

Gaushala flourishes inside industrial cluster

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Rajkot: The Shapar industrial area near Rajkot has around 3,000 factories. Almost 90% of these factories belong to the engineering industry. One manufacturing unit among these stands out with its unique concept of employee care.

This unit has a gaushala in its backyard. The gaushala was started around two years back so that the workers and other staff of the unit can be served pure milk, ghee, buttermilk and other dairy products.

“We started the gaushala so that our employees get unadulterated milk and dairy products. We started it when the Covid hadn’t struck us all. But it helped in employee retention during the pandemic. Because of this special care I never faced a manpower crunch even though 90% of workers at my unit are migrant labourers,” Kishor Tilara, one of the partners of the unit, told TOI.

Shapar shares the characteristics of any other industrial area — its air is filled with stench emanating from chemicals and factory waste and ear-hurting constant industrial noises. Still, the gaushala, a brainchild of Kishor, sustained here. Started with six Gir cows the number has gone up to 19 now. Tilara has employed a family to maintain the gaushala.

The milk and dairy products produced by the gaushala is served daily to the 225 staff of the unit. Every day the canteen provides the employees with one meal, milk, dairy products. The employees are not charged for these services. The food is prepared with ghee and the tea too has cow milk.

“Our aim is to serve pure food to all the employees because we treat them as our family members,” said Dilip Suvagya, a HR manager of the factory.

“We get around 150 litres of milk per day from the gaushala. Most of it is used to feed our employees while the remaining stock is used by the families of the three partners,” Ramesh Tilara, another partner said.

Tilaras are involved in manufacturing and exporting of hot forged rings, bearing races, gear blanks for automotive and non-automotive segments.