



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	Pakistan
Project Status	Proposed
Project Type / Modality of Assistance	Technical Assistance
Source of Funding / Amount	TA: Enhancing Technology-based Agriculture and Marketing in Rural Punjab Technical Assistance Special Fund US\$ 500,000.00
Strategic Agendas	Inclusive economic growth
Drivers of Change	Governance and capacity development Knowledge solutions Partnerships Private sector development
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 Equity and Mainstreaming	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. The agriculture sector contributes 20% to the country's gross domestic product, employs 42% of its labor force, contributes 65% of export earnings, and provides livelihood to 62% of the rural population. Punjab is the country's largest province in terms of population and economy. Its population totals 110 million of which 65% are in the rural areas, and the province covers nearly 73% of the national cropped area and 78% of the country's irrigated area. Punjab contributes about 57% to the production value of the country's agriculture, which accounts for more than 26% of Punjab's gross domestic product and employs over 40% of the provincial labor force. The province provides a large share of the country's main crops: maize (78%), wheat (77%), cotton (73%), sugarcane (63%), and rice (52%).
Impact	Punjab's agriculture growth, rural livelihood, and food security improved.
Outcome	Farmers' adoption of advanced technologies increased in TA pilot sites.
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
Geographical Location	Punjab
Summary of Environmental and Social Aspects	
Environmental Aspects	
Involuntary Resettlement	
Indigenous Peoples	
Stakeholder Communication, Participation, and Consultation	
During Project Design	
During Project Implementation	
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	Noriko Sato
Responsible ADB Department	Central and West Asia Department
Responsible ADB Division	Environment, Natural Resources & Agriculture Division, CWRD

Executing Agencies

Agriculture Department, Government of the Punjab
21-Sir Agha Khan Soyem Road (Davis Road)
Government of the Punjab
Lahore, Pakistan

Timetable	
Concept Clearance	12 Jun 2019
Fact Finding	28 Mar 2019 to 01 Apr 2019
MRM	-
Approval	-
Last Review Mission	-
Last PDS Update	15 Jul 2019

Project Page	https://www.adb.org/projects/52232-001/main
Request for Information	http://www.adb.org/forms/request-information-form?subject=52232-001
Date Generated	18 July 2019

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