

Partnership Overview

In Pakistan, 75 per cent of seed is uncertified and sold through informal channels. Most of this uncertified seed does not meet minimum criteria in terms of purity and quality standards, resulting in poor yields. Further, most seed in Pakistan is produced by large-scale, commercial farmers. This initiative will instead work with smallholder farmers, introducing them to seed growing techniques and helping them to become part of the seed supply chain (for rice, wheat and vegetable seed). The partnership will bring together Engro Corporation and Mennonite Economic Development Associates (MEDA), which have worked together previously on large-scale dairy development initiatives.

Shared Value

By working with smallholder farmers, Engro will be able to broaden its seed supplier base and the volume of seed available for sale. The initiative will work with 4,000 smallholder farmers from villages in the Sheikhupura and Gujranwala Districts of Punjab. These farmers will benefit primarily through increased income from value added growing of seed-multiplication crops and selling their quality harvests to the seed processors at a higher price than regular crops. Farmers will also benefit by learning new farming practices and marketing techniques. MEDA will ensure female farmers are brought into this supply chain. Rural labourers will benefit from higher wages that come from supporting seed farming.

Engro

Engro Corporation is a diverse company with operations in fertiliser, dairy, energy and chemicals. It also has a fast growing seed business. In 2009 it established the Engro Foundation, a social investment arm and it won the 2014 IFC Transformation Business Awards for its 'Inclusive Business Model'. Business inclusiveness is at the heart of Engro's social impact strategy as the company looks to integrate the underprivileged, youth and women into its value chains. Engro will lead this initiative, including all technical and commercial activities, including working with farmers.



MEDA

For 60 years MEDA has implemented market-driven initiatives in the developing world. MEDA focuses on market systems development, inclusive financial services, and investment-led programming. MEDA has a strong history in agriculture, building and strengthening the business foundations and commercial relationships smallholder farmers need to improve their livelihoods. For this initiative MEDA will advise on outreach to poor farmers and women, and will manage reporting on financial and development outcomes.



Department of Foreign Affairs and Trade (DFAT)

DFAT's expertise in development contributes to building stronger, more inclusive private sector growth in the Asia-Pacific region. DFAT does this through sharing its deep knowledge of business, political and regulatory environments, access to professional networks and catalytic funding. The BPP is designed as an entry point for new partners, Australian and overseas entities, to work with DFAT to deliver social impact and commercial returns in the region. The BPP actively promotes initiatives that drive women's economic empowerment.



Location



Country
Pakistan

Region
South and West Asia

Total Funding
\$1,001,348



DFAT Contribution
\$500,000

Private Sector Contribution
\$501,348

Timeline



Start
Jul 2017

End
Jun 2019

Sectors



Sustainable growth and employment

Gender Equality/
Women's Economic Empowerment

Shared Value Proposition



Redefining productivity in the value chain