

GREEN PAKISTAN

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11 SEP, 2025

ZTBL join Hands with
Agricultural Services
Providers for small
Farmers' Prosperit

**NATIONAL SUBSISTENCE
FARMERS SUPPORT SCHEME" SET
TO TRANSFORM LIVES OF
MARGINALIZED FARMERS**

Under the upcoming “National Subsistence Farmers Support Scheme” of the Government of Pakistan, ZTBL is making arrangements with Agricultural Services Providers for access of small farmers to quality inputs, modern farm machinery, and crop advisory services. In a ground breaking ceremony held at ZTBL Head Office on September 10, 2025, agreements have been signed with Four Brothers Agri Services Pakistan, FB Genetics (Pvt.) Limited, Four Brothers Biologic AG Pakistan, FB Farms, T Glee International, Plant4life (Pvt.) Ltd,

**Sarmik Best Crops (Pvt) Ltd, Auriga
Chemicals Enterprises,
Madina Traders & Arham Traders.**



PRESIDENT ZTBL, WITH HIS COMMITMENT AND DEDICATION TO SERVE SMALL/SUBSISTENCE FARMERS, WELCOMED THESE COMPANIES AND STATED THAT WITHOUT ASSISTING THIS MARGINALIZED SEGMENT, AGRICULTURE OF PAKISTAN CANNOT BE REVOLUTIONIZED. TALKING ABOUT THE IMPORTANCE OF ASPS, HE HIGHLIGHTED THAT ASPS ARE CRUCIAL IN PAKISTAN AS 96% OF FARMERS ARE SMALLHOLDERS WITH LESS THAN 12.5 ACRES, WHO ARE LACKING RESOURCES TO BUY OR OPERATE COSTLY MACHINERY. LIMITED ACCESS TO MODERN EQUIPMENT, QUALITY INPUTS, AND WEAK EXTENSION SERVICES FURTHER HINDER AGRICULTURAL PRODUCTIVITY, WHILE THE COUNTRY'S MECHANIZATION RATE REMAINS LOW COMPARED TO REGIONAL PEERS.

THE PARTICIPATING COMPANIES PLEDGED TO STRENGTHEN PRODUCTIVITY THROUGH QUALITY INPUTS AND SERVICES, AND TO USE ZTBL'S ZARAI BAITHAKS AS A PLATFORM FOR DELIVERING ADVISORY SUPPORT TO FARMERS.

THE SCHEME WILL BE DRIVEN THROUGH DIGITAL CHANNELS, SHIFTING FARMER TRANSACTIONS FROM CASH TO SECURE DIGITAL PAYMENTS. FOR ZTBL, THIS COLLABORATION REPRESENTS MORE THAN A PARTNERSHIP; IT IS A STRATEGY TO PLACE TECHNOLOGY, FINANCE AND MODERN SERVICES WITHIN REACH OF EVERY SMALL FARMER, MARKING WHAT COULD BE A TURNING POINT FOR PAKISTAN'S AGRICULTURAL LANDSCAP. MAKE MAGZINE LEADI

SMALL FARMERS

A NEW ERA FOR PAKISTAN'S AGRICULTURE

THIS INITIATIVE MARKS A SIGNIFICANT STEP TOWARDS EMPOWERING SMALL FARMERS, WHO CONSTITUTE 96% OF PAKISTAN'S FARMING COMMUNITY. BY LEVERAGING TECHNOLOGY, FINANCE, AND MODERN SERVICES, ZTBL AIMS TO BRIDGE THE GAP BETWEEN SMALL FARMERS AND AGRICULTURAL RESOURCES, PAVING THE WAY FOR A MORE PROSPEROUS AND SUSTAINABLE AGRICULTURAL SECTOR.