

COVERAGE REPORT FOR



USAID
FROM THE AMERICAN PEOPLE



**DAIRY & RURAL
DEVELOPMENT FOUNDATION**



**Dairy Project
L&DD Donor Conference
March 16, 2012**

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1. Print and Online coverage

Publication	Media type	Article / Post	Online link	Date
Daily Times	Print	US supports dairy development in Punjab		17 th March, 2012
Daily Times	Online	US supports dairy development in Punjab	http://www.dailytimes.com.pk/default.asp?page=2012\03\17\story_17-3-2012_pg7_15	17 th March, 2012
Dawn	Print	\$14m USAID project		17 th March, 2012
Dawn	Online	\$14m USAID project	http://www.dawn.com/2012/03/17/14m-usaid-project.html	17 th March, 2012
Pakistan Today	Print	US supports dairy development in Punjab		17 th March, 2012
Pakistan Today	Online	US supports dairy development in Punjab	No longer available	17 th March, 2012
The News	Print	'US to uplift small dairy farmers'		17 th March, 2012
The News	Online	'US to uplift small dairy farmers'	http://www.thenews.com.pk/Todays-News-5-98020-US-to-uplift-small-dairy-farmers	17 th March, 2012
Business Recorder	Print	USAID Director attends L&DD conference		17 th March, 2012
Business Recorder	Online	USAID Director attends L&DD conference	http://www.brecorder.com/agriculture-allied/183/1166098/	17 th March, 2012
Pakistan Observer	Print	Punjab committed to improve livestock, dairy sector		17 th March, 2012
Pakistan Observer	Online	Punjab committed to improve livestock, dairy sector	http://pakobserver.net/detailnews.asp?id=145449	17 th March, 2012
Khabrain	Print	Mehekma livestock ki pehli dairy and livestock donors conference		17 th March, 2012
Jinnah	Print	Livestock k Zaire ahtamam dairy and livestock donors conference		17 th March, 2012
Pakistan	Print	Pehli dairy and livestock ki conference, mukhtalif idaron ki numaindagan ki shirqat		17 th March, 2012
Din	Print	Mehekma livestock and dairy development ki pehli dairy and livestock donors conference ka ahtamam		17 th March, 2012

Al-Sharq	Print	Pehli dairy and livestock donors conference ka ineqad		17 th March, 2012
Daily Asaas	Print	Kisanon ki behtari k liye Amreki tawon se conference ka ineqad		17 th March, 2012
Nayee Baat	Print	Punjab main maweshiyon ki afziesh k shawbe main taraqi k liye Amreki kawishien		20 th March, 2012

TV channel	Bulletin time the story was aired
Express	6 pm bulletin on the day of event.
Punjab TV	News bulletins from 6 pm on the day of event till 6 pm next day
Waqt TV	6 pm and 9 pm bulletin on the day of event.
Geo TV	6 pm on the day of event.
Apna	6 pm and 9pm bulletins on the day of event.
Aaj News	6 pm and 9pm bulletins on the day of event.
Waseb/Newsone	The reporter present at the event has stated the news aired on the 6 pm bulletin on the day of the event. The channel airs from Karachi; hence the local office is unable to provide proof.
Rohi TV	6 pm on the day of event (According to the reporter present at the event, news room not willing to give any details.)

Media outlet: Daily Times

Headline: US supports dairy development in Punjab

Date: 17th March, 2012

US supports dairy development in Punjab

LAHORE: In support of a US programme that will positively impact the lives of 12,000 small dairy farmers, US Agency for International Development (USAID) Director for Economic Growth and Agriculture William Patterson attended a US-sponsored conference hosted by the Punjab Livestock and Dairy Development Department in Lahore.

In his remarks, Patterson said, "This forum will result in better programme interventions, minimal overlaps, and more visible impact on the lives of the people of the Punjab."

The primary objective of the conference was to coordinate support among donors and gather information to develop an effective approach for the advancement of livestock and dairy business development in Punjab.

Punjab Livestock and Dairy Development Secretary Hamed Yaqoob Sheikh remarked, "Due to a lack of coordination, a large number of projects for the live-

stock sector tend to chase similar targets and focus on similar geographical areas limiting their impact. This conference is the first of many, which will ensure that efforts are not duplicated and more people of the Punjab benefit from these programmes."

USAID's three-year 'Dairy Project', implemented by the Dairy and Rural Development Foundation, is a \$14 million programme, which will positively impact the lives of small dairy farmers by increasing their productivity and their incomes.

The project provides training on the best dairy farm management techniques, artificial insemination, and also provides women livestock workers with entrepreneurial training.

The conference was also attended by USAID Punjab Director Ted Gehr, USAID Project Management Specialist Sajjad Moghal and representatives from various donor organisations including UNDP, DFID and the World Bank. **PR**

Media outlet: Daily Times (Online)

Headline: US supports dairy development in Punjab

Date: 17th March, 2012

Saturday, March 17, 2012



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Media outlet: Dawn

Headline: \$14m USAID project

Date: 17th March, 2012

\$14m USAID project

By Our Staff Reporter

LAHORE, March 16: USAID's three-year dairy project worth \$14 million, being implemented by the Dairy and Rural Development Foundation, would impact lives of small dairy farmers by increasing their productivity and incomes.

The project provides training on best dairy farm management techniques, artificial insemination, and also provides women livestock workers with entrepreneurial training.

Speaking at a meeting of the project, USAID's director for economic growth and agriculture William Patterson said that the would result in better programme interventions, minimal overlaps, and more visible impact on lives of the people of the Punjab.

The primary objective of the moot was to coordinate support amongst donors and gather information to develop an effective approach for the advancement of livestock and dairy business development in the Punjab.

Secretary, Livestock and Dairy Development, Punjab, Hameed Yaqoob Sheikh, also spoke.

Media outlet: Dawn (Online)
Headline: \$14m USAID project
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[Our Staff Reporter](#) | [Business](#) | From the Newspaper

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Media outlet: Pakistan Today

Headline: US supports dairy development in Punjab

Date: 17th March, 2012

United States supports dairy development in Punjab

LAHORE: In support of a U.S. program that will positively impact the lives of 12,000 small dairy farmers, U.S. Agency for International Development (USAID) Director for Economic Growth and Agriculture William Patterson attended a U.S.-sponsored conference hosted by Livestock and Dairy Development Department Punjab (L&DD) in Lahore. In his remarks Mr. Patterson said, "This forum will result in better program interventions, minimal overlaps, and more visible impact on the lives of the people of the Punjab." The primary objective of the conference was to coordinate support amongst donors and gather information to develop an effective approach for the advancement of livestock and dairy business development in the Punjab. Secretary Livestock and Dairy Development Punjab Hamed Yaqoob Sheikh remarked, "Due to a lack of coordination, a large number of projects for the livestock sector tend to chase similar targets and focus on similar geographical areas limiting their impact. This conference is the first of many, which will ensure that efforts are not duplicated and more people of the Punjab benefit from these programs. The government of Punjab is committed towards the improvement of Livestock and Dairy Development in Punjab." PRESS RELEASE

Media outlet: The News

Headline: 'US to uplift small dairy farmers'

Date: 17th March, 2012

'US to uplift small dairy farmers'

By Our Correspondent

LAHORE

THE United States wants to improve the livelihood of small dairy farmers through better programme interventions.

This commitment was given on Friday at a function which was attended by key stakeholders of livestock sector. In support of a US programme that will positively impact the lives of 12,000 small dairy farmers, US Agency for International Development (USAID) Director for Economic Growth and Agriculture William Patterson attended a US-sponsored conference hosted by the Livestock and Dairy Development Department Punjab (L&DD).

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Media outlet: Business Recorder

Headline: USAID Director attends L&DD conference

Date: 17th March, 2012

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RECORDER REPORT

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RECORDER REPORT

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Media outlet: Pakistan Observer

Headline: Punjab committed to improve livestock, dairy sector

Date: 17th March, 2012

Punjab committed to improve livestock, dairy sector

STAFF REPORTER

LAHORE—Punjab Secretary for Livestock and Dairy Development Hamed Yaqoob Sheikh has said that Punjab government is committed to improvement of livestock and dairy development in the province. Addressing a conference on Dairy development here on Friday, he remarked that due to lack of coordination, a large number of projects for the livestock sector tend to chase similar targets and focus on similar geographical areas, thus limiting their impact.

He hoped this conference would discuss the problem so that "efforts are not duplicated" and maximum people of the province benefit from these programs. U.S. Agency for International Development (USAID) Director for Economic Growth and Agriculture, William Patterson also attended this conference hosted by Livestock and Dairy Development Department Punjab (L&DD). In his remarks Mr. Patterson said, "This forum will result in better program interventions, minimal overlaps, and more visible impact on the lives of the people of the Punjab."

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Media outlet: Khabrain

Headline: Mehekma livestock ki pehli dairy and livestock donors conference

Date: 17th March, 2012

محکمہ لائیوسٹاک کی پہلی ڈیری اینڈ لائیوسٹاک ڈونرز کانفرنس

کانفرنس کا بنیادی مقصد ڈونرز کا بات چیت کا موقع فراہم کرنا تھا

لاہور (پ ر) محکمہ لائیوسٹاک اینڈ ڈیری ڈویلپمنٹ نے پہلی ”ڈیری اینڈ لائیوسٹاک ڈونرز کانفرنس“ کا اہتمام لاہور کے ایک مقامی ہوٹل میں کیا جس میں ڈیری اینڈ رورل ڈویلپمنٹ فاؤنڈیشن، ڈیپارٹمنٹ فار انٹرنیشنل ڈویلپمنٹ نے تعاون کیا۔ علاوہ ازیں کانفرنس میں سیڈا، ورلڈ بینک، ASLP، ABD، ہاشوفاؤنڈیشن، IFAD، AUSAD، حلبیہ، فوڈز، UNDP، پنجاب لائیوسٹاک اینڈ ڈیری ڈویلپمنٹ بورڈ، USAID، ASF، Oxfam اور پنجاب ایگریکلچر اینڈ میٹ کمپنی کے نمائندگان نے بھی شرکت کی۔ اس کانفرنس کا بنیادی مقصد تمام ڈونرز کو ایک دوسرے سے بات چیت کرنے کا موقع فراہم کرنا اور ان کی جانب سے لائیوسٹاک سیکٹر میں جاری ترقیاتی سکیموں سے تمام شرکاء کو آگاہ کرنا تھا۔ اس وقت پنجاب میں مختلف

ڈونرز ڈیری اور میٹ سیکٹر میں کام کر رہے ہیں۔ یہ فورم اس سلسلے میں ہونے والی سرگرمیوں کو اجاگر کرے گا۔ تقریب کے افتتاحی اجلاس میں حامد یعقوب شیخ سیکرٹری لائیوسٹاک نے کانفرنس کے مقاصد اور اہمیت کو اجاگر کیا انہوں نے کانفرنس کے دوران تمام ڈونرز کے جاری اور مستقبل کے پروگراموں پر روشنی ڈالی انہوں نے اعلان کیا کہ ایسی کانفرنس ہر 3 ماہ بعد منعقد کی جائے تاکہ لائیوسٹاک کے ترقیاتی منصوبہ جات بارے معلومات کا تبادلہ اور اصلاح کی جاسکے۔ تقریب کے اختتام پر خالد اویس راجھا ایڈیشنل سیکرٹری لائیوسٹاک نے تمام شرکاء کی شمولیت کو سراہتے ہوئے ان کا شکریہ ادا کیا اور اس امر پر اطمینان ظاہر کیا کہ اس کانفرنس کے انعقاد سے حکومت پنجاب اور ڈونرز موجودہ اور مستقبل کی سکیموں کو غیر ترقی یافتہ اصلاح میں ترقیاتی بنیادوں پر زور عمل لائیں گے۔



محکمہ لائیوسٹاک کے زیر اہتمام ڈیری اینڈ لائیوسٹاک ڈونرز کانفرنس کا منظر۔

Media outlet: Jinnah

Headline: Livestock k Zaire ahtamam dairy and livestock donors conference

Date: 17th March, 2012

لائسٹاک کے زیر اہتمام ڈیری اینڈ لائسٹاک ڈونرز کانفرنس

سیڈا، ورلڈ بینک، ASD، ASLP، ہاشوفاؤنڈیشن، IFAD، AUSAD، حلیب فوڈز کی شرکت



- یہ فورم اس سلسلے میں ہونے والی سرگرمیوں کو اجاگر کرے گا۔ تقریب کے افتتاحی اجلاس میں حامد یعقوب شیخ سیکرٹری لائسٹاک نے کانفرنس کے مقاصد اور اہمیت کو

اجاگر کیا انہوں نے کانفرنس کے دوران تمام ڈونرز کے جاری اور مستقبل کے پروگراموں پر روشنی ڈالی انہوں نے اعلان کیا کہ ایسی کانفرنس ہر 3 ماہ بعد منعقد کی جائے تاکہ لائسٹاک کے ترقیاتی منصوبہ جات بارے معلومات کا تبادلہ اور اصلاح کی جاسکے۔ تقریب کے اختتام پر خالد اولیس رانجھا ایڈیشنل سیکرٹری لائسٹاک نے تمام شرکاء کی شمولیت کو سراہتے ہوئے ان کا شکریہ ادا کیا اور اس امر پر اطمینان ظاہر کیا۔

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Media outlet: Daily Pakistan

Headline: Pehli dairy and livestock ki conference, mukhtalif idaron ki numaindagan ki shirqat

Date: 17th March, 2012

پہلی ڈیری اینڈ لائیو سٹاک کانفرنس، مختلف اداروں کے نمائندگان کی شرکت

تمام ڈونرز کو ایک دوسرے سے بات چیت کرنے کا موقع فراہم کرنا اور ان کی جانب سے لائیو سٹاک سیکٹر میں جاری ترقیاتی سکیموں سے تمام شرکاء کو آگاہ کرنا تھا۔ اس وقت پنجاب میں مختلف ڈونرز ڈیری اور میٹ سیکٹر میں کام کر رہے ہیں افتتاحی اجلاس میں حامد یعقوب شیخ سیکرٹری لائیو سٹاک نے کانفرنس کے مقاصد اور اہمیت کو اجاگر کیا انہوں نے کانفرنس کے دوران تمام ڈونرز کے جاری اور مستقبل کے پروگراموں پر روشنی ڈالی انہوں نے اعلان کیا کہ ایسی کانفرنس ہر 3 ماہ بعد منعقد کی جائے، تقریب کے اختتام پر خالد اولیس رانجھا ایڈیشنل سیکرٹری لائیو سٹاک نے تمام شرکاء کی شمولیت کو سراہا۔

لاہور (پ ر) محکمہ لائیو سٹاک اینڈ ڈیری ڈویلپمنٹ نے پہلی ”ڈیری اینڈ لائیو سٹاک ڈونرز کانفرنس“ کا اہتمام لاہور کے ایک مقامی ہوٹل میں کیا جس میں ڈیری اینڈ رورل ڈویلپمنٹ فاؤنڈیشن (ڈی آر ڈی ایف) ڈیپارٹمنٹ فار انٹرنیشنل ڈویلپمنٹ ڈی ایف آئی وی نے تعاون کیا علاوہ ازیں کانفرنس میں سیڈا ورلڈ بینک ABD، ASLP ہاشوفاؤنڈیشن، اے یو ایس اے ڈی، آئی ایف اے ڈی، حلیب فوڈز یو این ڈی بی پنجاب لائیو سٹاک اینڈ ڈیری ڈویلپمنٹ بورڈ، اے ایس ایف، یو ایس ایڈ، اسکفام اور پنجاب ایگریکلچر اینڈ میٹ کمپنی کے نمائندگان نے بھی شرکت کی۔ اس کانفرنس کا بنیادی مقصد

Media outlet: Din

Headline: Mehekma livestock and dairy development ki pehli dairy and livestock donors conference ka ahtamam

Date: 17th March, 2012

محکمہ لائیو سٹاک اینڈ ڈیری ڈویلپمنٹ کا پہلی
”ڈیری اینڈ لائیو سٹاک ڈونرز کانفرنس“ کا اہتمام

لاہور (پ ر) محکمہ لائیو سٹاک اینڈ ڈیری ڈویلپمنٹ
نے پہلی ”ڈیری اینڈ لائیو سٹاک ڈونرز کانفرنس“ کا
اہتمام لاہور کے ایک مقامی ہوٹل میں کیا جس میں
ڈیری اینڈ رورل ڈویلپمنٹ فاؤنڈیشن (DRDF)،
ڈیپارٹمنٹ فار انٹرنیشنل ڈویلپمنٹ (DFID) نے
تعاون کیا۔ علاوہ ازیں کانفرنس میں
سیڈا، ورلڈ بینک، ABD، ASLP، ہاشو فاؤنڈیشن،
IFAD، AUSAD، حلیب فوڈز، UNDP، پنجاب
لائیو سٹاک اینڈ ڈیری ڈویلپمنٹ بورڈ،
Oxfam، USAID، ASF اور پنجاب ایگریکلچر اینڈ
میٹ کمپنی کے نمائندگان نے بھی شرکت کی۔

Media outlet: Al-Sharaq

Headline: Pehli dairy and livestock donors conference ka ineqad

Date: 17th March, 2012

پہلی ”ڈیری اینڈ لائیو سٹاک

ڈونرز کانفرنس“ کا انعقاد

لاہور (کامرس رپورٹر) محکمہ لائیو سٹاک اینڈ ڈیری ڈویلپمنٹ نے پہلی ”ڈیری اینڈ لائیو سٹاک ڈونرز کانفرنس“ کا اہتمام لاہور کے ایک مقامی ہوٹل میں کیا جس میں ڈیری اینڈ رورل ڈویلپمنٹ فاؤنڈیشن (DRDF)، ڈیپارٹمنٹ فار انٹرنیشنل ڈویلپمنٹ (DFID) نے تعاون کیا۔ اس کانفرنس کا بنیادی مقصد تمام ڈونرز کو ایک دوسرے سے بات چیت کرنے کا موقع فراہم کرنا اور ان کی جانب سے لائیو سٹاک سیکٹر میں جاری ترقیاتی سکیمنوں سے تمام شرکاء کو آگاہ کرنا تھا۔

Media outlet: Daily Asaas

Headline: Kisanon ki behtari k liye Amreki tawon se conference ka ineqad

Date: 17th March, 2012

کسانوں کی بہتری کیلئے امریکی

تعاون سے کانفرنس کا انعقاد

لاہور (پ ر) ایک امریکی پروگرام، جو 12,000 چھوٹے مویشی پال کسانوں کی زندگی بہتر کرے گا، سے تعاون کے سلسلے میں امریکی ادارہ برائے بین الاقوامی ترقی کے زراعت اور معاشی ترقی کے ڈائریکٹر ولیم پیٹرسن William Patterson نے ایک امریکی امداد سے کی جانے والی کانفرنس، جسکی میزبانی لائیو شاک اور ڈیری ڈویلپمنٹ ڈیپارٹمنٹ پنجاب (L&DD) نے کی۔

Media outlet: Nayee Baat

Headline: Punjab main maweshiyon ki afziesh k shawbe main taraqi k liye Amreki kawishien

Date: 17th March, 2012

پنجاب میں مویشیوں کی افزائش کے شعبہ میں ترقی کیلئے امریکی کاوشیں

لاہور (پ ر) امریکی ادارہ برائے بین الاقوامی ترقی کے زراعت اور معاشی ترقی کے ڈائریکٹر ولیم پیٹرسن نے گزشتہ روز زراعت اور لائیو سٹاک کے ایک پروگرام میں شرکت کی۔ پیٹرسن نے اظہار خیال کرتے ہوئے کہا اس فورم کا انعقاد ترقی کے پروگراموں کی بہتر تشکیل کے لئے معاون ثابت ہوگا۔ اس کانفرنس کا بنیادی مقصد امدادی تنظیموں کے درمیان باہمی رابطے اور تبادلہ خیال کی بدولت پنجاب (باقی صفحہ 4 بقیہ نمبر 11)

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لائیو سٹاک

نئی بات

میں لائیو سٹاک اور ڈیری کے کاروبار کے فروغ کیلئے موثر اقدامات کرتا ہے۔