

DairyPakistan
Leading The White Revolution

Signing of an MOU between the Government of Sindh Livestock and Fisheries Department and Pakistan Dairy Development Company

Mr. Faqir Muhammad Jadim Mangrio, Advisor to the Chief Minister of Sindh for Livestock and Fisheries, and Mr. Shahab Khawaja, Federal Secretary for the Ministry of Industries, Production and Special Initiatives, witnessed the signing of a Memorandum of Understanding between The Government of Sindh Livestock and Fisheries Department and Pakistan Dairy Development Company (PDDC). The MOU was signed by Mr. Ghulam Muhammad Mahar, Acting Secretary, Livestock and Fisheries Department, and Mr. Geoff Walker, Chief Executive of PDDC. The Sindh Government and PDDC wish to support the development of the dairy sector of Sindh, and the MOU sets out the basis for co-operation between the two parties, such that development activity is undertaken in the most effective and efficient manner.

Both The Chief Minister of Sindh, Dr. Arbab Raheem, and The Federal Minister for Industries, Production and Special Initiatives, Jahangir Khan Tareen, sent congratulatory messages to the Livestock and Fisheries Department and PDDC.

In his message, The Federal Minister for Industries, Jahangir Tareen, described the role of PDDC in leading development of the dairy sector. The Minister noted how he had visited several farms which are now receiving technical assistance from PDDC, and that these farms had achieved increases in productivity and profitability with the support of PDDC. He was pleased that the Company and the Government of Sindh had agreed a range of programmes to further the development of the dairy sector in the province.

The Chief Minister, Dr. Arbab Raheem, commented upon the importance of the dairy sector in the economic development of Sindh. The Government of Sindh has allocated a large increase in funding for the sector as from the new financial year, and the leadership of the Livestock and Fisheries Department, together with the technical expertise of PDDC will ensure that the benefits of this additional funding will be maximised.

The Sindh Government intends to assist the development of 23 new milk colonies across the province, and PDDC will introduce modern farm management practices in order to boost productivity of the farmers in these new colonies. The Sindh Government and PDDC intend to facilitate improved linkages of many of these new colonies to the markets of Sindh. At the same time, the quality of milk offered to the consumers of Sindh will be improved. This will be achieved by providing assistance to private sector investors to establish milk processing plants.

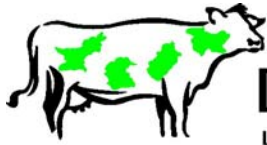
PDDC has identified the need to improve the position of the smallest dairy farmers, and has developed a programme to establish Community Farms. Under this programme, Community Based Organisations will be established, and considerable financial assistance but most importantly technical assistance offered to help community farms to be established. The Government of Sindh and PDDC consider this to be an important programme to enable poverty alleviation among the poorest dairy farmers.

The Sindh Government intends to establish a farm for the recovery of animals once they have finished milking for the season, from the cattle colonies of Karachi. Too many of these animals are lost to the

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dairy sector of Pakistan, owing to the lack of facilities to feed and care for these “dry” animals. The new facility will also be able to rear calves, which are also largely lost to the dairy sector. PDDC will assist in the management of the new facility.

Pakistan Dairy Development Company is a non-profit company established by the Government of Pakistan to drive the development of the dairy sector of Pakistan. PDDC has the goal of co-operating with Provincial Governments in order to achieve integration of development efforts to the maximum extent. The Chief Executive of PDDC, Mr. Geoff Walker, noted that the Company now looked forward to commencing the new programmes in Sindh, for the benefit of the dairy farmers and consumers of the province.

Karachi
31 July 2007

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