

## Partnership Overview

This partnership develops an innovative, scalable and sustainable business model in Pakistan’s seed sector that broadens and diversifies the seed procurement base for rice, wheat and vegetables, resulting in improved livelihoods for male and female smallholder farmers. In Pakistan, 75 per cent of seed is uncertified and sold through informal channels and most does not meet minimum quality standards. Through this initiative, Engro Corporation introduces smallholder farmers to seed growing techniques and to become part of the seed supply chain. Mennonite Economic Development Associates (MEDA), uses existing partnerships with Engro to help smallholders while ensuring sustainable business benefits for Engro.

## 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  
**West Asia**

**Total Funding**  
\$1,001,348



DFAT Contribution	Private Sector Contribution
\$500,000	\$501,348

**Beneficiaries**



Up to 4,000 smallholder farmers

**Sectors**



Agriculture

**Shared Value Proposition**



Redefining productivity in the value chain