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**Dairy and Rural
Development
Foundation**



DAIRY PROJECT PORTAL

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Dear All,
During the months of January, February, and March 2013, the Dairy Project team remained busy with several project key activities. Significant accomplishments during this quarter were fifth certificate distribution ceremony for Dairy Project-trained 29 farm managers, motorbike distribution ceremony for 129 successful AITs, Dairy project's mass awareness campaign on Mycotoxin and the project's representation at international forum on the same issue, and successful completion of the third silage campaign.

I am happy to see that the Dairy Project-trained Dairy Farmers, Women Livestock Extension Workers (WLEWs) and Artificial Insemination Technicians (AITs) are now practically applying the skills and knowledge they have acquired during the trainings. This is supporting the growth and development of Pakistan's dairy sector, and yielding better incomes, enhanced milk production and employment opportunities for the rural farming communities. Dairy Project through its trainings for dairy farmers, WLEWs, and AITs is committed to further improving the performance of the beneficiaries by providing strong follow up support for greater benefits and better market linkages.

Recently, Dairy Project hosted a motorbike distribution ceremony in Multan for 129 successful AITs, who successfully completed the five-week long project training on artificial insemination. On this occasion, Mission Director USAID Pakistan Mr. Jonathan Conly awarded 129 motorbikes to the skilled AITs. The event was also widely covered by multiple media outlets. The Dairy Project's training program for AITs will continue to empower unemployed rural youth to become entrepreneurs, providing breed improvement services to dairy farmers, ensuring improved breeds, high milk yields and increased incomes.

Dairy Project is running a campaign, to raise awareness on the issue of Mycotoxins metabolic – by-products of fungi, which cause serious health problems in cattle and other animals, including reduced weight gain, capillary fragility, reduced fertility, suppressed disease resistance and even death. To acquire latest and international working knowledge on the issue, Dr. Sobia Naheed General Manager Field Operations Dairy Project and Dr. Roman Saghar recently attended a conference on Mycotoxin in Bangkok, where modern research on this vast topic was presented and through this visit the Dairy Project got insight into the latest scientific information, which will be incorporated in the project's training curriculum.



I am sure that the benchmark Dairy Project has set will go a long way to boost the dairy industry in Pakistan. I would like to thank the project staff for translating their energies and potentials in concrete steps to achieve the project deliverables. I would encourage everyone to continue working in the same spirit. Thanks for staying focused and doing what will make a difference!

Warm Regards,
Jakob Moser
Project Director

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Success Story

Rural Woman Gains Income

USAID trains educated rural woman as livestock extension worker to help create better income opportunities



“My association with Dairy Project has enabled me to lead a successful life by giving me the opportunity to work as a livestock extension worker. Through trainings, I became aware of the importance of animal nutrition and hygiene which will enhance livestock productivity. I owe my achievements entirely to the Dairy Project for showing me a new route in life and giving me a platform to further nurture my skills.”

Nasreen Akhtar, Dairy Project trained Women Livestock Extension Worker from District Vehari, Punjab

“In the current modern times, women need to step-up and be equal partners in running their households. Devoting themselves only to domestic chores limits their opportunities of potential growth and their natural talents remain hidden,” says the confident Nasreen Akhtar, a resident of district Vehari, in Punjab. Nasreen is the wife of a dairy farmer and a mother of four kids. “As parents, we wanted to give the world to our kids. My heart wept every time I refused to buy them things only because it was unaffordable,” says Nasreen while sharing her feelings, “My husband's earnings as a small dairy farmer were insufficient and didn't cover all our expenses. Having done only matriculation, job opportunities were limited and I felt helpless.”

Amidst such darkness, as Nasreen was pondering over future prospects, she met Dairy Project's social mobilization team informing her of training courses as Women Livestock Extension Workers (WLEWs). “I was excited to speak to the Dairy Project team, and following my intuition, applied right away,” says Nasreen enthusiastically. Given her education credentials and motivation, she was selected for the course in the fifth batch and began training in October, 2012.

The United States Agency for International Development (USAID) and Dairy and Rural Development Foundation (DRDF) through the Dairy Project are filling the void in Pakistan's dairy sector by offering one-month long training course to young educated, unemployed women in rural areas. Project is imparting animal health management skills to reduce disease incidence in dairy animals, which in turn will improve livestock productivity and enhance incomes of rural households. The Dairy Project is determined to train 5,000 WLEWs in joint collaboration with the accredited veterinary institute, University of Veterinary and Animal Sciences (UVAS) for certification.

“The trainings opened up new avenues for me, both at a personal and career level. My understanding of dairy farming changed completely once the training course completed. Our instructors educated us about basic preventive animal health measures, identification of the most common diseases, immunization and basic treatment, animal nutrition and hygiene, and water management,” Nasreen Akhtar shares her understanding of livestock health care. Keeping in view the social background and security concerns, she compliments the dairy project team for facilitating the trainees by arranging for pick and drop services to and from the training site.

Upon successful completion of the course, Nasreen Akhtar chose to establish herself as a vanda seller which is high quality concentrated animal feed. So far, Nasreen has sold 86 bags of vanda including the 30 bags received initially from the Dairy Project team to kick-start her business.

At present, Nasreen Akhtar is living a successful life with prospects of a brighter future. She has set up a small vanda shop where her husband is playing a supportive role in managing the business. “My profit during the first three months was around USD 102 (PKR 10,000) which is more than enough for our basic necessities; I try to plough back most of the profit earned so that I can expand my business. If I continue in the same manner, I am quite hopeful that I will be able to take my business to the level,” says the determined Nasreen.

Belonging to a small village, where women are home-bound, Nasreen Akhtar's life has changed significantly, but only for the better. She has moved ahead in life from being a housewife to a livestock extension worker with a more secure future made possible only with the assistance of USAID and DRDF.

Success Story

Traditional Dairy Farmer Improves Earnings

USAID helps dairy farmer Mushtaq Ahmed to adopt progressive dairy farming practices leading to increased milk yields and incomes



Mushtaq Ahmed practicing deworming, a useful technique for ensuring good health of an animal

“I participated in the USAID-DRDF Dairy Project's two-day farmer training which has been an eye-opener for me. Small-scale dairy farmers like me are unaware of the reasons behind the low per animal milk yield, and hence can really benefit from this training, which focuses on inculcating best dairy farming practices at the farm-level for higher yields and better incomes.”

Mushtaq Ahmed, Dairy Project trained farmer from District Jhang, Punjab

Mushtaq Ahmad, a dairy farmer from Nawan Chak, Tehsil Shorkot, District Jhang (Punjab) was managing his farm with a traditional approach, through which he was acquiring just 18 liters of milk per day from seven milking animals. In early 2012, when he had an opportunity to meet the USAID-DRDF Dairy Project team, he decided to take the plunge, persuaded his farmer friends to join in— and then participated in the project's two-day farmer training.

“I was looking for a positive change at my farm. Things were stagnant and I wanted to learn something new and benefit from increased milk production and income for my family and myself,” he says.

Mushtaq Ahmed and his farmer friends gathered at the Sukheki training farm for two days, where they learnt a multitude of new techniques and adopted most of these practices. “Now, I am practicing deworming, vaccination, teat dipping and providing my animals with free access to water. The productivity of my animals has increased significantly,” he confirms. Most of his farmer friends have also started adopting these best farming practices after witnessing Mushtaq's success.

Mushtaq Ahmed's monthly sales have gone up from PKR 21,620 to PKR 40,000.

There has been a significant positive change in Mushtaq Ahmed's farm and in the lives that surround him. “Initially, I had to hire four people to take care of the animals and give them water. Since the animals now have free access to water all day, a best dairy farm practice, I have to employ only one resource to look after them. The animals are not dependent on us anymore. Things are shaping up and even the females in my family are now getting engaged in the farming business; my son wants to adopt the same in the future.”

USAID's Dairy Project aims to continue its dairy farmer trainings, in order to make a transition at the farm-level from traditional to modern dairy farming. As a result of this initiative, farmers are experiencing a shift in their farming practices and illustrating this through higher milk yield, incomes and livelihoods. These trainings are helping rural dairy farmers generate higher incomes, resulting in economic growth for the country.

Training and Support for Dairy Farmers



Dairy Farming in Pakistan

The dairy and livestock sector contributes around 12 percent to the Gross Domestic Product (GDP) of Pakistan. There are 7 million farming families and 67 million cattle and buffaloes in Pakistan, out of which around 4 million farming families live in the Punjab province. Dairy farmers, with most of them being farmers with only two to three dairy animals, are not following progressive dairy farming practices, therefore, milk and meat supply is not able to meet the growing demand. In rural Pakistan, farmers have limited knowledge about modern dairy farming practices which have been adopted internationally for higher outputs and profits. Moreover, farmers have very limited access to veterinary and breed improvement services, which if available, can improve dairy animals' milk yield and eventually livelihoods and incomes of rural communities.

Dairy Project Response

USAID-DRDF Dairy Project's extensive training program for dairy farmers is playing an important role in transforming livelihoods of rural communities. During the life of the project, 9000 farmers and 100 farm managers will be trained in best dairy farming practices, improved feeding and animal nutrition, basic level animal health management, farm equipment management, shed management, and the importance of improved breeds. The Dairy Project offers three types of training under this component: two-day farmer training, four-day farmer training and one-month farmer/ farm manager training. Trainees are selected on the basis of livestock herd size, educational qualifications and other selection criteria. The Dairy Project's farmer component also includes an extensive mass awareness campaign on best dairy farm practices that uses print, radio and television media to reach out to its target audience.

Beneficiary Mobilization and Training Sites

Dairy farmers from district Bahawalpur, Chiniot, Jhang, D.G

Khan, Khanewal, Lahore, Layyah, Multan, Muzaffargarh, Okara, Pakpattan, Rawalpindi, Sahiwal, Sargodha, Sheikhpura and Toba Tek Singh in the Punjab are being trained. Most of the farmers will be selected from South Punjab. The project will also train 800 farmers from other provinces. The farmers are trained at model dairy farms in the Punjab located in Kamalia, Khanewal, Renala Khurd and Sukheki.

Expected Outcomes

- At least 10 percent increase in the household income from dairy activities of project-trained dairy farmers,
- At least 20 percent reduction on average in animal disease incidence,
- At least 10 percent increase in milk yield per animal
- Adoption of best dairy farming practices increased because of project-supported trainings/awareness, and
- Market linkages improved for dairy farmers.



Key Achievements

Two day, four day and one month trainings for dairy farmers and farm managers are in progress at Dairy Project's training farms. As of this quarter, January-March, 2013, Dairy Project provided two-day training to 775 dairy farmers, four-day training to 251 dairy farmers and one-month training to 85 farm managers. To date, the project has provided two-day training to 4797 farmers, four-day training to 1301 dairy farmers, and one-month training to 163 farm managers on best dairy farm practices, which aggregates to a total of 6261 dairy farmers/farm managers.

Training and Support for Artificial Insemination Technicians (AITs)



Artificial Insemination for Better Breeding

The livestock sector contributes 55 percent of the total share to Pakistan's agriculture economy. The dairy and livestock sector has tremendous potential for growth and is a major source of living for millions of people across rural areas. In order to improve milk productivity, there is an immense need to introduce cross-breeding through Artificial Insemination (AI). This can help increase a dairy animal's milk yield by 40 to 50 percent. However, poor genetics is a major reason for low productivity per dairy animal. In order to improve the genetic potential of existing breeds, there is a vital need to introduce the trend of cross breeding through artificial insemination techniques for better milk production and profitable dairy farming in Pakistan.

Dairy Project Response

The Dairy Project aims to improve AI services for better breeding facilities leading to increased livestock productivity and enhanced incomes of rural youths across Pakistan. The Dairy Project's AI trainings will significantly empower unemployed youths as entrepreneurs ready to offer their services to dairy farmers, who are in turn acquiring access to better quality semen supplies ensuring better breeding of animals. The overall aim is to ensure that through better breeding, farmers are able to increase their milk production and incomes. As a result, income opportunities for both farmers and AI technicians are being created. At least 300 AITs (out of 2000) are being selected from other provinces than Punjab. For selection of trainees, project mobilizers are supported by advertisements through print and media campaigns. Selected candidates are shortlisted and finalized

as per an agreed criteria, and selection from all four provinces is ensured through support organizations. The trainees are provided five weeks in-house training at selected training centers. Successful candidates are provided support kits to facilitate their initial business needs as well. Technical support is provided through regular project follow-up teams to address any problems in delivery of AI services. In order to facilitate the work of established entrepreneurs, the Dairy Project also provides a motorbike if the trainee has successfully met the performance criteria. AITs who have already received a motorbike have benefited since they are now able to travel long distances to other villages in order to perform insemination cases, and also respond timely to urgent AI needs.

Beneficiary Mobilization and Training Sites

Young unemployed youth from district Faisalabad, Lodhran, Multan, Sahiwal, Toba Tek Singh, Jhang, Khanewal, Muzaffargarh, Pakpattan and Vehari in Punjab are being trained. In Sindh, AITs are selected and trained from Benazirabad, Khairpur, Larkana, Matiari, Naushehro Feroze and Sukkur.



Expected Outcomes

- 2,000 AITs trained (with at least 300 from other provinces than Punjab)
- Around 3500 villages served by project-trained AITs offering services to farmers
- Income of at least Rs. 3,000 per month for each active AIT
- Farmers' use of quality AI services from self-employed AITs increased
- Conception rate in AI villages of at most 1.7 inseminations per pregnancy
- 2000 AITs linked with the input suppliers
- Improved dairy cattle breeds

Key Achievements

Trainings for Artificial Insemination Technicians are in progress at Dairy Project's training sites. As of this quarter, January-March, 2013, Dairy Project provided five weeks training to 174 AITs. To date, 945 trainees have been trained and certified by the University of Veterinary and Animal Sciences (UVAS), Lahore and PMAS-Arid Agriculture University, Rawalpindi are now successfully providing breed improvement services as established entrepreneurs. As of March 2013, the Dairy Project has awarded 470 motorbikes to the project trained AI Technicians.

Training and Support for Women Livestock Extension Workers

Women in Dairy and Livestock

In Pakistan, a majority of rural women are involved in livestock management primarily in the field of feeding, watering, milking and medication. More than 80 percent of the females involved in livestock farming are poorly educated or illiterate, but they have the potential to learn and establish themselves as entrepreneurs to generate income through such training projects. Due to lack of guidance, training, and access to markets and poor resources they are unable to learn and adopt such income-generating activities on their own.

Dairy Project Response

Dairy Project aims to train 5000 WLEWs and select candidates who are educated, and have preferably passed secondary level or Matric examinations. They are given four-weeks of classroom training and later, the examination by UVAS assesses and certifies their technical knowledge. The training course comprises vaccination, deworming, animal health management, importance of balance diet/nutrition of animals, Mastitis control and its basic treatment, Tympani, Diarrhea, temperature, cough, wound treatment, allergy reaction, tick and maggot therapy, common infectious and non-infectious diseases of dairy cow/ sheep goat and their basic level treatment at the village level. WLEW are also being given awareness on milk and milk business, breeds and breeding of dairy cows, record-keeping, environment, and communication skills etc. WLEWs are provided with an initial business support kit comprising medicines or vanda (concentrated animal feed) bags.

Beneficiary Mobilization and Training Sites

Females from Districts Multan, Sahiwal, Toba Tek Singh, Jhang and Vehari in Punjab are being selected. Currently



there are ten training sites for WLEWs in the designated villages of Multan and Vehari.

Expected Outcomes

- At least PKR 3000 per month income of WLEWs from livestock services
- Increased availability of livestock services in the project-targeted villages
- Farmers' access to services of self-employed WLEWs increased
- At least 30,000 farmers being assisted per month by WLEWs by the end of the Project
- Market Linkages for WLEWs improved working



Key Achievements

Training of 10th batch of WLEWs is in progress at the training centers established in Multan and Vehari. As of this quarter, January-March, 2013, Dairy Project has trained 838 WLEWs, while 2470 WLEWs have fully completed training, to date.

News & Highlights

Fifth Certificate Distribution Ceremony for Farm Managers



On February 6, 2013, the USAID-DRDF Dairy Project hosted a certificate distribution ceremony for 29 farm managers, who undertook the one-month long farm management training course held at a model farm in Sukhekhi, Punjab. The event was addressed by various notable officials who are playing an active role in transformation of the dairy sector. On this occasion, Mr Jakob Moser, Project Director Dairy Project, while appreciating the relentless efforts of the Dairy Project's Master Trainers and the project staff said, "Adopting new best practices leads to increase in milk yields which in turn, translate to increased incomes. Dairy Project, in this way, is bringing a paradigm shift in the prevailing primitive methods of dairy production and thereby in incomes and employment levels in the project-intervened villages."

The closing remarks were given by Mr. Syed Babar Ali, Advisor Packages Ltd and Pro Chancellor LUMS, who was also the chief guest of the ceremony. "Pakistan's dairy industry is flourishing

rapidly and has an immense potential for growth. The dynamics of this entire industry have changed totally in the last two decades. A lot of new players have entered the field due to which, the demand for farm managers is increasing more than ever before. You have chosen the right path and your decision to participate in the trainings will certainly prove to be fruitful in the long run," Mr. Babar Ali said while congratulating the graduates and encouraging the new batch members.

Dr. Muhammad Zubair, DRDF Field Operations Manager, Dr. Sobia Naheed, GM Field Operations Manager also shared their thoughts with the graduates and also the newly recruited members of the upcoming batch.

During the life of the project, the Dairy Project aims to provide training and support to at least 9000 dairy farmers including farm managers' training for 300 farmers and graduates. Out of these farmers, at least 800 farmers are to be selected from other provinces including provinces of Khyber Pakhtunkhwa, Sindh and Balochistan.



Dairy Project Continues Silage Demonstration Shows

This year the Dairy Project continued its efforts with silage demonstration shows, with the objective of encouraging farmer community to adopt the best practice of making and feeding silage to their animals for higher milk output. The goal of the silage demonstration shows is to encourage filling the gap created during fodder shortage periods with farm-grown maize which is harvested, chopped and stored under airtight conditions in bunk silo pits. Corn silage has become a staple fodder input for high yielding dairy animals, and the Dairy Project has identified that farmers are very keen on learning the techniques of silage-making.

Between January and March 2013, five shows were planned and conducted in tehsil Kamalia. In Vehari zone, two shows were organized in village 6/WB and Moza Alahabad with a total gathering of 87 and 69 farmers in the respective villages. The farmer attendees have been motivated to adopt silage-making as a modern dairy farming technique to revitalize their dairy farming businesses, and boosting milk supply and incomes.

"After attending the USAID-DRDF Dairy Project's Silage Demonstration Show, I adopted the silage-making practice in my village 14/11L, where I own a two-acre size pit. I am pleased to say that after feeding silage to my herd of animals, the milk output of my farm has successfully increased by 2 liters per animal. I would like to thank the Dairy Project Team for encouragement.

Dairy Farmer Javed Gujjar, Village: 14/11L

News & Highlights

USAID's Dairy Project Awards 129 Motorbikes to AITs



On March 5, the Dairy Project organized a motorbike distribution ceremony in Multan for 129 AITs, who successfully completed the five-week long project training on artificial insemination. On this occasion, Mission Director USAID Pakistan Mr. Jonathan Conly awarded 129 motorbikes to the skilled AITs, and said, "The United States government is committed to helping Pakistan boost its economic growth. This project has helped nearly 3,000 young people in rural Punjab get jobs and earn income to support their families as technicians, farm managers, and animal healthcare workers." He confirmed that the United States government will ensure economic gains for the Pakistani people through such unique partnerships and programs.

The Dairy Project Motorbike Distribution Ceremony was also attended by USAID Mission Director Punjab Mr. Jeffrey N. Bakken, Chairman Steering Committee Dairy Project Mr. Syed Yawar Ali, Senior Development Advisor USAID Mr. Sajjad Moghal, DRDF board members Dr. Aleem and Mr. Aamir Abdullah and project beneficiaries.

Speaking on the occasion, Project Director Dairy Project Mr. Jakob Moser said, "The Dairy Project's training programs empower unemployed youth to be entrepreneurs who can offer their skills – honed by this project's training – to enable dairy farmers to have stronger, healthier cattle that will produce more milk and thus, increase their incomes."

During the ceremony, successful project-trained AIT

Mr. Muhammad Amjad spoke to the audience about his training experience, and his journey of becoming a skilled AI technician working towards breed improvement in Pakistan. He stated, "I had been unemployed for several years until I met with the DRDF team, who put me on a path that transcended a new skill to me. The five-week training program was rigorous and I am now a skilled AI technician earning a monthly income of PKR 9,000 per month in my village. The dairy farmers, who are my clients, are also very satisfied."

Towards the end of the ceremony, USAID Mission Director Pakistan Mr. Jonathan Conly and other guests got a unique opportunity to interact with the trained AITs who successfully inseminated dairy animals, and the farmers who benefitted from this.

Up till March 2013, the Dairy Project has distributed a total number of 470 motorbikes to high performing project-trained AITs. The provision of timely AI services foster good quality breeds for improving livestock productivity and enhancing incomes of rural youths assisted by the project. The Dairy Project's AI trainings significantly empower unemployed youths as entrepreneurs who can offer their services to dairy farmers, who are in turn acquiring access to better dairy breeding services. The motorbikes provided by the Dairy Project ensure that these AITs are able to travel to far-flung villages and attend timely insemination cases. Through motorbike distributions in the future, the Dairy Project will continue to ensure that the performance level of AITs is high, a key essential for breed improvement and increased income opportunities in their villages.



Photo Feture

Dairy Project's Team Attends Mycotoxin & Salmonella, 2013 Conference



Dairy Project team's visit to Chokchai farm in Bangkok, Thailand.



Dairy Project team in discussion with an Indian company representative.

On March 12-14, Dr. Sobia Naheed, General Manager Field Operations and Dr. Roman Saghar, In charge of model training center at Sukhekhi, Punjab attended a conference about Mycotoxins & Salmonella 2013 held at the Imperial Queen's Park in Bangkok, Thailand. Different activities were planned for their trip over the three-day time period.

There is intense hype about Mycotoxins in the dairy industry these days and precautionary measures are being taken to prevent its spread. Mycotoxins are the metabolic by-products of fungi. They can cause serious health problems in cattle and other animals, including reduced weight gain, capillary fragility, reduced fertility, suppressed disease resistance and even death. Seminars and presentations by dairy experts were part of the conference agenda. The conference was helpful for the attendees as it enabled them to acquire a better understanding of the issue and various preventive methods.

On the second day, VIV Asia 2013 exhibition, world's most promising trade show held in Asia, offering a broad pallet of opportunities to investors ranging from feed to meat, was attended by the Dairy Project delegates. Almost 700 companies from 40 countries had set up their booths at the exhibition. The team visited a variety of stalls: EW-Nutrition Germany, Zargo Singapore Ltd, Neogen USA/Canada, Natural Remedies India, Biomim USA and many others.

The next day, Siripong Corporate Agricultural Services Manager for Nestle Bangkok arranged a trip for the Dairy Project team. They visited the Chokchai Dairy Farm, Muaklek Dairy Farmer Cooperative and Feed Mill. "By visiting the dairy farm and other associated plants with the dairy, we got a better insight of the working of the different aspects of dairy in Thailand. In this way, we were able to compare the situation with that in Pakistan, making us capable of improving the current position in the country", says Dr. Sobia.



"VIV Asia 2013 exhibition was a great opportunity for Dr. Roman and me. We got a chance to interact with key market players from all around the world, and about the actions that they have taken to prevent the spread of this toxic fungus," Dr. Sobia said while sharing her trip details.



Visit to the feed mill



VIV Asia 2013, Exhibition at BITEC Bangkok, Thailand – offered a unique selection of global, regional as well as Asian players of growing importance.

Role of Women in Dairy

Dairy Project Economically Empowers Women



Pakistan recently reaffirmed its pledge at the United Nations for reforming the status of women for national prosperity, through women's empowerment by eradicating poverty and implementing effective legislation with support from the international community. The current status of the Pakistani women, especially in rural areas appears weak despite these reaffirmations. Pakistan's pursuit of achieving women's empowerment has been shaken by targeted-violence, inadequate healthcare and education, lack of job opportunities and access to resources, political manifestos and a burgeoning patriarchal mindset among other aspects.

Pakistan's concern with women's liberation and their economic empowerment, especially in rural areas has deepened. According to the Economic Survey of Pakistan, literacy rate for females is 35 percent as compared to 63 percent for males. Share in employment is a key indicator of the economic status of rural Pakistani women, and the current figures reflect a serious problem. For instance, out of 61.3m adult rural women, only 2.53m are employed and a mere 1.87m are self-employed.

USAID's Dairy Project has identified this widening gap through its key component 'Training and Support for Women Livestock Extension Workers (WLEWs), which aims at economically empowering rural women through promotion of their livestock business leading to enhanced income opportunities and better livelihoods. More than 80 percent of the females in livestock farming are poorly educated, but through the Dairy Project's training component, 5000 WLEWs will be trained to develop income-generating activities in their villages. The Dairy Project is creating job opportunities for rural females, which generate at least PKR 3000 per month, improve the females' access to markets, and towards the completion of the project.

The Dairy Project's training targets are adjoined with the objectives of enhancing economic and social empowerment for rural females, despite the current cultural constraints, especially in Punjab. The Dairy Project ascertains this through a gender-sensitive working model being implemented at each process starting from village selection to post-training follow-up sessions. During the selection of WLEWs, the Dairy Project team assesses the candidates through several meetings with their family, observing key indicators such as the female's decision-making power and family structure.

Moreover, after the WLEW selection process, the Dairy

Project tackles the females' mobility issue by providing a free pick and drop service to and from the training classroom site. In rural setups, freedom of movement can often be a hindrance for females who want to have access to trainings, skills development and income opportunities. During the four-weeks training phase, special instructions are given to the females with regards to their interaction with the community and basic safety measures. But the Dairy Project's efforts do not end here; a female master trainer ensures complete post-training follow-up support for the WLEWs.

Gender empowerment for rural Pakistani females, a generally marginalized segment of the society, cannot be fully achieved until there is a gradual mindset change at the community level. As part of its efforts, the Dairy Project ensures women-to-women support since empowerment is also dependent on the support women have for each other. Dairy Project ensures this by establishing at least two WLEWs in one village, where they can make group visits to farms as per social requirement for safe movement.

The Dairy Project has also successfully emerged as a gender-sensitive organization, which has ensured the participation of females at all levels, including staffing at the PMU level, field operations and community. While the project's key emphasis is on training targets and maximizing income opportunities for rural women leading to economic gains, major focus will continue to be on a holistic empowerment approach for Pakistani village-based women to become economically powerful enough as a key economic role player in the family.



Raising the Bar

USAID-DRDF Dairy Project aims 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. The project aims at maximizing the potential of Pakistan's dairy sector through four components built on the premise that effective training and awareness building can quickly align the local dairy sector with the modern best practices; thereby improving sector's productivity. 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 will play an important role in transforming livelihoods of rural communities. Here is a brief account of the Dairy Project's trained beneficiaries, explicating the impact of the project's efforts on their lives.

Dairy Project-trained farmer Muhammad Farooq Khan Basti Shorkot, Vehari



"I took the USAID-DRDF Dairy Project's two-day training in Khanewal. Becoming a part of Dairy Project has helped me in ways more than one. I see myself as a successful farmer who is able to not only increase milk yields, but also develop a positive vision towards best dairy farming practices. With income boosts that followed shortly after implementing best dairy farming practices taught by the project, my family has experienced financial prosperity and we are doing well. Our animals are healthy, and my farming techniques have improved drastically. The increase in milk production by three litres per day per animal on my farm is testimony to this!"

Dairy Project-trained AIT Mudassir Mukhtar Ali Chichawatni, Sahiwal



"As a Dairy Project-trained AI technician, I have been conducting insemination cases around my district, and 70 percent of the cases have resulted in successful impregnation. I am able to earn PKR 150 per insemination case for local semen, and approximately PKR 1000 for imported semen. It's a challenge for me to convince the farmer to purchase the imported semen, and I usually explain that better-quality semen will lead to better breeding and milk production, and more income for the farmer."

Dairy Project-trained WLEW Mussarat Kausar Vehari, Punjab



"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. My husband and two children have benefited immensely, as I have become another source of income for the family."

Dairy Project-trained Farm Manager Rao Muhammad Saleem- Gatoi, Muzaffar Garh

"When I saw the training announcement in a newspaper, I knew I wanted to adopt dairy farm management as a career. I had thought about certain benefits I would acquire from trainings, but later realized that there was much more to gain. It was a challenging training, but USAID's Dairy Project team was very accommodating. We learnt about better breeding, animal feeding and better milk production, fodder planning, and shed management among other aspects. As successful UVAS- certified farm managers, we can play an important role in reshaping Pakistan's dairy industry."

