

Cow dung, urine find beauty niche in 5 countries

Ashish.Chauhan@timesgroup.com

Ahmedabad: A women's cooperative in Ishwariya village in Jamnagar has put cow dung and urine on the health & beauty shelves of Singapore, Germany, the US, the UK and the UAE. Milking the global popularity of products made with cow dung and urine, the women export 50

items, including hair and massage oils, and a special ubtan (face scrub). The office-bearers of the cooperative, which comprises 228 women, said Rs 25 lakh per annum is drawn from sales. The cooperative has 120 cows to keep the supply coming. The cooperative was registered in 2003 and

started manufacturing medicines and cosmetics. It also made Panchgavya — a mixture of cow dung, urine, and milk. Curd and ghee are part of the portfolio too. Kalpana Hinsu, president of the cooperative — Shri Kamdhe- nu Divya Aushadhi Mahila Sahkari Mandali — said that she ca-

me to Ishwariya for the first time in 1997. "At the time, I was a paramedic at the village which had no health facility," Hinsu said. "Villagers were poor. So we first set up an ayurvedic clinic." Eventually, Hinsu and her associates got land to set up a unit to make products from dung and urine. "We began on a small scale," said Hinsu. **P3**

GAU DOMESTIC
PRODUCT GROWTH

Global reach of products

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After six years, Hinsu's group began including the village's women in the cooperative.

"Over the past four to five years, as our products became popular, people from several countries have been placing orders," Kalpana Hinsu, the president of the cooperative said.

Dr Karishma Narwani, who heads the medicinal and cosmetic products manufacturing division, said: "Apart from products made of dung and urine, we also export Suvarnprashan which boosts immunity in children."