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**Dairy and Rural
Development
Foundation**

DAIRY PROJECT PORTAL

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Dear All,

Through this fourth edition of the Dairy Project Portal, I would like to walk you through the achievements and recent events of the Dairy Project. The Dairy Project is moving ahead as per the planned targets and goals for its second year. The project's interventions are being extended towards Southern Punjab, mobilizing more potential beneficiaries, whereas, it is also selecting trainees from other provinces including KPK, Sindh and Baluchistan. Some of the key achievements to date include:

- 1645 Women Livestock Extension Workers (WLEWs) have been trained,
- Two-day trainings to 4046 farmers and four-day trainings to 1007 dairy farmers on best dairy farming practices,
- 690 Artificial Insemination Technicians have been trained and are now providing breed improvement services. To date, 250 motorbikes have been awarded to the project-trained AI Technicians, and
- 105 young graduates have been trained as dairy Farm Managers with certification from the University of Veterinary and Animal Sciences (UVAS). Certified dairy farm managers are now fully-equipped to offer farm management services at commercial farms, or manage their own farms.

The project's outputs correlate with the larger goals and objectives of the Dairy Project, which thrive on the core perspective of trainings, equipping dairy farmers, young rural men and women with the necessary skills to provide services to improve their incomes and job opportunities and the livestock sector productivity. Additionally, the project field team is rendering extensive follow-up support to its trained beneficiaries. This will ensure strong market linkages and availability of timely services, thereby boosting livestock productivity and household incomes in rural setups.

The Dairy Project is now ensuring compliance of essential environmental measures at all project sites. All matters concerning environment will also be implemented in the various training sessions and by the beneficiaries, while delivering services to the rural dairy farming community. This will ensure the sustainability of our efforts in the long-run.

I am happy to confirm that the Dairy Project's popularity is evident since the demand from beneficiaries for trainings is on the rise in rural communities, especially in Punjab. It must be noted that the Dairy Project has been invited to various platforms where a strong emphasis has been laid on subjects such as Pakistan's dairy sector, Islamic banking, poverty alleviation, and renewable energy and bio gas at the farm level.

The learning and accomplishments achieved during this quarter and the whole year must continue. In the end, I would like to pass on my best wishes to the project staff and field teams for their goals and targets in the coming New Year.

Happy holidays and season's greetings,

Jakob Moser
Project Director



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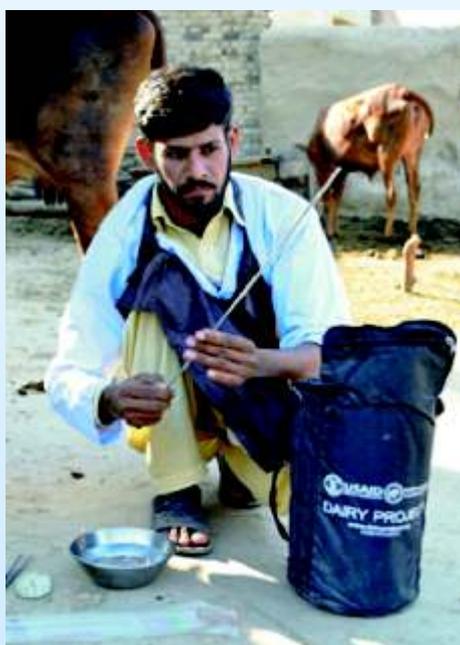
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Success Story

Mastering a New Skill

A young village boy learns an advanced skill and becomes an Artificial Insemination Technician (AIT) for dairy breed improvement in Pakistan



Mudassir Ali preparing to attend an artificial insemination case

“My decision to take the USAID-DRDF Dairy Project AIT training has proven to be fruitful for my family of seven and myself. My newly-learnt skill is life long and has made me a specialist in the field. I am excited to continue my work as an AIT, as the demand for artificial insemination and better breeding facilities is increasing by the day. Thank you USAID!”

Mudassir Ali, Dairy Project trained AIT from Chichawatni

“Life as a young laborer in Chichawatni, district Sahiwal was always uncertain. I knew my days as a laborer were numbered when I happened to meet the Dairy and Rural Development Foundation (DRDF) team one day,” says twenty year old Mudassir Ali from village 44/12 L.

Mudassir's previous job as a laborer meant he was always uncertain of the income he would make on a monthly basis, as it would vary. There was no permanent source of income.

But Mudassir had stumbled upon a new exciting opportunity that would change his life forever. “DRDF was seeking educated village boys who would like to learn a new skill and earn a better income as Artificial Insemination Technician (AITs),” explains Mudassir. “I didn't think twice and quickly expressed my interest to acquire a specialist skill and kick start my own AIT business.” Shortly after the interview and selection phase, on April 16th 2012, Mudassir left Chichawatni for a 5-weeks long challenging training in Burj Attari training center in Sheikhupura, near Lahore.

During the training, Mudassir learnt various techniques including detecting an animal's heat. According to Mudassir, heat can be detected by checking the animal's mucus and palpating the uterus. “Also, I learnt the full process of inseminating an animal and also conducting pregnancy tests. For instance, one must give an animal at least 2 months after the insemination until the pregnancy test is conducted, for efficient results,” he states. On 28th May, Muddasir attended his graduation ceremony as a successfully-trained Dairy Project AIT.

Since then, Mudassir has been performing insemination cases around his district and 70 percent of the cases have resulted in successful impregnation. He is able to earn PKR 150 per insemination case for local semen, and approximately PKR 1000 for imported semen. From pregnancy tests, Mudassir is able to earn PKR 2000 per month, and insemination cases churn around PKR 5,000 per month. “It's a challenge for me to convince the farmer to purchase the imported semen, and I usually explain that the better-quality semen will lead to better breeding and milk production, and more income for the farmer. Farmers have the animals, but they must focus on increased milk production through better breeds. Interestingly, there is a positive change in the farmers' mindsets, and they are keen on investing in good quality semen.”

Mudassir's total income from 6 months of practice from 142 insemination cases is PKR 38,950.

In October 2012, Mudassir's high performance as an AIT led him to receive a motorbike awarded by the Dairy Project. “Now, I am able to go to far-flung villages to perform insemination cases on time, and I am positive my income will increase even more. My family is also very happy with this advancement,” he says. “USAID has given me a lifelong expertise which will go a long way.”

Training Updates

Training and Support for Dairy Farmers

Trainings for dairy farmers and farm managers are in progress at Dairy Project's training farms. As of this quarter, October-December, 2012, Dairy Project provided two-day trainings to 651 dairy farmers, four-day trainings to 375 dairy farmers and one month trainings to 105 farm managers. To date, the project has provided two-day trainings to 4046 farmers, four-day training to 1007 dairy farmers, and one-month training to 105 farm managers which aggregates to a total of 5132 dairy farmers/farm managers.

Dairy Project's follow-up team for dairy farmers continued individual as well as group meetings with the project-trained farmers, to provide them technical assistance. The team successfully completed second silage campaign from July to December, 2012 conducting 106 shows in 73 villages at Chichawatni and Pir Mahal zones simultaneously. During the reporting period, a total of 8297 farmers were guided to adopt silage technique during fodder shortage season, to boost up their milk yield and incomes. Follow up team also contacted trained farm managers to obtain information about their post-training status. Out of 78 farm managers, 17 have set-up their own dairy farming businesses, while 14 are now providing farm management consultancy or employed in the dairy sector.



Farming community learning how to press the chopped fodder in airtight pit



AIT Training Class Room

Training and Support for Artificial Insemination Technicians

Training of 12th batch of AITs (84 candidates) is in progress. To date, 690 trainees (out of which, 28 AITs were from Sindh) have passed the University exam, received certification and established as AITs. Dairy Project has also selected trainees for the 13th batch from tehsil Yazman (District Bahawalpur) and tehsil Bahawalnagar (District Bahawalnagar). Moreover, identification of candidates for AITs from Khyber Pakhtunkhwa is under process.

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. First monthly meeting of 11th batch (from Khairpur Tamiwali and Hasilpur) was conducted on December 20 in the Dairy Project's zonal office at Hasilpur in which 34 AITs participated. AIT's performance survey is also under-way.

Training and Support for Women Livestock Extension Workers

Training of seventh batch of WLEWs (now consisting of 372 trainees) is in progress at the training centers established in Multan and Vehari. Different stakeholders (pharmaceutical and Vanda companies) were invited in WLEW training classes where they delivered briefing about their products. Moreover, visits of trainee WLEWs were arranged to public veterinary hospitals and to dairy farms. 76 Farmer help camps were also conducted in the villages of Vehari and Multan in which 5310 animals were treated.

The result of exams of sixth batch of WLEWs has been declared by the University of Veterinary & Animal Sciences, Lahore. As of this quarter, October-December, 2012, Dairy Project has trained 262 WLEWs, while 1645 WLEWs have successfully completed training to date. Dairy Project is also continuing social mobilization for selection of the eighth batch of WLEWs in Multan and Vehari zones.

Dairy Project's follow up team conducted 76 individual follow-up meetings with WLEWs of first and second batches and also conducted 14 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. Follow-up team also continued to distribute medicine/vanda kits and mobile phones among previous batches of WLEWs. Induction meetings/Farmers days of 6th batch are also under-continuation.



Trainee WLEWs during a practical training session

News & Highlights

Certification, Inaugural and Bike Distribution Ceremonies



The Dairy Project organized a Certification and Inaugural Ceremony for the 5th, 6th and 7th batches of Women Livestock Extension Workers (WLEWs) in Multan on December 5, 2012. The ceremony was attended by approximately 700 participants, and its objective was to distribute certificates among the 5th batch of WLEWs, and introduce the new batches as well. Speakers' list included Dr. Umair Iqbal, Dr. Sidra Iqbal, and Dr. Humera Iqbal. On this occasion, Dairy Project-trained WLEW Ms. Gulnaz who hails from Basti Palay Wala, spoke to the audience about the benefits of training and how she has now been able to earn an income and support her family. Also, a Dairy Project-trained farmer Mr. Riaz Hussain addressed the audience, and said that he took the two-day training, which helped him adopt new modern dairy farming techniques, leading to increased milk production. The ceremony ended with certificate distribution and closing words from Project Director Mr. Jakob Moser, who encouraged everyone, especially the females to strive hard for improving the dairy and livestock sector of Pakistan.



Moreover, a bike distribution ceremony was held on November 20 and 21, 2012 in Kamalia and Multan. A total number of 111 motorbikes were distributed to the certified AITs. Out of these, 45 were allocated to the trainees in Kamalia and 66 in Multan. Similarly, a certificate distribution ceremony of the fourth batch of WLEWs was held at Qasr-e-Qadir hotel in Kamalia. A total of 77 UVAS-certified WLEWs were able to graduate in Chichawatni zone.

Third Certificate Distribution Ceremony for Farm Managers



The USAID Dairy Project organized a certificate distribution ceremony for its third batch of farm managers, who undertook the month-long training at a model farm in Sukheki. This batch consisted of 27 trained farm managers, who arrived in Lahore on December 4, 2012 to attend the ceremony, and receive UVAS certification. Chairman Dairy Project Steering Committee Mr. Syed Yawar Ali was the chief guest of the ceremony, and other special guests included In charge of 24/7 Extension Departments Department UVAS Dr. Anila Durrani and Board Member DRDF Mr. Abdul Sattar Dogar.

On the occasion, Project Director Mr. Jakob Moser addressed the audience which also included trainees from the upcoming batch of the farm managers. He said, "Your decision to become a farm manager will go a long way, because the demand for farm management is increasing in Pakistan's dairy industry. The current scenario is changing, and you will be joining a powerful sector of the economy. I would like to congratulate you on this occasion."

Dairy Project-trained farm managers' contact information is available on www.dairyproject.org.pk for potential employers in the dairy industry.



News & Highlights

U.S. Delegation Visits Burj Attari Training Facility

A U.S. Delegation comprising of Chief of Communications Ms. Eileen O'Connor, Public Affairs Officer Mr. Peter Meier Brennan, and Information Officer Ms. Lydia Barraza visited Dairy



Project's Burj Attari training facility in October 2012. Through this visit, the delegation assessed 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) and Women Livestock Extension Workers (WLEWs). This visit helped the delegation to gain an insight through one-to-one interaction with Dairy Project-trained beneficiaries as well.



The delegation visit began with a tour of the Burj Attari training facility, and the visitors also got an opportunity to attend the classroom sessions. Thereafter, Project Director Mr. Jakob Moser delivered a presentation on the Dairy Project's achievements and general progress. This was followed by a thorough presentation delivered by the Dairy Project Communications Manager Adil Sultan, highlighting the progress of the communications-related activities of the project. The visit was concluded with an interactive refreshment break with the beneficiaries and group photos.



From the Lense of Photographer Derek Brown



New York-based photographer Mr. Derek Brown visited Dairy Project's sites and captured the ongoing field activities on November 2, 2012 in Chichawatni. Mr. Derek Brown visited villages 7/11 and 6/11 to meet and interact with Dairy Project-trained beneficiaries including farmers, AI Technicians, and WLEWs. The beneficiaries were captured while



practicing and implementing best dairy farming practices in their villages, including teat dipping, animal feeding and silage. The photos will be featured on USAID Pakistan's Facebook page and will also be developed as photo stories for wide public dissemination.

Derek Brown's work has travelled to over 30 countries for photography purposes, and his work has been published in magazines, textbooks and guidebooks all over the world.

News & Highlights

Dairy Project at the Pakistan Dairy Industry Conference 2012



On November 27, 2012, USAID's Entrepreneurs Project organized Pakistan Dairy Industry Conference at the Pearl Continental hotel in Lahore. The conference was a high profile event involving participation of the Prime Minister of Pakistan Mr. Raja Pervez Ashraf, and Ambassador of the United States Mr. Richard Olsen. The Dairy Project participated in the conference as a major source of delivery of U.S. assistance for the dairy sector.

On this occasion, Mr. Olson emphasized on the importance of Pakistan as one of the largest dairy producers in the world. He said that U.S. is committed to working with dairy farmers to help them increase their milk yield and profits. He highlighted two U.S. assistance programs designed to achieve those objectives, the 'Entrepreneurs Project' and the 'Dairy Project'.

Project Director Dairy Project Mr. Jakob Moser gave a brief introductory



presentation about the project and its activities to the audience. He highlighted the achievements and progress of the Dairy Project, and its component-wise contribution to the country's rural economy.

The Prime Minister in his concluding remarks appreciated the growing ties of support between US and Pakistan. He remarked that both the countries are committed to working and creating an economic partnership.

Dairy Project Live on 'Aap Hum Aur Behtar Zindagi'

The Dairy Project recently went live on 'Aap Hum Aur Behtar Zindagi', an interactive live weekly show on FM 101.

The Dairy Project participated in the show with the objective of informing and educating Pakistani audiences about the USAID-funded project's contribution towards the dairy sector, through empowerment of the local communities with opportunities for tangibly improving their well-being. The show introduced the project with its key objectives and highlights, and discussed its three major training components (Dairy Farmers, AITs and WLEWs) in length, and the project's immense contribution towards creating awareness of best dairy farm practices in Pakistan.

Dairy Project representatives present at the show included General Manager Field Operations Dr Sobia Naheed and Senior Development Advisor USAID Pakistan Mr. Sajjad Moghul, as well as two project-trained WLEW beneficiaries, Kiran Zulfiqar and Bushra Noreen hailing from the Pir Mahal zone. The beneficiaries spoke about how they learnt about the project and the way it has enhanced their skills with the objective of improving livestock productivity leading to better incomes, and a better life; they further emphasized how the Dairy Project has positively impacted their lives. The first of the two radio show episodes went live on October 15, 2012 and the second one featuring interviews with a project-trained AIT and farmer was aired on December 6, 2012.

The beneficiaries spoke about how they learnt about the project and the way it has enhanced their skills with the objective of improving livestock productivity leading to better incomes, and a better life; they further emphasized how the Dairy Project has positively impacted their lives. The first of the two radio show episodes went live on October 15, 2012 and the second one featuring interviews with a project-trained AIT and farmer was aired on December 6, 2012.



News & Highlights

Dairy Project at the UVAS Annual Job Fair



On December 8, 2012, the University of Veterinary and Animal Sciences (UVAS) held its Annual Job Fair to provide employment and internship opportunities to the university students. The event was organized by University Placement Centre, and was attended by representatives from various organizations from dairy, veterinary, pharmaceutical and poultry feed sectors.

The Dairy Project set up a stall on this occasion to guide university talent on project details and recruitment process. Students visited the stall in hundreds of numbers, and took great interest in the Dairy Project's efforts and they were briefed about the project's job and internship opportunities. On-spot applications were collected and souvenirs were given out as well.

Field Staff Training on Event Management and Effective Communication Skills



On Dec 25-26, 2012, the Dairy Project's Communications team organized a two-day training session for the project's master trainers and social mobilizers, hailing from Multan, Kamalia and Vehari zones. The training was a mix of in-house and outdoor comprehensive sessions, comprising of topics on effective communications skills and event management.

The objective of this two-day training was to help the project field teams in ensuring optimum use of the communications material including banners, brochures, classroom steamers, event management and photography; to evolve synergy, commitment, motivation, and win-win spirit among the project field staff and to help them ensure effective communication, planning, organizing and prioritizing skills in managing and delivering the agreed objectives within the specified time frame.

On this occasion, the Communications Specialist Ms. Shumaila Jamil shared pragmatic information on the topics through indoor sessions and interesting capacity building practical exercises.

The training workshop ended on a positive note and commitment shown by the participants, to follow the key learning, while joining hands together in pursuance of project deliverables.

"The training was a very positive and healthy step, which will help us ensure effective and efficient utilization of marketing material in organizing project events/ceremonies"

Dr. Saif
Master Trainer from Kamalia Zone



