



REPORT
ON
INITIATIVE OF CROSS BREED (HEIFERS) AND
INTEGRATION OF PROJECT ACTIVITIES

UNDER

LIVELIHOOD ENHANCEMENT & PROTECTION
PROJECT (LEP-II)
DISTRICT GHOTKI

BY

SINDH RURAL SUPPORT ORGANIZATION (SRSO) COMPLEX, NEAR TAJ PETROL
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1. Introduction:

The Livelihood Enhancement and Protection (LEP) project aims at to improve the living standards of the targeted households in order to vulnerability to shocks reduced. It also emphasis on poor communities to gain the increased access to the quality based infrastructure services within the areas.

The objective of the Livelihood Enhancement and Protection (LEP) project is to develop the capacity, opportunities, assets and productivity of community members to reduce their vulnerability to shocks, improve their livelihoods initiatives and strengthen their business operations. LEP also supports community members to build up their savings capacity and proficiency in funds management through internal lending, while complementing these efforts with grants and technical support to increase assets, productivity and incomes. Under this component, mechanisms have developed and implemented to identify and support to innovative micro enterprises and value chain development that resulted as improved livelihood.

2. Cross Breed initiative:

Consequently in October-2013 with all endeavors, it was proposed that there should be the deviation in existing asset transferring with respect to the livestock and it should be changed in form of breed conversion i.e. from local breeds to the cross breeds (heifers) which was initially appeared difficult to introduce in an area where the masses do not have any sort of knowledge and practices in the past regarding the breed being proposed to be introduced at a wider scale.

Primarily project focuses on the livelihood of the masses which can increase the productivity and incomes of the targeted households with the variety of their choices. The purpose behind the idea was to provide such a support to the community which can gain the scale of their earnings ultimately becomes the cause of asset creation in the form of different breeds irrespective of local breeds which are very less productive and does not have sufficient means of earning at household level in terms of milk or meat. On the other hand the cross breeds are well known for huge production of milk & meat at any level just it requires proper management of these animals. Furthermore the poor women are usually engaged in traditional raring & management of animals which serves no genuine purpose.

But instead of this they would have require to spare same time to the management of cross breeds with just modern ways which result the increased production of milk and serves the primary needs of a poor households besides having their own milk to drink as well. When the household gets increased production of milk with same efforts and time, it will definitely create a passion to further protect their livelihood with possible measures and their interest in management of animals would be high relevantly improves the economical status of masses.

3. Choice of Cross Breed Animals:

The decision of purchasing cross breed animals was taken in the favor of poor families, who are rearing their animals traditionally with high labor cost and low income in return. The SRSO management went for cross breed animals in the consequent upon extensive field visits paid at

main Livestock Farms and local Mandies established at Punjab. The decision to purchase cross breed animals rather to local breed animals was taken on some genuine grounds , as cross breed animals are highly appreciated by their natural characteristics which made them highly demanded animals, the comparison of cross breed with local breed animals is given in below table

4. Comparison of Cross Breed with Local Breeds of Sindh:

Sr. No	Characteristics	Local Breeds (Sindh)	Cross Breed
1	Milk Production	3 Liters	12-14 Liters
2	Age Maturity	26-28 Months	14-16 Months
3	Recycle Process	5-6 Months (after parturation)	1.5 -2.5 Months
4	Milking Duration	7 Months	9 Months in (some cases up to next parturation)
5	Meat Production	Low	High
6	Calving	Difficult (in case of cross with Fresian & Jercy)	Easy (body structure)
7	Market Value	50,000-60,000	120,000 (+)

Above table reveals about the major difference between cross and local breed animals. The cross breeds Cow gives milk production almost 4 times more than the cow of local breed. In above table conservative calculation have given about the milk production of Cows of cross breed, while at farms the milk production for 24 hours is reported between 16-25 Liters. Whereas local breed Cow's milk production is more or less between 2-3 Liters/ 24 hours. This is the actual situation in the rural areas that is why the rearing of animals is not so beneficial profession now for the poor families. Very low milk production is scanty for their domestic use, they use milk in making tea and remaining they use for their children and other family members. SRSO didn't see poor households selling milk in the market. Now when SRSO have given them such breed which can give them a milk production more than 10 Liters/ day, they can sell the milk and earn the money, this is what SRSO is thinking, only cross breed animals can change the life standard of poor families, who are putting their all energies to make the animals more healthy and productive.

5. Procurement Process:

After the assessment of Livestock dairy farms and local Mandies at Punjab, it was decided that Heifers should be purchased rather the Cows of cross breed, the market value of Cow of cross breed is almost double than the ceiling amount that have for one asset, therefore the decision of purchasing Heifers was made. Initially 1,200 Heifers were decided to purchase as per the SRSO policies this amount exceeds more than 2 million, therefore purchasing of Heifers went through the " Bidding" , an advertisement was posted in two main News Papers of Punjab, i-e daily " The Jang" and " The Nawa-e Waqt", the suppliers were called for the supply of cross breed Heifers of selected specification. Through BID top Livestock suppliers took interest to supply the Heifers and applied as Vendor. SRSO shattered the supply into two parts,

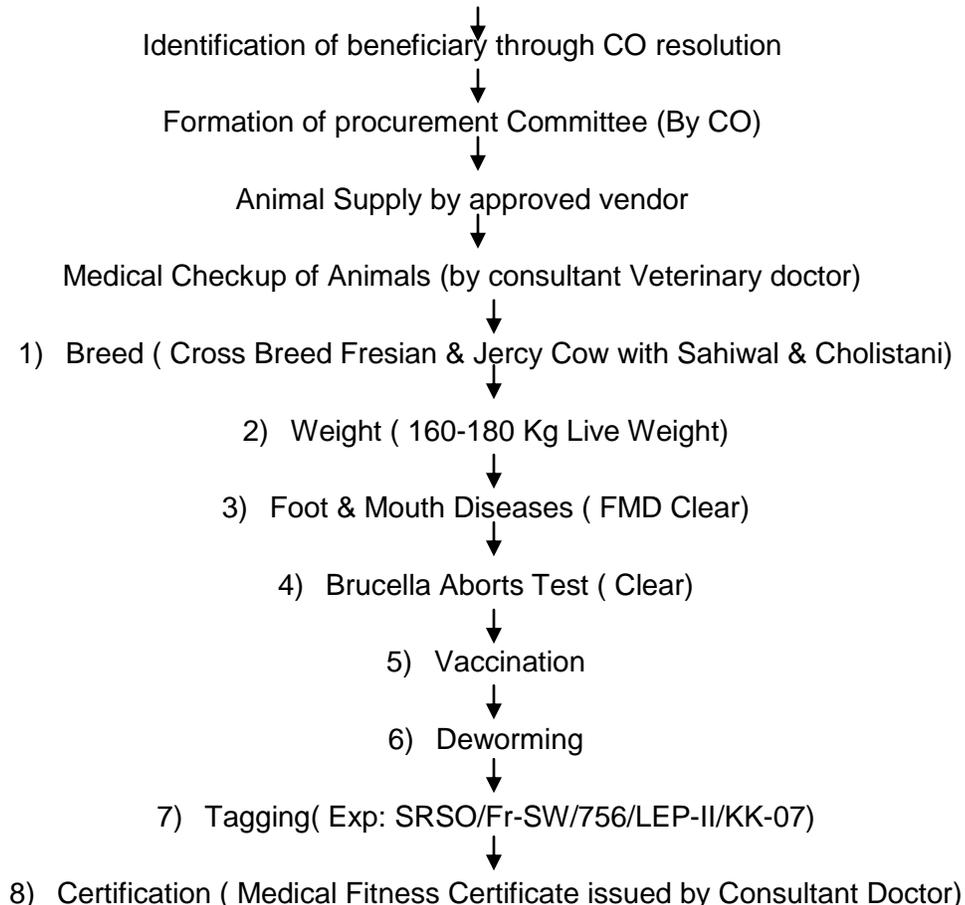
- 1) Procurement of Heifer's
- 2) Distribution of Heifer's

- 1) The following steps were taken in the process of procurement'
 - ♣ Advertisement appeared in Local News Papers to call Vendors for supply of Heifers
 - ♣ BID opened in the presence of all Vendors
 - ♣ Constituted a technical committee to review the proposal submitted by Vendors
 - ♣ Interviews of Vendors and final selection of 2 vendors
 - ♣ Issued services letters to selected Vendors from procurement department
 - ♣ Issued Purchase Orders to both Vendors as per requirement by procurement department

Meanwhile for medical checkup of Heifers, the services of Veterinary Doctor are hired to assess the breed of Heifer, Weight, and for the medical check and other services like tagging, vaccination and Deworming.

- 2) For the selection of beneficiary and distribution of Heifers, following steps are taken,
 - ♣ CO resolution nominates the name of beneficiary for the asset
 - ♣ Training of beneficiary regarding selected nature of asset
 - ♣ Formation of procurement committee
 - ♣ Selection of Heifers through medical check up
 - ♣ Certification of Heifers by consultant doctor
 - ♣ Distribution of Heifers in the presence of procurement committee

6. Assets Transferring Process





9) Asset Hand over to beneficiary (in the presence of CO procurement committee)
Animal Supply by approved Vendor After proper execution of intervention and with the span of time the achievements witnessed the effectiveness, relevancy and the vitality of cross breed initiative in District Ghotki. Hence the 80% of set targets have been achieved efficiently with all qualitative indicators which has eliminated the all perceptions, in fact initiative invites for replication and expansion to other districts.

7. Distribution of Cross Breed Heifer:

The transferring of Assets to the ultra and vulnerable poor members in the Community Organizations (COs) is a technical work which has been carried out with great care and defined process. Thus the activity requires the certain measures to be adopted to make it more convenient for the community/beneficiaries properly.

The assets transferred to ultra and vulnerable poor are of different types according to demand/willingness of community through resolution made by a community organization. After the need



identification and proper resolution is moved by the respective VO to receive the animals, the project team ensures the distribution of cross breed animals to those poor members.

To make this process more effective and easy, the animals are being provided to the respective beneficiaries in the presence of their VO office bearers and the procurement committee members together.

For the proper distribution of heifers, the project team has been planning the consistent massive distribution ceremonies in which all other stakeholders including the

Govt officials are invited to participate. During these ceremonies all stakeholders have been oriented thoroughly about the initiative of cross breed heifers at large. In such ceremonies 786 cross breed heifers have been distributed to the poor and destitute women of Taluka Khanpur & Ghotki.

– Process of Heifers Distribution:

After the initiation of cross breed the distribution process has been completely reviewed and later on revised it in order to ensure the asset transferring of cross breeds Heifers properly. During the ordinary course of implementing the LEP team applies the following process for distribution of cross breed animal in district Ghotki.

- The Livelihood Officer identifies the beneficiary names through the PSC, and respective VO finalizes the names whom asset to be transferred.

- VO Forms the Procurement committee in the presence of LO, and then endorses the same PC through resolution to purchase the animals. And the PC comprises of four members, i.e. one beneficiary herself, two members of CO/VO and the LO from SRSO.
- Vendor arranges the Pirhi of Cross Breed Heifers in District Ghotki on a particular day.
- Consultant Veterinarian doctor of SRSO verifies the specifications of the animals set by the organization. After screening of the animals the consultant issues the fitness certificate of the animal, only those animals can be selected by any of the beneficiary.
- The beneficiary selects/chooses the best animal in the presence of the procurement committee members from local “Pirhi” arrange by the vendor at Khanpur & Ghotki.

8. Pre-distribution activities:

While before the distribution of cross breed animals to the original owners, all possible steps are taken to ensure the proper and effective asset transferring to actual beneficiary. Such measures/steps are highlighted below:

- **Weight of animals:** A well trained doctor assesses the each animal physically and records its proper weight and compares it to the normal range, which is (160 + kg) possible required transferring the animal to the beneficiary.
- **Verification of Breed:** Verifies the breed physically which should be Jersey or Frisian crossed with Sahiwal.
- **Pregnancy Conceiving Test:** Also performs Brucella abort test for holding pregnancy.
- **Deworming:** Physically check the animals and provide the appropriate treatment for Deworming to each animal.
- **Vaccination:** The doctor also performs the vaccination against certain diseases, keeping the dynamics of the area in the mind.
- **Tagging:** Before the distribution, the total cross breeds (heifers) tagged properly with separate code assigned to each animal.
- **Certification:** At last, after all above steps the doctor certifies the animals and issues the proper certificate for each animal as fit and healthy to be handed over to the beneficiary.





LIVELIHOOD ENHANCEMENT & PROTECTION (LEP) PROJECT "PHASE-II"

Medical Fitness Certificate Of Animal



Beneficiary's Profile	Heifer's History
Name of Beneficiary	Breed:
Parentage	Weight: (Kgs)
CNIC #.	Age (Months)
Village:	Bruchella Aborts Test
Union Council	Vaccination / Deworming
CO Name	Insurance Period
PSC (Status)	FMD:
LIP #.	Tag #:

This is to certify that the animal is checked and found medically fit, diseases free and as per agreed specifications

Date: _____

Certified By: Dr. Wasand Kumar Consultant Doctor	Checked By: Imam Ali DM-Ghotki	Received By: Beneficiary
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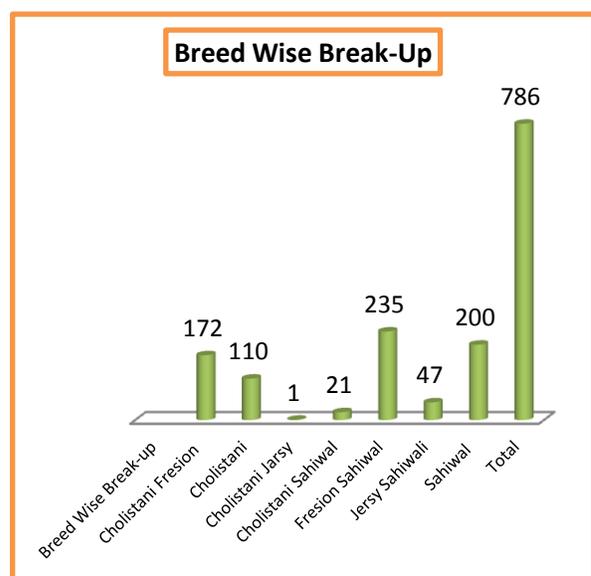
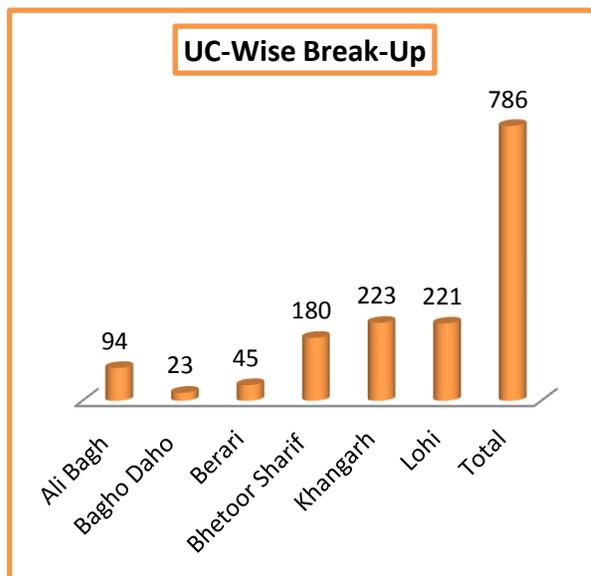
After ensuring all above mentioned steps properly, the respective Cross Breed (Heifers) has been distributed to the beneficiaries through a distribution ceremony at particular places.

9. Post Distribution Activities:

After distribution of animals the livelihood officer of each union council would ensure the certain activities besides their routine activities as well.

- The households who are owner of heifer are being sensitized to ensure the proper management of animals as suggested them through trainings.
- Regular Follow up visit by the concerned LO, to ensure the healthy living of Cross Breeds located in his area/UC extensively.
- Regular contact with respective beneficiaries for seeking the status of each animal.
- Based on the report/identification of Los, or even during the regular visits of villages the Veterinary Doctor provides rapid response and treating to the animals efficiently.

– UC & Breed Wise data of Heifers:



10. Disease prevention mechanism at gross root level:

The Cross Breeds Heifers are very sensitive in terms of sustaining the impact of high temperatures, since the District Ghotki is considered in those districts which fall in the list of high temperature areas. In such situation the preventive measures are very helpful to ensure the healthy living of these animals.

The history of these Heifers shows that these animals feel difficulty in facing high temperature environment and shortage of fodder and safe drinking water. With existing conditions the animals are facing three below major challenges in the project, which are being addressed efficiently:

- 1) General Management of Heifers in High Temperature environment
- 2) Protect Heifers from major seasonal diseases
- 3) Cope up of dry season(15 April- 20- June-2014) with food supplements
- 4) AI Service to Heifers for Heating period

Looking at the major challenges the SRSO have made a comprehensive Plan for next 2 months to deal the conditions properly at their best.

– Follow up visits to all Heifers by concerned LO:

This has been made to all distributed Heifers; initially follow up visits to 200 Heifers have been Made during the month and each team has visited to 50 distributed Heifers, these all Heifers are of initial lots. During the visits Teams are bound to collect the information that: the health status of the Heifers reported to medical team of the project, which is consisting of Dr Wasand Kumar and another assistant. The teams have observed during their visits that,

- a) Health Status of Heifers (Including Heating period)
- b) Nutrition management of Heifers
- c) House Keeping of animals

All LOs collected the information and same has been reported to the project office on prescribed Proforma, the medical unit of the project is also made regular visits to all Heifers for proper medical treatment and nutrition management.

Besides this the teams also conducted three hour sessions with small groups of 7-10 beneficiaries, where beneficiaries have been sensitized on management of the Heifers. Through one day session and follow up separate shelter/shadow for Heifers are made to be ensured so that Heifers may be protected from high temperature. The proper nutrition of Heifers, availability of safe drinking water in sufficient quantity, timely response to any kind of disease of animals. These all things discussed during the sessions duly conducted with beneficiaries.

11. Medical Check Up & Treatment of all Heifers.

The start of the high temperature is usually comes with Hemorrhagic Septicemia (HS) disease for the animals, which is very dangerous, once an animal is affected by this disease the survival chances of that animal declines day by day. Therefore, teams remained much more conscious to deal with this disease. The plan of medical check-up of all distributed heifers has already been made. Based on the preparedness plan, initially the medical checkup of 210 Heifers has been done and provided the relevant treatment, while the rest of the heifers will be treated in coming days. Besides the medical checkups the different kinds of vaccinations are also made to the Heifers for their safe health. During the regular visits in UC Lohi, Bhehtoor and Khanpur the following treatment has been provided to the heifers.



During the regular treatment in the areas of above three union councils, teams comparatively observed that the animals are living healthy and happy while during dry and hot season where the temperature is near to 50 centigrade. It was the devoted efforts and caring of the owners that kept animals healthy.

– Vaccinations & Treatment:

- a. Vaccination (HS) to all heifer
- b. Di calcium phosphate (DCP) in order to cover the weakness of animals
- c. Deworming of animals on need basis
- d. Provided Stomach Powder on need basis
- e. Different Injections of Vitamins to strengthen the immunity of animals
- f. Treatment of other disease and provision of medicines on need basis

Vaccination: All Heifers are HS vaccinated, particularly to protect them from Hemorrhagic Septicemia (HS) disease, this is seasonal disease and a major cause of HS disease appears in this season.

Red Water Disease: The Imizole vaccine is necessary for animals to protect them from a disease called “Red Water”, in which two Heifers are already dying, this vaccination was also the part of the contingency plan for heifers.

De worming: This medicine is very important for almost all heifers, which protects the animal from the bad effect of germs and insects in the stomach of the animals. This medicine improves the general health of the animals and supports the development and growth of the animals as well. All effected animals were given de wormer.

Provision of DCP Powder: All beneficiaries have been given one packet of Dicalcium Phosphate (DCP) powder as the feed for the animals. This is a daily feed for 20 days for each Heifer; all beneficiaries were oriented, well about the use of DCP on a daily basis. This is useful

for the animals in terms of their physical growth and it develops the immunity power within the body of the animal which sustains the health.

The treatment of all heifers is continued, consultant doctor is paying visits at all villages along with team of respective union counsel. Initially the processes of medical check and proper treatment have been completed in 3 major UCs, where 80 % heifers are distributed. In UC Lohi , Bhetoor & UC Khanpur the sessions are also conducted with the beneficiaries for their proper sensitization on livestock care and nutrition management of the animals. The UC wise medical treatment and check up is given in the below table.

S. No	UC Name	# of Heifers Given	# of heifers given treatment and medical check up	# of heifers retagged	# of Heifers Vaccinated(HS)
1	Bhetoor	182	176	34	176
2	Lohi	220	220	96	220
3	Khanpur	223	223	59	223
Total		625	619	189	619

Now the medical checkup and treatment of Heifer's is continued in UC Ali Bagh, Bago Daho and UC Beriri of Taluka Ghotki.

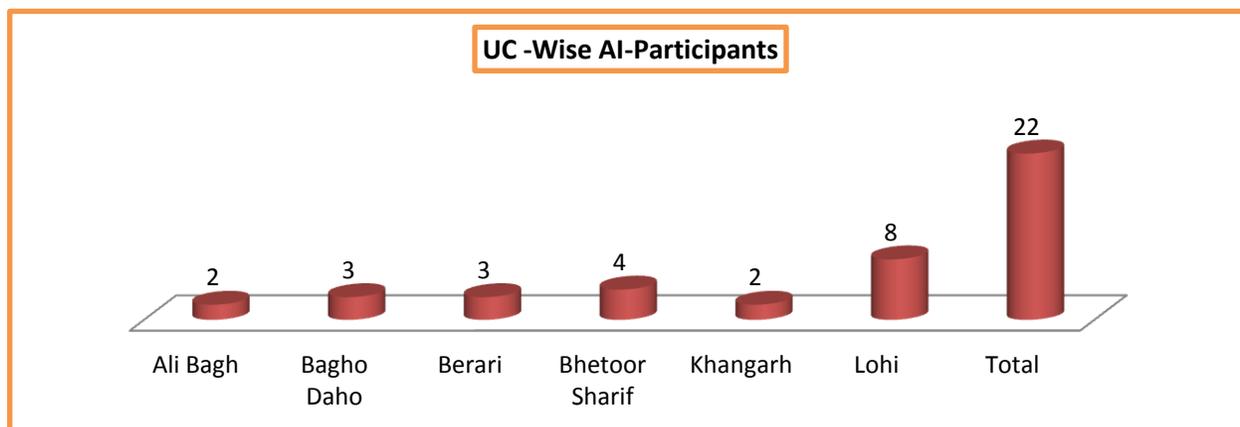
12. Artificial Insemination:

An initiative to introduce the Artificial Insemination (AI) technology in the rural areas of District Ghotki was challenging task to do at any level. But the LEP team with the support and guidance of district team they have started to conduct the Training Need Identification of those members who have been awarded the Cross Breeds heifers within their homes. The participants who identified and shown their huge interest to become trained in this technology are actually relatives of Cross Breed owners, and then again conducted the Training Need Assessment before making a final proposal to the Institution whose services were being taken to train these applicants.

For this important activity SRSO contacted with an Institution of Lahore namely Riphah collage Lahore which is well known and famous for their good arrangements and effective training delivery. After making all formal and necessary arrangements the first batch of 22 participants has been sent to the Lahore to attend the one month residential training on AI technology. During the training at Lahore the participants were educated regarding the Artificial Insemination Concept its importance and vitality of this technology in the current era in which we are living. And secondly all participants were practically demonstrated about each and every step used in AI process.



All 22 participants have been successfully completed the training and returned back with a great hope to execute the work in their native areas to promote this technology as maximum benefit could be provided to the masses. All trained AI technicians have been providing the AI tool Kits which are mandatory during the provision of services at the doorstep of each heifer/animal owner.



– **AI Service delivery:**

After receiving the A.I kits the technicians have started to provide the services in different villages and the provision of Liquid Nitrogen gas and Semen of good breed is made available for the AI technicians. The technicians are receiving orders from the owners for AI services; they are frequently visiting the owners and providing AI services. 52 animals have been reported as pregnant through the AI services in different villages under the LEP project. With the passage of time and conceiving of pregnancy in animal teams would be quite successful to restore the trust of the community to determine and adopt this AI technology. After the proper promotion and the scaling of this technology, we have a vision to establish the AI clinic in the field where the owners have easy access to get their animals pregnant.

13. Provision of Vanda & Nutrition management:

During the months of May-July the Sindh province generally experiences the hot and dry season for the green fodder for animals. In such conditions the Cross Breed animals would be at risk to face the scarcity of fodder at the village level and owners' normal uses the straw fodder for animals which is not a healthy sufficient diet for these heifers. Keeping in view the



existing season, which is dry and hot the district team along with the LEP project team has assessed the things thoroughly and then planned to provide the balanced Nutrition Feed to the animals, in this regard the two types of feed as a supplement has been provided to owners of heifers in order to cope up with the dry season.

Vanda Bags: Each beneficiary has been providing two bags of 37 Kg each. The respective beneficiary will ensure to provide 1.6 kg of Vanda/animal/day; this is a sort food supplement for next 60 days, which will

keep the heifers healthy and creates the power to sustain the hot conditions.

DI Calcium Phosphate (DCP) Powder: This is another food supplement which has been provided to owners of 786 heifers; this supplement develops immunity power in the animals, which is more important in high temperature environment. Each Heifer needs 1 kg of DCP, which is being used mixing with straw every day. It keeps animals, energetic and provides additional power to face the existing conditions of high temperatures and dry season together.

14. Retagging:

Such reports were received that tags were removed by some of the beneficiaries, this issue was taken very seriously and the retagging all animals was decided whose tags were removed. It was observed that almost 40% of the beneficiaries removed the tags of their Heifers. Although there was no any genuine reason behind it, but it was learnt that the illiterate community if any persons within the community communicate any information all of them try to follow it. One of the community member ask them to remove the tags otherwise Heifer will die, someone ask for better health of Heifer it is necessary to remove the tags. Now all Heifers are retagged and beneficiaries were charged Rs. 200/ each as a fine against to remove the tags. This amount has been handed over to the concerned LSOs, it was necessary to avoid such practice again in future.



15. Insurance of all Cross Breed (Heifers):

After introducing the cross breed heifers in district Ghotki, the focus always remained for the maximum welfare and prosperity of the masses that has been given these animals. It was very important firstly that all the animals must get insured by well reputable insurance agency. Secondly, if any beneficiary unfortunately loses her animals she must have another option in form of money to get another animal in order to protect their livelihood by possible means.

In this perspective, all 786 animals which have been distributed among the poor women are completely insured with the Askari General Insurance Company for a period of 11 months i.e. from Feb-2014 to Jan-2015 respectively. The relevant vendors' have paid the insurance amount to the company, by the agreement they are bound for the insurance of each animal that has been given to the community and insurance starts from the day when animal reaches to the actual beneficiaries.

Throughout the period of eleven months if (unfortunately) any heifer dies the respective company is bound to pay the Rs. 43,000/= to the owners under the insurance policy and policy covers the death incident only for all heifers. In case of thieving the particular beneficiary is responsible for heifers' security.

The community members and the relevant beneficiaries oriented regarding the insurance of their animals. Also educated that if any animals unfortunately dies they will not dispose of it until

the concerned LO from SRSO and the representative from the insurance company may reach to verify the animal physically.

Besides physical verification there are few other steps at community level to claim the animal before the respective insurance company. Initially, if an animal dies the beneficiary will inform the SRSO and will produce the certification and then concerned CO/VO certifies the death of an animal through resolution, and afterward the SRSO consultant doctor certifies the death of animal medically. In the end a picture of dead animal has to be taken to claim properly.

16. Value Chain Addition:

In LEP project area 786 Heifers are given and in addition 1558 Vanda bags are also distributed to the beneficiaries as food supplement for the heifers to combat with drought season. These Vanda bags were distributed in UC level ceremonies where 2-3 hundred male and female beneficiaries were there to receive the bags. The ICI company representatives were also there to advertise about the use of Vanda, in the start of the ceremony the ICI representatives gave the presentations on the ingredients being used in Vanda, the benefits of Vanda product for the animals (how it develops the immunity power and supports in natural growth and production like milk of the animals. It was learnt that it was first time that Vanda was distributed in rural and backward areas of the district Ghotki, before this the people were totally unaware about the characteristics of use of Vanda and even the availability of Vanda in the market. It will definitely increase the demand of the Vanda in the market; ultimately many of people who were getting the addresses of ICI representatives. In all 6 union Councils the ceremonies were conducted and thousands of the rural people attended the ceremony and received Vanda bags.

At the other side it is also fact that after 8-9 months these heifers will start the milk production, at this time few Heifers have conceived pregnancy and after 7-8 months they will be able to produce the milk production. SRSO have conservative calculation about the milking capacity, and according to the calculation each heifer can given more than 10 liters of milk/day and even if would be put it in to more conservative calculation and take it at 8 liters/day and after one year all of them are on milking age, it means community could have eight thousand Liters of milk in a day. The main location of these animals is Khanpur city, where this huge production can be sold out. The District Manager Ghotki has few informal meetings with Engro foods representative they are much happier with such new development took place over there. Engro Food is agreed to collect milk production from the area. The Engro foods company has agreed to establish Milk Chiller / one spot where 2 thousand Liters of milk production collects. Even they have loan and other benefits policies for the person who collects the milk and produce at one spot. Although this will be too early to work out on it, but this is the need of coming time and this will be done at a considered scale. In the next month of august-2014 SRSO have to distribute more than 400 heifers of same breed, therefore the number of heifers in these areas will increase more. The matter of insemination of heifers is going to be started from August-2014; because of high temperature this service cannot be provided in these months. While AI technicians have started their work and they are busy to provide artificial insemination services at the door steps of the rural people. Although the service of Artificial insemination is very new for the rural people but day by day the demand for this service is increasing. In future this service will be highly demanded which will definitely not only increase the demand of the AI but such demand will

open the doors for new market of semen collection units, supply of AI dozes and supply of Liquid nitrogen gas.

17. Relevant Trainings to the beneficiaries:

In order to commence any kind of tangible intervention in the project, it is much necessary that the potential recipients or targeted members must be aware of the intervention as they may start their business with the variety of their choices and off course with available resources. Below mentioned trainings were imparted to the members/beneficiaries on different trades.

– Training on Livestock:

To ensure the proper and efficient livestock management at the village, trainings have been arranged to train all those beneficiaries who have been interestingly involved in starting their own business to find out the appropriate livelihood options. During the training the members are being made aware to the modern techniques of livestock management at house level and how ensure the prevention of diseases among the animals by adopting the different types of precautionary measures as animals may live healthy which is ultimately a best source of good production of milk or meat.

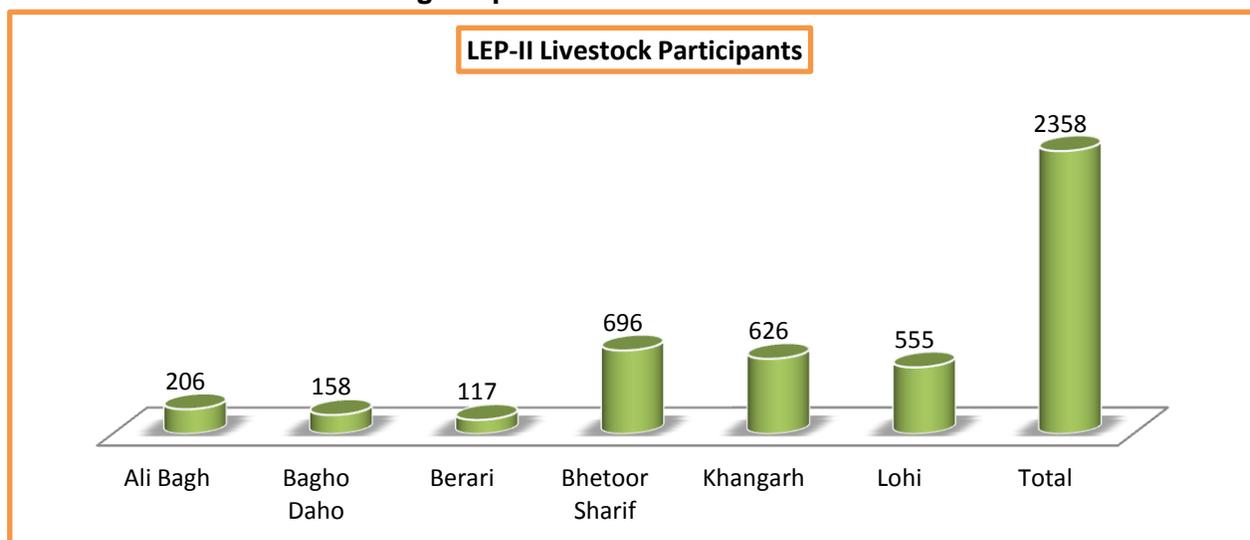
Besides having such information, the respective members are also being educated regarding to deal the situation while during the time of emergencies when there is no proper veterinary doctor is available in the area.

During these trainings the livestock beneficiaries are also being educated and practically demonstrated that how to fix the injection in the body of animals particularly for cross breeds without any external support independently.

In training the beneficiaries are also informed about the steps and measures which are necessary to take as the cross breed animals live healthy during the hot season of summer in the areas. Trainers have focused on the routine management of cross breeds (heifers) in terms of their diet and water need. They urged and demonstrated beneficiaries the importance of water and food for these animals as their productively entirely rely on the water and routine diet. A deficiency in any of the component may lead to less production of milk and ultimately affects the growth of cross breed animals.

Separate shadow for Heifers is made to be ensured so that Heifers may be protected from high temperature. The proper nutrition of Heifers, availability of safe drinking water in sufficient quantity, timely response to any kind of disease of animals makes the animals healthy and active.

– UC wise Livestock Trainings imparted:



This time under LEP-II highly market demanded trainings are imparted through reputable training Institutes like Pakistan Institute of Tourism & Hotel Management , Riphah Veterinary College Lahore, AKC Institute Ghotki and Technical Training Center Daharki are there, wherefrom trainings of Nutrition Management , courses of Hotel Management , Dairy Farming, trainings on heavy machinery and others are conducted. The detail about such trainings is being given as under.

18. Strategy for the Placement of Trained persons:

S. No	Name of Training Institute	Courses/trainings imparted	# of Pax trained	Strategy for Job Placement
1	Pakistan Institute of Tourism & Hotel management	<ul style="list-style-type: none"> - Basic House Keeping - Food & Beverages Services 	<p>24</p> <p>25</p>	<p>Initial dialogue have been conducted by the director PITH Karachi based Hotel managers , restaurant owners and catering shop owners , they are agreed to place the trained individuals, SRSO have received order of 5 children from Hotel Al Dubai. In this month all placement will be completed</p> <p>Contact was made with local Hotels at Sukkur named “Hotel Inter Pak Inn” & “Hotel Forum Inn” to accommodate the trained pax. They have called their certificates and CVs. In the next week hopefully some of the pax will be placed over there.</p>
	Riphah Veterinary College Lahore			The persons trained on Nutrition management are now working on to establish Vanda mills in their area. The Installation of first Vanda mill is in process, the owners under CIG group have started to construct room for mill, and the loan

2		<ul style="list-style-type: none"> - Nutrition Management (Vanda) - Profitable Techniques for Dairy Farming 	<p style="text-align: center;">25</p> <p style="text-align: center;">23</p>	<p>appraisal is in process and being conducted. The farmers trained on dairy farming are looking around to be placed in livestock farms and others are using their techniques to get maximum milk production from the animals they have their own</p>
3	AKC Institute	<ul style="list-style-type: none"> - Crane Operator - Excavator Operator - Rigger Operator 	<p style="text-align: center;">20</p> <p style="text-align: center;">20</p> <p style="text-align: center;">20</p>	<p>These batched are recently graduated on 27th June-14; SRSO have already made a plan with CEO of the Institute, who has his own machinery to operator. He has given employment to 2 students initially and third one at his new "Mineral Water Industry". SRSO also list down the names of the companies who are working in Sukkur region, most of the companies have enough space to employee the students. Developing the CVs of all trained students and one covering letter. The DM-SRSO have planned to call a meeting of all company heads through Deputy Commissioner Ghotki and Commissioner Sukkur where company heads will be asked by DCs and Commissioner to accommodate the local trained stuff in their companies.</p>
4	Technical Training Center (TTC)Daharki	<ul style="list-style-type: none"> - Generator repair & maintenance mechanic - Motorbike repair & maintenance - Electrician - UPS making mechanic 	<p style="text-align: center;">20</p> <p style="text-align: center;">20</p> <p style="text-align: center;">20</p> <p style="text-align: center;">20</p>	<p>Merit wise top 5 students have been selected for their support in establishing their own shops under assets transfer (except UPS making)</p> <p>All small cities of the districts are searched for the placement of the trained individuals. Initially 12 trained pax of Motorbike and 3 generator mechanics are confirmed by the shop owners at Shahpur city, Khanpur, Ghotki, Mirpur Mathelo, Jarwar & Garhi city. After the placement of these trained individuals more cities will be searched. SRSO District Ghotki has planned to call a meeting with shop owners where they will be asked for the placement of the poor trained persons.</p>

19. Vocational Training through PITHM:

Besides the training on livestock the vocational training under this project has been provided to the households that were identified as being under the poverty line (poverty rank 0 - 23) with certain disabilities. This leads to either self or external employment of both men & women.

In proposing and promoting the potential of participants, in the service of socio-economic development of the underprivileged, it was important firstly, to maintain a sharp focus on methodologies that can effectively contribute to their primary needs in respect of literacy, education, health, disability-training and employment-related skills.

For vocational trainings SRSO has availed the services of PITHM and formally signed an agreement in order to train the 49 participants in two different trades i.e. housekeeping and food services.

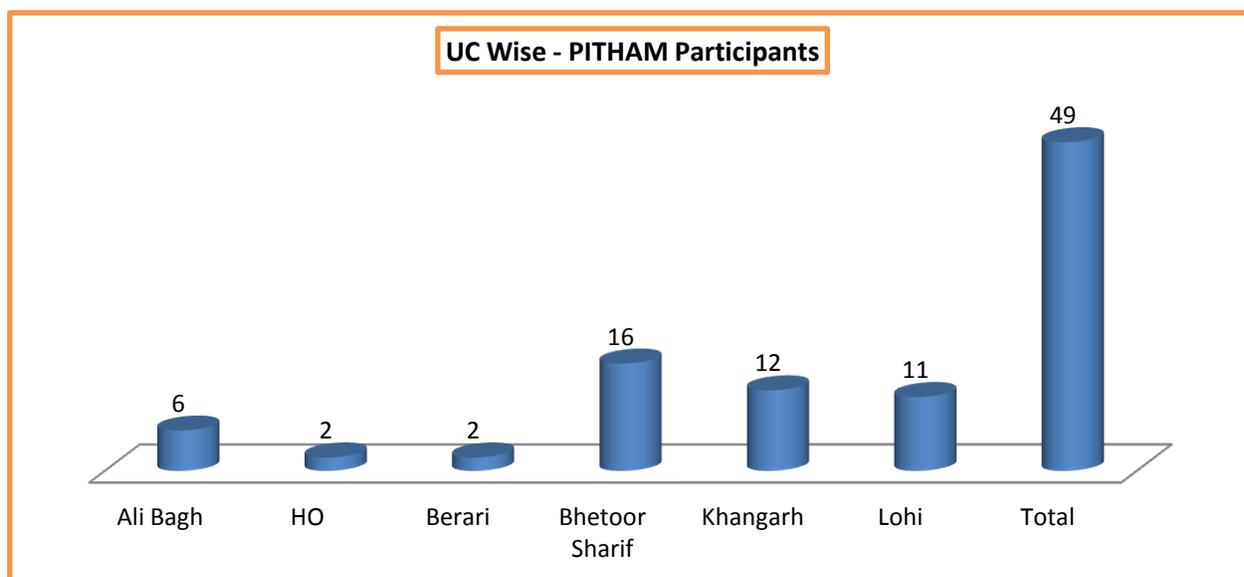
The training of Basic housekeeping started from 13-May-2014 to 22-May-2014 and classes of Food and Services started from 16-May-2014 to 25-May-2014.

Throughout the training the participants have shown huge interest and participated in each activity of training. The trainers have emphasis the participants to take part practically to learn as much as they can. The director PITHM educated the participants regarding the importance & scope of Hotel management, particularly in urban areas, which is ultimately a good source of income.

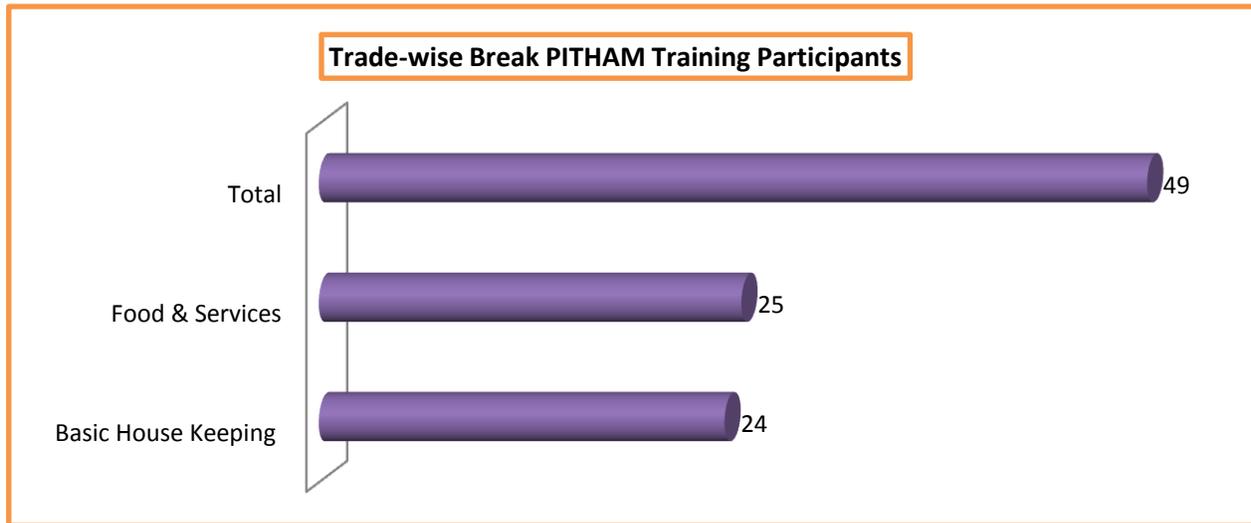
All participants have successfully completed the trainings and efforts are being taken to find out the appropriate placement in the market



– UC Trained Participants at PITHM:



– **Trade wise Trained Participants from PITHM:**



At this time the temperature in Sindh is at peak, the temperature in district Ghotki is above 47 degree centigrade and secondly there is acute shortage of green fodder in entire Sindh but the health status of cross breed Heifers is same as of the local breed animals. The Heifers are healthy and good looking at the time when animals normally lose their health.

20. Low mortality rate:

The mortality rate of animals is different as of their age and stage. The MR of calves is 7 % globally and MR of Heifers and Cows is 3%. In project area we have given 786 Heifers of cross breed, whereas the MR is only 1.4% which shows that there is no issue with cross breed rearing at rural areas of Sindh.

21. Clearing the Misconception:

It is observed that many people are considering this breed as special or farm animal, but actually this is neither a special animal, which needs extra care and nor this is only Farm animal but this is domestic animal as well. According to the experience of the beneficiaries, this breed eats less than the local breed, and its growth is faster than the local animals.

By the passage of time in next two to three years the cross breed will be considered as local breed, like the Punjab, where they are thinking to save the breed of Sahiwal cow, because it is being converted in cross breed very rapidly. The new business of Vanda and AI is being introduced by SRSO and within same time this will be main enterprise of the area.

The SRSO will try to equip the local Govt: Vet hospitals of the Khangarh and Ghotki in collaboration with Government and the donors, by providing them Training and AI and these will be connected with trained persons and the Heifers beneficiaries.