

a  
Step to  
Bright  
Future

Date: September 2009  
Award ID: 00014127  
Description: Gender Support Programme  
Implementing Partner: Engro Foods Limited (EFL)  
Period Covered: Oct – 2006 to Sept – 2009  
Start and End Date: Oct – 2006 to Sept – 2009

## Contents

Acknowledgments.....	05
Acronyms.....	10
Preface.....	06
Executive Summary.....	08
<b>1 Introduction.....</b>	<b>11</b>
1.1 Background.....	12
1.2 Project Overview.....	13
1.3 Project Goal and Outputs.....	13
1.4 Project Area.....	13
<b>2 Project Approach &amp; Strategy.....</b>	<b>14</b>
2.1 Establishment of Project Management Unit.....	14
2.2 Project Mobilization Workshop.....	15
2.3 Field Operations Guide.....	15
2.4 Curriculum development.....	15
2.4.1 LLW guide.....	16
2.5 Training of Trainers.....	16
<b>3 Project Implementation.....</b>	<b>17</b>
3.1 Data Collection and Development of M&E Systems.....	18
3.1.1 Baseline Survey.....	18
3.1.2 LFA Workshop.....	19

3.1.3	Development of M&E Framework.....	19
3.2	Project area Selection.....	19
3.2.1	Clustering of Villages.....	20
3.3	Social Mobilization Process .....	21
3.4	Identification and registration of potential Rural Women as Trainee LLW .....	22
3.5	Training of Potential Rural Women as LLWs.....	23
3.5.1	Identification of Training Venue.....	24
3.5.2	Training Methodology.....	25
3.5.3	Training Objectives.....	25
3.5.4	Assessment of Trained LLWs.....	26
3.5.5	Toolkits.....	27
<b>4.</b>	<b>Post Training Follow-up, Hands-on-support and Networking of LLWs....</b>	<b>28</b>
4.1	Post Training follow up and hands on support .....	28
4.2	Networking with Vet Pharma Companies.....	31
<b>5.</b>	<b>Project Achievements.....</b>	<b>32</b>
5.1	Project's outreach and coverage.....	33
<b>6.</b>	<b>Economic Empowerment.....</b>	<b>34</b>
6.1	Social Empowerment .....	35
<b>7.</b>	<b>Project Budget and Audits.....</b>	<b>35</b>
7.1	Status of Budget Vs Expenditure.....	36
7.2	Audit Exercise.....	36

<b>8.</b>	<b>Lessons Learnt.....</b>	<b>37</b>
<b>9.</b>	<b>Way Forward.....</b>	<b>38</b>
<b>10.</b>	<b>Reflections.....</b>	<b>39</b>
	1.1 Words of MTR mission Team.....	39
<b>11.</b>	<b>Stakeholders Comments.....</b>	<b>41</b>
	Engro’s Corporate Social Responsibility Reports.....	42
	Visit by International Delegation.....	43
<b>12.</b>	<b>Projection of the Project.....</b>	<b>44</b>
<b>13.</b>	<b>LLWs Success Stories.....</b>	<b>50</b>

## **Acknowledgments**

First, we would like to thank the Lady Livestock Workers (LLWs) of the CELDAC-Engro project, their willingness, interest and enthusiasm which contributed tremendously to the success of the project. We also appreciate the role of the communities, whose cooperation made this happen.

We would like to thank Mr. Sarfraz A. Rehman, CEO, Engro Foods Limited (implementing partner) for providing a professional environment and facilities to complete this project.

We would like to express the deepest appreciation to Mr. Ramzan Buriro, National Project Director – CELDAC Engro Component, who has the attitude and the substance of a genius: he continually and convincingly conveyed a spirit of adventure and an excitement which inspired the team greatly to work in this project.

The team is also thankful to Syed Saud Ahmed Pasha, GM Agri Businesses, Late Dr. Riaz Ahmed Kasrana and Mr. Saleemullah Memon of EFL, without their timely guidance and invaluable contribution, it would have been difficult to achieve the goal.

We would like to take this opportunity to thank the Ms. Faiza Effandi, Unit Chief Poverty Reduction & Gender Unit/ARR, UNDP Pakistan, and Mr. Sajid Baloch and his team, Gender Support Programme (GSP) of United Nations Development Programme (UNDP) Pakistan for designing & offering this CELDAC project. It gave us an opportunity to participate and learn about the challenges to work for Gender Empowerment.

We would also like to thank the Department for International Development of United Kingdom (DFID), the Swiss Development & Cooperation (SDC), and Royal Norwegian Embassy for their funding, cooperation & support for the CELDAC Project.

This would have been difficult without persistent help by Provincial Ministries of Livestock, Sindh and Punjab. More specifically, their contribution in curriculum development, assessment and certification of LLWs, have a lasting effect.

We are thankful to Vet Pharmacy Companies .i.e. ICI Pakistan, Ghazi Bothers and Indus Enterprises for supply of veterinary healthcare products. Without their help we would have faced difficulties to establish the LLWs as livestock extension workers.

Finally, an honorable mention goes to our CELDAC Team for their understanding, commitment and support in successfully completing this project.

## Preface

Sindh is the second largest province of Pakistan by population. More than 75 percent of the rural population practice livestock farming. Sindh contains a sizeable portion of Pakistan’s livestock and poultry. For example, 27 percent cattle, 28 percent buffalo and 40 percent of poultry are located in Sindh. Both public and privately-owned farms can be found in Sindh. Four farming systems predominate in the province: subsistence farming, market-oriented farming, peri-urban agriculture, and urban farming.

The following factors are mainly responsible for low yield and growth of livestock in Sindh;

- a. Low genetic potential
- b. Shortage of good quality feed
- c. Contagious and parasitic disease
- d. Ineffective management systems
- e. Weak livestock improvement and development
- f. Lack of efficient policy-making organizations; and
- g. Lack of research and development policies in livestock farming.

There has been a considerable increase in the number of livestock and poultry in Sindh but there has been no improvement in the production performance of the breeds. Following table shows the growth of livestock in Sindh;

Species	Buffalo	Cattle	Sheep	Goat	Camel	Horse	Ass	Mule	Poultry
1955	-	-	1054	1975	176	90	161	(299)	1513
1996	5473	4698	3710	9734	225	63	694	12	11549
2006	7340	6930	3975	1237	276	44	1017	19	13862

Livestock production in the province depends heavily on traditional feeding methods. The availability of feed resources is declining rather increasing owing to constant pressure of increasing livestock populations, frequent droughts and greater pressure on cultivable land for the production of crops for human consumption (G.B. Isani; 2002<sup>1</sup>) (IUCN; 2007).

The livestock in Sindh is mainly infested with various diseases due to lack of awareness of timely vaccination and its benefits. The government facilities are spread out in rural areas, but not efficient in providing basic treatment measures and extension services at required scale.

The baseline study of the projects reveals that only 20% of agricultural community have access to extension services within five kilometers radius, whereas the rest of the population has to travel beyond 5-10 km to address the livestock issues of meeting desired treatment and nutrition requirements.

This project aims to impart skill development of rural women and engaging them for enhancing the livestock production through extension services and practicing prophylactic measures at door steps.

The availability of skilled and certified Lady Livestock Workers trained by "**Community Empowerment through Livestock Development and Credit**" project will not only be the first call for livestock communities to address the prevalent issues, but will provide an earning hand at house hold level for better livelihood. Lady Livestock Workers will be referred as a **Change Agent** tomorrow by providing extension services to wide spread livestock community.

**Ramzan Burriro**

**National Project Director**

**CELDAC**

---

<sup>1</sup> Dr. G.B.Isani; Status Paper on Livestock and Poultry in Sindh; IUCN – The World Conservation Union, Sindh Programme Office; undated

## Executive Summary

This End of Project report covers the plans, activities and achievements of the Community Empowerment through Livestock Development and Credit (CELDAC) Project. The project was implemented by Engro Foods Limited successfully in 09 Districts of Sindh and 01 District of Punjab Provinces in Pakistan.

The CELDAC project was designed by UNDP under its Gender Support Programme. The goal of the project was ***“Enhanced income and employment generation of rural women through livestock skills development, improved livelihoods and food security at the household and community level”***

The project approach & strategy envisioned the establishment of project management unit at Sukkur, recruitment and training of lady teams i.e. Master Trainers (MTs) and lady Social Mobilizers (LSMs), development of project operations guide, and curriculum for training of Lady Livestock Workers (LLWs).

The project implemented through set activities undertaken i.e. project area & village selection, clustering of villages, social mobilization process for mobilizing the communities, identification, registration of potential rural women to be trained as LLW, training activities, evaluation & certification of LLWs by Government Livestock Departments, post-training follow up, hand-on support and networking & linkages of LLWs with dairy processors and vet pharma companies.

The focus of LLWs' trainings was not solely on technical aspect of livestock management & disease prevention but also special attention was paid to build her personal capacity as an agent of socio-economic change in the rural community.

As a result, 1209 LLWs were trained from 706 villages within 10 project districts. LLWs are not only extension workers but, in fact, these are entrepreneurs. They are involved in animal healthcare, purchase and sale of livestock products, animal fodder, milk and its bi-products in close network and linkages with vet pharma companies, milk and dairy processors.

The LLWs currently are now self employed and the monitoring report reveals that on an average each LLW earns Rs 2,123 <sup>2</sup>per month and on accumulative statistics so far 1064021 animals have been visited by LLWs in Project Area during the entire project life. A total of Rs. 12.3 million have been earned from various livestock management activities.

The reflection on the success of the CELDAC project is an evident support to the very concept of a trained rural women as lady livestock worker, the Mid-term Review of the project observed that the ***CELDAC's intervention is appropriate given the vital role played by rural women in domestic livestock management in Pakistan***<sup>3</sup>. Simultaneously the team has lauded the role of livestock community who played an important role in selection and permitting the rural females for such training.

Above all, in the words of the trained LLWs CELDAC had brought a ***"Ray of Hope"*** in their lives. It helped under-privileged and marginalized rural women "to stand shoulder to shoulder with her male family members". She has now "voice and choice in her family decisions".

---

<sup>2</sup> See LLW income generation chart, page 36

<sup>3</sup> CELDAC MTR 2009

## Acronyms

<b>AM</b>	Area Manager
<b>AO</b>	Area Office
<b>ASO</b>	Agri-Services Officer
<b>BBCM</b>	Broad Based Community Meeting
<b>BHU</b>	Basic Health Unit
<b>BLS</b>	Base Line Survey
<b>CBO</b>	Community Based Organization
<b>CBT</b>	Capacity Building Training
<b>CCB</b>	Citizen Community Board
<b>CELDAC</b>	Community Empowerment through Livestock Development and Credit
<b>CSR</b>	Corporate Social Responsibility
<b>DVM</b>	Doctor of Veterinary Medicines
<b>EFL</b>	Engro Foods Limited
<b>FOG</b>	Field Operations Guide
<b>FOM</b>	Field Operation Manager
<b>FS</b>	Field Supervisor
<b>GSP</b>	Gender Support Program
<b>HH</b>	House Hold
<b>HR</b>	Human Resources
<b>HRC</b>	Human Resources Coordinator
<b>IP</b>	Implementing Partner
<b>KMs</b>	Kilometers
<b>LLW</b>	Lady Livestock Worker
<b>LT</b>	Lady Trainer
<b>M&amp;E</b>	Monitoring & Evaluation
<b>M&amp;EC</b>	Monitoring & Evaluation Coordinator
<b>MCC</b>	Milk Collection Centre
<b>MFI</b>	Micro Finance Institution
<b>MOU</b>	Memorandum Of Understanding
<b>NGO</b>	Non-governmental Organization
<b>NPD</b>	National Project Director
<b>NPM</b>	National Project Manager
<b>PMU</b>	Project Management Unit
<b>PWFG</b>	Potential Women Farmer Group
<b>SM</b>	Social Mobilizer
<b>SMP</b>	Social Mobilization Process
<b>UC</b>	Union Council

**UNDP** United Nations Development Program  
**UNDP CO** United Nations Development Program Country Office  
**VMC** Village Milk Collector  
**ZC** Zonal Coordinator

## Introduction

Over the years, the livestock sector has emerged as a leading sub-sector of the agriculture sector in Pakistan. It contributed over 11 per cent to the GDP during 2005-06 which is more than the aggregated contribution of entire crop sector (10.3 per cent) of the country. Livestock production is one of the major activities as about 30-35 million people of rural areas are engaged in raising livestock and deriving 30-40 per cent of their incomes.

Besides its importance and share in the national economy, the history of livestock raising is embedded in the rural life since inception of our civilization. It is still a sign of prestige for the people associated with agriculture sector. It is an integral part of socio-economic activities of the rural areas and plays a very supportive role in mitigating the effects of poverty by providing essential items of daily use.<sup>4</sup>

Women dominate domestic livestock management in Pakistan. They are involved in almost all aspects of animal health and

<b>Community Empowerment through Livestock Development and Credit (CELDAC)</b>	
<b>Life of the Project (LOP)</b>	2006- 2009 (3 Years)
<b>Project Funded by</b>	UNDP, DFID, SDC, Royal Norwegian Embassy and EFL
<b>Project Location</b>	Sindh and South Punjab
<b>Implementing Partner</b>	Engro Foods Limited (EFL)
<b>Project Number</b>	00053176
<b>Budget</b>	UNDP Share: US\$ 1.0206 million
<b>IP (EFL) Share (In-kind)</b>	US\$ .282 million
<b>Total Project Budget</b>	<b>US\$ 1.3026 million</b>

<sup>4</sup> Pakistan Livestock Census Report 2006

production. Despite their considerable involvement and contribution, women's role in livestock production has been undervalued and widely ignored.

### **1.1 Background:**

Community Empowerment through Livestock Development and Credit (CELDAC) project had been designed upon the request of the Economic Affairs Division, to pilot a program on women in livestock development, structured along the lines of the lady health visitors scheme of the health sector, in order to provide opportunities for self-employment and income generation among the rural women as well as help them in maintaining the health of the livestock.<sup>5</sup>

### **1.2 Project Overview:**

The CELDAC Project was developed by the United Nations Development Programme's Gender Support Programme (GSP) as a three year project (October 2006 - September 2009) under public private partnership with Engro Foods Limited (EFL) and NESTLE Pakistan, the corporate sectors leading dairy companies in Pakistan.<sup>6</sup>

### **1.3 Project Goal and Outputs:**

The goal of the project was to achieve *“Enhanced income and employment generation of rural women through livestock skills development, improved livelihoods and food security at the household and community level”*.<sup>7</sup>

#### **Project outputs were:**

1- At least 1200 women self employed and generating extra incomes through livestock extension services and improving nutritional status and food security at the household level. Livestock production increased through timely provision of

---

<sup>5</sup> Project Document, Page 5

<sup>6</sup> The CELDAC Project was therefore implemented into two components i.e. Component A, and Component B, implemented by NESTLE and Engro respectively.

<sup>7</sup> Project Document, Page 7

primary animal health and production services by reducing livestock morbidity and mortality rate.

2- Income and employment generation of poor livestock households through facilitation to institutionalized collateral free Credit and saving facilities

#### 1.4 Project Area:

This project was of 3 years duration (2006-2009) which was successfully implemented by EFL in the villages of Sindh and Punjab provinces. The CELDAC Engro Component has outreach in 10 districts. The Ghotki, Sukkur, Khairpur, Naushahro Feroze, Shaheed Benazirabad (Nawabshah), Dadu, Larkana, Kamabr, and Shikarpur Districts in Sindh, and Rahim Yar Khan in Punjab province.

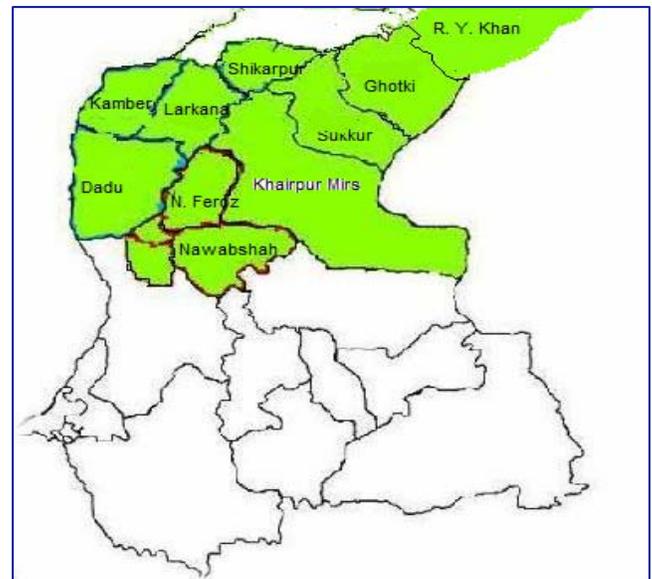


Figure 1: Map of Project Area

## 2. Project Approach & Strategy

### 2.1 Establishment of Project Management Unit:

Engro Foods Limited - the implementing partner established the Project Management Unit at Sukkur. The hiring process of the PMU and field staff was completed in early 2007 followed by the ToTs of project staff by the reputable training institutes. Further facilitating the field teams / EFL Area offices network was used in Ghotki, Moro, Dokri and Ranipur.

### 2.2 Project Mobilization Workshops:

As an initial step to mobilize the project, the CELDAC team organized a Project Mobilization Workshop at Sukkur. The workshop objective was to create understanding among UNDP, EFL & PMU team members about the design of the CELDAC Project besides knowing their respective obligations at all the stages of Project Management Cycle.

Extensive group work and brainstorming sessions brought out following outputs:

- Shared the objectives, process and developed target oriented work plan of CELDAC team and EFL field staff
- Chalked out a comprehensive Social Mobilization Process (SMP) model for identification of potential rural women as trainee LLWs.
- Thoroughly worked out the criteria, scope, roles, training areas, income generation avenues and follow-up mechanism for functionality of LLWs
- The workshop also proposed to develop the key documents such as Field Operations Guide, Field Mobilization Plan, Trainers Manual, and Guide



Figure 2: Project Mobilization Workshop

Book for LLW in local language(s) as basis of Project Mobilization Strategy to be implemented.

### **2.3 Field Operations Guide:**

A Field Operations Guide was developed by PMU as an initial document which defines the operational procedures and implementing strategy of the project. Later on the document was renamed as Project Operations Guide (POG). The Operations Guide was shared with all concerned quarters for the compliance.

### **2.4 Curriculum Development:**

Guidance was sought from the Nestlé's training manual developed by University of Veterinary and Animal Sciences, Lahore for the Master trainers. PMU under supervision of Directorate of Animal Husbandry, Government of Sindh adopted the curriculum for trainings of Master Trainers and Lady Livestock Workers, as per the requirements of Sindh province.

#### **2.4.1 Lady Livestock Workers Guide:**

The Curriculum for Lady Livestock Workers was developed by mutual efforts of experts from Directorate of Animal Husbandry, Engro Foods Limited and CELDAC team and the same was published in tri-lingual versions i.e. Sindhi, Urdu & English for LLWs and stakeholders. The Guide is a pictorial and illustrative document with narration on each and every topic based on LLWs scope of work. Each LLW got a copy of LLW Guide as part of her training for future reference and technical guidance.

#### **LLWs Guide**

##### **Training of Trainers:**

The experienced lady teams were hired for specific job, but again to sharpen their skills they were further trained on:

1. Training Skills

## 2. Technical Skills

## 3. Capacity Building on Micro-entrepreneurship



Group work during the ToT



A.D Livestock Delivering Lecture



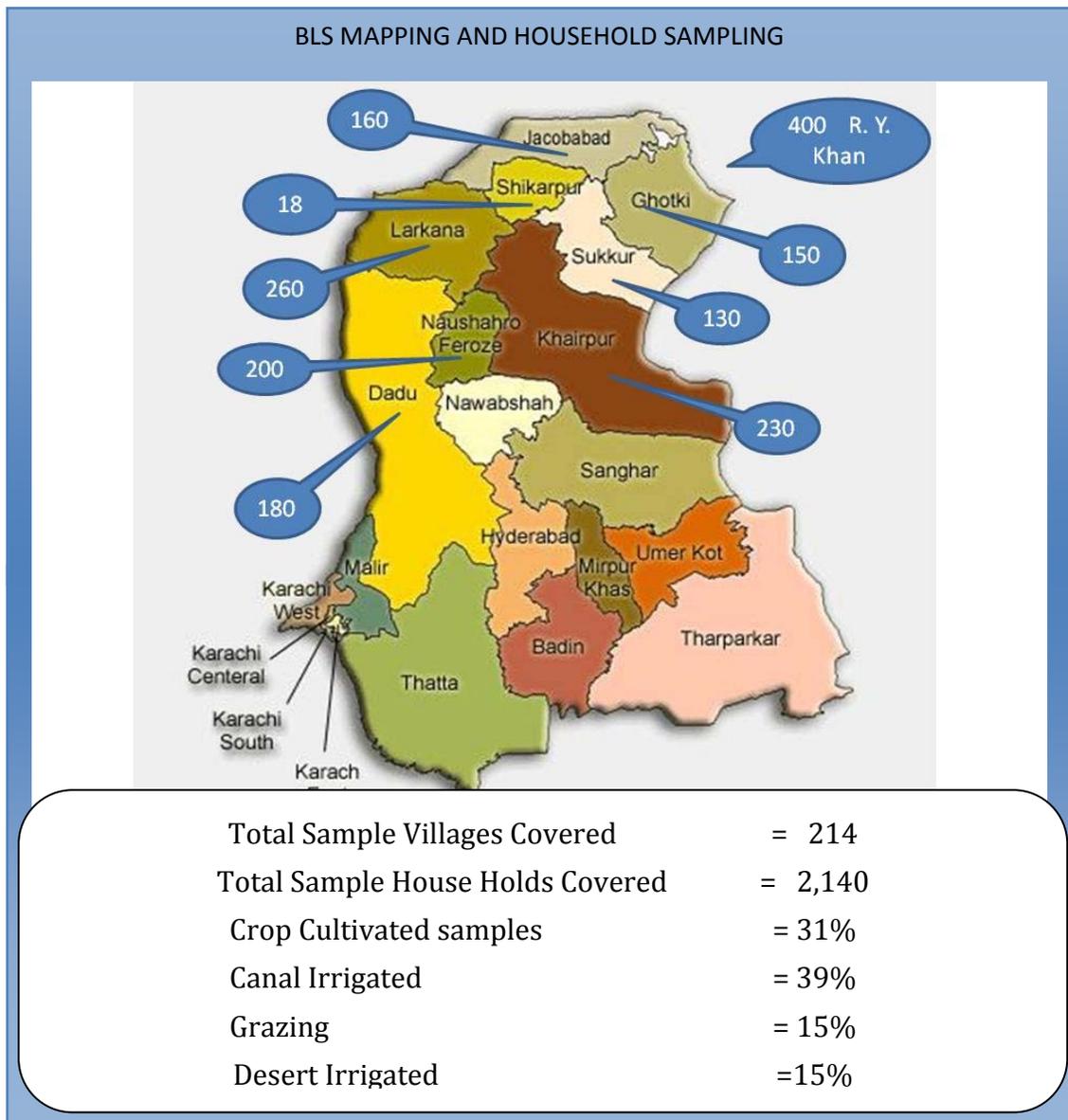
Group Photo of ToT Certification Award

### 3. Project Implementation:

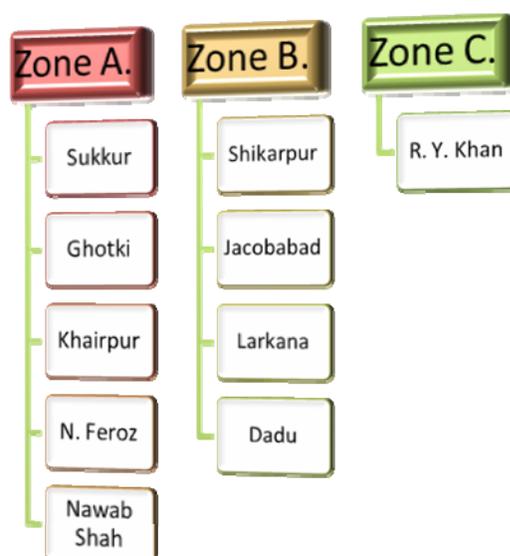
#### 3.1 Data Collection and Development of M&E Systems

##### 3.1.1 Baseline Survey:

The project has undertaken a bench-mark survey on the livestock ownership and management systems in all project districts. This information will serve as the baseline for monitoring livestock production and growth patterns and determines project outcomes and impact.



The baseline survey was carried out by LEAD Pakistan as a consultant. The project area was divided into four parts based on crops, canal water availability, desert, and grazing areas. This was done mainly because the diseases, availability of nutrition and services to livestock owners vary in all four parts. Further each zone allotted different districts as defined below.



#### **Pre-survey:**

LEAD Pakistan held joint sessions with CELDAC Team, representatives from UNDP-GSP, Implementing partner, and experts from livestock department and developed M&E tools, questionnaire for survey, survey methodology, road map, and LFA which helped in understanding the activities and output indicators.

#### **Survey:**

Before actually launching the survey process, the questionnaire was pre-tested in the field and hence incorporated the learning and shared with enumerators who ultimately conducted the BLS. This helped in getting the true results of survey.

### **3.1.2 LFA Workshop:**

Two workshops were organized by the CELDAC project and were attended by CELDAC project teams from both components Punjab and Sindh, including the representatives of UNDP, GSP, EFL, Nestle and the consultant.

The objective of the workshops was to brainstorm and understand the project implementation process viz. project activities, based on this to clearly define the project purpose, objectives and outputs and flow of activities against each objective and corresponding outputs, along with objectively verifiable indicators, sources of verification and assumptions/risks involved.

This consultation workshops with stakeholders improved the understanding of project stakeholders and staff to have a same level of understanding of the project objectives, outputs, activities and desired results/achievements and it become the key guiding tool for project monitoring and evaluation.

### **3.1.3 Development of M&E Framework**

A two day consultative workshop was held to develop a detailed monitoring framework for the CELDAC project by the consultant. The CELDAC PMU staff, representatives from UNDP- GSP Islamabad, EFL and officials from Livestock Department, Government of Sindh participated. Based on the LFA, the performance monitoring indicators were discussed at length and formulated the M&E tools.

### **3.2 Project Area Selection:**

The Project districts, tehsils and villages were selected by the PMU in consultation with the implementing partner, keeping in view the guidelines in the Project Document.

The characteristics of Project Villages selected were as under;

- Located, preferably, along on an existing road/track network
- Has a minimum human population of 500 people (head count) as per the 1998 Census report

- The population translates into a minimum of 100-150 households (one door is equal to one household)
- Has at least one woman that meets the minimum requirements of the Project for LLW selection
- Is located within 7-10 KMs radius of the determined training location (also called the centre village/ Cluster)
- Does not benefit from or cannot access any registered women livestock extension worker/service for rural women farmers
- Is located in proximity to vendor supply networks or markets where basic livestock medical and feed supplies can be purchased
- Is located within an existing or planned intervention area of MFIs
- Lies within an existing EFL Milk Collection Network and/or within proximity to any other market for livestock production

Keeping in view the above criteria, the project has successfully selected and trained rural women as LLWs in 706 villages against the total target of 720 villages.

### **3.2.1 Clustering of Villages**

Clustering of villages had been made to best manage field force, trainings, and grouping of the LLWs for the Micro-entrepreneurs. Each cluster was assigned to a team comprising of a Social Mobilizer and a Lady Master Trainer. In all together 43 clusters were formulated in the project duration in all 10 project districts.

#### **Characteristics of village cluster:**

- Each cluster contains 12-15 potential project villages
- Each cluster has been given a name after the central location (Village / small town).
- Distance of Villages from centre village in a cluster remained within 7 – 10 KMs.
- EFL MCC / VMC presence was preferred.
- Village / town with BHU / Community Centre or any other facility to serve as Training Venue was preferred as centre.



### 3.3 Social Mobilization Process (SMP):

Social Mobilization, defined as “a broad scale movement to engage people's participation in achieving a specific goal through self-reliant efforts”.

<sup>8</sup> Hence SMP remained the key to involve the community in the project operations. In CELDAC’s case, the social mobilization process meant to advocate the project goal and objectives to stakeholders and ultimately to



identify suitable rural

women for training as LLWs. Project Operations Guide (POG) served as a guiding book and provided standard operation procedures to carry out social mobilization process in the CELDAC project area.

The SMP in our project focuses on females participation in particular and men in general for developing ownership for facilitation & acceptance of the project, Nomination, Identification of LLWs, and finally supporting LLWs’ in their activities

<sup>8</sup> CELDAC Project Operations Guide, Page 9

as a tool towards gender empowerment. The following steps were involved in SMP:

- a) Initial Community Meetings
- b) Corner Meetings
- c) Broad Based Community Meetings (BBCM)
- d) Orientation Workshops at District Level



### 3.4 Identification and Registration of Potential Rural Women as LLWs:

Being the central point in the entire Project interventions, selection of LLW was kept transparent; based on talent and merit of individuals as well as need of the villages where they were to work after post-training. Their family elders (Husband and/or parents)

were interviewed and sensitized in accordance with the role and responsibilities of LLW.

The following steps were religiously followed while finalizing the candidate for training as Lady Livestock Worker (LLW)

1. Preferably married or widow



2. Must own livestock (in addition to poultry) or look after the family livestock

3. Must be personally involved in livestock management activities



and set up her practice as LLW

4. Must be healthy, and interested in providing service to livestock of other people

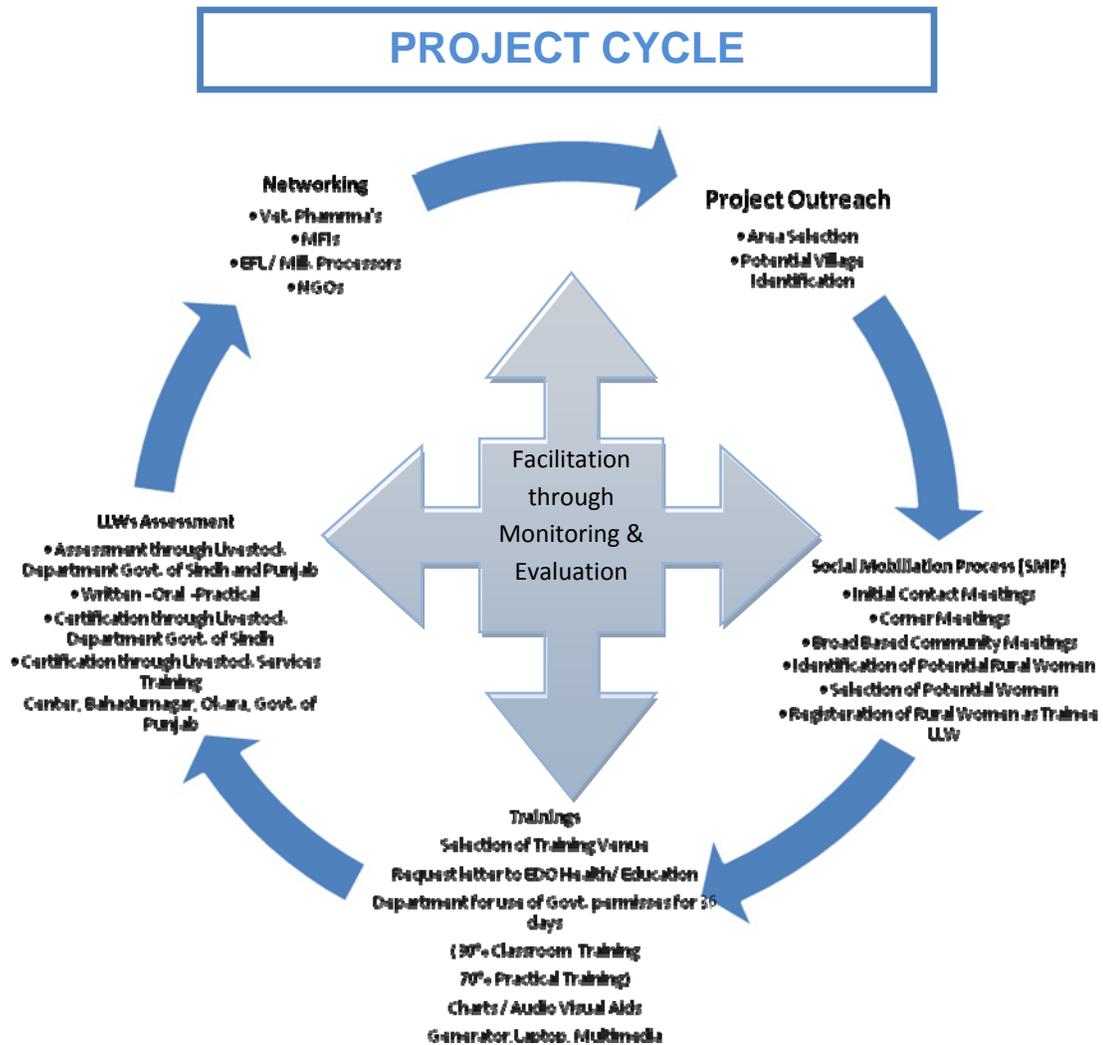
5. Not too old or too young

6. Must have the consent of the husband / the head of the family and support of the village to undertake this training

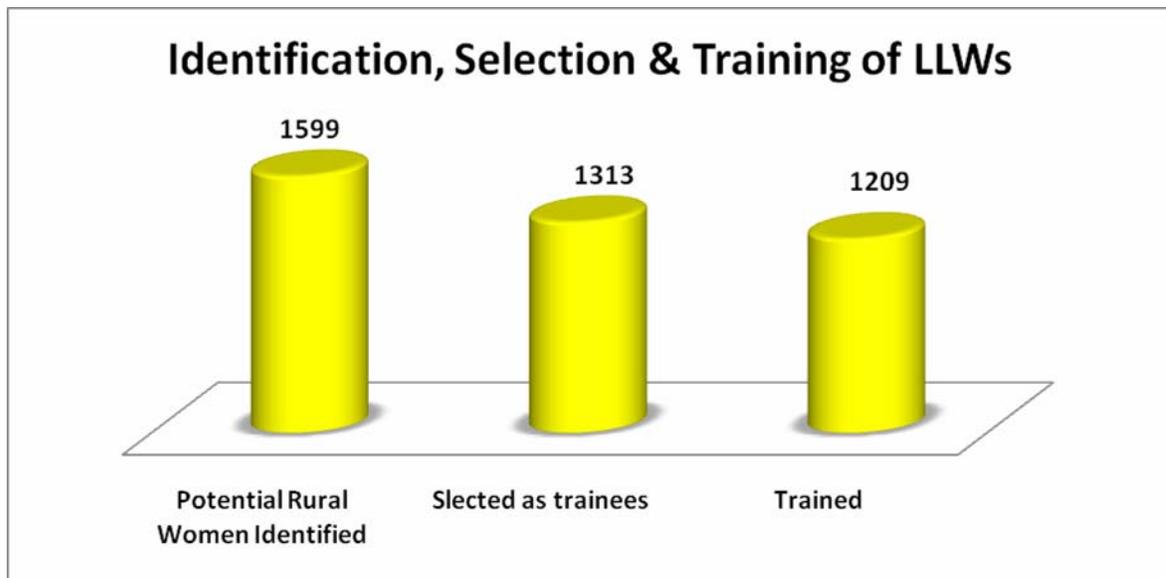
7. Literate women - middle/primary pass or able to read and write

8. Other requirements being equal, a Birth Attendant (Dai) of the village may be preferred

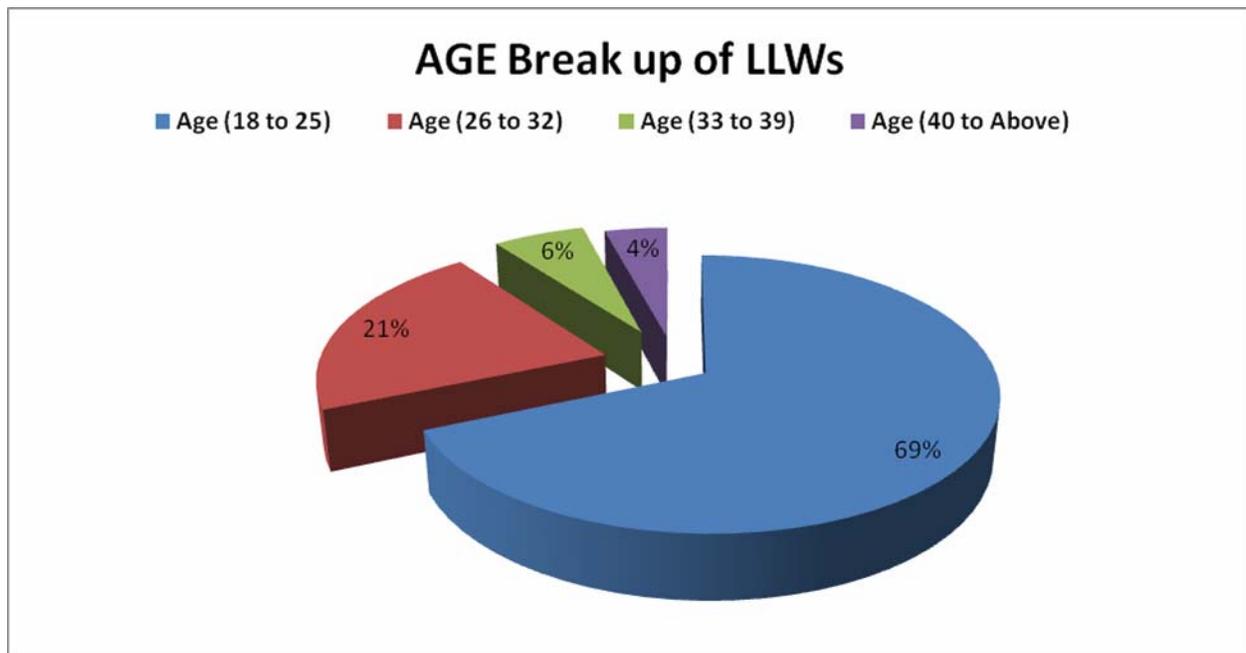
9. Interest in setting up livestock enterprise with the assistance of Micro finance Institution (MFI) will be considered an additional qualification

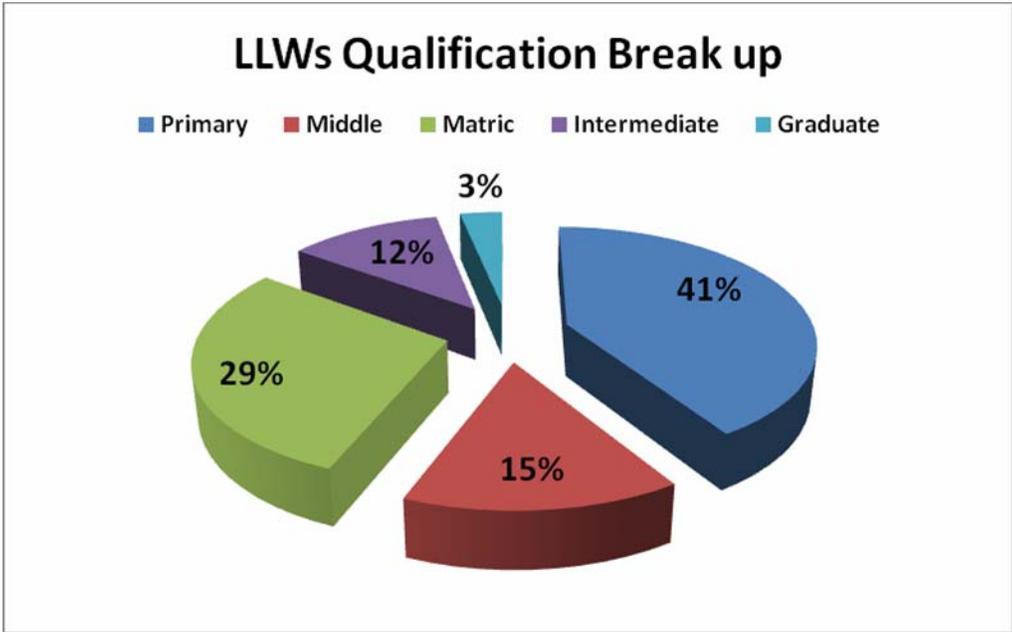


Following the above criteria the teams identified 1599 candidates from which 1313 were selected by PMU for training. Their age group, education levels marital statuses are as under;

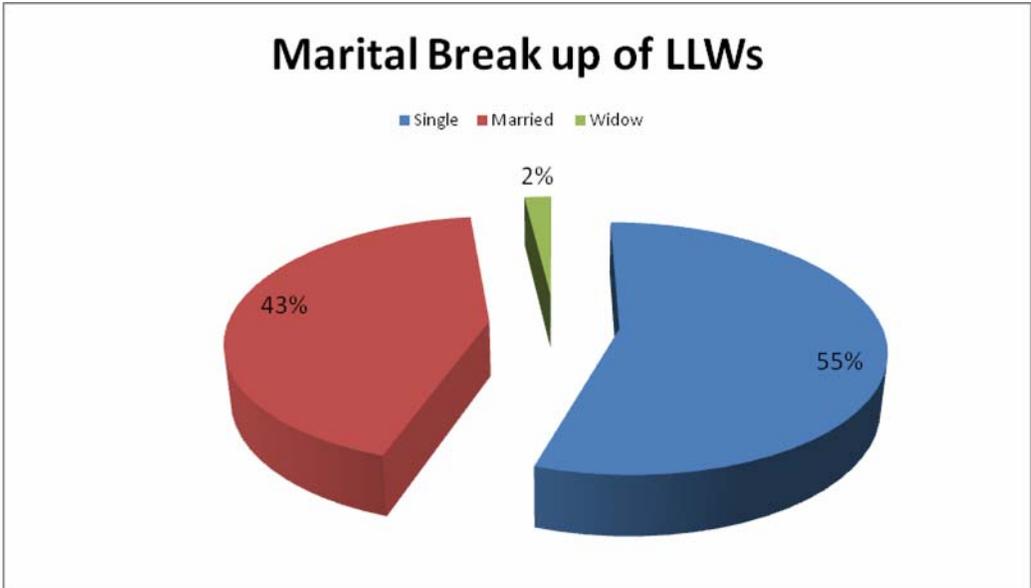


Age Breakup and LLWs Educational Status:





Marital Status:



## 1.1 Training of Potential Rural Women as LLWs:

The most critical success factor of the CELDAC Project remained the quality training of potential Rural Women who became Lady Livestock Worker.

### 1.1.1 Identification of Training Venue:

Before start of the training programme, the lady teams identified and proposed a suitable training venue in close vicinity of the project villages, preferably in



government premises i.e. BHU, or Schools. The National Project Manager then sent a request to concerned authority for permission to utilize the said premises for LLWs Training purpose. Once the competent authority allowed the PMU issued a letter of invitation to each selected rural women for training.

### 3.5.2 Training Methodology:

All Selected potential rural women livestock farmers were provided trainings, spread over a period of 6 weeks (36 person-days), by the lady master trainers with technical support from Engro Foods Agri Services Department. The training was entirely practical and conducted in their villages and undertaken mainly on their own and the animals of their community.

### 3.5.3 Training objectives:

- a. To impart animal healthcare and production skills to Lady Livestock Workers.

- b. To enhance Lady Livestock Workers' technical knowledge on common animal diseases and breeds.
- c. To develop skills of Lady Livestock Workers on nutritional requirements of livestock for better production.
- d. To enable LLWs on First Aid cases, animal vaccination & prophetic measures at household / village level.
- e. To develop expertise of Lady Livestock Workers for handling animals and utilization of instruments / equipments of Livestock toolkit.
- f. To sharpen the communication and social mobilization skills as livestock extension services providers.
- g. To develop entrepreneurs skills.

Above training objectives were successfully achieved through imparting in depth training on following topics.

- **Livestock Management & Role of women:** Importance of Livestock in Daily Life, Role of rural women in Livestock Management, Common Breeds of Livestock, Animal Housing & Cleaning, Calf rearing, Balance ration, Green Fodder,
- **Livestock Healthcare & Prevention:** Common diseases (HS, FMD, PPR, ET, Mastitis, Endo & Ecto parasites), Vaccination, immunization, drenching, surf test, Backyard Poultry: Importance & production of Poultry, Poultry Feeding, Diseases & control (new castle disease, Ghamboro).
- **Livestock Products & Marketing:** Product & bi-product of Livestock, Causes of low production, Milk & bi-products, Marketing Channels, Role of female VMC, EFL Milk Procurements System.
- **Community Empowerment:** Participation, Communication, Motivation, Social mobilization, Livestock economics, and Income generation through Micro-enterprise development.

### 3.5.4 Assessment of trainee LLWs:

Directorate of Animal Husbandry, Government of Sindh and Livestock Services training center Bahadurnagar, Government of



Punjab assessed the skills the LLW at as per the criteria defined in objectives of the project.

The assessment was done by experts assigned for the job by the respective

departments in clusters adopting;

1. Written test,
2. Practical skills, and
3. Viva Voce.

The candidate who secured 40% marks was considered pass and were awarded a certificate, duly signed by the Director of Livestock departments of GoS / GoP and National Project Director – CELDAC.

## Training, Assessment and Certification Process



for Livestock awarding certificates and  
to the certified LLWs

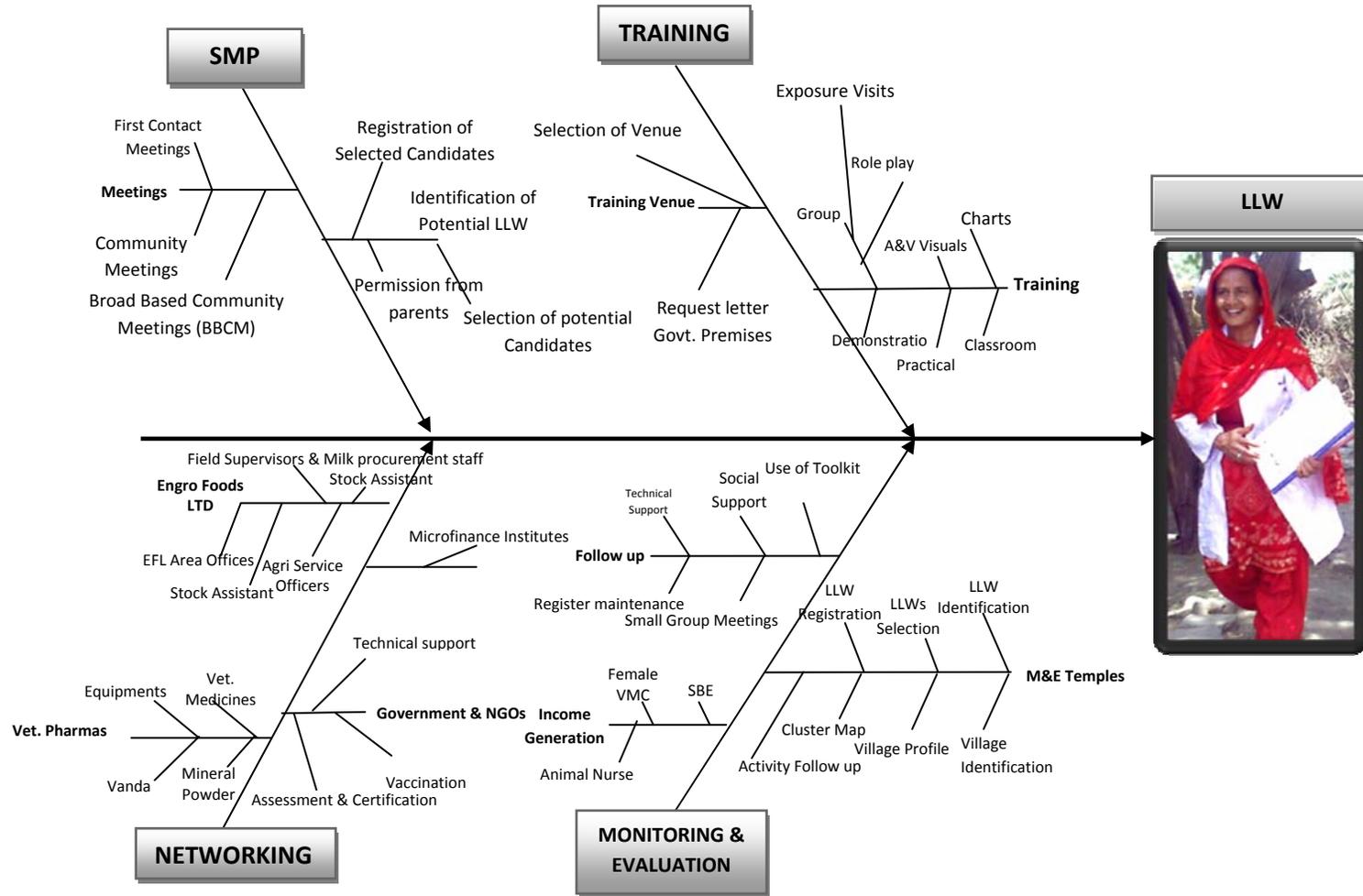
### **3.5.5 Toolkits:**

Upon successful completion of the training course, the LLWs were provided with following incentives to help establishing herself as a qualified lady livestock worker at the community level:

- A LLW Guide for ready reference on several animal health and production measurement;
- One toolkit containing appropriate instruments and livestock medicines, insecticides, antiseptics, etc. for treatment of ailments prevalent in the area.
- The Identity card containing photograph and particulars of the LLW, duly signed by National Project Director.
- A sign board, to be hanged on LLW's house.

The acceptance and recognition of LLW at community level has been witnessed and now she is earning by providing the services to livestock community and supporting her family.

# CELDAC at a Glance



#### **4 Post Training Follow up, hands-on support & Networking of LLWs**

##### **4.1 Post Training Follow-up and hands-on support:**

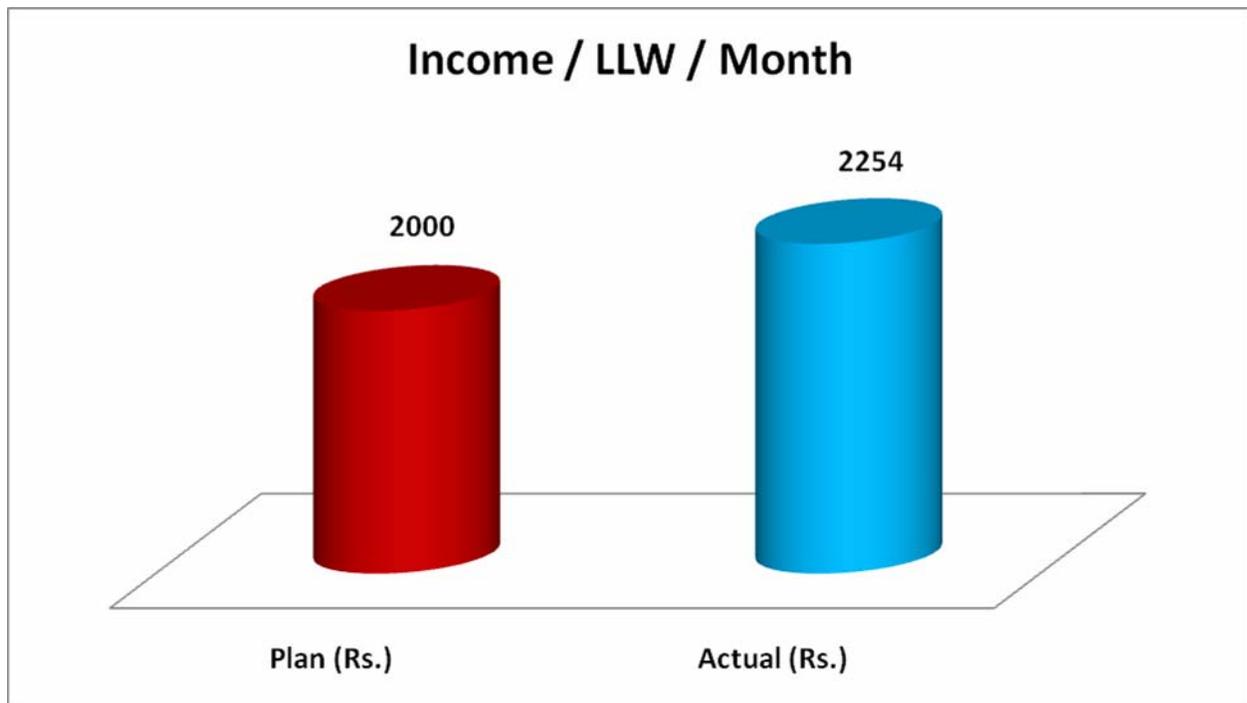
A comprehensive follow up mechanism was developed according to the activities given in annual Business plan for LLWs. The mechanism helped in monitoring the monthly activities and their income generation.

**Month wise Activities and Earning Plan of LLW**

<u>Activity</u>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total animal / year	Suggested Rs / animal	Earning Rs / year
HS Vaccination( # animals)				50	125	100				50	120	110	555	3	1665
Foot & Mouth Disease		25	25						30	30			110	25	2750
Drenching - endo & ecto Paracites ( # animals)	50	50	50	30	30	30	35	35	30	30	30	30	430	20	8600
Vaccine PPR-Pest Despetitis ruminents ( # animals)			200	200									400	5	2000
Vaccine Contagious Caprine Pleuro Pnuemonia(CCPP) ( # animals)					100	100				100	100		400	5	2000
ET Vaccine ( # animals)					200	200					200	150	750	8	6000
Vaccine New castle Disease ( # birds)	30	35	35	35	30	30	35	35	35	35	35	30	400	2	800
Vaccine Gamboro ( # birds)		30	30	30	30	30	30	30	30	30			270	2	540
Mineral Powder kg	20	15	15	10	10	10	15	15	10	10	10	10	150	20	3000
Fodder Seed kg		10	10	0					0	0	10	10	40	10	400

1st Aid cases	1	1	1	1	1	1	1	1	1	2	3	2	16
Monthly Income as Animal Nurse	1510	2205	3205	2130	3445	3370	1180	1180	1730	2430	3580	2590	
VMC (Milk Ltrs/MONTH)	1200	1200	1500	1350	1200	1050	750	750	1050	1050	1200	1200	13
Monthly Commission @ Rs 2 / liter	2400	2400	3000	2700	2400	2100	1500	1500	2100	2100	2400	2400	

The activities of LLWs were monitored and recorded on monthly basis through follow ups. On the basis of activities, the current average income of LLW is Rs. 2123 per month v/s target of Rs. 2000 per LLW/ month.



The CELDAC field staff collected and submitted the data on monthly basis for further analysis at PMU level. The analysis highlighted the scale of activities being performed by the LLWs as under;

- The total income generated by LLWs,
- Total number of animals treated by LLWs,
- Total cost of medicines used by LLWs,
- Number of animals vaccinated by LLWs,
- Number of animals drenched by LLWs,
- Number of animals received first aid by LLWs
- Sale of Mineral powder / seed
- Sale of Vanda / concentrates
- Income generation from VMC operation

In addition, the follow ups visits also covered the competencies of LLW and related social aspects/issues faced by her in the routine field activities. The CELDAC field teams were trained and equipped to address the issues on spot and successfully provided hands-on support to each and every LLW, wherever, during the course.

#### **4.2 Networking**

Considering the sustainability of LLWs the facilitation in networking with pharma companies, seed & feed suppliers; ICI, Ghazi Brothers (Pfizer), & Indus Enterprises, First Micro Finance Bank and milk processors were successfully established.

At the first level, these pharma companies and MFIs were invited to participate in LLWs' Trainings, to introduce the company & its products in detail. In this way all trainee LLWs were given orientation regarding the usage, dosage, and purchase of Vet Medicines, minerals, and vaccines. These training sessions were conducted by company's representatives in each training batch as part of 36 days training of LLWs.

The LLWs had multiple benefits of networking with Vet Pharma Companies, i.e. available hands-on technical support from representatives of vet pharma, constant source of supply of certified quality products, and financial support as short term credit was made available to LLWs/SBEs without any extra charges and additional budgetary burden.

This networking between Pharma Company – SBE – LLWs – Farmers observed an ideal deal made by the CELDAC project and proved an instrument for sustainability of the LLWs and a good source of female entrepreneurship in the long run.

In other words, it has proved the sustainable income generation for real empowerment of rural women and also has direct impact on animal healthcare due to timely supply of medicines on competitive price at door steps.

#### **Role of SBEs:**

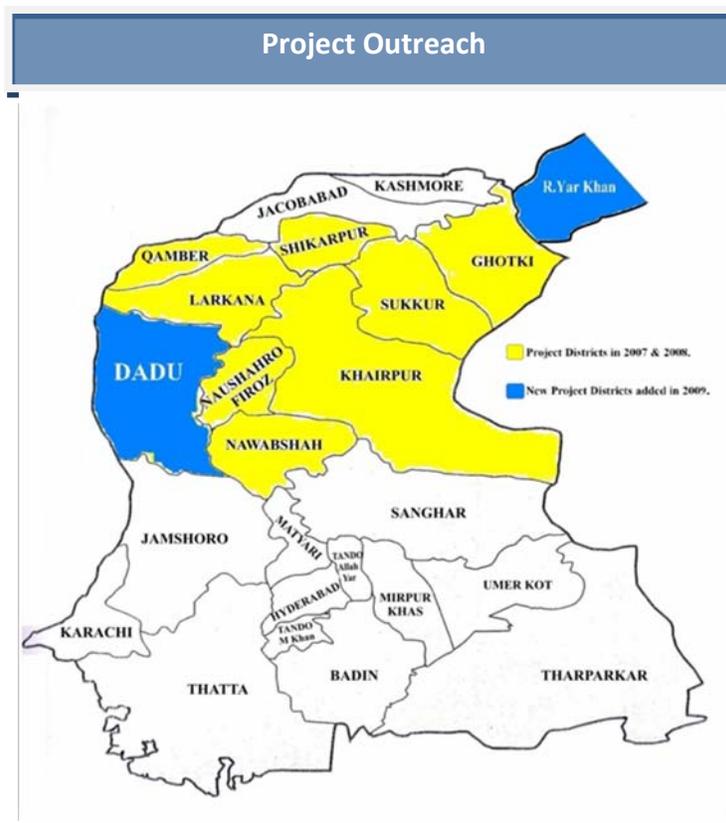
SBE is a trained as focal person, which is a bridge between LLWs, Pharma's and other livestock product suppliers. She purchases the products and delivers the same to surrounding LLWs at marginal profit, which is the additional income for such SBE other than her core business as animal nurse. The project has successfully established 127 SBEs. Through this activity each SBE earn an additional amount of Rs. 800 to Rs.1200 per month.

#### **5 Project Achievements:**

The project achievements are the result of active community participation and ownership of the objectives, which has been successfully materialized through social mobilization process.

## 5.1 Project Outreach and Coverage:

CELDAC project has successfully intervened in 10 Districts and covered 706 villages in total. Total 1209 Lady Livestock Workers were trained and fully equipped and are extending the livestock extension services to their respective communities.



### District wise Trained LLWs (YTD)



## 6 Economic Empowerment

The Trained and certified LLWs are working in different livestock management activities and extending the extension services for increasing livestock production. All together it helps them to earn approx. Rs. 2000 – Rs. 2500 per LLW on monthly basis which helps them in improving their livelihoods at household level.

In addition to above core business of LLW, the project has also trained and established 59 LLWs as Female Village Milk Collector (FMVC) and engaged them with commercial milk processors. This activity helped the LLW in additional income generation as well as providing the benefit of the commercial milk marketing to the community. On an average one FMVC earns Rs.1500 to 2000 per month as a commission paid to them on each liter of milk collected and delivered to milk collection Centers (MCC).



Another strong intervention by the project was to establish Small Business Entrepreneurs (SBEs) in the project areas, in order to further strengthen the LLWs network with each other and different stakeholders. The project has trained and established 127 SBEs and each one of them is earning Rs. 800 – Rs. 1200 monthly.



## **Social Empowerment**

The project has not only opened the opportunities for under valued rural women to earn, but it has also positively impacted an improving their self esteem. It has been witnessed while LLWs have shared their feelings and views with different visitors at different times. Broadly the economic empowerment has given a voice and value to LLWs at household and community level. It has improved self confidence and believing in thy self.

## Lessons Learnt

Under the lacking circumstances of facilities and services to livestock community, the LLW is first call for needy livestock owners. Her role is multi dimensional where it supports to her and her family, simultaneously it is considered and accepted as great support to livestock community. It is further summarized as under;

- LLW is the need of Livestock: LLW can offer a vital solution to, and can play an important role in, an effective delivery of animal health services and community mobilization.
- Post -training group discussions and supervision strengthened the effectiveness of LLWs role.
- Institutionalization: Connectivity of LLWs with community based NGOs working in Livestock, Dairy Processors, Government Institutes are helpful to increase recognition and sustainable income generation.
- Vet Pharmaceuticals proved an alternative to MFIs, because they extended the short term and without interest credit facility to LLWs through their dealers, scattered widely and locally.

## Way Forward

Certainly the project has achieved good mile stones under public private partnership which mobilized the communities and has given the confidence and opportunities to LLWs but in future following few things will be helpful for further strengthening the linkages of LLWs with community and other stakeholders for long term sustainability.

- **Community Group Formation:** During the social mobilization process for identification of LLWs the formation of community groups particularly the rural women will further strengthening the social and moral support and be helpful in providing acceptance of LLWs even after project life.
- **Linkages with Milk Processors:** It is one of the roles of LLW to enhance livestock production particularly milk yield, hence can be supported by developing strong linkages with milk processors. In this way the LLWs will provide a bridge between processor and community, and open the channel for commercial milk marketing. It will also help in eliminating the role of middle man in dairy value chain.
- **Linkages with Stakeholders working on similar theme:** Institutionalization of LLWs with community based NGOs, CBOs/ CSOs working in livestock sector, dairy processors and government institutes are proved to be the powerful tool/ plate form for the sustainability of LLWs that can help to increase the recognition and sustainable income generation.
- **Replication of CELDAC project in un-covered areas:** Resultantly the project has provided a win-win situation for all stakeholders which particularly helped in self employment of minimum educated rural women and also facilitated the livestock community for enhancing animal production in project area. Based on the achievements the similar nature project may be replicated in uncovered areas of the country for national benefits.

## Reflections:

### Voice of LLWs

The Lady Livestock Workers are the direct beneficiaries of the project. On one hand they are earning additional income for their livelihood and on the other hand they are enjoying their social status which improved after extended trainings and livestock management practices in communities. Following are few cases which are self explanatory;

- 1 Ms. Gul Bahar Banu, village Sadar joon Bhatiyoon proudly stated that now she gets more respect and love from her husband and family.



- 2 Ms. Haseena village Shafi M Siyal – Involvement in marriage decision of brothers, which she never dreamed, commonly unmarried girls are never made a part of such decisions.



3. Ms. Phapul, village Pir jo Goth, happily shared that now she stands shoulder to shoulder with her husband and said that my voice has value now and she manages the household affairs.



4. Ms. Irshad Begum, village Lower Setharja: She is also proud and got equal importance in her family



## Words of MTR mission team

MTR Team visited 03 different project districts; Shikarpur, Khairpur and Naushahro Feroze, they made detailed field study and conducted interviews of the LLWs, SBEs, female VMCs, beneficiaries and local community.

The MTR Mission has praised the CELDAC project as *a bold intervention and that CELDAC has undeniable been successful in building a cadre of trained rural women generating income through delivery of primary animal health services.*

MTR declares that *“The MTR found CELDAC to be a pioneering and promising intervention to improve the social and economic status of rural women in resource poor households. Overall the project was judged to have made a commendable and positive impact on several domains in project areas. The results show a positive impact on human and financial assets, social capital and empowerment of target group”.*



*MTR Mission team along with Lady Livestock Workers (LLWs) during field visit.*

## Engro CSR Reports:

Engro Chemical Pakistan Limited has highlighted the CELDAC Project as one of the Engro's contribution under Corporate Social Responsibility (CSR). The Engro website says:

*"CELDAC provides hope and aspiration to rural women with an impact that goes beyond just income generation by providing them with a sense of empowerment. CELDAC, through its efforts, continues to bring change to the rural landscape."*<sup>9</sup>

---

<sup>9</sup> [http://www.engro.com/corporate\\_responsibility/engro\\_community/alleviation.php](http://www.engro.com/corporate_responsibility/engro_community/alleviation.php)

## Comments by Stakeholders

Mr. Abdul Haq Bhurt, Minister for Livestock, Government of Sindh on

*"Trained women can better manage livestock at household level. It would increase the milk and meat production. CELDAC Project of Engro & UNDP is a credible contribution to reduce poverty by gender mainstreaming."*<sup>10</sup>



Mr. Abdul Haque Bhurt, Minister Livestock, Sindh Awards Certificate and Distributes Tool Kits to Lady Livestock Workers in a Ceremony Held Oct-17, 2008 at Naushero Feroze.

Syeda Nafisa Shah, Member National Assembly (MNA) lauded the efforts of project team and said that;

*"I salute these lady livestock workers for their highly valuable contribution as trained women to serve the nation and stand shoulder to shoulder with their male counterparts for development of society. Besides, I also appreciate the Engro Foods & UNDP for their efforts to make this happen" while addressing the certification distribution ceremony at Khairpur Mirs<sup>11</sup>*



<sup>10</sup> Daily Express, 18-10-2008, cutting in annexure

<sup>11</sup> Abstract from speech by Ms. Nafeesa Shah on LLWs Certificate Distribution Ceremony 26-12-2008 at Khairpur.

**Ms. Touqeer Fatima Bhutto, Minister for Women Development, Gos.**

"She appreciated the efforts of Project team and support from UNDP to train Lady Livestock Workers. She further added that *LLWs are the most valuable*



*contribution towards gender development and empowerment. The Government of Sindh is ready to extend every possible support for CELDAC to be replicated into other part of the province as well.*"<sup>12</sup>

*Ms. Touqeer Fatima Bhutto, Minister for Women Development, Government of Sindh awarding Certificates to LLWs at Larkana*

---

<sup>12</sup> Abstract from speech by Ms. Touqeer Fatima Bhutto, on LLWs Certificate Distribution Ceremony in Larkana.

## **Visits by International Delegations**

During the course of project implementation various international organizations showed interests, visited the project field and met with the LLWs and their communities. They all appreciated the efforts of project team in imparting the livestock management skills to the LLWs and ultimate beneficiaries; livestock owners. Following international development agencies visited the project area;

- 1. CARE International Pakistan:**
- 2. International Relief & Development (IRD):**
- 3. Mitsubishi Corporation Japan:**
- 4. Land O Lakes**
- 5. Mercy Corps:**
- 6. Japan International Cooperation Agency (JICA)**

### Projection of Project:

The CELDAC Project and its activities were given due space in print and electronic media during the project life which has considerably drawn the attention of Provincial and Federal Government as well the international development agencies. This also helped in advocacy of the CELDAC project with in community.



## 'UNDP empowering rural women'

KARACHI (APP) - The United Nations Development Programme (UNDP) in collaboration with the Engro Foods Limited have initiated Community Empowerment through Livestock and Credit (CELDAC) programme.

An announcement on Thursday said that the project has been designed in order to provide opportunities for self-employment and income generation among the rural women as well as help them in maintaining the health of the livestock.

It was pointed out that the livestock sector is critical to Pakistan particularly its rural areas. The livestock provides quality food like milk, meat and eggs for human and organic fertilizer for crop production.

Some of their value added products like carpets and leather garments are significant foreign exchange earners. Millions of rural

Despite their considerable involvement and contribution, women's role in livestock production has been under-estimated, undervalued and widely ignored.

Combining the two aspects, the Engro Foods Limited and the UNDP have initiated Community Empowerment through Livestock and Credit (CELDAC) programme.

This project has been designed in order to provide opportunities for self-employment and income generation among the rural women as well as help them in maintaining the health of the livestock.

It was also pointed out that almost every household in rural areas has a couple of buffaloes, 2-4 cattle and a few sheep, goats and poultry birds, which is mostly handled by women.

However, this does not bring them any substantial income generation or empowerment. All the

healthy livestock animals in order to provide numerous opportunities of income for households in rural areas of Pakistan.

Engro Foods has assigned a large number of staff members to overlook the project from scratch. The CEO of the company is directly responsible for the current project which is progressing on a daily basis.

The lady livestock workers (LLW) have been trained to deal with veterinary problems faced in everyday livestock farming.

Inclusive of healthy cattle, the project has also given rural women the confidence and means to ensure a steady income for their families. Implementation phase of the project started with contacting the Sindh Livestock Board and other reputed institutes for the development of training curriculum for lady veterinarians.

These lady veterinary gradu-

ees they belong to.

These women are called social mobilisers with regards to the project and they help in identifying women who will be right to be trained as LLWs. They work through proper village protocol, identifying the potential LLW, getting permission from village elders and the ladies' families before recruiting them to the training programme.

Currently Engro Foods has trained 400 lady livestock workers in designated areas, their progress is being closely monitored in order to keep a check and balance of the success of the project; so far these LLW are earning an average of Pak Rs.1800 - 2000 per month. This increases their steady household income greatly and benefits their clients' income as well.

The project initiated to benefit rural women has created a domino effect and is proving substan-

# The Financial Daily

Sunday, August 31, 2008

## Engro, UNDP initiate community empowerment programme

**KARACHI:** Combining the two aspects, Engro Foods Ltd and United Nations Development Programme (UNDP) have initiated Community Empowerment through Livestock and Credit (CELDAC) programme.

The project has been designed in order to provide opportunities for self-employment and income generation among the rural women as well as help them in maintaining the health of the livestock.

The livestock sector is critical to Pakistan, particularly its rural areas. It provides quality food like milk, meat and eggs for human and organic fertiliser for crop production. Some of their value added products like carpets and leather garments are significant foreign exchange earners. Millions of rural poor depend on livestock for their livelihood and it is their only means of savings for emergencies.

Women dominate domestic livestock

management in Pakistan. They are involved in almost all aspects of animal health and production. Despite their considerable involvement and contribution, women's role in livestock production has been underestimated, undervalued and widely ignored.

Almost every household in rural areas has a couple of buffaloes, 2-4 cattle and a few sheep, goats and poultry birds, which is mostly handled by women. However, this does not bring them any substantial income generation or empowerment. All the four provinces of Pakistan have fairly large livestock extension departments. These departments are still essentially veterinary departments providing preventive vaccination against animal epidemics.

The project entails training rural women to treat and keep healthy livestock animals in order to provide numerous

opportunities of income for households in rural areas of Pakistan. Engro food has assigned a large number of staff members to overlook the project from scratch. CEO of the company is directly responsible for the current project which is progressing on a daily basis. The lady livestock workers (LLW) have been trained to deal with veterinary problems faced in everyday livestock farming. Inclusive of healthy cattle, the project has also given rural women the confidence and means to ensure a steady income for their families.

Currently Engro Foods has trained 400 lady livestock workers in designated areas. Their progress is being closely monitored in order to keep a check and balance of the success of the project. So far, these LLW are earning an average of Rs1,600-2,000 per month. This increases their steady household income greatly and benefits their clients' income as well. -PR



**BUSINESS DAY** *Friday*  
August 29, 2008  
26 Shaban, 1429  
KARACHI

## UNDP supports project for empowering rural women

**KARACHI:** The United Nations Development Programme (UNDP) in collaboration with the Engro Foods Limited has initiated Community Empowerment through Livestock and Credit (CELDAC) programme.

An announcement on Thursday said that the project has been designed in order to provide opportunities for self-employment and income generation among the rural women as well as help them in maintaining the health of the livestock.

It was pointed out that the livestock sector is critical to Pakistan particularly its rural areas. The livestock provides quality food like milk, meat and eggs for human and organic fertilizer for crop production.

Some of their value added products like carpets and leather garments are significant foreign exchange earners. Millions of rural poor depend on livestock for their livelihood and it is their only means of savings for emergencies.

Women dominate domestic

livestock management in Pakistan and they are involved in almost all aspects of animal health and production.

Despite their considerable involvement and contribution, women's role in livestock production has been underestimated, undervalued and widely ignored.

Combining the two aspects, the Engro Foods Limited and the UNDP have initiated Community Empowerment through Livestock and Credit (CELDAC) programme.—APP

## UNDP project empowering women in rural areas

KARACHI: The United Nations Development Programme (UNDP) in collaboration with the Engro Foods Limited have initiated Community Empowerment through Livestock and Credit (CELDAC) programme.

An announcement on Thursday said that the project has been designed in order to provide opportunities for self-employment and income generation among the rural women as well as help them in maintaining the health of the livestock.

It was pointed out that the livestock sector is critical to Pakistan particularly its rural areas. The livestock provides quality food like milk, meat and eggs for human and organic fertilizer for crop production.

Some of their value added products like carpets and leather

garments are significant foreign exchange earners. Millions of rural poor depend on livestock for their livelihood and it is their only means of savings for emergencies.

Women dominate domestic livestock management in Pakistan and they are involved in almost all aspects of animal health and production. Despite their considerable involvement and contribution, women's role in livestock production has been underestimated, undervalued and widely ignored.

Combining the two aspects, the Engro Foods Limited and the UNDP have initiated Community Empowerment through Livestock and Credit (CELDAC) programme.

This project has been designed in order to provide

opportunities for self-employment and income generation among the rural women as well as help them in maintaining the health of the livestock.

It was also pointed out that almost every household in rural areas has a couple of buffaloes, 2-4 cattle and a few sheep, goats and poultry birds, which is mostly handled by women.

However, this does not bring them any substantial income generation or empowerment. All the four provinces in Pakistan have fairly large livestock extension departments. These departments are still essentially veterinary departments providing preventive vaccination against animal epidemics.

The project entails training rural women to treat and keep healthy livestock animals in order

to provide numerous opportunities of income for households in rural areas of Pakistan.

Engro Foods has assigned a large number of staff members to overlook the project from scratch. The CEO of the company is directly responsible for the current project which is progressing on a daily basis.

The lady livestock workers (LLW) have been trained to deal with veterinary problems faced in everyday livestock farming. Inclusive of healthy cattle, the project has also given rural women the confidence and means to ensure a steady income for their families.

Implementation phase of the project started with contacting the Sindh Livestock Board and other reputed institutes for the development of training curricu-

lum for lady veterinarians.

These lady veterinary graduates were especially contracted by Engro Foods for a four week training session each to be undertaken in conjunction with development of curriculum, to enable lady master trainers to impart primary animal health care and production skills to women livestock farmers in remote areas they belong to.

These women are called social mobilizers with regards to the project and they help in identifying women who will be right to be trained as LLWs. They work through proper village protocol, identifying the potential LLW, getting permission from village elders and the ladies' families before recruiting them to the training programme.

Currently Engro Foods has

trained 400 lady livestock workers in designated areas, their progress is being closely monitored in order to keep a check and balance of the success of the project; so far these LLW are earning an average of Pak Rs.1800-2000 per month.

This increases their steady household income greatly and benefits their clients' income as well. The project initiated to benefit rural women has created a domino effect and is proving substantially beneficial for the not just households but entire villages in rural areas.

The confidence in rural women is a new found pride for Pakistan and the livestock sector is booming due to proper health-care of animals in the regions the project is based.—APP

## لائيو اسٽاڪ جي واڌ ويجهه ذريعي مالوند هارين جي ترقي



### پراجيڪٽ جا مقصد

■ مالوند عورتن کي ليڊي لائيو اسٽاڪ ورڪر جي سکيا ڏيڻ ته جيئن هو پنهنجي ڳوٺ جي جانورن جي سار سنڀال ۽ بيمارين کان بچاءَ ۾ مدد ڪري سگهن.



■ مالوند عورتن کي چوپائي مال سان لاڳاپيل، ڪڪڙين جي پالنا ۽ کير وغيره جي ڪاروبار ۾ ٽريننگ ڏيڻ. ■ غربت کي گهٽائڻ لاءِ ڳوٺاڻي عورتن کي معاشي طور تي مستحڪم ڪرڻ. ■ عورتن کي سندن ڪاروبار شروع ڪرڻ ۽ وڌائڻ لاءِ قرض ڏيندڙ ادارن سان رابطي ۾ مدد ڪرڻ. ■ چوپائي مال جي بهتر سار سنڀال ۽ انهن جي پلي واڌ ويجهه ۽ پيداوار جي تعليم کي ڳوٺ ڳوٺ تائين پهچائڻ ته جيئن جانورن جي مرڻ جي شرح ۾ گهٽتائي اچي ۽ ڪار آمد جانور جو تعداد وڌائجي. ■ پراجيڪٽ ايريا ۾ سٺي کير جي پيداوار 10 سيڪڙو تائين وڌائڻ.



**CELDAC**

B-221, Street: 06, Akhwat Nagar, Airport Road, Sukkur.  
Tel: 071-5633808, 5014555, 4005011 Fax: 071-5633807 Mob: 0300-8319509  
www.undp.org.pk

Project Introduction Brochure

**چوپائي مال جي واڌ ويجهه وسيلي سماجي پائيدارپ جو منصوبو**

**Community Empowerment through Livestock Development and Credit**






**منصوبي جو تعارف:**

اقوام متحده جي ترقياتي اداري يو اين ڊي پي جي جينڊر سپورٽ پروگرام ۽ اينگرو فوڊز جي گڏيل سهڪار سان سنڌ صوبي ۾ چوپائي مال جي واڌ ويجهه وسيلي سماجي پائيدارپ جو منصوبو شروع ڪيو ويو آهي.

**UNDP يو اين ڊي پي جو تعارف:**

هي هڪ اقوام متحده جو ذيلي ادارو آهي، جيڪو سڄي دنيا ۾ ترقياتي ڪم ڪري رهيو آهي. هن اداري ۾ خاص ڪري عورتن جي پلائيءَ لاءِ جينڊر سپورٽ پروگرام (GSP) قائلر ڪيو ويو آهي. جنهن جي مدد سان چوپائي مالي جي واڌ ويجهه وسيلي سماجي پائيدارپ جو منصوبو هلايو پيو وڃي.

**Engro Foods اينگرو فوڊز جو تعارف:**

اينگرو فوڊز پرائيويسٽ لميٽيڊ، اينگرو ڪيميڪل پاڪستان لميٽيڊ جي قائلر ڪيل ڪمپني آهي. اينگرو فوڊز مالونڊ عورتن کان کير جي خريداري، ان جي صحت جي ضابطن مطابق تياري ۽ وڪري جو هڪ جامع پروگرام رٿيو آهي.



**Project Management Unit Sukkur**  
B-221, Street: 06, Akhuwat Nagar, Airport Road, Sukkur.  
Tel: 071-5633808, 5014555, 4005011 Fax: 071-5633807  
www.undp.org.pk

**منصوبي جي اهميت:**

سنڌ جي سڀني ڳوٺن ۾ تقريبن هر گهر ۾ چوپايو مال پاليو وڃي ٿو. جيڪو مالونڊ ماڻهن/هارين لاءِ تسار گهڻو ڪارائتو ٿئي ٿو. چوپايو مال زرعي ڪمن ۾ انهن جي مدد ڪري ٿو. ان سان گڏ انهن جي آمدني جو به هڪ اهم ذريعو آهي. ان چوپائي مال جي سارسنيال جو گهڻو ڪم ڪر. اٽڪل 80 سيڪڙو عورتن ئي ڪنديون آهن.



عورت جي چوپائي مال جي سارسنيال جي ان اهم ڪردار کي آڏو رکندي اينگروفوڊز ۽ يو اين ڊي پي جي سهڪار سان سنڌ ۾ هي پروگرام شروع ڪيو ويو آهي.

**منصوبي جا مقصد:**

چوپائي مال جي واڌ ويجهه سان ڳوٺاڻي عورت لاءِ روزگار ۽ آمدني ۾ واڌارو آڻڻ جيئن انهن جي رهڻي ڪهڻي ۾ بهتر ٿي ٿي.

(i) ڳوٺ جي سطح تي چوپائي مال جي سارسنيال، پيداوار، بيمارين کان بچاءُ ۽ واڌاري جون سهوليتون مهيا ڪرڻ لاءِ سکيا ورٽل ليڊي لائيو اسٽاڪ ورڪر (چوپائي مال جي عورت ڪارڪن) مقرر ڪرڻ.

(ii) غريب مالونڊ عورتن لاءِ روزگار ۽ آمدني جا مرقعا پيدا ڪرڻ.

Project Introduction Brochure

## **INTRODUCTION:**

The CELDAC aims to create a group of female rural entrepreneurs, Lady Livestock Workers, to deliver primary livestock management, production and extension services. This would serve to improve food security at the household and community level as well as enhance income and employment generation of rural women resulting in improved social and economic empowerment.

## **MASI PHAPUL:**

Masi Phapul W/o Mr. Qadir Bux Rahujo, age 40 years, belongs to a very small village Mangharji, UC Hadal Shah, Taluka Kingri, District Khairpur. She says that, "I am mother of seven children: four sons and three daughters, and have lived a very poor life. My husband has worked his whole life supporting the family of nine members with limited resources, which had left our life with no hope.

Our only means of survival was my husband's income from his job and very little contribution from agriculture land. My family expense was on average Rs. 10000/- a month.

I never used to enjoy life when I was uneducated, then I started going to school and passed my exams of 9<sup>th</sup> grade when I was in 30s.

Then one day I came to know through my eldest son that CELDAC female team had visited our village and are introducing a programme of women empowerment through livestock skills development. As I was already engaged in livestock activities I showed interest to undertake the training and work as Lady Livestock Worker (LLW). After Initial assessment I was selected and registered for the training. I got encouragement from my husband on this decision,, but on the other hand the community resisted the working of women outside the doors, never the less I reached the training center.

After taking 36 days training, theoretical classes and practical's I learned the primary livestock health management. In addition, it has encouraged me to serve my community, earn for self and live my life happily with my husband and children.

While working for community in the village I have been given the name of “lady doctor” which fulfilled the reason behind my education (ye sunker mere taleem ka maqsad pooru huwa) and people have realized the need and availability of vet services at door steps.

I have treated approximately 1300 animals for last five months from Oct-Dec, 08 and have earned Rs.14000 through H.S, NDV, ETV, Drench, Mineral Powder and first aid cases. The animals which I have treated are healthier now.

My own skills and earning have built confidence in myself, I have enrolled myself for 10<sup>th</sup> class (Matric) in village school and bear all my educational and personal cost myself. Most importantly I am paying monthly transportation charges of my daughter who is pursuing education in school which is 6KM away from our house. Besides all this I have spent Rs. 1300 on return of my theft calves.

I don't remember that I have taken any money from my husband for last five months.

Masi Phapul is no longer a burden on her family, is totally self-sufficient and is now adding great value to her own family and community.



## Case study of Lady livestock worker Ms. Rasheeda Rajpur

---

Rasheeda 35, born in village Rais Malhar, Naushero Feroz District, Sindh. She got married to her cousin Shakeel Ahmed when she was 24. Despite her high interest she could only acquire education till 9<sup>th</sup> standard at her own village school, due to financial constraints.

Life went on. One fine morning on my return from land carrying green fodder for the animals, my husband told me that some females had come to Rais Manhar (*village influential*) for a meeting with females of CELDAC-Engro who are providing training to rural women on primary livestock health management. That was the turning point in my life, I knew that life has brought something for me. I got ready and reached the meeting venue, where I was interviewed and undertook a written test, through which I was nominated as potential candidate for the training by the female teams of CELDAC.

Life had no meaning. My husband is a tractor driver and he returns home when he is free from the field. We always used to have fight over the financial problems, especially when we needed money in emergency. He was the only source of income for all of us, including four school going children-our future.

When I started the training my brother was not happy that I would leave the home every day, so he tried to stop me through my husband, I had good support of my husband to undertake the training therefore I continued.

After completing the training I started my work in our own village keeping in view the responsibility and opportunity that life has awarded me. In the initial month I earned Rs. 5000 for which had dreamed to buy a washing machine and first thing I did was I took my sister with me and went to city which is about 30 km from our village and bought the washing machine.

One mid-night few people from adjacent village came to my house and asked my husband to allow your wife to our house so that she can treat our cow which is yelling due to stomach pain since couple of hours. So my husband told me that if you have taken the responsibility then you should go, so I took my mother-in law with me, there was bawling cow.

I gave her the required medicine and after 1-2 hours the cow was relaxed. They asked me my fees, but I told them whatever they will give would be fine with me so they paid me Rs.200 for that visit.

Now don't have to wait for my husband to give me money, rather I have taken over the kitchen expenses of my house and even I take my children to doctor without borrowing money from any one.

I am living a very respectable life now. My husband sometimes asks for money even and whatever he would does he asks my will and discusses things with me. I have never been so happy, I am very thankful to CELDAC team and Engro for showing me the path of cherished life which I always knew will turn up to me one day.



### **The Team at Project Management Unit – Sukkur:**

CELDAC Project Management Unit was established at Sukkur, Sindh under National Project Director. The PMU is comprised of following professionals:



#### **National Project Manager:**

**Mr. Riaz Ahmed Shaikh** is the National Project Manager of CELDAC PMU Sukkur. He is Masters in Sustainable Energy Systems, Energy & Environmental Management and Project Management from International Institute of Management, University of Flensburg, Germany and Postgraduate Diploma in Management from Islamic University of Technology, Dhaka, Bangladesh and B.E (Electrical) from Mehran University of Engineering & Technology, Jamshoro, Pakistan. Mr. Riaz has over 10 years experience in project management, capacity building and teaching experience in renewable energies/energy management in various national and international organizations.

He can be reached at:

House B-18, Housing Colony (Wakeel Colony)

Wagan Road, Larkana, Sindh, Pakistan.

Email: [riaz\\_shaikh@yahoo.com](mailto:riaz_shaikh@yahoo.com)

Cell: +92-344-3831350



**Mr. Aftab Ahmed Solangi,  
Monitoring & Evaluation Coordinator:**

He is an MBA from IBA, University of Sindh, Jamshoro. Following several years of diverse experience in development environment, Mr. Aftab has worked with major UN Agencies i.e. UNICEF, WHO, and UNDP. He has had chance to study and work in different parts of the world i.e. United Kingdom and United Arab Emirates.

Prior to joining UNDP, Mr. Aftab was working with UNICEF, aimed to provide technical and financial support to the Local Government and NGO partners in the sectors of Education, Health, Child Protection, Community Empowerment through strong social mobilization. Simultaneously ensure effective implementation of Programs at provincial and district level, regular liaison with District Government officials and elected representatives. Keeping in view the significant professional portfolio he has vigorously played u16 county cricket for GWYNEDD at Glamorgan, United Kingdom.

He can be reached at:

Email: [aftab\\_solangi@hotmail.com](mailto:aftab_solangi@hotmail.com)

Cell No. 0092-300-8319506



**Human Resource Coordinator:**

**Mr. Hussain Ali Kalwar** is HR Coordinator in CELDAC PMU Sukkur. He has also served as National Project Manager (in charge) in CELDAC Project. He is Masters in History from Quaid-i-Azam University, Islamabad. Mr. Hussain has got over 10 years of professional practical experience in development sector in field of community mobilization, volunteerism, adult literacy, capacity building, human resource and partnership management in reputable national & international NGOs i.e. KZR, SEC, ADB, NCHD, Plan International & UNDP. He can be reached at:

House of Novelty,  
Main Road, Mirpur Mathelo,  
District Ghotki, Sindh, Pakistan.

Email: [hussain.kalwar@gmail.com](mailto:hussain.kalwar@gmail.com)

Cell: 0092-300-8319508



**Admin & Finance Officer:**

**Mr. Gul Muhammad** is Admin & Finance Officer in CELDAC Project Management Unit - Sukkur. He is Masters in IT from College of Computer Science, Islamabad & MBA (Finance & Accounting) from PIMSAT, Karachi. He has over 12 years of experience in Financial Management & Administrative affairs in government and various national & international Non-governmental organizations. He can be reached at:

C/O Qurban Tailor Master,  
Market Road, Dadu, Sindh, Pakistan.

[jiskani@yahoo.com](mailto:jiskani@yahoo.com)

Cell: +92-300-8319509,  
+92-300-5124460

	<p><b>Office / Accountant Assistant:</b>  <b>Mr. Naseem Ahmed Khan</b> is Office / Account Assistant in CELDAC Project Management Unit, Sukkur. He is Cost &amp; Management Accounting CMA Part V. He has got over 7 years experience in admin, finance and accounts with very reputable organizations. He can be reached at <a href="mailto:naseem.khipk@gmail.com">naseem.khipk@gmail.com</a></p>
<p><b>Zonal Coordinators:</b>  Zonal Coordinators were appointed to lead, facilitate and monitor the project filed teams in cluster of districts.</p>	
	<p><b>Ms. Shama Rahu, Zonal Coordinator – Moro Zone,</b> is Masters in Economics from Shah Abdul Latif University, Khairpur. She has got over 5 years of practical experience in social mobilization, community development, and as certified master trainer on livestock by Government of Sindh. She can be reached at: Near Chohan Medical Store  Ameenabad Colony,  Daras Road, Moro,  District Naushahro Feroze  Ph# 0301-2207129  Email: <a href="mailto:shama_rah@yahoo.com">shama_rah@yahoo.com</a></p>
	<p><b>Ms. Afshan Mustafa, Zonal Coordinator – Sukkur Zone,</b> is MBA (Finance) from University of Sindh, Jamshoro. She has got over 4 years experience in fields of Admin &amp; Finance and field operations. She can be reached at:  Shams Dawa Khana  Khandhra Street, Moro,  District Naushahro Feroze  Cell: 0331-3750552  Email: <a href="mailto:afshan.mustafa@gmail.com">afshan.mustafa@gmail.com</a></p>
<p><b>Lady Master Trainers:</b></p>	

The project has hired Lady Master Trainers with qualification and expertise in subject of Veterinary and Animal Sciences to impart technical trainings to LLWs.



**Dr. Talat-un-nisa Qureshi**, worked as Lady Master Trainer (LMT) in CELDAC Project. She is Doctor of Veterinary Medicines (DVM) from Sindh Agriculture University, Tando Jam. She is a Certified Master Trainer by Government of Sindh on Livestock Management. Dr. Talat has over 5 years experience as private practice in Animal Health Care and Trainings of rural women. She can be reaches at:

Near Hockey Ground  
Soomra Muhalla,  
Luqman, Khairpur Mirs'.  
Cell: 0092-332-2722969  
Email: [vet.talat@yahoo.com](mailto:vet.talat@yahoo.com)



**Dr. Shahida Perveen Shaikh**, Lady Master Trainer in CELDAC, is Doctor of Veterinary Medicines (DVM) from Sindh Agriculture University, Tando Jam. She is a Certified Master Trainer by Government of Sindh on Livestock Management. Dr. Shahida has got 3 years experience in Trainings of rural women and community mobilization. She can be reaches at:

Irum Medical Store  
Main Road, Khairpur Nathan Shah (K.N.Shah)  
District Dadu  
Email: [drneelo@yahoo.com](mailto:drneelo@yahoo.com)  
Cell: 0092-0346-3405125



**Dr. Shazia Mahar**, Lady Master Trainer in CELDAC, is Masters in Animal Health & Doctor of Veterinary Medicines (DVM) from Sindh Agriculture University, Tando Jam. She is a Certified Master Trainer by Government of Sindh on Livestock Management. She can be reaches at:

House No. B-81,  
Near Regal Cinema,  
Rizwani Street, Rohri

	<p>District Sukkur Cell: 0092-302-7353214</p>
	<p><b>Dr. Shamsa Alam</b>, Lady Master Trainer in CELDAC, is Doctor of Veterinary Medicines (DVM) from Sindh Agriculture University, Tando Jam. She has got over 5 years experience in field of Adult Literacy, social mobilization and trainings of rural women. She is a Certified Master Trainer by Government of Sindh on Livestock Management. She can be reaches at: D/O Ghulam Murtaza Kolachi New Kousar Colony, Near Post Office Mirpur Mathelo, District Ghotki Cell: 0092-303-3699028 Email: <a href="mailto:drshamsa.baloch@gmail.com">drshamsa.baloch@gmail.com</a></p>
	<p><b>Dr. Akhtia Pathan</b>, Lady Master Trainer in CELDAC, is Doctor of Veterinary Medicines (DVM) from Sindh Agriculture University, Tando Jam. She has got over 5 years experience in field of Adult Literacy, social mobilization and trainings of rural women. She is a Certified Master Trainer by Government of Sindh on Livestock Management. She can be reaches at: C/O Ali Murad Pathan, Lal Shah Khabri Makkan, Kambar District Kambar-Shahdadkot Cell: 0334-2071539, 0333-7522615</p>



**Dr. Naheed Baloch**, Lady Master Trainer in CELDAC, is Doctor of Veterinary Medicines (DVM) from Sindh Agriculture University, Tando Jam. She has got over 5 years experience in field of social mobilization and trainings of rural women. She is a Certified Master Trainer by Government of Sindh on Livestock Management. She can be reaches at:

c/o Hakeem Ali Bux Dashti,  
PO Thari Mirwah, District Khairpur  
Cell: 0300-3033221

**Dr. Nazia Firdous**, Lady Master Trainer in CELDAC, is Doctor of Veterinary Medicines (DVM) from Sindh Agriculture University, Tando Jam. She has got over 5 years experience in field of social mobilization and trainings of rural women with organizations i.e. Brookes. She can be reaches at:

Flat No. M 52  
New Doctors Colony,  
Nawabshah  
Phone: 0244-364059



**Ms. Fakhar-un-nisa Abbasi**, Lady Master Trainer, is Masters in Zoology from University of Sindh, Jamshoro. She has got over 3 years experience in Adult Literacy, Social Mobilization and trainings of rural women. She is certified master trainer for LLWs by Government of Sindh. She can be reached at:

C/O Adil Computer and Repairing  
Near national Bank Branch,

	<p>Main Road, Naushahro Feroze Ph# 0333-7017973, 0242-521344</p>
	<p><b>Ms. Sakina Zardari</b>, Lady Master Trainer - Naushahro Feroze District, is Masters in Zoology from University of Sindh, Jamshoro. She has got over 3 years experience in teaching at college level, Social Mobilization and trainings of rural women. She is certified master trainer for LLWs by Government of Sindh. She can be reached at: Al-Siddique Colony, Near Midway Hotet, Moro, District N'Feroze, Cell: 0092-307-3377405</p>
<p><b>Lady Social Mobilizers:</b> Lady Social Mobilizers are hired by the project to lead the social mobilization process in the selected villages for the selection and establishment of lady livestock workers.</p>	
	<p><b>Ms. Shabana Kharal</b>, Lady Social Mobilizer, Naushahro Feroze District, is Masters in Sociology from Shah Abdul Latif University, Khairpur. She has got over 6 years of experience in social mobilization, community organization, micro credit, establishment of VMCs and entrepreneurship development. She is a certified Master Trainer for LLW trainings by Government of Sindh and have also gone through ToT from SPO. She can be reached at: H.No 97, Sheesham Colony, Luqman, Khairpur Mirs' Cell: 0306- Email: <a href="mailto:shabana.kharal@gmail.com">shabana.kharal@gmail.com</a></p>



**Ms. Arifa Ashraf**, Lady Social Mobilizer – Sukkur, is Masters in Physical Chemistry from Shah Abdul Latif University, Khairpur. She has got over 8 years experiences in Education, health, Adult Literacy, Community Development. She is certified master trainer on LLWs trainings by Government of Sindh. She can be reached at:

House No. 928, Choori Ghar Bazar,  
Khairpur Mirs'

Cell: 0092-346-3404352

Email: [arifa@Z6.com](mailto:arifa@Z6.com)



**Ms. Rukhsana Daudpoto**, Lady Social Mobilizer, Khairpur District, is Masters in Economics from Shah Abdul Latif University, Khairpur. She has got over 6 years of experience in social mobilization, community organization, micro credit, and entrepreneurship development. She is a certified Master Trainer for LLW trainings by Government of Sindh and has also gone through ToT from SPO. She can be reached at:

Water Pump Road,  
Thul Town, District Jacobabad

Cell: 0301-3489102



**Ms. Badshahzadi Khan**, Lady Social Mobilizer, Khairpur, is Masters in Sociology from Shah Abdul Latif University, Khairpur. She has got over 5 years experience in primary education, school uplift programs, social mobilization, gender empowerment, teachers' trainings, MED and training of LLWs. She is a certified Master Trainer for LLW trainings by Government of Sindh and has also gone through ToT from SPO. She can be reached at:

Jogi Bahadur, Khudani Muhalla,

Near Jamia Masjid Mirwah

Taluka Thari Mirwah

District Khairpur Mirs'.

Cell: 0300-3186190

Email: [badshahzadi@gmail.com](mailto:badshahzadi@gmail.com)



**Ms. Saima Memon**, Lady Social Mobilizer, Sukkur, is Masters in Sociology from Shah Abdul Latif University, Khairpur. She has got over 5 years experience in Marketing and social mobilization, gender empowerment, teachers' trainings, and training of LLWs. She is a certified Master Trainer for LLW trainings by Government of Sindh and has also gone through ToT from SPO. She can be reached at:

H# 322, near Govt Girls Elementary School,

Adam Shah Colony, Sukkur.

Cell: 0301-2279866

**Ms. Safia Qazi**, Lady Social Mobilizer - Ghotki, is MBA from Shah Abdul Latif University, Khairpur. She has got over 5 years experience in Banking, Accounts, Adult Literacy, social mobilization, gender empowerment, teachers' trainings, MED and training of LLWs. She can be reached at:

	<p>D/O Karim Bux Qazi Near Cambridge School Gill Colony, Mirpur Mathelo, District Ghotki Ph#0723-652577 Email: <a href="mailto:ur_beni@hotmail.com">ur_beni@hotmail.com</a></p>
	<p><b>Ms. Uzma Hambhi</b>, Lady Social Mobilizer - Larkana, is Bachelors of Arts in Sociology from Shah Abdul Latif University, Khairpur. She has got over 8 years experience in Farmer Schooling, Adult Literacy, social mobilization, gender empowerment, teachers' trainings, MED and training of LLWs. She can be reached at: Mudasir English Academy New Lahori Mohalla, Near Rice Canal Larkana. +92-333-7560899 Email: <a href="mailto:uzmahambhi@yahoo.com">uzmahambhi@yahoo.com</a></p>
	<p><b>Ms. Hameda Bano</b>, Lady Social Mobilizer - Larkana, is Masters in Economics from Shah Abdul Latif University, Khairpur. She has got over 6 years of experience in social mobilization, community organization, micro credit, and entrepreneurship development. She is a certified Master Trainer for LLW trainings by Government of Sindh. She can be reached at: Muhalla Kalhorabad, Near Old Bus Stand, Larkana</p>

	<p><b>Ms. Shaheen Akhtar</b>, Lady Social Mobilizer – Rahimyar Khan, is Masters in International Relations and LLB. She has got over 6 years experience in Social Mobilization, data collection and trainings. She can be reached at: House No. 138, Near Mehboob Plaza, Rest House Road, Liaquatpur, District Rahimyar Khan Cell:0333-6188907 Email: <a href="mailto:sheenpak@yahoo.com">sheenpak@yahoo.com</a></p>
	<p><b>Ms. Naheed Shaoukat</b>, Lady Social Mobilizer – Sukkur, is Masters &amp; having over 7 years experience in Radio Comparing, script writing, gender empowerment, social mobilization and trainings. She can be reached at: Bandar Road, Near Dolphin Factory Sukkur Cell No. 0092-300-3154415 Email: <a href="mailto:nadishoukat1975@yahoo.com">nadishoukat1975@yahoo.com</a></p>
	<p><b>Ms. Tasleem Begum</b>, Lady Social Mobilizer – Shikarpur is Masters in Chemistry from Shah Abdul Latif University, Khairpur. She has got over 5 years experience in primary education, school uplift programs, social mobilization, gender empowerment, teachers’ trainings, MED and training of LLWs. She is a certified Master Trainer for LLW trainings by Government of Sindh. She can be reached at: Post office Rustum Via Chak District Shikarpur. Cell: 0331-2757910</p>

**Ms. Zareena Charran**, Lady Social Mobilizer – Dadu is Masters and has got over 4 years experience in Social Mobilization, adult literacy, and Trainings of LLWs. She is also Certified Master trainer on LLWs trainings. She can be reached at:

C/O Sadar Charran  
National Press Club,  
Dadu. Sindh, Pakistan.  
Cell:03334-3230767



