



USAID 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. The project seeks to improve agricultural productivity in Pakistan by scaling private sector solutions. This would result in an increased income and employment of target populations.

PATTA contributes towards an improved economic status of targeted communities by increasing their income. PATTA is partnering with agricultural technology companies to commercialize those 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.

To achieve these objectives, since April 2017 the USD 8.2 million PATTA project is increasing small farmers' access to markets and their overall development impact. Agriculture 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 their linkages with small farmers to address their unique needs.



PATTA's engagement with supply and demand-side partners is providing small farmers broader access to affordable, appropriate and effective agriculture technologies to increase productivity, build resilience to climate change and reduce postharvest losses. During implementation, PATTA expects to enhance the capacity of agricultural technology-related businesses to commercialize technologies, modernize management practices while adopting sustainable practices and increase adoption of agricultural technologies by small farmers.

Improved economic status of target groups like small farmers

Increased adoption of agricultural technologies by small farmers

Increased capacity of agriculture technology related businesses to commercialize technology

Three-pronged approach to transform agriculture in Pakistan