# Project Data Sheet

**Project Name**: Enhancing Technology-Based Agriculture and Marketing in Rural Punjab  
**Project Number**: 52232-001  
**Country / Economy**: Pakistan  
**Project Status**: Active  
**Project Type / Modality of Assistance**: Technical Assistance

## Source of Funding / Amount

<table>
<thead>
<tr>
<th>Source of Funding / Amount</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical Assistance Special Fund</td>
<td>US$ 500,000.00</td>
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<tr>
<td>Japan Fund for Prosperous and Resilient Asia and the Pacific</td>
<td>US$ 2.00 million</td>
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</tbody>
</table>

## Operational Priorities

- **OP1**: Addressing remaining poverty and reducing inequalities  
- **OP2**: Accelerating progress in gender equality  
- **OP5**: Promoting rural development and food security  
- **OP6**: Strengthening governance and institutional capacity

## Sector / Subsector

- **Agriculture, natural resources and rural development** / Agricultural policy, institutional and capacity development - Agricultural production - Agriculture research and application - Agro-industry, marketing, and trade - Rural market infrastructure

## Gender

- Some gender elements

## Description

The proposed knowledge and support technical assistance (the TA) will facilitate the rapid adoption of advanced technologies to improve the productivity and profitability of the agriculture sector in Punjab Province, Pakistan. It will help increase farmers' access to such technologies in order to strengthen agriculture value chains in rural Punjab. It will also enable further development and adoption of advanced technologies to benefit the agriculture sector. The TA will contribute to farmers' higher income, improved livelihood in rural communities, increased food security, and sustainable agriculture growth of the province.
Agriculture is central to Pakistan's economy and food security. Punjab is the country's largest province in terms of population and economy. Punjab's agriculture growth rate has declined over the last 2 decades due to a number of challenges. The Punjab Agriculture Policy 2018, approved by the Government of Punjab in November 2018, has identified a critical need for the rapid adoption of advanced technologies to revitalize the province's agriculture sector. Over the last decade, many types of advanced technologies for agriculture have been introduced and became available for use in the region. These include high-efficiency irrigation systems, mechanized farming technologies, and farming and marketing management systems based on information and communication technology (ICT). The use of these technologies has demonstrated sound efficiency in farming activities in terms of productivity and profitability. In Punjab, such technologies have been introduced and piloted by large and progressive farmers. However, the use of these technologies by small farmers, representing more than 90% of the total farms in the province, is still very limited due to the lack of resources and opportunities for their access. This resulted in small farmers being continuously marginalized in the value chain economy, eventually contributing to the sector's underperformance. The Punjab Agriculture Department intends to support Punjab’s small farmers in using and adopting advanced technologies with a focus on harvest, postharvest, and marketing for three grain crops: rice, wheat, and maize—the main income source of many small farmers in Punjab, in engagement with a lot of private service providers and relevant industries in grain value chain, for which ADB’s assistance is requested.

### Impact
Punjab's agriculture growth, rural livelihood, and food security improved.

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### Project Outcome

<table>
<thead>
<tr>
<th>Description of Outcome</th>
<th>Farmers' adoption of advanced technologies increased in TA pilot sites.</th>
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<tbody>
<tr>
<td>Progress Toward Outcome</td>
<td>On track.</td>
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</table>

### Implementation Progress

<table>
<thead>
<tr>
<th>Description of Project Outputs</th>
<th>Demonstration of advanced harvest and postharvest technologies conducted</th>
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<tbody>
<tr>
<td></td>
<td>ICT-based direct marketing platform developed and installed</td>
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<td></td>
<td>Capacity of stakeholders in developing and adopting advanced technologies increased</td>
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<tr>
<td></td>
<td>Investment opportunities to scale up the adoption of technologies formulated</td>
</tr>
<tr>
<td>Status of Implementation Progress (Outputs, Activities, and Issues)</td>
<td>On track. The inception report which included a three-year work plan and detailed first year work plan including pilot sites and implementation guidelines were prepared and approved.</td>
</tr>
</tbody>
</table>

### Geographical Location
Punjab

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### Summary of Environmental and Social Aspects

- **Environmental Aspects**
- **Involuntary Resettlement**
- **Indigenous Peoples**
**Stakeholder Communication, Participation, and Consultation**

**During Project Design**
The TA processing team held consultation with farmers, private farm machine service providers, local machine manufacturers, and the Punjab Agriculture Department's extension staff and obtained their suggestions/inputs to design the TA.

**During Project Implementation**
TA consultants had consultation meetings with farmers, private farm machine service providers, local machine manufacturers, and the Punjab Agriculture Department's extension staff to prepare a three-year implementation plan and the detailed plan of the first year in January and February 2020.

**Business Opportunities**

- **Consulting Services**
  ADB will recruit a national consulting firm to implement TA activities using quality- and cost-based selection with a 90:10 quality-cost ratio. ADB will also recruit the international and national individual consultants whose expertise will not be available through a firm.

- **Procurement**
  Advance action will be applied to recruit consultants.

- **Responsible ADB Officer**
  Sato, Noriko

- **Responsible ADB Department**
  Sectors Group

- **Responsible ADB Division**

- **Executing Agencies**
  *Agriculture Department, Government of the Punjab*

**Timetable**

- **Concept Clearance**
  12 Jun 2019

- **Fact Finding**
  28 Mar 2019 to 01 Apr 2019

- **MRM**
  -

- **Approval**
  29 Oct 2019

- **Last Review Mission**
  -

- **Last PDS Update**
  25 Mar 2020

**TA 9838-PAK**

**Milestones**

<table>
<thead>
<tr>
<th>Approval</th>
<th>Signing Date</th>
<th>Effectivity Date</th>
<th>Closing Original</th>
<th>Revised</th>
<th>Actual</th>
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<td>22 Nov 2019</td>
<td>22 Nov 2019</td>
<td>31 Oct 2022</td>
<td>31 Dec 2023</td>
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**Financing Plan/TA Utilization**

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<tr>
<th>ADB</th>
<th>Cofinancing</th>
<th>Counterpart</th>
<th>Gov</th>
<th>Beneficiaries</th>
<th>Project Sponsor</th>
<th>Others</th>
<th>Total</th>
<th>Date</th>
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