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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 companies which 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 smallholder 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 Demand-Side Partners (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.

**Project Duration: 2017 - 2021**

## Business Development Marketing Services (BDMS)

PATTA 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).

## Thematic Areas

### Sales and Marketing

PATTA is supporting its agricultural technology partners to improve and develop marketing plans to encourage best practices necessary for business expansion in the agricultural technologies sector. The project is providing training on agricultural technologies marketing skills for the sales force of SSPs and DSPs to develop skills to achieve sales targets.

### Social and Behavior Change Communication (SBCC)

PATTA is working with selected agricultural technology companies across Pakistan to help them develop Social and Behavior Change Communication (SBCC) tools and mid-level media campaigns to increase usage and acceptability of agricultural technologies and modern practices.

### Access to Finance

The project is linking agri-tech partners with financial institutions and providing trainings to improve their financial management systems.

## Expected Impact

- Improved Business-to-Business linkages between partners to boost agriculture technology sales
- Enhanced capacity of agriculture technology firms and DSPs to market their products and services and meet small farmers' needs
- Increased engagement of new dealerships with SSPs to stimulate sale of innovative technologies in remote areas
- Improved management practices and business expansion of private sector agricultural technology companies and DSPs
- Enhanced Access to Finance (A2F) through capacity building sessions to help SSPs build tangible linkages with financial institutions
- Increased business opportunities for Pakistani women in agricultural technology business