

1. Project profile

The first batch of project started in October, 2009, which assisted 120 families in Jilin village and the second batch started in April, 2010, which assisted 80 families in Jiumai village. The project villages established 10 Self-Help Groups (SHGs) and 200 families will benefit through Passing On the Gift (POG). Totally, 400 families will benefit in five years.

2. Animal distribution

Project Village	Animal Distribution	Original Family	POG Family
	Planned / Finished	Planned / Finished	Planned / Finished
Jilin Village	240/240	120/120	200/36
Jiumai village	160/160	80/80	
17-70 Total	400/400	200/200	

3. Project Progress

Objective	Progress
Objective 1: Improve project participants' families' nutrition and income within three years.	
<ul style="list-style-type: none"> Improve project participants' families' nutrition and income. 	<ul style="list-style-type: none"> Improve project participants' families' nutrition and income. <ol style="list-style-type: none"> The survival rate of newly born calves reached 95%. The milk yield increased 15% at the community. 100% of the project participants could produce enough animal products for their own family consumption. 70% of the project participants were able to sell a small amount of animal products. This is a great leap forward, for it was seldom seen that they sold any of

<ul style="list-style-type: none"> • Training - Heifer china will conduct training both the project started and before. It contains animal management, 12 cornerstones, Value-based Holistic Community Development (VBHCD) and POG, etc. • Exchange visit - Heifer china project organize exchange visit among project communities so that the project villages could learn from each other. 	<p>their products.</p> <p>4、 Every participating family culled out 2-3 indigenous breed of cows, and were raising improved dairy cattle. Their cattle herd quality improved.</p> <p>5、 Zhaxi Group at Jilin Village made a net income of 8,000 yuan by processing wheat into flour for farmers around.</p> <ul style="list-style-type: none"> • Training <ol style="list-style-type: none"> 1、 Provided five trainings on animal management and environment issues. • Exchange visit <ol style="list-style-type: none"> 1、 Organized project partner visit Liangshan project, Sichuan Province to learn the experience of the project operation in minority areas, Project Management Committee (PMC) and SHG fund. 2、 Project partners from Beijing and Sichuan came to visit and shared the experience.
<p>Objective 2: Improved management and use of natural resources.</p>	
<ul style="list-style-type: none"> • Management and use of natural resources 	<ul style="list-style-type: none"> • Management and use of natural resources <ol style="list-style-type: none"> 1、 The CF organized them to reclaim waste land. They also introduced fine quality potato from Shicatse, Tibet. The project participants planted 200 mu trees and potatoes on 90 mu land, which they had reclaimed from waste land. 2、 A Community Facilitator (CF) at Jiumai village leveraged 260,000 yuan as community development fund. 3、 The government has motivated grass planting in the

	<p>project area so that animals have green grass to eat.</p> <p>4、 Water scarcity is a problem at the project site. The project partner is working to get funding support to solve this problem.</p> <p>5、 The villagers of Jiumai Village were very willing to contribute to the collective goodness. They have organized 100 of their people to attend community activities.</p>
<p>Objective3: Target communities will practice effective & efficient application of VBHCD tools to achieve solidarity and social harmony.</p>	
<ul style="list-style-type: none"> • Self-Help Group (SHG) - Project community will found SHGs for sustainable development. They have meetings and organize community activities to strengthen community cohesion. 	<ul style="list-style-type: none"> • SHG 1、 100% of the project participants understand and accept the VBHCD model, and 95% are able to teach other farmers about how this model works. 2、 The SHGs organized activities every quarter, and they often had very heated debates over community development. 3、 Community members were apparently much more nicer to each other after they attended many SHG activities. There was no unhappy or unharmonious phenomenon seen in the community. The community members are more and more supportive to the spirit of sharing and caring. They cherish their precious bonds with each other very much. 4、 The utilization of group funds binds their collective benefit together. 5、 Led by CFs, All SHGs have worked very hard and carefully on their plans, which they always tried to follow. This ensures smooth and stable development of

4. Project Story

Paving the Road of wealth by National Traditional Handicraft Industry



Ngagzha County, which enjoys a long history of national traditional handicraft industry, is known as a land of Pulu. Dangqu, the community coordinator, was elected to be the group leader of the commercial SHG of Jiumai Village in Ngagzha. Under his leadership, the source of income for the group members, which used to be farming alone, has transformed to weaving industry since Heifer project has been

launched in his village. Farmers are allowed to buy drapery according to their economic conditions now and 6 poor elders in the village with Tibetan costume and Tibetan carpet skills were organized by Dangqu to do some clothing and carpet work. In the meanwhile, the unemployed young people in the village were taught the weaving skills to help them get out of poverty. With the organization of the commercial group, each of the workers doing weaving work would get a monthly salary of RMB 1,800yuan. The products they produce are mainly being sold to areas like Nakchu, Ngari, and Shigatse. Roughly estimated, the households in the group, according to their sales volume, have an annual income increase ranging from RMB 8,000yuan to 12,000yuan.



5. Photos



SHG is making activity plan



Clean the animal barn



Technical training for villagers



New-born cow in this year



The villagers' milk product



villagers are building silo