

### When you buy Gir Ahinsak Gau Ghee -

You help to sustain Gau Seva that is undertaken at Bansi Gir Gaushala. The Gaushala works for the revival of Gauchars (grazing fields), help other Gopalaks and revive natural & ethical Gau-Krishi (Gaumata based Agriculture).

You don't just buy a pristine high quality Ayurvedic food ingredient for your kitchen, but also help in serving Gaumata and contribute to the revival of Vedic standards of Gopalan.

#### Outcome of Vedic Gopalan

- Gift of Ayurveda • Blessing of Gaumata



#### Colour of Ojas

Gir Ahinsak Gau Ghee generally tends to be slightly yellow in colour, the same colour as “Ojas” (our essential energy that resides in the heart) that Maharshi Charaka described when he compared the colour of Ojas with the colour of Ghee.

#### Sattvik Ahaar

According to Maharshi Charaka, Ghee promotes ‘sattva’ (Truth or Purity of Being), memory, intelligence, agni, semen and ojas. It alleviates Vata dosha, Pitta dosha, poison, insanity, inauspiciousness and fever. It is the best of all fats.



#### Aushadhiya

Colour of Gir Ahinsak Gau Ghee may get whiter as it ages, a highly desirable quality in Ayurveda which considers older Ghee to be more potent for medicinal uses compared to fresh Ghee. Bansi Gir Gauveda uses whiter aged Ghee for making medicines & supplements.



#### Vedic Shudhata - how to use

This Ghee can be used in regular cooking for its authentic flavour and health benefits. As a tonic, take 1-2 teaspoons with warm milk every morning.



Gir Ahinsak Gau Ghee is a natural handmade product - smell, taste, colour & consistency may vary depending upon weather, feed & other conditions. This Ghee's Purity & Authenticity remain unchanged.

Bansi Gir Gaushala has emerged as a leading centre of excellence and a demonstration project for ancient Vedic or paramparic system of Gopalan. Rig Veda mentions thus, “We must regard the 'Cow' as our own Mother and serve Her to the best of our abilities, keeping her happy in every way”.

When Gaumatas ('Cow' as Divine Mother) are looked after as prescribed in the *Shastras* (scriptures), they are satisfied, healthy and happy. Their *panchagavya* products (milk, curd, Ghee, Gomutra, Gomaya) thus become *kalyankari* (beneficial) and *mangalkari* (auspicious).

Gaumatas at Bansi Gir Gaushala tend to be healthier compared with conventional dairies with some giving milk even at the age of 23 after giving birth to 16 calves. An outcomes of The Gaushala's *Gau Seva* (service to Gaumata) is the Gir Ahinsak Gau Ghee. In the Veda's, Ghee is described as the “best among all liquids” and also said that, “Ghee is the brilliance of Agni, milk the brilliance of Soma”.

#### For more information, please visit -

Vedic Gopalan - [www.bansigir.in](http://www.bansigir.in)  
[info@bansigir.in](mailto:info@bansigir.in)

To buy Online - [www.sose.in](http://www.sose.in)  
[organic@suryan.in](mailto:organic@suryan.in)



BANSI GIR GAUSHALA

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The long journey of  
"Gau Snskruti" mission,  
that leads to the creation of...



Ahinsak  
GAU GHEE  
Ethical Ghee

A2 • Artisan • Non-exploitative







Purity of Breed



Vedic (Ethical) Gopalan



Purity of Feed



Ahinsak (Dohan)



Bilona Method

### (1) Purity of Gir Breed

The Gaushala has over 700 Gaumatas ('Cow' as Divine Mother) across 18 Gotra's (lineage) of Gir breed. These are not cross bred with any other Bharatiya (Indian) or foreign breed. Meticulous records are maintained and great care is taken to avoid in-breeding within the same lineage to preserve genetic integrity and diversity.

#### Benefits –

- Genetic Integrity - We also believe that efforts to preserve genetic integrity are extremely important to sustain Gaumatas health and avoid genetic deterioration in the long run.
- Better Health - Pure local breed also means Gaumatas are genetically more resilient in local environmental & food conditions, making their panchgavya products far healthier.

### (2) Vedic & Ahinsak (Non-exploitative) Gopalan

We never sell or 'get rid of' older non-lactating Gaumatas or male calves. Her entire family is looked after as our own family. As a result, percentage of Gaumatas giving milk at our Gaushala at any point of time can be around 20% compared with 30-65% in conventional dairies.

#### Benefits –

- Ethical & Emotional –We believe that the ethical, subtle & spiritual qualities of ghee that is an outcome of non-exploitative Gopalan is far superior. This is also important for Gaumatas' emotional well-being.
- Modern research - also shows that Gaumatas are emotional beings, and they suffer when their family / friends are taken away from them. This can potentially introduce stress hormones in Her milk, or make Her more susceptible to illnesses.
- Ancient scriptures - also testify that satisfied & happy Gaumatas have superior material, subtle & spiritual qualities, making it ideally suited for consumption as well as for devotional rituals.
- Social impact – We believe that with higher social emphasis on developing grazing fields and looking after non-lactating Gaumatas we can collectively raise the ethical standards & attitude of society towards Gaumata.

### (3) Pure, Ethically grown & non-GMO Feed

Our feed is ethically sourced and non-genetically modified as compared with cheaper conventional feed varieties. Some examples:

- Pure & Ethical whole sorghum - purchased from farmers who grow using unique farming methods harmonious with Nature. Gaumatas love this sorghum, especially the roots. The whole plant is pulled out, washed & dried for Gaumata.
- Richer grass varieties – Extensive research into 100 varieties of local indigenous grass, few special varieties cultivated in grazing fields based on their nutritional value and Gaumatas' preferences, and nurtured with natural manure.
- Organic Farmlands for Gaumata - We have developed special farming methods and an agricultural probiotic culture with over 40 strains of friendly bacteria. Using these, we grow various fresh greens for Gaumata in our own farmlands.
- Non-GMO Cotton - We make great efforts to source the more expensive desi (traditional) varieties of non-GMO cotton seeds vs GMO cotton commonly used in dairies, in addition to naturally & ethically grown grains, seeds, etc.
- Natural supplementation – As far as possible, the Gaushala uses natural methods of supplementation, for eg 'chuna' or calcium carbonate or Ayurvedic herbs for calcium supplements, jaggery and rock salt for other minerals.

#### Benefits –

- Eating Pure & Ethical- is advisable for not just human beings for also for Gaumata . The Gaushala also makes great efforts to help farmers turn to pure & ethical methods of farming by investing in the development of Gaumata based Agricultural technologies, freely sharing its knowledge base and materials.
- Non GMO Benefits - In the past, we have noticed adverse effects of GMO cotton seeds on Gaumatas' health, particularly during pregnancy. Desi varieties on the other hand improve energy & health.
- Variety of Nutrients- Greater variety of nutritional foods from pure & ethical sources help to further improve Gaumatas health in the long run.



### (4) Ayurvedic Herbs

Ayurveda is the 'science of life' and greatly beneficial to maintain Gaumatas' health. We add various Ayurvedic herbs of rich medicinal qualities to dry feed.

#### Benefits –

- Regulates Body Heat - For example, there are specific herbs that provide a cooling effect to the body during pregnancy & lactation, and others to improve "urja" (body heat or fire element) during winters.
- Other Benefits - Herbs chosen under guidance of experienced Ayurvedacharya's also help to provide specific health benefits to Gaumata such as improved immunity, digestion, rejuvenation after pregnancy, etc.

### (5) Dohan (Vedic & Ethical Milking Process)

We also strictly adhere to the ancient Bharatiya Vedic tradition of 'dohan', where calf is allowed to feed to satisfaction from two 'Anchals', while the remaining two are used to obtain milk for humans. Each Gaumata has a name. Before Dohan, Gopalaks call out the Gaumata's by their names. As the Gaumata comes forward, even calves as young as a week recognize their Mother's name and come forward to participate in Dohan.

#### Benefits –

- Happier Gaumata - Leads to Gaumatas being happier when they know that their calf is fed, which directly affects Gaumatas' health & milk properties.
- Healthier Gaumata – subsequent generations of Gaumatas also being healthier having consumed their Mother's milk during infancy and youth.
- Subtle, Karmic & Spiritual Qualities – We believe that such a milk or ghee has far better subtle, karmic and spiritual qualities as envisaged in the Veda's.

### (6) Ghee Making Process

3,000 year old Bilona method means we use whole milk and not just cream. As a result, each liter of ghee requires 25-30 liters of milk, in contrast to conventional dairy ghee which is made from residual cream. The cooking is slower, and uses wood instead of natural gas as fuel.

#### Benefits –

- Emphasis in Ayurveda - ghee contains the essence of whole milk rather than only cream. Such ghee is greatly emphasized in Ayurveda as a potent tonic and medicine. Such a ghee improves 'sattva' (Truth or Purity in the Being), digestion, strength and intelligence.
- Higher Nutrition - Slower flame retains most of the nutrients in the ghee in contrast to higher temperatures where more nutrients are lost.
- Spiritual Significance – In the Veda's fuel sourced from regions that reside above the ground have greater significance, particularly gomaya and wood. These fuels are classified under "sur dhatu" vs fuels sourced from below the ground and called "asur dhatu".
- Richer Flavour - We believe Ghee has a richer flavor when cooked over wooden fire, consistent with Vedic traditions. Modern Research also proves that wood fired cooking flame generate hundreds of different flavor enhancing compounds.