Pakistan: Enhancing Technology-Based Agriculture and Marketing in Rural Punjab

Project Name
Enhancing Technology-Based Agriculture and Marketing in Rural Punjab

Project Number
52232-001

Country / Economy
Pakistan

Project Status
Closed

Project Type / Modality of Assistance
Technical Assistance

Source of Funding / Amount

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>TA 9838-PAK: Enhancing Technology-Based Agriculture and Marketing in Rural Punjab</td>
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<tr>
<td>Technical Assistance Special Fund</td>
<td>US$ 500,000.00</td>
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<td>Japan Fund for Prosperous and Resilient Asia and the Pacific</td>
<td>US$ 2.00 million</td>
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<tr>
<td>TA 9838-PAK: Enhancing Technology-Based Agriculture and Marketing in Rural Punjab</td>
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<tr>
<td>Technical Assistance Special Fund</td>
<td>US$ 200,000.00</td>
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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.

Project Rationale and Linkage to Country/Regional Strategy

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 provinces' 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.

Project Outcome

Description of Outcome

Farmers' adoption of advanced technologies increased in TA pilot sites.

Progress Toward Outcome

On track.

Implementation Progress

Description of Project Outputs

Demonstration of advanced harvest and postharvest technologies conducted

ICT-based direct marketing platform developed and installed

Capacity of stakeholders in developing and adopting advanced technologies increased
Investment opportunities to scale up the adoption of technologies formulated

Status of Implementation Progress (Outputs, Activities, and Issues)
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.

Geographical Location
Punjab

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 manufactures, 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.

Contact

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

Funding

TA 9838-PAK

**Milestones**

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<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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**Financing Plan/TA Utilization**

- **ADB**
  - Cofinancing
  - Counterpart
  - Gov
  - Beneficiaries
  - Project
  - Sponsor
  - Others
  - Total

<table>
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<tr>
<th>Date</th>
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<td>08 May 2024</td>
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**Cumulative Disbursements**

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<tr>
<td>17 July 2024</td>
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