

Artificial Insemination

A BRAC Social Enterprise

Maximising genetic potential of cattle population in Bangladesh

In 1987, we started working with the Government's Livestock Department on a vaccination programme that trains para-vets from the local area. After training, the qualified para-vets could earn an income by buying supplies from us and selling veterinary services to the local community. This was what we had in mind when we launched our Artificial Insemination (AI) programme.

AI workers provide farmers with access to the semen of hybrid cattle breeds that yield more milk, along with training on how to care for livestock. The extra milk produced by the artificially inseminated cattle helps to strengthen our dairy enterprise. In 2000, our BRAC Bull and Buck Station in Mymensingh started producing frozen semen to support our efforts to boost both incomes and milk production.

Other services provided:

1. Improve udder health by California Mastitis Test
2. Foot and Mouth disease vaccination
3. Primary animal health care
4. Fodder seed, cattle feed and Minamix (mineral supplement product) supply
5. Regular healthcamps at rural communities



Artificial Insemination worker providing services to client

Photo credit: BRAC

THE IMPACT:

Transforming the rural poor into entrepreneurs with an innovative livelihood

BRAC Artificial Inseminators are entrepreneurs offering 'door-to-door' artificial insemination services and educating farmers on housing, feeding, water management, disease prevention, cattle breed selection and milking of livestock. Our Bull and Buck production centre provides bull semen and liquid nitrogen, enabling inseminators to carry out their work effectively, whilst they earn a livelihood by charging a fee for some of the

services they provide, such as artificial insemination and cattle de-worming. Along with training and supervision, we offer access to loans, free training, quality supplies, on-going supervision and refresher training, so that the entrepreneurs can successfully provide services that help support rural farmers and improve national cattle breeds.

At a glance

Over **2,200** AI entrepreneurs

Over **1.64 million** cattle successfully inseminated in 2015