



Modeling Community-led Goat Genetic Improvement Program into Sustainable and Profitable Business

Background and Rationale

Despite a goat population exceeding 12 million and significant efforts by governmental and non-governmental sectors, the country has only recently achieved self-sufficiency in goat meat production. With rising demand for goat meat, production and marketing systems must become more efficient. Recognizing the limited availability of high-quality breeding goats as a key constraint to increasing production and productivity, Heifer Nepal launched the Community Initiated Genetic Improvement Program in Goat (CIGIG) in 2014. While CIGIG has successfully produced genetically superior breeding goats with predictable genetic merit, it has yet to establish a profitable business model.

Theory of Change

While implementing a scientific breeding plan produces genetically superior goats, these improvements have not yet translated into higher market prices in Nepal. Business models that incorporate QR coding for individual goats and digital tracking of performance data through mobile apps can inform buyers about goat quality, potentially leading to increased prices for these superior quality goats.

Project Goal

The overarching goal is to establish viable and sustainable business models for breeding goat resource centers that sell certified superior breeding goats at a premium price, enabling the community to operate the business profitably and sustainably.

Project Partners

Collaborators- Department of Livestock Services (DLS), Kathmandu University School of Management (KUSOM), and Rural Economic Development Association (REDA)

Project Period

January 1, 2024, to June 30, 2025

Project Area

Boughagumha, Tansen-13, Palpa district of Western Nepal

Project Objectives

- Identify major gaps in efficient functioning of current breeding goat resource centers' business models.
- Test the use of the mobile app as a household level performance data recording system.
- Analyze the landscape of the current breeding goat market in Nepal in terms of demand and supply trends, pricing, promotion, branding, and availability.
- Test the use of blockchain technology for ensuring traceability and quality of breeding goats.
- Create, evaluate and establish a sustainable and viable business model that can be replicated in other areas.

Gender and Youth: The project will directly benefit 500 women goat farmers and indirectly support 2,000 more through four breeding goat resource centers in other districts. It focuses on empowering women in leadership, involving male family members and local youth in adopting technologies, while a gender expert will recommend inclusive strategies for implementation.

Cross-cutting Themes

Local Capacity Development Overview: The project aims to enhance the capacity of smallholder goat farmers through a mobile performance recording system and training for Milansar SEWC board members. Collaborating with KUSOM, undergraduate students will develop research skills through internships and field trials, while faculty will test profitable business models. Business models will be shared via lectures and workshops to deepen students' understanding of agribusiness. A social scientist will support local capacity and gender initiatives, strengthening the capabilities of Heifer Nepal staff and all partners involved.

Alignment with Sustainable Development Goals (SDGs)

The project aligns with 6 Sustainable Development Goals: No Poverty (1), Zero Hunger (2), Decent Work and Economic Growth (8), Responsible Consumption and Production (12), Climate Action (13), and Partnerships for the Goals (17).

Expected Outcome & Impact Evaluation

The project will establish a technical database of superior goat breeds and viable business models, enabling both public and private sectors to adopt innovative marketing strategies. This collaboration will influence government policy, strengthen the value chain, and improve goat productivity, ultimately reducing production costs. Follow-up research will evaluate the performance of offspring, and findings will be shared with stakeholders to discuss observed changes and recommend policy adjustments at local, provincial, and national meetings.

