



DIRECTORATE GENERAL OF AGRICULTURE EXTENSION Khyber Pakhtunkhwa Peshawar

A Passage of Progress & Prosperity

Agriculture plays an important role in the economy of our province. It is the first profession necessarily adapted by human and its extension taught by the almighty to Noah the apostle of God before Deluge. Agriculture Extension service is indispensable and it offers more than just expert assistance in improvement of production. It took Khyber Pakhtunkhwa over decades to reach comprehensive institutionally established and organized service. It plays a crucial role in boosting agriculture productivity, increasing food security, improving rural Livelihood and promoting agriculture as an engine of pro-poor economic growth.

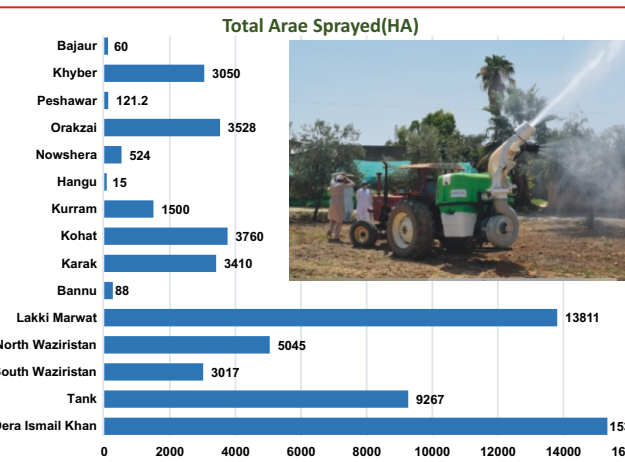
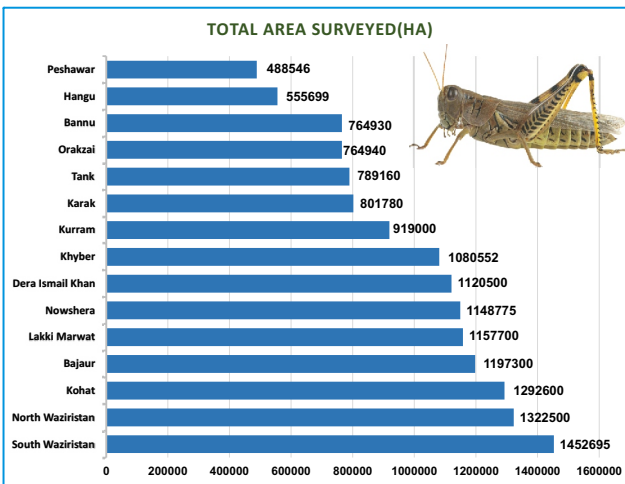
Few Glimpses of the Main Achievements During 2020

Control of Locust in Khyber Pakhtunkhwa

Locust is one of the most infamous but globally widespread insect pests. Locust outbreak in 2020 was the first major outbreak since 1993 that has been originated from part of land which was unapproachable / inaccessible in Saudi Arabia and was left uncovered from spraying pesticides. Thereafter the locust swarm flew through Iran into Baluchistan, Sindh and Punjab provinces. It entered during the 3rd week of January 2020 into Darban Tehsil of District Deralsmail Khan, Khyber Pakhtunkhwa. Now it has also been reported from Sub division Jandola, District Tank and South Waziristan. Minor outbreak was observed in Punjab, Sindh and Baluchistan provinces during 2005 and 2007. Thereafter it was also observed during year 2010, 2011 and 2016. But no major attack of the Locust Swarm was seen since 1993 in Pakistan.

The Government of Khyber Pakhtunkhwa have taken the following actions to curb the Locust threat in the province.

First Meeting	14th January 2020
First Advisory issued	16th January 2020
Meeting with Pesticide Companies	23rd January 2020
First Occurrence in KP	25th January 2020
Control Measures Started	26th January 2020
Emergency Declared	28th January 2020
Contingency Plan issued	28th January 2020
Summary Approved (Rs 450 million)	10th February 2020
Involvement of Pak Army	1 st March 2020
Emergency Extended to Whole Province	16th April 2020



Establishment of E-Agriculture Tele Farming Call Centre:

E-agriculture & tele-farming, is developing and applying innovative ways to use ICTs in the rural domain, with a primary focus on agriculture. ICT in agriculture offers a wide range of solutions to some agricultural challenges. It is seen as an emerging field focusing on the enhancement of agricultural and rural development through improved information and communication processes.

The main components of ICT are:

- Call center
- Web Portal (www.zarat.kp.gov.pk)
- Mobile App (agriculture extension kp)
- Agri. Info (SMS Service)

Major Achievements of E-Agriculture

Since the establishment, the total No of farmers registered with telefarming call center are **0.5 million**. The No. of issues resolved via calls are 53864 while the android application downloads are **10000+**. The overall campaign messages are **500+(25 million approx.)**. Daily updated market rates and weather forecaster of all the districts after every 10 minutes' intervals are the distinct features of the Digital Agriculture.



Establishment of Kissan markets:

Farmers' Markets operational at 65 Locations
Established Since Nov 2019.
Functioning with COVID 19 SOPs.
Business Quantum till Date Approx. Rs. 915.086 Million
Lower Comparative Price.

ONLINE DELIVERY OF FRUITS & VEGETABLES

Online Delivery operational in 12 settled Districts & 3 Merged Districts.
Quantum of Business till date Rs. 95.0328 Million.
Online Delivery in settled districts.
Kohat, Swat, Haripur, Peshawar, Abbottabad, Mardan, D.I Khan, Bannu, Charsadda, Mansehra, Nowshera, Swabi.
Online Delivery for NMDs started in following districts, Mohmand, Bajaur, Khyber

Model Farm Services Center:

The Model Farm Services Centre is farmer owned, farmer financed, farmer managed, service oriented as well as income generating system of cooperative farming. The MFSC aims to provide all sort farming related services to the community under one roof. The MFSC make the availability/supply of required inputs under their resources to member farmers on priority and transparent basis. All the members of MFSC possess equal rights in every sort of services availability.

2014 vs 2020

Particulars	2014	2020	%age change (increase /Decrease)
Registration	71136	208641	193%
Amount from Registration	7.364	20.864	183%
Farmers' Share (Mill Rs.)	36.885	103.391	180%
Matching Grant (Mill Rs.)	31.219	31.219	0%
Endowment Fund (Mill Rs.)	96.19	96.19	0%
Income from Machinery (Mill Rs.)	8.375	80.005	855%
Total income (Mill Rs.)	94.284	443.637	371%
Area Benefited (in Acres)	20,000	175,000	775%

Agriculture Extension Merged areas

Agriculture Extension Merged areas laid out 980 acres of Fruit Orchards and distribute 27124 disease free fruit plants, Wheat seed distribution 8904 (acres), Maize seed distribution (acres) 4451, vegetable seed distribution (acres) 2763, Tunnel Installation/Demonstration (No's) 221, vertical net farming (acre) 70, Olive Grafting 55000, Demonstration plots in acres 6487 and total land reclaimed in acres 1281.



High tunnel farming of Tomato and Cucumber successfully initiated and launched in Village Buland Khel Upper Orakzai.

Public Sector Development Program (PSDP) (2019-2024)

Prime Minister of Pakistan announced Agriculture Emergency in the Country to reduce Poverty and improve socio economic status of the farmers. In this regard Four No's Public Sector Development Program was launched in Khyber Pakhtunkhwa.

- Productivity Enhancement of Sugarcane in Khyber Pakhtunkhwa
- National Oil Seed Enhancement program in Khyber Pakhtunkhwa.
- Productivity Enhancement of Wheat in Khyber Pakhtunkhwa.
- Productivity Enhancement of Rice in Khyber Pakhtunkhwa.

1.Productivity Enhancement of Sugarcane in Khyber Pakhtunkhwa

The main objective of the project is to enhance per acre sugarcane productivity to secure food security for the growing population in the province. Under this project healthy and quality Sugarcane seeds are provided to sugarcane growers in Khyber Pakhtunkhwa. 3920 Nos. of fertilizers bag (Phosphorous & Potash) are provided to the farming community on 50% subsidized rate, 549 Nos. of different machineries are provided to the farmers on experimental and demonstration purposes to convince them regarding mechanized farming for boosting up the per acre yield of sugarcane crop. Improved technology is disseminated through laying out of 700-acre demo plots on chip bud technology & 200 acre of demo plots on September plantation, 25 Nos. of FFS etc. are also carried out.

2. National oilseeds enhancement program in Khyber Pakhtunkhwa.

The main objective of the project is to enhance per acre oilseed crops productivity to secure edible oil security for the growing population in the province. Under this project Rs. 5000/- acre maximum up-to 20 acres' subsidy is provided to registered growers on purchase of seed and other inputs. Fifty percent (50%) subsidy is provided on oilseed machinery and demonstration plots in oilseed growing areas are laid down.



3. Productivity Enhancement of Rice in the potential areas of Khyber Pakhtunkhwa

The main objective of the project is to enhance per acre rice productivity to secure food security for the growing population in the province. Under this project Introduction of hybrid rice and other high yielding varieties "Fakhre Malakand, Swati 2014 and Basmati types" of rice among the farmers of the province of Khyber Pakhtunkhwa is carried out. Supply of 336 MT certified seed to the farmers and timely availability of 709 bags of fertilizers (Phosphorous & Potash) to the farming community is ensured. Expansion in mechanized farming by providing 47 Nos. of different equipment's/ implements to the farmers to boost productivity is also carried out.

3. Wheat Productivity Enhancement Project in Khyber Pakhtunkhwa

The main objective of the project is to enhance per acre wheat productivity to secure food security for the growing population in the province. Under this project 21563 MT certified seeds are provided to the farmers on subsidized rate, timely availability of 11760 bags of fertilizers (Phosphorous & Potash) to the farming community on subsidized rate is ensured and expansion in mechanized farming by providing 306 Nos. of different machineries is also Carried out.



Mega farmer gathering at different districts of KPK

Annual Development Program (ADP), 2020 Strengthening and Improvement of Existing Government Fruit Nursery Farms.

The main objective of the project is to strengthen the capacity of the existing fruit nurseries farms for provision of true to type plants on subsidized rates. This project is initiated to provide the farming community and the public with a large selection of varieties and rootstocks. Under this project construction of 05 Nos. of high roof tunnels, fencing (45713 RFT) around the farms, conversion / installation of 02 Nos. of tube wells to solar system, lining of watercourses (300 meter), and Provision of 13 Nos. of budding materials /tool kits for field operations at each FN to complete the tasks well in time is also carried out. Provision of Plants / suckers /seed/fertilizers/pesticides for 180 acres to increase nursery plant production, timely availability of nursery fruits plant to the farming community and an additional production of 6000 nursery plants will be ensured by filling 7 kanal of waste land with silt & FYM.

IMPROVEMENT AND MANAGEMENT OF GOVT. SEED PRODUCTION UNITS IN KHYBER PAKHTUNKHWA

The main objective is to strengthen the seed production and storage capacity of Govt. Seed Farms of Agriculture Extension department Khyber Pakhtunkhwa. Under this program Horizontal expansion of the land under seed production through land reclamation (Physical & Chemicals) for 353 acres of land is carried out and seed production capacity is enhanced through provision of sufficient machineries and implements. Qualitative and quantitative improvement of seed storage facilities through new construction and repair of existing old storage through construction of 08 Nos. of new stores and repair of 21 Nos. of old stores and ensure uninterrupted irrigation water through installation / conversion of 10 Nos. of tube wells to solar system.

Promotion of Olive in Khyber Pakhtunkhwa.

The main objective of the project is Enhancement of local edible oil, Capacity building, value addition and promotion of olives for olive value chain development through products development for marketing. This project is initiated to Establish/ New olive orchards on farmers field on 12500 acres of area, Top working /conversion 750 thousands no. of wild olive into cultivated / European type olive, Capacity building of farmers and extension staff in improve production technology, nursery plant raising, value addition/processing, Provision of olive oil extraction units (3 Numbers) to the farmers , Installation of drip irrigation system on 620 acre of unweeded, rain fed and low irrigation waters areas, Evaluation and registration of new and improved varieties and for Strengthening of existing germ plasm (GPU) units in the province.



Fertilizer subsidy

Fertilizers plays a vital role in the production of crops. The timely availability and specific type of fertilizer during different crop stages is key to increase crop production. The Federal Government in share with Khyber Pakhtunkhwa initiated a subsidy program under Prime Ministers COVID-19 Special Package on Fertilizers (Phosphatic and Potash) amounting Rs. 800.0 million. The subsidy share from federal Govt. is 560.0 million and that of Provincial Govt. is 240.0 million. The subsidy package shall be provided @ Rs.1000/ Bag in each Category of Phosphatic and Potash Fertilizer in the current Rabi Season.

Weedicide and Fungicide Subsidy

The Federal Government in share with Khyber Pakhtunkhwa initiated a subsidy program under Prime Ministers COVID- 19 Special Package on Weedicides and Fungicide to cope the issue of crop diseases and insect's losses in the field. The Purchase of Rs. 49.775 million fungicides during the Rabi 2020-21 is made for 124,500 acres provided to the farmers.

PROPOSED ACTION PLAN

In order to ensure good governance, Employment generation, Economic Growth, Export potential, Improved yield, Poverty alleviation, Business Opportunities, Gender mainstreaming, Food security and Nutrition the following action Plan is proposed.

Short Term

- Creation of Women cadre of Field Assistants / Female Extensionists on Analogy of LHV and strengthening of Agriculture Services Academy
- Establishment of Seed Industry in the province
- Strengthening of Directorate of Plant Protection and Model Farm Services Center
- Establishment of Monitoring & Implementation Unit at Agriculture Department
- Promotion of Women Farming and Entrepreneurship through Financial Inclusion
- Introduction of High-Density Plantation of Orchards
- Promotion of e-Commerce for Youth & Online Deliveries Involving MFSC's
- Strengthening of Agriculture Parks & Establishment of Agro-Processing & Value Addition Units
- Subsidy for Wheat, Rice, Sugarcane & Oilseed Crops

Medium Term

- Establishing digital services platform for agriculture and livestock extension services in KP
- Strengthening & Revitalization of Agriculture Marketing Directorate as Agri-business Development Authority
- Establishment of Processing & Value Addition Units in Khyber Pakhtunkhwa through Public Private Partnership
- Development of Farm Machinery Manufacturing Zone / SME Clusters

Long Term

- Promotion of Olives in KP

