



**Smt. Allola Divya Reddy**

**Founder - Klimom Wellness And Farms**

**Founder - Save Desi Cows movement**

**Animal Conservationist**

**Environmentalist**

There are countless amazing and inspiring women in our country who have fought for human rights and equality throughout history. A path less taken, a movement that has impacted more like a revolution that has brought up the very important topic to the table. This is the tough path taken by Smt. Allola Divya Reddy, an Animal conservationist for the benefit of preserving our desi cow breeds and majorly for the benefit of our nation.



The journey started with the quest of a mother, Allola Divya Reddy, an engineering graduate, looking for pure, healthy A2 milk for her children.



Surprisingly enough, she could find none which lead to Klimom Wellness And Farms, the start of Divya's entrepreneur journey. Divya Reddy says, Klimom is not just about milk, it's much much more. It's a mission to bring back glory to our sacred Indian Cows. Within no time, this movement has turned into a revolution.





Divya always worked for safeguarding Desi Cows, spreading awareness of cow based farming and about overall health benefits of using cow based products.



## The Entrepreneur Journey – Women Empowered



Divya, through her entrepreneurship ensured that she empowers women and has created employment for many women. She not only trains them to make products like cow ghee, dhoop sticks, cow dung cakes, diyas etc., she also provides them with upskilling opportunities through Klimom.





She has created a difference to the lives of many women who have become confident and self-reliant.



## Making a positive impact on the environment



Divya could successfully bring back the lost tradition of making cow dung Ganesha for Ganesh Chaturthi instead of harmful plaster of paris Ganesh idols which are polluting the environment. When immersed in the lake, it purifies the water by releasing healthy bacteria for aquatic life. When the immersion is done at home, it acts like manure for plants.



She made sure to get down to the ground level to understand the gaps and bring out changes that she could by herself through awareness talks, conducting programmes and using Social Media effectively to increase the awareness. She has educated, inspired and helped many people to set-up Desi Cows Farms. She helped many with lot of passion and with her continued efforts to safeguard Desi Cows, she has lead by example, that this enterprise can be viable giving substantial revenue generation.

<https://bit.ly/3NwPmwV>

<https://bit.ly/3wD8bZK>

<https://bit.ly/3IESOJQ>



## Extensive travel & research since 2015 lead to the Save Desi Cows Movement



Divya travelled extensively for her research on Desi Cows and one such visit to Bharwad Tribe surprised her with their healthy lifestyle around desi cows, close to nature and when she learned that they never had a need to visit hospitals in their lives.

<https://bit.ly/2v1isxT>



She further travelled extensively all-around India and could clearly see that all our desi breeds are getting endangered because of the breeding policies that are encouraging farmers to adopt artificial insemination of our desi breed cows with HF, Jersey and other exotic breeds which is leading to the mass extinction of our desi breeds. She took upon herself to fight for the rights of Desi cows and tried to make sure they are treated fairly.



More importantly, she emphasised that having access to healthy desi cow milk which is termed as Amrit as the basic right of the children of our nation and the generations to come.





Divya worked relentlessly for more than 7 years, educated farmers and appealed larger groups not to encourage artificial insemination of our desi breed cows with exotic semen.





She further met officials and animal husbandry department directors of various states and requested them to take necessary steps to safeguard our desi breeds. She also met people from various communities/regions who are promoting the goodness of our desi cows.



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Taking the Movement forward!  
For the cause of preserving

*Desi Cows*



After continuous efforts of creating awareness to safeguard our Indian breed cows, as a last hope she approached the Supreme Court of India by filing a PIL to bring attention and make relevant changes in the breeding policies to stop artificial insemination of our Indian breed cows with exotic breed semen, which is leading to the mass extinction of our desi breeds and is also against nature as they are of completely different DNA.



The Supreme Court of India has considered the PIL and has issued notices to Central and States Governments. Though she has been a recipient of many awards, Divya considers this acceptance of her plea by the Supreme Court as an achievement that carves a path towards saving our Nation's Heritage – our Desi Cows.

## Covid-19 - Opportunity to serve the needy



Even during the pandemic, Divya extended support to the needy by serving cooked meals. It was not humans that she reached out to, animals were not left behind. She ensured that they were taken care too.

**Link :** <https://bit.ly/3RRxgaA>





**Link :** <https://bit.ly/3SQPNof>

## Giving a Helping Hand beyond geographies



The recent outburst of the Lumpy Skin Disease (LSD) has affected so many people in Rajasthan and Gujrat. Our nation has lost many sacred desi cows to this dreadful disease and many farmers and Gopalaks have lost their livelihood as they were dependent only on their cows.



Even today, there are many cow rearers and farmers in our country who treat cow as a mother and bull as a father. For them cow is not a milking machine, but an integral part of the family-in fact a family member.



Divya has travelled all the way to support them, extended help in her capacity. She has appealed to the authorities to declare this as a Cattle Emergency and take adequate measures to administer vaccines to our desi cows on immediate basis to save ourselves from a situation of losing more cows to LSD.

## The Movement gaining Momentum – Save Desi Cows



Divya is on a continuous mission to spread awareness and seek support from everyone for the cause of safeguarding our Desi cows.





She is meeting relevant government office bearers to explain the current situation of mass extinction of Desi Cow breeds. She is also requesting them to bring a change in the breeding policies for the benefit of the nation.





Divya seeks the support of the respected Government Office bearers of the country to bring change in the breeding policies.



Honourable Chief Minister of Andhra Pradesh - Sri Y.S. Jagan Mohan Reddy garu



Smt Y.S. Bharathi Reddy garu - W/O Honourable Chief Minister of Andhra Pradesh



Honourable Animal Husbandry Minister of Telangana - Sri Talasani Srinivas Yadav garu



Honourable Member of Parliament & Green India Challenge Founder - Sri Santosh Kumar garu





**Honourable Former Chief Justice of India - Sri N.V.Ramana Garu**



**Divya has visited Chinna Jeeyar Swamy Ashram to seek his support**

## Awards & Recognition

- **National Gopal Ratna Award**

India's most prestigious National Award for creating the best Gaushala was conferred on Divya - the National Gopal Ratna Award 2018 - for her extraordinary work in the field of rearing indigenous Gir cows.



The award was presented to Allola Divya Reddy by the Central Minister of Agriculture, Shri Radha Mohan Singh

**Link :** <https://bit.ly/2zxQvmP>

## • Rythu Nestham 2019 Award

Hon'ble Vice President of India Sri.Venkaiah Naidu awards Ms.Allola Divya Reddy with the prestigious Rythu Nestham 2019 award.

Governor of Telangana state, Ms.Tamilisai Soundararajan was also present for the award ceremony.



The award was presented to Allola Divya Reddy by Hon'ble Vice President of India, Sri Venkaiah Naidu

**Link :** <https://bit.ly/2m5uoha>

- **Top 100 Healthcare Leader**

Ms.Allola Divya Reddy was conferred as the 'Top 100 Healthcare Leader' by IFAH (International Forum on Advancements in Healthcare) in Dubai.



**Link :** <https://bit.ly/34dUlyL>

- **Mrs. Allola Divya Reddy was felicitated by Honbl.Governor of Telangana, Ms.Tamilisai Soundararajan on the occasion of International Women's Day.**

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Mrs.Allola Divya Reddy felicitated by  
Honbl.Governor of Telangana, Tamilisai Soundararajan  
on the occassion of **International Women's Day**

- **Eco-Conscious Entrepreneur of the Year 2016**

Southscope and Ritz magazines awarded her the Eco-Conscious Entrepreneur of the Year 2016



Watch Allola Divya Reddy receive SouthScope's Most Eco Conscious Entrepreneur of the Year Award

Link : <https://bit.ly/2N6rIbg>

## • Business Person of the Year 2017

Sakshi TV presented the prestigious Business Person Of The Year 2017 award to Allola Divya Reddy in recognition of her sterling endeavour in rearing pure breed Indian cows and making pure, healthy A2 milk available to people.



Watch Allola Divya Reddy receive Business Person Of The Year Award – Sakshi Excellence Awards 2017

**Link :** <https://bit.ly/2NmAHES>

## • COWE – Inspiration of the Year 2019

Confederation of Women Entrepreneurs of India (COWE) - Telangana Chapter celebrated International Women's Day in a grand way. Ms.Allola Divya Reddy was awarded as "COWE - Inspiration of the Year 2019" for her exemplary service to the society.



Watch Allola Divya Reddy receive COWE - Inspiration of the Year Award

**Link :** <https://bit.ly/2HiqsTQ>



- **Coffee Table Book**

Confederation of Women Entrepreneurs of India has released a coffee table book about the top women achievers of 2019 in which the journey of Ms.Allola Divya Reddy has also been published.



## • Power Women Award - Women's Day 2021

Mrs.Allola Divya Reddy was felicitated by Hon'ble Speaker of Karnataka Legislative Council, Basavaraj Horatti on the occasion of International Women's Day 2021.



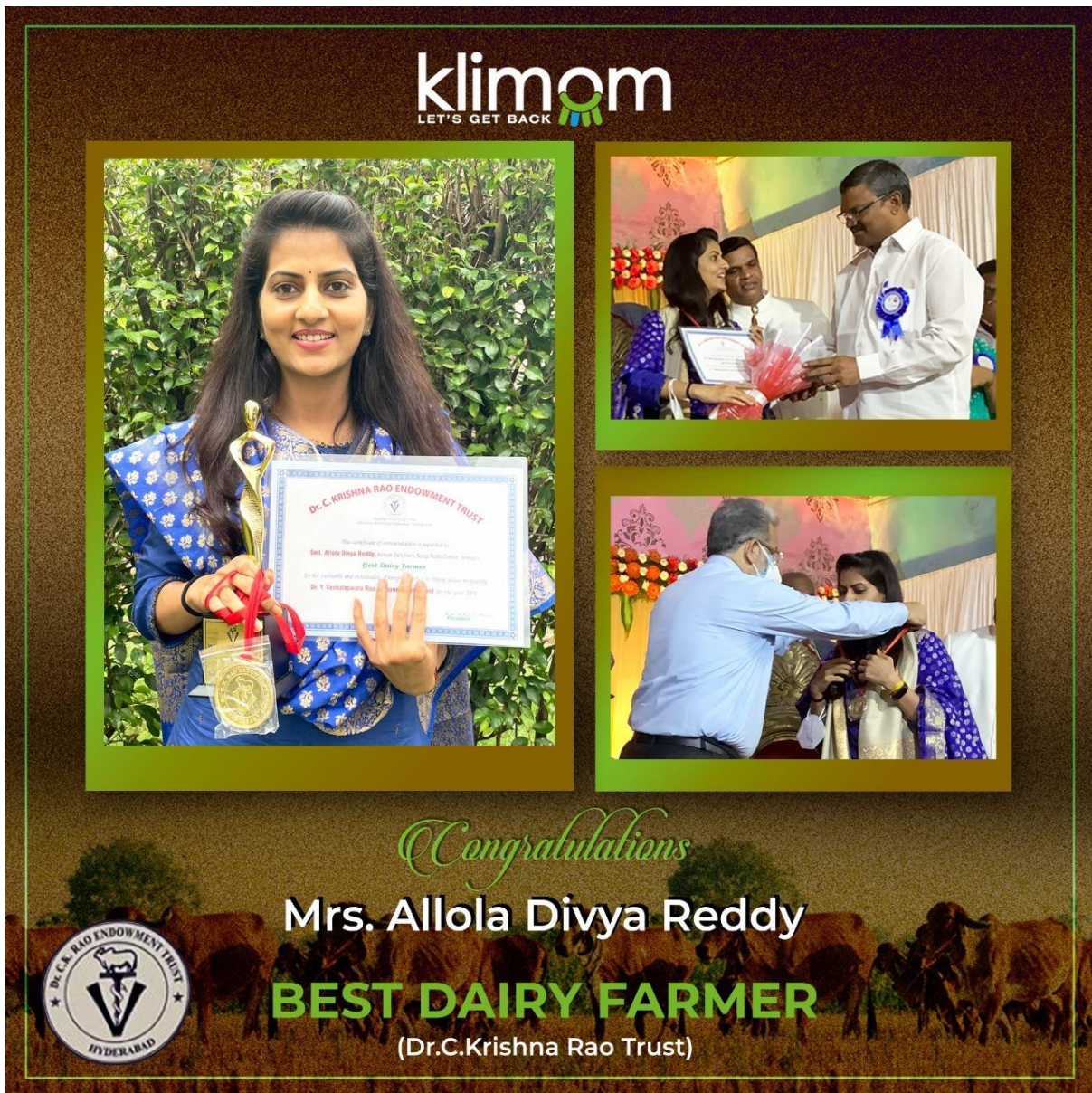
Link : <https://bit.ly/3sd18RY>

# • Kalavahini Women Entrepreneur Award 2020

Mrs.Allola Divya Reddy was honoured with the Kalavahini Ekashila Memorial Spoorthi Sree Puraskar in the field of Women Entrepreneur at the Kalavahini Awards 30<sup>th</sup> anniversary function.



- **Best Dairy Farmer Award 2021**



Mrs. Allola Divya Reddy was honoured with the Best Dairy Farmer Award by Dr. C.Krishna Rao Trust certified by State and Central Animal Husbandry Department in recognition of her efforts not only towards building a successful gaushala, which is looking after desi cows in the most ecological, ethical and sustainable manner but also working hand-in-hand with farmers and educating people about health.

Divya's journey as an eco-entrepreneur has been covered extensively by various media channels. She was featured in India Ahead, ETV, V6, TV5, ABN and more.

- **Watch interviews of Divya here**

**NDTV** : <https://bit.ly/3CIUjPB>

**India Ahead**: <https://bit.ly/3lAcZss>

**ETV** : <https://bit.ly/2NHjgAq>

**V6** : <https://bit.ly/2zwoqfH>

**TV5** : <https://bit.ly/2usJEFv>

**ABN** : <https://bit.ly/2LyRzfq>

**Sakshi** : <https://bit.ly/3RRKrIG>

**Klimom Youtube Channel :**

<https://bit.ly/2TkbEWn>

**Cow is the Mother of all Mammals** : <https://bit.ly/2Oou0DO>

**Nutritious Milk – Klimom** : <https://bit.ly/2TmMirf>

**Desi cow dung to purify the environment :**

<https://bit.ly/2UkXgyH>

**Desi Cow A2 Milk is like Amrit :** <https://bit.ly/2rYGicv>

**Let's get back-Wisdom from Gujarat by Klimom :**

<https://bit.ly/2Qgef2>

**Bharwad cow rearers – For whom Cows define living and means of living :**

<https://bit.ly/2v1isxT>

**Desi Cow Dung for Sustainable Living :**

<https://bit.ly/2Rk2Uih>

**The quest for healthy milk and natural nutrients :**

<https://bit.ly/2CGTA3q>

**Gomaya Vasathe Lakshmi – Klimom's Gomaya Ganesha made of pure desi cow dung :**

<https://bit.ly/2K5L7cn>

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indian cow milk & more

**RIGHT FROM THE COW TO YOUR HOME.**

See the special article in WOW Magazine JULY 2016

**PURE MILK AT YOUR DOOR**

"Milk is something that we give our children from the time they are just 2 year old. And with the kind of milk that is available in the market, we are giving our kids low poison," says Alida Divya Reddy, founder of Klimom.

"With the kind of milk that is available in the market, we are giving our kids 'Low poison'"

**Alida Divya Reddy**

The milk that goes out from Divya's farm is well and is delivered in glass bottles. They have Cow Care from Gujarat and the milk is pasteurized. The feed given to the cow is also organic, which is grown in the farm itself.

Upping people to give up on packet milk, Divya says, "Packet milk reaches us in the sixth day after it is milked of preservation and powders are added, which are not natural."

**Price: Rs 99 per liter**  
Klimom is available in all major cities across India.

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**BY THE GRAZE OF GOD**

**DITZ**

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**A vision ... a new ray of hope!**

**పసుంధర్**

**శిల్ప కేసే... గోశాల!**

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**పసుంధర్**

**Klimom Indian Cow Milk is Nestle... says a new feature in Memasathe Telangana's Zindagi Edition dated: July 22nd 2016**

**city life**

**Deccan Chronicle**

**HYDERABAD'S DESI DAIRY ENTREPRENEUR**

Alida Divya Reddy's search for pure cow milk became the foundation of Klimom Wellness and Farms, with the intent of making the benefits of pure A2 milk available to young mothers and their children across the country.

**Deccan Chronicle, A leading english daily covers this movement of klimom**

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**దివ్య దృష్టి**

**for health**

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Creates awareness of Desi Cow's A2 Milk

**Sakshi, A Telugu daily covers this movement of KLIMOM**



A Telugu daily, covers the movement of Klimom



A Quest translated to an Accomplishment



The Hans India, an english daily covers Klimom's noteworthy efforts



Klimom in media spotlight for its noteworthy efforts



Eco-friendly Gomaya Ganesha



Go Green Gomaya Ganesha!





## Determination to Strive

Her determination shows us that anything is possible if you set your mind to it, and that there is no limit to what we can achieve. She has indeed inspired many who have joined her in this Movement of safeguarding our Desi cows. With increasing number of followers and likeminded people, Smt. Allola Divya Reddy's fight to bring back the lost glory to Indian Cows has a widespread reach today and the Movement continues to grow as well. People of this country are able to connect with her and have vouched to support her unconditionally in this Mission.



She aspires to see a positive impact of her fight for safeguarding our desi cows and is dedicated to continue the Movement.