

Government of Madhya Pradesh

MP State Employment Guarantee Council, Department of Rural Development Expression of Interest (EOI)

The Government of Madhya Pradesh invites Knowledge Partners, Corporates (CSR), NGOs, and Research Institutions to collaborate in transforming Gaushalas into centres of economic sustainability and rural empowerment.

Opportunities for Collaboration :

Organic & Natural Farming (Bio-Inputs, FPO Linkages) Government of Madhya Pradesh. MP State Employment Guarantee Council, Department of Rural Development Expression of Interest (EOI)

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Opportunities for Collaboration:

- Organic & Natural Farming (Bio-Inputs, FPO Linkages)
- Renewable Energy (Biogas, Bio-CNG)
- Rural Employment & Skill Development
- Cattle Welfare & Veterinary Support
- Research & Market Expansion

Eligibility: Corporate (CSR), NGO/CSO's, Religious Trusts or charitable trust , and Knowledge institutions.

Deadline : April 30, 2025 (May be extended at MPSEGC's discretion).

How to Apply : Through Email to: comm.nregs@mp.gov.in

Through Post to Address : Commissioner, NREGA, MPSEGC, 4th Floor, Vikas Bhawan, Arera Hills, Bhopal- 462027

For detailed Eoi, visit : <http://nregsmmp.org>

Join us in creating self-sustaining rural enterprises!

Expression of Interest (EOI) for Knowledge Partners, CSR Initiatives, and Corporates to Collaborate in Developing Sustainable and Economically Viable Gaushalas in Madhya Pradesh

Issued by:

MP State Employment Guarantee Council,
Department of Rural Development,
Government of Madhya Pradesh,
IV Floor, Vikas Bhavan, Arera Hills, Bhopal.

Subject: Building Strategic Partnerships to Transform Gaushalas into Hubs of Economic Sustainability, Environmental Innovation, and Rural Empowerment.

I. Background :

The Government of Madhya Pradesh recognizes the crucial role Gaushalas play in supporting stray cattle, generating rural livelihoods, promoting organic farming, and fostering sustainable development. With a network of approximately 3,000 Gaushalas established under the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), the state is uniquely positioned to integrate these facilities into broader initiatives aimed at economic growth and environmental sustainability. (www.nregsmmp.org)

Most Gaushalas are constructed to accommodate at least 100 cattle and are managed by Self-Help Groups (SHGs), civil societies and their networks, or, in some cases, by Gram Panchayats .

Through this Expression of Interest (EOI), we seek to engage Knowledge Partners, CSR wings of corporates, and other organizations to collaborate with the government in piloting and scaling innovative models for effective Gaushala management through SHGs/Panchayats.

II. Objectives of Collaboration:

The Government of Madhya Pradesh is committed to ensuring that Gaushalas serve not only as centers of Animal welfare but also as economically viable enterprises. The primary focus areas for collaboration include:

1. Regenerative / Natural and Organic Agriculture:

- Establishing Bio-Input centers supporting local farming clusters/patches in adoption of Natural/Regenerative Farming
- Production and linkages with Farmer Producer Organizations and other economic entities and initiatives / programs leading to market development for adoption of Bio-inputs (Bio fertilizers & Bio-Pesticides) around Growth Promoters, Pest Repellents etc. derived from Gaushala resources.
- Establishing linkages with Farmer Producer Organizations (FPOs) and cooperatives to promote Natural/Regenerative / organic farming.

2. Renewable Energy Initiatives:

- Setting up localized Biogas plants and Bio-CNG units to achieve energy self-sufficiency and generate potential revenue.
- Exploring waste-to-energy solutions to maximize the utilization of Gaushala by-products.

3. Rural Employment and Livelihood Development including capacity building initiatives:

- Providing training to local communities and SHGs in livestock care, organic farming, and the production of value-added products such as bio-pesticides and eco-friendly items like gau-kasht and bricks. The facilities can be developed as learning sites/demonstrations purpose under convergence.
- Encouraging women-led enterprises for managing and marketing Gaushala products.

4. Cattle Welfare and Resource Management:

- Enhancing preventive healthcare programs and nutritional management for livestock.

- Collaborating with veterinary colleges and animal welfare organizations to access technical expertise.

5. Research and Market Expansion:

- Partnering with academic and research institutions to develop advanced solutions in livestock management and organic production.
- Expanding market access for Gaushala products through e-commerce platforms, cooperatives, and strategic branding initiatives.

III. Partnership Model :

Selected partners will collaborate under a non-financial Memorandum of Understanding (MoU) with the Madhya Pradesh State Employment Guarantee Council (MPSEGC). This partnership will facilitate:

- Knowledge sharing and technical guidance to SHGs/GPs
- Facilitating SHGs to take up Gaushala projects and develop and design scalable initiatives for improved Gaushala operations by them.
- Market linkages and capacity-building programs for SHGs

The association will be made for an initial period of 3 years, extendable by an additional three years based on performance as assessed by MPSEGC. Either party may terminate the agreement with a three-month notice. Agencies will have the freedom to converge resources from CSR (Corporate social responsibility) /Philanthropic agencies and/or government to ensure long term operational stability and with partial funding or shared investment. Any Support from Govt will be directly to the SHGs

IV. Why Partner with Us?

1. Strong Government Support:

- The Government of Madhya Pradesh is committed to providing comprehensive operational and policy support to ensure the success of Gaushala-based initiatives.
- Financial assistance is available to SHGs as per state policies to support the sustainability of Gaushalas. Private partners are encouraged to explore CSR funding aligned with objectives of animal welfare, rural development, and Gaushala sustainability.

2. Financial Support to SHGs includes:

- Provision of certain amount for fodder arrangement as per policy of Gau Sanwardhan Board/State Government.
- Provision of land on license at subsidized rates, under the provisions of Madhya Pradesh Nazul Bhumi NirwahanNirdesh, 2020.

3. Flexibility in Engagement:

- Partners can select one or more Gaushalas/districts for collaboration, allowing for targeted support and measurable outcomes.

4. Create robust immersions sites via Public-Private Partnership (PPP) Opportunities:

- Collaborations will leverage public resources, technical expertise, and policy backing, reducing risks and enhancing project viability.
- This initiative aligns with corporate social responsibility (CSR) objectives and provides opportunities for revenue generation through by-product commercialization, biogas, organic manure, and Ayurvedic products.

5. Innovation and Research Opportunities:

- Partners can pilot advanced technologies such as Bio-CNG plants, vermicomposting, and automation in cattle management.

6. Social Impact and Community Engagement:

- Initiatives will create employment opportunities and enhance rural livelihoods, fostering goodwill and stronger community relations.

7. Gateway to rural skill development:

- Gaushala can provide an avenue to train and up skill rural population in sustainable agriculture, organic farming and renewable energy creating a skilled workforce that aligns with the partner's long term goals.

V. Eligibility Criteria:

Proposals are invited from the following organizations :

- Knowledge institutions with expertise in agriculture, renewable energy, and livestock management.
- Corporates with active CSR initiatives aligned with rural development and environmental sustainability.
- Civil society organizations/NGOs with a proven track record in community engagement and animal husbandry.

- Religious or charitable trusts involved in community engagement and animal husbandry.

VI. Submission Guidelines:

Interested organizations are required to submit the following :

1. **Concept Note:** Detailed proposals outlining key interventions to be taken up for making Gaushalas economically viable, management system, activities/interventions timelines with possible revenue generation, and impact foreseen.
2. **Organizational/Network Profile:** Information on relevant projects, expertise, and key personnel.
3. **Implementation Plan:** A roadmap for proposed activities, including timelines, required resources, and anticipated outcomes. Proposals can target one or more Gaushalas/districts.

VII. Deadline for Submission: 30 April 2025. However MPSEGC in its discretion may extend the deadline

Mode of Submission : Proposals may be submitted through Email at **comm.nregs@mp.gov.in** or via post addressed to Commissioner, NREGA, Madhya Pradesh State Employment Council (MPSEGC), 4th Floor, Vikas Bhawan, Arera Hills, Bhopal-462027.

VIII. Evaluation Criteria:

Proposals will be evaluated by the MPSEGC based on innovation, feasibility, scalability, and alignment with state priorities. Shortlisted partners will be invited to present their ideas and collaborate on implementation.

IX. Invitation for Visionary Partnerships:

The Government of Madhya Pradesh invites visionary partners to join us in transforming Gaushalas into self-sufficient centers of rural development. This collaboration aims to create sustainable social, economic, and environmental impacts, contributing to the overall growth and well-being of rural communities.

Commissioner, NREGA

MP State Employment Guarantee Council

Completed Gaushalas so far

Sr.	District	No of works	Sr.	District	No of works
1	AGAR MALWA	122	27	MANDLA	6
2	ALIRAJPUR	2	28	MANDSAUR	71
3	ANUPPUR	29	29	MORENA	81
4	ASHOK NAGAR	97	30	HOSHANGABAD	43
5	BALAGHAT	10	31	NARSINGHPUR	74
6	BARWANI	13	32	NIWARI	35
7	BETUL	14	33	NEEMUCH	46
8	BHIND	74	34	PANNA	44
9	BHOPAL	35	35	RAISEN	54
10	BURHANPUR	6	36	RAJGARH	126
11	CHHATARPUR	163	37	RATLAM	24
12	CHHINDWARA	40	38	REWA	176
13	DAMOH	50	39	SAGAR	39
14	DATIA	97	40	SATNA	98
15	DEWAS	66	41	SEHORE	50
16	DHAR	53	42	SEONI	45
17	DINDORI	7	43	SHAHDOL	30
18	GUNA	59	44	SHAJAPUR	65
19	GWALIOR	33	45	SHEOPUR	39
20	HARDA	24	46	SHIVPURI	149
21	INDORE	19	47	SIDHI	51
22	JABALPUR	62	48	SINGRAULI	33
23	JHABUA	4	49	TIKAMGARH	79
24	KATNI	29	50	UJJAIN	77
25	KHANDWA	13	51	UMARIA	13
26	KHARGONE	11	52	VIDISHA	131
				G. Total	2811