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USAID PAKISTAN AGRICULTURAL TECHNOLOGY TRANSFER ACTIVITY (PATTA)



Introduction

The four-year USAID-funded Pakistan Agricultural Technology Transfer Activity (PATTA) aims to identify, support and bring to scale private-sector solutions to improve agricultural productivity in Pakistan. The project has partnered with 37 agricultural technology companies which commercialize products and services. These agricultural technologies will increase the competitiveness of small farmers and mobilize investments in agricultural technology. This partnership is providing Pakistani farmers broader access to affordable technologies leading to an increase in productivity. USAID PATTA extends support by linking private sector agricultural technology partners with dealers and Demand-Side Partners (DSPs) to achieve sales through increased access to innovative agricultural technologies and improved business management practices.

Project Duration: 2017 - 2021

Gender Integration

Pakistani women in agriculture perform laborious and time-consuming tasks such as sowing, weeding, harvesting, vegetable picking, and livestock management. However, due to socio-cultural constraints, they are unable to access innovative agricultural technologies to enhance productivity and improve management practices. PATTA aims to expand competitive agriculture technologies to boost growth in production, sales and ultimately, value for women in agribusiness. PATTA is increasing women's access to new technologies and improving management practices in high-value sectors such as dairy, livestock, and horticulture. The project conducts awareness sessions to enhance women's adoption of affordable and effective agricultural technologies through its partnership with agribusinesses. In addition, PATTA seeks to create awareness about entrepreneurial opportunities, dealership, and business models for women, and promotes the use of available women-friendly agricultural technologies.

Thematic Areas

Creating Entrepreneurial Opportunities in Agricultural Technology Business: PATTA is creating entrepreneurial opportunities for women by developing their linkages with agricultural technology businesses across Pakistan. PATTA's key agribusiness partners are now providing dealerships to women and extending support to women farmers for usage of agricultural technologies for improved yields. In addition, PATTA is sensitizing its partner agribusinesses to provide employment opportunities to women in leadership positions in the agricultural technology sector.

Raising Awareness on Women's Role in the Agricultural Technology Sector: The project seeks to enhance women's role in the agricultural technology sector by sensitizing stakeholders through gender-inclusive agricultural technology demonstrations and expos in target districts. The project seeks to reduce gender stereotypes and constraints that restrict women's active contribution in the agricultural sector. PATTA promotes women's usage of technical innovations to support agricultural development in Pakistan.

Promoting Adoption of Agricultural Technologies: As a result of PATTA's gender-inclusive awareness sessions, women farmers are being mobilized to adopt appropriate and innovative agricultural technologies such as mini-tractor, grass cutter, spray machine, quality seeds, and improved cattle feed. Pakistani women farmers are improving their economic status by reducing post-harvest losses and increasing food production through adoption of these agricultural technologies.

Accomplishments

- Enhanced capacity of 4,807 women farmers and entrepreneurs for usage and adoption of women-friendly agricultural technologies through media and other awareness-raising initiatives.
- Increased access to productive economic resources for 1,606 (representing 8 percent female ratio) women farmers and entrepreneurs.
- Organized gender-inclusive agricultural technologies demonstrations, expos, and awareness-raising sessions in target districts of Punjab, Sindh, Khyber Pakhtunkhwa, and Balochistan provinces.
- Created entrepreneurial opportunities and full-time employment for 51 women by supporting them to develop linkages with dynamic agri-tech businesses and other key stakeholders.
- Sensitized 30 partner agribusinesses in adopting gender-inclusive workplace policies.