

Dabieshan Mountainous Area in Huanggang of Hubei

1. PROJECT PROFILE

The project aims to help 1,560 impoverished families in Macheng City and 2,100 impoverished families in Qichun County of Dabieshan Mountainous Area in Hubei.

Limitations and difficulties

These counties are classified as state-level poverty-stricken areas with an average net annual income per person of around RMB5,000. The major limitations and difficulties facing them are as below:

- Sparsely populated with poor infrastructure, inconvenient transportation, which led to lack of communications with the outside world.
- Few opportunities for growth in commercial, industrial or even agricultural fields, forcing young villagers to leave hometown for odd jobs, leaving behind the poorly educated elderly and women to take care of the children and work on the farm for shabby income.
- Children often face psychological and behavioral problems due to apart from parents long without supervision and family support.
- Difficult to access public services like healthcare and education. Lack of awareness in sanitation so garbage is seen everywhere, even along the river or creek, which causes water pollution.
- Lacked awareness of environmental protection. Deforestation occurs as some villagers cut down trees for sale, which led to severe soil erosion and reduced land fertility.
- Farmers have little knowledge of animal-raising skills and immunization. Their raising scale is so small, making limited money through selling either fattened animals or their young offspring.



Heifer's assistance

260 low-income families in Macheng and 350 families in Qichun will be provided with one beef cattle each, as well as training and technical services in animal husbandry.

Heifer will also help farmers develop self-help groups to resolve community issues and establish cooperatives to enable them to take part in different stages of the value chain other than animal raising, namely, product processing, wholesale, sales and marketing, so as to maximize their profit and to achieve local sustainable livelihood.

Through Passing on the Gift – the offspring of their gift cattle or return the loan used to purchase the cattle, along with skills and knowledge learned through training, another 1,300 families in Macheng and 1,750 families in Qichun will be benefit.

2. MAJOR WORK PLANS FOR THE NEXT REPORT PERIOD (Jan -Jun, 2016)

Jan – Mar 2016	Assist project families in animal purchasing
Mar – June 2016	Prepare and assist some SHGs to set up cooperative
Jan to June 2016	Improve SHG regulations, participate in regular evaluation process
	Organize technical training in animal raising.
Every month	Organize SHG activities to promote environmental protection, as well as cultural activities like dancing and singing competition.
Every season	Project Partner management team organize regular meeting for project evaluation and planning.

3. PROGRESSES

Objectives	Progress during the reporting period
1. By the end of FY19, all the project participants will achieve solidarity and social harmony, by participating in cooperatives and practicing effective & efficient application of VBHCD.	
Self-Help Group (SHG) development and related activities	<ul style="list-style-type: none"> Conducted 14 training sessions in Heifer Cornerstones and project management Set up 6 new SHGs and facilitated them to make group rules and collected 15,400 yuan group funds Facilitated SHGs to devise community development plan
2. By the end of FY19, all the project families' income will have reached RMB33,250 through improving animal management, cooperatives with functioning business hubs.	
Income generation	<ul style="list-style-type: none"> Distributed gift money to 154 project families
Training	<ul style="list-style-type: none"> Helped 50 families to improve their animal barns Offered technical training in beef cattle rearing for 20 times
Passing on the Gift (POG)	<ul style="list-style-type: none"> Will take place 2 years after project started
3. By the end of FY19, all the project participants have improved the community environment through agro-ecological production, resources recovery and CMDRR.	
Training, monitoring and other activities	<ul style="list-style-type: none"> Organized recipient families to clean up the common areas of the villages to promote community sanitation

4. RECIPIENT CASES SHARING - Qichun Project story

Sun Shouyan and his yellow cattle

Sun Shouyan is 57 years old. He is a member of Guangda SHG in Tuku Village, Zhangbang Township, Qichun County. Because of the heavy economic burden of Sun's big family when he was small, his parent could not afford Sun's school fee. Therefore, he dropped out of school since the fifth grade. Now, he and his wife has a family of two daughters and one son. Both daughters were married and they do not live with Sun's, and unluckily Sun's son is disabled, who can only work on some simple job and merely earn a low income less than 1,000 yuan. Sun Shouyan does not have any professional skills or knowledge, therefore he cannot find any job in the cities. He can only make a living with his small farm and the only yellow cattle.

4. RECIPIENT CASES SHARING - Qichun Project story (cont'd)

One day in December, 2014. Sun Shouyan's son-in-law borrowed his yellow cattle. As they do not have knowledge in taking care of the cattle, it ate a rotten sweet potatoes when grazing in the field and died. It was a heavy loss for Sun's family as the cattle is the only income source supporting Sun's lives.

In April 2015, it's the first time Sun participated in Heifer's trainings in Tuku Village. He believed Heifer project of raising cattle could help improve his life, and immediately he applied to join as a member of SHG. Since then he participated in Heifer trainings of 12 Cornerstones and leadership. He joined different trainings and workshops provided by Heifer, and in one meeting he even shared his cattle case to other villagers as a pain reminder of lacking proper skills and knowledge. Sun encourage the whole village to keep up learning in order to take good care of the animals.

In July 2015, Sun Shouyan received 6,000 Yuan gift fund, and bought a calf in the next day. In order to better develop his cattle industry, he bought another 5 calf under the support of SHG. Later, to expand the business, he built a simple cowshed in a vacant land and collected all unwanted straw from the village, made use of the land to plant grass for feeding the cattle during the winter. Now, he already has 6 cattle and he buy 3 extra goats! While 3 of the cattle are already pregnant, he hopes to own 10 cattle two years later, and to increase family's annual income to 20,000 Yuan. Sun Shouyan is living with a hopeful heart, he believes his hard work can help bring a better life for his family in near future.

