

PLAYBOOK 

Best practices from rural livelihood projects
supported by Axis Bank Foundation

RURAL LIVELIHOOD

LIVESTOCK REARING

How to maintain goat breed for quality improvement




This playbook is designed using the expertise of Ibtada, which encourages the rearing of goats among socio-economically disadvantaged communities and landless / marginal farmers. This playbook also contains an audio guide to better goat health that can be circulated among goat rearers.

What need does the playbook address?

Goat-rearing can be an important source of income for rural, landless communities and can be encouraged among women. Over years, profits can be maximised by ensuring propagation of high yielding breeds of goats.





What are the benefits to Goat rearers?

- ★ Increased rate for pure-bred goats in the market compared to mixed-breed goats.
- ★ Opportunity to loan / rent pure-bred males for insemination.

Why maintain purity in goat breeds?

Currently, due to lack of awareness or negligence, many rearers end up having goat breeds that are of a mixed set.

- ✗ Mixed breed goats leads to lower market rates when being sold. In Alwar, Rajasthan, Purebred Sirohi Goats can sell between Rs. 25,000-30,000. Mixed breed goats are sold between Rs. 10,000-15,000.
- ✓ Having purebred goats allows for other business opportunities - like, renting male goats for insemination processes.



Identifying ideal Goat breeds:

Find balance between goat breeds that grow rapidly and produce more meat, produce more milk, have demand in the market and can adapt to regional conditions.

For semi-arid regions of North-West India:

TOTAPURI

✗ Has less milk

DESI BAKRI

✓ Gives a lot of milk
✗ Has low meat & lower market demand

SIROHI

✓ High meat content
✓ High production of milk
✓ Has high demand during Eid





Who can follow these techniques:

In Semi-Arid regions of North India, the technique of maintaining goat breed purity is ideal for shepherds and farmers. This technique can be followed for all goat breeds. This playbook uses Sirohi breed as an example. Ibtada has implemented this among nearly 2,000 goat rearers in and around Alwar. Ibtada has implemented this among nearly 2,000 goat rearers in and around Alwar. With at least 10 goats. It is most cost-effective then.

Steps to follow:

01

Introduction of male goat

Identification of pure breed male goat in the market and its purchase.

Approximate investment - INR 20,000.



Steps to follow:

02

Castration of other male goats

Introduction of male goat to the herd may produce offsprings. All males born should be castrated. Else, these mixed breed male goats will mate with the female goat and produce mixed-breed offsprings.

Young male goats should be castrated when they reach an age of 1.5-2 months. Castration helps the goats grow fast, allowing for more profit.

Process to castrate:

- Castration through a machine (*available at the veterinary store for Rs. 2,000-2,500*) or can be done through the local veterinarian. It is a 5-10 minute process.
- Apply Betadil in castrated area if there are cuts or wounds. Give Teramycin to goats to relieve pain.
- Walk the goat backwards for 10-20 steps to improve circulation.



Steps to follow:

03

Keep a vigilant eye

When grazing, ensure that your goats are kept aside from other breeds. Continue the process of castration of

young, male goats for three years. After three years, all males should be purebred.



Timeline

Goats get pregnant 2-3 times every 14 months. If steps followed, purebred goats will be found in three generations.

1ST YEAR



0% PUREBRED
GOAT

*(introduction of 1 male
purebred goat)*

2ND YEAR



50% PUREBRED
GOAT

3RD YEAR



100% PUREBRED
GOAT



Cost Benefit Analysis

↓ Investment:

Purchase of purebred male goat:

INR 20,000

Castration:

INR 50 per goat. Approx. INR 300-500 expense overall on castration.

↑ Returns:

Expected purebred goats after three years:

20 purebred children (~10 males and 10 females) if mortality is kept low (at 8-10%) through good goat care

Sale of each male, purebred goat in the market: INR 15,000 (at the minimum).

Sale of each female, purebred goat in the market: INR 6,000 (at the minimum).

Total revenue: INR 2.1 lakh



If breed purity is not maintained:

Sale of each male, mixed-breed goat in the market:

INR 7,000

Sale of each female, mixed-breed goat in the market:

INR 5,000 *(if there is demand)*

Total revenue:

INR 1.2 lakh

Total additional annual revenue due to purebred intervention:

INR 90,000



RESOURCE PERSON

Shyoram Yogi

Animal Husbandry Expert, Ibtada
9549876556

Documentation Partner



Knowledge Partner



Supported by



November 2025