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**DAIRY & RURAL
DEVELOPMENT FOUNDATION**



DAIRY PROJECT PORTAL

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Project Director's Message

Dear all,

It gives me immense pleasure to reach out to all readers through the second issue of the Dairy Project Newsletter. The Dairy Project is making rapid progress towards mobilizing individuals from villages in the targeted districts and organizing trainings at its training sites. I would like to acknowledge the hard work of the Dairy Project's field and PMU teams for working endlessly and harder than before during the last three months. Significant accomplishments include:

- On May 30, motorbike distribution ceremony was held at University of Veterinary and Animal sciences (UVAS) Lahore, which was an

opportunity to celebrate the success of project-trained Artificial Insemination Technicians, who are making a difference in the field by providing timely livestock breed improvement services to rural dairy farmers in the Punjab.

- During the project's first silage campaign, the project field team completed 55 silage shows within one month, whereas a total of 4500 farmers have been facilitated during this awareness campaign.
- The Dairy Project team recently hosted the Certification Ceremony of Women Livestock Extension Workers (WLEWs) for its second batch of trained WLEWs hailing from the Chichawatni and Pir Mahal zones on 7th June and 8th June 2012 respectively. During these ceremonies, a total of 220 Women Livestock Extension Workers (WLEWs) and 58 Artificial Insemination Technicians (AITs) were awarded certificates, upon the completion of their training from the Dairy Project's master trainers.

Through this newsletter, I would also like to bid farewell to the USAID Mission Director, Dr. Andrew Sisson. During his farewell reception in Islamabad, he highlighted the successes of USAID work in Pakistan. He also spoke about the impact Dairy and Rural Development Foundation is bringing forward through its skillful implementation in the field. During his speech, he referred to the impact of the Dairy Project trainings, which will benefit thousands of small dairy farmers and linkages will be created to develop a strong dairy and livestock economy and network in Pakistan.

My heartiest congratulations to the Dairy Project once again on achieving project milestones successfully and skillfully. I hope that with the existing commitment and spirit of the team, the Dairy Project will ultimately become a benchmark for economic development in Pakistan.

**Warm Regards,
Jack Moser**



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Success Story

Empowering the Rural Women

USAID-DRDF Dairy Project helps rural woman become livestock extension worker to provide animal health care and disease prevention services in her village



“I participated in the USAID-DRDF Dairy Project training course and I am now able to help nurture the dairy animals of my village. This training course has enabled me to perform basic treatments and preventive disease measures such as the timely vaccination for Foot and Mouth Disease (FMD), a fatal viral disease which causes high fever and blisters in the animal's mouth. It's a plague for dairy farming. I was also provided with a medical kit upon completion of the course and was able to setup a clinic.”

Bushra Yasmeen, Dairy Project trained Women Livestock Extension Worker (WLEW) from Chak no. 769 GB, Pir Mahal Zone

Bushra Yasmeen belongs to village 769 GB in Pir Mahal Zone, where she lives with six children and her husband. She began providing tailoring services in her village in order to make ends meet, but unfortunately that did not provide her with a sustainable income to support her family. Thereafter, an opportunity to meet with the USAID-DRDF Dairy Project team came her way during a community meeting in her village, and she was selected as a trainee for the Women Livestock Extension Worker (WLEW) training course.

The United States Agency for International Development (USAID) and Dairy and Rural Development Foundation (DRDF) through their Dairy Project are providing trainings to women from Punjab's rural communities to become livestock extension workers. The Dairy Project provides a basic 6-weeks long course, and the curriculum and graduation certificates are provided in joint collaboration with the University of Veterinary and Animal Sciences (UVAS).

“Prior to the trainings, I was not earning enough income to support basic necessities for my children and family and could not do much due to lack of education. Now, I have been able to set up a clinic through which I am providing livestock extension services to the dairy farmers in my village,” she further explains.

The USAID-DRDF Dairy Project team assisted Bushra Yasmeen in learning about the techniques of animal disease prevention and basic livestock management, which included measures such as timely and scheduled vaccinations against diseases including Mastitis and Foot and Mouth Disease (FMD).

“I was provided with a medical support kit after completion of the course for the purpose of providing basic treatment to animals and giving them basic preventive care,” says Bushra Yasmeen.

Bushra Yasmeen's new practice has increased her monthly income. “I have earned Rs10, 000 in two months by attending 180 cattle cases in my village,” she says.

The USAID-DRDF Dairy Project team aims to continue providing support and guidance for women to be able to provide livestock extension support, and equip them with the knowledge, skills and tools to provide much-needed animal health care in their villages. It is expected that as a result of such activities, a total of 1500 villages will have improved animal health care services.

Success Story

Embarking on Entrepreneurship

Dairy Project trains unemployed villagers to become Artificial Insemination Technicians (AITs) for dairy breed improvement and to kick start their businesses in Punjab



"I participated in the USAID-DRDF Dairy Project's AIT training course and I am now able to help improve cow/buffalo breeds in my village and surrounding areas. This training course has enabled me to perform pregnancy tests and artificial insemination, for breed improvement, which translates into better incomes for me and my family and high profitability for dairy farmers. I was also provided with a motorbike, upon having my work evaluated by the Dairy Project team. Now, travelling distances and attending urgent AI cases from afar is not a problem. Thank you Dairy Project!"

Ali Muhammad, Dairy Project trained AIT from Shorkot, district Toba Tek Singh.

Unemployed in 1998, Ali Muhammad left his village and home in Shorkot, Punjab to relocate to Dubai to work as an electrician and earn a high income for his family. But Muhammad later realized that he could not survive without his family of six for very long, and decided to return to Pakistan in 2006. "Unfortunately, I was unemployed here for another five years until I met the USAID-DRDF Dairy Project team, which introduced me to Artificial Insemination techniques for dairy breed improvement, and urged me to participate in the AI training being held in Burj Attari, Sheikhpura, Punjab. This is how my life and income improved in Pakistan," he explains.

It all began in October 2011, when the Dairy Project team arrived in Shorkot, Punjab and introduced Muhammad to the AI trainings being conducted by the project. "Initially, I was scared and apprehensive," he says. "But it was my good fortune that I decided to go for it," he states. Thereafter, Dairy Project's team of master trainers helped Muhammad learn about Rod Passing and conducting pregnancy tests for cows/buffaloes. "An accurate diagnosis of pregnancy is crucial to maintaining the optimal reproductive health of the animal, and hence beneficial for the profitability of dairy farmers. If an animal is not pregnant after two inseminations, we know that there is something wrong with the insemination procedure or reproductive health of the animal," he explains. "Rod Passing is a technique through which we can artificially inseminate the animal, by using a gun to inject semen in the reproductive tract of cows/buffaloes."

"After the training, I passed the exam and Dairy Project provided me with a kit, which included nitrogen gas for safe storage of semen and other equipment," Muhammad says. During an induction meeting in his district, farmers were introduced to Muhammad's work and the breeding services he would be able to provide to them. "In November 2011, I began work and since then, have attended 509 artificial insemination cases. My average income is 12,000 rupees per month now," he says.

"Insemination services were not available timely in my district and now farmers are also experiencing a transformation in their traditional mindset."

The USAID-DRDF Dairy Project team then conducted a performance evaluation survey, which, by sample-based pregnancy tests, revealed that through artificial insemination, Muhammad has impregnated cows at a 100 percent success rate. Due to this high performance, Muhammad was awarded a motorbike which further assisted in expanding the scale of his AI services, even outside his village.

"Previously, I had to run after my friends to borrow a bike to attend farmers' call for artificial insemination. Sometimes, I would end up missing artificial insemination cases, which have to be performed while the animal is on heat. Now the situation is much better as I can easily travel long distances for artificial insemination," Muhammad says.

The USAID-DRDF Dairy Project aims to improve the lives and incomes of many other young unemployed individuals with the target of providing AI training and support to 2000 individuals and encourage them to become entrepreneurs working towards breed improvement in Pakistan. With better breeds, Pakistan's dairy sector will see a face-lift through better milk yield and better incomes.

Training Updates

Training and Support for Dairy Farmers

Two-day and four-day training for dairy farmers are in continuation at Dairy project's training farms. Dairy farmers for two-day training were selected from Chichawatni, Pir Mahal and Multan zones, while dairy farmers for four-day training were from Sindh Province. As of June, 2012 the project has provided two-day training to 2886 farmers and four-day training to 389 dairy farmers (out of which, 123 farmers were from the districts Larkana, Khairpur and Shikarpur in Sindh), which aggregates to a total of 3275 dairy farmers. Mobilization for the selection of more dairy farmers continued in Pir Mahal, Chichawatni and Multan.



Briefing About Free Access of Water

Dairy Project's follow-up team for dairy farmers continued individual as well as group meetings with project-trained farmers, WLEWs and AITs. 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 teams 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. Dairy Project's teams also conducted induction meetings (Farmer Days) in Chichawatni (42 meetings) and Pir Mahal (30 meetings) zones.



How to Use Dewormer

Training and Support for Women Livestock Extension Workers (WLEWs)

The training of the third batch of WLEWs, which started on June 1, 2012, is in continuation in Chichawatni and Pir Mahal. Farmer Help Camps in the different villages of the trainees of third batch were also conducted during the training. As of June, 2012 815 WLEWs have been trained.

Dairy Project's social mobilization teams are identifying the candidates for fourth batch of WLEWs. The training of fourth batch of WLEWs in both Chichawatni and Pir Mahal zones will start from July 2, 2012. In Pir Mahal, Dairy Project arranged a visit of WLEWs to the Civil Veterinary Hospitals to link them with the Veterinary Officers and Assistants. It is expected that such visits will strengthen market linkages of WLEWs.

Dairy Project's follow up team conducted the individual follow-up of WLEWs and also conducted the monthly group meetings. In the individual visits, the teams resolved the issues of WLEWs in their community and provided technical guidance, while in the weekly meetings, the teams checked the progress of WLEWs, and addressed issues related to market linkages and the supplies of medicines. The follow up team also visited the training classes of third batch of WLEWs to introduce their activities.

Training and Support for Artificial Insemination Technicians (AITs)

The exam of seventh batch of AITs was announced by UVAS; 65 trainees passed the exam. Support kits will be distributed among these AITs during the next week. As of June 2012, 357 AITs have successfully completed the training. The final selection of trainees of eighth batch of AITs was on June 13 and 14. Training for the eighth batch started from June 16, 2012. These AITs belong to Multan, Lodhran and Muzaffargarh. This batch consists of 85 trainees, 19 of whom are obtaining the training at Rawalpindi Training Center, 20 at Faisalabad Training Center, while 46 are obtaining the training at Burj Attari. Dairy Project's social mobilization teams are now identifying candidates for ninth batch of AITs in Tehsil Muzaffargarh and Kot Addu of District Muzaffargarh.

In a meeting with old AITs trained by DRDF at Arif Waala Nestle Center, Dairy project's team introduced new activities of DRDF, its supply chain and incentive package for AITs. Follow up team conducted the induction and the weekly meetings of sixth batch of AITs and the monthly meetings of previous batches of AITs for technical support and collection of data. The team also conducted the

performance evaluation survey of AITs from first four batches for the second motor bike distribution.



AIT Dummy Cow Training

Photo Feature

USAID-DRDF Dairy Project Trains Dairy Farmer to Adopt Best Farm Practices

USAID-DRDF Dairy Project is providing two-day trainings to dairy farmers to initiate guidance for dairy farmers on best farming practices. Trainee Syed Iqrar Shah hails from District Sahiwal village 116/12L and was not aware of these practices. During the training session, Syed Iqrar Shah was introduced to the idea of vaccination, deworming, balance feeding, and free access to water for animals.

USAID-DRDF Dairy Project team also assisted Syed Iqrar Shah in learning about feeding Vanda, a top quality feed which contains the vital ingredients necessary for the well-being of animals, especially those which are young and producing milk.

Furthermore, the two-day training laid emphasis on providing free access to drinking water and free open space for the animals. This ensures an increase in milk yield and income for the dairy farmer. Previously, dairy farmer Syed Iqrar Shah was keeping the animals tied up, and provided them water only twice a day.

The trainings on dairy farm management will assist the farmers to revitalize their dairy farming business, and are part of USAID-DRDF Dairy Project's support for Pakistan's livestock sector, designed to fulfill the aim of helping farmers increase their milk yield for better incomes.



Dairy farmer Syed Iqrar Shah practices deworming after participating in the USAID-DRDF Dairy Project two-day training.

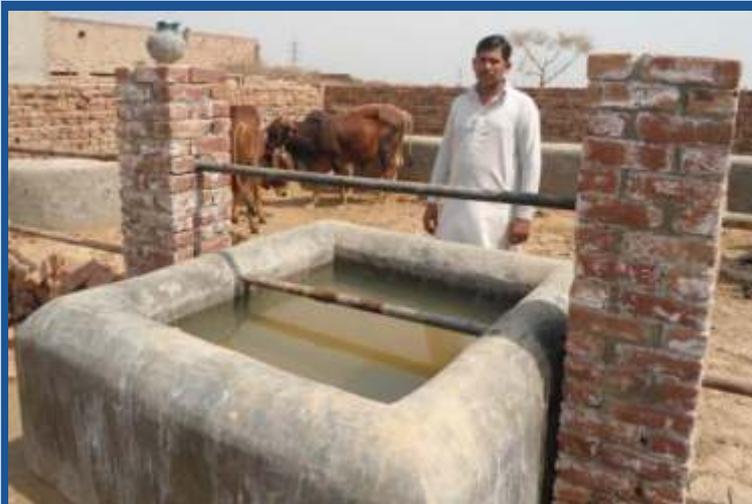
"I attended two-day USAID-DRDF Dairy Project training, and it has completely strengthened my perspective on dairy farming. I have become aware of best farm practices such as animal vaccination, deworming and free access to water for animals. I am very grateful to the USAID-DRDF Dairy Project team for their guidance."

Syed Iqrar Shah, dairy farmer from District Sahiwal village 116/12L



"Now I am feeding Vanda – a high quality animal feed – to my dairy animals, thanks to the efforts of the Dairy Project team."

Syed Iqrar Shah, dairy farmer from District Sahiwal village 116/12L



Providing animals with free access to drinking water helps increase milk yield for dairy farmers such as Syed Iqrar Shah

"With assistance from USAID-DRDF Dairy Project, I have adopted these best dairy practices and my milk yield has increased by one liter per animal."

Syed Iqrar Shah, dairy farmer from District Sahiwal village 116/12L

News & Highlights

"The US government firmly believes that Pakistan's enormous dairy sector can increase its contribution to the economy. Through USAID, the US government is committed to improve long-term economic gains in Pakistan. I am pleased to confirm that in addition to 50 AITs, USAID-DRDF Dairy Project plans to reach a target of 2000 technicians. I expect these AITs will reach a million dairy farmers in Pakistan." -

Dr. Andrew Sisson, USAID Mission Director Pakistan



"The USAID-DRDF Dairy Project will be spearheading the improvement of breeds in Pakistan. I must take this occasion to thank USAID in supporting us in this endeavor which touches the lives of people at the grass root level." -

Dr. Salman Shah, Chairman Dairy and Rural Development Foundation



"I was a graduate but I was unemployed. USAID-DRDF Dairy Project team visited our area and I submitted my application form. After passing the test, I was selected and enrolled for training. I received a free kit from the Dairy Project team, and I used it to start my extension services for breed improvement. Previously, no AI services were available in my area, and I consider myself as a successful AI technician now. Today, I am receiving a motorbike, with which I will be able to travel long distances to provide AI services in my area." -

Muhammad Imran, AIT



USAID Mission Director Dr. Andrew Sisson, Senior Development Advisor USAID Mr. Sajjad Moghal and Dairy Project-trained AIT during the ceremony

Motorbikes for Dairy Project AITs

The USAID-DRDF Dairy Project recently hosted its 1st Motorbike Distribution Ceremony at the University of Veterinary and Animal Sciences (UVAS) in Lahore, where USAID Mission Director Dr. Andrew Sisson and U.S. Consul General Nina Fite distributed 50 motorbikes among artificial insemination technicians (AITs) who successfully completed a one-month training program under the Dairy Project. The motorbikes will allow these new technicians to reach remote rural communities with their services improving dairy development in these underserved areas.

Participants at the ceremony included Mr. Richard A. Albright (Coordinator of Development Assistance), Ms. Gail Spence (Acting Director USAID Punjab), Dr. Salman Shah (Chairman Dairy and Rural Development Foundation), Mr. Yawar Ali (Chairman Steering Committee Dairy Project), Mr. Jack Moser (Project Director) and Professor Dr. Talat Naseer Pasha (Vice Chancellor UVAS).



USAID-DRDF Dairy project team with Multi Sector Specialist USAID Punjab, Mr. Sajjad Moghal and Project Director Mr. Jack Moser

News & Highlights

Dairy Project Hosts Graduate Certification Ceremony for WLEWs in Chichawatni and Pir Mahal

The Dairy Project recently hosted the Certification Ceremony of Women Livestock Extension Workers (WLEWs) for its second batch of trained WLEWs hailing from the Chichawatni and Pir Mahal zones on 7th June and 8th June 2012 respectively. During the ceremony in Chichawatni, a total of 119 WLEWs and 29 Artificial Insemination Technicians (AITs) were awarded certificates, upon the completion of their training from the Dairy Project's master trainers. In Pir Mahal, 101 WLEWs and 29 AITs were awarded certificates. These ceremonies were hosted to congratulate the graduates, and also welcome a new batch of WLEW trainees.

At the ceremony, Ms. Maria Shaukat, a graduate WLEW from the 1st batch came on stage to deliver a talk regarding her experience and suggestions to the trainees of new batch.

The ceremony also invited Mr. Abdul Sattar Dogar, one of the founder members of Dairy and Rural Development Foundation (DRDF), who came forward to talk about DRDF's inception in 1996 and the role it has played in supporting the dairy industry and associated rural community of Pakistan.

Dairy farmer Mr. Zahid Jamil was also present at the ceremony, where he talked about his experience as a Dairy Project trainee.

The Dairy Project aims to continue providing extensive trainings to farmers, AITs and WLEWs as part of its efforts to improve the incomes and livelihoods of Pakistan's rural communities. Through such training programs, Dairy Project is supporting Pakistani dairy farmers to gain access to better breeding facilities and to realize the ultimate goals of livestock healthcare, gender empowerment and income generation at large.



"The Women Livestock Extension Workers, who have graduated today, play a key role in achieving the project's goals. I extend my best wishes to all the WLEWs, trained by the Dairy Project on receiving certificates from the University of Veterinary and Animal Sciences (UVAS) today."

Mr. Jack Moser, Project Director Dairy Project



"After completing the training course, I cleared the exam and was awarded a certificate by UVAS. Upon returning to the village, we participated in an induction meeting, where the village community was introduced to the extension services, we would be providing. I am now able to financially support my family, and my message to the new graduates will be that they can do the same and more."

WLEW Ms. Maria Shaukat



"We established Dairy and Rural Development Foundation (DRDF) at a very small level with ten people in 1996, and began AI trainings in Burj Attari. The current shape of the Dairy Project was our vision years ago, and I am happy to see this tremendous growth and impact. I would suggest to all the AITs that they must work hard as their services are vital for breed improvement in Pakistan."

Mr. Abdul Sattar Dogar, Founder member DRDF

News & Highlights

USAID-DRDF Dairy Project Trains Dairy Farmers on Silage-Making through Demonstration

USAID-DRDF Dairy Project organized a Silage Demonstration Show at a farm in Chak No. 757 G.B, on April 16, 2012 in Tehsil Kamalia district Toba Tek Singh, to train dairy farmers towards the importance of silage for dairy animals, and ensure best utilization of crops at their farms.

Silage is high-moisturized fodder containing maize/corn and allows the farmer community to have access to preserved fodder during shortage of green fodder. USAID-DRDF Dairy Project is trying to encourage the trend through practical demonstration of the silage-making process. The Silage Demonstration Show began with an



"USAID-DRDF Dairy Project Silage Demonstration Show was very exciting for all of us. We want to improve our dairy farm business and learn about the best practices of animal-feeding and silage-making."

Munawar Abbas, dairy farmer from Chak No. 757 G.B. Tehsil Kamalia district Toba Tek Singh

Farmer community gathers for training during the USAID-DRDF Dairy Project Silage-Making Show



Farmer community learning how to manually spread and press the chopped fodder

"USAID-DRDF Dairy Project team gave us a practical step-by-step guide towards silage-making. We learnt how to manually spread the fodder and press it with foot and learnt about its importance."

Munawar Abbas, dairy farmer from Chak No. 757 G.B. Tehsil Kamalia district Toba Tek Singh

introduction about animal feeding, silage and its importance and methods used for its formulation.

Thus a practical training was given to the farmers, through which they learnt about the process which entailed filling a silo pit with chopped fodder first pressed manually with foot and then a tractor. Thereafter, the fodder was covered with a polythene sheet and top-layered with mud by the farmers.

Farmers were also shown how to press the chopped fodder mechanically with the use of a tractor and thereafter, they covered the pit with mud to complete the process of silage-making. In terms of the future, the silage would be checked 40-50 days later to be used for animal feeding.

During first silage campaign, the Dairy Project field team completed 55 silage shows, while covering 61 acre and one kanal area in total 38 villages in Chicha Watni and Pir Mahal zones simultaneously. Whereas, within one month, total 4500 farmers have been facilitated and encouraged to continue making and using silage for its multiple benefits to their dairy farm businesses, including increase in milk supply and incomes.



Dairy farmer manually covering the pressed fodder with mud to complete the silage-making process