



USAID PAKISTAN AGRICULTURAL TECHNOLOGY TRANSFER ACTIVITY (PATTA)

I N P I C T U R E S



ENHANCING AGRICULTURE THROUGH TECHNOLOGY TRANSFER IN PAKISTAN

PAKISTAN AGRICULTURAL TECHNOLOGY TRANSFER ACTIVITY (PATTA)

The Pakistan Agricultural Technology Transfer Activity (PATTA) is a United States Agency for International Development (USAID) funded four-year project (2017-2021). The project seeks to improve agricultural productivity in Pakistan by scaling private sector solutions that would result in increased incomes and employment. PATTA is partnering with agricultural technology companies to commercialize products and services that can increase the productivity and competitiveness of the companies as well as small farmers. It also aims to mobilize additional private sector investment in agricultural technology.

Since its inception, USAID PATTA is increasing small farmers' access to markets and their overall development impact. Agricultural technologies are affordable, impactful and safe, however, the vast majority of small farmers in Pakistan do not have easy access to them. PATTA will capacitate dealer networks and other demand-side partners through technical assistance to improve their marketing and management practices. This will strengthen linkages with small farmers to address their unique needs.

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ENHANCING AGRICULTURE THROUGH TECHNOLOGY TRANSFER IN PAKISTAN



Chief of Party's Message

The four-year USAID-funded Pakistan Agricultural Technology Transfer Activity (PATA) aims to identify, support and bring to scale private-sector solutions to improve agricultural productivity in Pakistan by providing broader access to affordable, appropriate, and effective agricultural technologies for farmers.

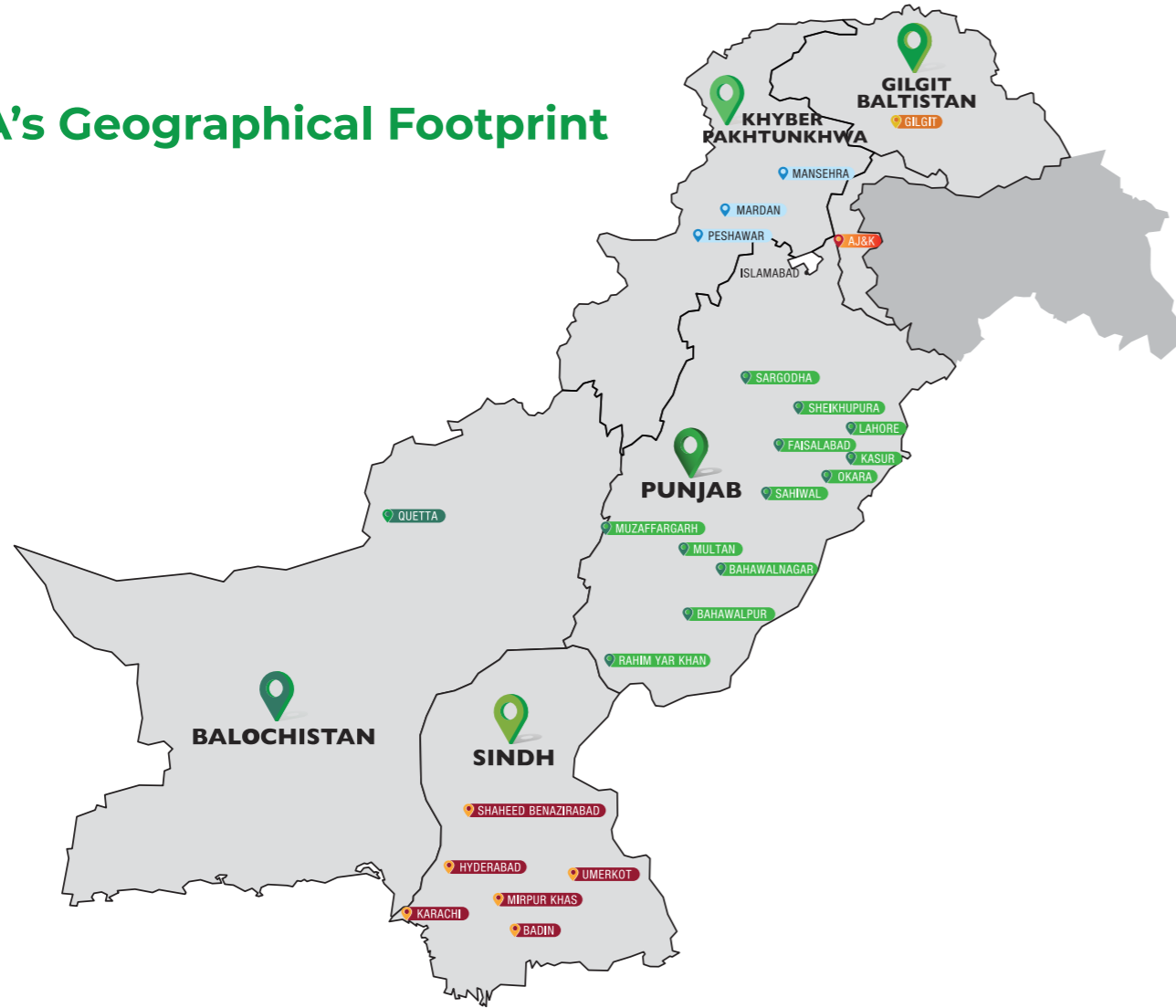
USAID PATA is succeeding in this mission through a market-driven facilitation approach, where its 37 Supply-Side Partners (SSPs) and approximately 500 Demand-Side Partners (DSPs) work together to commercialize agricultural products and services. The project has brought to scale innovative inputs and equipment to new markets in Gilgit Baltistan, Khyber Pakhtunkhwa and Balochistan including underserved markets in Punjab and Sindh. The on-site agricultural technology demonstrations in rural communities are creating awareness and technology adoption by farmers. Often, these demonstrations are farmers' first introduction to improved seeds, micro-nutrients, integrated pest management techniques, small tractors, and one-unit milking machines.

As such, it is a privilege to be Chief of Party of such a new and innovative project in Pakistan. The project is leveraging private sector investment to promote the best agricultural management techniques, products and tools. PATA is paving the way for the future: more products, more adaptation, more rural expansion.

Enjoy the photo journal, a pictorial collection of PATA's initiatives in agricultural technology transfer across Pakistan!

Jean Francois Guay
Chief of Party
USAID PATA

PATTA's Geographical Footprint



KHYBER PAKHTUNKHWA

Private Sector Investment Leveraged through USG Support	\$29,022
Farmers Sensitized on Agricultural Technology Adoption	58,206
Farmers Applied New Technologies	3,530
Full Time Equivalent Jobs Created	75

BALOCHISTAN

Private Sector Investment Leveraged through USG Support	\$11,681
Farmers Applied New Technologies	3
Full Time Equivalent Jobs Created	37

PUNJAB

Private Sector Investment Leveraged through USG Support	\$1,672,151
Farmers Sensitized on Agricultural Technology Adoption	39,893
Farmers Applied New Technologies	8,370
Full Time Equivalent Jobs Created	880

GILGIT-BALTISTAN

Private Sector Investment Leveraged through USG Support	\$27,891
Farmers Sensitized on Agricultural Technology Adoption	13,758
Farmers Applied New Technologies	16,306
Full Time Equivalent Jobs Created	45

SINDH

Private Sector Investment Leveraged through USG Support	\$103,722
Farmers Sensitized on Agricultural Technology Adoption	4,287
Farmers Applied New Technologies	15,817
Full Time Equivalent Jobs Created	450

TOTAL

Private Sector Investment Leveraged through USG Support	\$1,844,467
Farmers Sensitized on Agricultural Technology Adoption	116,144
Farmers Applied New Technologies	44,026
Full Time Equivalent Jobs Created	1,488



PAKISTAN AGRICULTURAL TECHNOLOGY TRANSFER ACTIVITY (PATTA)

STIMULATING SUSTAINABLE AGRICULTURAL GROWTH

The four-year USAID-funded PATTa is working to identify, support, and bring to scale private-sector solutions to improve agricultural productivity in Pakistan. PATTa's goal is to uplift Pakistan's agriculture sector through a robust private sector-led technology transfer initiative which improves the economic status of beneficiaries through increased income and employment opportunities in the agricultural technology sector. The project has partnered with 37 agricultural technology companies that commercialize products and services. These agricultural technologies will increase the competitiveness of small farmers and mobilize investments in agricultural technology. This partnership is providing Pakistani farmers broader access to affordable technologies leading to an increase in productivity. USAID PATTa extends support by linking private sector agricultural technology partners with dealers and DSPs to achieve sales through increased access to innovative agricultural technologies and improved business management practices. PATTa's technical assistance components are Business Development Marketing Services (BDMS) and Agriculture Technology.



ENGAGING PARTNERS FOR TECHNOLOGY TRANSFER

PATTA's linkages with key counterparts are the main vehicle for technology transfer in Pakistan. PATTA has established and nurtured linkages with key partner agribusinesses, stakeholders, and government departments, a reiteration of its commitment to uplift Pakistan's agriculture sector through partnership-focused technology transfer. The project acknowledges the pivotal role of partners in enhancing agricultural innovation and shaping the agribusiness industry. PATTA and its partners have come together to promote and commercialize effective agricultural technologies to scale-up private sector agribusinesses and benefit farmers through mainstream technologies adoption. The project has effectively collaborated with an array of stakeholders – from agribusinesses to smallholder farmers, from provincial agriculture departments to financial institutions, from dealer networks to marginalized women in agriculture, from media personnel to government extension workers, and from representatives of the academia to development organizations. The project is guiding and encouraging public and private sector players so that they can collectively contribute to the production and dissemination of innovative technologies across regional, national, and local networks. These partnerships have generated dialogue with the provincial and federal governments and helped position agricultural technology transfer high up on the national agenda. In addition, PATTA has created a conducive environment for SSPs to improve business practices and become more competitive in a stable business environment. Cooperation with key partners in the public and private sectors has resulted in major collaborative efforts which are significant for modernizing the agriculture sector, accelerating knowledge, building partners' capacity, mobilizing farmers, and addressing key sector-specific challenges to technology adoption across Pakistan.



AGRICULTURAL TECHNOLOGY TRANSFER





IMPROVING PRODUCTION AND QUALITY

PATTA's Agricultural Technology component is focused on broadening and accelerating the use of modern and enhanced agricultural technologies, including quality seeds, fertilizers, improved water management, and other production practices to increase the yield and quality of small farmers' produce. The project has adopted a market-oriented approach by working with both SSPs and DSPs to develop, bring to scale and promote appropriate, effective and affordable agricultural technology adoption. The project helps agricultural technology-related businesses to expand and commercialize agricultural technologies. In addition, the project arranges trainings and exposure visits for DSPs and SSPs to enhance their awareness of new and improved technologies and provide farmers hands-on exposure through demonstration of technologies.

COMMERCIALIZATION OF AGRICULTURAL TECHNOLOGIES





AGRICULTURAL TECHNOLOGY DEMONSTRATIONS AND EXPOS

PATTA organizes agricultural technology demonstrations and expos for scale up and promotion of innovative technologies in collaboration with various Supply-Side Partners (SSPs) and Demand-Side Partners (DSPs) in targeted geographical locations. PATTA works with its agribusiness partners to organize demonstration of agricultural technologies and practices in selected areas across Pakistan. The project helps create linkages between new dealers and SSPs at these expos and demonstrations. In addition, the project sensitizes farmers and other stakeholders on the application of new technologies and modern agricultural management practices to uplift agricultural development.







**KEY TECHNOLOGIES
COMMERCIALIZED
IN PAKISTAN**



Single Bucket
Milking Machine



Rye Grass Seed



Maize Planter

Breed
Improvement



Reaper Binder for
Harvesting



Vital Agri Nutrients
(Micronutrients)



Pruning and
Harvesting Tools



Static Spinosad
(Insecticide)



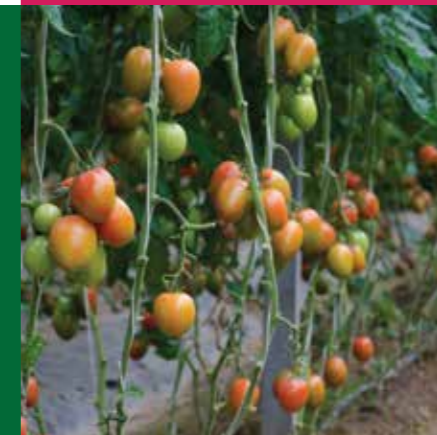
Silage
(Animal Fodder)



Packaging and
Post-harvest
Technologies



Hybrid Seed for
High Value
Off-season
Vegetables





Women in Agribusiness



EMPOWERING WOMEN IN AGRICULTURE

Supporting women in agriculture is a priority for USAID PATTA. The project is helping women benefit from technology transfer, investments in agri-tech, and awareness-raising initiatives. PATTA aims to expand competitive agricultural technologies to boost growth in agricultural production, sales and ultimately, value for women in agribusiness. The project is increasing women's access to new technologies and improving management practices in high-value sectors such as dairy, livestock, and horticulture. PATTA conducts awareness sessions to enhance women's adoption of affordable and effective agricultural technologies through its private sector partnership with agribusinesses. In addition, the project seeks to create awareness about entrepreneurial opportunities, dealership and business models for women, and regularly promotes the use of available women-friendly agricultural technologies so that current technologies are embraced widely by women.





Training Workshop
on Gender Integration
and Environmental
Compliance for
Supply-Side Partners

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PAKISTAN AGRICULTURAL TECHNOLOGY TRANSFER ACTIVITY

Increasing opportunities
for Pakistani women
entrepreneurs in agricultural
technology business

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Handwritten notes on a whiteboard:

- Training to be done through women in all states
- Capacity Building Training
- Gender Approach to women's empowerment
- Training for Skills & Management for all levels of women
- Value Addition program and value chain formation
- Market access being given through women's groups
- Regular interaction in gender technology transfer
- Day Care / Maternity centers /托儿所 / 产房
- Women friendly marketing / marketing
- Agricultural extension / 推广 / 推广 / 推广



“Thanks to PATTA for providing this platform to be an important rural women in agriculture at the national level. Rural women are playing a vital role in livestock management and their voices should be heard at all forums.”
Saniya Shafiq
National Director
Livestock Services, Extension and Support Administration



“I have learnt about new types of seeds, fertilizers and tools in PATTA-supported agricultural technologies demonstrations. Usually, women are doing manual work and the use of machinery is considered as part of a man's job. I encourage all women to learn more about new products and tools through demonstrations in our village.”



Sibyani, a woman farmer from village Taju Khaskheli, Tehsil Shujabad in district Mirpur Khas, Sindh

BUSINESS DEVELOPMENT AND MARKETING SERVICES





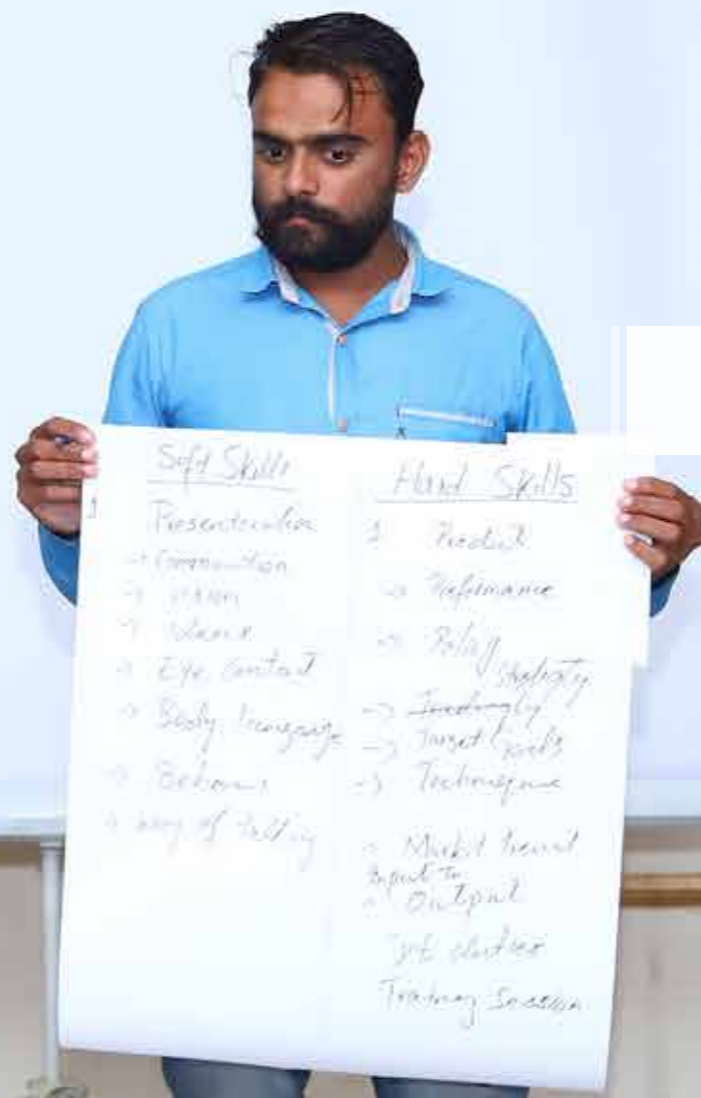
IMPROVING BUSINESS-TO-BUSINESS LINKAGES TO BOOST AGRICULTURAL TECHNOLOGY SALES

PATA extends capacity building support to its private sector partners (SSPs and DSPs) through its BDMS component which comprises of technical assistance in Marketing and Sales, Access to Finance, and Social and Behavior Change Communication (SBCC). The project seeks to create improved Business-to-Business (B2B) linkages between SSPs and DSPs to boost agricultural technology sales. PATA enhances capacity of agricultural technology firms and DSPs to market their products and services and meet small farmers' needs across Pakistan. In addition, the project collaborates with its private sector agri-tech partners to improve business management and expansion and increase dealerships for penetration of innovative technologies in remote areas. The project imparts capacity building sessions to help SSPs build tangible linkages with financial institutions as well for enhanced access to finance and training opportunities.





PAKISTAN
AGRICULTURE
TECHNOLOGY
TRANSFORMATION
ACT



Sales and Marketing



<u>Soft Skills</u>	<u>Hard Skills</u>
• Presentation	• Product
→ Communication	→ Refinement
→ Vision	→ Policy Strategy
→ Idence	→ Feasibility
→ Eye Contact	→ Target Markets
→ Body Language	→ Techniques
→ Behavior	• Market Demand
• way of talking	• Input
	• Output
	• Job Market
	• Training Session



“ **The training helped me learn the latest sales skills in agri-tech and to build my portfolio. These skills helped me exceed my sales target of PKR 30 million this year at the Ali Akbar Group. I am a confident ag-tech sales champion now!** ”

Mohammad Kamran
Regional Sales Manager,
Ali Akbar Group

BUILDING SALES CHAMPIONS IN AGRIBUSINESS SECTOR

PATTA is supporting its agricultural technology partners to improve and develop sales and marketing plans to encourage best practices necessary for business expansion in the agricultural technologies sector. The project is committed to helping agricultural technology partners discover new ways to reach and sell to farmers and acquire deep industry understanding of tackling product sales and marketing. By investing in skill development of sales professionals and encouraging business expansion, PATTA will achieve its ultimate objective of increasing incremental sales of technology products and services generated through USG assistance. The project is providing training on marketing skills for the sales force of SSPs and DSPs. The trainings are targeted towards sales representatives from dynamic Pakistani agri-tech private sector companies to enable them to drive agricultural technology sales in Pakistan's growing farm economy. The trainings help sales representatives in championing critical company sales, identifying strategies and building customer relationships.

PARTNERS

Social and Behavior Change Communication (SBCC)





IMPROVING TECHNOLOGY UPTAKE AMONG FARMERS

PATTA is providing technical assistance to the private sector for developing Social and Behavior Change Communication (SBCC) strategies to heighten awareness regarding best agricultural management practices, increase sales, and improve farmers' adoption of innovative agricultural technologies. Ultimately, as the project's partners increase outreach and persuade farmers to adopt innovative agricultural management practices, the farming community will make significant gains by using the right tools and practices to spend less and earn more on their farmland. The project offers support in enhancing SBCC approaches to help the private sector to develop an understanding of the current practices and behaviors which generally discourage wider technology adoption. PATTA is working with selected agricultural technology companies to enhance awareness of agricultural technologies among farmer communities and address the key issues that hinder their acceptability and use.



“We have learnt so much from PATTA and are now able to create effective messages to positively influence farmers' behavior towards adoption of fodder seed technologies”

Yasir Bajwa
Director Marketing,
Farm Dynamics Pakistan





Access to Finance

*Pakistan Agricultural
Technology Transfer Activities*

**Partner CEOs
Round-Table**
Accessing Growth Capital



CREATING FINANCIAL OPPORTUNITIES FOR AGRIBUSINESSES

PATTA is linking agri-tech partners with financial institutions and providing trainings to improve their financial management systems under its Access to Finance component. PATTA seeks to build its agribusiness partners' capacity to use formal banking systems, avail available financial products and services, and enhance their money management skills. The project has accomplished this by imparting financial management training to its private sector agricultural technology business partners and supporting businesses to create financial business plans for improving financial planning, credit worthiness, and record-keeping skills. In addition, PATTA has sensitized banks and financial institutions to explore new avenues for agricultural financing and needs-based financial solutions for farmers across Pakistan. The project is capacitating private sector agricultural technology companies by promoting advanced agricultural technologies such as agri-SME financing financial tools, products and services to Pakistani farmers.





High Value Agriculture Through Agri-Tech



AMPLIFYING COMPETITIVENESS OF HORTICULTURE, LIVESTOCK AND DAIRY SECTORS

One of the major challenges in advancing Pakistan's agricultural growth is the slow rate of technological innovations. PATA is supporting high-value agricultural sectors such as Livestock, Dairy, and Horticulture to increase smallholders' productivity through transfer of knowledge, advanced skills, and agricultural technologies. The project aims to accelerate adoption of new techniques and technologies and encourages investments in high-value agriculture to ensure competitiveness and improved profitability in targeted sectors. USAID PATA is creating an enabling environment where a wide range of stakeholders, including private sector, federal and provincial governments, farmers, dealer networks, academia, media, and federal and provincial research institutions collaborate to ensure that Pakistan's high-value agriculture adopts the latest technologies, sophisticated management techniques, and a skilled workforce to compete globally.



DAIRY AND LIVESTOCK

To meet the increasing demand for milk and meat in Pakistan, PATA is improving production by creating linkages between smallholder dairy farmers and agribusiness partners. The project collaborates with dairy and livestock-focused agribusinesses to promote technologies so that dairy farmers can carry out livestock management, adopt best farming practices, and maximize nutrient intake for optimal production. PATA is promoting innovative dairy and livestock technologies and improved practices to farmers, including fodder seeds to enhance milk productivity, use of milking machines to improve hygiene in milking processes, and silage-making for fresh animal fodder. The livestock and dairy sectors are benefiting from PATA's facilitation in nutrition and breed improvement, including artificial insemination.



HORTICULTURE

The project is introducing various technologies to Pakistan's horticulture industry including Integrated Pest Management (IPM), controlled production, improved genetics, and post-harvest handling and packaging. The project aims to support an increase in farmers' crop yields by linking them with new agricultural crop and horticulture technologies through capacity-building trainings and agricultural technology awareness demonstrations and expos across Pakistan. PATTA is collaborating with agribusinesses that manufacture and promote land preparation tools so that farmers benefit through reduction of labor and input costs, ultimately resulting in increased profits. Bio fertilizers / micronutrients and seed technologies such as hybrid seed are being introduced for improved plant growth and better crops and vegetable production. In addition, PATTA is helping farmers reduce post-harvest losses by linking them with agribusinesses that deal in effective post-harvest technologies and techniques.





Environment, Health, and Safety


Pakistan Agricultural Technology Transfer Activity
Improving Farmers' Access to Effective, Appropriate and Affordable Agricultural Technologies

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IMPROVED SUPPLY CHAIN
ADDITION PROJECT
of Healthy Muzens, and
...
CITRUS

 
D PAKISTAN AGRICULTURAL TECHNOLOGY
TRANSFER ACTIVITY
Three-pronged approach
transform agriculture in Pakistan
1
Increase
...
...
...

Pesticide Applicator
- Commercial (License)
- PRIVATE FARMERS 3yrs
10 sub categories
5 years
18,000
9 million
300 died
Bee

 
Pakistan Agricultural Technology Transfer Activity
Improving Farmers' Access to Effective, Appropriate and Affordable Agricultural Technologies




SHAPING AN ENVIRONMENT-FRIENDLY AGRI-TECH SECTOR

PATTA supports private sector agribusinesses to comply with USAID's environmental regulations and agricultural best practices. The project is providing trainings on IPM and Safe Use of Pesticides and other best practices in areas of health, hygiene, and food safety in relation to agricultural techniques. The project encourages its agribusiness partners to embrace new environment-friendly agricultural technologies that can help conserve the environment and allow farmers to improve sustainable agricultural efficiency in Pakistan.





Agriculture in Pakistan



24% of Total GDP**



HALF of Total Employed Labour Force



Initiatives Needed to Enhance Economic Potential of Agriculture, Dairy & Livestock Sectors



Agricultural Technology Solutions and Mechanization Needed for Productivity-Led Growth

PATTA FOUR-YEAR MISSION



Technology Enabled Private Agri-Sector Expansion



Capacity Building of Partners to Improve Business Performances

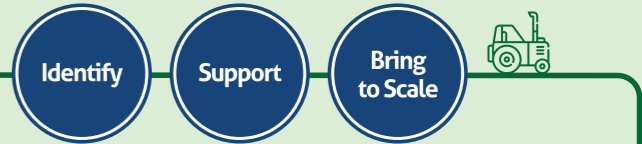


Adoption of Technology by Small Farmers



Pakistan
Agricultural Technology Transfer Activity

← AIMS TO →



Private Sector Agricultural Technology Solutions



→ BROADER ACCESS TO →



Agricultural Technologies for Farmers

