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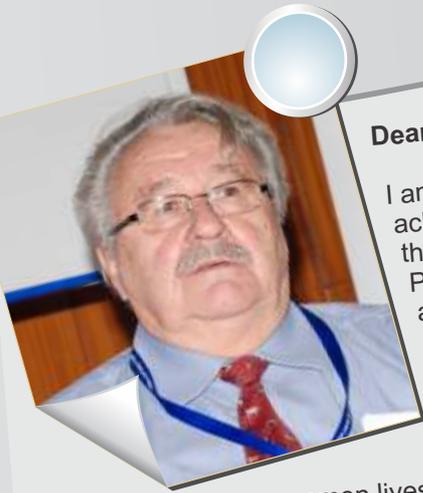


DAIRY PROJECT PORTAL

Volume 1 -- Issue 3

Dairy Project Publication

July - September 2012



Dear all,

I am keen to share with you a series of achievements at the Dairy Project through this third edition of the Dairy Project Portal. I would like to acknowledge the hard work and commitment of the team, for achieving several milestones in the last quarter with the aim of maximizing the potential of Pakistan's dairy farmers through trainings for dairy farmers, women livestock extension workers, and artificial insemination technicians. Significant accomplishments include moving the project's focus towards South Punjab, where zonal offices have already been setup in Vehari and Multan. Other key accomplishments include:

- Dairy Project successfully extended further support to the Women Livestock Extension Workers (WLEWs) by releasing the supply of medicine kits and Vanda – a top quality animal feed. This will ensure that the project-trained WLEWs can better achieve their targets as women entrepreneurs, through better animal healthcare and Vanda supply for dairy farmers in their respective villages. Consequently, this means an increased milk output and income boosts for WLEWs as well as farmers.
- During this quarter, Dairy Project has successfully setup AI training facilities in Rawalpindi and Faisalabad, leading to intensive trainings for further batches. Additionally, the project signed an MOU with PMAS-ARID Agriculture University Rawalpindi. Furthermore, a life-size dummy cow has been developed at the Burj Attari training center to facilitate improved training. I am excited to say that the project-trained AITs are setting out for breed improvement and their services are in high demand across Punjab.
- Dairy Project is now offering trainings targeted towards young graduates and dairy farmers with the aim of establishing them as fully-trained, skilled farm managers who will be able to manage large commercial dairy farm setups, or manage their own farms. The basic objective of these trainings is to prepare dairy farmers in becoming an excellent resource for farm management in their respective regions. On October 4, 2012, the first batch of project-trained farm managers was awarded certificates from UVAS.

I extend my heartiest congratulations to the Dairy Project staff for its everlasting promise of making the project remain successful this quarter. Surely, our concerted efforts will bring fruitful results and play an important role in positively transforming livelihoods of rural communities.

Warm Regards,
Jack Moser
Project Director



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Success Story

Rural Woman Takes Charge

USAID helps 21-year old Rahat become a *Vanda* seller and support her family of 14



“I participated in the USAID-DRDF Dairy Project WLEW training course and it has altered my vision in life. I have become a successful profiteering *Vanda*-seller in my district. USAID's Dairy Project invested in me, and I am extremely thankful to the team.”

Rahat Parveen, Dairy Project trained Woman Livestock Extension Worker (WLEW) from Tehsil Kamalia, District Toba Tek Singh

21-year old Rahat Parveen's life appeared to be like a dead-end, after she was forbidden to return to school two years ago, due to financial constraints.

"We're a big family of 14! It never occurred to me that my family would have to struggle this much for barely making ends meet, with my father being ill for the past many years; my brothers are younger and two of my married sisters separated from their husbands and returned home. There was little or no source of income."

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 one month long course, and the curriculum and graduation certificates are provided in joint collaboration with the University of Veterinary and Animal Sciences (UVAS).

In December 2011, Rahat had the opportunity to meet a Dairy Project social mobilizer and was introduced to the project. On January 2, 2012, a keen Rahat began the one month training program and passed her exam successfully. "During the training, I learnt various new techniques, including controlling dairy animals through the crisscross method, detecting a fatal respiratory disease such as Hemorrhagic Septicemia (HS), animal nutrition and feeding, and free access to water for animals. Towards the end, I was selected by the project to sell *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," she explains.

In April 2012, Rahat was given 30 free-of-cost *Vanda* bags by the Dairy Project, for sale in her village. She marketed her product through flyers, and successfully sold the 30 bags for PKR1000 each and earned an income of PKR 30,000. In July 2012, she bought 12 *Vanda* bags for Rs 900 each. She sold 10 bags for Rs 1000 each, making an additional profit of PKR 1000.

In addition, Dairy Project has given Rahat a cellular phone, so she can liaise with *Vanda* suppliers in the market. With the profit she earned, she has brought back the tradition of two proper meals being served at home and has been able to regularly purchase medicines for her ill father. More importantly, the family owns a very small piece of land, and she has bought some water for her crops. Once the harvest reaps an income, she will reinvest it into the *Vanda* business and purchase more bags to sell.

“The USAID Dairy Project has not just made me a seller of *Vanda* bags; it has opened my eyes towards dairy farming. With this income, I'm also going to arrange for free access to water for my three dairy animals,” she says on a positive note.

Training Updates

Training & Support for Dairy Farmers

USAID and Dairy and Rural Development Foundation (DRDF), through their Dairy Project, are providing trainings targeted towards young graduates and dairy farmers with the aim of establishing them as fully-trained, skilled farm managers who will be able to manage large commercial dairy farm setups, or manage their own farms. To date 22 farm managers have been trained and certified in collaboration with the University of Veterinary & Animal sciences, Lahore.

Two-day and four-day trainings for dairy farmers are also in continuation at Dairy Project's training farms. As of this quarter, July-September, 2012, Dairy Project has provided two-day training to 474 dairy farmers and four-day training to 277 dairy farmers, out of which 152 were from Sindh, which aggregates to a total of 4077 dairy farmers.



Training about animal feeding and nutrition

Training & Support for Artificial Insemination Technicians (AITs)

Training of 11th batch of AITs is under continuation. As of this quarter, July-September, Dairy Project has provided training to 253 AITs, whereas to date, 610 trainees have been certified and established as AITs.

Dairy Project's mobilization teams are mobilizing AITs in district Bahawalnagar (Tehsil Chishtian) and district Bahawalpur (Tehsil Hasilpur and Khairpur Tamiwali) for 12th batch. The results of phase three of AIT Performance Survey showed that out of 49 AITs surveyed, 48 successfully met the performance criteria and hence qualified for the motorbike distribution. Second motorbike distribution ceremony was held at Chichawatni on August 16, where 48 bikes were distributed among high performing AITs.

The opening of Rawalpindi and Faisalabad branches of the Dairy Project for AT Training has given excellent results, as more slaughterhouse access has been granted, allowing more intensive training for smaller batches. The MOU signed with Arid University in Rawalpindi is widening the scope of collaboration with the University, covering the various aspects of livestock rearing in dry zone as well. Newly trained AI breed improvement technicians are being released, equipped with a motorbike, supplied by the Dairy Project and are able to cover more and more areas for breed improvement, as they carry best possible selection of bull semen, breed wise selection done by the special expert committee.



AIT practical training on rectal palpation



Motorbike distribution to the successful AITs

Training Updates

Training & Support for Women Livestock Extension Workers (WLEWs)

Dairy Project has selected Multan and Vehari districts as new zonal sites. 20 social mobilizers have been shifted in the concerned areas and are working for selection of WLEWs and farmers. So far, 136 candidates for WLEW training are identified from Multan, while 48 candidates have been mobilized in Vehari for the sixth batch of WLEW training. As of this quarter, July-September, Dairy Project has trained 158 WLEWs, while 1148 have successfully completed the training to date.

Dairy Project further supported the project trained Women Livestock Extension Workers (WLEWs) by releasing the supply of medicine kits and Vanda – a top quality animal feed. This will help these WLEWs ensure better animal healthcare and Vanda supply for dairy farmers in their respective villages. This not only means better entrepreneurship and income boosts for WLEWs, but an increased milk output for the farmers as well.

Moreover, LHWs of different batches visited Civil Veterinary hospitals in both the zones. They also visited Kamalia dairy training farm for learning about best farm practices. Moreover, help camps were arranged in Pir Mahal and Chichawatni zones for slow performing WLEWs to boost up their working.

Follow-up support for Dairy Farmers, WLEWs, and AITs

Dairy Project's follow-up team for dairy farmers continued individual as well as group meetings with project-trained farmers, WLEWs and AITs to provide technical assistance. As of this quarter, 106 follow-up group meetings were conducted. Follow-up activities help ensure optimum use of the support kits received by the farmers and adopt best dairy farming practices. Follow-up team provided technical support to the project-trained farmers at their respective farms for better shed designing and other technicalities regarding dairy farming.

Dairy Project's follow up team conducted the individual follow-up and monthly group meetings of WLEWs. 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. In the reporting period, meetings were conducted with 123 Livestock Health Workers (LHWs) and 61 Livestock Business Entrepreneurs (LBEs).

Dairy Project's follow-up team continued to conduct the meetings of previous batches of AITs for technical support, resolving issues related to semen and gas supply and collection of data. Dairy Project has revised AIT Performance Criteria for motorbikes distribution in consideration of learning from the first two phases of motorbike distribution.

It was also decided that this criteria would not apply to last three batches of AITs (at end of the project) and AITs from other provinces.



WLEWs practical training on dairy animals vaccination



Visit of WLEWs at Kamalia dairy training farm



Farmer follow up meeting about best dairy farming practices



Supporting WLEWs for marketing linkages to input supplies



AIT induction meeting

News & Highlights

Dairy Project Signs MOU with PMAS-ARID Agriculture University in Rawalpindi



"We are pleased to extend our support to the Dairy Project and look forward to this partnership, which will benefit AITs and subsequently boost dairy farming businesses and lead to breed improvement through improved AI services."

Vice Chancellor ARID Agriculture University
Professor Dr. Irfan-UI-Haque



Vice Chancellor PMAS-ARID Agriculture University Professor Dr. Irfan-UI-Haque and Project Director Dairy Project Mr. Jack Moser signing the MOU

"The Dairy Project looks forward to the support of the PMAS-ARID Agriculture University and hopes that this partnership results in more AITs embarking on entrepreneurship."

Project Director Dairy Project Mr. Jack Moser

USAID-DRDF Dairy Project recently signed a Memorandum of Understanding (MOU) with the PMAS-ARID Agriculture University in Rawalpindi, where representatives from both organizations gathered for the MOU signing ceremony held on July 17, 2012. The MOU was developed with the objective of expanding hands-on trainings and certifications of Dairy Project's Artificial Insemination trainees. Project Director Dairy Project Mr. Jack Moser and Vice Chancellor Arid Agriculture University Professor Dr. Irfan-UI-Haque were present at the MOU Signing Ceremony.

The MOU between the two organizations entails assisting and providing practical training to the AI trainees in Rawalpindi slaughter house and certifying the successful AITs.



USAID-DRDF Dairy Project core team and PMAS-ARID Agriculture University team pose together after the MOU Signing Ceremony

News & Highlights

U.S. HFAC visits Dairy Project training facility in Burj Attari

USAID-DRDF Dairy Project recently hosted the visit of the Staff Delegation from the U.S. House of Foreign Affairs Committee (HFAC) to the Dairy Project AI training facility at Burj Attari, Sheikhpura in Punjab on August 8, 2012. HFAC staff members, Ted Gehr, Director USAID Punjab, Dr Salman Shah, Chairman DRDF, USAID Punjab Team and Dairy Project team among others visited the training facility. The objective of this planned visit for HFAC team was assess the overall scale, scope, and impact of the U.S. assistance delivered through the trainings offered under the Dairy Project for Artificial Insemination Technicians (AITs), Dairy Farmers, and Women Livestock Extension Workers (WLEWs).



U.S. HFAC representatives during tour of dairy artificial insemination practical trainings at Dairy Project AI training facility in Burj Attari

The U.S. HFAC visit commenced with welcome speeches from Jack Moser, Project Director Dairy Project and Dr Salman Shah, Chairman DRDF. Dr Salman Shah began with a welcome address and project presentation, by first introducing the Dairy and Rural Development Foundation to the guests. He explained how DRDF was established and spoke about its role in implementation of the Dairy Project.

Dr. Salman Shah said, "Collaboration with the USAID Dairy Project has been a milestone for DRDF, and its successful implementation has helped DRDF to further evolve as a solid organization. The current shape of the Dairy Project is the vision DRDF had many years ago."

This was followed by an interactive discussion session with the Dairy Project beneficiaries. Participants were given a tour of the Burj Attari AI training facility as well.



U.S. HFAC representative and Dairy Project GM Field Operations Dr. Sobia Naheed during a discussion with the Dairy Project-trained Women Livestock Extension Workers (WLEWs)

USAID-DRDF Dairy Project Continues to Conduct Silage Demonstration Shows

USAID-DRDF Dairy Project's first silage campaign turned out much bigger than planned due to the large interest from the farmers' side. The objective of this campaign is to bridge the fodder shortage periods through farm grown maize which is harvested, chopped and stored under airtight conditions in bunk silo pits for later use, exactly during fodder scarcity periods. In a very short span of time, corn silage has become a staple fodder input in high yielding dairy herds. The method of preservation is really new and farmers are keen to acquire the knowledge of silage making.

During second silage campaign from July to September, the dairy project field team completed 54 silage shows, covering 39 villages in Chichawatni and Pir Mahal zones simultaneously. During the reporting period, total 4421 farmers have been facilitated and motivated to adopt silage making modern technique to revitalize their dairy farming business, including milk supply and incomes.



Farmer community learning how to spread and pressed the chopped fodder



Farmer community learning how to store chopped and pressed fodder in air tight pit

"During the USAID-DRDF Dairy Project silage demonstration shows, we were facilitated to learn this new technique to preserve fodder during shortage of green fodder, allowing us help maintain our animals' nutritional needs for better milk yield".

Muhammd Iftekhhar 714 GB, Muhammad Shahid, 662/3 GB, Tehsil kamalia, District Toba Tek singh

News & Highlights

Dairy Project hosts First Certificate Distribution Ceremony for Dairy Farm Managers



Mr Sajjad Moghal, Mr Jeffrey N. Bakken, Dr Salman Shah, Dr. Talat Naseer Pasha and Jack Moser at the First Certificate Distribution Ceremony for Farm Managers

"I arrived in Pakistan not too long ago from Minnesota, which is a Midwestern state with a large focus on dairy farming; so it feels like coming home actually. The U.S. government believes that the dairy sector can contribute significantly to Pakistan's economy. We are proud to partner with DRDF and this is an outstanding example of public-private partnership. We are confident that the Dairy Project-trained farm managers will increase farm productivity."

– USAID Mission Director for Punjab Mr. Jeffrey N. Bakken

USAID-DRDF Dairy Project organized a four-week long training for aspiring farm managers in September 2012, which primarily targeted young graduates and dairy farmers with livestock holding. The batch consisted of 22 trainees, who received UVAS certification towards the successful completion of their training. USAID Mission Director for Punjab, Mr. Jeffrey N. Bakken, awarded graduation certificates to the 22 trainees. Participants at the ceremony included key Dairy Project staff, the upcoming new batch of the farm management trainings, Chairman DRDF Dr. Salman Shah, Vice Chancellor University of Veterinary and Animal Sciences (UVAS) Dr. Talat Naseer Pasha and Senior Development Advisor USAID Mr. Sajjad Moghal.

The basic objective of these trainings is to prepare young individuals and dairy farmers in becoming an excellent resource for farm management in their respective regions. The trainees are taught fodder planning, animal nutrition feeding, shed management and other aspects of complete farm management. As UVAS certified farm managers, the trainees can provide their services at a commercial dairy farm or manage their own farms.

The trainings comprise of 70 percent practical training and 30 percent theoretical training, including lectures through audio/visual aid. The Dairy Project also provides boarding and lodging, transport and food to the trainees and facilitates visits to commercial dairy farms, so that future project-trained farm managers are aware of the farm environment and emerge as successful farm managers in the dairy business.



"When I saw the training announcement in a newspaper, I knew I wanted to adopt dairy farm management as a career. Our experience during the training involved learning about modern farm management and implementing new techniques. It was a tough training, but DRDF was very accommodating and helpful. We learnt about better breeding, animal feeding and better milk production, fodder planning and shed management among other aspects. As successful and UVAS certified farm managers, we can play an important role in reshaping Pakistan's dairy industry."

– Dairy Project Farm Manager, Syed Saqlain, Lahore.



"Professional farm management is very important for the growing commercial farming sector in Pakistan. We have to improve production and yield per animal, instead of increasing the numbers of animals at farms. I appreciate the efforts of USAID and DRDF for improving livelihoods and rural economy."

– Vice Chancellor UVAS Dr. Talat Naseer Pasha



A group photo of all participants at the Dairy Project's First Certificate Distribution Ceremony for Farm Managers

News & Highlights

Print Media Campaign on Best Dairy Farming Practices

USAID's Dairy project, implemented by Dairy and Rural Development Foundation (DRDF), rolled out a nationwide print campaign to help raise awareness for dairy farmers on best dairy farming practices. The campaign disseminated 12 distinct messages across Pakistan's dairy farming community through five established publications: Jang (Urdu), Express (Urdu), Mashriq (Urdu), Kawish (Sindhi) and Khabrain (Urdu). Each print ad elaborated on a distinct message regarding one of the 12 dairy farming practices that are deemed necessary to improve the milk yields and therefore, farmers' incomes. Feeding, free access to water, calf rearing, dehorning, deworming, vaccination and silage making are some of the topics touched through the print campaign.

سائیلج - محفوظ شدہ سبز چارہ
بہترین غذا ئیت، بھرپور دودھ

پاکستان کے زرعی شعبے میں سائیلج کی اہمیت روز بروز بڑھ رہی ہے۔ اس کی وجہ سے پیداوار میں اضافہ ہوتا ہے اور بیماریوں سے بچاؤ بھی آسان ہوتا ہے۔

سائیلج بنانے کے لیے درج ذیل اقدامات کیے جائیں:

- سائیلج بنانے کے لیے تازہ پھوس اور پانی کا استعمال کریں۔
- سائیلج بنانے کے لیے درج ذیل اقدامات کیے جائیں:
- سائیلج بنانے کے لیے درج ذیل اقدامات کیے جائیں:

مزید معلومات کے لیے: www.dairyproject.org.pk

بیماریوں سے تحفظ، جاذور محفوظ

پاکستان کے زرعی شعبے میں بیماریوں سے بچاؤ اور جاذور محفوظ بنانے کی اہمیت روز بروز بڑھ رہی ہے۔ اس کی وجہ سے پیداوار میں اضافہ ہوتا ہے اور بیماریوں سے بچاؤ بھی آسان ہوتا ہے۔

بیماریوں سے بچاؤ اور جاذور محفوظ بنانے کے لیے درج ذیل اقدامات کیے جائیں:

- بیماریوں سے بچاؤ اور جاذور محفوظ بنانے کے لیے درج ذیل اقدامات کیے جائیں:
- بیماریوں سے بچاؤ اور جاذور محفوظ بنانے کے لیے درج ذیل اقدامات کیے جائیں:
- بیماریوں سے بچاؤ اور جاذور محفوظ بنانے کے لیے درج ذیل اقدامات کیے جائیں:

مزید معلومات کے لیے: www.dairyproject.org.pk

All advertisements used the same brand guidelines and style of layout for consistency. The layout was kept simple, clean and more photographic to share as much information as clearly possible even for those dairy farmers who do not read newspapers in detail and skim through the photographic ads. The campaign duration was 1 month with a total of 60 insertions in 5 newspapers.

بہترین غذا اڈے منافع، دودھ اور گوشت میں اضافہ

پاکستان کے زرعی شعبے میں بہترین غذا اڈے منافع، دودھ اور گوشت میں اضافہ کی اہمیت روز بروز بڑھ رہی ہے۔ اس کی وجہ سے پیداوار میں اضافہ ہوتا ہے اور بیماریوں سے بچاؤ بھی آسان ہوتا ہے۔

بہترین غذا اڈے منافع، دودھ اور گوشت میں اضافہ کے لیے درج ذیل اقدامات کیے جائیں:

- بہترین غذا اڈے منافع، دودھ اور گوشت میں اضافہ کے لیے درج ذیل اقدامات کیے جائیں:
- بہترین غذا اڈے منافع، دودھ اور گوشت میں اضافہ کے لیے درج ذیل اقدامات کیے جائیں:
- بہترین غذا اڈے منافع، دودھ اور گوشت میں اضافہ کے لیے درج ذیل اقدامات کیے جائیں:

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بچپڑوں کی بہتر نشوونما کا فائدہ
گائیں، بیہیسیں ہوں منافع بخش زیادہ

پاکستان کے زرعی شعبے میں بچپڑوں کی بہتر نشوونما کا فائدہ کی اہمیت روز بروز بڑھ رہی ہے۔ اس کی وجہ سے پیداوار میں اضافہ ہوتا ہے اور بیماریوں سے بچاؤ بھی آسان ہوتا ہے۔

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- بچپڑوں کی بہتر نشوونما کا فائدہ کے لیے درج ذیل اقدامات کیے جائیں:
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صاف پانی جی وافر مقدار
وڈائی کیر جی پیداوار

پاکستان کے زرعی شعبے میں صاف پانی جی وافر مقدار کی اہمیت روز بروز بڑھ رہی ہے۔ اس کی وجہ سے پیداوار میں اضافہ ہوتا ہے اور بیماریوں سے بچاؤ بھی آسان ہوتا ہے۔

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