

Government of Pakistan
Benazir Income Support Programme

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AGRO STUDENTS TO BECOME AGRO BUDDIES WITH BISP BENEFICIARY
CHILDREN TO SHARE AGRO TECHNIQUES TO GRADUATE BISP
BENEFICIARIES OUT OF POVERTY: MARVI MEMON

Islamabad () State Minister and Chairperson BISP, MNA Marvi Memon, has said that a number of poorest beneficiary households of BISP are linked to the profession of agriculture and it serves as a lifeline to them. ‘Agro university students will create Agro Buddies’, through modern interventions, and will play a vital role in provision of agricultural knowledge and skills to the farmers and, most importantly, will provide purpose to their lives by offering dignified solutions to move out of the circle of extreme poverty. This was stated by Chairperson BISP during the inauguration of ‘BISP Agro Buddies’ initiative for providing guidance and training in the field of agriculture to BISP’s beneficiary households at Tando Jam Agriculture University.

On the occasion, Chairperson BISP Marvi Memon was accompanied by older children from beneficiary households of BISP. It was told in a detailed briefing, given by officials of BISP on this agricultural support initiative, that under this initiative, students of agricultural universities will provide basic guidance and employ training to the nominated members from the BISP beneficiary households in order to enable them to adopt effective strategies to bring improvement in their agricultural trade and overall production. After establishing contacts with the nominated beneficiary individuals, the students will educate them directly through telephone, SMS, Facebook, Twitter and other social media tools, and field visits regarding farming practices, quality cultivation and protection of crops against insects and pests.

While reflecting upon her ideas during the occasion, Chairperson BISP remarked that we want to establish a community where learning is included in the system. Through this initiative, our future farmers will get a free forum to express their ideas and they will be able to practically observe the modern agricultural system. She said that Pakistan is an agricultural country and its economy is dependent on this profession.

She apprised that an ‘Agro Journal’ blog could be created under this initiative through which University students international experts and nominated trainees will remain in contact. The purpose of this blog is to enable a free environment for the encouragement of trainees by sharing information and discussing matters related to agriculture.

Ms Memon said that this idea would be floated in each of the top agricultural universities of Pakistan one in each province /territory creating competition amongst agri students how they create buddies and how they create innovative agri techniques to increase Pakistan's agri productivity. She indicated that whilst BISP has no funding for any such initiative at the moment if ideas are worthwhile many private sector donors would be willing to invest in young people in the future. Vice Chancellor Mujeeb uddin Sehrai, welcomed these ideas and the faculty and students vowed to make agro buddies a Reality one day.