



**AGRIBUSINESS  
SUPPORT FUND  
(ASF)**

A COMPANY SET UP UNDER  
SECTION 42 OF THE  
COMPANIES ORDINANCE 1984

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Turning Green into Gold

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## ASF Implements a Food Security Project for 9,000 Flood-Affected Households in Muzaffargarh

ASF has completed a project for provision of wheat seeds and agricultural hand tools to flood-affected farmer communities of Union Council Baseera and Union Council Mehmood Kot of District Muzaffargarh.



In October 2010, ASF was awarded a project by Concern Worldwide – Pakistan, under its Responding to Pakistan's Internally Displaced (RAPID) Fund, established under an umbrella grant from USAID and U.S Office of Foreign Disaster Assistance (OFDA). The project entitled

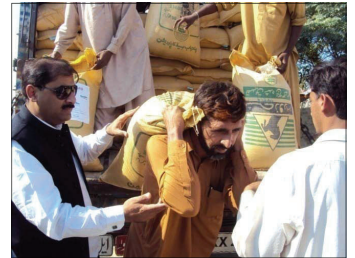
“Livelihood Initiative for Flood-Affecteds’ Empowerment (LIFE)” was a short project of 3 months duration and was launched on 28<sup>th</sup> October, 2010 targeting 9,000 households consisting of 63,000 family members. The



project was implemented in collaboration with Mojaz Foundation which is a well-known Non-Governmental Organization (NGO) having presence in the area of project implementation.

The distribution activity was carried out in a swift manner

in multiple shifts so as to enable the beneficiary farmers to timely sow the wheat seed. As a result, distribution of seeds & tools to all the 9,000 households was completed in the first week of December, 2010.



According to the findings of post-distribution survey, the intervention, in addition to providing food self-sufficiency for a period of 12 months to 9,000 households, has significantly contributed towards revival of agricultural livelihood in the region.

## ASF Extends Support for Development of Lead Auditor Course in Halal Food

Despite having tremendous potential, Pakistan has not been able to enter into the multi billion dollar global industry of Halal Food. Lack of trained human resource had been one of the hurdles in this regard. Realizing the growing demand, ASF pro-

vided grant support to M/s Bureau Veritas (Pvt) Ltd. for developing a Lead Auditor course in Halal Food. The course was developed under the supervision of a qualified scholar and reviewed by two prominent religious institutions of Pakistan. Along with

the audit approaches and processes, the course covers internationally developed standards, draft of Pakistan Halal Standards, supply chain, etc. This is the first initiative of its kind in the country and the course will be offered to the general public shortly.

## ASF's Bread & Breed Program (Goat Model) for Empowering Rural Women Aimed At Sustainable Feeding Of Their Families



During the quarter ASF rolled out 422 projects under its Goat Model Program for 422 women farmers groups through provision of technical training in rearing goats in their houses and providing 4,220 poorest of the poor women with one goat each. These projects have been awarded under ASF Farmer Enterprise Group (FEG) intervention to 7 NGOs including AKRSP, Lasoona, SAFWCO, SRSP,

Taraqee Foundation, RCDS & Mojaz Foundation. The projects are being implemented in Chitral, Astore, swat, upper Dir, Pishin, Ziarat, Qilla Saifullah, Hyderabad, Shahdad Pur, Mityari, Dadu, Peshawar, Charsaddah, Haripur, Manshera, Nowshera, Abbottabad, Multan, Muzaffargar, Faisalabad, Sheikhupura Nanakana Sharif. ASF also awarded 45 buck stations to be run by skilled extension workers trained under this

program in the vicinities of these FEGs to ensure the availability of veterinary care and breeding facilities for the goats.

The uniqueness of this program is that after one year each farmer will give one goat kid to another poor woman farmer through the NGOs, thus making this program roll on in the community and provide maximum benefits to the poorest of the poor women.

*"Register your profile in our pool of consultants by emailing at [info@asf.org.pk](mailto:info@asf.org.pk), if you can provide advisory & consultancy services to the agribusiness sector, e.g. : product design production, marketing, skills development, financial, legal, technical, general business strategy or any other services that would lead to outputs for a new, specifically identified market or that would develop new product(s) or would add value to existing products"*

## Need More Information About ASF Grant Products? Contact Us

ASF provides matching grants to farmers & agribusiness entities including start-ups in the horticulture, livestock & dairy sectors for the purchase of Business Development Services (BDS). A broad range of BDS includes: product design, feasibility study & business plans, marketing, policy making & planning, skills development, finance, business pro-

motion visits & participation in exhibitions, acquisition of quality certifications like HACCP, ISO, GlobalGAP, Organic, BRC etc; legal advice and general business strategy, provided that it can be demonstrated that the purchase of such services will lead to clear improvements in enterprise productivity, market penetration or product diversity that in

turn lead to increased profitability. ASF grant categories also include: support to BDS providers, research & development and private-sector extension services initiatives.

For detailed guidelines on grant eligibility criteria, application process, and funding mechanism, visit our website [www.asf.org.pk](http://www.asf.org.pk) or email us at [info@asf.org.pk](mailto:info@asf.org.pk).

## ASF's Support to Farmer Enterprise Groups for Production of Off-Season Vegetables in Tunnels/ Solar Greenhouses



During the quarter ASF provided support to 113 Farmer Enterprise Groups (FEGs), represented by 1,130 farmers, in undertaking off-season production of vegetables in tunnels/ solar greenhouses. Recognizing the potential for off-season farming in Pakistan, ASF launched these projects at: Swat, Upper Dir, Sheikhupura, Nankana, Faisalabad, Kasur, Charsadda,

Nowshera, Haripur, Manshera, Pishin, Qilla Saifullah and Ziarat. These projects have been undertaken under FEGs intervention in collaboration with Sarhad Rural Support Programme, LASOONA, Taraqee Foundation and Rural Community Development Society.

The above projects are in implementation stages and it is

expected that these farmers will get up to 10 times greater financial returns as compared to conventional farming thus making these projects self sustainable. These projects will not only achieve significant success in the context of poverty alleviation but will also promote the culture of comparatively lucrative off-season farming among the small-scale farmers of the region.

## Corporate Affairs



An in-session view of the 5th AGM of ASF, October 28, 2010, Lahore.

- Mrs. Muawar Humayun Khan was elected as new Chairperson of ASF Board of Directors for a term of 3 years at the 21<sup>st</sup> meeting of Board of Directors held in October, 2010. She replaces Mr. Sher Zaman Bazai who remained Chairperson of ASF Board for a period of 5 years.
- The 5<sup>th</sup> Annual General Meeting of the company was held on 28<sup>th</sup> October, 2010 wherein the General Body approved the Annual Audited Accounts for the year ended June 30<sup>th</sup>, 2010 along with Directors' and Auditors' Reports thereon, and also appointed M/s Anjum Asim Shahid Rehman & Co. Chartered Accountants (Grant Thornton) as external auditors of ASF for the year ending June 30<sup>th</sup>, 2011, replacing M/s A.F Ferguson & Co. Chartered Accountants.
- During the quarter, Ministry of Industries & Production nominated Mr. Amir Tariq Zaman, Joint Secretary (ES) to represent the Ministry on ASF Board as an ex-officio member of ASF Board of Directors. Mr. Zaman replaced Mrs. Shaista Sohail (Joint Secretary at the same ministry). While at the MINFA, Mr. Babar Yaqoob Fateh Muhammad has joined as Additional Secretary to replace Mr. Anwaar Ahmad Khan, the official nomination of Mr. Yaqoob on ASF Board is awaited from MINFA.

## ASF Grants Portfolio - 5,328 Nationwide Projects Worth Rs. 1.145 billion

During the 2nd quarter of 2010-11, a total of 872 matching-grant projects (2nd quarter of 2009-10, 411 projects) for an amount of Rs. 268.40 m (2nd quarter of 2009-10, Rs. 60m), including beneficiaries' share, were approved under the various grant components. This brings the total number of approved projects under all categories to 5,328 for a total value of Rs. 1.145 billion to-date.

ASF grants portfolio to-date includes support to 471 Existing Agribusiness Enterprises, 115 Start-up Agribusiness Enterprises, 712 Business Development Service (BDS) providers & consultants, 11 Research & Development projects, 70 Private Sector Agriculture Extension Services projects, Formation of 2,000 Farmer Enterprise Groups (FEGs) and BDS support to 1,949 FEGs on nationwide basis.

Geographic distribution of projects is as follows:

- Punjab 1,433 projects
- Sindh 897 projects
- Baluchistan 834 projects
- Khyber Pakhtoonkhwa 1,451 projects
- Gilgit Baltistan 568 projects
- FATA 60 projects
- AJK 85 projects

“Visit

[www.asf.org.pk](http://www.asf.org.pk)

and learn more

about ASF and

its grant

products”

## What the Grant Recipients Say...

I would like to take this opportunity to express heartfelt thanks from myself and on behalf of the Chief Executive of Bureau Veritas towards Agribusiness Support Fund's (ASF) very active cooperation & financial support in British Retailer Consortium (BRC) training course and the development of Halal Lead auditor training course. We truly appreciate ASF's dedication and hope the valuable role ASF is playing in building brighter futures for Pakistan's next generation is recognized. Thank you for your continuing support. It is through the positive efforts of (ASF) that we can bring positive change in Pakistan.

**Tariq Qamar**  
Manager Operations  
Bureau Veritas (Pvt) Ltd

We have been active in Oil & Gas sector and in 2009, we decided to include another source of energy, water, in our program. Based on our own experience in farming, we realized that Water Management is where farmer needs to be educated. We started looking for the best technology available worldwide, and ASF offered the program to help us pursue our goals.

**Ahsan Mustafa Bajwa**  
General Manager  
Farm Dynamics Pakistan(FDP)

Having lost the entire standing Kharif crop to the flood and with 5 kids to look after, I stood helpless with no way out of the situation but to wait for Divine help. I am thankful to ASF for providing me a 50kg bag of wheat seed with a set of agricultural tools to help cultivate wheat timely for the Rabi season. This has not only provided me food self-sufficiency for 12 months, but it has also helped revival of my agricultural livelihood.

**Zarina Begum widow of FaizUllah**  
Village Wavn Patafi  
Union Council Baseera



Zarina Begum looking at her newly sown wheat crop under support from ASF's LIFE Project



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**Agribusiness Support Fund (ASF) is a “Not-for-Profit” company registered with Securities & Exchange Commission of Pakistan (SECP) under Section 42 of Companies Ordinance 1984. The company was established by Ministry of Food, Agriculture & Livestock (MINFAL) with the support of Asian Development Bank (ADB). It provides financial support to farmers, farmer groups and entrepreneurs for hiring demand-driven technical and managerial services on a matching grant basis to improve their productivity, competitiveness and creditworthiness to access financing for their enterprises. The company is governed by a private-sector led independent Board of Directors.**

## Some Success Stories & Milestones

- Distribution of wheat seeds and agricultural tools to 9,000 flood effected households (63,000 family members) in Muzaffargarh (MAJOR HIGHLIGHT OF THE QUARTER)
- Project for Fruit Plant Nursery production in Screen Houses under insect-free environment on nationwide basis. (FIRST IN PAKISTAN)
- Provision of Solar Dryers for drying of fruits & vegetables on nationwide basis. (FIRST IN PAKISTAN)
- Extension services project for farmer communities of D.I.Khan & Zhob for value-addition and marketing of Pine Nuts (FIRST IN PAKISTAN)
- Support for establishment of on-farm mango washing, drying, grading and packing facilities in mango growing districts in Punjab & Sindh (FIRST IN PAKISTAN)
- Support for establishment of Plant Tissue Culture Laboratory for Bananas in Tando Allahyar Sindh (FIRST IN PAKISTAN)
- GlobalGAP Certification projects for Citrus & Mango in Bhalwal, Sargodha, Multan & Tando Allahyar (FIRST IN PAKISTAN)
- GlobalGAP Train-the-Trainer workshop in Pakistan conducted by M/s FoodPlus, Germany (FIRST IN PAKISTAN)
- Training program on “ British Retail Consortium 3rd Party Auditors” in collaboration with Pakistan Standards & Quality Control Authority (PSQCA), Karachi (FIRST IN PAKISTAN)
- Training programs on Off-Season Farming in collaboration with University of Agriculture Faisalabad & Arid Agriculture University Rawalpindi (FIRST IN PAKISTAN)
- British Retail Consortium (BRC) UK trained professionals (FIRST IN PAKISTAN)
- Technical expertise for establishment of fresh fruit & vegetable processing unit in Karachi (FIRST IN PAKISTAN)
- Launch of Private-sector Agriculture Extension Services Projects (FIRST IN PAKISTAN)
- Gladiolus production & marketing in Baluchistan (FIRST IN PAKISTAN)
- Sustainable Apricot drying, processing and marketing in FANA (FIRST IN PAKISTAN)
- Training program on “Value Chain Development” in collaboration with ACIDI / VOCA, USA (FIRST IN PAKISTAN)
- Extension services project for date sector in Punjab, Sindh, Balochistan and Khyber Pakhtoonkhwa.
- Training program on “Controlled Atmosphere Storage of Fruits & Vegetables” in collaboration with University of Agriculture Faisalabad
- Training program for Dairy Farm Managers / Owners in collaboration with COMSATS Institute, Lahore
- Training programs on Dairy Farm Management in collaboration with Nestle Pakistan Ltd
- Support for Business Plan Competition (Agribusinesses) at Lahore University of Management Sciences, Lahore
- Support for technical expertise for Rs. 100 million Controlled Atmosphere Multipurpose unit in Karachi
- Support to fruit & vegetable processors in obtaining HACCP certification (Nationwide)
- Establishment of off-season floriculture farm in Loralai, Baluchistan
- Capacity building support to All Pakistan Fruit & Vegetable (Importers/Exporters) Association
- Support to more than 150 farmers in setting up apricot dehydration units in Gilgit, Baluchistan.
- Establishment of certified fruit nurseries at KPK, FANA and AJK
- Support in preparation of feasibility reports & business plans for various projects (Nationwide).
- Support to farmers of Baluchistan for participation in Floricultural Training Program in India
- Support in establishment of Floral Nursery by a woman-owned business (Lahore)
- Support for introduction of a new Tomato variety (KPK, FATA, & Sindh)
- Off-season vegetables production (Nationwide)
- Improvement in packing of grapes & apples and access to new markets (Baluchistan)
- Support in Strawberry Cultivation, Packing & Market access (Punjab & KP)
- Support in pickles preparation, packing and marketing (KPK)
- Support in production, packing and marketing of cut-flowers (Nationwide)
- Support in setting up a Cattle Breeding & Extension Services Center (Gilgit Balistan)
- Mushroom production & marketing projects (KPK & FANA)
- Onion seed production & Seed potato production projects (Sindh & KP)
- Milk collection, chilling and value-addition projects (Nationwide)
- Establishment of common facility centre for apple growers (KP)
- Solar Dryer Units for Chillies at District Umerkot (Sindh)