



غرفة الشرقية
ASHARQIA CHAMBER

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المحترمين

السادة / مشتركري الغرفة

السلام عليكم ورحمة الله وبركاته

تهديكم غرفة الشرقية أطيب تحياتها وتفيدكم بتلقيها خطاب مجلس الغرف السعودية رقم (ش.خ.م.م/٥٥٧) وتاريخ (١٤٣٢/٢/٦هـ) المشار فيه بأن المجلس تلقى خطاب وزارة التجارة والصناعة رقم (٨٢١٥/١/٢٦٧) وتاريخ (١٤٣٢/١٢/٢٥هـ)، والمتضمن رغبة شركة جسر الباكستاني في إنشاء مشروع لمواجهة آثار الفيضانات على مربي الماشية في دول باكستان.

في حال رغبتكم الحصول على مزيد من المعلومات، يمكنكم زيارة موقع غرفة الشرقية على شبكة الانترنت): www.chamber.org.sa

وتقبلوا خالص التحية والتقدير...

الأمين العام المكلف

عبد الرحمن بن عبد الله الوابل

ع ص ص





وزارة التجارة والصناعة
Ministry of Commerce and Industry

COMPANY: UID:YAL4D2AF0352CEB

مكتب معالي الوزير
واريد: ١٠٢٦٧: ٨٢١٥
الشاريح: ٢٥/ ١٢/ ١٤٢١ هـ
المر لقات: لا يوجد



JASSAR FARMS (PVT) LTD.
Dairy & Breed Improvement Project



20th August 2018

His Excellency Dr. Abdullah Zainal Alirza,
Minister of Commerce and Industry,
Ministry of Industry,
PO.Box 5729, Omar bin Al-Khatab Road,
Riyadh 11127,
Kingdom of Saudi Arabia

Subject: Supporting Flood Impacted People of Pakistan through Livestock Genetics

Your Excellency,

Asalam O' Alikum Wa Rahmatullah Wa Barakatahu,

My name is Urna Ikram Nasir and I work for a social impact project in Pakistan called Jassar Farms (Private) limited as a Management Associate. As a female professional I feel that I am greatly blessed because I had unique educational & professional opportunities to excel in my life in a country where tens of millions of young females do not even have potable water to drink; what to talk about decent education. I am now part of a pioneering team that is running a social entrepreneurship project and this project is based upon the simple principle of social justice & equity and aims to bridge the gap in-between the haves & have-nots of our country on a commercially sustainable basis.

The Floods and their Impact

Your Excellency, first of all I want to highlight the fact that all of us Pakistanis are aware of the help you and your countrymen are extending to Pakistan in its time of need when it has been hit by the worst floods ever in its history. We are very grateful for all your support and your concerted efforts to do even more for your Muslim brethren in our country.

Your Excellency, as you must be knowing these massive floods in Pakistan have displaced 20 million people along the affected belt from their homes, leaving them without shelter, food and livelihoods. The total area of devastation is 100,000 square kilometers and over 95% of those affected by these floods are Muslims including the aged, women, children and the disabled. The extent of the devastation caused by these floods is even more far reaching than the current situation suggests. This is because even if in the initial phase we are successful in our relief efforts to provide these people with food, shelter and medical help, the rehabilitation of those affected will be a long process stretched out over a number of years.

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TO: [REDACTED] COMPANY: UID: YAL4D2AF0352CEB

It is critical to note that almost the entire region affected by these floods is composed of little villages and towns of rural Pakistan with poor agricultural families residing within them. Thus more than 90% of those who have been affected by the floods are poor landless farmers. These farmers and their families live on a hand to mouth basis by working on the fields of landlords or by selling the milk of the few animals that they own. Most of these farmers own one or two animals which produce milk for their families. Additionally, the small quantity of surplus milk is sold to generate income. In view of these ground realities, it is clear that these poor families are completely dependent on their livestock for their sustenance and livelihoods, having no other real assets or sources of income.

With such demography, the major disastrous impact of these floods then is that they have washed away almost two million heads of livestock including cows and buffaloes, therefore taking away from these poor people their only means of earning a living. These people currently lack access to food, shelter and medical help but in the long run the most pressing problem will occur due to the loss of their animals. These people will become trapped in a vicious cycle of poverty when they are unable to get back on their feet without their animals as a reliable and sustainable source of income. The above root causes coupled with the fact that the current floods will surely widen the already deep wedges between the haves and have-nots, calls for a concerted effort to bridge the gaps.

The next question that arises in one's mind is what steps can be taken to effectively counter this massive problem and help these people gain back some semblance of normality. And this is where our project becomes essential for the rehabilitation of the flood affected communities of rural Pakistan. We believe that it is of essence to help these families utilize the milk production potential of the animals they have left in order to forge some sort of means for self-sustainability. It is only through the joint efforts of fellow Muslim countries like yours and the citizens of Pakistan themselves that we can help these people get back on their own feet by trying to create a sustainable means of livelihood through livestock genetics.

Jassar Farms (Pvt.) Ltd.

Jassar Farms (Pvt.) Ltd. (JFPL) is a dairy and breed improvement project and is setting up a facility to locally produce world class livestock semen doses in the affordability range of the 30-35 million poor farmers of Pakistan to increase the milk yields of their animals & therefore their disposable incomes. Our model of innovation is based upon lowering costs and building local capacity rather than remaining dependent on an import based model which is not sustainable in the long run. Keeping this fact in mind, we are setting up a facility to meet the needs of our dairy industry by locally replicating the gene pool and superior technology of the Western world thus cutting costs and becoming commercially sustainable in the long run.

The proposed impact of a project of this scale on rural Pakistan and especially the lives of these poor farmers left-devastated by the floods will be immense. Effectively JFPL livestock semen will lead to an incremental income of approximately USD 700 per year (see Slide 21) from each animal that is born through usage of this semen. Needless to say, this augmented income will step change the income & social dynamics of rural Pakistan on a sustained basis.

TO: [REDACTED] COMPANY: UID:YAL4D2AF0352CEB

How can you help?

The purpose of writing this personal note to you, and sharing our beliefs, ideals and vision for our country and its people is to seek your patronage and support for this significant project, significant not only for Pakistan but also for the Muslim community as a whole. Pakistan's current livestock semen requirement is 65-70 million (see slide 28) whereas JFPL is currently in the process of building a production capacity of a meager 300,000 doses, which is just a tiny fraction of the actual dosage need. Therefore we are trying to scale up our project to produce 6 million doses, or approximately 10% of Pakistan's requirement, at the cost of USD 22.5 million so that our project can have a greater impact on the lives of these people in rural Pakistan whom we are seeking to help. For Pakistan, to attain the same level of production as the developed world, we need to address the problems of our society through introducing technological innovation in important sectors like the dairy industry which provide livelihood for a large chunk of the population.

Your Excellency, in order to achieve our objective of impact maximization in the flood affected areas we want to propose that you and your government place an order with us of 2.25 million doses at the rate of USD 10 per dose. Against the amount that you advance to us for the order, we will increase our production capacity and supply the doses on your behalf to the Provincial Governments of Pakistan to be distributed for free among the flood affected people. This will help them genetically upgrade their animals to serve as a source of livelihood in the coming years of rebuilding and rehabilitation. We will welcome complete or partial support towards this cause of national significance.

I want to request you to help us in scaling up our project as I am aware of the generosity shown by the Saudi Arabian Government to Pakistan in the past. In the blessed month of Ramazan it is indeed the right time to give charitably to these millions of ravaged people inside Pakistan who have lost everything and whose lives will be plagued by hopelessness, hunger, disease and indignity unless we actively work towards getting them back on their feet.

Your Excellency, this project is a necessity for Pakistan and its people in order to save Pakistan from becoming another failed Muslim state like Somalia and Afghanistan. I request you to help your Muslim brothers and sisters in order to make a change, a difference in the lives of millions of people who will be seriously indebted to you. In order to make an informed decision if you have any more queries regarding our project you are welcome to contact me.

Signing off with best regards,

Umal Ikram Nasir

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