

Engro, BPP, DFAT and MEDA partnership for a shared value project in Pakistan

With PAVE (Partnership and Value Expansion) Pakistan, Engro, BPP, DFAT and MEDA have partnered together in a shared value project to make a difference in the lives of smallholder farmers while enhancing the seed business value chain.

Engro leadership practices shared value in collaboration with BPP, DFAT and MEDA

By
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In line with Engro's vision and purpose, PAVE Pakistan is a shared value initiative created by Engro in partnership with the Business Partnership Platform (BPP), Government of Australia's Department of Foreign Affairs and Trade (DFAT), and Mennonite Economic Development Associates (MEDA). The initiative aims to improve the productivity, profitability, and livelihoods of more than 4400 smallholder farmers across the two districts of Gujranwala and Sheikhupura in Pakistan, by empowering them to participate in the seed value chain as research partners, consumers and suppliers of high-quality seed.

Shared value is created when partnerships and collaborations across diverse stakeholders are created to execute initiatives that enable mutual learning and the collective growth of all. By training farmers to use certified seed, PAVE Pakistan not only benefited smallholder farmers, but also enabled Engro's business to grow. In addition, shared value was created for both farmers and for Engro when the project helped Engro cultivate new channels of seed supply from smallholder farms, which Engro purchased from the farmers at a premium.

Despite representing 90% of the overall farming community in Pakistan, smallholder farmers are excluded from traditional seed value chains as research partners and suppliers. This is due to conventional thinking in the ecosystem that dictates that small farms are economically unfeasible as seed suppliers. Land fragmentation, which is common among smallholder farmers, further pushes them away from becoming commercially sustainable.

PAVE Pakistan aimed to successfully integrate smallholder farmers into a more inclusive seed value chain by improving the awareness, skills and expertise, and networks of more than 4400 farmers. This was achieved through customized on-farm trainings and demonstrations in topics such as best crop management practices, diversification, water productivity, and certified seed use. Select farmers were transformed into Engro seed suppliers and seed business entrepreneurs, community champions, and master trainers. These village-based seed enterprises and community champions will bring sustainability to the seed sector by spreading to others the concepts they have learned.

As the project reaches its end, data collected demonstrates that PAVE Pakistan has surpassed all of its milestones, including those concerning productivity and profitability for farmers, and seed procurement for Engro. The survey data revealed noticeable positive spill over effects and system level changes. Concepts proven by the project have been adopted by both public sector institutions and private sector companies. More than 700 female farmers have received training from PAVE Pakistan, improving their agricultural practices and ultimately their lives. Women-led community centres and village-based seed enterprises developed during the project promise the sustainability of women's involvement in the newly enhanced value chain.

For all its successes, PAVE Pakistan has won recognition from both local and international institutions. The success stories of shy smallholder farmers transforming into seed entrepreneurs were appreciated by both the Australian Centre for Integrated Agricultural Research (ACIAR) and the "Eik Saath Success Story Competition" held in Pakistan in 2019. PAVE Pakistan was also recognized by two global awards in 2019: the Asia Responsible Enterprise Award in Taiwan, and the Shared Value Award in Australia.

“At Engro Fertilizers, our goal is to promote food security in Pakistan by empowering smallholder farmers to implement sound agricultural practices, and to equip them to overcome barriers of entry in the marketplace. PAVE is a much-needed initiative in this direction.”

– CEO, Engro Fertilizers Limited

“As a project director, I consider ‘creating shared value through inclusive business projects’ as a new way of doing business with both responsibility and purpose. Organizations can play an important role in creating an ecosystem where companies work to solve crippling social and business issues through shared value creation. In the years to come, pursuing financial success while yielding societal benefits will become an imperative for the progressive corporates. And partnerships will definitely add value and multiply the impact along with learning for all.”

– Project Director, PAVE Pakistan

To celebrate the prosperity of PAVE farmers, Engro organized an event at their head office. After a brief presentation by the project director, Engro’s leaders and executive management team spoke about the need to continue to engage in inclusive business projects that create shared value in the future and reaffirmed their commitment towards transforming the lives of farmers and the agriculture sector of Pakistan.



Project director talking about PAVE Pakistan’s role in paving ways to prosperity for smallholder farmers



President, Engro Corporation talking about the vision



CEO, Engro Fertilizers Limited recognizing the power of partnership



Chief Commercial Officer, Engro Fertilizers Limited appreciating the impact of PAVE Pakistan



President, Engro Corporation (left) and CEO, Engro Fertilizers Limited (right) giving an award to the project director (centre) for conceptualizing, designing and leading PAVE Pakistan together with Engro Foundation



Head of Engro Foundation giving his comments



Rehma Khairi, Deputy Manager Engro Foundation (right) elaborating her point of view on the success of the project