



CONTENT

PAGE 1

Message from the Country Director

PAGE 2

Best Practise

PAGE 2

News and Events

PAGE 7

Technology and Innovation Spotlight

PAGE 7

Special Report

MESSAGE FROM THE COUNTRY DIRECTOR

Dear Friends,

I present to you the January - June 2019 edition of our newsletter which features the news and updates from this period.


Many activities and trainings have taken place during this period. We have had the golden opportunity to train key members of the government of Nepal in cornerstone who are in the Abattoir Development and Management Committee.

Heifer supported cooperatives are also doing an exemplary job in marketing of agricultural produce of their respective regions, the information about which can be found in this issue.

Heifer has also partnered with Machhapuchre Bank to provide branchless banking services to rural farming families through the cooperatives, the details of which are in "technology and innovation spotlight" section of this issue.

I hope this issue is an insightful and interesting read to everyone. For more information regarding our work please find us on Facebook, YouTube, Twitter, LinkedIn and our website.

Thank-You



Dr. Shubh N. Mahato

Country Director

Heifer International Nepal

RURAL MUNICIPALITY STARTS SALES BASED INCENTIVES TO ATTRACT FARMERS



Hima Regmi Aryal of Malika Rural Municipality had never imagined that she would receive additional cash on selling goats through the cooperative. After selling 3 goats (that exceeded 107 kg), Hima received an addition of ten thousand seven hundred in an event which was attended by Heifer staff, local government representatives, the cooperative member and farmers. Similar was the story of 12 other farmers who received the cash back. This was made possible when the Rural Municipality started giving cash back incentives to farmers who sold their goats via Heifer supported cooperative.

Regmi said "I was oblivious to the concept of cooperative a few years back, today I sold 3 goats through it, I am getting a fair price and also

received cash back, I am very enthusiastic about the days to come". The Heifer supported cooperatives in the region have been urging farmers to sell their products via the cooperative, this ensures that the farmers get a good price and quality produce reaches the consumers plate.

The Chief Administrative Officer of the Rural municipality Mr. Govinda Bhattarai said that "for every 100+ kgs of meat sold, the farmers are getting Rs.100/kg; if any farmer sells more than 1500 eggs via cooperative he/she is eligible to get an incentive of Rs. 5 per egg, similar is the case of milk where farmers receive Rs.5 per liter if they sell 50 liters of milk via the cooperative." Mr. Bhattarai was of the view that the incentives will be helpful

in increasing production of goats in Nepal, which in long run contributes to the national goal of being self-sufficient. Goat as an enterprise is a great mechanism to bring employment to the rural communities.

Arje village of the same municipality has recently been successful in being self-sufficient in goat meat. 3 years ago when Heifer entered the village, the enthusiasm of villagers to become goat entrepreneurs grew sporadically and today almost every house boats of goats being reared. The municipality has also made different incentives available to farmers who produce the seeds of fodder/forage, improve their goat shed, take agri- enterprise loans, and take animal insurance and so on. The manager of Milijuli Cooperative, Rita Parajuli said "just a few months ago we sold 69 goats to Tamghas (district HQ) via the cooperative. As the majority of farmers here are smallholders, production by mass rather than production in mass approach is being emphasized to increase volume. Due to the incentives given by the municipality, the spirits of the farmers have been lifted and much enthusiasm has been felt among the aspiring goat entrepreneurs. The municipality hopes to take this concept to other villages as well.

NEWS AND EVENTS

1000+ ANIMALS EXAMINED AT FREE ANIMAL HEALTH CAMP

Digopan Social Entrepreneurs Women's Cooperative recently organized a free animal health camp — a first-of-its-kind — at Kanepokhari, Morang-6. With more than 1,000 farmers and their valuable livestock in attendance, the event was inaugurated by Mr. Tara Bahadur Kafle, the

chairperson of the rural municipality.

The Cooperative was established six years ago with the help of Heifer International. The camp provided services ranging from fertility tests, pregnancy tests, dung tests, castration and medicine

distribution. Multiple species of animals including goats, cows, buffaloes, pigs were given health checks during the event.

Farmer Khemnath Poudel said, "I am returning home relaxed and happy as my cow is pregnant. Normally it is very difficult for us



to judge a successful conception even after six months of mating, and this was incurring us with a lot of losses.”

“Generally, pregnancy tests are done after 100 days of mating/AI, if it seems that cow isn’t pregnant then further mating/AI arrangements need to be made,” health worker Bhawani Koirala shared.

They are more determined to continue their good work with livestock. They are also selling goats via a live weight approach to ensure farmers get a good and fair price for their products and to make sure quality meat reaches the plates of consumers.

MUNICIPALITY TO BRING ABATTOIR TO BUTWAL SUB-METROPOLITAN CITY.



Heifer International Nepal together with Butwal Sub-Metropolitan city is developing an abattoir in Butwal in accordance to the Public, Private, Producer, Partnership (4P) model. In this model the producers (farmers) play a vital role as partner at all levels and there is an interdependent relationship between various actors that enables the establishment and operation of the abattoir. In regards

to the same a 3 day cornerstone training was given to the committee members of the Abattoir construction and management which includes the mayor, the deputy mayor, and chairpersons of 6 wards of the region, various meat entrepreneurs, agriculture experts, entrepreneurs association, consumer interest group, veterinarians, government officials and heifer staff.

As Butwal Sub-Metropolitan city is the site of Abattoir construction and development as planned by Heifer Nepal, this training session saw crisp discussions regarding the construction, operation and management of the facility. Conversations revolved around the resource management, market linkages and the various problems that have to be overcome in order for the abattoir to function as a sustainable entity.

The participants agreed that there is a pressing need of providing hygienic and quality meat products to the consumers and maintain a steady flow of meat animals to the market. The Mayor of Butwal Sub-Metropolitan Mr. Shiva Raj Subedi said that "Abattoir construction and its sustainable management is of a high priority". He also mentioned that Sub-Metropolitan City is working rapidly to provide hygienic meat products and has taken up the responsibility of bringing ease to the meat market operation as well. The participants appreciated Heifers initiation and vowed to work together to bring better services to the public.

ENTREPRENEURS VOW TO SELL ONLY HYGIENIC MEAT



Realizing that the meat entrepreneurs play a vital role in providing quality meat products and reduce public health issues, Heifer International Nepal conducted cornerstone training to the meat entrepreneurs in Biratnagar- an eastern city of Nepal.

As Heifer international Nepal moves towards meeting the national aim of meat self-sufficiency and market linkages of the smallholders produce,

it holds the consumption of quality meat products at its highest priority. In order to minimize this problem a three day cornerstone training was held in the city with the joint efforts of Heifer International Nepal and Biratnagar Metropolitan City. This cornerstone training aimed at making the entrepreneurs understand the importance of quality meat consumption and their valuable role in the providing quality meat to the

consumers. Attended by 23 meat entrepreneurs, this training hopes to bring into practice the 12 points of cornerstones for just and sustainable development into the daily and business practice of the meat shops.

Asha Devi Chaudhary, a participant of this training said that "this training will bring more impact to the lives we lead and the job we do". Participants Ali Hasan Kureshi and Mohammed Sanbaj were of the view that they have realized as to how it was their duty to provide quality and healthy meat products to the consumers and that they will change the way of their business in the days to come. As Heifer Nepal plans to build a systematic abattoir in Biratnagar in the Public Private Producer Partnership model, this training has been a great opportunity to connect with the meat entrepreneurs who are the potential investors and play the big role of taking the meat out of the abattoir to the consumers' plate.

HEIFER NEPAL TRAINS JOURNALISTS ON AGRI-DEVELOPMENT REPORTING



To put a light on the ever growing issues facing the development world, there needs to be an equally strong and determined journalistic medium. In an era where most news coverage is political in nature, Heifer as a development organization has felt the absence and the immediate need for the reporting of development issues. Understanding this very gap, Heifer

International Nepal and Media Action Nepal organized the "Media Capacity Building Workshop on Agriculture and Economic Growth" across 4 cities of Nepal namely; Nepalgunj, Chitwan, Biratnagar and Kathmandu . This workshop aimed to train journalists in agriculture reporting and bring light to and create awareness of the countless issues regarding agriculture

and development. The 4 training events built capacity of 100 + journalists from 31 districts across the country.

The capacity building workshop saw participation of journalists from diverse age and background representing print, audio, visual and online media. The key highlight is a lively and healthy conversation regarding government policies on food security, nutrition and the role media plays in bringing change. Participants also had the opportunity to visit Heifer project sites where they had a face to face interaction with project participants and got first -hand experience on the transformation that was brought to the community. Heifer Nepal hopes to bring the journalists to report on the field of agriculture and development that will benefit farmers, policy makers and consumers, and act as a watchdog in the sector.

HEIFER NEPAL SUCCESSFULLY CO-HOSTED THE GLOBAL SYMPOSIUM ON IMPROVING HUMAN NUTRITION.



Heifer Nepal successfully co-hosted the “Symposium on improving human nutrition and incomes through effective livestock research and extension partnerships” together with the Department of Livestock Services organized by USAID Feed the Future Innovation Lab for Livestock Systems University of Florida. The event saw participants from more than 10 countries and brought together representatives from the Ministries, key policy makers, researchers, public and private sector extensionists, producer organizations and universities to highlight the global relevance of bridging research to extension and agriculture to nutrition linkages for improving human nutrition and livestock production.

The symposium shared many promising examples of how

partnerships between researchers and various types of extension and advisory service providers can increase the production and consumption of nutritious animal-source foods (ASF) and acted as a great platform to develop actions plan to bridge gaps to improve nutrition, health and economic outcomes especially for women and children. It highlighted the pathways for connecting research and extension services provided by the public and private sector as well as civil society in different countries to foster more effective research delivery and diffusion through partnership.

Dr. Shubh N. Mahato, Country Director, Heifer International Nepal gave a brief talk on current work of Heifer in Nepal. He mentioned the partnership with the University of Florida in various research work brings

out results which have been pivotal in developing Feeding support tool and effective mastitis control measure for enhanced dairy animal productivity.

Heifer Nepal’s program director Ms. Neena Joshi gave a presentation on Heifer’s experience in the rural communities, its values based approach creating a strong base for behavior change in ASF production and consumption in the existing social system.

Heifer also showcased four informational posters in relation to Animal Source food, which were praised by the participants.

YOUNG DONORS RAISE FUNDS FOR GIRL CHILD EDUCATION



In two separate events young donors have handed over the funds they have raised for Heifer Nepal's Girl Child Education Program. Mr. Abhek Poudel- resident of Ohio, USA and student of Unioto High school successfully raised a sum of \$2,776 through Gofundme crowd funding

campaign. Having his roots in Nepal, Abhek has understood the hardships that a girl child goes through in order to achieve education and knowledge. Similarly, Mr. Justin Chang- a regular donor to this initiatives and students from Seoul International School and St. Paul's School together donated an

amount of \$6,974 for this initiative.

Statistics show that about 43.60% primary level school going girls drop out of school due to traditional restrictions and many a times due to their financial inability to procure materials such as stationaries, school uniform and so on. Introduced in 2000, Heifers Girl child Education program tries to fill in this material void by providing all the materials they need for a year. Initiated as a supplementary program along with the regular livelihood and capacity building programs, till date 1,950 girls have benefitted from this program. Implemented through locally raised funds from staff, volunteers, donors and individual supporters the objective of these funds are to empower girls through education and to overcome the conservative tradition where the girls are deprived from equal opportunities in comparison to their male counterpart.

HEIFER STAFF CELEBRATE WORLD ENVIRONMENT DAY



Keeping in with the tradition, Heifer staff celebrated the world environment day. With the theme of Air pollution

in mind the staff discussed various methods by which the quality of air can be maintained and also updated

on the commitments made by each other during the previous year. According to world Health Organization 4.2 million deaths occur every year as a result of exposure to outdoor air pollution, 3.8 million deaths occur every year as a result of household exposure to smoke from cooking stoves and fuel, and 91% percent of the world's population lives in places with low quality air.

One of the major working area of Heifer includes Caring for the earth and being inspired by the same the staff at Heifer Nepal are committed to plant at least 2 trees every year at their office premise. This year too this has been done to promote the biodiversity and keep the office space green and clean. In its project sites, Heifer has utilized more than 10,000 hectares of barren lands and planted various trees and plants to be utilized as fodder/forage.

PARTNERSHIP ESTABLISHES BRANCHLESS BANKING FOR 10 HEIFER FACILITATED COOPERATIVES



Easy access to financial services in rural communities where smallholder farmers live is becoming a reality thanks to the joint efforts of Heifer Nepal, Sakchhyam and Machhapuchhre Bank. The partnership launched branchless banking service, also called BLB, throughout 10 cooperatives in rural communities of the Dang, Banke and Bardiya

Under the “Simplified Digital Financial Service” the partnership will ensure that Cooperatives provide services similar to banks including opening new accounts, savings, withdrawal, credit card distribution, remittance and others.

With access to services in their own villages, farmers can save time. Also, paperwork has decreased

significantly and trust among the Cooperatives is being built. Since the Branch Less Banking services are not limited to cooperative members, it also serves a great opportunity for the growth of cooperative members and for the farmers to receive extended services.

Mr. Ishwar Bahadur Rawal, manager of Machhapuchhre Bank for the region, explained the benefits of branchless banking to the women farmers and expressed his happiness in being able to provide such service to the members of the rural communities.

This achievement intends to help rural women start and expand their farm enterprise and aims to fulfill working capital requirement for inputs, maintenance of farm assets, activities allied to goat rearing, dairy animals, vegetables, backyard poultry and other agricultural products. Branchless banking is positioned to bring in more net income for the Cooperatives.

SPECIAL REPORT

LEKBESHI LEADING THE WAY IN GOAT MARKETING.



Established just 5 years ago Lekbeshi Social Enterprise Womens Cooperative of Hupsekot - 4, Nawalpur District boasts of more than 1600 members from 75 SHGs. Hoping to bring together the members of the SHGs formed by Heifer International Nepal the cooperative is providing a solid ground for a systematic marketing for the agricultural produce of the region thereby increasing the income and living standards of the famers. The cooperative has been doing a commendable job at goat marketing.



With more than 10,500 does being raised in the area, the farmers have supported the work that Heifer has been doing in this region. In its inception days, Heifer played a big role by not only giving the gift of goats and fodder, forage but also helping the farmers by training them in improved shed construction, animal wellbeing, and insurance and so on. These inputs have greatly motivated the small holder farmers to raise goats and today almost all the household in the area have goats in their homes. Also popular as "the poor man's cow"; goats are vital to the smallholder for income and also are a great source of animal source nutrition.

Despite the motivation and obvious profits, the small holder farmers of the region weren't able to reap the full benefits of goat farming. This was mainly due to the lack of proper channel where by the goats reached the market and also the lack of knowledge regarding how to sell the goats. Up until now, the farmers waited for goat collectors who bought their

goats on an estimation basis, which didn't reap much profits.

To curb this problem, the Cooperative with guidance from Heifer started educating the farmers about how they should be selling their products, they introduced the live weight system where farmers are receiving better prices for the goats and are slowly changing their behavior and selling the goats only through the cooperative. The Cooperative led aggregation process has led to efficiency in goat marketing. Heifer has been working to formalize a market to provide fair price and in the course using Cooperative aggregation system and live weight.

A member of the Cooperative, Jasmaya Gaha said, "I was rather amused when I was told to live weight my goats and sell them through the cooperative and it seemed like a joke to me. The traders were never willing to weigh my goats and I thought this system isn't going to work. I was only convinced when the rate I got by weighing was much

higher than what the trader had initially promised me. Now I come here (cooperative to sell goats) directly and don't listen to others".

In the last fiscal year itself the cooperative has done an exemplary work in the goat marketing system, 2563 goats have been traded which accounted for 2 Crore 48 lakhs and 53 thousand rupees. This trade has allowed for the cooperative to make a profit of 5 lakh 47 thousand rupees. In the upcoming year the cooperative hopes to sell an estimated 3000 goats. The chairperson of the cooperative Manrupa Pandey says "We have been working very hard to make sure the farmers goat reach a proper market and in that the farmers receive the best price, we make sure that the price is set in the cooperative in the presence of the trader and the farmers, this keeps the finances transparent."

"It took us quite some to convince the farmers that they will be benefitted if they sell their goats from the cooperative, now the farmers come to us directly as there is a deep sense of trust in between us. Some members of our cooperative live very far from here and it sometimes takes hours to commute to and fro, we are glad that to bring some ease into their lives Heifer has launched the Virtual Collection Center App, this app allows for us to get information on the number and weight of the goats and also allows for the farmers to set their price remotely, this has significantly decreased the hassles of the farmers" says Sushila Pariyar, the manager of the Cooperative.

It cannot be doubted that there is a deep set of understanding and trust among the cooperatives and Self Help Groups. Till now 135 cooperatives are leading in goat marketing.