

COVERAGE REPORT FOR



USAID
FROM THE AMERICAN PEOPLE



**DAIRY & RURAL
DEVELOPMENT FOUNDATION**



**Dairy Project
Mission Director's Visit to AI Graduates at Burj Atari
October 27, 2011**

List of targeted media

PRINT MEDIA

English Newspapers

Dawn	Business Recorder
The News	Express Tribune
The Nation	Daily Times
Pakistan Observer	Pakistan Today
The Financial Daily	The Frontier Post

Urdu Newspapers

Jang	Express
Nawa-i-Waqt	Khabrain
Aaj Kal	Pakistan
Qaumi Akhbar	Ummat
Din	Jassarat
Ausaf	Awam

List of dailies that published the PR

- The PR appeared in the following dailies
- The total number of appearances is 15

<u>PRINT MEDIA</u>	
English Newspapers	
Business Recorder	Pakistan Observer
The News	Pakistan Today
The Nation	Sindh Tribune

Urdu Newspapers	
Jang	Khabrain
Nawa-i-Waqt	Pakistan
Aaj Kal	Jurrat
Ausaf	

Print Media Scans

Publication: Sindh Tribune
Date: October 28, 2011
Tier: 2
Circulation: 10,000

USAID Director says dairy development crucial to Pakistan's economic growth

LAHORE: (PPI) United States Agency for International Development USAID Mission Director Dr. Andrew Sisson says dairy development was crucial to Pakistan's economic growth.

He was speaking Thursday at Punjab Vocational Training Council PVTC in Shekhupura where he met Pakistanis directly benefitting from training which will improve productivity, ultimately quality

of life of those in rural communities. He distributed graduation certificates to 24 participants.

Dr. Sisson said Dairy project is a result of US government's strong commitment to economic betterment of people. By improving dairy milk yield and helping farmers become entrepreneurs.

This three-year \$14 million Dairy project will positively impact lives of 12,000 small dairy farmers by increasing

their productivity by at least 15% resulting minimum 20% increase in their incomes.

It provides training on best dairy farm management techniques, artificial insemination, provides women livestock workers training on entrepreneurship.

Private sector partners provided technical assistance, including Nestle, Haleeb & Milac. Livestock Board & Veterinary University also supported the project.

Publication: Business Recorder
Date: October 29, 2011
Tier: 1
Circulation: 93,000

'USAID dairy project aims at improving livelihoods'

RECORDER REPORT

LAHORE: US Agency for International Development (USAID) Mission Director, Dr. Andrew Sisson said that USAID Dairy project is aimed at improving the dairy milk yield to help farmers become entrepreneurs and ultimately have higher income and better standard of living for their families.

He was speaking at the Punjab Vocational Training Council (PVT) Shekhupura, where he met Pakistanis directly benefiting from the invaluable training imparted to them under the project which will improve their productivity, and, ultimately, their quality of life.

While talking to the graduates Dr. Sisson said, "The project is a result of the US government's strong commitment to the economic betterment of the people of Pakistan. By improving the yield and helping farmers become entrepreneurs, the programme will ultimately mean a higher income for the participants and a better standard of living for their families. Today's ceremony highlights the importance that the United States places on deepening

the impact of development assistance to the people of Pakistan and to improving the lives of those in rural communities. It also highlights the power of innovative partnerships between the private sector and communities."

Dr. Sisson also distributed graduation certificates to 24 participants on the occasion. He also met project implementers from the Dairy and Rural Development Foundation (DRDF).

The three-year \$14 million dairy project will positively impact the lives of 12,000 small dairy farmers by increasing their productivity by at-least 15 percent, resulting in a minimum 20 percent increase in their income. The project provides training on the best dairy farm management techniques, artificial insemination, and provides women livestock workers training on entrepreneur-ship.

Other participants included Salman Shah- Chairman (DRDF) and Malik Abdul Sattar Dogar - Vice Chairman (DRDF), while the private sector partners provided technical assistance, including Nestle, Haleeb, and Milac.

Publication: The News
Date: October 29, 2011
Tier: 1
Circulation: 150,000

US-funded dairy project graduates get certificates

By our correspondent

LAHORE: The US Agency for International Development (USAID) Mission Director Dr Andrew Sisson visited the USAID's Dairy Project at the Punjab Vocational Training Council (PVTC) in Sheikhpura and distributed graduation certificates to 24 participants of the project, a statement said on Friday.

The three-year \$14 million Dairy Project will provide training to 12,000 small dairy farmers on the best dairy farm management techniques, artificial insemination, and provides dairy-women training on entrepreneurship.

Dr Sisson met with Pakista-

nis directly benefiting from this invaluable training, which will improve their productivity, and ultimately their quality of life, and. He also met with project implementers from the Dairy and Rural Development Foundation (DRDF).

While talking to the graduates Dr Sisson said that the Dairy Project is a result of the US government's strong commitment to the economic betterment of the people of Pakistan.

"By improving the dairy milk yield and helping farmers become entrepreneurs; the program will ultimately mean a higher income for the participants and a better standard of living for their families," he

said.

Today's ceremony highlights the importance that the United States places on deepening the impact of development assistance to the people of Pakistan and to improving the lives of those in rural communities. It also highlights the power of innovative partnerships between the private sector and communities."

Other participants included Salman Shah, Chairman, DRDF and Malik Abdul Sattar Dogar, Vice Chairman, DRDF.

Private sector partners provided technical assistance, including Nestle, Haleeb, and Milac. The Livestock Board and the Veterinary University also supported the project.

*The***Nation**

29 OCT 2011

Publication: The Nation
Date: October 29, 2011
Tier: 1
Circulation: 64,000

Dairy uplift crucial to Pak growth: USAID

OUR STAFF REPORTER

LAHORE - The US Agency for International Development (USAID) Mission Director Dr Andrew Sisson has said USAID three-year \$14 million Dairy Project will positively impact the lives of 12,000 small dairy farmers by increasing their productivity by at least 15 percent resulting a minimum 20 percent increase in their incomes.

The project provides training on the best dairy farm management techniques, artificial insemination, and provides women livestock workers training on entrepreneurship, he added.

During his visit to the Punjab Vocational Training Council (PVTC) in Sheikhpura Dr Sisson said, "The Dairy Project is a result of the U.S. government's strong commitment to the economic betterment of the people of Pakistan.

Publication: Pakistan Observer
Date: October 29, 2011
Tier: 1
Circulation: 60,000

USAID

Dairy development crucial to economic growth

STAFF REPORTER ates Dr. Sisson said, "The Dairy Project is a result of the U.S. government's strong commitment to the economic betterment of the people of Pakistan. By improving the dairy milk yield and helping farmers become entrepreneurs; the program will ultimately mean a higher income for the participants and a better standard of living for their families. Today's ceremony highlights the importance that the United States places on deepening the impact of development assistance to the people of Pakistan and to improving the lives of those in rural communities. It also highlights the power of innovative partnerships between the private sector and commu-

ties." This three-year \$14 million Dairy Project will positively impact the lives of 12,000 small dairy farmers by increasing their productivity by at least 15 percent resulting a minimum 20 percent increase in their incomes. The project provides training on the best dairy farm management techniques, artificial insemination, and provides women livestock workers training on entrepreneurship. Other participants included Mr. Salman Shah – Chairman, (DRDF) and Mr. Malik Abdul Satar Dogar – Vice Chairman (DRDF). Private sector partners provided technical assistance, including Nestle, Haleeb, and Milac.

PAKISTAN TODAY

29 OCT 2011

Publication: Pakistan Today
Date: October 29, 2011
Tier: 2
Circulation: 30,000

**Dairy development crucial to
Pakistan's economic growth**

LAHORE: U.S. Agency for International Development (USAID) Mission Director Dr Andrew Sisson was on hand to support USAID's dairy project at the Punjab Vocational Training Council (PVTC) in Sheikhpura. While there he met with the Pakistanis directly benefiting from this invaluable training which will improve their productivity, and ultimately their quality of life, and distributed graduation certificates to 24 participants. **PRESS RELEASE**

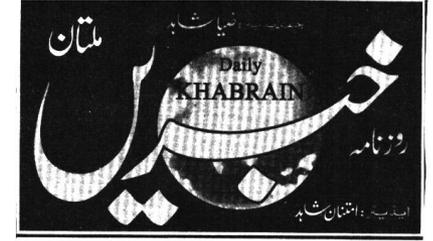


October 29, 2011

Publication: Jang
 Date: October 29, 2011
 Tier: 1
 Circulation: 800,000

پاکستان کی اقتصادی ترقی کیلئے سرمایہ کاروں کی افزائش سے توجہ حاصل کرنا ضروری ہے

لاہور (پ ر) امریکن ادارہ برائے عالمی ترقی پالیسی ایف ڈی ڈی کے ڈائریکٹر ڈاکٹر اینڈ پروفیسر نے گزشتہ روز پوائس ڈیوی براہیکٹ کی تقریب تقسیم اسٹامپس حرکت کیلئے پنجاب ویسٹرن ٹریڈنگ کونسل واقع شیخوپورہ کا دورہ کیا۔ اپنے دورے کے دوران انہوں نے مختلف براہیکٹ سے وابستہ 26 افراد کے درمیان کونسل کی کامیاب تکمیل پر بریفنگ تقسیم کئے۔ سن ڈائریکٹر نے دورے کے دوران ڈیوی اینڈ رول ڈیپنٹ ڈائریکٹرز کے براہیکٹ سٹاف سے بھی ملاقات کی۔ اس موقع پر ڈاکٹر اینڈ پروفیسر نے کامیاب امیدواروں سے خطاب کرتے ہوئے کہا کہ پاکستان کی اقتصادی ترقی کیلئے سرمایہ کاروں کی تلاش کے شعبہ میں ترقی ضروری ہے۔ گوری براہیکٹ امریکی حکومت کی جانب سے پاکستانی عوام کی اقتصادی ترقی میں مدد فراہم کرنے کے بعد سے ایک اور نئی پیمانے پر کاموں کو بطور کاروباری ادارے پائس پر کھڑا کرنے پر مبنی یہ پروگرام نہ صرف ان کی آمدنی میں اضافہ کرے گا بلکہ ان کے خاندان کے معیار زندگی میں بھی بہتری لائے گا۔ 14 ملین ڈالر دو تین سال کی مدت پر مبنی یہ ڈیوی منصوبہ ہمارے پھر پورے ڈیوی فارمز کی پیدوار صلاحیت میں 15 فیصد اور آمدنی میں 20 فیصد بہتری لائے گا۔ اس براہیکٹ کے دوران تربیت میں حصہ لینے والوں کو منشیوں کی دلچسپی کے ساتھ ساتھ ان کے علاوہ صنعتی افزائش اور مولٹی پائل غورتنوں کو اپنا کاروبار آپ کرنے کی تربیت فراہم کی جائے گی۔ تقریب کے دیگر شرکاء میں ڈیوی اینڈ رول ڈیپنٹ ڈائریکٹرز کے چیئرمین ڈاکٹر سلمان شاہ، وائس چیئرمین ڈیوی اینڈ رول ڈیپنٹ ڈائریکٹرز میں ملک عبدالستار ڈاکٹر شامل تھے۔ اس براہیکٹ کی کامیاب تکمیل میں محکمہ سکریٹریات کی شہ سے سہولتیں رکھنے والے پائز ٹیسٹ اور طلبہ نے فراہم کیں۔ سخی برائن پنجاب انجینئرنگ ایڈمیٹی ڈیوی ڈیپنٹ ہونے سے بھی براہیکٹ میں تعاون کیا۔



October 30, 2011

Publication: Khabrain
Date: October 30, 2011
Tier: 2
Circulation: 50,000

پاکستان کی اقتصادی ترقی کے لیے
موبائیلیٹی کی افزائش کے شعبہ میں ترقی
ضروری ہے۔ مشن ڈائریکٹر ایس ایڈ
ملتان ایچ ایم جی ٹی ایم برائے عالمی ترقی
(USAID) کے مشن ڈائریکٹر ایڈریو سیمس نے گزشتہ
روز یو ایس ڈی پی پرائیکٹ کی تقریب تقسیم شدہ میں
شرکت کے لیے پنجاب ویجیٹل کونسل (PVTCL) ہوائے
شکوہ پورہ کا دورہ کیا۔ اپنے دورے کے دوران انہوں نے
متعلقہ پرائیکٹ سے وابستہ 26 افراد کے درمیان کورس کی
کامیاب تکمیل پر سرٹیفکیٹ تقسیم کئے۔ اس موقع پر ڈاکٹر
ایڈریو سیمس نے کہا کہ ڈی پی پرائیکٹ امریکی حکومت کی
جانب سے پاکستانی عوام کی اقتصادی ترقی میں مدد فراہم
کرنے کے وعدے کی ایک اور تکمیل ہے۔ دورہ کی پیروی
میں اضافے کے ذریعے سڑکوں کو بطور کاروباری سہولتوں
پر کھولا کرنے پر جی پی پورگرام باصرف فن کی آمدنی میں
انفاقہ کرے گا۔ انہوں نے کہا کہ پاکستان کی اقتصادی ترقی
کیلئے موبائیلیٹی کی افزائش کے شعبہ میں ترقی ضروری ہے۔

*The***Nation**

02 NOV 2011

Publication: The Nation
Date: November 2, 2011
Tier: 1
Circulation: 64,000



KARACHI: USAID mission Director Andrew Sisson, DRDF chairman Dr Salman Shah and others with successful trainees at certificate distribution ceremony at PVTC in Sheikhpura.

PAKISTAN TODAY

02 NOV 2011

Publication: Pakistan Today
Date: November 2, 2011
Tier: 2
Circulation: 30,000



US Agency for International Development (USAID) Mission Director Dr Andrew Sisson, Chairman Dairy and Rural Development Foundation (DRDF) Dr Salman Shah and Project Director DRDF Jacob Moser, along with the successful trainees at a Certificate Distribution Ceremony at the Punjab Vocational Training Council (PVTC), Burj Attari in Sheikhpura. PRESS RELEASE.



02 NOV 2011

Publication: Nawa-i-Waqt
Date: November 2, 2011
Tier: 1
Circulation: 493,500





02 NOV 2011

Publication: Jurrat
Date: November 2, 2011
Tier: 3
Circulation: 25,000



The end