This month,

Focus Group Discussions with CLEWs

We conducted focus group discussions with our Community Livestock Extension Workers (CLEWs) in 7 districts to devise a re-engagement strategy for activating community livestock extension services.

We found that all active CLEWs (earning PKR 15,000+) attached themselves to the veterinary practitioners immediately after their training. This helped them:

1. Gain practical experience and confidence;
2. Access vaccinations/medicines;
3. Learn artificial insemination;
4. Build trust and rapport with the communities (outreach).

Their outreach and income were primarily from the services they offered through these veterinarians - this is a key support structure that is yet to be explored that PINS ER-3 will focus on building in the coming months.

So far, 426,908 animals have been treated/ drenched/ vaccinated by our CLEWs. Our ambition is to reach 1 million animals in the coming 6 months.

Our FGDS identified the barriers and enablers restricting and enhancing our CLEWs’ performance. Based on this, the re-engagement strategy will ensure that their outreach is regular and efficient.

A key part of this strategy is module tracking CLEW activity (outreach, no of animals vaccinated) incorporated in PINS’ MIS.

Findings from our focus group discussions (click to read here) and the re-engagement strategy will be discussed and rolled out in a workshop with multiple stakeholders whom we hope to work with actively in the coming months to ensure that our CLEWs perform to their full potential.