

PAKISTAN AGRICULTURE EXTENSION PROFILE

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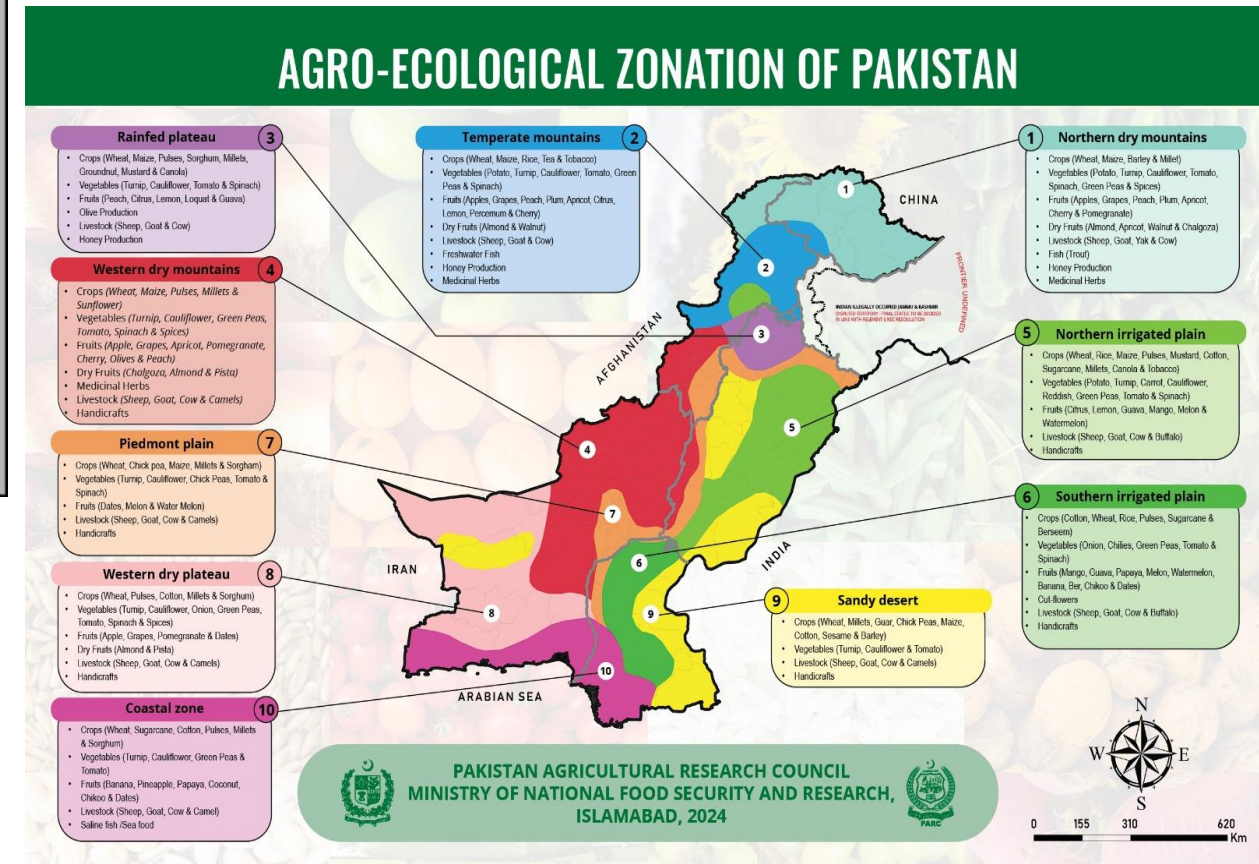
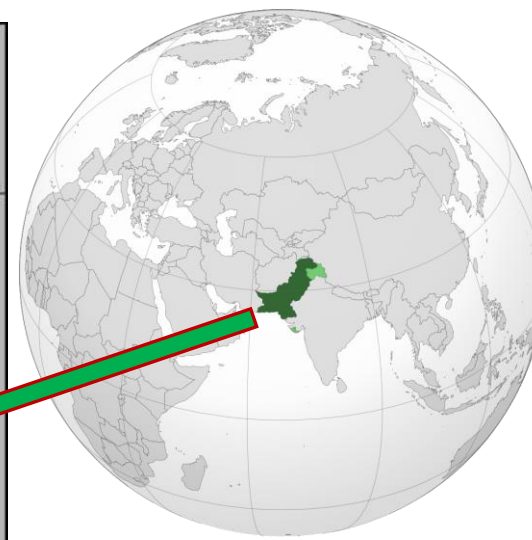
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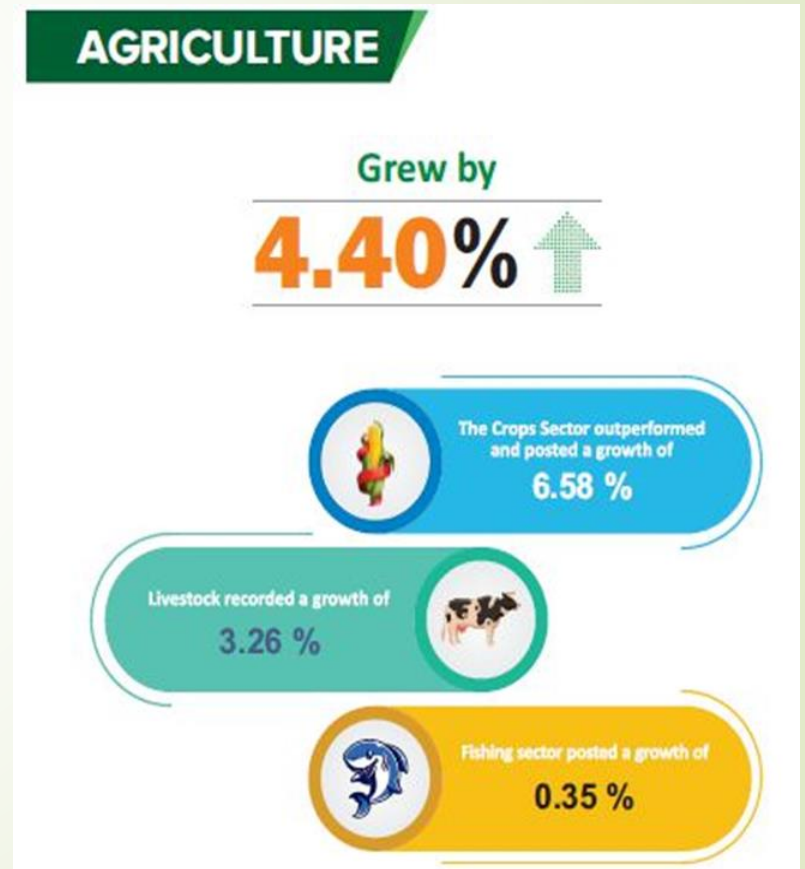
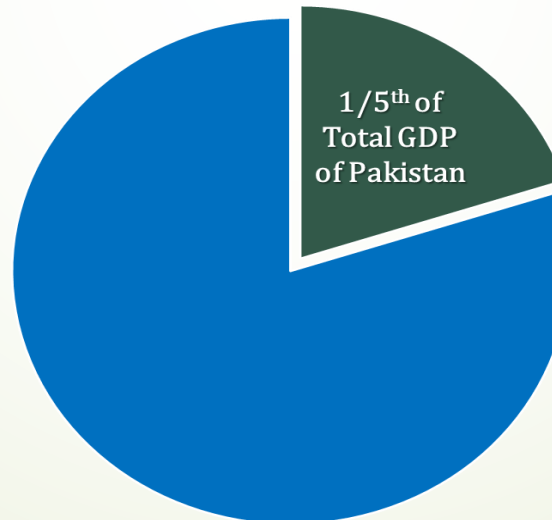
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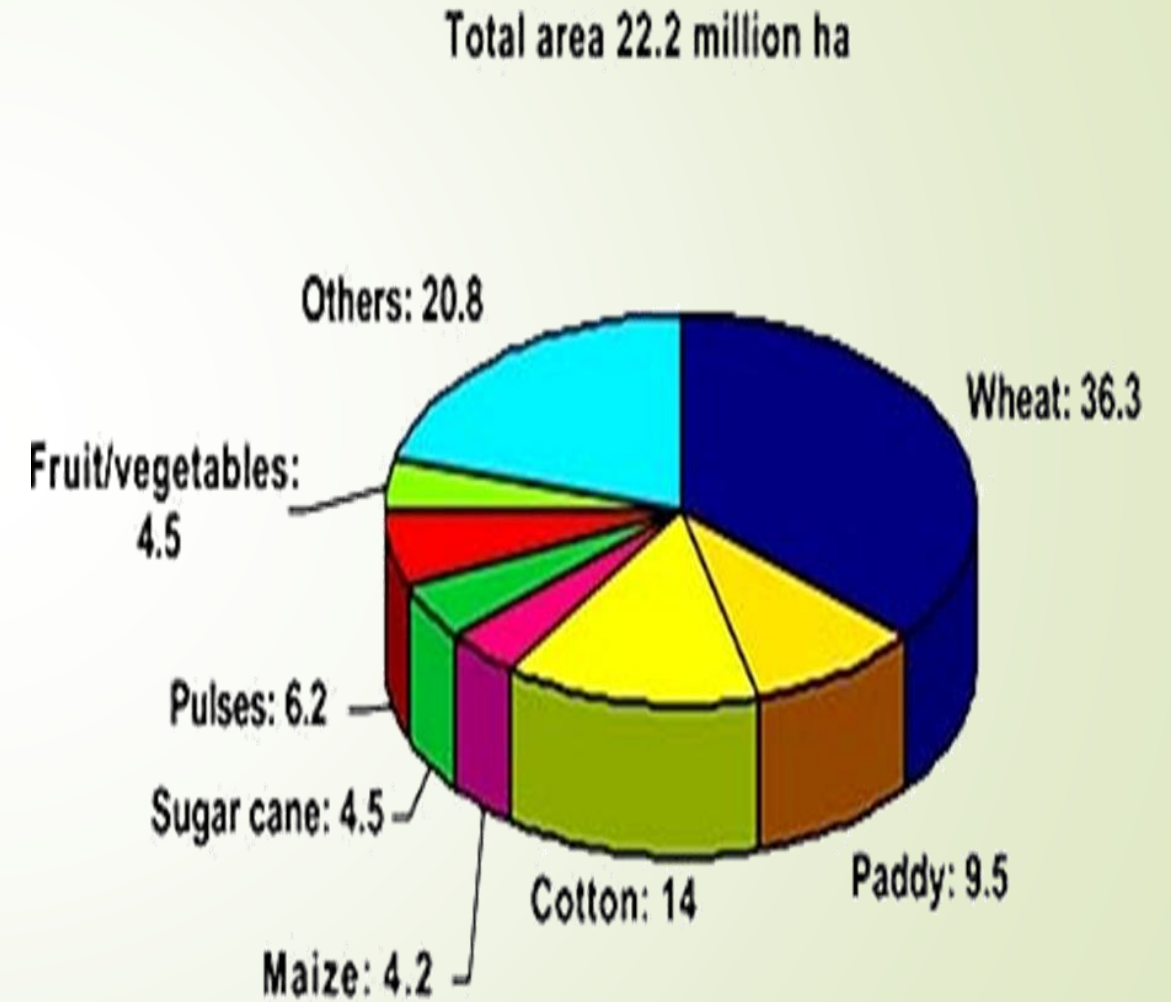
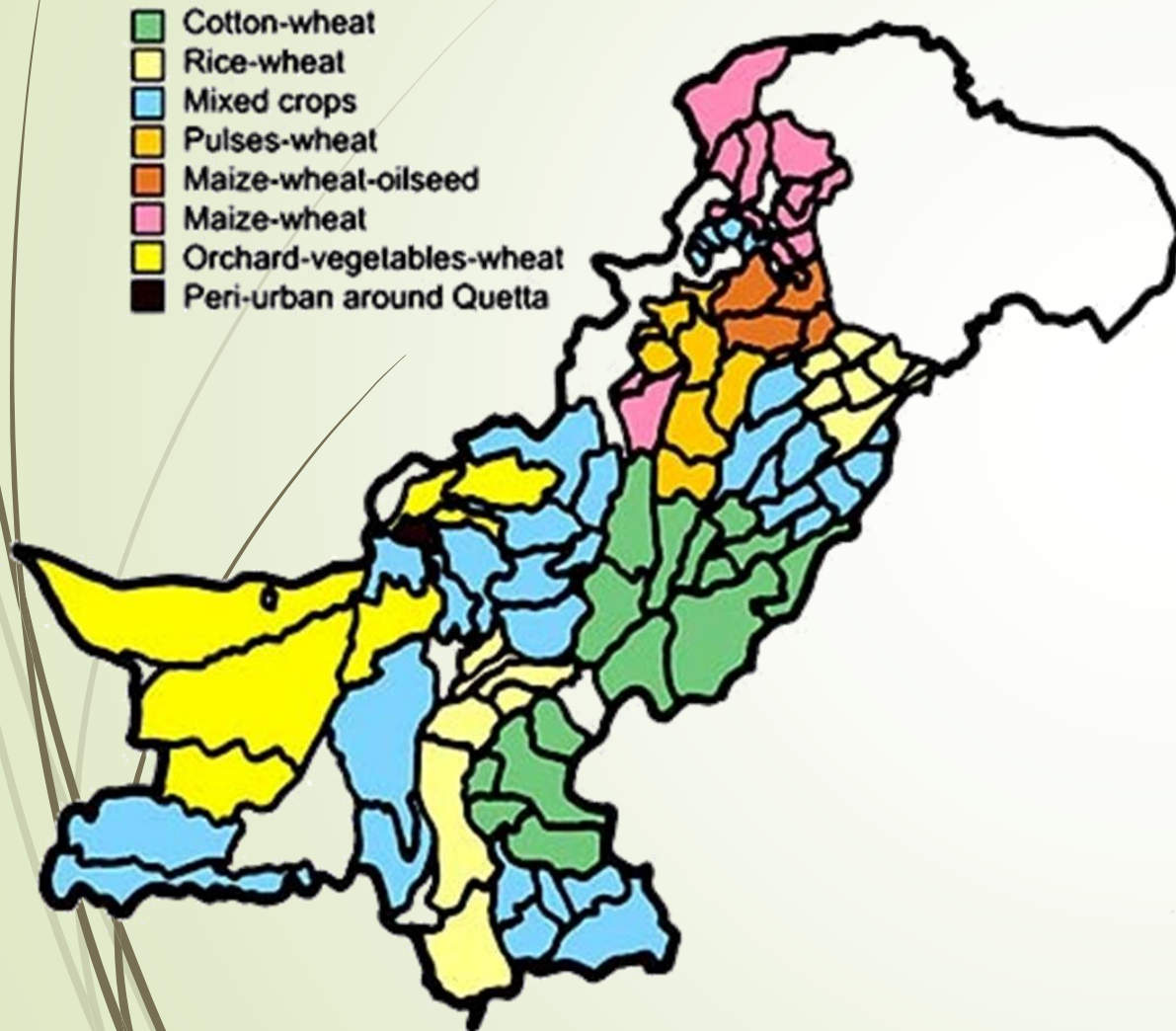


Agriculture ~ 18.9% of Pakistan's GDP

Employs about 42.3% of the labour force.



PAKISTAN AT A GLANCE



Area Under Various crops (%)

Background

Several extension approaches, designed primarily to improve the living standard of rural people through increased agricultural production and improved farm income, have been tried. During the last five decades, varying perspectives of agricultural extension have emerged. They include:

The Village Cooperative Movement

This movement started in the early 1950s under the umbrella of Cooperative Department

The Village Agricultural and Industrial Development Program (Village-AID)

The Village-AID Program began in Pakistan in 1952, with substantial help from USAID and Ford Foundation. This program sought to bring about all-round development of the villages through organizing village councils, building roads, digging wells, constructing schools, and disseminating improved agricultural technology.

The Basic Democracies System (BDS)

Phased in 1959, this system was designed to bring together both the elements of community development and political development, especially at the local level.

Integrated Rural Development Program (IRDP)

In 1970. The IRDP staff started a campaign to enhance agricultural productivity by using their professional skills, which had a tremendous impact on crop yields. One of its principle functions was to integrate the functioning of various line departments and facilitating farm service delivery to the farmers at one point

Training and Visit (T and V) System

Agriculture Research & Extension Organogram



Traveling Seminars of Major Crop

- Wheat traveling seminar organized by Extension and Research wing
- Vital Platform for Knowledge exchange between researchers, Extension workers and farmers
- Field visits across different agro ecological zones
- Crop performance, Assessment of new Varieties and Evaluation of Management Practices
- Promote adaptation of innovative technologies and implementation research findings at field level
- The mechanism helps to enhance production and sustainability



رجیم یار خان، مکی سرگندم کی بہتر پیداوار کیلئے ”ویٹ ٹریلنگ سیمینار“ کے ذریعے ماہرین کو اردنی تنظیمات کو اپنی قیادت میں جالندھر سید ایڈریس قاسم کے دورہ کا دورہ کر رہے ہیں
قاسم سید فیروز میاں محمد اسلم برہنگ دے رہے ہیں

Wheat Campaign by University students



Involvement of Fresh Agri-Graduates in Extension services by Paid internships

وزیر اعلیٰ پنجاب کا زرعی شعبہ کی ترقی کیلئے ایگریکلچر ٹرانسفریشن پلان

1000 نوجوان زرعی گریجویٹس کیلئے وزیر اعلیٰ پنجاب کے انٹرن شپ پروگرام کے تحت

درخواستیں مطلوب

اہلیت:

تعلیمی قابلیت: بی ایس سی (آئزر) زراعت

عمر کی حد: 25 سال (انتہائی تاریخ پر)

ذومیائیں: متعلقہ ضلع کا ڈومیسائل لازمی ہے

درخواست کا طریقہ کار

• درخواست فارم اور متعلقہ تصدیقات نگہبان ذریعہ سائٹ <https://agripunjab.gov.pk> پر دستیاب ہیں۔ درخواست فارم مندرجہ بالا ویب سائٹ سے ڈاؤن لوڈ کئے جاسکتے ہیں یا ضلعی سطح پر متعلقہ ڈپٹی ڈائریکٹر زراعت (توسیع) اور تحصیل سطح پر اسسٹنٹ ڈائریکٹر زراعت (توسیع) کے دفاتر سے بھی حاصل کئے جاسکتے ہیں۔

• مکمل درخواستیں مطلوبہ دستاویزات کے ساتھ ضلعی سطح پر متعلقہ ڈپٹی ڈائریکٹر زراعت (توسیع) کے دفتر میں جمع کی جائیں گی۔

• انٹرویو کے لئے حاضر ہونے والے شارٹ لسٹ امیدواروں کو کوئی ٹی اے ڈی اے نہیں دیا جائے گا۔

• منتخب امیدواروں کو متعلقہ تحصیل / ضلع میں خدمات دینا ہوں گی۔

• ٹھکر زراعت پنجاب کسی بھی درخواست یا انٹرن شپ اسکیم کو قبول یا مسترد یا منسوخ کرنے کا حق محفوظ رکھتا ہے۔

درخواستیں جمع کرانے کی آخری تاریخ 15 اگست 2024

مزید معلومات کے لئے

0800-17000

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CM PUNJAB

AGRICULTURAL

INTERNSHIP

PROGRAM

Employment for 1000 graduates

Eligibility Criteria

| Education:

BSc Hons. Agriculture

| Age:

25

| Domicile:

Punjab

| Monthly Income:

60,000 Pkr

سر سبز پنجاب

خوشحال کاشتکار

CM PUNJAB MARYAM NAWAZ

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ELIGIBILITY:

- Preference for fresh graduates (completed degrees in the last 2 years)
- Age Limit: 18-25 years

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SAY NO TO PLASTIC

PLANT TREES

STOP STUBBLE BURNING

For more information / to apply visit our website

<https://epd.punjab.gov.pk/cm-punjab-internship>

SCAN AND REGISTER

Pre-Service and In-Service Trainings

Agricultural Training Institutes (IATIs) are working under Agriculture Department's Extension Wing. Objective of these institutes is to train manpower to cater need of Punjab's Agriculture Department and other segments of the society

Transfer of Technology

- Training of farmers by trainers is a regular activity of Agriculture Extension Services and is carried out in the following way:
- Villages are allotted to every trainer by DOA (Ext.)
- Village wise schedule of trainings are managed
- Literature is distributed and demonstration is arranged
- Focus on small farmers
- Farmers are encouraged to ask questions
- Concerned Field Assistant informs the farmers one day earlier



Production Technology Development

The development of production plans of various crops and vegetables is the major responsibility of Agriculture Extension Wing. The production plans crops and vegetables are developed and finalized and then distributed among the field staff throughout the province.

How to Avail this Service

- Farmers can avail this service by following the key information given below:
- The approved production technologies are printed out and distributed among the field staff throughout the Province
- The field staff arranges farmer meetings and guides the farmers regarding the production technologies of various crops in accordance to the content available
- The copies of production technologies are also distributed among the farmers

Plant Clinics (Plantwise)

- Plant Clinic (Plantwise) is a global programme and is a latest approach by Agriculture Extension to increase food security and improve rural livelihoods by reducing crop losses, developed and led by CABI.
- Working in close partnership with relevant actors, plantwise strengthens national plant health systems, enabling countries to provide farmers with the knowledge they need to lose less and feed more.
- This is achieved by establishing sustainable networks of local plant clinics, run by trained plant doctors, where farmers can find practical plant health advice.
- Plant clinics are reinforced by the plantwise knowledge bank, a gateway to online and offline actionable plant health information, including diagnostic resources, pest management advice and front-line pest data for effective global vigilance.

How to Avail this Service

- Farmers can visit plant clinic, established in main market near their villages where they can easily acquire information and healthy advice.



Biological Control Laboratories

- Biological Control laboratories are established to deal with Integrated Pest Management by utilizing all suitable pest management techniques and methods to keep pest population below economically injury levels.
- In this regard, Biological Control Laboratories has been established in different districts of the Punjab for mass rearing of beneficial bio-agents i.e., Chrysoperla and Trichogramma.
- This pest management technique used in these laboratories is environmentally sound and compatible with producer objectives. Trichogramma and Chrysoperla Cards are produced and distributed amongst the farmers/growers free of cost for installation in their crops.

How to Avail this Service

- This service can be availed by following the points stated below:
- These labs provide bio agent cards to farmers free of cost
- Farmers can collect cards from Bio Control Labs directly or may ask from Extension Field Staff for provision of bio cards
- Moreover, Extension Field Staff also installs bio cards at their respective Markaz level

Subsidy on Seeds and Fertilizers

- Government under Smart Subsidy Program is extending massive support to the farmers through seeds and fertilizers. This subsidy is available by E-Voucher Schemes from concerned banking operators.

How to Avail this Service

- Farmers can visit the offices of Agriculture Officer (Ext.)/ADA (Ext.)/DDA (Ext.) at markaz, tehsil and district level for registration to get subsidy on seeds and fertilizers.

Initiatives by Governments

- E-Voucher based Fertilizer Subsidy
- Potash Subsidy Scheme
- E-Voucher based Cotton Seed Subsidy
- Kissan Card
- Subsidy Scheme for Promotion of Gram 2022-23
- Subsidy Scheme for Promotion of Mung 2022-23
- Subsidy Scheme for Promotion of Oilseed Crops 2019-2024

Farmer Field Demonstrations






Extension Services 2.0

Farmers Facilitation through Modernized Extension

- Technologically transform the agriculture sector in Punjab by increasing crop productivity, expanding area under cultivation, and optimizing the crop mix
- Reach out to millions of farmers across Punjab with localized and specific information, and dispense advice to improve crop productivity with the aid of technology
- Establishment of call center, supported by a panel of experts, to enable farming community to get technical support and advisory according to their local conditions
- Integration with Pakistan Meteorological Department for accurate, area specific and prompt weather information for agriculture related activities
- Integration with “Agriculture Marketing Information System” (AMIS) for daily rates of agriculture commodities in local markets
- Integration with irrigation department for providing information to farmers for canal closure schedule of local canals

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- Preparation of soil health cards to farmers and issuing customized fertilizer recommendations for five major crops
 - Digitization of village maps in the provinces and marking of farm boundaries on digitized maps using Mobile App
 - Establishment of a tier III compliant data center that will act as fully centralized information repository for supporting farmers and field staff
 - Strengthening of existing soil fertility and soil survey laboratories by providing modern equipment and software
 - Survey of experimental sites for identification, description and classification of soil series
 - Soil characterization and land suitability assessment for agricultural purpose in the form of reports and maps
 - **Strengthening of agriculture extension activities by:**
 - Capacity building of extension agents through technological trainings, connection with agriculture experts, mega scale information availability (24/7) through portal

Provision of missing facilities

- Transportation: vehicles and motorcycles
- Technology: laptops, tablets, video conferencing, multimedia projectors
- Tools: soil sampling kits, pesticide and fertilizer sampling kits, purchase of plant clinic material
- Proper work wear: uniform for field assistants



ICT AGRICULTURAL EXTENSION SERVICE CENTER



спасибо 谢谢
GRACIAS 谢谢
THANK YOU

ありがとうございました MERCI

DANKE धन्यवाद

شُكراً OBRIGADO

