



Livestock Entrepreneurship Development Centre Bahawalpur

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(Courtesy: GOP 2022)

The livestock resourcebase

- Livestock sector contributes 11% to the GDP in Pakistan.
- The development approach in the Cholistan Region has been Laissez-faire type.
- Transactions between private groups of people are free from any form of economic interventionism deriving from special interest groups (Farooq et al, 2007).
- A notable portion of the livestock population of Pakistan has been present in the desert regions where herders have got no alternate source of livelihood
- Cholistan Desert located in the southern Punjab spread over 26,100 sq km.
- The farming system has been practised under pastoral and agro-pastoral systems (Iqbal et al 2000).
- The average distance of livestock farmers from:
 - milk collection centres 19.44
 - veterinary dispensaries 36.07
 - veterinary medical store 40.07 and
 - livestock market 46.25 km.

Livestock production and entrepreneurship issues

- Livestock heads per herd:
 - Cattle 51
 - Camel 4-5
 - sheep 61
 - goats 19
- Livestock provide livelihood support to the local community through sale of:
 - adult males of small ruminants
 - young large ruminants
 - dairy products.
- The entrepreneurship potential of livestock value chain is impeded by:
 - low human capital
 - little infrastructural facilities
 - livestock production in isolation from various amenities necessary for life and business

LEDC Bahawalpur

1. Livestock Entrepreneurship Development Centre (LEDC) would be established in Bahawalpur as a joint venture of the Islamia University of Bahawalpur, Dairy Science Park, SECure All Pakistan, Camel Association of Pakistan and a private partner donated about 125 acres of land, Mr Mujtaba Rind and others.
2. LEDC would be run through a local committee under Endowment Fund (EF).
3. LEDC will provide the stakeholders:
 - a. farmers' access to business incubation through postgraduate research
 - b. development of entrepreneurship models
 - c. training
 - d. farm inputs, product sales
 - e. products processing through a meat and a dairy factory
 - f. regulatory support
 - g. facilitating establishment of model farming, milk/meat shops, products processing factories, diagnostic labs, marketing and allied facilities

Endowment Fund

- An EF would be established through provincial/federal/donors grants for developing entrepreneurship models under the LEDC..
- The private sector would offer their land, animals, building and other assets for a period of at least 15 years with investment by LECD and operational arrangements by pvt partner. Sardar Mujtaba Rind has agreed for partnership.
- The fund would be used for entrepreneurship development, for facilities required for establishing common facilities/processing units at various locations.
- Net profit for each project will be shared on periodical basis as:
 - 34% would be reserved for the Gift Fund for creating an income source for the extremely vulnerable populations.
 - 28% for the private partner providing land, animals, clinic, factory, meat/milk shop and operational arrangements.
 - 28% will be paid to the relevant faculty members, staff and students involved in HHP.
 - 2.5% each will be paid to DSP, CAP, SAP and IUB.

Herd Health Program

- Herd Health Program (HHP) teams would be constituted to:
 - engage the postgraduate students and faculty members of IUB;
 - improve product quality and;
 - to reduce the per unit productivity cost through improved practices.
- Entrepreneurship models would be developed engaging the postgraduate students at the proposed LEDC jointly by the farmers, processors, universities and government officials through business incubation.
- Facilities would be provided for:
 - laboratory diagnosis of various livestock and poultry diseases
 - applied research will be conducted for postgraduate thesis on animal health and productivity issues through collaboration with sister organisations and Herd Health Program teams.

Animal Health and Production

- Faculty of Animal and Veterinary Sciences IUB will help in improving health and productivity of livestock animals targeted at:
 - improved productivity
 - reduced cost per unit productivity
 - Improve products quality
- Laboratory and clinical facilities will be provided for:
 - preventive medicine
 - disease diagnosis and treatment
 - research on emerging diseases
 - feed analysis and toxicology
 - genetic improvement, fertility management, artificial insemination
 - molecular techniques in animal health and productivity

Meat and Dairy Technology

- Cholistan district is rich in livestock resources however, resource management is poor resulting in prevalence of poverty in the region.
- Processing of meat and milk is at negligible level preventing preservation of the high value foods and reduced income levels of farmers.
- Establishment of such factories would boost up development and replication of interlinked entrepreneurship models in:
 - livestock and poultry production, marketing, quality control
 - diagnostics and veterinary clinical services
 - production of livestock and biotech products
 - marketing and legislative services
- Engagement of university graduates would be used as a source of generation of decent employment and exportable surpluses.

Halal and Hygienic standards

- The Departments of Shariah and Law would help in defining the Halal standards
- Relevant Departments would be involved in developing business modules for entrepreneurship models working across the Livestock/Camel Value Chain.
- The Departments of Biochemistry, Biotechnology, Bioinformatics, Botany and Zoology will place their students at LEDC for pursuing relevant research and providing solutions to the emerging issues.
- The Cholistan Institute of Desert Studies will work on the genetics of medicinal plants and identification of candidate plants

Outcomes

- Training of undergraduates through sponsored internship and graduate students through thesis research in livestock health and production, to motivate them for entrepreneurship models, hence increasing employment opportunities for the youth.
- Applied research in livestock and poultry science to be published in high ranking impact factor journals, providing social and economic benefits.
- Well-educated, trained and skilled men and women graduates belonging to different parts of the country who may lead the industry through establishment of an entrepreneurial network of model farms, milk/meat shops, products processing factories, diagnostic labs, training and marketing centres and allied facilities.having visible impact on the national economy.
- Availability of quality certified and traceable meat, milk, eggs and other animal products in the market at local, provincial and national level and export export market, especially the Middle East in coordination with BCCI.
- The vulnerable family system in the region through the Gift Fund, empowering women and men through enhanced income, improved education for kids, good quality diets and a better living standard for everyone in the family. Such families would be facilitated to establish their own business.

The Roadmap



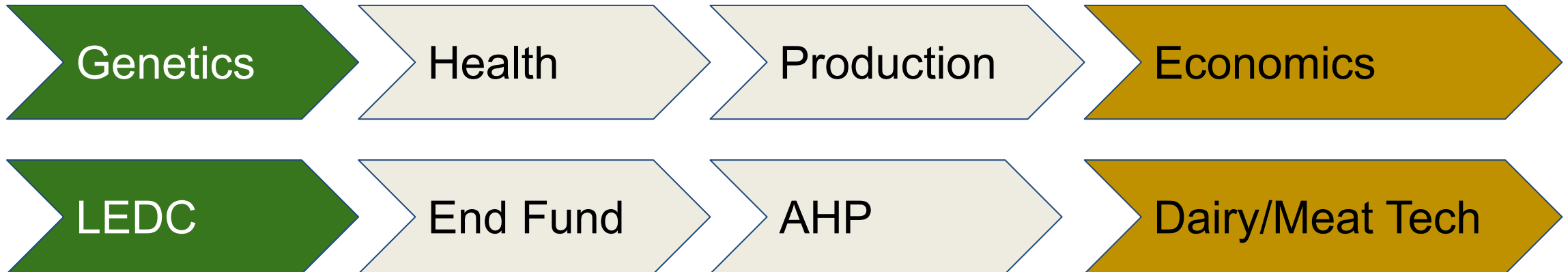
Elite Cholistani cows



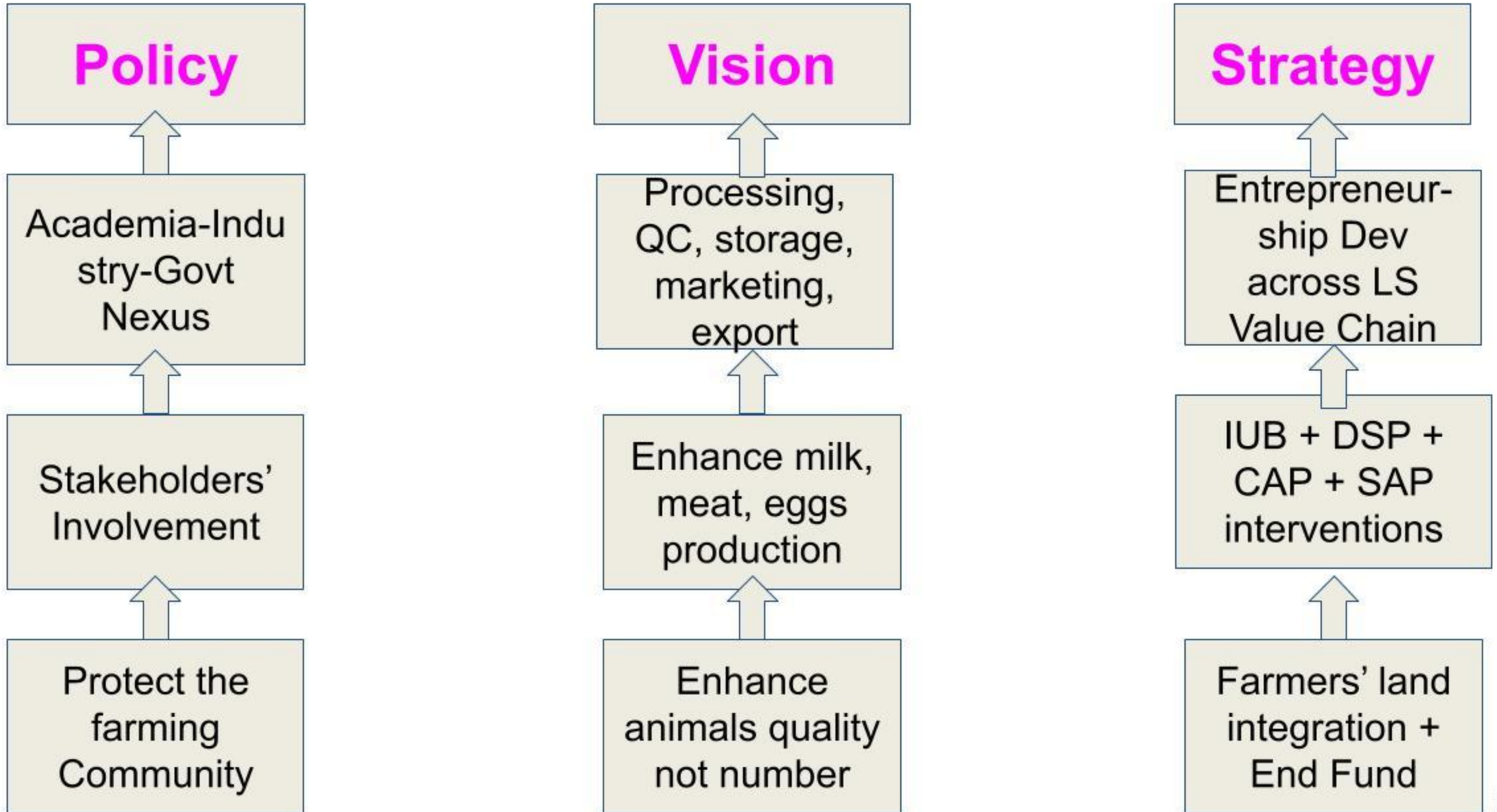
Camel facing water shortage



Cholistani Sheep and Goats



Intervention strategy



Good Governance Model

Academia-Industries-Government Nexus

- Developing SOPs
- Entrepreneurship models

- Exploring sponsorship/land/market
- Identifying vulnerables

- Developing farming systems
- Collaborating camel dev orgs

- Hosting LEDC
- Outreach services
- Establishing model enterprises



**SECure All Pakistan
Societal Resilience**



(Picture Courtesy: APP 2021)

Cost Estimate (Rs million)

S No	Component	End Fund	Non-lapsable Development Grant	Total
1	HH Program	10	0	10
2	Animal H&P	10	0	10
3	Meat & Dairy Tech	10	10	20
4	HH Standards	5	0	5
5	Halal Meat Factory	15	10	25
6	Mini Feed Mill	10	10	20
7	Entrepreneurship Dev	10	0	10
	Total	70	30	100

References

- APP 2021. [A person guiding a herd of sheep and cow at Cholistan](#). Associated Press of Pakistan - Digital, 22 March.
- Farooq U, HA Samad, F Sher, M Asim and MA Khan, 2010. [Cholistan and Cholistani breed of cattle](#). Pak Vet J, 30(2): 126-130.
- GoP 2022. [Cholistan - Gateway to Adventure](#). Tourism Department, Government of Punjab, Lahore, Pakistan.
- Tribune 2018. [Cholistan faces longer stretch of dry spell](#). The Daily Tribune, October 27.

Good Governance Model

Academia-Industry- Government Nexus

Rs.100 Million

After 3 years

Project Inputs-Output FlowChart Of Livestock Entrepreneurship Development Center Bahawalpur

End Fund/HH Program/
Animal H&P/Meat & Dairy
Tech/HH Standards/Halal
Meat Factory/Mini Feed Mill
Entrepreneurship Dev

50 Farmers
engaged

5 Meat factories
established

Meat
produced
0.1 m kg/an

*Expected export (10%) US\$ 0.045 m/annum
Annual entrepreneurship models generated 550,
each one providing 10 decent employments*

Rs.70 million/annum
(Value US\$ 0.32 m, (Project cost
of Rs.100 million or US\$ 0.45 m)



LIVESTOCK
Entrepreneurship
Development Center

Thanks
LEDC
Bahawalpur