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## Passion is certain to help in succeeding

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*“I learnt that we are responsible for realizing our own dreams. I remember the days where we seldom had anything to eat at home because we were poor and my father was the sole earner. LPH has exposed me to a new side of farming. It has taught me to cash in on my passion and I now know what ‘good business’ is. To make it a success we have to work hard with passion and also take risks. Today I have reaped the benefit of my determination. My family members are also the shareholders in my business.”*

**Asadullah, a farmer, middle person and businessman, Village Tabo Nasafi, Valley Hayaseria, Tehsil Maidan, District Lower Dir**

“I inherited the love for animals from my mother. She used to take extra care of sheep and goats at our home. When our financial conditions worsened, my mother sold our sheep so that we could survive and it broke our hearts watching her do so. I was 16 when I began to work with my father as a daily wager and I did it to be able to buy a sheep for myself. I managed to save PKR 4,500 and bought one sheep which I took care of, feeding it properly. Selling it later for PKR 6,000 was my firsthand

experience of a profit though I had no clue what profit and loss actually meant. I think I can now understand why: for many years, my parents struggled to feed me and my brothers on just PKR 130 a day. Saving money was an impossible feat.

I believe it was this passion to farm and raise domestic animals that got Dr. Ismail (a fellow villager) working in the Veterinary Hospital to recommend me to the LPH representatives. That was a defining



moment for me. The LPH trained and facilitated me in an interesting new dimension to raising livestock: their fattening and quality versus numbers. With my savings I managed to buy 2 sheep and started using the recommended feed. After three months on selling both animals, the profit had me reeling with happiness. They had cost me PKR 8,000 and each got sold for PKR 18,000! That was when I formally adopted this as a business.

The LPH led trainings also taught proper vaccination techniques, and now I provide these services to the farmers in all nearby villages, charging only for the medicines and the actual travel expenses. Where necessary I make sure call in the doctors from the Hayaseria Veterinary Hospital. I have further trained a total of 17 farmers in the 2 cycles of feedlot fattening (of their domestic animals), eight of whom have replicated this process and are in their 1st cycle of feedlot fattening. I was also approached by five poor widows<sup>1</sup> of my village seeking to be trained in the same, after which they too, have replicated the process with their domestic animals. As being charitable is our national and local custom, I provided two goats (free of cost) to one of the (poorest) women Ayaz Bibi and taught her to apply the process of feedlot fattening as well. She sold the goats after three months at a good price. With that amount she repeated the process with 7 more goats, after selling of which she now owns a cow, whose fresh milk brings in an earning to help run her home. As I know the procedures so I also facilitate these women to sell their animals in the market, mostly because, I know how life can be difficult for them, being widows and so poor on top of that. Allah will repay me if I spread well here in this world.

The Mobile Vet service is hugely helpful. Initially we had to travel to the Livestock Department for vaccination of our domestic animals but now the LPH has introduced a call service so they are just one call away. My passion in my work is such that I observe and experiment, for instance I keep the

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<sup>1</sup> Bibi Sakina, Shukai Bibi, Ayaz Bibi, W/O Zameen and W/O Hussain Ur Rehman are the women facilitated by Asadullah in feedlot fattening

domestic animals separate from the ones who are undergoing the process of feedlot fattening so as to make a comparison and discuss the findings with the veterinary doctors for consideration.

Two years into this business and the effects are remarkable. Now I have 5 cows, 17 goats and sheep which are in the 1st cycle of the feedlot fattening. Mutton especially lamb is considered a delicacy and a very tasty treat in my village, so sheep brings in good business. I was living in a house made of mud exposed to weather and now it is safe and cemented. I have also constructed a room for myself as I am getting married soon<sup>2</sup>! I have also bought a transport for myself. I have taken a separate place on rent where I collect (from the villagers) the animals for selling purpose. My brother helps me as well and we get to make six times more than what my family earned earlier. We have been able to send our father for Hajj<sup>2</sup>. On his return we shall slaughter a cow which we have specially bought for this purpose. All our fellow villagers will be invited to this grand celebration.



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<sup>2</sup> Hajj-the pilgrimage to Mecca, which every adult Muslim is supposed to make at least once in his or her lifetime: the fifth of the Pillars of Islam.