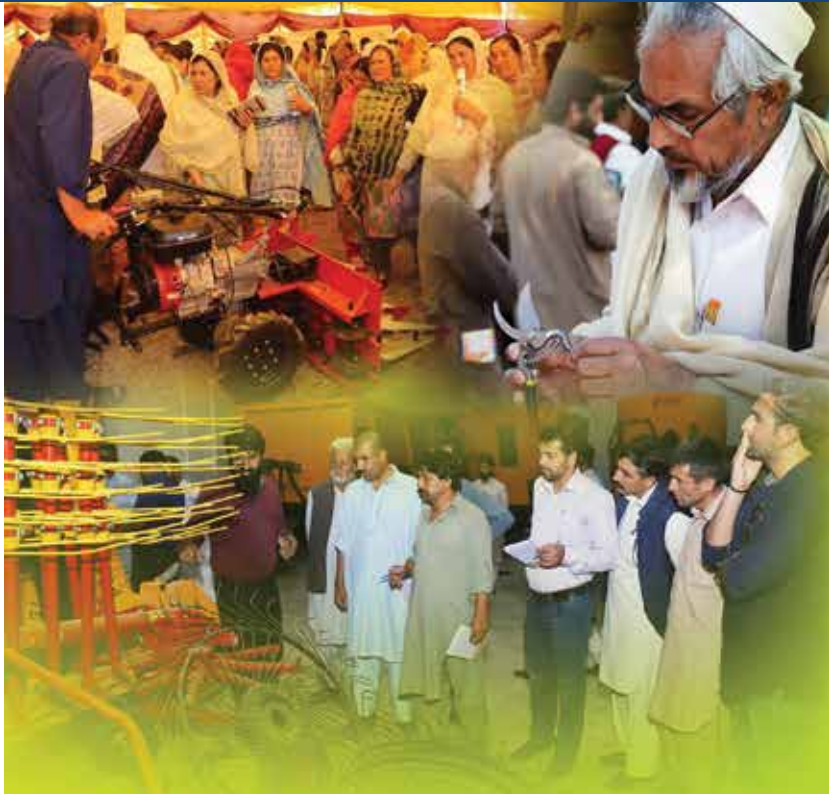




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# PAKISTAN AGRICULTURAL TECHNOLOGY TRANSFER ACTIVITY



## Introduction

The four-year USAID-funded Pakistan Agricultural Technology Transfer Activity (PATTA) aims to identify, support and bring to scale private-sector solutions to improve agricultural productivity in Pakistan. The project has partnered with 37 agricultural technology private sector companies to commercialize products and services. The agricultural technologies will increase competitiveness of small farmers and mobilize private sector investments in agricultural technology sector. This partnership is providing Pakistani smallholder farmers broader access to affordable technologies leading to an increase in productivity. The project extends support by linking private sector agricultural technology partners with dealers 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.

**Project Duration: 2017 - 2021**

## Agricultural Technology

PATTA's Agricultural Technology component seeks to broaden and accelerate the use of modern and enhanced agricultural technologies. This includes quality seeds, fertilizers, improved water management, and other production practices to increase the yield and quality of small farmers' production. The project is working with Supply-Side Partners (SSPs) and Demand-Side Partners (DSPs) to bring to scale and promote appropriate, effective and affordable agricultural technologies. The component is collaborating with agricultural technology-related businesses to help them expand through increased capital investment by private sector to scale-up and commercialize agricultural technologies. PATTA is providing trainings in areas of health, hygiene and food safety in relation to agricultural techniques. In addition, the project arranges exposure visits and demonstrations for farmers, DSP and SSPs to enhance their awareness of improved technologies.

## Thematic Areas

**Agricultural Technology Commercialization and Awareness:** PATTA organizes agricultural technology demonstrations for scale up and promotion of innovative technologies in collaboration with various SSPs and DSPs in new geographical locations. Farmers will adopt significantly improved agricultural technologies and gain financial improvement through increased productivity. PATTA works alongside its SSPs in the demonstration of agricultural technologies and practices through expos, agricultural demonstrations and plots in selected areas across Pakistan.

**Cost Benefit Analysis (CBA) of Agricultural Technologies:** PATTA is working to ensure that farmers benefit from the improvements in agricultural technologies and practices by conducting CBA for selected agricultural technologies.

**Gender Integration:** Empowering Pakistani women in agriculture is a priority for PATTA. The project will benefit over 25,000 women from technology transfer, investments in agri-tech and awareness-raising initiatives during its life. The project is assisting women agripreneurs by increasing their access to new technologies and improving management practices in high-value sectors including dairy, livestock, and horticulture.

## Accomplishments

- Agricultural and livestock technologies promoted through demonstrations in all provinces.
- Farmers and other stakeholders applied new technologies and practices introduced by project SSPs.
- Linkages established between new dealers and SSPs.
- Farmers benefitted from awareness sessions, agricultural demonstrations and expos.
- Agricultural technology demonstrations organized in partnership with SSPs and the provincial Government Departments of Agriculture to enhance awareness of agri-tech.
- The first-ever agricultural mechanization services on rental model basis established for ease of access to small farmers.
- A woman-run Gender Integration Committee established to create and expand business opportunities for Pakistani women in agricultural technology business.

## Key Technologies

- Single Bucket Milking Machine
- Beef and Dairy Semen
- Reaper Binder for Harvesting
- Wanda (animal feed)
- Rye Grass Seed
- Maize Planter
- Static Spinocid
- Vital (Micro-nutrient)
- Pruning and Harvesting Tools
- Packaging and Post-harvest Technologies
- Hybrid Seed for High Value Off-season Vegetables