

FACE takes initiative against COVID-19

In view of the prevailing health emergency across the globe and nationally in the aftermath of the COVID-19 outbreak, it is important that as one of the largest stakeholders in Pakistan's Agricultural Sector, initiatives are undertaken by FFC specifically targeting the farmer community.

Distribution of Food Ration in April 2020

Food Security and Agriculture Center of Excellence (FACE) has undertaken following measures towards CORONA prevention since the outbreak.

FFC management proactively responded to the crisis and provided rapid humanitarian assistance to local communities of Sadiqabad with 1000 ration packs for support. As part of this initiative FACE program has facilitated 640 households with ration packs including widows and small/marginalized farmers.

Beneficiary Selection & Collaborations

FACE utilized its database on APL household statistics; conducted as part of the Base Line Study by FACE and partner organizations on indicators including Livelihood, Family Composition, Source of Earning and Landholding.

Women led Households (widows) were chalked out as most vulnerable due to their limited livelihood options.

Farmers with small land holdings or peasants were targeted as the second group.

Phase I - 102 women and 168 men.

Phase II - 97 women and 183 men.

Phase III - Indus Health Network 48 women and 41 men.



CORONA Awareness Project for Wheat Harvesting Season

In view of the all vital Wheat Harvesting Season under commencement across Pakistan from 10th April 2020, FACE program has launched a comprehensive, multi sector Wheat Harvest Safety Program for Corona to its registered 500 farmers at FACE Center APL.

1. Awareness to all registered farmers through best possible medium by FACE team on potential risk during Wheat Harvest and important measures to be adopted.
2. Mobilization of 1-3 focal person on each cluster/ town as Corona Agri Awareness Focal Persons. FACE team to engage and educate the focal persons in line with the safety instructions by WHO.
3. Mobilization of focal persons at areas of interest to ensure social distancing/ awareness and availability of sanitizers by local administration in all notable areas.
4. Awareness to local labor at warehouses and In fields to safeguard them against Corona. The local mosques will be used for their loud speakers to convey the message of awareness.

Composition of Ration Pack

Ration Item	Weight/ Quantity
Flour	10 kg
Sugar	2 kg
Cooking Oil	1 pack
Pulses	2 kg
Rice	2 kg
Tea	300 gm
Salt	200 gm
Cooking Masala	400g
Anti-Bacteria Soap	2
Washing Powder	1 kg
Milk	2 liters

In view of the vulnerable areas of Corona outbreak, FACE team conducted an "Interactive Voice Calls" program which included the following :

- Telephone call to all registered farmers of FACE APL individually between 6-8 April 2020 on the eve of the harvest.
- 175 Women, widows and those in need of relief, were contacted by female officers and encouraged to contact 8171 for financial relief pledged by the Government.
- Extended interaction with the farmers over the prevailing situation, vulnerable areas especially pertaining to wheat harvest.
- Measures to safeguard them and their families from the corona threat and to contact the Covid Response Centre at 1166 in case of any symptoms.
- Communication of safety protocols by WHO.
- With regards to the situation of bottle necking faced during acquisition of wheat bags, payment of fee challans and transit of bags to PASSCO warehouses, ensuring measures that can aid in safeguarding farmers and laborers from Corona exposure.

In addition to this, FACE team at APL shortlisted community focal; The focal persons being influencers will spread the knowledge and awareness protocol to their respective area of influence.



FACE Hailed as Model Program for Agri Growth in Pakistan

FACE Team, in a meeting with Chairman CPEC Authority, presented the FACE program as a one-window solution for agri growth and farmer empowerment for the attainment of National Food Security and Agriculture Growth. The exclusive briefing was also attended by CEO CPEC, Joint Secretary National Food Security and representatives of Provincial Food Department and Agri Extension Dept.

The meeting was called upon by Chairman CPEC at the pretext of envisioned close cooperation and partnership with China in the agriculture sector planned for the second phase of all strategic CPEC project. Various areas of concern including FACE program features like precision and climate smart agriculture, loaning, mechanization, enhanced yield and market linkages were covered by HOD FACE in her presentation.

Upon conclusion, a healthy discussion among all segments progressed towards working, practical solutions for enhanced Public-Private partnership for attaining agriculture growth and national food security.

Chairman CPEC praised team FACE and FFC for successfully piloting the one-window solution for farmer's capacity building and empowerment. Chairman also stressed upon the significance of Close Loop loaning to ensure quality yield which has been introduced effectively by FACE program in Rahim Yar Khan, APL since June 2019. Chairman CPEC stressed upon the need of close China-Pak agriculture cooperation for the mutual benefit of both states and the private sector engaged in agriculture development and support.