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DAIRY & RURAL DEVELOPMENT FOUNDATION

DAIRY PROJECT *The Quarterly*

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Project Director's Message

Dear all,

The three-year Dairy Project is a joint effort by the United States Agency for International Development (USAID) and the Dairy and Rural Development Foundation (DRDF) to foster sustainable increase in dairy and livestock productivity through adoption of best 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, and artificial insemination technicians are playing a significant role in transforming livelihoods of rural communities. The Dairy Project has following

- Training of 9,000 dairy farmers and 100 farm managers on best dairy farm management techniques;
- Training of 2,000 artificial insemination technicians and establishing them as self-employed entrepreneurs;
- Training of 5,000 women livestock extension workers and establishing them as entrepreneurs; and
- Implementing a mass awareness campaign to increase knowledge of best dairy farming practices.

I must acknowledge the fact that the Dairy Project is blessed with a passionate and committed team; the project team has worked very hard to achieve significant milestones during the last six months. The outstanding team work and performance of the field and PMU staff is leading the Dairy Project on the right track for achieving the targets of all training programs.

My congratulations to all for their contribution to this success. Well done, brave ladies and men, and thanks to all. I would say, the Dairy Project had a very good time, is growing up and I do hope that this trend will continue. The lessons learnt during the last six months must be evaluated and we should move forward with good spirit. We have to make all possible efforts to keep momentum for the good work Dairy Project is doing.

It is an exciting time for us. But our work is not over yet. I would like to assure that USAID-DRDF Dairy Project will continue its efforts for betterment of the rural communities in Pakistan.

Best,

Jack Moser
Project Director

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Success Stories-Believing In Yourself

Dairy Farmer-Muhammad Zubair

Dairy farming entrepreneurship can be a daunting initiative for most. For Muhammad Zubair from Tehsil Kamalia, Toba Tek Singh, growing his dairy farming business deemed impossible until he took part in the USAID-DRDF Dairy Project's training program.

U.S. Agency for International Development (USAID), and Dairy and Rural Development Foundation (DRDF), through their Dairy Project, are providing trainings and support kits to dairy farmers to foster sustainable increase in dairy and livestock productivity through adoption of best dairy farming practices. To date, the project has trained 1150 smallholder dairy farmers from Punjab.

"Prior to enrollment in the USAID-funded Dairy Project's training program, my dairy business earnings were very low," recalls Muhammad Zubair. "My perspective towards the animals and their care was very nonchalant and substandard, now that I look back," he says. Muhammad Zubair would usually keep his animals tied up, and instead of allowing free access to water, they would be given water only twice a day.

In terms of health and hygiene, no vaccination was given to the animals. "I did not know that my animals had to be dewormed and I had never heard of teat dipping," explains the now-enlightened farmer. Muhammad Zubair was not aware of the benefits of deworming, which protects dairy animals against intestinal parasites. "I didn't know that teat dipping is vital for mastitis control in my animals," he says. Due to insignificant milk production, Muhammad Zubair did not practice any record-keeping either.

With his involvement in the USAID-DRDF Dairy Project trainings, Muhammad Zubair's farming techniques have improved drastically. "I realized the importance of animal feeding and with assistance from the Dairy Project's follow up teams; I was able to cultivate maize for silage from my own resources." By making silage, Muhammad Zubair will be able to bridge the gap for green fodder shortage period, thereby, he will be able to keep his animals well-fed and his daily milk output will remain high.

After adopting these best farming practices, Muhammad Zubair's dairy milk production has increased by two liters per day, which is an increase of Rs 7000 monthly income from three lactating animals. Muhammad Zubair has gone from a farmer, who was barely able to make ends meet, to one with a secure future made possible with assistance and guidance from USAID and DRDF.

Success Stories-Believing In Yourself

Artificial Insemination Technician-Qaiser Mehmood

"Cross-breeding and increased availability of high quality semen will lead to genetically improved, more productive animal stock," says Qaiser Mehmood, a project assisted artificial insemination technician providing services in Toba Tek Singh. "The project's assistance package for artificial insemination technicians will eventually provide us with better incomes to support our families." Qaiser lives in Toba Tek Singh; he was unemployed, before receiving one month AI training by the Dairy Project in Burj Attari.

With the support of Dairy Project's master trainers, he is now technically equipped with enhanced capacity and technical knowledge of AI services, cross breeds, and improved genetics. Working as an AIT, Qaiser's current monthly earnings are around Rs. 8000-10000 per month; he is planning to establish his own outlet to expand the scope of provision of his services to dairy farmers for sustained breed improvement.

Women Livestock Extension Worker-Tahira Bibi

Tahira bibi is successfully working as a Livestock Health Worker in her village – 341 GB, Toba Tek Singh. "After receiving training from USAID-DRDF Dairy Project, I can provide basic animal health services like vaccination, deworming, mastitis control, teat dipping, and use of antibiotics," she unfolds her story passionately.She attends about 30 cases in a week, whereas her monthly income is Rs. 4000 on an average.

With improved socio-economic status; she is undoubtedly a true inspiration for other women in her community. She is a real incarnation of the fact that nothing is impossible for those who have self-belief. "More over, in order to support us for independent field working the project team has helped us establish linkages with different government and non-government departments, local markets i.e. pharmaceutical and vanda companies," she further explained.

Training Updates

Training & Support for Dairy Farmers

To date, the project has provided two-day trainings to 1150 farmers. Four day trainings will start at Khanewal dairy farm from mid April,2012.

Farmer follow up team conducted a campaign for silage making wherein, 55 project-trained farmers sowed the seeds for silage making with the technical help of project's Master Trainers. Moreover, first silage making day using oat crop was also conducted on March 16 in village 499 JB, district Jhang in Pir Mahal zone, wherein 150 farmers participated.

Mobilization teams of Pir Mahal and Chichawatni zones are selecting the farmers for two-days and four-day farmer training in Kamalia, Sukheki and Sarsabz training farms in the month of April.

Training & Support for Artificial Insemination Technicians

To date, Dairy Project has provided complete AI trainings to 168 AITs in 4 batches. The exam of the fifth batch will be held on April 14.

AI field team is also conducting surveys for an additional slaughter house where one more batch of AITs could be trained. The survey has been completed in slaughter houses of different cities of Punjab. Findings of the survey team revealed that the slaughter houses in Rawalpindi and Faisalabad have a good number of slaughter animals and are adequate for the training of a group of 20 to 30 AITs.

To ensure timely supply of semen and nitrogen gas in Multan district, a team of master trainers, field supervisor and field accountant is formed to set a system for supplies. Two days have been fixed for the gas and semen supply in Multan for the 3rd and 4th batch. 107 AITs will be covered in these two days and 10 to 11 sales points will be established.

Training & Support for Women Livestock Extension Workers

Dairy Project has so far trained 156 Livestock Health Workers (LHWs) and 439 Livestock Business Entrepreneurs (LBEs). Graduation Ceremony of 1st batch of WLEWs was held on March 13 in Chichawatni and March 14 in Pir- Mahal. It is expected that these ceremonies will support the work of the project and project's trainees in the working areas.

Mobilization teams of both zones have made preliminary selection of the candidates for the second batch of LHWs. In Chichawatni 101 candidates and in Pir Mahal 70 candidates have been identified till now against the target of 104 for each zone. The final selection of the identified candidates is on March 27 in Chichawatni and on March 28 in Pir Mahal.

News & Highlights

Mission Director's Visit to the Dairy Project AI Training Facility, Burj Attari Sheikhupura
October 27, 2011

USAID Mission Director, Dr. Andrew Sisson visited the Dairy Project AI training facility located at Punjab Vocational Training Council (PVTC), Burj Attari District Sheikhupura. The Mission Director met with the project beneficiaries and distributed graduation certificates among the 26 successful technicians.

He also met with DRDF project implementation team, private and public sector participants from Nestle, Haleeb, Dairy and Livestock Board, Veterinary University and PVTC. The event was widely covered by multiple media outlets.

MOU With UVAS For Curriculum Development & Technical Assistance
January 18, 2012

In order to achieve the training milestones of USAID-DRDF Dairy Project, Dr. Salman Shah, the Chairman of the Dairy and Rural Development Foundation (DRDF) and the Vice Chancellor of the University of Veterinary and Animal and animal Sciences (UVAS), Dr. Talat Naseer Pasha, signed a Memorandum of Understanding (MOU) for trainings and certification of master trainers to ensure that certified trainers are entitled to conduct further trainings for Women Livestock Extension Workers (WLEWs), Farmers, and Artificial Insemination Technicians (AITs) in the field/rural areas of Pakistan. In this regard, two MOUs were signed with the University of Veterinary and Animal Sciences on January 18, 2012. One MOU was for training of trainers while another was for curriculum development, examinations and certification of the project trainees.

Newspaper Supplement And Radio Announcements
January 18, 2012

On January 18, 2012, the communications team released a full-page supplement on the Dairy Project in Daily Jang's special report on Pakistan's dairy sector. Also, to support mobilization and raise awareness of project trainings, radio announcements were developed and airing was kicked-off on FM 103 Multan, RP Multan, FM 95 Sahiwal and FM 96 Toba Tek Singh.

News & Highlights

Master Trainer's Graduation Ceremony
February 9, 2012

In a ceremony held at the Lahore campus of the University of Veterinary and Animal Sciences (UVAS), Dr. Salman Shah, Chairman of Dairy and Rural Development Foundation (DRDF) and Professor Dr. Talat Naseer Pasha, Vice Chancellor of UVAS distributed graduation certificates to 24 master trainers. The trained master trainers are delivering trainings to the Dairy Project's beneficiaries – dairy farmers, women livestock extension workers and artificial insemination technicians.

The month long training was carried out at the UVAS Ravi Campus in Pattoki. The training module and curriculum for the master trainers was also developed in consultation and support from UVAS.

Dawn Agri Expo
February 17-18, 2012

The Dairy Project participated in Dawn Agri Expo on February 17-18, 2012 through a stall under the umbrella of US pavilion. An advertisement and project profile was developed for Dawn Expo Special Report.

This report was published from Dawn newspaper, Lahore on February 17, 2012. Deputy Chief of US Mission, Mr. Richard Hoagland also visited the Dairy Project's stall. Project trainees (two LHWs, two farmers and one AIT) were also present during the event.

Three-Day Training On Social Mobilization
February 22-24, 2012

In view of capacity building of field teams, three-day trainings on social mobilization were arranged at PirMahal on February 22-24, 2012. Ms. Mahrukh Rasheed (Field Manager) conducted the training, to sharpen the skills of social mobilizers for community sensitization and for better results in a time efficient manner.

News & Highlights

Visit Of USAID Delegation
February 27, 2012

On February 27, 2012 a delegation of USAID representatives including Ted Gehr, Director USAID Punjab, visited Nestle Pakistan's Sarsabz training & demonstration dairy farm in Okara, where Dairy Project's farmer trainings are held. The USAID representatives met with the project's trainees, distributed certificates, and took a tour of the farm.

The delegation also visited the project's Chichawatni office to meet with the project staff. The Zonal Manager for Chichawatni delivered a presentation on program activities. This was followed by an interactive discussion with the project's social mobilizers and master trainers.

L&DD Donor Conference
March 16, 2012

Dairy Project, in collaboration with Punjab Livestock and Dairy Development Department, organized a Donors Coordination Forum on March 16, 2012. The primary objective of the conference was to coordinate support amongst donors and gather information to develop an effective approach for the advancement of livestock and dairy business development in the Punjab. The event was covered by multiple print and electronic media outlets.

Grand Certification Ceremonies
March 6-13-14, 2012

In order to highlight the achievements of DRDF-USAID Dairy Project and to share it with major stakeholders, the project team arranged grand certification ceremonies for Livestock Health Workers and Artificial Insemination Technicians in Chichawatni, Pir Mahal and Multan in the month of March, 2012 respectively. This activity was a welcome initiative to formally acknowledge the commitment and passion of trained beneficiaries and to ensure their strong linkages with district livestock department and local NGOs.

Representatives from government administration, NGOs, livestock department, dairy and pharmaceutical companies and rural community at large participated in these events. The project Director thanked all distinguished guests, stakeholders and community for their contribution and support and paid tribute to the project team for their spirit and commitment to achieve the project deliverables.

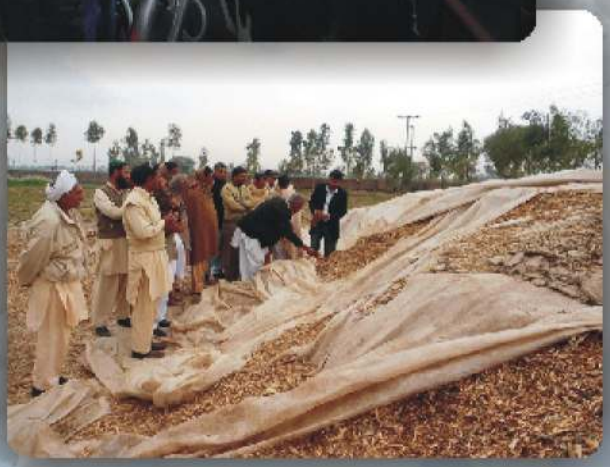
Training Sites

Artificial Insemination Technician Trainings:

- Burj Attari

Women Livestock Extension Worker Trainings:

- Pir Mahal and Chichawatni Zones

Dairy Farmer Trainings:

- Nestlé Sarsabz Training and Demonstration Farm
- Nestlé Sukheki Training and Demonstration Farm
- Kamalia Farm
- Khanewal Farm