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Awareness for Technology Adoption: Helping Farmers Spend Less and Earn More

With PATTA's support on social and behavior-change communication approaches, Farm Dynamics Pakistan has positively influenced 910 farmers in Punjab for adoption of improved fodder seeds



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

Yasir Bajwa, Director Marketing
Farm Dynamics Pakistan

Young Yasir Bajwa joined his family business – Farm Dynamics Pakistan (FDP) - in 2016 immediately after graduating from university and leads the Marketing Department. Established in 2010, FDP is the brainchild of a second generation of farmers who have been working to advance Pakistan's agriculture sector by promoting modern agricultural technologies.

“Our experience has shown that adoption of innovative technologies is the only real way in which farmers can expand farm businesses and overcome challenges. By using the right tools and practices, farmers can spend less and earn more. But reaching out to farmers and persuading them to adopt innovative technologies has always been a challenge for FDP,” explains Yasir Bajwa.

Yasir had been on the lookout for innovative solutions. In May 2018, he signed up for technical support from the four-year USAID Pakistan Agricultural Technology Transfer Activity (PATTA). PATTA seeks to commercialize agricultural products and services to enhance farmers' access to affordable and innovative technologies. The project offers support in enhancing Social and Behavior Change Communication (SBCC) approaches to help companies like FDP develop an understanding of the current practices and behaviors which discourage wider technology adoption. In January 2019, PATTA's SBCC team started working with Yasir to develop effective messages and mediums to positively influence farmers' behaviors regarding agricultural technologies adoption.

Yasir believed that PATTA's facilitation in broader marketing and promotional techniques was a golden opportunity to expand and reach new farmers in Punjab. Yasir frequently engaged with the PATTA team and learnt about developing customized messages and disseminating them through appropriate communication mediums. Over a short span of time, Yasir introduced SBCC tools and updated marketing tactics at FDP. Ultimately, he confidently launched his company's first-ever SBCC campaign on improved fodder seeds in March 2019. The campaign focused on using interpersonal communication (IPC) methods supplemented by a social media campaign to reinforce the messages.

The month-long SBCC campaign achieved unprecedented results for FDP especially as Yasir successfully established the brand's presence in districts such as Lahore, Sheikhpura, Kasur, Sargodha, Sahiwal, Multan, Muzaffargarh, and Multan. Yasir hired a new sales team in each district and trained them on new SBCC tools with PATTA's assistance. Supported by social media engagement and community mobilization efforts, the FDP campaign reached over 900 farmers and dealers as well as local influencers. “Within weeks of this new campaign, we were able to enter new territories. There was an increase in sales of improved fodder seeds amounting up to PKR 7.3 million in targeted districts,” says Yasir.

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. By 2021, PATTA will benefit 122,500 small farmers from technology adoption through increased awareness and engagement.