



USAID
FROM THE AMERICAN PEOPLE



**Dairy and Rural
Development
Foundation**



Volume 2 -- Issue 2

DAIRY PROJECT PORTAL

Dairy Project Publication

April - June 2013



Dear All,

The Dairy Project is proud to present its sixth edition of the Dairy Project Portal, which contains useful updates on the project activities for the months of April, May and June 2013. Many achievements and events are noteworthy during this time period.

Dairy Project participated in a two-day agricultural exhibition and conference organized by the Dawn Media Group held at the Lahore Expo Center, on April 4-5, 2013. This exhibition was an opportunity to highlight the project's interventions under a U.S. pavilion, where other



USAID projects also showcased their work. Also, on May 2-3, 2013, Dairy Project collaborated with the Government College University (GCU) Lahore to roll-out an International Conference on Institutions, Growth and Development in Pakistan to promote a dialogue on Pakistan's future development priorities in the light of economic performance of the past decade. Dairy Project took part in these initiatives to showcase its achievements made possible through USAID's economic growth assistance for Pakistan. The project highlighted the significance of its training programs for the rural dairy farming communities, which improves livestock productivity for increased milk yields and incomes. Also, Dairy Project's delegation visited India, to gain a deeper understanding of the working and structure of India's flourishing dairy industry and world's largest dairy cooperative, 'AMUL.'

A series of street theater shows along with production and airing of TV and radio spots in Urdu and regional languages (Punjabi, Seraiki, Sindhi and Pushto) were other significant accomplishments of Dairy Project. These initiatives received an overwhelming response, sensitizing rural farming communities on the importance of adopting modern dairy farming practices for increased milk yields and incomes.

The learning and milestones achieved during this quarter must continue. Surely, these concerted efforts will help us realize our potential and deepen our commitment to achieve goals for the ultimate success of the project. Finally, I would like to convey my best wishes to all of you and your families for the holy month of Ramadan!

Happy fasting!

Warm Regards,

Jakob Moser
Project Director



Inside

- 02 Opening New Doors for Rural Women
- 03 From Small to Big with USAID's Support
- 04 Training Updates
- 05 Dairy Project Exhibits at Dawn Agri Expo
- 06 Raising Awareness through Street Theatre Shows
- 07 USAID Dairy Project Launches TV and Radio Campaign
- 08 One Word with Dr. Salman Shah
- 10 Dairy Project Tours India
- 11 Dairy Project Launches International Conference with GCU
- 12 Media Clips - GCU International Conference

Success Story

Opening New Doors for Rural Women

USAID imparts an income generating skill of livestock extension services to rural women in Pakistan



“By providing extension services to dairy farmers, I am able to contribute financially to our household expenditure. Through these trainings, I learnt about preventive measures to maintain dairy animals' health and hygiene which is a basic step to increased livestock productivity, milk yields and incomes.”

Bushra Ibrar, Dairy Project trained Women Livestock Extension Worker from District Toba Tek Singh

“I am the eldest child in a family of nine. My father owns four acres of land used for cultivating seasonal crops. However, while growing up I saw my parents struggling to make both ends meet. Due to constant financial adversity, I discontinued education to lend a helping hand to my parents,” says Bushra Ibrar a resident of Tehsil Kamalia in district Toba Tek Singh, Punjab.

When the Dairy Project's social mobilization team arrived in Bushra's area, she showed a keen interest in obtaining extension services training. Thereafter, successfully completing the Women Livestock Extension Workers (WLEWs) training course certified by University of Veterinary and Animal Sciences (UVAS), she started providing animal health services in her village.

“Prior to the trainings, I could not contribute much to the household income partly due to lack of education. Now, I have been able to set up my personal business through which I am providing livestock extension services to the dairy farmers in my village,” Bushra explains.

The Dairy Project realizes the need to make special arrangements for female population in Pakistan which comprises of more than fifty percent of the total population of Pakistan. As such, the project has dedicated a special component to fill this void in the traditional socio-economic structure of the country where the role of women is neglected.

Through its WLEW component, Dairy Project, a partnership between United States Agency for International Development (USAID) and Dairy and Rural Development Foundation (DRDF), aims to train educated unemployed rural women in animal health management. The project is determined to train 5000 WLEWs by offering six-week long training course that includes basic preventive animal health measures, identification of the most common diseases, animal nutrition and hygiene, and water management. The trainings are providing project-trained livestock extension workers with income boosts and better lifestyle, and it is also providing dairy farmers with increased access to extension services which were otherwise not readily available. Consequently, this ensures increased milk production and incomes in the dairy sector.

The USAID-DRDF Dairy Project team assisted Bushra Ibrar in learning about the techniques of animal disease prevention and basic livestock management, which includes measures such as timely and scheduled vaccinations against diseases including mastitis and Foot and Mouth Disease (FMD). “In the first five months of my business, I handled 300 cases and have earned a net income PKR 5,000 per month. Initially the farmers were hesitant to get proper animal health care from me. Gradually after observing the benefits of improved livestock productivity and milk yields due to better animal health and hygiene, they are eager to take benefit from my extension services,” concludes a confident Bushra Ibrar.

Success Story

From Small to Big with USAID's Support

USAID provides trainings to dairy farmers which improve livestock productivity and milk yields, thus increasing incomes



“I took part in the four-day training course offered by the Dairy Project. These trainings helped me immensely; I learnt about progressive farming practices such as teat dipping, free access of water to animals and most importantly the significance of silage. After adopting these practices, milk yields have increased significantly.”

Syed Athar Ali Shah, Dairy Project trained Dairy Farmer from District Multan.

Syed Athar Ali Shah, a resident of Chah Jadey Wala, tehsil Shujaabad in district Multan inherited dairy farming as a profession. He continued to run the dairy farm on the same traditional lines as his ancestors. Before trainings, he obtained 4.3 liters of milk per animal from a total of seven lactating animals. “My net income from the sale of milk yields was PKR 6,000 per month. Honestly speaking, I was quite disturbed. We used to spend the entire day taking care of animals and making sure they are getting the correct feed, but somehow the results were not up to the mark,” Shah shares his worries with the team.

Shah's eagerness to turn the tables over at his dairy farm connected him with the Dairy Project's social mobilization team. The team was working in his area to motivate the villagers to attend training courses offered by the Dairy Project. Shah showed a keen interest and was subsequently enrolled in the four-day training course offered at Kamalia farm.

The United States Agency for International Development (USAID) and Dairy and Rural Development Foundation (DRDF) through their Dairy Project has an ambitious plan to provide training and support to 9000 dairy farmers to develop prevalent dairy farming practices for improving livestock productivity and enhancing incomes of rural households assisted by the Project, thus changing the mindset of dairy farmers and encouraging them to adopt progressive farming practices.

“Upon my return to the dairy farm once the training finished, my cousin and I decided to expand and run the farm on a commercial basis. We increased the herd to a total of 22 dairy animals. The trainings were very helpful and taught me so many things: we constructed an animal shed and managed to ensure free access of water. Other practices that I have adopted include deworming which protects animals against intestinal parasites and vaccination to prevent Mastitis and Foot and Mouth Disease (FMD),” Shah explains the changes in his practices after Dairy Project's trainings.

At present, Athar Ali Shah's per animal daily milk production has risen to 6.4 liters. This increase coupled with reduced labor costs as he is working full-time on the farm, has raised his net income as well amounting to PKR 23,000 per month. Also, he has reserved land to grow maize for silage to ensure continued supply of green fodder for animals which will boost their productivity. “I have gained immensely from Dairy Project's trainings, and I encourage other dairy farmers to enroll themselves in similar programs if they wish to learn about modern dairy farming practices which will increase their milk yields and incomes as well,” says Athar while thanking USAID's Dairy Project.

Training Updates

Training and Support for Dairy Farmers



The targets for the two-day training have been met, whereas four-day training for dairy farmers and one-month training for farm managers are in progress at Dairy Project's training farms. As of this quarter, April-June, 2013, Dairy Project provided two-day training to 236 dairy farmers, four-day training to 639 dairy farmers and one-month training to 73 farm managers. To date, the project has provided two-day training to 5,587 farmers, four-day training to 1,500 dairy farmers, and one-month training to 322 farm managers which aggregates to a total of 7,409 dairy farmers/farm managers.

Dairy Project's follow-up team organized 40 monthly meetings and 184 farmer days, to provide technical assistance to the project-trained dairy farmers. The team also successfully completed its third silage campaign between April and June, 2013 conducting 109 shows in Multan, Vehari and Kamalia zones simultaneously. During the reporting period, a total number of 6680 farmers were guided to adopt silage technique during fodder shortage season, to boost up their milk yield and incomes.

Training and Support for Artificial Insemination Technicians (AITs)

AI training of 96 trainees of 18th batch is in progress at Burj Attari, Faisalabad and Islamabad centers. In addition, during this reporting period 113 trainees of 20th batch have been selected from Khanpur (50) and Rahim Yar Khan (63). Moreover, 83 successful AITs of 17th batch have been awarded the insemination kits. As of this quarter, April-June, 2013, Dairy Project trained 270 AITs, whereas a total of 1,310 trainees (hailing from Punjab, Sindh and KPK) have passed the University exam and have been certified and established as AITs.

Dairy Project's follow-up team continued to conduct meetings of previous batches of AITs for technical assistance, catering to their issues of semen, gas supply, and collection of data. Bike validation survey for 14th batch was conducted in the reporting period, in which 46 AITs out of 69 qualified for the award of the motorbikes. As of this June 2013, 715 motorbikes have been awarded to the project-trained AI Technicians, who are now able to reach out to distant areas, successfully providing breed improvement services.



Training and Support for Women Livestock Extension Workers (WLEWs)



Training of 12th batch of WLEWs has been completed, while 13th batch comprising of 249 trainees is in progress at Multan, and Vehari zones. During the reporting period, 10 farm visits and 22 farmer help camps for trainee WLEWs were arranged in Multan, Sheikhpura and Vehari in which 1569 cases (including deworming, indigestion, diarrhea, fever, eye infection, mastitis etc.) were treated. Moreover, follow-up teams organized individual and group meetings of WLEWs to help them maintain their record registers and establish their vanda shops and clinics, while in the weekly meetings, the teams checked the progress of WLEWs, and addressed issues related to market linkages and the supplies of medicines.

As of this quarter, April-June, 2013, Dairy Project has trained 756 WLEWs, while 3,251 have been certified by University of Veterinary & Animal Sciences, Lahore and inducted by the project as Livestock Extension Workers.

News & Highlights

Dairy Project Exhibits at Dawn Agri Expo



Governor Punjab Makhdoom Ahmed Mehmood, U.S. Ambassador to Pakistan Mr. Richard Olson and American Council General in Lahore, Nina Fite, inaugurated the DAWN Agri Expo in Lahore.



General Manager Field Operations Dr. Sobia Naheed introduces Dairy Project-trained breed workers to Ambassador Olson

On April 4-5, 2013, the Dawn Agri Expo was held at the Lahore Expo Center. The two-day agricultural exhibition and conference organized by the Dawn Media Group was inaugurated by Governor Punjab Makhdoom Ahmed Mehmood and U.S. Ambassador Richard Olson.

The exhibition showcased key USAID projects working for Pakistan's economic growth. The Dairy Project, implemented by Dairy and Rural Development Foundation (DRDF), also participated through a stall under the U.S. pavilion. The Dairy Project's stall became popular among the visitors primarily due to the live performances/skits on best farming practices. The architectural model of the modern training farm, miniature village chopal set and the costumes were also an added attraction for the crowd. There was a visible

turnout of almost 400 people who visited the Dairy Project's stall during the two day exhibit. The field staff interacted with the crowd and answered their queries. Project-trained beneficiaries were also present to share their training and post-training experiences with the audience.

Speaking on the occasion Mr. Richard Olson said, "I am grateful to have this opportunity to speak about the strong relationship of United States and Pakistan, which is especially manifested in the agriculture sector. Through this exhibition, Dawn has provided a platform for all to exchange ideas and information that will support Pakistan's agricultural growth and U.S.-Pakistan economic ties."



The Dairy Project team at the stall.



Visitors gain a deeper understanding of the workings through a model training farm.



A live performance by the field team at the Dairy Project stall.

News & Highlights

Raising Awareness through Street Theatre Shows



The Dairy Project has launched a series of street theatre shows in Punjabi language to raise awareness on best dairy farming practices. The first show was rolled-out on May 23, 2013 in Khanewal and was attended by more than 500 dairy farmers and other rural men and women associated with the rural dairy farming community. These shows are an outreach effort to sensitize rural dairy farmers and farming communities on the importance of adopting modern dairy farming practices for increased milk yields and incomes. As a pilot phase, 10 shows were conducted in the villages of Multan, Vehari, and Khanewal in South Punjab, which continued till June 1.

The shows were designed to be simple, dramatic, illustrative and basically comic in nature for better and easy understanding of the rural dairy farming community with a strong recall value.

To ensure smooth arrangements of this street theatre campaign, certain responsibilities were assigned to different project staff members like:

Organizing Committee	Supported By
Adil Sultan Communications Manager	Faysal Ahmed Procurement officer
Shumaila Jamil Communications Specialist	Abdul Basit Assistant manager Admin
Dr. Humera Iqbal Field Manager	Saeed Anjum Admin Officer
Mahrux Rasheed Field Manager	Atif Saeed Admin Officer
Dr. Roman Saghar Farm Training Incharge	Social Mobilizers hailing from Multan and Vehari zones, including Dr. Qadeer, Akhtar Luck, Dr. Anees, Tayyeb Abbas, Hamid Saeed, Farhan Muheen, Riaz Ahmed, Muhammad Yaqoob, Muhammad Naveed and Sabir Abbas

In consultation with project field staff, ten potential villages of districts Multan, Khanewal and Vehari were identified, where three types of sites, Dera, open premises and Government School were specified for the shows, as per



availability.

Public announcements through mobile floats was a very exciting pre-hype segment of this road show, designed to sensitize the community about street theatre campaign, highlighting the significance of best dairy farming practices at their door step. Swathed with project branded skins on three dimensions, the mobile float with a team of hype-creators traveled to the pre-defined and adjacent villages of respective clusters, throughout the period of performance for 12 days.

"I heard about Dairy Project's street theatre shows through mobile float announcement at my own village.

I used to keep get my animals tied throughout the day with barely one tub of water.

The information shared through these shows was an eye-opener for me. I learnt to improve my dairy business through adoption of best dairy farming practices including provision of balanced diet, free access to water, calf rearing, deworming, and vaccination. I also learnt the significance of "silage", a high moisturized staple fodder containing maize/corn, which allows the farming community to have access to preserved fodder during shortage of green fodder.

With this guidance, I am now fully geared to translate my vision of establishing a large dairy farm, adopting a shift from traditional to progressive dairy farming.

Thank you USAID-DRDF Dairy Project!"

Sajjad Hussain, Dairy Farmer, 87/10R, Tehsil/District Khanewal



News & Highlights

Continued... Raising Awareness through Street Theatre Shows



The nominated field staff, social mobilizers and admin staff played a very significant role in the successful roll out of entire activity, congregating the massive community through promotional material, like handbills, banners, skins etc. They took this opportunity as a challenge to translate all their energies in to action for smooth roll-out of the campaign.

Tall Man, monkey shows, juggler and comedians added further charm to this pre-hype activity, leaving the dairy farming community sorely excited and geared up to attend the shows.

Despite hot blazing summer days, the shows remained highly successful with an amazing, unexpected turnout of 800 visitors on an average and total 8952, hailing from 389 villages of districts, Vehari, Khanewal and Multan. The farming community included a sizeable participation from rural women, who showed keen interest in more of such informative and entertaining shows, catering to their quest of improved knowledge on modern dairy farming.

Through these shows, thousands of dairy farmers learnt about feeding, free access to water, calf rearing, deworming, vaccination and silage making, best dairy farming practices, which are deemed necessary to improve their milk yields and thereby incomes and livelihoods.

The importance of feed storage, record keeping, artificial insemination, mastitis control and Importance of dairy

entrepreneurship were some other topics touched through these shows.

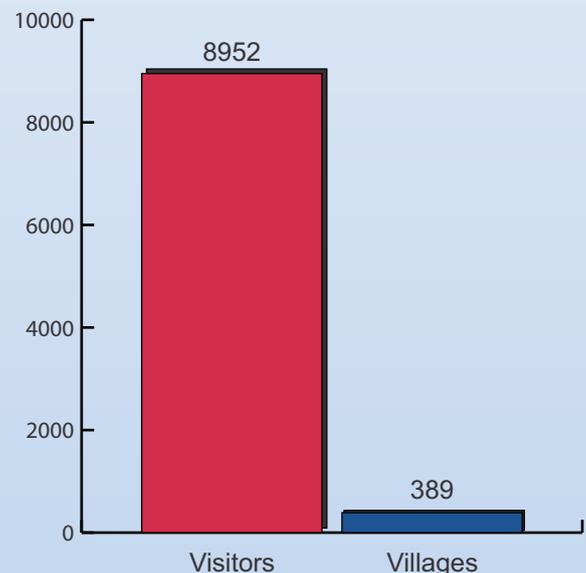
In order to evaluate the effectiveness of this street theatre campaign, and the message (best dairy farming practices) conveyed through it, the project team carried out a comprehensive survey of 390 attendees from farming community, entailing following details:

Street Theater Useful?	Reorganization of Such Shows?	Interest in Joining Dairy Project's Training Programs?
99%	97%	100%
385	380	390

Total Number of Attendees and Villages Recorded as Per 10 Shows:

Shows	Attendees	Villages
10	8952	389

Total Attendees/ Villages



News & Highlights

USAID Dairy Project Launches TV and Radio Campaign



The Dairy Project has launched a series of TV and radio spots in Urdu and regional languages (Punjabi, Seraiki, Sindhi and Pushto) to raise awareness on best dairy farming practices. The first phase of the TV and radio campaign was rolled-out on May 28, 2013 on PTV National, Apna TV, Khyber TV, Waseb, and KTN (7pm to 9pm). The radio channels include Mast FM103 Multan and Faisalabad, Radio Pak MW Multan and Bahawalpur, FM 94.6 Peshawar, FM 92 Okara and Khairpur, FM 95 Toba Tek Singh, FM 105 Shikarpur and Baddin, and FM 93 PBC Larkana and DI Khan. The radio spots are aired in the morning (8:00 am to 9:00 am) as well as in the evening (7:00 pm to 9:00 pm) slots. This campaign is an outreach effort to sensitize rural dairy farmers and farming communities on the importance of adopting modern dairy farming practices for increased milk yields and incomes. The campaign will continue for two months; the toll-free number advertised is 0800-44556, where the viewers and listeners can call for further assistance and guidance.



Some shots from the making of the TV spots.

The campaign highlights seven significant, modern dairy farming practices, through a character story board including a local dairy farmer "Chacha" and a young boy, "Bala", who essentially educates the farmer on several practices such as breed improvement, feed storage, silage, teat dipping, free access to drinking water for animals, vaccination and deworming, record keeping, and general animal hygiene and shed cleanliness.

Also, the Dairy Project has setup a response and monitoring unit to record campaign exposure and feedback from the ongoing nationwide television and radio campaign. This activity is being managed by an international call center, where the Dairy Project's call agents fluent in regional languages are handling campaign-specific queries. However, once the campaign ends, the number will be handed over to the project on a permanent basis. This dedicated toll-free number will be utilized to provide assistance and follow-up to the project's beneficiaries.



One Word with Dr. Salman Shah

Plan to impose GST on processed milk disastrous: Dr Salman Shah

■ Says it will also negatively impact price of unprocessed milk and put a burden on kitchen budget of common man ■ Govt should launch Milk in School programme for children

By Shabbir Sarwar

LAHORE: Former finance minister and Dairy and Rural Development Foundation (DRDF) Chairman Dr Salman Shah has said that the government's plan to implement general sales tax (GST) on processed dairy product would negatively impact the livestock sector's contribution to the gross domestic product (GDP), which is currently at 11 percent because the farmers would shift to other agricultural products.

In Pakistan 95-96 milk markets are based on unprocessed milk while only four to five are processed ones. The government is deciding to tax this four to five milk markets industry, which is unfair and unjustified because the size of this industry is very small and such a step would hinder the growth of this sector.

Daily Times: Would it also impact the price of unprocessed milk in the market?

Salman Shah: Obviously, the demand of processed milk will increase because of price increase of processed milk and resultant Gwala would also increase the milk price. The government wants to collect revenue however, if such a decision is implemented this would result in a loss for the government because it would have to invest more money on its health budget because the increase in use of unprocessed milk mean chances of increase in diseases in the country. This would be an unfair hurdle in the growth of processed milk industry.

DT: What is the DRDF and how is it contributing to Pakistan's dairy and livestock sector?

SS: As the name suggests it's the rural development through the development of dairy. Farmers' income comprises of two main things, agriculture and livestock incomes. Agriculture contributes 22 percent to the GDP of Pakistan out of which exactly half 11 percent is shared by the livestock sector. The DRDF was established in 1996 with the vision to ensure rural development through promotion of dairy. I joined this foundation two years ago.

DT: So, what are the primary targets of the three-year DRDF-Dairy Project - and how will it impact Pakistan's dairy sector?

SS: Now the idea is to focus on the dairy sector and increase the income of farmers so that they are in a position to multiply their investment for the further growth of the industry. In Pakistan the total population of big animals is 62 million comprising 32 million cows and 30 million buffaloes. The number of goats and sheep is 38 million. At the moment we are focusing on large 62 million animals. DRDF reviewed that our

animals average yield is around 1,000-1,500 litres milk per annum. We have fixed a target to increase it to 4,000-4,500 litres milk per annum by providing better breed, better fodder and efficient media treatment of the animals. The price of milk at farm level is on the average at Rs 40 and one cow gives annual 1,500 litres milk then the yearly income from one animal is around Rs 60,000. If the milk production would increase to 4,500 it means three times increase in the income of farmers.

DT: What are some of the key challenges being faced by Pakistan's dairy sector, and is there a large potential for growth and improvement of economic livelihoods associated with this sector?

SS: To improve breed in Pakistan is a challenge because there are only 5.0 percent good breed in the country including that of Sahiwal and Cholistani however their milk yield is also not more than 2,000 litres milk. In comparison American cows are giving 9,000 litres milk and the Israeli cows are giving up to 12,000 litres milk per year. Pakistani breed can be improved through artificial insemination. At this moment our focus is South Punjab however ultimately we would cover whole Pakistan including Khyber Pakhtunkhwa, PATA and Balochistan. Our target is to train

also coordinating with universities, milk processing units and semen suppliers as well as an awareness campaign for the villagers, farmers and prospective farmers.

DT: What are some of the economic policies the new government must adopt in order to make it a more conducive environment for Pakistan's dairy sector to blossom?

SS: There are two big markets of big animals like milk production and meat while leather is also a by-product. At the moment the laws on the quality of milk and meat are very weak and the government needs to focus on this aspect for the sake of the health of the nation. We have to push this market towards modernisation and ensure quality product. For this we need a dairy industry framework. Also to support this industry there should be no duty on import of fodder and milk processing machines and other dairy equipment. Milk is a basic need of every household and the government must provide support so that quality milk is available at affordable price. The government should launch programmes like Milk in School to meet the nutritional demands of the children because our population is mostly young and milk is one of the main requirements of food.

we are also providing practical training in this regard. The GST would discourage and they would shift to other businesses.

DT: How has the energy crisis affected Pakistan's dairy sector?

SS: It has badly affected the cool chain from farmer to the consumer. Cool chain is very important to preserve the milk however due to massive load shedding in the country a large quantity of milk is wasted. In DRDF we are going to launch biogas chiller, which would be run on the basis of available animal waste there.

DT: How can Pakistan's dairy sector maximise its potential as a milk exporter and place itself on the international map as a competent player?

SS: Changing our traditional low quality breed with the good quality, provision of best quality fodder and good environment to the animals, and by enhancing shelf life the dairy sector can maximise its potential. The milk of buffalo is considered very good for children in the world. It's available in Pakistan and exporters can market it. We need to exploit the market of powder milk because keeping in view the large population of milk animals in Pakistan our next step could be powder milk. DRDF wants Pakistan to become a major player in the dairy sector during the next 15-20 years. ■



2,000 artificial insemination technicians (AITs) with one month training and three months on job training. We are also training 5000 women animals nurses to look after the animals and provide them treatment in case of any ailment keeping in view our culture as mostly females take care of animals at home in Punjab. In addition we are also providing dairy farming training to 9,000 farmers besides imparting practical training to 100 farm managers. We are also producing village level communities and proper communication strategies to make this realise in practical manner. Efforts are also being made to help provide soft loans and micro-finance to farmers and get them manage 50-100 animals farms. We are

DT: Do you think the government is in position to implement such a plan?

SS: Yes, it must be implemented in Pakistan by an elected democratic government because it is a silent benefit as it is the right of our people to have access to quality and germ-free milk.

DT: How can small-scale farmers channelise their strength to fulfil the increasing milk demand in Pakistan? Will the imposition of GST have an impact on profit margins?

SS: We are making efforts for availability of micro-finance and help established 50-100 animal farms and

Daily Times

Thursday June 1, 2012

News & Highlights

Dairy Project Tours India



Delegation visits India on a seven-day trip

On May 1-8, 2013, representatives of the Dairy Project joined Pakistan Dairy Association (PDA) as part of their delegation to visit India for better understanding of the workings of large scale dairy farms and farmers' cooperatives. Mr. Sajjad Moghal, Senior Development Advisor for USAID/Pakistan, Dr. Sobia Naheed, General Manager Field Operations Dairy Project, Dr. Humera Iqbal, Field Manager Dairy Project, and Dr. Zubair Ahmed, Field Operation Manager DRDF as well as representatives of Pakistan's dairy industry were part of the visiting delegation.

On the first day, the delegation met with the Indian Dairy Association's President. They were shown an introductory documentary video with the purpose of giving them an insight on the Dairy Cooperative Model in India. "India has become one of the largest milk producers in the world and is planning to increase milk production to the export market even further under the National Dairy Plan. Pakistan and India have very similar topography, culture and work ethics. A discussion with them gave us ideas to implement a similar structure in Pakistan as well," says Dr. Zubair Ahmed.

On the next day, the Dairy Project team visited Mother Dairy's manufacturing plant in Delhi. Mother Dairy is one of the largest companies in India, specializing in commercial food items such as liquid milk, ice creams, dahi (yogurt) and so on. "The visit was an eye-opener for all of us; the program continues without any financial assistance from the government on the accord of social responsibility," Dr. Sobia appreciates the efforts of Mother Dairy in India. "Another important thing to note was that a significant part of liquid milk supply came from an extended network of dairy cooperatives established throughout the country," she further explains.

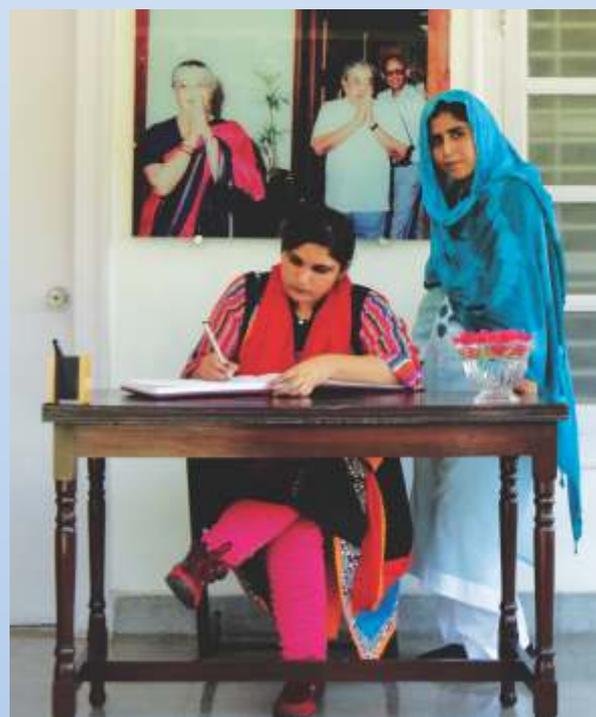
The following day, a visit to the Amul Dairy Plant in Ahmedabad was arranged. The Dairy Project's team got a chance to see the entire processing plant at district union level. "It was inspiring to hear that this milk federation is owned by local ordinary dairy farmers all around India. There are about 1700 cooperatives working in different villages of the country. A seemingly small scale cooperative has developed in to a major phenomenon. Every day, milk is collected at village centers within easy reach of the farmers. It is tested for quality and fat contents through



Delegation meets with Pakistani ambassador at Delhi

computerized equipment and cash payments are made to the farmer on the spot," Dr. Sobia summarizes the operation of cooperatives in India.

"The dairy and livestock industry has immense potential in Pakistan. For this reason, USAID partnered with DRDF to implement the Dairy Project in the country. This visit to India was a learning experience for all of us. We have gathered knowledge about the structure of the flourishing dairy industry in our neighboring country. An establishment of a similar cooperative can economically empower the dairy farmers by releasing them from the clutches of middlemen," remarked Sajjad Moghal about the Dairy Project.



Writing comments in visitors' book at Dr. Kurian Museum

News & Highlights

Dairy Project Launches International Conference with GCU



On May 2-3, 2013, the Department of Economics at Government College University (GCU) in Lahore organized an International Conference on Institutions, Growth and Development in Pakistan. The objective of this conference was to promote a dialogue on Pakistan's future development priorities in the light of economic performance of the past decade. The

conference was held at a critical juncture in the history of Pakistan. The elections were around the corner, and with the wheels being set in motion for a peaceful democratic transition, it was an opportune moment to evaluate the country's economic as well as institutional performance and help the country's policy makers to trace a path for the times to come.

Keeping in view the need to engage in a dialogue with international agencies operating in Pakistan, the Department of Economics at GCU invited USAID's Dairy Project to collaborate with them in order to make this discourse as meaningful as possible. The nature of this partnership involved assistance for developing conference publications by the Dairy Project. GCU included dairy development as one of the leading themes in their conference. In addition to this, GCU dedicated a panel discussion titled 'Economic Empowerment through Dairy and Livestock Development', where the project key team shared its viewpoint with the participants and presented the project as a successful model.

Chairman DRDF Dairy Project Dr. Salman Shah shared his observations related to the recent developments in the dairy sector through livestock productivity. Agricultural Specialist USAID Mr. Asad Ullah Khan presented Dairy Project as a case study wherein he discussed the role of USAID as a major player in economic growth and rural development of Pakistan.

"Through Dairy Project, USAID trains educated unemployed rural youth with income generating skills such as breed improvement and livestock extension services, creating employment and income opportunities for the rural population," Khan said about the project.

"The conference demonstrates the significant role the U.S. Government is playing in boosting Pakistan's economy through our support for dairy, livestock and agriculture sectors," stated Acting Consul General, Lahore Jeffrey Bakken while addressing conference participants.

The Conference on Institutions, Growth and Development brought together development agencies, policymakers, economic growth specialists and stakeholders to discuss the way forward for sustainable growth in Pakistan.



"We are thankful to the people of Pakistan for welcoming USAID with open arms. USAID has a number of projects operating in different sectors of the country. Hopefully with the support of people, we will continue with our journey towards a Roshan Pakistan."
Acting Consul General, Lahore Mr. Jeffrey N. Bakken

Media Clips

Media Coverage - May 3, 2013 GCU International Conference on Institutions, Growth and Development

'USAID-funded dairy project to go on'

By Our Staff Reporter

LAHORE, May 2: Acting US Consul Jeffrey N. Bakken reiterated on today that the American support for rural and dairy economy will continue.

He said this while speaking at the national Conference on Institutions, Growth and Development held in collaboration between the US Agency for International Development (USAID) funded dairy project and the Government College University (GCU).

The conference demonstrates a significant role the US government is playing in boosting Pakistan's economy through our support for dairy, livestock and rural sectors," said Mr.

holds and over two million people by 2015.

In three-year, the \$14 million project will impact the lives of 9,000 small dairy farmers by enhancing their productivity and resulting in at least 1 per cent increase in their incomes.

The results will be improved milk productivity and increased incomes for rural dairy farming communities. This project, implemented by the Dairy and Rural Development Foundation, is increasing awareness on progressive dairy farming practices through a number of training programmes.

The conference has brought together development agencies, policymakers, economic growth specialists and stakeholders to discuss the way forward for growth in Pakistan.

unemployed rural youth were self-employed and were earning their livelihood through support from the dairy project.

Project-trained artificial insemination technicians provide breed improvement services to farmers in over 7,000 villages in Punjab. Likewise, 6,000 farmers trained through the project have reported increase in their household incomes by nine per cent and milk productivity by 19 per cent.

This project will help farmers in enhancing their productivity and resulting in at least 10 per cent increase in their incomes.

The dairy project is an outstanding example of a public-private partnership that has a significant impact on the economy. The United States is proud to support Pakistan's economy by transforming the dairy industry, and thus, increase production and incomes, and lift thousands out of poverty.

روزنامہ نوائے وقت لاہور (7 مئی 2013)

USAID-funded dairy project to go on

لاہور (کارٹرس رپورٹر) قائم مقام امریکی قونصل جیفری این باکن نے کلچر روز لاہور میں اداروں کی ترقی و نشوونما پر جی این الاقوامی کانفرنس کے دوران خطاب کرتے ہوئے کہا کہ امریکی حکومت پاکستان کی دہکنی اور ترقی کیلئے اپنا تعاون جاری رکھے گی۔

جی این الاقوامی کانفرنس کے دوران خطاب کرتے ہوئے جیفری این باکن نے کہا کہ امریکی حکومت پاکستان کی دہکنی اور ترقی کیلئے اپنا تعاون جاری رکھے گی۔

جی این الاقوامی کانفرنس کے دوران خطاب کرتے ہوئے جیفری این باکن نے کہا کہ امریکی حکومت پاکستان کی دہکنی اور ترقی کیلئے اپنا تعاون جاری رکھے گی۔

US committed to strengthen rural economy

LAHORE OUR STAFF REPORTER

Acting US Consul Jeffrey N. Bakken reiterated the US Government's continued support for Pakistan rural and dairy economy while speaking at the International Conference on Institutions, Growth and Development in Lahore. The conference is collaboration between the US Agency for International Development (USAID) funded Dairy project and the Government College University (GCU).

The conference demonstrates the significant role the US Government is playing in boosting Pakistan's economy through our support for dairy, livestock and rural sectors," stated Acting General Jeffrey Bakken while speaking at the conference.

The dairy project is an outstanding example of a public-private partnership that has a significant impact on the economy. The United States is proud to support Pakistan's economy by transforming the dairy industry, and thus, increase production and incomes, and lift thousands out of poverty.

پاکستان کی دہکنی اور ڈیری معیشت کی ترقی کیلئے تعاون جاری رکھیں گئے

لاہور (کارٹرس رپورٹر) قائم مقام امریکی قونصل جیفری این باکن نے کلچر روز لاہور میں اداروں کی ترقی و نشوونما پر جی این الاقوامی کانفرنس کے دوران خطاب کرتے ہوئے کہا کہ امریکی حکومت پاکستان کی دہکنی اور ترقی کیلئے اپنا تعاون جاری رکھے گی۔

جی این الاقوامی کانفرنس کے دوران خطاب کرتے ہوئے جیفری این باکن نے کہا کہ امریکی حکومت پاکستان کی دہکنی اور ترقی کیلئے اپنا تعاون جاری رکھے گی۔

جی این الاقوامی کانفرنس کے دوران خطاب کرتے ہوئے جیفری این باکن نے کہا کہ امریکی حکومت پاکستان کی دہکنی اور ترقی کیلئے اپنا تعاون جاری رکھے گی۔

پاکستان کی دہکنی اور ڈیری معیشت کی مضبوطی اور ترقی کیلئے تعاون جاری رکھیں گئے

لاہور (کارٹرس رپورٹر) قائم مقام امریکی قونصل جیفری این باکن نے کہا کہ امریکی حکومت پاکستان کی دہکنی اور ترقی کیلئے اپنا تعاون جاری رکھے گی۔

جی این الاقوامی کانفرنس کے دوران خطاب کرتے ہوئے جیفری این باکن نے کہا کہ امریکی حکومت پاکستان کی دہکنی اور ترقی کیلئے اپنا تعاون جاری رکھے گی۔

جی این الاقوامی کانفرنس کے دوران خطاب کرتے ہوئے جیفری این باکن نے کہا کہ امریکی حکومت پاکستان کی دہکنی اور ترقی کیلئے اپنا تعاون جاری رکھے گی۔

دہکنی اور ڈیری معیشت کی ترقی کیلئے تعاون جاری رکھیں گئے جیفری این باکن

لاہور (کارٹرس رپورٹر) قائم مقام امریکی قونصل جیفری این باکن نے کلچر روز لاہور میں اداروں کی ترقی و نشوونما پر جی این الاقوامی کانفرنس کے دوران خطاب کرتے ہوئے کہا کہ امریکی حکومت پاکستان کی دہکنی اور ترقی کیلئے اپنا تعاون جاری رکھے گی۔

جی این الاقوامی کانفرنس کے دوران خطاب کرتے ہوئے جیفری این باکن نے کہا کہ امریکی حکومت پاکستان کی دہکنی اور ترقی کیلئے اپنا تعاون جاری رکھے گی۔

جی این الاقوامی کانفرنس کے دوران خطاب کرتے ہوئے جیفری این باکن نے کہا کہ امریکی حکومت پاکستان کی دہکنی اور ترقی کیلئے اپنا تعاون جاری رکھے گی۔

امریکی حکومت پاکستان کی دہکنی معیشت کی مضبوطی کیلئے تعاون جاری رکھے گی

لاہور (کارٹرس رپورٹر) قائم مقام امریکی قونصل جیفری این باکن نے کلچر روز لاہور میں اداروں کی ترقی و نشوونما پر جی این الاقوامی کانفرنس کے دوران خطاب کرتے ہوئے کہا کہ امریکی حکومت پاکستان کی دہکنی اور ترقی کیلئے اپنا تعاون جاری رکھے گی۔

جی این الاقوامی کانفرنس کے دوران خطاب کرتے ہوئے جیفری این باکن نے کہا کہ امریکی حکومت پاکستان کی دہکنی اور ترقی کیلئے اپنا تعاون جاری رکھے گی۔

جی این الاقوامی کانفرنس کے دوران خطاب کرتے ہوئے جیفری این باکن نے کہا کہ امریکی حکومت پاکستان کی دہکنی اور ترقی کیلئے اپنا تعاون جاری رکھے گی۔

US assures support for agri sector

By Our Correspondent

LAHORE: Acting US Consul General at the US Consulate Jeffrey N. Bakken reiterated the US government's continued support for Pakistan's rural and dairy economy. He was speaking at the international conference on institutions, growth and development on Thursday.

The conference was organized in collaboration between the US Agency for International Development (USAID)-funded dairy project and the Government College University (GCU).

The conference demonstrates the significant role the government is playing in boosting Pakistan's economy through our support for dairy, livestock and agriculture sectors," said Bakken. This three-year, \$14 million project, will impact the lives of 9,000 small dairy farmers by enhancing their productivity and resulting in at least 10 per cent increase in their income, it said.

while speaking at the national Conference on Institutions, Growth and Development held in collaboration between the US Agency for International Development (USAID) funded dairy project and the Government College University (GCU).

The conference demonstrates a significant role the US government is playing in boosting Pakistan's economy through our support for dairy, livestock and rural sectors," said Mr.

The results will be improved milk productivity and increased incomes for rural dairy farming communities. This project, implemented by the Dairy and Rural Development Foundation, is increasing awareness on progressive dairy farming practices through a number of training programmes.

The conference has brought together development agencies, policymakers, economic growth specialists and stakeholders to discuss the way forward for sustainable growth in Pakistan.

Earlier, a representative of the USAID, measuring the impact of the agency's dairy project, claimed that nearly 3,500

امریکا پاکستان کی ڈیری معیشت کو مضبوط بنانے کیلئے پُر عزم ہے جیفری این باکن

2015 تک سویشی پال افراد کی آمدن میں اضافہ اور 2 ملین سے زائد افراد کو روزگار فراہم کیا جائیگا

لاہور (پ ر) قائم مقام امریکی قونصل جیفری این باکن نے لاہور میں اداروں کی ترقی و نشوونما پر جی این الاقوامی کانفرنس کے دوران خطاب کرتے ہوئے کہا کہ امریکی حکومت پاکستان کی دہکنی اور ڈیری معیشت کی مضبوطی اور ترقی کیلئے اپنا تعاون جاری رکھے گی۔

جی این الاقوامی کانفرنس کے دوران خطاب کرتے ہوئے جیفری این باکن نے کہا کہ امریکی حکومت پاکستان کی دہکنی اور ڈیری معیشت کی مضبوطی اور ترقی کیلئے اپنا تعاون جاری رکھے گی۔

جی این الاقوامی کانفرنس کے دوران خطاب کرتے ہوئے جیفری این باکن نے کہا کہ امریکی حکومت پاکستان کی دہکنی اور ڈیری معیشت کی مضبوطی اور ترقی کیلئے اپنا تعاون جاری رکھے گی۔