

CE & MD Formally Inaugurates First Food Security & Agriculture Center of Excellence (FACE)



CE & MD & AKBL Country Head (Agri) extending first agriculture loans to the farmers

CE & MD FFC Lt Gen Tariq Khan (HI,M) visited and formally inaugurated the first Food Security and Agriculture Center of Excellence (FACE) on 19th Jan 2020 at Rahim Yar Khan Ahmedpur Lamma region.

To mark the initiation of this not for profit program, a vibrant ceremony was held presided by CE & MD FFC. FACE team was joined by CEO's and top management of partner organizations for the event which included Askari Bank, Al Khidmat Foundation, Alight Pakistan, Educate a Child, Syngenta, Tech Valley (Drone Based Agriculture Solution), Sealion Solar Industries in addition to a large representation from local government, local farmers and community living in the proximity of the center. Renowned US based agriculturist Mr Dave Gerrard, a renowned name for developing market solutions in developing agri economies having worked in regions like Vietnam visited FACE especially for the ceremony from North Carolina (USA) and is now actively engaged in the program for value addition and exploration of other avenues to assist farmers and alleviate Food Insecurity.

CE & MD FFC held special engagement session with the farmers and representatives of local area in addition to a high level stakeholder meeting with the partner organizations officials.

FACE program is FFC's Not for Profit initiative aimed at addressing issues pertaining to national food security and farmer's prosperity. FACE offers an all-inclusive one window solution for farmers and marginalized segments of the society with services including capacity building and technical support of farmers on modern lines, introduction of Climate Smart Agriculture amongst rural farmers, financial empowerment through low cost and transparent loaning and provision of quality agriculture products and agricultural machinery to the farmers to equip them in attaining record yield.

For social welfare needs, the centers will feature non-formal schools for street children's, advance health care services, skill and vocational training program. Women empowerment programs have been specifically designed to enhance their role in agriculture through kitchen gardening, dairy processing, livestock management etc.



Inauguration Ceremony FACE at APL

CE & MD FFC during his address to the local community and farmers reaffirmed his company's complete support and patronage towards addressing the issues faced by farmers and agriculture in

Pakistan. In his address he mentioned the impact of climate change and the notable initiatives FFC is undertaking towards mitigation of issues faced by farmers.

Later on, CE & MD FFC and Head of FACE Program Maliha Malik extended in collaboration with the partners stipends to the orphans of the area and agriculture loans to the successful applicants. FFC under its FACE initiative plans to establish these centers in all regions of Pakistan to extend the coverage of the services to maximized populace.



CE & MD Meeting with Partners, Stakeholders and Local Community



Children's from FACE-EAC Non Formal School (APL) performing at the ceremony



CE & MD FFC address during the ceremony



CE & MD Interaction with Electronic Media



US Agriculturist Mr David Gerrard in a stakeholder dialogue with local farmers



CE & MD FFC and President Al Khidmat Disbursing Stipends to Orphans



Participants at the Ceremony



CE & MD FFC and Country Head (AKBL Agri) Mr Fahad Sardar extending loans to farmers from APL