



The White Revolution

Driving Rural Development

Pakistan Dairy Development Company

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Outline

- Why Dairy?
- Channels for dairy development activities
- Pakistan Dairy Development Company
- PDDC Programmes – Present & Planned
- Environmental awareness
- Inputs and Expected Outcomes

Why Dairy?

- Livestock contributes close to 10% of GDP, so dairy development will have a meaningful impact on national well-being
- Significant potential for productivity and profitability improvement for all participants in the sector
- Spread through the nation, so will assist balanced regional development.
- Obviously rural in nature, where the need is greatest.

Why Dairy?

- Dairy farming which utilizes sound management practices will be more profitable than alternative land uses.
- Significant involvement of women, so dairy development can assist gender issues
- Provides high quality food for the nation.
- Has the potential to be internationally competitive.



Why Dairy?

- Above all, because around 8 million households have some involvement in dairying.



Channels for Dairy Development

- Dairy Development has long been supported by MINFAL and Provincial Livestock Departments
- More recently, GOP has established two non-profit companies focused on Livestock Development
 - Livestock & Dairy Development Board
 - Pakistan Dairy Development Company



Pakistan Dairy Development Company

- In operation for just over one year.
- Public-Private Partnership
 - Governance
 - All programmes require financial commitment from the beneficiary
- Objective is to identify and implement programmes which will drive dairy development – The White Revolution



PDDC Programmes Present

- Model Farm Programme
 - Technical assistance programme to introduce more modern and productive farm management techniques to existing dairy farms.
 - Financial support offered by GOP to purchase assets required to implement the new farm management practices.
 - Model Farms will be implemented across the nation in proportion to milk production by province and scale of dairy farms as found in Pakistan today.

PDDC Programmes - Present

- Goal is to undertake 1,000 Model Farms per year.
- Model Farms will be used to demonstrate improved farm management practices (and results!) to other farmers in the district
- Results to date: increases in milk production of up to 110%, typical increase 25-30%

PDDC Programmes - Present

- Our second programme is the Cooling Tank Programme
 - Aiding the establishment of milk collection centres
 - Soft loan – mark-up funded by GOP
 - Allows more milk to be chilled soon after production, to maintain quality
 - Provides more consistent market opportunity for rural farmers
 - To date, 360 Milk Collection Centres have been established through our programme.

PDDC Programmes - Planned

- Our two programmes are well designed and are important, but by themselves they will not deliver overall dairy development
- PDDC has identified a range of programmes which we consider are essential to achieve successful development
- The dairy sector is complex, the present problems of the sector are complex, so an approach which integrates programmes across a broad front is essential.

PDDC Programmes - Planned

- Examples of planned programmes:
 - Pasteurised milk
 - Milk Development
 - Vocational Training
 - Creation of Rural Entrepreneurs (Rural Contractors)
 - Link to Finance
 - Community Farms

PDDC Programmes - Planned

- More details available in our White Paper
– Hard copy or on www.pddc.com.pk
- We are working with the relevant Ministries to secure funding for these planned programmes for the next financial year



Environmental Awareness

- With better farm management, expect to produce more milk from fewer animals, thus reducing the environmental footprint
- Biogas production from dung

Inputs

- GOP has pledged over Rs 2.4 billion to finance our two present programmes
- We are working to increase funding very significantly to allow integrated development across a broad front to proceed
- Collaborating with Provincial Governments to assist their dairy development efforts
 - Integration of effort to achieve better results



Inputs

- High Level Support

Expected Outcomes

- More profitable milk production
- Better animal husbandry
- Higher contribution to GDP justifies more spending on infrastructure
- Giving the poorer levels of the community an improved stake in society
- Pathways to growth for farmers, no matter their present scale

Expected Outcomes

- Better quality milk for Pakistani consumers
- More milk available to the formal industry so wider range of products can be offered
- Formal credit more available to rural areas
- Internationally competitive dairy sector
- More formal and more profitable industry will result in more investment.



Thank You