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Development
Foundation**



DAIRY PROJECT

QUARTERLY PROGRESS REPORT – JULY TO SEPTEMBER 2013



USAID COOPERATIVE AGREEMENT # 391-A-00-11-1206

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List of Acronyms

AI	Artificial Insemination
AITs	Artificial Insemination Technicians
AOR	Agreement Officer's Representative
BOG	Board of Governors
DRDF	Dairy and Rural Development Foundation
FM	Field Manager
GM	General Manager
M&E	Monitoring and Evaluation
MSI	Management Systems International
MTs	Master Trainers
NGO	Non-Governmental Organization
PD	Project Director
PMP	Performance Monitoring Plan
PMU	Project Management Unit
RFP	Request for Proposal
LHW	Livestock Health Worker
LBEs	Livestock Business Entrepreneurs
SMs	Social Mobilizers
TOR	Terms of Reference
TOTs	Training of Trainers
UAF	University of Agriculture Faisalabad
US	United States
USAID	United States Agency for International Development
UVAS	University of Veterinary & Animal Sciences
VTIs	Vocational Training Institutes
WLEWs	Women Livestock Extension Workers
ZM	Zonal Manager

Executive Summary

The Dairy Project is a mutual collaboration between United States Agency for International Development (USAID) and Dairy and Rural Development Foundation (DRDF) for enhancing rural incomes through increased livestock productivity. The project envisages training 9,000 dairy farmers and 100 farm managers on best dairy farm management techniques. It also aims to train 2,000 Artificial Insemination Technicians (AITs) and 5,000 Women Livestock Extension Workers (WLEWs) and establish them as self-employed entrepreneurs.

In the reporting period, 802 farmers received training in best farm practices increasing the total number of project-trained farmers to 8,217. (till September, 2013). Out of the 802 farmers trained in the reporting period, 705 received four-day training and the remaining 97 farmers received the 30-day training. The project also trained 681 WLEWs and 504 AITs in the reporting period. The project has met all the training targets. A comparison of the projects' targets and the achievements up till now are shown in the figure below.

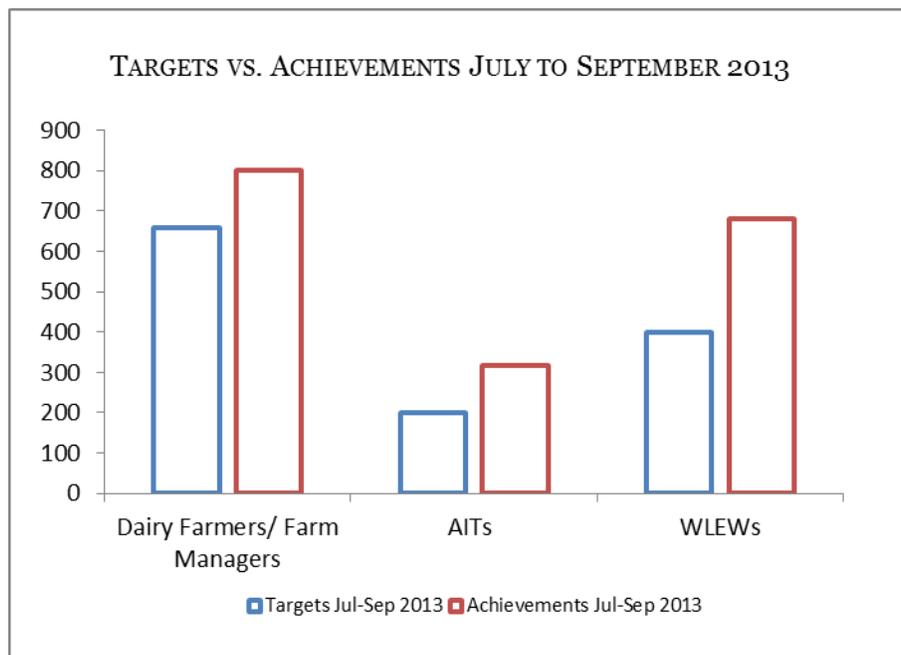


Figure 1: Target Vs. Achievement (July - September 2013)

The impact of the project in stimulating the economic activity in rural Punjab is commendable. The project trained AITs earn Rs.7,800 on average per month and the farmers are earning around Rs.2,550 on average per animal per month. The follow up data of WLEWs reveal that the income generation for the WLEWs is volatile and this is the only component that does not meet the project's targeted income (the achievement being Rs. 400 as opposed to the project target of Rs. 3,000). Cultural issues are the primary reason for the low performance of the component. Monetary impact, however, is just a part of the overall impact that the component has on the society. The

surveys show that the trained women are now working with their male counterparts and this is a great step towards women empowerment.

The Management Information System (MIS) is now complete and ready to be used. The Monitoring and Evaluation Manager, Mr. Tahir Ali, would be organizing trainings sessions for the M&E Officers and Data Entry Operators. Consequently, the data would soon be accessible to the stakeholders and staff online.

Dairy Project is also continuing with strict environmental compliance and monitoring in its trainings. An environmental compliance report is given in annexure 2.

Financial Summary

Table 1: Financial Summary

Description	Amount
Total Estimated USAID Amount:	\$14,018,777
Amount Obligated (as of 30 th September 2013):	\$14,018,777
Leverage Amount (Non-Federal):	\$3,407,059
Total Project Funds Expended To Date (end September-2013):	\$9,656,243
Project Funds Expended During the Reporting Quarter (July 13 - September 13):	\$1,207,414
Obligated Project Funds Remaining Available:	\$4,362,534
Project Funds Allocated for the Next Quarter (Oct 13 – Dec 13):	\$1,397,318

Expenditure Summary

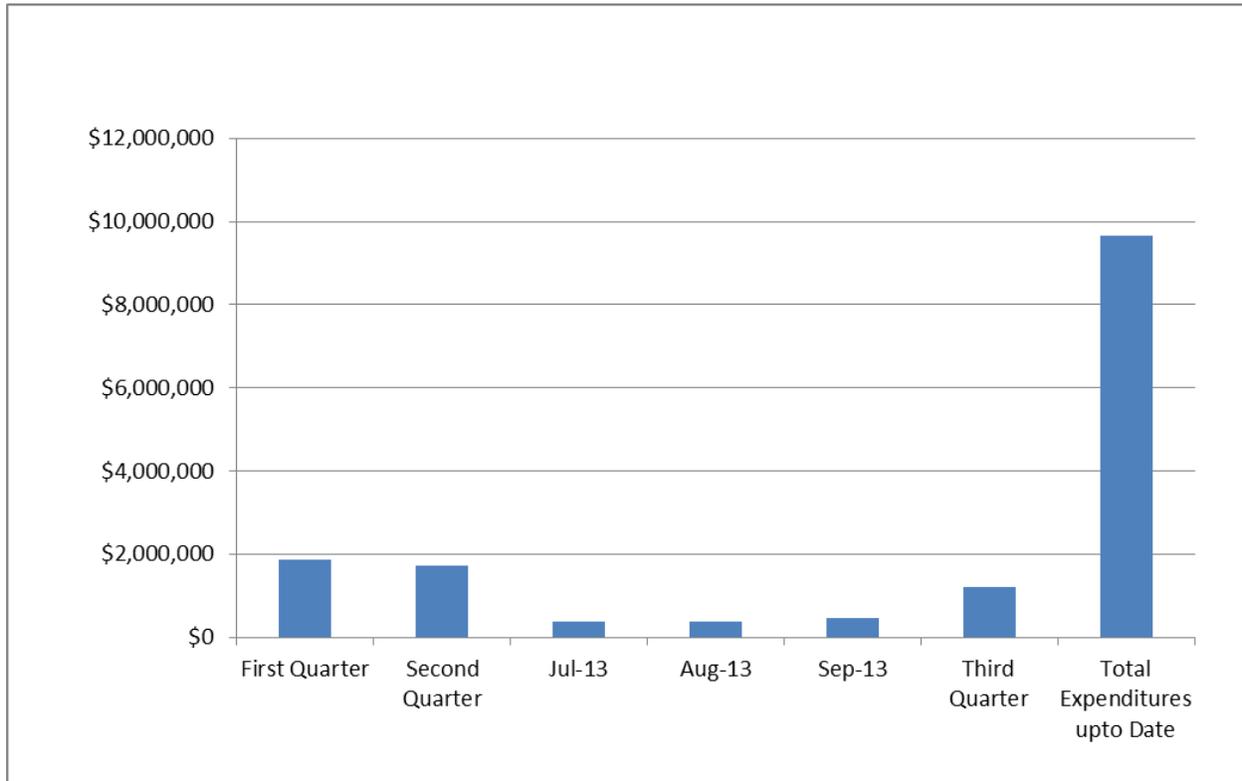


Figure 2: Quarterly Expenditures

Table 2: Expenditure Summary

Sr. No.	Expense Categories Under Cooperative Agreement	Expenditure during April-June 2013 (US \$)	Expenditure during July-Sep 2013 (US \$)	Expenditure up to Sept 30, 2013 (US \$)
1	Personnel Cost	200,004	214,643	1,228,369
2	Travel	162,479	112,513	713,474
3	Equipment and Supplies	613,822	348,734	3,972,877
4	Other Direct Costs	729,621	531,524	3,741,523
	Total	1,705,926	1,207,414	9,656,243

Project Progress and Performance

Introduction

The Dairy Project is a joint effort of the Dairy and Rural Development Foundation (DRDF) and the United States Agency for International Development (USAID) to foster sustainable increase in dairy and livestock productivity through adoption of best dairy farming practices, breed improvement, availability of timely extension services, and promotion of livestock businesses. Due to the vital importance of livestock sector in the rural economy of Pakistan, the Dairy Project's extensive training programs for dairy farmers, Women Livestock Extension Workers (WLEW), and Artificial Insemination Technicians (AITs) are playing an important role in transforming livelihoods of rural communities. The Dairy Project is being implemented in all four provinces, with a major focus on Punjab with a time frame of three years (July 2011- July 2014).

This progress report describes the operations and progress of the project in the period July 2013 to September 2013. For a detailed overview of the project, please refer to Annexure A of the report.

Component 1: Training and support for Dairy Farmers

Since the comprehensive target for the two-day training program has been achieved in the previous quarter; the project's focus in this reporting period was on four-day training program for the farmers and 30-day training program for farm managers. During the reporting quarter, the field operations teams provided four-day training to 705 dairy farmers. Out of these farmers, 631 were trained in the Multan zone while 74 were trained in Vehari Zone. A total of 97 farm managers were provided 30-day training under Farm Management Program. Besides training activities, three farm visits of farm managers were also organized at Nestle Sarsabz Farm, UVAS Dairy Farms, and Shafique Dairy Farm in Pindi Bhatian; around 23 farm managers participated in each farm visit. The following table illustrates the different farmer trainings conducted between July and September 2013:

Table 3: Training of Farmers

Month	2-Day Training	4- Day Training	1 Month Training	Total
July, 2013	0	254	24	278
August, 2013	0	168	25	252
September, 2013	0	283	48	246
Quarterly Total	0	705	97	802

The dairy project, since its inception has trained 8,497 farmers till the end of the reporting quarter. Out of these farmers, 5,118 received two-day training, 2,995 received four-day training and 384 received the 30-day training.

Table 4: Farmers' Training

Sr. No.	Indicator	Jul – Sep 2013
1	Beneficiaries targeted during the reporting period	690
2	Beneficiaries reached during the reporting period	802
3	Beneficiaries targeted to date	8,085
4	Beneficiaries reached to date	8,497

Table 5 below shows progress on indicators from the Performance Monitoring Plan (PMP). These indicators are calculated on the basis of a quarterly follow up survey conducted in September 2013. For this purpose a random sample of farmers trained from February 2012 till June 2012 was selected. Refer to Annexure D for detailed sampling and evaluation methodology.

The third column of table 5 summarizes short-term performance of farmers who were trained between Jan 2013 to Jun 2013. Whereas, Column four reports the long- term performance of farmers who were trained in 2012. It takes time in adoption of the best practices and their subsequent effect on milk production. It is thus necessary to measure milk yield of animals owned by project-trained farmers after a considerable lag. For this analysis two groups are formed, group A are the farmers who were trained in 2013 and group B constituted of farmers trained between Feb 2012 to Dec 2012.

Table 5: Performance Indicators of Farmers

Sr. no.	Indicators	Targets	Short term performance (Group A)	Long term performance (Group B)
1	Average increase in the project assisted house hold real annual income from dairy activities relative to the baseline*	At least 10 % increase in the household's income from dairy activities.	19%	12%
2	Incidence of Hemorrhagic	At least 20	Incidence of HS	

	Septicemia and Foot and Mouth Disease in: a). dairy animals owned by project-assisted households; and b). dairy animals of farmers assisted by WLEW relative to the baseline	percent reduction in the incidence on average.	Before training=11 Animals Sep, 2013=2 Animals %age change=82%	Before training=26 Animals Sep, 2013=7 Animals %age change=73%
			Incidence of FM	
			Before training=41 Animals Sep, 2013=3 Animals %age change=93%	Before training=62 Animals Sep, 2013=15 Animals %age change=76%
			b)No data available	b)No data available
3	Average monthly (per animal owned by project-assisted household) quantity of milk produced relative to the baseline	At least 10 percent increase in milk yield.	17%	21%
4	Percentage of farmers using services of Women Livestock Extension Workers (WLEWs) relative to the baseline	At least 10 percent farmers using services of WLEWs.	Before training=1% Sep 2013= 13%	Before training=1% Sep 2013= 6%
5	Percentage of project-assisted farmers using at least three best practices relative to the baseline (disaggregated by	60 percent farmers adopted three more best practices	82%	89%

	farmers/farm managers)			
6	Number of villages reached with TV and/or Radio sketches	At least 700 villages per year	70 Districts	
7	Number of project-assisted farmers trained in business practices, and book-keeping	97.7%	100%	100%

*The change has been calculated by finding the difference average milk produced per animal per day between the two groups.

Dairy Project comprehensively achieved most of the targets set for Jul-Sep, 2013 for this component in the Annual Implementation Plan (AIP) 2012-13. Overall number of farmer's trained (8,497 farmers) is far more than the targeted number of 8,085. Moreover, there has been a significant increase in milk yields of the two groups. The increase in yield for Group A is 17% that is 18 liters per animal monthly. Moreover, those farmers that were trained last year gained an additional four liters per animal monthly. Number of farmers getting services for their animals from project trained WLEWs has also increased substantially. Before training, only four animals of a farmer were treated by WLEWs. After training 108 animals of 10 farmers were treated by WLEWs. There has been a decline in the incidence of HS and FMD diseases in animals. Before the farmers received training, 11 animals had HS and 41 animal had FMD. In Sep 2013, only two animals had HS and three animals had FMD. This shows a decline of 82% and 93% respectively. In adoption rate of best practices, there are huge gains over time. About 82% of the farmers surveyed after three months of training adopted at least three new best practices while 89% of the farmers trained last year did so.

Dairy Project's follow-up team continued to hold individual as well as group meetings with project-trained farmers, WLEWs and AITs to provide technical assistance. A total of 278 community meetings were conducted in this reporting period which were attended by 18,309 farmers. In farmer help camps, free treatment is provided to the animals brought there by project-trained WLEWs. About 21,196 animals were treated in 378 farmer help camps. Farmers were also trained in silage preparation through silage making shows conducted in differed areas. About 93 such shows were conducted in this reporting period and approximately 6,727 farmers attended these demonstrations. Moreover, 166 inter-beneficiary meetings were conducted to link the farmers with AITs and WLEWs. Follow-up activities help ensure optimum use of the support kits received by the farmers and help them adopt best dairy farming practices. Follow-up team also provided technical support to the project-trained farmers at their respective farms for better shed designing and other technicalities regarding dairy farming and silage making.

Component 2: Training and Support for Artificial Insemination Technicians (AITs)

During the reporting quarter, the project provided Artificial Insemination Trainings to 312 farmers. A total of 324 farmers participated in the exam out of which 312 passed. Month-wise distribution of the AIT trainings is given below:

Table 6 Training of AITs

Batch #	Training Dates	Total	Passed
19	July, 2013	110	103
20	August, 2013	103	98
21	September, 2013	111	111
	Quarterly total	324	312

The selection process of the next batch (i.e. batch # 22) of the AITs is underway and the teams are mobilizing the rural sector in district Jhang for the selection. Motorbikes were also distributed among the AITs; during this quarterly period 233 bikes were distributed. The project has awarded 858 bikes to the AITs till the end of this reporting period and the quarterly progress data shows that there is a significant positive relation between the bike award and the average monthly profit of the AITs. Besides this, a total of 43 induction meetings were conducted which were attended by 1,494 participants.

The dairy project field operations team also continued follow-up activities. 1,217 participants attended 44 meetings across the 4 zones. 45 follow-up surveys were also conducted during the period.

Table 7 Training of AITs

Sr. No.	Indicators	July-September 2013
1	Beneficiaries targeted during the reporting period	200
2	Beneficiaries successfully trained during the reporting period	312**
3	Beneficiaries targeted to date***	1,560
4	Beneficiaries successfully trained till September 30, 2013***	1,608

* According to targets revised on October 2012.

** WLEWs that failed the exam went on to become Livestock Business Entrepreneurs (LBE). However, LBEs have been discontinued now.

***Till September, 2013.

The table below shows progress on indicators from the PMP based on the quarterly follow up survey conducted in July 2013

Table 8: Performance Indicators of AITs

Sr. No.	Indicators	Targets	July-September 2013
1	Average per month income of AITs from providing AI services relative to the baseline	(for each year): Income of at least Rs. 3,000 (US\$ 32) per month	7781
2	Number of insemination procedures performed per AIT per month	-	23
3	Average no. of inseminations per AIT per day	(for each year): At least one insemination per day	0.77
4	No. of pregnancy tests performed per AIT per month		9.43
5	Percentage of AIT trainees providing professional services to communities	60% of AITs	94%
6	Ratio of insemination procedures to pregnancy	(for each year): At most 1.7 insemination per pregnancy	1.38
7	Number of AITs trained	(July-September, 2013) 200	312
8	Percentage of project-trained AITs introduced to input suppliers	100%	100%
9	Number of AITs successfully trained in book-keeping, business management	100%	100%

1: Net of semen cost, LNG cost, transport and all other expenditures

2: Assumption: AIT uses one straw per AI and conducts one pregnancy test per AI. Calculated as ratio of pregnant animals to pregnancy tests

Component 3: Training and Support for Women Livestock Extension Workers (WLEWs)

Training of WLEWs is one of the most important components of the project as it not only aims to improve the potential of the livestock sector through better health services at village level but also contributes in empowering rural women. The project trained a total of 681 WLEWs during the reporting period and can be seen in more detail in the table below:

Table 9: Training of WLEWs

Batch	Month (2013)	Number of WLEWs trained
13	July	240
14	August	220
15	September	221
	Total	681

For the selection of batches, 329 meetings were organized and they were attended by 8,862 participants. Around 300 farmer help-camps were organized in which 23,665 animals were treated across the 4 zones. In order to spread awareness among WLEWs, 156 induction meetings were organized which were attended by 1,354 participants. In order to increase the collaboration, 21 meetings were arranged to link AITs and WLEWs. In these meetings, 106 WLEWs were linked to the AITs of their respective areas. In addition, inter-beneficiary meetings were also conducted with an objective to introduce the committee system to within the beneficiaries. More than 80 such meetings were conducted whereby around 1,145 beneficiaries participated.

Table 10: Performance Indicators of WLEWs

Sr. No	Categories	Targets	July-September 2013
1	Average per month income of WLEWs from livestock services relative to the baseline	Income of at least Rs. 3,000 per month	Rs. 475
2	Average monthly number of farmers served by WLEWs relative to the baseline	-	11
3	Number of villages served by the WLEWs	2000 villages	3643 ¹
4	Number of project-trained WLEWs providing services as self-employed extension workers	At least 60% of the trained WLEWs providing	56%
5	Number of WLEWs operating / managing project-supported milk collection points in project-assisted communities	At least 20 milk collection points	0
6	Number of WLEWs offering feed, nutrient, and other inputs for sale to farmers	60%	56%
7	Percentage of project-trained WLEWs introduced to input suppliers	100%	100%
8	Number of the WLEWs trained in business practices, book-keeping, and milk collection	July to September 2013=400	681
<p>1: Estimated Number of villages. According to the survey every WLEW visited 1.82 villages on averages and we have trained 4000 WLEWs. We assume that we have at most 2 WLEWs from one village.</p> <p>2: Combined income of both Livestock Health Workers (LHWs) and Livestock Business Entrepreneurs (LBEs).</p> <p>3: Based on targets revised in October 2012.</p>			

The table above provides a comparison of project's progress with regards to the targets mentioned in the Annual Implementation Plan of year 2013-2014. The project exceeded its expectations in coverage and training of the WLEWs. In addition to this, all the trained WLEWs were introduced to the suppliers and were trained for book-keeping and other business practices. The project trained WLEWs provided services to 11 farmers per month on average which is a considerable service for the society.

Table 11: Contribution towards Social Empowerment

Social Empowerment	Percentage of WLEWs that agrees
Farmers consider them as reliable extension workers	84%
Consider them independent socially and financially	90%
Brother/ Father or Husband cooperate in business	84%

The average income of the project-trained WLEWs was found to be Rs. 400 (approx.) which is significantly below the projects' target. The reason of not meeting the income targets are related to cultural barriers prevalent in rural Pakistan. Women are dependant on men for their mobility and due to cultural restrictions do not have the necessary independence to freely undertake their work commitments. Consequently, the project-trained WLEWs leave the job (the attrition rate being as high as 44%). Monthly Income reported in the table above, however, is not a gross measure of the impact of trainings that the project provides because there are indirect effects that are hard to quantify

Table 12: Social Norms faced by WLEWs

Social Norms	Percentage that agrees
Is your work looked at favorably in the society?	65%
Restrictions on mobility	28%
Restrictions on talking to men	27%
Other women in baradari also work	47%
Farmers decline to pay our services	34%
Veterinary officer available in your villages	47%

The quarterly survey data reports that 90% of the trained beneficiaries think that the project has made them socially and financially independent and 84% of the trained WLEWs report that their husbands, brothers or fathers help them in the activities.

Total number of cases treated by the project-trained WLEWs surveyed in this quarter (145 WLEWs) during the reporting quarter remained 11,527 as shown in the table below. As indicated by the figure, the WLEW component contributes significantly towards livestock health, treating more than 1,500 animals and around 4,000 cases per month on average.

Table 13: Cases treated by WLEWs

	July	Aug	Sep	Monthly Average
Total Animals Treated	2059	1590	1479	1709
Total Cases Treated	3253	1762	6512	3842

Component 4: Communication/ Awareness Campaign and Other Activities

During the reporting period July-September 2013, the Communications Department at the Dairy Project completed its Phase One of TV/Radio Campaign. The campaign consisted of a series of TV and radio spots in Urdu and regional languages (Punjabi, Seraiki, Sindhi and Pushto) to raise awareness on best dairy farming practices. The first phase of the TV and radio campaign started in May and ended on July 26.



Adjacent to this activity, the Communications Department setup a response and monitoring unit through which the project acquired a toll free number '0800-44556'. This activity was managed by leading international call center The Resource Group (TRG), where the Dairy Project's call agents fluent in all four regional languages answered campaign-specific queries. An Analysis report was compiled in August, 2013, which confirmed that a total of 235 calls had been received from dairy farming communities with complete caller information recorded in the CRM and 67 districts (151 tehsils) had been reached through the campaign. Number of district reached is based on the phone calls received on the toll free number.



However, the campaign is run through national TV and radio channels, which may cover the whole country.

The communications department also compiled and distributed its newsletter for the months of April, May and June 2013. A total of 500 newsletters were circulated amongst PMU staff, internal and external stakeholders, donor and other implementing partners.

On September 2, 2013 the Dairy Project held a consultative workshop with dairy sector stakeholders and farm managers to assess the needs for modern farm management services. Participants of the workshop included 95 commercial dairy farmers from Punjab, Vice Chairman DRDF Abdul Sattar Dogar, Dairy Project Director Jakob Moser, Senior Development Advisor USAID Punjab Sajjad Moghal and Chairman Dairy Project Steering Committee Syed Yawar Ali.

This workshop was conducted to assist the Dairy Project in enhancing the scope of the upcoming farm managers' training, and further align the offered training with market needs. Recommendations and suggestions were given by commercial dairy farmers with regards to training curriculum, training duration and criteria and record keeping methods. Issues concerning dairy farming were also highlighted including inability to access markets, energy crisis/need for biogas plant and inflation amongst others.



Moreover, a sign board was designed and placed at the new bio gas plant setup by the Dairy Project in Village 569/EB, located between Burewala and Vehari, Off Multan Road. The board highlights the benefits of the biogas plant and creates awareness regarding the plants' operations in the village.

Currently the Communications Department is working on airing the second phase of the TV/Radio campaign. A request for proposals was advertised and technical proposals were received from vendors during the reporting period. The procurement department has also received quotations for the TV and Radio campaign from vendors. These details are now being evaluated so that a vendor is selected and finalized. Concurrently, TORs for the adjacent call center activity have also been developed and shared with procurement.

A communication strategy to support and create awareness about Dairy Project's activity clusters amongst rural community is also being developed. This strategy aims to create awareness of the best dairy farm practices and showcase Dairy Projects activities in the last three years. To achieve these objectives outdoor advertising is being undertaken and sign boards are being designed and will be installed in November in the model cluster farms, villages and arterial roads surrounding the village. Cattle shows are also being planned at the district level/cluster level. Beneficiaries including AITs, WLEWs and trained farmers will setup stalls in these shows and play a key role to support and motivate the community to adopt best dairy practices. This activity will also be rolled out from November.

During the period July – September, 2013, the Dairy Project's website has been updated. Pictures, news and highlights section as well as the content of the project's intervention area have been revised to reflect the latest updates/activities.

An SMS campaign is also underway to establish communication with the project beneficiaries. Farmers are being alerted of the availability of WLEWs in providing vaccination and Vanda bags and AITs for animal breeding. The WLEW and AITs are also being incentivized through this campaign to achieve their targets and win prizes.

Strategy work has been started on producing and broadcasting a cable ad to be produced and aired in Multan, Vehari, Toba Tek Singh and Sahiwal. These ads aim to create awareness about WLEWs' availability and silage production. Currently, TORs have been developed and will be shared with procurement to finalize a vendor for this activity.

Section 2: Issues, Lessons Learnt and Way Forward

The training courses and communication campaigns have resulted in visible improvements in dairy farming practices in project areas; follow-up support and market linkages have also been provided for sustainability, however, it will take time for long-term changes and benefits to take place and be identified.

Previously there have been issues of resources and capacity so monitoring & evaluation department was challenged in streamlining data collection process for lack of resources. But during the reporting period data collection was streamlined by the help of Data Management Specialist and the work on MIS was also almost completed; data entry officers from all zones have also been trained on MIS. This system will enable the data to be entered in real time, be checked for errors and generate certain statistics automatically.

The M&E manager, Mr. Hassan Goreja left the project towards the end of August 2013 to pursue higher studies. After rigorous interviews and selection process Mr. Tahir Ali, who used to work as Data Management Specialist was shortlisted to assume the responsibility of M&E Manager.

Follow up of trained farmers, AITs and WLEWs was continued as a routine practice to emphasis on the adoption of improved farming practices and extension services to the farmers. Market linkages of WLEWs and AITs were also being created for sustainability and ensured supply / service of medicine, quality semen. The table below summarizes the issues faced by the field operation team; lesson learning for future while confronting such issues and way forward.

Table 14: Issues, lesson learnt and way forward

Component	Issues	Lesson learnt	Way forward
WLEW	Community participation was less due to the flooding in the suburbs and outskirts of District Vehari and Multan	Sessions should have been conducted in advance with the teams / beneficiaries on DRR to overcome any difficulty in case of natural disaster such as flood / rains	
	Less teams were available to follow up trained beneficiaries	Hiring of teams and interns	New follow up teams hired to follow up trained beneficiaries in two zones

Component	Issues	Lesson learnt	Way forward
	Literacy rate was very low in southern area		Project to revise the selection criteria in next working to maximum cater the targeted beneficiaries.
	Elements of Aflatoxin were found in Vanda that was purchased by project trained WLEWs at local level through local distributors	Samples of vanda, that WLEWs are purchasing from local distributors must be checked for the aflatoxin	Samples are being collected by follow-up teams on random basis and sent to Lahore for testing
	Completion of task in Hot weather		Bolans were replaced with APVs so that Master trainer could work in 2nd half to induct trained WLEWs/Farmer Days
	WLEW's participation was less in monthly meetings		Area wise division of group to minimize inter-villages distance and easy approach of WLEW at meeting point
	Sustainability of WLEW		<p>Committee system was introduced among WLEW group to make them enable to circulate money for sustainable business, Cluster formation ,Some cluster heads were hired by suppliers on monthly salary to ensure timely supplies at their points</p> <p>Besides, a new tautology was introduced widely by sms in the target areas to increase awareness about WLEWs and work</p> <p>More Farmer Days were introduced in the project areas. Street Theatres were also conducted. Moreover Ear Tags system has been introduced and Cattle Shows and Model Dairy</p>

Component	Issues	Lesson learnt	Way forward
			Farms are going to be introduced in target districts.
Farmers	Farmers showed interest to get enroll in advance training after 4days training, 1 month and AIT training to make further growth at their dairy herd.	Project has provided opportunities to reappear certain progressive farmers in other types of training with in dairy project. They are given advance knowledge and also provided them with kits accordingly.	Keeping in view the interest shown by the farmer project will make a formal proposal for providing more than one trainings to progressive farmers as regular operations and will present in AIP3 so that project can bring up the progressive farmers and support them to grow their business.
	Farmers are reluctant to spare time span for 30 days on model training farms to get a one month training of commercial farming.	The training has been shifted on ground, near the trainees' own areas, to make it more interesting and comprehensive	Project will make more flexible training model, primarily based with in villages and training time and contents will also be revised in year three to address this issue.
AITs	Due to Eid-ul-Azha animals, for practice, were not available at the training site; so training at Rawalpindi site had to be stopped	In order to meet the training caps, we can train few extra AITs before Eid	Such on ground gaps shall be kept in mind while setting the project target
	AIT, even those working outstanding, are not willing to keep proper record of their income. So while making impact assessment it is usually not possible for teams to assess their actual incomes / profit etc.	Follow-up meetings must be done more frequently whereby AITs are emphasized again and again about the importance of record keeping	More frequent follow-up meetings with AITs

Component	Issues	Lesson learnt	Way forward
	<p>During meeting with stakeholders of other province, they shared to provide AIT kit without USAID logo keeping in view the security risk</p>		<p>Concern was shared with management and request for waiver of USAID Logo for AIT kits that are to be distributed in other provinces</p>
	<p>Selection of AITs and Performance evaluation survey for Motor bike in other provinces</p>		<p>Project has hired one special person who shall be responsible for the AIT selection, follow-up and bike validation in other provinces in collaboration with local NGOs.</p> <p>This person is fully equipped for communication by EVO, laptop, camera and a mobile device etc.</p>

Annexure:

Annex 1: Project Overview

The Dairy Project is a joint effort of the Dairy and Rural Development Foundation (DRDF) and the United States Agency for International Development (USAID) to foster sustainable increase in dairy and livestock productivity through adoption of best dairy farming practices, breed improvement, availability of timely extension services, and promotion of livestock businesses. The Dairy Project is being implemented in all four provinces, with a major focus on Punjab with a time frame of three years (July 2011- July 2014). The project contributes to the USAID strategic objective of creating job opportunities and increasing income. The project objectives are aligned with Pakistan's development agenda, and its goal and objectives reflect national and regional priorities.

Training and Support for Dairy Farmers

The primary objective of providing training and support to dairy farmers is to improve prevalent dairy farming practices for improving livestock productivity and enhancing incomes of rural households assisted by the project. The project targets to train 9,000 farmers and 100 farm managers. In addition to this, 800 farmers from Khyber Pakhtunkhwa, Sindh and Balochistan are supported in attending the project's training courses in Punjab. These trainings cover several topics including improved feeding and animal nutrition, importance of improved breeds, basic animal health, farm equipment and shed management. Trainings for farm managers include separate components on basic bookkeeping and business skills. Knowledge of basic business know-how adds to the skills of farm managers. Consequently, all trained farmers have a better understanding of the milk value chain and how to profitably create linkages within it.

Classroom trainings are being conducted at model dairy farms, where modern dairy farm-management techniques are implemented. After successful completion of the training course, participants are provided with basic equipment kit that helps them to put into practice the newly learnt farming practices. Trained farmers are visited frequently for support and follow up.

Training and Support for Artificial Insemination Technicians (AITs)

The objective of AI trainings is to improve the provision of AI services to foster good quality breeds that will improve livestock productivity and enhance income of rural youth. Under this component, 2,000 young individuals from rural Punjab, and 300 from Khyber Pakhtunkhwa, Sindh and Balochistan will be supported in attending the project's AI training courses in Punjab. AITs receive five weeks of training with two months follow up support. Trainings include a mix of theory, demonstration and practical exercises related to insemination, safe handling and maintenance of insemination guns, liquid nitrogen cylinders for transporting semen and other equipment. Classroom trainings take place at AIT Centers, established by the Dairy Project, and the Government of Punjab's Vocational Training Institute (PVTI).

Each AIT receives initial support to establish him as an entrepreneur. This support includes AIT kit (including Nitrogen Cylinders, Semen, Semen Straws, and basic AI related equipment). A motorbike is also provided upon meeting certain performance criteria.

Training and Support for Women Livestock Extension Workers (WLEWs)

The objective of this component is to increase the use and availability of livestock services provided by WLEWs for improving livestock productivity and enhancing income of rural females. Under this component, 5,000 WLEWs will be trained. WLEWs receive one-month training on basic animal health management, basic preventive animal health measure, identification of the most common diseases, immunization, basic treatment, animal nutrition and animal hygiene. The curriculum is updated in collaboration with University of Veterinary and Animal Sciences (UVAS). WLEWs are also trained in feed supply and milk collection to give them the expertise to further grow their businesses. They also receive training in bookkeeping and business skills as well as linkages to service (including financial) and input suppliers along the dairy value chain.

Extension worker training are conducted in village clusters, so that women can attend training near their homes. A training camp is set up on a temporary basis at each site. The project arranges for transport to and from the site. All master trainers are women veterinary graduates. The program is certified by the University of Veterinary and Animal Sciences (UVAS).

Upon completion of the course, WLEWs selected for animal nursing are given a veterinary kit, while WLEWs doing concentrates businesses are supported by a stock of animal feed. The program also provides workers with basic mobile phones to enable easy communication with clients and input suppliers.

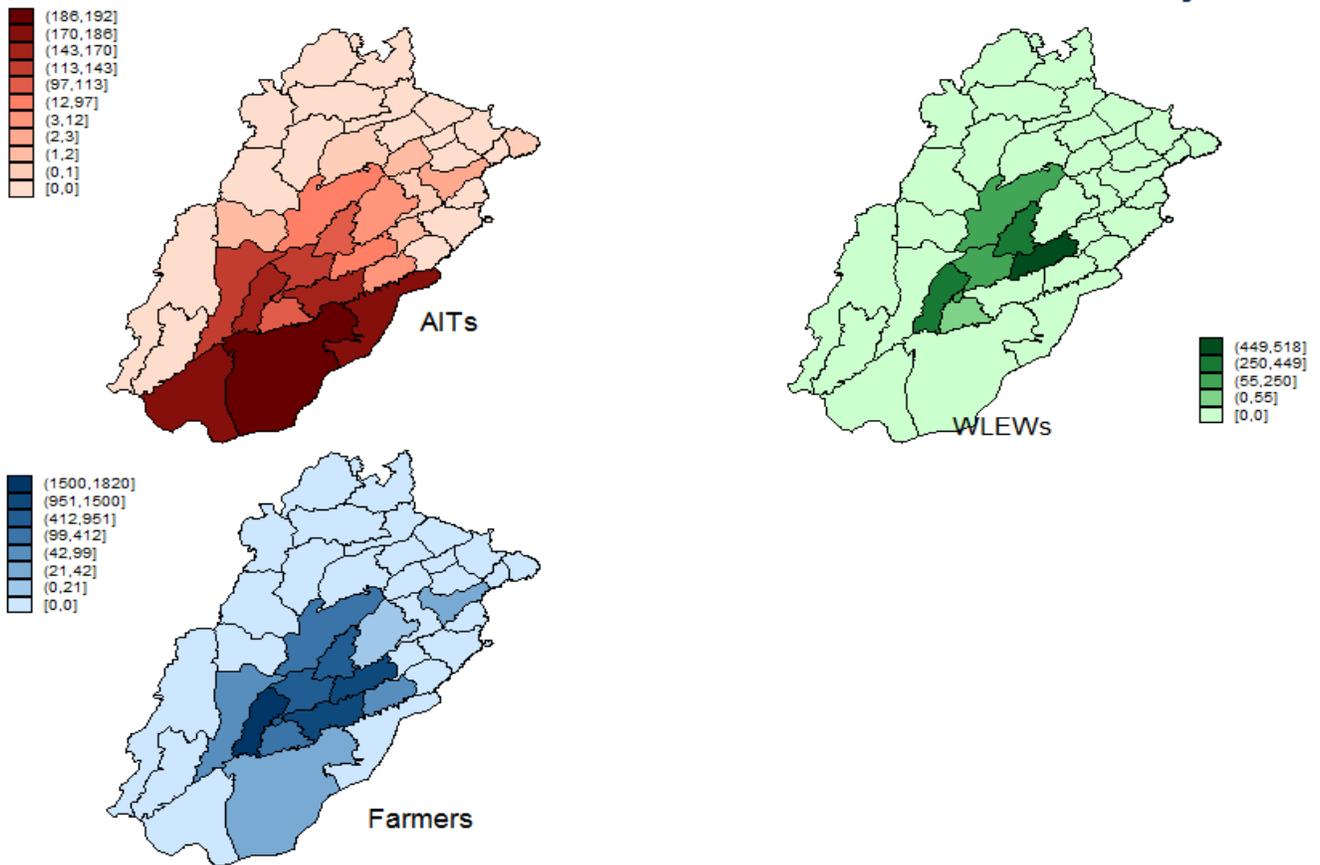
Awareness Campaign

The overall objective of the Dairy Project's mass awareness campaign is to increase awareness about the best dairy farming practices for improving livestock productivity in Pakistan. Under this component, TV, radio, and/or print infomercials on subjects such as de-worming, vaccination, mastitis control, breeding, and feeding practices are being developed. The awareness campaign through TV, radio, and/or print media is to be aired in about 2,000 villages in Punjab and other provinces. Farmer days and silage-making days are organized to motivate farmers to adopt improved animal husbandry practices.

Geographic Focus and Target Groups

Dairy project's current site of locations of project-trained beneficiaries is shown on the maps below:

District-wise Distribution of the Beneficiaries in Punjab



ANNEXURE 2: ENVIRONMENTAL COMPLIANCE REPORT

EXECUTIVE SUMMARY

The goal of USAID-DRDF Dairy Project is to improve the productivity and efficiency of dairy sector in Pakistan. In order to effectively fulfill this aim, Dairy Project provides three types of trainings which are dairy farmer/farm manager training, Artificial Insemination Technicians (AITs) training, and Women Livestock Extension Workers (WLEWs) trainings. During the course of their training program, waste materials are produced which have to be handled as per health safety and environment principles. Therefore, proper disposal of these materials has to be ensured in order to protect the environment. Monitoring has been carried out for all three components to check the environmental compliance during the course of training activities. The observations during these activities are mentioned below:

INTRODUCTION

The goal of USAID-DRDF Dairy Project is to improve the productivity and efficiency of the dairy sector in Pakistan. In order to effectively pursue this aim, Dairy Project engages in the following activities:

1. Training and Support for Dairy Farmers
2. Training and Support for Artificial Insemination Technicians
3. Training and Support for Women Livestock Extension Workers (WLEWs)

The issues in the Dairy Project's trainings related to environment and health safety are basically in line with adoption of best management practices, health safety measures related to liquid nitrogen gas and organs handling, proper disposal of waste such as semen straws, sheaths and animal organs, syringe handling, compliance to product specifications, proper disposal of waste such as empty medicine bottles, syringes and so on.

An Environmental Mitigation and Monitoring Plan (EMMP) was developed which lists mitigation measures for each type of training. This report presents compliance to these mitigation measures.

REPORT ON COMPLIANCE WITH EMMP

The findings in this report are based on training curriculum review, physical inspection of sites and random visits to classrooms by the Environment Specialist.

In order to fulfill requirements under EMMP, guidelines were developed for safe disposal of animal organs, medical waste and sharps etc. Additional guidelines include health and safety measures to avoid any harm or injury to the trainees.

A component-wise description of environmental compliance is given below.

Component 1: Farmer Training

Lesson plan of the Sukheki, Sarsabz, Jhangir and Khanewaal farm was checked to find out whether environment-related material have been incorporated in the lesson plan. It was revealed that they are covering best farm management practices like breeding and treatment, calf-rearing, milking, feeding, housing system, agronomy, biogas, heifers and buffalo management and heat spotting.

Health safety measures like treatment stall or restraining methods for pregnancy examination, vaccination, medication, deworming, and artificial insemination are communicated to the dairy farmers and farm managers. Teat sanitization, organoleptic and surf test are well described to check the milk quality so that milk from the infected animal could be separated. In farmer training, farmers/farm managers are being briefed on how to handle manure and used silage sheets.



Demonstration of the surf test

Bio security is also considered and so at the entrance of the farm, lime is placed to avoid the diseases at the farm through the contamination from feet of the visitors. Racking is done for animal feed storage and significance of racking is described to the trainees so that mold could be avoided due to the moisture from the ground surface and side walls. Moisture is one of the main causes of moldiness and then resulting mycotoxins in animals feed so racking would save the animal feed from these hazards.



Lime at the entry to disinfect

During the silage making shows, farmers are briefed on environmental considerations and safe handling of the equipment. Safety measures like dust mask usage, safety guard importance and maintenance of the silage machine for silage shows were taught to the trainees. Safety guard was in place.

Component 2: Artificial Insemination Technicians' Training

All of the Artificial Insemination Technicians (AITs) sites are imparting training on best practices and lesson plan covers best artificial insemination practices.

AITs were taught about best AI practice like proper heat spotting & semen handling. Health safety measures like liquid nitrogen handling, storage of semen and semen straw handling are taught theoretically and are practically demonstrated as well.

Handling of liquid nitrogen had been communicated to the beneficiaries like significance of use of personal protective equipment (safety goggles & cryogenic gloves) while handling liquid nitrogen gas. Transportation of liquid nitrogen has been done in such a way that no one sits in the same container in which liquid nitrogen cylinders are transported so that asphyxia and cold burns could be avoided. Proper storage of liquid nitrogen has also been described to avoid asphyxia.



All AI trainees wear Dangri (overalls), gum boots and gloves during practical training on live animals to minimize the chances of disease transfer to human beings. During table practice, gloves, face masks and aprons are worn by the trainees' invariably. Animal organs are store in refrigerator after usage till ultimate disposal so that further bacterial growth could be inhibited.

After insemination practice on live animals, animals are washed with 0.5% potassium permanganate from the back at Faisalabad and Burj Attari sites so that animals could be avoided from pathogenic bacteria.

Crush is used at artificial insemination sites to control the animals during live artificial insemination practice on live animals to prevent the injuries because some abnormal condition can

occur and animal may get out of control during insemination practice. Hands are washed with antibacterial soap after insemination practice.

Sheaths and contaminated polythene gloves are kept covered at Faisalabad and Burj Attari site but Rawalpindi site was not complying with this mitigation. Lid was not there on dustbins which exposed contaminated gloves and sheaths to the environment, consequently spreading pathogenic bacteria in the environment. Even contaminated gloves were mixed with domestic waste which is not an environment friendly practice. Instruction has been given to the concerned field management to be in compliance for the next time in this activity.



Contaminated gloves, sheaths and straws are disposed off properly in limed pit at Burj Attari site and Faisalabad sites



Placing contaminated gloves in limed pit



Putting another layer of lime on top and covering with soil

Organs are also disposed off properly at Faisalabad and Burj Attari sites. Organs are placed in limed pit and then liming is again done on top and then afterwards soil covering.

Due to the unavailability of land waste material is taken away from the residential area and then dumped openly near river Sawan at Rawalpindi site so that harmful impact of the organs could be minimized.

Component 3: Women Livestock Extension Worker (WLEW) Training

WLEW trainings takes place at designated training centers in two districts namely, Multan and Vehari. Best basic livestock extension practices are taught to the WLEWs and health safety measures like handling of medicines and syringes have been incorporated in training content.

Medicines are protected from the sunlight during outdoor sessions by use of kit bag thereby complying with the product specifications. Moreover, expiry date is checked before use of medicines at both sites which eliminates the chances of expired medicine usage.

Recapping needle enhances the chances of needle prick injuries as well as zoonotic diseases occurring as a result so this practice is avoided at both sites. Moreover, restraining methods have also been taught to the WLEW's so that they could prevent any possible injury from the animals during treatment.

Needle cutters were available on both sites for immediate disposal of needles after injection so that chances of needle prick injuries are minimized. Syringes are disposed off into the land along with their encapsulation, hence complying with the guidelines. New syringe is used for each new animal.

All kits to be distributed are procured as per regulation and medicines are approved from USAID on the basis of active ingredients.

ANNEXURE 3: HR DEPARTMENT'S MONTH WISE QPR

July, 2013

1. Store takes with external auditors from 1st -3rd July at Multan, Hasilpur, Multan Farm and PMU.
2. Meetings with expected vendors for developing Inventory Management System on 3rd July at PMU.
3. Arrangements for Bike Distribution Ceremony on 3rd July at Hasilpur.
4. Meeting conducted between Ibrahim Association and Dr. Sobia on 4th July at PMU.
5. Field visit for inventory take over from 4th to 8th of July at all zones and on 10 July at Burj Attari.
6. Arrangements for AIP meeting with Dr. Sobia and zonal manager on 8th July at PMU.
7. SRSP meeting conducted on 9th July with Dr. Sobia at PMU.
8. Documentation and Registration of Bikes for AITs on 20 July, 2013

9. Final meeting for developing Inventory Management System on 16 July, 2013.
10. Monthly meetings had been arranged on 19, 22, 23, 24, 25 July, 2013 respectively at Lahore, Multan, Vehari, Faisalabad and Pindi.
11. Stationery had been distributed to all zones and PMU's departments on 22 July, 2013.
12. Tour to Islamabad of HR Team for interviews for Coordinator for other Provinces.
13. Bike ceremony had been arranged on 23 July, 2013 at Hasilpur.
14. Arrangements for UMN delegation on 28th July at PMU.
15. Distribution of EOBI, Insurance Cards and Employee Cards to PMU, Field and HRSG employees.
16. Final progress in developing Inventory Management Software. Interview for Asst. Manager Internal Audit on 31st July 2013

August, 2013

17. Stationery request compilation and forwarding for the month of August.
18. Monthly PMU general items stock receiving distributing.
19. 02-08-2013 Arrangement for Steering Committee Meeting
20. Provide transport
21. Check Security of Office and official visit in EID UL Fitar holidays
22. Hotel STAYS
23. Office Maintenance
24. Travel Arrangement of Ait's and Farmers
25. Life time and yearly tokens of Projects Vehicles
26. Interviews for Asst. M & E Coordinator on 5th Aug 2013
27. Joining of 4 internees for field
28. Annual appraisal in final processing
29. Final progress in developing Inventory Management Software.
30. Stationery request compilation and forwarding for the month of August.
31. Monthly PMU general items stock receiving distributing.
32. Arrangement of Asst. Field Managers Meeting.
33. Providing transport to Professors for WLEW Exams.
34. Check security of Office.
35. Hotel stays of Field Staff and PMU Staff.
36. Office maintenance.
37. Travel arrangement of AIT's and Farmers.
38. Vehicle maintenance.
39. Finalizing Building in Hasilpur for WLEW selection team.
40. Initial interviews of Communication Associate held on 16, 20, 22, 23 of August, 2013.
41. Field Accountant for Sukheki's interview held on 21 August, 2013.
42. M & E Assistant interview held on 22 August, 2013.
43. Initial interviews of M & E Manager held on 20,23 of August, 2013.
44. Final interviews of M & E Manager held on 27 August, 2013.

45. Final interviews of Communication Associate held on 28 August, 2013.

September 2013

46. Farmer Meeting at PC Hotel on 2nd September, 2013. Hotel stay, transportation and PC event arrangement.
47. Security meeting at Islamabad on 4th September, 2013.
48. Bike Distribution Ceremony's arrangement at Multan on 5th September, 2013.
49. M & E Department Meeting at PMU's arrangement 6th September, 2013.
50. Pick and drop for professor of UVAS to Sukheki, Sarsabz on 9th September, 2013.
51. Accounts Meeting's arrangement of all zones in PMU on 12 September, 2013.
52. Visit to Hasilpur to finalize building for Office on 17th September, 2013.
53. WLEW Certificate Distribution Ceremony's Arrangement on 18th September at Vehari.
54. WLEW Certificate Distribution Ceremony's Arrangement on 19th September at Multan.
55. Field Managers meeting in PMU on 23rd September, 2013.
56. Admin Department Meeting arrangement on 24th September, 2013.
57. Operations meeting on 25th September, 2013.
58. Entrance Conference's arrangement on 26th September, 2013 at PMU.
59. Transportation arrangement for WLEW Exams for Professor Ammara and Aneela on 28th September, 2013.
60. Conduct interviews for the post of Manager Internal Audit, M&E Coordinator, Data Management Specialist and Help Desk Officer.

ANNEXURE 4: KEY EVENTS HELD DURING THE REPORTING PERIOD

Sr. No	Date	Event	Location	Media Coverage/Press Release	Remarks
1	August 29-30, 2013	Graduation/Inaugural Ceremony of 12th and 13th batch of WLEWs	Shah Jahan Hotel, Multan and Joy Land, Vehari Respectively	N/A	Representatives from government administration, NGOs, Livestock Department, dairy and pharmaceutical companies, rural community and project management participated in these ceremonies.
2	September 2, 2013	Consultative Workshop for Commercial Dairy Farmers	Crystal A, Pearl Continental Hotel, Lahore Pakistan	Press Release-USAID Supports Consultative Workshop for Improved Dairy Farm Management in Punjab	USAID-DRDF Dairy Project organized a Consultative Workshop with the dairy sector's key stakeholders and project-trained farm managers, to assess the needs of commercial dairy farmers for modern farm management services. Syed Yawar Ali, Chairman Dairy Project Steering Committee, Abdul Sattar Dogar, Vice Chairman Dairy and Rural Development Foundation (DRDF), Sajjad Mughal, Sr. Development Advisor USAID Punjab, Jakob Moser, Project Director Dairy Project attended the workshop among other commercial dairy farmers and Dairy Project staff. The Press release was covered in multiple media outlets.
3	September 5, 2013	Graduation Ceremony of 13th batch of WLEWs	Burj Attari, Sheikhpura	N/A	Representatives from government administration, NGOs, Livestock Department, dairy and pharmaceutical companies, rural community and project management participated in this ceremony.

4	September 17-18, 2013	Graduation/Inaugural Ceremony of 13th and 14th batch of WLEWs	Shah Jahan Hotel, Multan and Joy Land, Vehari Respectively	N/A	Representatives from government administration, NGOs, Livestock Department, dairy and pharmaceutical companies, rural community and project management participated in these ceremonies.
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ANNEXURE 5: PERFORMANCE EVALUATION SAMPLING STRATEGY

Primary objective of the evaluation activity conducted in October 2013 is to get a reliable indicator of the project's performance in three components vis-à-vis farmer, AIT and WLEW training. Given logistical constraints, it was not possible to cover all districts from where the dairy project has trained beneficiaries. Therefore, three districts namely Multan, Vehari and Sahiwal have been selected in the sample for farmers and six districts for WLEWs namely Jhang, Khanewal, Lodhran, Multan, Toba Tek Singh and Vehari. These districts cover more than 60% of the total trained beneficiary population for both components. The AIT component is more spreadout, hence the performance survey for the AITs covered nine districts including Bahawalnagar, Bahawalpur, Khanewal, Lodhran, Mutlan, Muzaffargarh, Sahiwal, Toba Tek Singh and Vehari. The evaluation sampling was also handicapped by the unavailability of baseline data, especially for the farmer component. Hence, an evaluation design was adopted that allowed us to get both baseline and end line values. Detailed evaluation designs of each component are given below.

Farmer

Farmers' performance changes after the training is imparted to them. This change is more pronounced in the long-term than in the short-term. In order to evaluate performance of the farmers, a new strategy has been designed keeping in view time-frame differences and data limitations.

For performance evaluation, two groups have been selected after they have received training. Group A consisted of beneficiaries trained in year of 2013 starting from January up till the reporting month of September, with an average lag from September of 184 days. Group B constituted of beneficiaries trained in the year 2012 from February up till December, with an average lag from September of 458 days. However, information regarding indicators was obtained in October 2013 on recall basis for both groups. The following strategy was proposed to evaluate performance:

In the short run performance indicators of farmers of Group A in September 2013 has been compared with the outcomes which they were achieving before the training was imparted to them. For long term evaluation, we assume that Group A and Group B are homogeneous and with Group B consisting of beneficiaries from the year 2012, this would show the increases in the indicator with a considerable time lag. These performance indicators are then compared across these two groups for month of September 2013 to see the change in performance over time in the short run and long run.

AIT

In order to evaluate the performance of the AIT, a total of 10 percent sample was drawn from the population of AITs trained till December 2012. AITs trained in July-September 2013 period were not selected as they get kits 8 days after their training and it takes them time to start their business.

WLEW

A sample of 10 percent WLEWs trained till February, 2013 was selected for evaluation of performance after training. WLEWs trained in July-September 2013 period were not selected as they get kits eight days after their training and it takes them time to start their business.



ANNEXURE 6: SUCCESS STORIES FROM THE FIELD

Changing trends

USAID trains rural men in artificial insemination for dairy breed improvement



Photo by USAID-DRDF Dairy Project

“I feel satisfied with my work as it generates my income and benefits my community. Dairy farmers demand my services so that they can have improved breed animals with high milk yields and greater market value.”

Sarfraz Ahmed Dairy Project trained AIT from Chak no. 752, Kamalia

While working in a low paying temporary job, Sarfraz Ahmed residing at Chak No. 752 GB Tehsil Kamalia, District Toba Tek Singh with his wife and four children, was always looking for better job opportunities. Although Sarfraz and his wife are both educated and have passed their matriculate examination, work wasn't easy to find.

Sarfraz's keenness to improve his circumstances connected him to USAID Dairy Project team where he found out about Artificial Insemination Technician (AIT) and Women Livestock Extension Worker (WLEW) training. Excited at the prospect of improving livestock health and dairy breed as well as personal income, he applied for training as AIT and his wife applied for training as WLEW. Both of them got selected by the Dairy Project's team and started their respective trainings.

The AIT training includes a mix of theory, demonstrations and practical exercises, which acquainted Sarfraz with the AI process, safe handling of insemination gun, liquid nitrogen cylinders for transporting semen and other AI equipment.

According to Sarfraz, “After training, my wife and I opened a shop where our clients could easily approach us both. On average, I undertake 50 pregnancy diagnosis cases in a month and earn an average profit from AIT services of PKR10,000. My wife works alongside and is also contributing to the household expenditures. I am supportive of her work and want her to expand her business.”

Recently, Sarfraz and his wife purchased a cow and two goats from their additional income and have also renovated their house. Expressing his gratitude for USAID's training he said “I feel satisfied with my work as it generates my income and benefits my community. Dairy farmers demand my services so that they can have improved breed animals with high milk yields and greater market value.”



Making a Difference

Dairy Project-trained Woman Livestock Extension Worker reports outstanding profits



Photo by USAID-DRDF Dairy Project

“I am really proud of my newly acquired skills and the ability to contribute to my household expenditure.”

Rukhshanda Yaqoob, Dairy Project trained WLEW from Khanewal.

Rukhshanda Yaqoob belongs to the small village of 104/10-R new Tehsil Jahania, Khanewal. Being the eldest in her family of six sisters she felt an immense responsibility towards her family from an early age. While being a good student, Rukhshanda was pulled out of school after the completion of her secondary education. Her parents could not afford to send her to college and she was delegated the task of taking care of her sisters.

However, with the passage of time Rukhshanda realized that she must also extend a helping hand to assist her parents in financial matters. Unfortunately, her lack of education limited her from pursuing the careers of her choice and because of this conundrum she remained unemployed.

Opportunely, Rukhshanda and her mother met with USAID-DRDF Dairy Project’s mobilization team in a community meeting in their area. Through this meeting she learnt that the Dairy Project was providing training to educated women to become Livestock Extension Workers. Realizing that this training would benefit her, Rukhshanda sent in her application.

Fortunately, she was selected for the training in the twelfth batch of Dairy Projects WLEW’s. She learnt about animal disease prevention and basic livestock management. After she successfully completed the training, Rukhshanda obtained an initial support kit of medicine, 30 Vanda bags (high quality animal feed) and a mobile phone for easy communication with her clients and she immediately started her business.

Rukhshanda’s sound communication skills and willingness to travel enabled her business to grow significantly. Since her graduation in July 2013, her average monthly profit has been around PKR 13,063. Being an enterprising individual, Rukhshanda reinvests her profits and deals in the trading of Vanda bags to dairy farmers. “I am really proud of my newly acquired skills and the ability to contribute to my household expenditure is extremely satisfying. I am most thankful to USAID-DRDF Dairy Project as this training has given me a source of income and raised my standard of living,” remarked a beaming Rukhshanda Yaqoob.



Realizing Dreams

USAID trains dairy farmer to improve animal health and productivity



Photo by USAID-DRDF Dairy Project

“My animals are stress free and healthy. My neighbors keep asking me the secret to my animals increased milk yields.”

Muhammad Shehzad

Dairy Project trained Farmer from Multan

Muhammad Shehzad lives with his joint family of eight members in Village Gohar Wala, Multan. To make ends meet, Shehzad sold 30 liters of milk every day and earned a net profit of Rs.35, 000/month from milking animals. He used to practice traditional methods for rearing his animals, however, he had a strong desire to establish his dairy business at commercial level but did not have the confidence required to expand his business.

Determined to realize his dream, Muhammad Shehzad kept a look out for ways to grow his business. His wish was fulfilled when a social mobilizer from the USAID Dairy Project came to his village and in a community meeting provided information about the project trainings. He immediately applied for the four day farmer training and got selected by the Dairy Project’s team to participate. During the training, Shehzad learnt concepts such as vaccination, deworming, silage making and giving animals free access to water. Upon being successfully trained, the project supported him with an equipment kit to implement various best dairy farming practices.

After the training, Muhammad Shehzad started implementing the best practices that he had learnt. He constructed a modern dairy shed and proceeded to cull his old animals in exchange for younger ones. Presently, he has 10 milking animals and the total milk production of his dairy farm is 50 liters per day. He is now selling 10 more liters of milk everyday which has increased his net profit to Rs.55, 000 /month.

Muhammad Shehzad has also started planting corn to make silage for his animals. According to him, silage storing has greatly helped him cope with fodder scarcity during the summer season enabling him to give good quality fodder to his animals all year round. “My animals are stress free and healthy. Dairy farmers in my neighborhood keep asking me the secret to my animals’ increasing milk yields” remarked Shehzad mischievously.

Today he is able to increase his dairy productivity and is planning to start a commercial dairy farm in the coming year. “Thanks to the USAID-DRDF Dairy Project I am now on the road to prosperity” exclaimed a beaming Shehzad.