



## SUCCESS STORY

### Rebuilding Standards!!

**USAID-DRDF Dairy Project helps to foster sustainable improvement of dairy and livestock sector for economic empowerment and better tomorrow of rural communities.**



***“I am very thankful to USAID-DRDF Dairy Project for rebuilding the standard of my Farm”.....***

Muhammad Shahid (Commercial farmer)  
resident of Village # 31/WB, District Vehari

Improved dairy farming practices not only benefit the traditional or commercial farmers in terms of economics but also owe to increased milk yield. With the objective of economic growth through dairy and livestock development, USAID-DRDF, Dairy Project is providing trainings to small and commercial dairy farm holders. Similarly, for, the dairy farmers' training program resulted out to be startling. The 42 years old farmer has three children and he was previously working in Saudia Arabia as an AC technician and after retirement, he came back to Pakistan and joined his father's small dairy farming business having no other source of earning with him to feed his family. But due to old farming practices and less education, his father was not able to transform his small farm to a commercially viable farm. At that very time, his father's herd size was 10-15 animals out of which 05 (five) were milk producing.

Shahid learned about USAID-DRDF, Dairy Project's farmers' training from project team and after initial interview and entry test, he got an opportunity to learn modern dairy farming practices that include; importance of improved breeds, silage making, deworming and vaccination, animal care, shed improvement and its importance, animal's free access to water, record keeping, balanced diet, calf rearing etc. But due to inadequate resources his scope of work remained limited.

USAID-DRDF Dairy Project is also providing farm up gradation opportunities to selected dairy farmers on cost-share basis with an objective to provide an improved infrastructure for farmers to implement best dairy farming practices and provide a model structure for other farmers. Regarding this, Dairy Project advertised in the newspapers about farm up gradation opportunity preferably for dairy project's already trained farmers having a herd size ranging from 5-25 animals; Muhammad Shahid also applied according to the set criteria and fortunately got selected for the same.

Thereafter, Dairy Project provided him 50 percent cost-share support to upgrade his small farm into commercially viable model dairy farm. There, he is implementing all previously learned best farm practices also, with improved breeding patterns. His herd size is now increased from 15 to 30 animals. "I did not purchase any new animals but, now I am implementing modern breed improvement techniques to improve breeds. Now my lactating cows and buffaloes are producing 5-6 liters a day which was previously 3-4 liters and my 5 cows and buffaloes are milking whereas 4 are pregnant at the moment. My income is also increased from PKR 12,000 to 24,000 a month.

"My village community members often discuss their livestock issues with me and I try to provide them with best possible solutions I learned during farmers' training. My upgraded shed is a source of motivation for others and many of them have improved their farms as well". He said happily



**USAID**  
FROM THE AMERICAN PEOPLE

**PAKISTAN**

## SUCCESS STORY

### Expanding Horizons

**USAID-DRDF Dairy Project trains AITs to provide dairy breed improvement services across Punjab**



Photo by USAID-DRDF Dairy Project

***“I have inseminated about 200 animals out of which around 130 animals have conceived. Total conception rate is about 65 percent. USAID-DRDF Dairy Project’s AI Training has given me a steady source of income; I earn a profit of PKR 29,000, on an average, per month.”***

Khawar Masood, Artificial Insemination Technician, near civil hospital, Chak no 100WB, p/o Ghara Moor, Tehsil Mailsi, District Vehari.

Unemployed, Khawar Masood, was uncertain about his life, until he was selected for USAID-DRDF Dairy Project's Artificial Insemination Training Program. It all began in February 2013, when he had an exciting opportunity to learn new skills and earn a reasonable income as an Artificial Insemination Technician (AIT).

The Dairy Project's AI trainings are empowering unemployed rural youth to become trained Artificial Insemination Technicians (AITs) for dairy breed improvement and kick start their businesses as small-scale entrepreneurs.

“The AIT training program is a blend of both 30 percent theory and 70 percent practice. We are taught detecting an animal's heat, rod passing to artificially inseminate the animal, conducting accurate pregnancy tests and other breeding techniques,” says Khawar.

Followed by hands on training, AITs are examined and certified by University of Veterinary and Animal Sciences, Lahore (UVAS). In order to facilitate trainees' initial business needs, they are provided with support kits. Upon successful performance criteria, they are awarded with motorbikes with 50 percent cost share basis. These motorbikes help AITs travel long distances to other villages in order to perform insemination cases and also respond in a timely manner to urgent requests made by farmers.

“I am able to provide timely insemination services in my village and neighborhoods with Dairy Project's motorbike. I have inseminated about 200 animals out of which around 130 animals have conceived. Total conception rate is about 65%”, shares Khawar.

AI Training has given him a steady source of income; Khawar earns a profit of PKR 29,000, on an average, per month. With better income resource, he is now able to spend on better quality healthcare, education and improved living standards for his family.

As of June 2015, Dairy Project has provided training and support to over 2,168 Artificial Insemination Technicians (AITs), who are now providing breed improvement services to farmers in around 20,000 villages across Pakistan, with an average monthly income of PKR 9,371/- (\$90 approx.).

The overall aim is to ensure that through better breeding, farmers are able to increase their milk production and incomes. With the extensive follow-ups and support of Dairy Project's certified veterinarians, Khawar would like to further improve his skills. This will help him become self-sufficient at his dairy farm.

“With improved knowledge, skills and follow up support, I am committed to establish my own farm in future. With the help of Dairy Project team, I have access to good quality semen and developed strong market linkages overtime, which will be helpful for my dairy farm.” remarks Khawar.



## SUCCESS STORY

### Bringing Hope to Traditional Dairy

**USAID-DRDF Dairy Project helps traditional farmer to adopt modern dairy farm practices and techniques for improved livelihoods.**



Photo by USAID-DRDF Dairy Project

***“Being a part of USAID-DRDF Dairy Project’s farmer trainings has taught me the importance of better animal breeding, feeding and free access to water. I did not know animals had to be vaccinated or dewormed. In the future, I wish to continue implementing these modern dairy farming techniques and further upgrade my farm for better income”.***

Azmat Bashir, Dairy Project trained Farmer from Chak 341/WB, tehsil Dunyapur, district Lodharan.

Azmat Bashir is a progressive dairy farmer who belongs to a traditional system of livestock holding. He lives in Chak 341/WB, tehsil Dunyapur, district Lodharan, with his wife and two children. He heard about USAID-DRDF Dairy Project’s trainings for dairy farmers through a loud speaker announcement in village mosque, followed by project team visit at his village.

“Belonging to a family involved in traditional methods of agriculture, I was never exposed to modern dairy farm practices and techniques, such as, deworming, vaccination, balanced diet, calf rearing and silage feeding. Through the USAID-DRDF Dairy Project’s dairy farmer training, I learnt to improve my dairy business through adoption of best dairy farm practices,” says Azmat.

Azmat’s income was stagnant and it was becoming difficult for him to fulfill the basic needs of his family. He did not see any hope of increasing income until he learnt the best dairy practices for his farm. It has helped him increase the milk yields by 2 liter per animal. Dairy Project’s training has given him a steady source of income. Now he is able to provide better health and educational facilities to his family.

“In addition to this four-day training, I got knowledge about farm up-gradation through a newspaper advertisement. I applied for my consideration in this component and after few days Dairy Project’s team visited my farm and short-listed me for the interview. Interview committee asked questions about my set up as well as future plans and finally I got selected for this opportunity; where Dairy

Project provided me with 50 percent cost-share support to up-grade my local farm, in to a model, dairy and training farm”, says Azmat.

USAID-DRDF Dairy Project is upgrading local farms of selected dairy farmers to model farms. The upgraded farm will facilitate farmers in implementing best dairy farming practices, and these farms will serve as a model for neighboring dairy farmers. As of June 2015, the project has trained over 15,000 dairy farmers—78 per cent of whom have adopted at least three best farming practices leading to 17 per cent increase in the average milk yield.

“I want to continue these practices to ensure that my animals are healthy and more productive. I often guide my village community about the best practices that USAID-DRDF Dairy Project taught me. They appreciate it and want to become a part of it as well,” remarks Azmat.

Azmat has moved from a traditional farmer, who was barely able to make ends meet, to one with a secure future with the help of USAID-DRDF Dairy Project’s trainings. In future, he plans to further upgrade his farm and purchase better breeds for improving his animals for increased income.



**USAID**  
FROM THE AMERICAN PEOPLE

**PAKISTAN**

## SUCCESS STORY

### Realizing Potentials

**USAID-DRDF Dairy Project trains rural woman with new skills and techniques to provide timely basic livestock health and extension services.**



Photo by USAID-DRDF Dairy Project

***“I feel proud to be a bread-winner for my family and to contribute towards improved health and education of my younger siblings and myself.”***

Nadia, Dairy Project trained Woman Livestock Extension Worker (WLEW) from Basti Mullah Faqeer, Tehsil, district Multan.

19 years old, Nadia is a resident of Basti Mullah Faqeer, Tehsil, district Multan. She had an opportunity to hear about the USAID-DRDF Dairy Project at a community meeting of her village. After which she appeared in an interview and got selected for Livestock Extension Service training.

USAID-DRDF Dairy Project through its Women Livestock Extension Services trainings select the unemployed, marginalized rural women and empower them through the provision of knowledge, such as animal vaccination, deworming, animal health management, importance of nutrition and vaccinations against diseases. It provides official certification from the University of Veterinary and Animal Sciences as well as skills and tools to provide much-needed timely basic animal health care and management extension services in their villages.

“I received Dairy Project’s fifteen-day advanced training which helped me get advanced techniques on animal health and management and to boost my entrepreneurial skills”, says Nadia.

She was provided with a free medicine tool kit and a mobile phone so she could contact suppliers whenever needed. She jointly works with AITs of her village and surrounding villages and shares 50 percent of her profit, i.e, PKR.30, 000 per month on an average.

“I am lucky to be part of USAID-DRDF Dairy Project Women Livestock Extension Service Training Program. Sitting idly at home bothered me. I wanted to do something productive for my village and now after this training, I have become a helping hand for my family and my village”, Nadia says on a positive note.

“It is nice to have a certified lady at door step. She provides timely services in case a doctor is out of reach for us.” says a village farmer.

As of June 2015, 5,523 women have been trained in basic animal husbandry and livestock management. These WLEWs are providing extension services to dairy farmers in more than 4,000 villages with estimated earnings of PKR 1,091/- (\$11) per month.

With improves socio-economic conditions and knowledge, Nadia is now able to realize the potential in herself and wants to become a well-known practitioner in her village and provide timely basic animal health care and management extension services to the community at wide-scale.



## SUCCESS STORY

# Fulfilling Aspirations

***Dairy Project's extensive training programs for dairy farmers are playing a vital role in transforming the livelihoods and encouraging socio-economic empowerment of rural farming communities.***



***“The Dairy Project has not only imparted knowledge and training; it has given me the belief and confidence to follow my aspirations and provide for my family.***

Muhammad Azam, Dairy Farmer & Upgraded Farm Owner  
Basti Sheen Mar Moza Qadir Wah, Tehsil Vehari,  
District Vehari

Muhammad Azam, 24, is an upgraded dairy farm owner living in a small village in District Vehari. A dairy farmer by profession, Azam had been working on his farm for the better part of his life. However, having to support his wife and son, he barely covered his costs.

In early 2015, Azam learnt about the USAID – DRDF Dairy Project and its interventions. A key component of the USAID – DRDF Dairy Project is to provide training and support to dairy farmers. These trainings aim at providing a modern insight towards dairy farming for farmers, who have been following traditional farming practices. Farmers are

Azam made use of this opportunity and attended the one-day training program. He was trained in the best practices based on feeding and animal nutrition, basic animal health management, shed management, and the importance of improved breeds through artificial insemination.

“USAID’s Dairy Project completely transformed my life. I discovered new farming techniques that could increase productivity and boost income. Moreover, the project gave me the confidence to invest in the upgradation of my farm and take it to the next level,” shared Azam.

Another aspect of Dairy Project’s interventions is the upgradation of local farms of selected dairy farmers into model farms. The upgraded farm will facilitate farmers in implementing best dairy farming practices, and these farms will serve as a model for neighboring dairy farmers.

Given the significant improvement in the animal productivity, Azam decided to upgrade his farm increase the scale of his business and become a role-model for his village community. His monthly income has increased by 33%—PKR 60,000 to PKR 80,000—which allows him to save up for his son’s higher education.

“The Dairy Project has not only imparted knowledge and training; it has given me the belief and confidence to follow my aspirations and provide for my family. In the future I want to convert my farm into a commercial farm, install a bio-gas unit and a milking parlor. I’m greatly indebted to the USAID – DRDF Dairy Project for the transforming my life,” said Azam.



## SUCCESS STORY

### Quality Services in Close Proximity

***The Dairy Project seeks to create income opportunities for the rural educated youth, and increase the milk production for dairy farmers through better breeding and access to insemination services.***



***“I am now at ease since my family has access to better health and education facilities”***

Maqbool Akram, Artificial Insemination Technician

Chah Langray Wala Kaki Nu Doom,  
Tehsil Shorkot, District Jhang

Maqbool Akram, 23, is an Artificial Insemination Technician living in a small village in district Jhang—one of the most populous districts in the Punjab province. Prior to his AIT training, Maqbool worked on odd jobs in his village and as a result, barely earned enough to take care of his family’s needs. In order to make ends meet, Maqbool needed an alternate steady source of income.

In 2013, Maqbool learnt about USAID’s Dairy Project by word of mouth. He contacted the Project’s mobilization team for more information about the initiative, and subsequently submitted an application to enroll in the AI training program.

The Dairy Project seeks to improve the productivity and livelihoods of rural communities through capacity building, breed improvement, and provision of quality and timely extension services in livestock and dairy development. The Artificial Insemination training component of the Dairy Project seeks to create income opportunities for the educated youth, and increase milk production for dairy farmers through better breeding and access to insemination services.

The Artificial Insemination training held in Burj Attari, Sheikhpura, provided Maqbool with basic skills required to inseminate cows, and safely handle semen, liquid nitrogen cylinders and other equipment.

Since then, Maqbool has inseminated about 250 animals out of which 160 animals became pregnant, achieving a conception rate of 64%. He earns between PKR 7,000 and PKR 10,000 per month. The additional income allows Maqbool to spend on his children’s health and education, and improve his family’s standard of living. Since timely insemination services were not available in nearby villages, his own village community is appreciative of AI services available within close proximity.

“Due to the Artificial Insemination services I provide, I am able to afford better health and education facilities for my family. My children and younger brothers can go to school without worrying about school fees and related expenses.”

Maqbool’s journey does not end here. He plans to advance his technical expertise through enrollment in additional training courses and has expressed a clear commitment towards building a career towards provision of quality insemination services to a growing pool of dairy farmer clients in his own and nearby villages.



## SUCCESS STORY

### Improving Livelihoods through Breed Improvement

**USAID – DRDF Dairy Project provides employment opportunities for unemployed rural youth through its skills based training programs resulting in improved milk yield and rural income.**



**“I am now at ease since my family has access to better health and education facilities”**

Abid Hussain, Artificial Insemination Technician

Chak 345 EB, Tehsil Arif Wala, District Pakpattan

Abid Hussain, 30, is an Artificial Insemination Technician living in a small village in district Pakpattan. Prior to his AIT training, Abid worked as a small scale farmer but, barely earned enough to take care of his family’s needs.

In 2015, Abid learnt about USAID’s Dairy Project from a friend. He contacted the Project’s mobilization team for more information about the initiative, and subsequently submitted an application to enroll in the AI training program. Upon passing the test and interview, he was selected for the training program.

The USAID – DRDF Dairy Project’s Artificial Insemination training component seeks to create income opportunities for the educated youth, and increase milk production for dairy farmers through improved breeds and access to insemination services.

The Artificial Insemination (AI) training provided Abid with basic knowledge and skills required to inseminate cows. Through the program, he learned skills such as palpation, vulva opening, rod passing, thawing, gun loading, internal reproductive anatomy, and pregnancy diagnosis. Since timely insemination services were not available in nearby villages, his village community appreciates the services provided.

“I provide quality A.I services, semen and guidance about food management of animals to the farmers in my community. They are extremely satisfied with my services, and due to close proximity, my services are easily accessible and affordable,” says Abid.

Since then, Abid has inseminated about 208 animals, achieving a conception rate of 76%. He earns around PKR 7,000/- (USD 70 approx.) per month from pregnancy diagnosis alone. In May 2016, his combined profit amounted to PKR 28,000/- (USD 280 approx.). By providing AI services, Abid is now able to meet his household expenditure and provide better health facilities for his family. He also plans to expand his AI business to nearby villages.

“Thanks to USAID’s Dairy Project, I am able to afford better health and education facilities for my family. I plan to continue working in this field and expand my AI business to nearby villages as well,” remarks Abid.



## SUCCESS STORY

### Embarking on Entrepreneurship

**USAID-DRDF Dairy Project helps unemployed villagers to become trained Artificial Insemination Technicians (AITs) for dairy breed improvement and kick start their businesses.**



*"I participated in the USAID-DRDF Dairy Project's AIT training course and I am now able to help improve cow/buffalo breeds in my village and surrounding areas. This training course has enabled me to perform pregnancy tests and artificial insemination, for breed improvement, which translates into better incomes for me and my family and high profitability for dairy farmers. Thank you Dairy Project!"*

**Ali Muhammad, Dairy Project trained AIT from Shorkot, district Toba Tek Singh.**

"Unfortunately, I was unemployed since several years, striving to make both ends meet for my family, until I met the USAID-DRDF Dairy Project team, which introduced me to Artificial Insemination techniques for dairy breed improvement, and urged me to participate in the AI training being held in Burj Attari, Sheikhpura, Punjab. This is how my life and income improved," Ali Muhammad, a resident of Shorkot, Punjab unfolds his success story.

It all began in October 2011, when the Dairy Project's team arrived in Shorkot, Punjab and introduced Muhammad to the AI trainings being conducted by the project. "Initially, I was scared and apprehensive," he says. "But it was my good fortune that I decided to go for it," he states.

"After the training, I passed the exam and Dairy Project provided me with a kit, which included nitrogen gas for safe storage of semen and other equipment," Muhammad says. During an induction meeting in his district, farmers were introduced to Muhammad's work and the breeding services he would be able to provide to them. "Since November 2012, I have attended more than 3000 artificial insemination cases. My average profit is 24,000 rupees per month now," he says. Thereafter, due to his high performance, Muhammad was also awarded a motorbike which further assisted in expanding the scale of his AI services, even outside his village.

"Timely Insemination services were not available in my district and now with improved AI skills, I can reach out farmers in remote villages, who are also experiencing a transformation in their traditional mindset", Muhammad further adds.

Ali Muhammad is just one example of those "2032 unemployed rural youth, trained as Artificial Insemination Technicians by the USAID-DRDF Dairy Project across Pakistan, with special focus on south Punjab province. They are earning \$60 per month on average; this income average is 100 percent higher than the anticipated income. These AITs are now providing breed improvement services to farmers at door step in Punjab and other provinces. The conception rate of the project trained AITs is 72 per cent, which is 12 per cent higher than the national average. The assistance package delivered through the Dairy Project is helping farmers and rural youth in developing commercially viable and sustainable dairy businesses, yielding improved milk yield and better incomes.



## SUCCESS STORY

### Embarking on Entrepreneurship

**USAID-DRDF Dairy Project helps unemployed villagers to become trained Artificial Insemination Technicians (AITs) for dairy breed improvement and kick start their businesses.**



*"I participated in the USAID-DRDF Dairy Project's AIT training course and I am now able to help improve cow/buffalo breeds in my village and surrounding areas. With a motorbike awarded to me on high performance, I can reach out farmers in remote villages, who are also experiencing a transformation in their traditional mindset. Thank you Dairy Project!"*

**Muhammad Amjad, Dairy Project trained AIT from village Bootay Wala, district Multan.**

"Since long, I was on the lookout for a reliable source of income to support my family, with five younger sisters, one brother and parents. Life was not so pleasant, as we could barely make both ends meet, with my father's insufficient income. Thanks to USAID-DRDF Dairy project for enabling me embark on entrepreneurship. By becoming a certified artificial Insemination technician, I have not only increased the capital reserve of dairy farmers by providing them breed improvement services, but have also got an income boost, ensuring a decent livelihood for me and my family, remarks Muhammad Amjad, hailing from Bootay Wala, district Multan.

"Fortunately, I got an opportunity to meet the USAID-DRDF Dairy Project team in a community meeting at my village, which introduced me to Artificial Insemination techniques for dairy breed improvement, and urged me to participate in the AI training being held in Burj Attari, Sheikhpura, Punjab. This is how my life and income improved steadily", Amjad further explains confidently.

It all began few months back, when the Dairy Project's team arrived in Multan, Punjab and introduced Muhammad to the AI trainings being conducted by the project. "Initially, I was scared and apprehensive," he says. "But it was my good fortune that I decided to go for it," he states.

"After the training, I passed the exam and Dairy Project provided me with a kit, which included nitrogen gas for safe storage of semen and other equipment," Muhammad says. During an induction meeting in his district, farmers were introduced to Muhammad's work and the breeding services he would be able to provide to them. "I attend more than 300 artificial insemination cases per month. My average profit is around PKR 35,000 per month now," he says. Thereafter, due to his high performance, Muhammad was also awarded a motorbike which further assisted in expanding the scale of his AI services, even outside his village.

"Timely Insemination services were not available in our village and it is good to have a trained artificial insemination technician available at our doorsteps. With improved breeds, we are now able to get increased milk and incomes, says Muhammad Ajmal, a model dairy farm owner, residing at Bootay wala village.", Muhammad further adds.

Ali Muhammad is just one example of those over 2000 unemployed rural youth, trained as Artificial Insemination Technicians by the USAID-DRDF Dairy Project across Pakistan, with special focus on south Punjab province. These AITs are now providing breed improvement services to farmers at door step in Punjab and other provinces. The assistance package delivered through the Dairy Project is helping farmers and rural youth in developing commercially viable and sustainable dairy businesses, yielding improved milk yield and better incomes.



## SUCCESS STORY

### Exploring New Horizons

**USAID-DRDF Dairy Project is committed to improve livestock productivity and incomes of unemployed and marginalized rural women by training them as Women Livestock Extension Workers.**



***“I am happy that my right decision led me to explore new ways of better income and improved social status”.***

*Thanks to USAID-DRDF Dairy Project”*

Shamim bibi, Woman Livestock Extension Worker

Chak 132 GB, tehsil Burewala, district Vehari.

“I had never thought I would come across such a wonderful opportunity to realize my potentials and enable me to stand next to my husband’s shoulders for better incomes and improved livelihood”, remarks Shamim Bibi, an energetic lady, hailing from Chak 132 GB, tehsil Burewala, district Vehari.

In view of meagre earnings of her husband, a driver, Shamim rightly decided to step forward to become a bread-winner for her family of five dependents including three sons and one daughter. Life was an uphill struggle. She was desperately on the lookout for an alternate source of income to cater to the growing needs of her three school-going children. The bleak phase of her life was ongoing, until she met the USAID-DRDF Dairy Project’s team through a local health worker at her village, which introduced her to their Women Livestock Extension Workers’ program.

USAID-DRDF Dairy Project is committed to improve livestock productivity and incomes of unemployed and marginalized rural women by training them as Women Livestock Extension Workers. Through these trainings, potential rural women are empowered through the provision of hands on 30 percent theoretical and 70 percent practical training with official certification from the University of Veterinary and Animal Sciences to provide timely and much-needed animal health care and management services at their villages.

“I had already involved in the basic livestock take care at domestic level, but my perceptions were not clear. Once I attended this rigorous training, I learnt about vaccination, deworming, record-keeping, feeding, free-access to water and hygiene”, says Shamim. After successful completion and certification of four-week training, the Dairy Project also provided her a basic startup kit and a cell phone supporting her self-employment and sustainable income. Further, the project’s follow-up team also helped her establish strong market linkages and the use of mobile phone has helped her increase her client base.

Shamim is able to earn an average monthly income of PKR 8,000 by providing basic animal healthcare treatment, vaccination and ear tagging services at not only her on village but to the adjacent communities as well. Furthermore, she also sales high quality animal feed concentrate to the villagers for improved health and increased milk yield of their animals. Since after one year of her training, she has sold around 100 animal feed concentrate bags with 250-300 profit per bag.

“I found Shamim bibi, a very responsible and dedicated Livestock Extension Worker trained under USAID-DRDF Dairy Project, who provides basic livestock healthcare services at the doorstep of the farming community in an efficient and timely manner”, says Ghulam Hussain, a local dairy farmer of her village. “My success is greatly indebted to USAID-DRDF Dairy Project team, which helped me explore new ways of better income and improved social status”, Shamim concludes her story passionately.



## SUCCESS STORY

### Breaking the Shackles of Poverty

#### Dairy Project's artificial insemination training pulls youth out of poverty



Photo by USAID-DRDF Dairy Project

Hakim Ali explain the insemination process to a client

*"Thanks to the Dairy Project training I have improved my income and additionally I have gained respect in my community for my services."*

Hakim Ali Watoo, Artificial Insemination Technician from Kot Sadaat, District Vehari.

Hakim Ali Watoo is a resident of Kot Saadat, Teshil and District Vehari. He is 31-year old and after passing his matriculation exams he had to drop out of higher education as his parents urged him to step forward and support his family. However, Hakim was unable to find a good job to feed four dependents. Desperate to improve his family's economic status, Hakim Ali looked for other opportunities that could increase his income.

Meanwhile, he came across the Dairy Project's Social Mobilization team in a community meeting, organized to create awareness about Dairy Project's trainings. Hakim grasped this opportunity whole heartedly and immediately got him registered for the next batch of Artificial Insemination (AI) training. During the course of one-month hands on training, he learnt practical skills such as heat detection, process of insemination and customer management.

Hakim finished the month long training in February 2013 and has been practicing as an artificial insemination technician since then. He earns an average monthly profit of Rs 30,000 which has enabled him to construct a new small house for his family. "My family has seen very tough times as we did not even have permanent shelter and lived under a thatched roof of a mud house. Ever since, I took the AI training, offered by USAID-DRDF Dairy Project, our fortunes have changed. Now we have sufficient food and shelter."

Hakim's ambitiousness knows no bounds now, as he is planning to expand the geographical area of his work to provide improved breed services in remote areas, with a wide reach out to farmers at their door step. This will further help him translate his dream of a decent livelihood, provided to his family.



## SUCCESS STORY

### Harnessing the Potentials

**USAID-DRDF Dairy Project helps impoverished villagers to improve their livelihoods through trained Artificial Insemination Technicians (AITs) for dairy breed improvement and increased income.**



***“I am happy that my right decision led me to explore new ways of better income and improved social status”.***

*Thanks to USAID-DRDF Dairy Project”*

Anwar bibi, a woman dairy farmer of Khalid Nagar, tehsil and district Okara,

translate my vision of increased income and decent livelihood provided to my family of six dependents through improved breeds and high milk yield,” Anwar bibi, a resident of Khalid Nagar, tehsil and district Okara, unfolds her success story.

Anwar bibi’s husband was laborer, with barely sufficient income to provide two proper meals to his family. Also, they possessed a 3-4 buffaloes/cows, whose milk was sold in the adjacent villages to make both ends meet. Not accepting this predicament, Anwar bibi, decided to step forward and join shoulders to her husband to help ensure improved quality of life to her children.

“The bleak phase of my life was ongoing, until I met the USAID-DRDF Dairy Project’s team in a community induction meeting, which introduced me to Artificial Insemination techniques for dairy breed improvement, and urged me to get my animals benefitted by the AI services, provided by project-trained Artificial Insemination Technician at our and nearby villages,” says Anwar bibi.

“I had already involved in the basic livestock take care at domestic level, but my perceptions were not clear. I used to get my animals fastened all the day with barely one tub of water and insufficient feed lacking necessary nutrients, leading to less milk yield and degenerated health of my cows and buffaloes. The information shared through this community meeting was an eye-opener for me. I learnt to improve my dairy business through adoption of best dairy farm practices as balanced diet, free access to water, calf rearing, deworming, and vaccination. Further, I also learnt that cross-breeding with high quality semen can lead to more productive animal stock, yielding increased milk yield and incomes, Anwar bibi further explains.

Thereafter, Anwar bibi readily decided to consult the USAID-DRDF Dairy Project trained Artificial Insemination Technician, Ali Noor working in her village. Since a better breed means greater productivity and profitability of the animal, after getting services of an AI expert, I am now able to improve the genetic potential of my existing animals and enhance milk production” says Anwar bibi happily. So far, three of my buffaloes inseminated, have already given birth to calves and one more is expected to give birth soon.

Anwar bibi’s husband is also very happy on this socio-economic change occurred steadily. While moving from subsistence farming to modern dairy techniques, their milk production out of 10-12 liters/day has increased up to 18-20. Their children are getting better food, health and education facilities now. With this progress, they are now planning to set up a small dairy farm, where all best dairy farm practices will be implemented.

The USAID’s Dairy Project’s AI trainings are empowering unemployed rural youth as entrepreneurs who can offer their services to dairy farmers for better dairy breed improvement services. 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.



## SUCCESS STORY

### Incarnating the Ideals

**USAID-DRDF Dairy Project helps unemployed villagers to become trained Artificial Insemination Technicians (AITs) for dairy breed improvement and kick start their businesses.**



*"I participated in the USAID-DRDF Dairy Project's AIT training course and I am now able to help improve cow/buffalo breeds in my village and surrounding areas. This training course has enabled me to perform pregnancy tests and artificial insemination, for breed improvement, which translates into better incomes for me and my family and high profitability for dairy farmers. Thank you Dairy Project!"*

**Ali Noor, Dairy Project trained AIT from village Thatha Kheva, District Okara, Punjab.**

"Unfortunately, I was unemployed since several years, striving to make both ends meet for my family, until I met the USAID-DRDF Dairy Project team, which introduced me to Artificial Insemination techniques for dairy breed improvement, and urged me to participate in the AI training being held in Burj Attari, Sheikhpura, Punjab. This is how my life and income improved," Ali Noor, hailing from village Thatha Kheva, District Okara, Punjab, unfolds his success story.

It all began in 2012, when the Dairy Project's team arrived in Okara, Punjab and introduced Ali to the AI trainings being conducted by the project. "Initially, I was scared and apprehensive," he says. "But it was my good fortune that I decided to go for it," he states.

"After the training, I passed the exam and Dairy Project provided me with a kit, which included nitrogen gas for safe storage of semen and other equipment," Ali says. During an induction meeting in his district, farmers were introduced to Ali's work and the breeding services he would be able to provide to them. "Since November 2012, I attend average 40 cases per month. My average profit is PKR 8,000-10,000 per month now," he says. Thereafter, due to his high performance, Ali was also awarded a motorbike which further assisted in expanding the scale of his AI services, even outside his village.

"Timely Insemination services were not available in my district and now with improved AI skills, I can reach out farmers in remote villages, who are also experiencing a transformation in their traditional mindset", Ali further adds.

Ali Noor is just one example of those "2032 unemployed rural youth, trained as Artificial Insemination Technicians by the USAID-DRDF Dairy Project across Pakistan, with special focus on south Punjab province. They are earning \$60 per month on average; this income average is 100 percent higher than the anticipated income. These AITs are now providing breed improvement services to farmers at door step in Punjab and other provinces. The conception rate of the project trained AITs is 72 per cent, which is 12 per cent higher than the national average. The assistance package delivered through the Dairy Project is helping farmers and rural youth in developing commercially viable and sustainable dairy businesses, yielding improved milk yield and better incomes.



## SUCCESS STORY

### Improving Livelihoods through Better Breeds

*The Dairy Project aims to train young, educated men and establish them as AI technicians and improve AI services for better breeding facilities leading to increased livestock productivity and enhanced incomes of rural youths across South Punjab.*



***“Now I can access good health and education facilities for my family. On average I spend about Rs.3000/- for health and education services for my family.”***

Asif Razak, Artificial Insemination Technician Tehsil Kamalia, District Toba Tek Singh

Asif Razaq, a 28 year old rural resident in Toba Tek Singh found a means to improve his livelihood by qualifying himself as a skilled entrepreneur in the field of artificial insemination and cater to a growing demand for breed improvement services among rural livestock communities in South Punjab.

USAID DRDF Dairy Project’s Artificial Insemination trainings aim to significantly empower unemployed rural youth as entrepreneurs who can offer services to dairy farmers. These farmers benefit from access to better quality semen supplies ensuring breed improvement among 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 Artificial Insemination Technicians are created. 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.

Once a trainee has successfully met required performance criteria, The Dairy Project also provides a motorbike. These motorbikes help AITs travel long distances to other villages in order to perform insemination cases and also respond in a timely manner to urgent requests made by farmers

In response to a mobilization campaign organized by USAID DRDF Dairy Project’s farmer trainings, Asif Razaq submitted an application to the mobilization team. After obtaining relevant information about training opportunities, he appeared for a required test and interview and was successfully selected on the basis of merit.

According to Asif, “I have inseminated about 400 animals out of which about 270 animals are pregnant. Total conception rate is about 67%.” He earns between PKR 7,000 – 10,000 per month which enables him to spend on better quality healthcare, education and improved living standards for his family.

In addition to artificial insemination services, Asif Razak also offers value addition services that help supplement his additional income, “I provide pregnancy diagnosis services along with Artificial Insemination services and earn an additional Rs.5,000/-”.

To enhance his career as an Artificial Insemination Technician, Asif Razak would like to join USAID DRDF Dairy Project’s upcoming trainings to improve his technical skills. This initiative will not only result in improved services and increased livelihood for him as an entrepreneur but will also translate into breed improvement and advanced health care services available to his client pool of dairy farmers.



## SUCCESS STORY

### Making the Mark

**USAID-DRDF Dairy Project helps unemployed, marginalized rural women to improve their livelihoods through socio-economic empowerment**



***“I am happy that my right decision led me to explore new ways of better income and improved social status”.***

*Thanks to USAID-DRDF Dairy Project”*

Azra bibi, Woman Livestock Extension Worker

I was stunned at her firm resolve to combat the scourge of poverty. Since, I had already been working as a professional vaccinator, I found Azra bibi, a very responsible and dedicated Livestock Extension Worker trained under USAID-DRDF Dairy Project, who provides basic livestock healthcare services at the doorstep of the farming community in an efficient and timely manner”, Ghulam Hussain unfolds the inspirational story of Azra bibi, an energetic lady, hailing from his village 553/EB, district Vehari.

In view of meagre earnings of her husband, a distemper, Azra decided to step forward to become a bread-winner for her family of five dependents. Life was an uphill struggle. The bleak phase of her life was ongoing, until she met the USAID-DRDF Dairy Project’s team in a community meeting at her village, which introduced her to their Women Livestock Extension Workers’ program.

Realizing the pivotal role of rural women in livestock management, the Dairy Project has undertaken the training of 5,000 rural women as Women Livestock Extension Workers (WLEWs). Through these trainings, rural educated women are empowered through the provision of knowledge, official certification from the University of Veterinary and Animal Sciences as well as skills and tools to provide much-needed animal health care, management and record keeping in their villages.

After successful completion and certification of four-week training, the Dairy Project also provided her a basic startup kit and a cell phone supporting her self-employment and sustainable income. Further, the project’s follow-up team also helped her establish strong market linkages and the use of mobile phone has helped her increase her client base. Azra is able to earn an average monthly profit of PKR 50,000 by providing basic animal healthcare medication and treatment, vaccination and ear tagging.

“Once dubious of her capabilities, I am firmly positive to recommend her as a reliable livestock extension services provider in the adjacent villages”, says Ghulam Hussain.

Presently, Azra is serving farmers in over 10 villages. To further her economic prosperity, Azra received advance training as Village Milk Collection Agent (VMC) under USAID-DRDF Dairy Project, adding additional profit to her monthly income. “I have purchased a motorcycle and five marla land to further secure my family’s future. I had never thought, I would come across such a wonderful opportunity to translate my vision of a decent livelihood provided to my children through increased income and improved health, education and food facilities, Thanks to USAID-DRDF Dairy Project” remarks Azra passionately.



## SUCCESS STORY

# Rural Woman Takes Charge

**USAID helps 21-year old Rahat become a *Vanda* seller and support her family of 14**



***USAID's Dairy Project invested in me, and I am extremely thankful to the team for enabling me to become an earning hand with improved socio-economic status.***

-  
Rahat Parveen, Dairy Project trained Woman Livestock Extension Worker (WLEW) from Tehsil Kamalia, District Toba Tek Singh

21-year old Rahat Parveen's life appeared to be like a dead-end, after she was forbidden to return to school two years ago, due to financial constraints.

"We're a big family of 14! It never occurred to me that my family would have to struggle this much for barely making ends meet, with my father being ill for the past many years; my brothers are younger and two of my married sisters separated from their husbands and returned home. There was little or no source of income."

Fortunately, Rahat came across an opportunity to meet the USAID-DRDF Dairy Project's mobilization team and was introduced to the project. "I was always on the lookout for a suitable opportunity to rid my family of the scourge of poverty. I participated in the USAID's Dairy Project WLEW training course and it has altered my vision in life. I have become a successful profiteering *Vanda*-seller in my district", remarks Rahat.

After successful completion and certification of four-week training, the Dairy Project also gave her 30 free-of-cost *Vanda* bags (a top quality feed concentrate yielding increased milk production), for sale in her village. She marketed her product through flyers, and successfully sold the 30 bags for PKR1000 each and earned an income of PKR 30,000. She sells the *Vanda* bags with her brother's support, through placing the bags at his small general store in the village.

In addition, the Dairy Project's follow-up team gave her a cellular phone and helped her establish solid market linkages for increased client base. With the profit she earned, she has brought back the tradition of two proper meals being served at home and has been able to regularly purchase medicines for her ill father. More importantly, the family owns a very small piece of land, and she has bought some water for her crops. Once the harvest reaps an income, she will reinvest it into the *Vanda* business and purchase more bags to sell.

"The USAID Dairy Project has not only enabled me to earn a reasonable income as a seller of *Vanda* bags; it has also opened my eyes towards dairy farming. With this income, I'm also going to arrange for free access to water for my three dairy animals, Thanks to USAID's Dairy Project", Rahat says on a positive note.

Rahat Parveen is one of those several successful Women Livestock Extension Workers, who got benefitted by the USAID's Dairy Project's certified trainings. With improved socio-economic status and good confidence level, they are not only contributing to the development of the dairy sector in Pakistan, but are also earning a respectable livelihood for their families.



## SUCCESS STORY

### Raising the Bar

**USAID-DRDF Dairy Project helps traditional dairy farmers improve their livelihoods through increased milk production and incomes.**



“I am really thankful to USAID-DRDF Dairy Project to enable me translate my vision of establishing a large dairy farm, diverting from traditional to progressive dairy farming”, says Ajmal profoundly!”

**Muhammad Ajmal, Dairy Project trained Dairy farmer from village Bootay Wala, District Multan, Punjab.**

Dairy Project’s extensive training programs for dairy farmers are playing a vital role in transforming the livelihoods and encouraging socio-economic empowerment of rural farming communities, especially in Punjab province of Pakistan. Muhammad Ajmal, a resident of Bootay Wala village, district Multan is just one example of those over 9,000 Dairy Project-trained dairy farmers, who, as a result of acquired training, adopted the best dairy farming practices and reported increase in their milk productivity by 19 percent on an average.

Belonging to a family traditionally involved in agriculture, Ajmal was initially quite indifferent towards his 18 animals. Due to adoption of conventional methods of animal healthcare and management, frequent diseases and low milk yield was no wonder to be seen there. With the barely minimum income, he could earn through harvesting in his small piece of land, Ajmal wanted to expand his dairy business to meet the growing needs of his family of 10 dependents. He was keenly interested to know about techniques that could increase productivity and thus increase his income from dairy farming. Before training, he had 18 animals out of which 4-5 animals were milking including cows and buffalos and his average milk production per animal was 8-10 liters per day.

“I heard about USAID-DRDF Dairy Project’s trainings for dairy farmers through TV spots, followed by project team at my own village. I used to get my animals fastened all the day with barely one tub of water and insufficient feed lacking necessary nutrients, leading to less milk yield and degenerated health of my cows and buffaloes. The information shared through these shows was an eye-opener for me. I learnt to improve my dairy business through adoption of best dairy farm practices as balanced diet, free access to water, calf rearing, deworming, and vaccination”, says Ajmal.

In addition to this training, the Dairy project also provided 50 percent cost-share support to Ajmal to up-grade his local farm, in to commercially viable model and training farm. The project plans to set up such 100 farms; which will serve as the training and service hubs in the villages, providing universal outreach and coverage to the to the simple and less aware farmers to learn, adopt and up-grade their farms at their own convenience.

Besides implementing best practices in his much improved farm, Ajmal replaced his low productive animals with better breeds and now his total animals are 45 of which 14 animals are milking and some are pregnant. His average milk production increased 5-6 liters per animal per day making his daily production reach around 120 liters increasing his average income to PKR more than 50, 000.

With increased income, Ajmal has recently purchased his own silage machine. Since, I also got knowledge about “silage”, a high moisturized staple fodder containing maize/corn which allows the farmer community to have access to preserved fodder during shortage of green fodder; I invested my profit in my own silage machine for animals’ improved production. I often guide my village community about the best practices; I learnt and often lend my silage machine to them for enjoying the same benefits”,

***Thank you to USAID-DRDF Dairy Project!”***



## SUCCESS STORY

### Rebuilding Standards!!

USAID-DRDF Dairy Project helps to foster sustainable improvement of dairy and livestock sector for economic empowerment and better tomorrow of rural communities.



*"I am very thankful to USAID-DRDF Dairy Project for rebuilding the standard of my Farm".....*

**Muhammad Shahid (Commercial farmer) resident of Village #, 31/WB, District Vehari.**

Improved dairy farming practices not only benefit the traditional or commercial farmers in terms of economics but also owe to increased milk yield. With the objective of economic growth through dairy and livestock development, USAID-DRDF, Dairy Project is providing trainings to small and commercial dairy farm holders. Similarly, for, the dairy farmers' training program resulted out to be startling. The 42 years old farmer has three children and he was previously working in Saudi Arabia as an AC technician and after retirement, he came back to Pakistan and joined his father's small dairy farming business having no other source of earning with him to feed his family. But due to old farming practices and less education, his father was not able to transform his small farm to a commercially viable farm. At that very time, his father's herd size was 10-15 animals out of which 05 (five) were milk producing.

Shahid learned about USAID-DRDF, Dairy Project's farmers' training from project team and after initial interview and entry test, he got an opportunity to learn modern dairy farming practices that include; importance of improved breeds, silage making, deworming and vaccination, animal care, shed improvement and its importance, animal's free access to water, record keeping, balanced diet, calf rearing etc. But due to inadequate resources his scope of work remained limited.

USAID-DRDF Dairy Project is also providing farm up gradation opportunities to selected dairy farmers on cost-share basis with an objective to provide an improved infrastructure for farmers to implement best dairy farming practices and provide a model structure for other farmers. Regarding this, Dairy Project advertised in the newspapers about farm up gradation opportunity preferably for dairy project's already trained farmers having a herd size ranging from 5-25 animals; Muhammad Shahid also applied according to the set criteria and fortunately got selected for the same.

Thereafter, Dairy Project provided him 50 percent cost-share support to up-grade his small farm into commercially viable model dairy farm. There, he is implementing all previously learned best farm practices also, with improved breeding patterns. His herd size is now increased from 15 to 30 animals. "I did not purchase any new animals but, now I am implementing modern breed improvement techniques to improve breeds. Now my lactating cows and buffaloes are producing 5-6 liters a day which was previously 3-4 liters and my 5 cows and buffaloes are milking whereas 4 are pregnant at the moment. My income is also increased from PKR 12,000 to 24,000 a month.

"My village community members often discuss their livestock issues with me and I try to provide them with best possible solutions I learned during farmers' training. My upgraded shed is a source of motivation for others and many of them have improved their farms as well". He said happily



## SUCCESS STORY

### Resourceful Development

**USAID-DRDF Dairy Project helps to foster sustainable improvement of dairy and livestock sector for economic empowerment and better tomorrow of rural communities**



*“I am living a decent life with all necessities fulfilled, I am very sure that I will excel in my services and will be able to set a benchmark in my life. I am very thankful to USAID-DRDF Dairy Project for providing me with a resourceful development!”*

**Asmat Ullah AIT, Village Nawa Ghulgi Sabzi, Tehsil Barshore, District Pashin**

Torn clothes, inquisitive face and a hope in eyes is a brief description of USAID –DRDF trained 31 years old AIT (Artificial Insemination Technician) Muhammad Qasim when he first appeared for interview test conducted to select candidates for AI training. He heard about this training from an announcement by USAID-DRDF team in a Mosque Village Ghulgi Sabzi, District Pashin. He submitted his documents to the dairy project team immediately after gathering brief information. Though he was matriculate, even then he used to sell fruits, which is not a very profitable occupation; he was unable to get his children admitted in school and was unable to make both ends meet for his family.

“Initially I was a bit scared during the selection process, but I proceeded with courage and it was just like a ray of hope for me in the darkest phase of my life.”  
Said Qasim

“Fortunately, I got selected for AIT training by USAID-DRDF Dairy Project. During the training I learned Artificial Insemination techniques for dairy breed improvement and increase d milk yield. This learning has drastically changed my life”, He explained happily.

After the training, he passed the assessment examination conducted by University of Veterinary and Animal Sciences and as a result Dairy Project provided him with a kit, which included nitrogen gas for safe storage of semen and other related equipment for AI. Moreover, during an induction meeting held at his native village he was introduced to the village farmers and they were informed about his AIT training, abilities & breeding services he will be able to provide them.

Qasim’s village community trusts him a lot because due to USAID-DRDF Dairy Project’s AI training, alongside using local semen samples (Cholistani, Nili Ravi & Sahiwal) brought from certified Semen Producing Units (SPUs) he is also providing imported semen samples for improved breeding at a reasonable cost. “My community is getting real benefit because of my AI training”, He added

“Muhammad Qasim is a real asset for our community because we did not have any timely insemination services before and it is a blessing for us that we have a breed improvement service provider all time available with us. Now due to improved breeds our milk yields are increased and we are heading towards a prosperous life” said Hamza Asghar a local village farmer.

“I am attending more than 40 artificial insemination cases per month with 90% conception rate and his average income is around PKR 12000 (\$120) per month now. Upon my good performance I was also awarded with a motorbike which further assists me in expanding the scale of my AI services, even outside my village. Out of my profit I have bought a new refrigerator for my home and my all my children are studying in school. I am very thankful to Dairy Project from the core of my heart” said Qasim.



## SUCCESS STORY

### Sparkles of Success

**USAID-DRDF Dairy Project provides employment opportunities for unemployed rural youth through its skills based training programs.**



*“USAID-DRDF Dairy Project’s AIT training course provided me an opportunity to improve cow/buffalo breeds in my village and neighboring areas. This skill is an earning tool for me and a way to improve breeds, milk yields and profitability for dairy farmers. Thank you Dairy Project!”*

**Hameed Ullah, 21 year old AIT, resident of Village Hazara, Tehsil Wari, Der Upper KPK**

“We lived a very tough life after my father’s death, my elder brothers worked to make both ends meet for my family” said Hameed with tears in eyes. He was in search of some employment opportunity, when he got to know about USAID-DRDF Dairy Project’s Artificial Insemination Technicians’ Training program in February 2014. Hameed Ullah is 21 year old AIT, resident of Village Hazara, Tehsil Wari, Der Upper KPK.

After an initial interview followed by a test, Hameed got selected for a comprehensive AI training, where he learnt about practical exercises such as safe handling and maintenance of insemination guns, liquid nitrogen cylinders as well as gained theoretical knowledge. After getting 30 percent theoretical and 70 percent practical hands on AI techniques, he was awarded with a certificate and an initial startup kit which included nitrogen gas for safe storage of semen and other related equipment.

“My Skills were also marketed during an induction meeting held at my local village that was attended by farmers of nearby villages as well”, said Hameed. They were informed about Hameed’s AI training and breeding services he would be able to provide them. Since March 2014, he is working as a successful AI, with 60 percent conception rate, in his own village Hazara and other nearby villages as well. He is using local and imported semen for improved breeds and now he is earning more than PKR 25,000 a month. Moreover, Hameed is also provided with a motor bike by USAID-DRDF, Dairy Project due to his high performance as an Artificial Insemination Technician, in order to reach remote areas easily to perform his services timely, effectively and efficiently.

Previously, timely insemination services were not available at his local village and farmers had very less knowledge about good breeds and ways to improve milk yields of their animals. But now due to Hameed’s efficient and timely AI services, people are getting more interested in breed improvement techniques “Hameed is an asset for us in terms of his abilities and services he is providing us”, said Arshad (local farmer).

USAID-DRDF Dairy Project’s AI training program has changed my life as it has given me a steady source of income. On average I earn a monthly profit of Rs 6,500 by attending 30 artificial insemination cases a month. “People in my community respect me as I have a valuable skill through which I am able to improve the genetic potential of existing animals and enhance milk production”, says Hameed with Sparkling eyes.



## SUCCESS STORY

### Taking the Lead

#### Dairy Projects farm manager training helps youth strengthen family's dairy farming business



Photo by USAID-DRDF Dairy Project

*“Thanks to the USAID-DRDF training I have developed my family’s dairy farm and added 18 more cows of the best breed.”*

Muhammad Fayyaz from Chak No. 95/15L, Mian Channu, Khanewal.

Muhammad Fayyaz Rana, from Chak no 95/15L, Mian Channu, Khanewal participated in the USAID-DRDF farm manager training in October 2012. Belonging to a family traditionally involved in dairy farming, Fayyaz wanted to get formally trained in best dairy practices so that he could expand his family’s business. He read about the Dairy Project’s Farm Management training in a newspaper and reached out to the project’s team to participate. After conducting an entrance test and an interview, the project’s team selected him for the four-week long training.

During the training, Fayyaz learnt about shed design, construction and management, best practices such as free access to water, vaccination, calf rearing and other such skills related to farm management. Before taking the training he had nine non-descriptive cows with four lactating animals and the average milk production was 2.5 liters per animal per day. After taking the training he bought 18 more animals including five lactating animals and 13 heifers belonging to the best breeds and his farms average milk production increased to 12 liters per animal per day. He sells an average of 85 liters of milk a day and keeps the rest for his family’s consumption. His profit has subsequently increased by PKR 30,000 per month.

The surplus of milk has been a great benefit for his family. “My family is delighted as there is more milk to consume and I am presently also operating as a commercial dairy farmer!” says a beaming Fayyaz.