

## **OBJECTIVE OF THE INTERNSHIP**

- Understanding CSR Initiatives: To gain a comprehensive understanding of the various Corporate Social Responsibility (CSR) activities undertaken by Goyal Proteins Limited, Kota, Rajasthan. To analyze the different CSR projects under the partner organization.
- Stakeholder Engagement: To understand the process of engaging with stakeholders, including local communities, NGOs, and government bodies, in CSR activities implemented by Goyal Proteins Limited.
- To assess the adoption of cow-based organic farming by farmers under SROFR&TC, Ladpura tehsil, Kota.
- To evaluate the extent to which conventional farming is being replaced by cow-based organic farming.
- To analyze the reduction of harmful side effects caused by agrochemicals through organic farming methods.

- To assess the production cost and economic feasibility of cow-based organic farming.
- To evaluate the cost-benefit ratio of cow-based organic farming compared to conventional methods.

## **COMPANY OVERVIEW**

- Name: Goyal Proteins Limited
- Incorporation Date: June 16, 1999
- Corporate Identification Number (CIN): U24117RJ1999PLC015695
- Company Type: Public Limited Company (Unlisted)
- N.H.52, Village Kasar, Tehsil Ladpura, Kota, Rajasthan – 325003 is the registered office.

**Vision:** To be a leading provider of high-quality edible oils and agro-based products, ensuring customer satisfaction through innovation and excellence.

**Mission:** To deliver premium quality products consistently to our customers while maintaining reasonable pricing.

## **Location & Plant Specialization**

- Primary Location: Village Kasar, Tehsil Ladpura, Kota, Rajasthan
- Specializations:
  - Soybean Processing: The company established a soybean processing complex in 2001, integrating advanced technologies to produce value-added soybean products.
  - Mustard Oil Production: Utilizing Chillex technology for mustard processing.
  - Product Range: Refined soybean oil, pungent mustard oil, soya nuggets, soya flour, and other edible oils.

## **Operations**

- Manufacturing Facilities: The company's manufacturing facilities in Kota, Rajasthan, have crushing and refining capacities of 2,100 TPD and 350 TPD, respectively.
- Product Brands: "Deep Jyoti" refined edible oil, among others.

- Quality Assurance: Emphasis on quality control with in-house laboratories to ensure product purity and potency.

## **Governance & Management**

- Managing Director: Nirmal Goyal
- Key Management Personnel:
  - Vinod Kumar Goyal (Director)
  - Madhu Bala Goyal (Director)
  - Rashi Goyal (Whole-Time Director)
  - Dinesh Kumar Goyal (Whole-Time Director & CFO)
  - Kanak Goyal (Whole-Time Director)
  - Akanksha Motwani (Company Secretary)

Goyal Proteins Limited, based in Kota, Rajasthan, primarily operates in the agro-processing and edible oil manufacturing sector. Here are the key services and offerings provided by the company:

## **Core Services & Offerings**

### **1. Edible Oil Manufacturing**

- Refined Soybean Oil
- Pungent Mustard Oil (Kachchi Ghani)
- Other Edible Oils (as per market demand)  
These oils are manufactured using modern refining technologies and strict quality controls under brands like "Deep Jyoti".

### **2. Soybean Processing Services**

- Processing raw soybeans into:
  - Soya De-oiled Cake (DOC)
  - Soya Nuggets
  - Soya Flour
 These are used in food, cattle feed, and poultry industries.

### 3. Oil Seed Crushing & Solvent Extraction

- Crushing capacity of 2,100 TPD (tonnes per day).
- Solvent extraction for maximum oil recovery from seeds.

### 4. Refining Services

- Edible oil refining with a capacity of 350 TPD, using modern automated refining systems to ensure purity and nutritional value.

### 5. Quality Testing and Assurance

- In-house laboratory testing of oils and processed products for:
  - Purity
  - Shelf-life
  - Nutritional value
- Regular compliance with FSSAI and BIS standards.

### 6. Private Label & Bulk Supply

- Offers bulk supply services to wholesalers, food processors, and institutional buyers.
- May provide OEM/private label packaging services for third-party brands.

### 7. Corporate Social Responsibility (CSR) Initiatives

Through their CSR wing, Goyal Gramin Vikas Sansthan (GGVS), the company is involved in:

- Promoting cow-based organic farming via Shri Ram Shantaye Organic Farming Research & Training Centre.
- Rural development and livelihood enhancement in nearby villages.

Goyal Proteins Limited, as part of the Goyal Group, has undertaken several Corporate Social Responsibility (CSR) initiatives focusing on community welfare, healthcare, education, and environmental sustainability. While the company has not publicly disclosed a specific count of its CSR projects, the following are some of the key activities they have engaged in:

## **Key CSR Initiatives**

### 1. Healthcare Support

- Provision of medical assistance, including the distribution of medicines.
- Operation of a free homeopathic clinic to serve underprivileged populations.

- Donations to local hospitals to enhance healthcare infrastructure.
- 2. Educational Assistance
  - Distribution of school books to students, promoting education among economically disadvantaged groups.
- 3. Environmental Sustainability
  - Implementation of eco-friendly practices, such as utilizing bio-waste (husk) instead of coal and furnace oil, reducing environmental impact.
  - Tree plantation drives to promote greenery and environmental awareness.([gailonline.com](http://gailonline.com))
- 4. Community Development
  - Distribution of warm blankets during the winter season to support vulnerable communities.
  - Active participation in various social events aimed at community upliftment.([goyalglobal.com](http://goyalglobal.com))

These initiatives reflect Goyal Proteins Limited's commitment to contributing positively to society beyond their core business operations.

## **KEY ACTIVITIES UNDERTAKEN DURING INTERNSHIP AT GOYAL PROTEINS LIMITED (WEEK 1 TO WEEK 12)**

### **Weeks 1–2: Initial Orientation and Preparation**

- Attended induction and training sessions at Goyal Proteins Limited and Shri Ramshantay Organic Farming Research & Training Centre (SROFR&TC).
- Visited organic farms, familiarized with cow-based organic farming practices.
- Finalized dissertation objectives, literature review, and designed a structured questionnaire.
- Received hands-on training on organic inputs, composting, and cow-based farming models.

### **Weeks 3–4: Pilot Testing and Survey Preparation**

- Conducted pilot survey in two villages to validate questionnaire clarity and relevance.
- Incorporated pilot feedback to refine data collection tools.
- Planned village-wise survey rollout strategy and coordinated with field staff.

### **Weeks 5–6: Primary Data Collection Phase I**

- Surveyed 9 farmers across Mandaniya, Morpa, Jhalipura, and Arandkheda villages.
- Collected qualitative and quantitative data on farming methods, costs, and adoption challenges.
- Maintained detailed field notes and coordinated survey schedules to avoid delays.

### **Weeks 7–8: Primary Data Collection Phase II**

- Surveyed 8 farmers from Brijeshpura, Ram Kherli, Manasgaon, Alniya, Kalatalab, and Bhagwanpura.
- Ensured ethical data collection with informed consent and clear communication of study aims.
- Identified regional differences in organic farming awareness and input usage.
- Optimized logistics for fieldwork in dispersed locations.

### **Weeks 9–10: Primary Data Collection Phase III and Training Exposure**

- Surveyed 12 additional farmers from Bhadana, Beelkheri, Balapura, Kaithun, and Baniyani.
- Participated in a farmer training session on organic pest control, composting, cow dung utilization, and record-keeping at SROFR&TC.
- Documented community learning behavior and extension service delivery methods.

### **Week 11: Final Data Collection Phase**

- Conducted surveys with 3 farmers from remote villages like Ranpur, Bargaon, and Singhpura.
- Encountered challenges like low organic certification awareness.
- Recommended awareness campaigns and panchayat-level involvement.

### **Week 12: Data Compilation and Preliminary Analysis**

- Completed last interviews in Rankyakhedi and Gandiphali.
- Compiled and coded data for analysis.
- Began preliminary analysis highlighting input cost benefits, yield perceptions, certification challenges, and community acceptance of cow-based organic farming.

## **Weeks 13–14: Data Analysis, Reporting, and Presentation**

- Completed detailed data analysis using qualitative and quantitative methods.
- Interpreted key findings related to cost-effectiveness, yield improvements, barriers to organic certification, and community acceptance.
- Drafted comprehensive internship report including methodology, results, discussions, and recommendations.
- Prepared and delivered a formal presentation of research findings to Goyal Proteins Limited management, field staff, and university mentors.
- Incorporated feedback from stakeholders to finalize the report.
- Attended monthly farmer training session on 15th May and 15th June to stay engaged with ongoing field activities and validate study insights.

## **KEY LEARNINGS & SKILLS DEVELOPED**

- Gained practical exposure to rural fieldwork, including direct interaction with farmers and on-site data collection in diverse village settings.
- Developed strong skills in survey planning, questionnaire design, pilot testing, and logistical coordination for smooth field operations.
- Deepened understanding of cow-based organic farming practices, including organic inputs, composting, pest management, and their impact on sustainable agriculture.
- Improved understanding of organic farming dynamics, input use, and behavioral factors influencing farmer decisions.
- Enhanced data analysis, observation, and research interpretation skills.
- Enhanced ability to collect and analyze both qualitative and quantitative data, applying coding and interpretation techniques to derive meaningful insights.
- Learned effective communication and trust-building strategies with farmers, using local language and culturally sensitive approaches to encourage participation.
- Experienced challenges in field research, such as low awareness of organic certification, and learned to suggest practical, community-driven solutions like awareness programs and panchayat engagement.
- Strengthened report writing and presentation skills, effectively communicating complex findings to academic and corporate audiences.

- Observed the value of farmer training and institutional extension services in promoting adoption of sustainable farming techniques.

## **RECOMMENDATIONS TO THE ORGANISATION**

1. **Enhance Farmer Awareness Programs**  
Expand and intensify training sessions focused on organic certification processes, benefits, and market opportunities to improve farmer knowledge and adoption rates.
2. **Provide Documentation Support**  
Assist farmers in maintaining proper records of inputs, practices, and yields to facilitate organic certification and enable traceability for better market access.
3. **Strengthen Panchayat and Local Leadership Engagement**  
Collaborate closely with panchayat members and community leaders to build trust, improve outreach, and encourage wider participation in cow-based organic farming initiatives.
4. **Promote Youth Involvement in Sustainable Farming**  
Develop targeted programs to engage rural youth through training, awareness campaigns, and technology adoption, ensuring long-term sustainability of organic farming practices.
5. **Regular Monitoring and Feedback Mechanisms**  
Establish periodic follow-ups and feedback sessions with farmers to address ongoing challenges, reinforce good practices, and adapt interventions as needed.
6. **Facilitate Market Linkages and Certification Support**  
Help farmers connect with organic produce markets and support them through the certification process to improve profitability and sustainability.