



ANNUAL REPORT





Food Security and Agriculture Center of Excellence

FACE

FACE

BOARD OF TRUSTEES



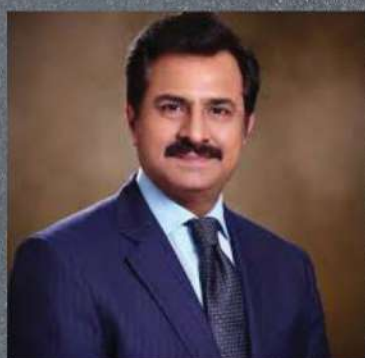
MR. SARFAZ AHMED REHMAN
MD & CEO FFC / CHAIRMAN FACE



MR. M. MUNIR MALIK
TRUSTEE



MUHAMMAD ALEEM KHAN
TRUSTEE



MR. ATHER JAVED
TRUSTEE



BRIG. ASRAT MAHMOOD (R)
TRUSTEE



MR. TARIQ CHEEMA
TRUSTEE



MALIHA MALIK
CHIEF OPERATING OFFICER



LT. COL. SYED JUNAID (R)
SECRETARY

FOREWORDS →

Food Security and Agriculture Center of Excellence (FACE) is a Not for Profit registered under Societies Act, 1860. FACE was established in 2019 by Pakistan's largest agriculture stakeholder FFC, with following underlying objectives:

- ① Capacity building of the farmers on Global Best Farming Practices
- ② Promotion and access to new technology, mechanization aimed at increasing per acre yield of the crop and improving quality of the produce
- ③ Provision of quality inputs including micro and macro nutrients, and their justified use to reduce impacts on environment
- ④ Introduction of state of the art precision farming technology to farmers including agri hexacopters and unmanned ground vehicles
- ⑤ Access to low cost financial loans for agriculture and livestock
- ⑥ Women empowerment programs aimed at gender inclusion and social uplift
- ⑦ Access of host community to quality healthcare and education opportunities
- ⑧ Innovation, R&D and promotion of green energy solution
- ⑨ Water management and Climate Smart Agriculture

AGRICULTURE

Support to small and medium scale farmers over latest technologies market economy, value chain and climate change

HEALTH

Catering medical issues of farmers' through provision of well equipped dispensaries, capacity building on health & hygiene and awareness campaign

EDUCATION

Bridging gaps and constraints to provide free and quality education to farmers' children

FINANCIAL ASSISTANCE

Extending financial support to farmers through
-Interest free loans
-Agri. Finance Facility
-Awareness to Govt. financial packages

WOMEN EMPOWERMENT

Empowering women to contribute in sustaining livelihood of the household through vocational training, micro entrepreneurship and establishing market links for domestic produce

CAPACITY BUILDING

Capacity building of farmers on
-Modern agriculture technologies
-Farm Machinery Mgmt.
-Climate Change
-Disaster Risk Mgmt.
-Smart use of farm inputs

LIVESTOCK

-Assistance to farmers in maximum utilization of animals
-Provision of animal health care services
-Establish Linkages to market animal produce

SKILL DEVELOPMENT

Providing farmer children with unique opportunities for skill development so that they may generate income based livelihoods.

EXECUTIVE SUMMARY

2021

Came with renewed challenges across the globe, especially with reference to the ongoing age of COVID-19 pandemic. The need for unified efforts towards a global food secure tomorrow, in line with United Nations SDG 2 “Zero Hunger”, has emerged as the most pressing need for all stakeholders.

FACE, as per its vision and objectives, is striving towards a food secure Pakistan, as recent estimates places 40% or 88 million population as “vulnerable” to food security.

FACE being the flagbearer of FFC’s rich legacy, which has worked with farmers since 1982 for capacity building and technical support, identifies following challenges as posing risk to the the food security in Pakistan:

1. Lack of transformation from traditional agriculture to precision farming using latest technology such as hexacopters.
2. Deficiency in R&D towards quality agri inputs especially seeds thus impacting per acre yield of major crops.
3. Water scarcity, with Pakistan ranked amongst the most water starved countries.
4. Low level of mechanization in agriculture industry, which is a pre-requisite towards increasing agriculture productivity.
5. Lack of storage facilities which leads to immense wastage of food during “farm to fork” cycle.
6. Lack of Climate Resilience amongst farmers whereas “Smart Agriculture” using precision farming, tunnels and water conservation has been adopted in leading agriculture economies to mitigate climate change impacts.
7. Inadequate livestock management and dairy processing facilities in rural areas.
8. Soil degradation is impacting almost 39% of total arable lands, leading to low output overall.
9. Farmer’s inability to secure financial capital and role of negative market forces leading to rise in poverty amongst farmers, which account to almost 39% of country’s total labor force.

CHALLENGES TO PAKISTAN'S FOOD SECURITY

FOOD
INSECURITY
IN PAKISTAN

CLIMATE CHANGE

LACK OF LATEST
TECHNOLOGY,
MECHANIZATION

SUB-QUALITY
AGRI INPUTS

DEPLETING
WATER RESOURCES

SOIL DEGRADATION

POVERTY

KEY AGRICULTURE PROGRAMS

The role of FACE is to build synergy amongst likeminded national and international partners towards channelizing the energies for an all inclusive, multi sectoral program to overcome the challenges. Initiated in 2019, FACE has successfully piloted this model of agricultural and socio-economic growth in Rahim Yar Khan (Ahmedpur Lamma-APL), with the establishment of the country's first Climate Smart Agriculture and Social Development Center. The program has recorded exemplary impact in its two years of full-scale operations and we are now scaling to all regions of Pakistan in collaboration with our **40+** partners from Pakistan and the global world.



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MD & CEO FFC/Chairman FACE
during his inaugural visit to
FACE Ahmedpur Lamma



Ex CE & MD FFC/Chairman
FACE inaugurating FACE building
Ahmedpur Lamma



MD & CEO FFC / Chairman FACE during his inaugural visit to **FACE Ahmedpur Lamma**

“To us, our farmers remain the building block of our strong social and economic values, as 63% of national population in rural areas are engaged with agriculture. We are bringing to them the best of technology driven solutions, which are positively contributing to the alleviation of national food insecurity, poverty, environmental concerns and social deprivation.”

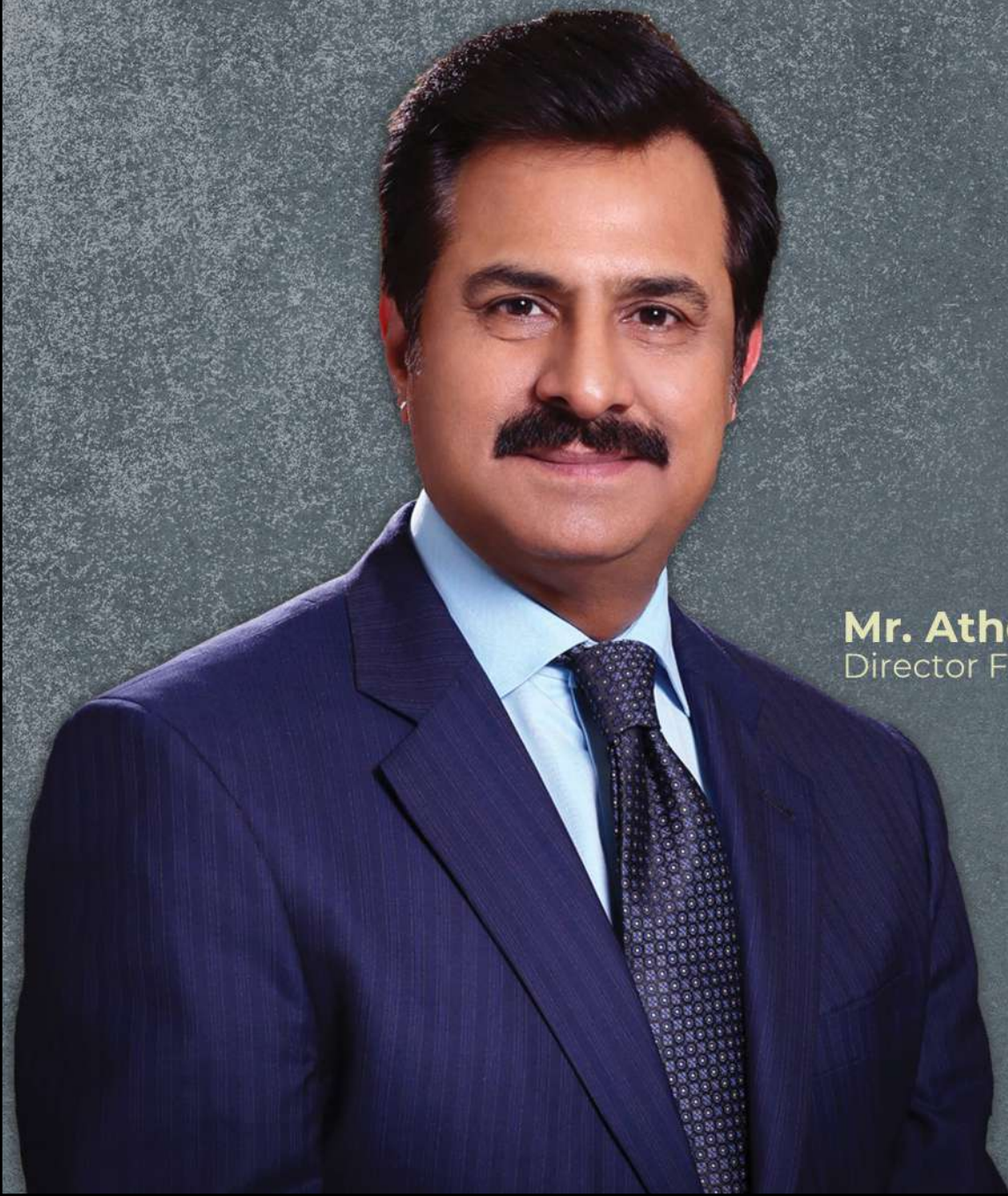


Mr. Sarfaraz Ahmed Rehman
MD & CEO FFC / Chairman FACE

“

The world is facing overarching challenges of inflation, supply chain disruptions and commodity shortage leading to economic crunch. These unprecedented challenges have further aggravated food insecurity in Pakistan. In these testing times, FACE has taken constructive initiatives focusing to integrate welfare with Agri advancement through its agriculture, social and economic empowerment model in order to enhance domestic agricultural yield and food security in the Country. Successful execution of this initiative will help in long term sustainability and poverty reduction.

”



Mr. Ather Javed
Director FACE

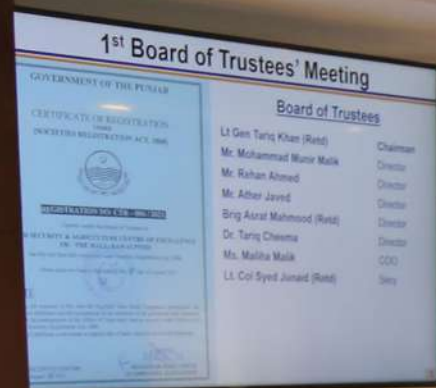
“

Food is the basic necessity of life. Being an agriculture-based country, Pakistan has made significant progress in food production over last few decades; however, food security is still a key challenge for the country due to high population growth, rapid urbanization, low purchasing power, high price fluctuations, erratic food production, and inefficient food distribution systems. The situation is further worsened by rapid climate change, water scarcity and lack of technological innovation in agriculture sector. Our farming community is leaving its rich heritage and looking for better sustainable alternatives. Hence, achievement of United Nation's Sustainable Development Goal of Zero Hunger seems farfetched under the current circumstances. At FACE, we aim to counter these challenges by empowering the farming community of Pakistan through promotion of climate smart agriculture, global best farming practices, quality farm inputs and implements. FACE has also become a holistic solution provider by bringing in leading national and International organizations with an integrated approach to revive agriculture sector in Pakistan. Since its inception, FACE has achieved significant milestones in agriculture sector by improving per acre yield and quality of crops through introduction of precision farming services, mechanization, closed loop loans and social welfare services to the target community. To scale up and achieve its goal, FACE looks forward to join hands with likeminded partners in a quest to make Pakistan food secure.

”



Maliha Malik
Chief Operating Officer



FACE First BOT at HO, Sona Tower

FACE PROGRAM FEATURES

FACE program comprises an integrated approach towards addressing the agricultural, economic and social needs of the targeted population.

1. Alleviating Food Insecurity Nationally through capacity building of farmers on Global Best Farming Practices.
2. FACE "Crop Plan" for farmers, driven by R&D, soil profiling, analytics which are used to increase per acre yield and quality of crop.
3. Equipping farmers against Climate Change.
4. Promotion and access of farmers to latest technology including precision farming, tunnels, drip irrigation, mechanization.
5. Provision of quality inputs and their scale up amongst local farmers.
6. Transparent, Hassle-Free Low-Cost Loans for agriculture and livestock.
7. Social Welfare services as per UNSDG's including Health, Education and Gender Inclusion.
8. Women inclusion initiatives including market skills, kitchen gardening, livestock management, dairy processing and poultry keeping.
9. Promotion of renewable energy for agriculture use.
10. Promotion of high value crops and off grid storage technologies.

AGRICULTURE
INPUTS

SKILL
BUILDING

FINANCIAL
ASSISTANCE

EDUCATION

HEALTH

CLIMATE
CHANGE

WOMEN
EMPOWERMENT

RENEWABLE
ENERGY

LIVESTOCK
MANAGEMENT

WATER
MANAGEMENT

ECONOMIC
DEVELOPMENT

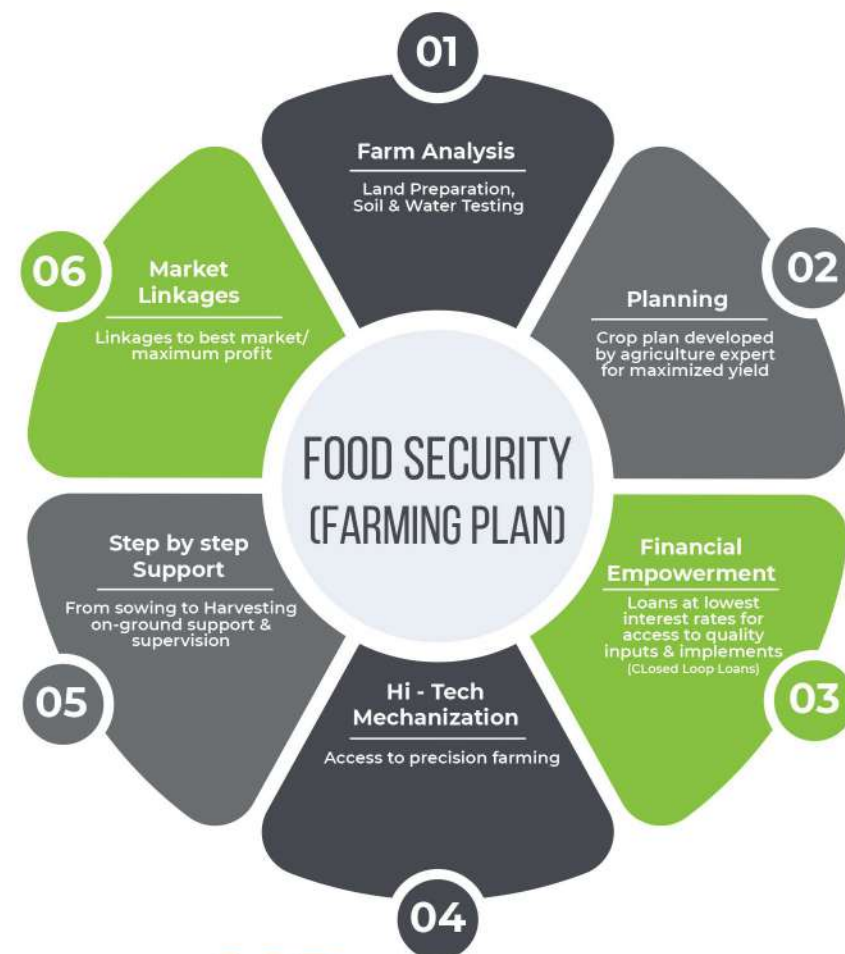


GLOBAL BEST FARMING PRACTICES



FACE'S

primary intervention towards attainment of "Zero Hunger" target is the capacity building and technological support to farmers. FACE intervention model works upon "less acre- more yield" approach, utilizing the best of resources to enable farmers to attain quality produce and greater monetary benefits

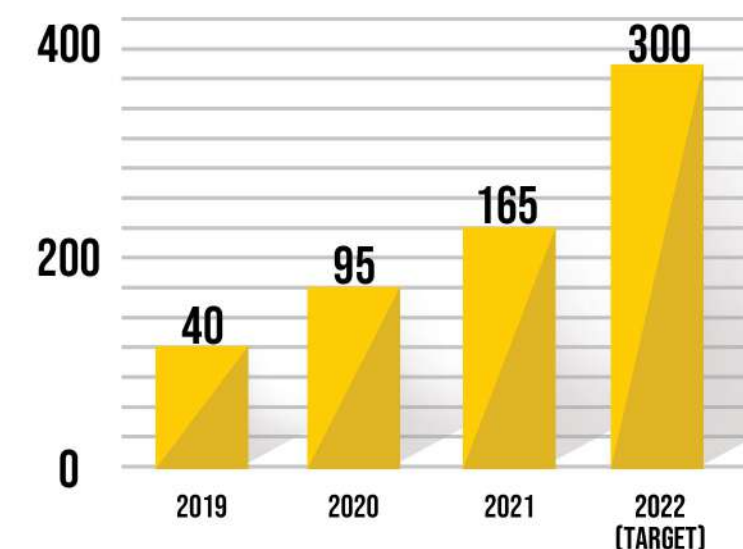


TOTAL FARMING PLANS : **335**

FACE agriculture experts supplemented by our esteemed partners organize in house and on field training sessions for farmers. The programs include:

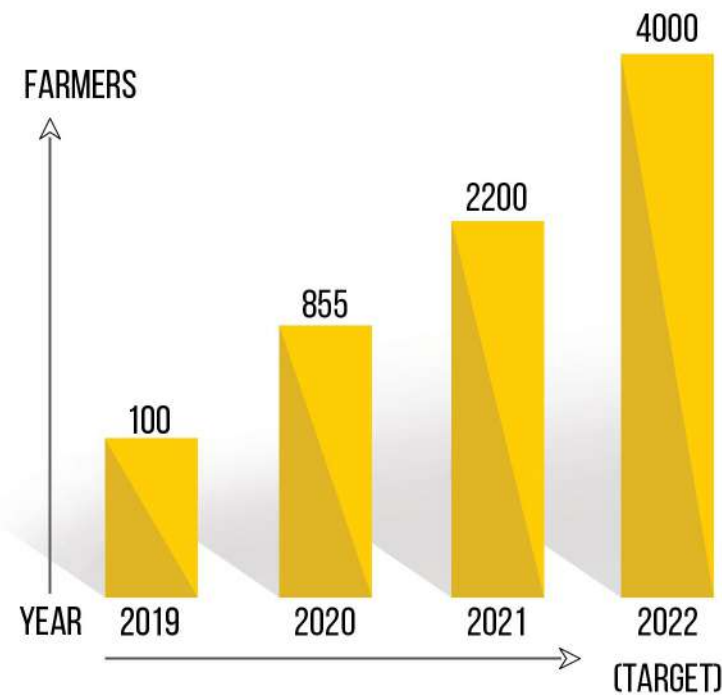
- 1. Soil Profiling:** FACE agri labs analyze water, soil and micro nutrient samples from the field for their profiling including fertility potential, deficiency, threats to devise a comprehensive strategy through advanced R&D for a sustained scaleup
- 2. Crop Plan:** Based on soil profiling, FACE agri experts work towards the resolution of shortcomings through a comprehensive individual crop plan. This is a step by step approach, covering stages from preparation of land, choice of crop, selection of appropriate seeds, sowing, watering patterns, monitoring, timely analysis, harvesting and finally sale of produce to the high benefiting markets
- 3. Training Sessions:** FACE on average holds 2-3 training sessions weekly where multilateral agriculture sectors are covered under the supervision and guidance of experts. These sessions allow farmers to learn best practices and technology which are available to supplement their efforts for quality produce with high returns
- 4. Climate Smart Agriculture:** Climate Change adaptation is a significant challenge for farmers in Pakistan. As one of the most impacted countries, it is estimated that by 2080 Pakistan's productivity will be reduced by a quarter of its output if farmers fail to adopt smart agriculture, which is driven by technology and adaptation. Efficient use of natural resources, right timing, climate resilient inputs such as seeds are some of the areas FACE is building the capacity of its farmers.

TRAINING SESSIONS TO FARMERS



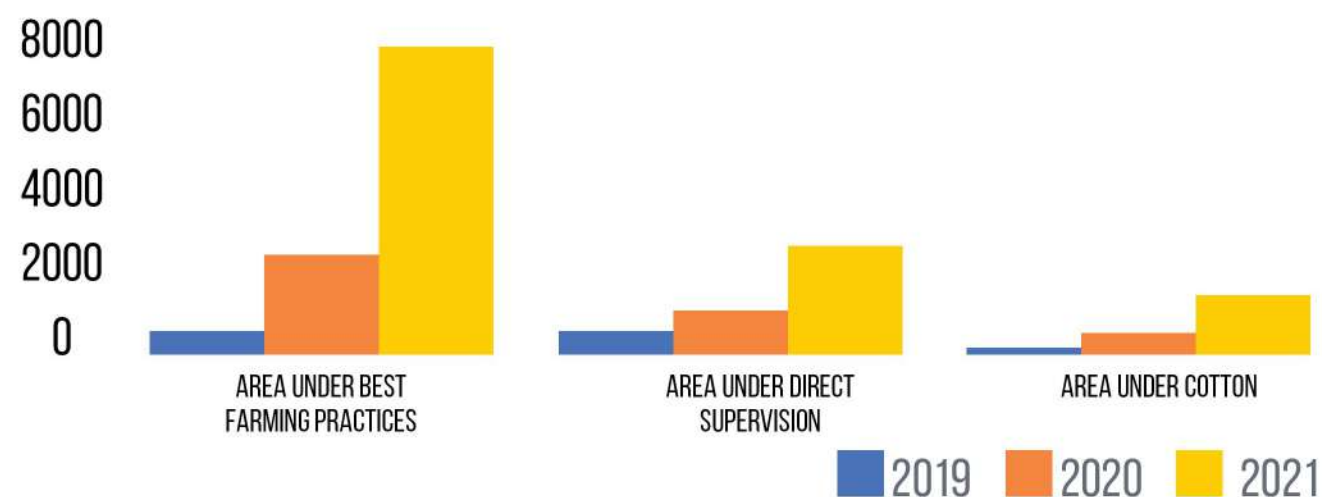
FARMER REGISTRATION AT FACE

Since its inception in 2019, FACE has registered 2,200 farmers in Rahim Yar Khan, which comprise over 75% small farmers with less than 5 acres landholding. An overwhelming percentage also includes contractual (landless) farmers and women in agriculture. These farmers as members of FACE are availing FACE all inclusive agriculture, economic and social welfare services. By 2022, FACE targets up to 4,000 registered farmers.



The total area under direct and supportive coverage of Best Farming Practices has increased to 73,000 acres in 2021. This includes 15,000 acres under FACE cotton revival program, which is promoting cotton amongst farmers due to its overwhelming potential in raising country's GDP. FACE also commenced its Bio Fortified wheat scale up program in 2021, through provision of 6000kg basic seed to farmers for cultivation on an area of 125 acres. By 2022, this volume is expected to reach 240,000 kg for cultivation and hence sizable impact on the state of malnutrition in the country.

AREA UNDER FACE SUPERVISION (ACRES)



TILL DATE, 290 capacity building and awareness sessions have been conducted by FACE and its partner organizations at FACE APL. The FACE building features modern training hall with multimedia facility to achieve maximum efficacy for farmers' training and awareness. With the setup of FACE facility in Sahiwal in the 1st quarter of 2022, the number is expected to reach **300** trainings per annum.



FACE TEAM INTERACTING WITH FARMING COMMUNITY OF AHMEDPUR LAMMA





Meeting of COO-FACE with Mr. Hussain Jahania Gardezi, Minister Agriculture, Government of the Punjab on agricultural initiatives of FACE

PRECISION FARMING



Agriculture hexacopters have been regarded as the key to meeting future challenges, as these aerial drones are capable of precise spraying of fertilizers, seeds, pesticides in addition to their overwhelming capacity to analyze and monitor crop development using high tech multi spectral cameras. FACE is credited with the introduction of Pakistan's first hexacopter agriculture service, which became operational in last quarter of 2020. FACE has partnered with SFS for the introduction, promotion and provision of agri hexacopters amongst farmers of Pakistan. In a short timeframe, the program has received overwhelming response from farmers across the country. FACE has set the lowest price for its services, charging Rs 500/- acre for aerial applications. The drones are capable of spraying 1 acre in average 4 minutes, using 70% less water and agri inputs including pesticide, fertilizer etc.

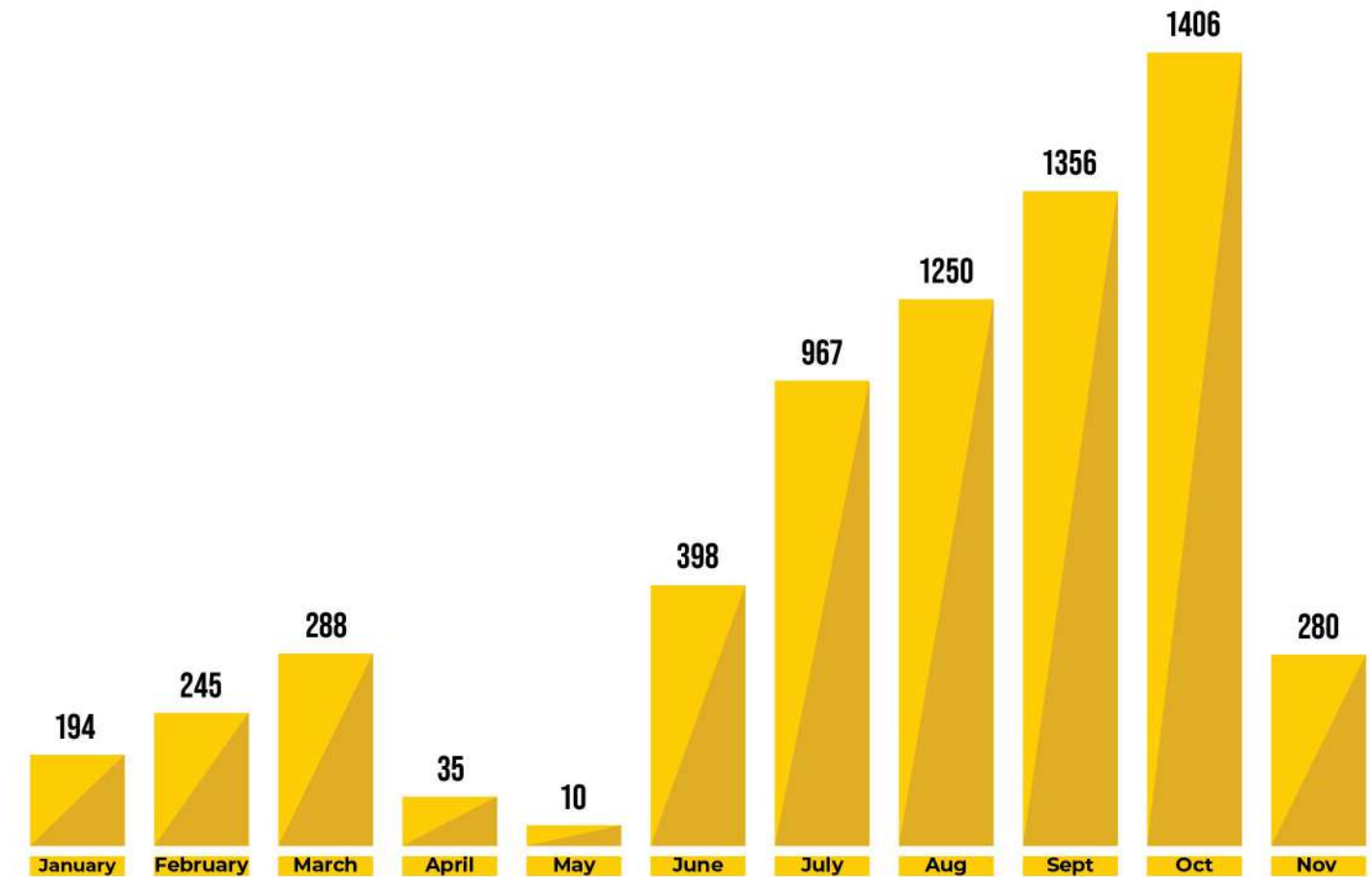
The mapping capability of the hexacopters enables farmers to regularly monitor their crop production on a large scale, equipping them with realtime development charts and immediate mitigation measures.

By 1st quarter of 2022, FACE hexacopter fleet will reach 63, combining both spraying and monitoring drones. The pilots for the drones are certified, whereas FACE alongwith its partner SFS plans to commence Pakistan's first drone piloting school in Rahim Yar Khan in near future.

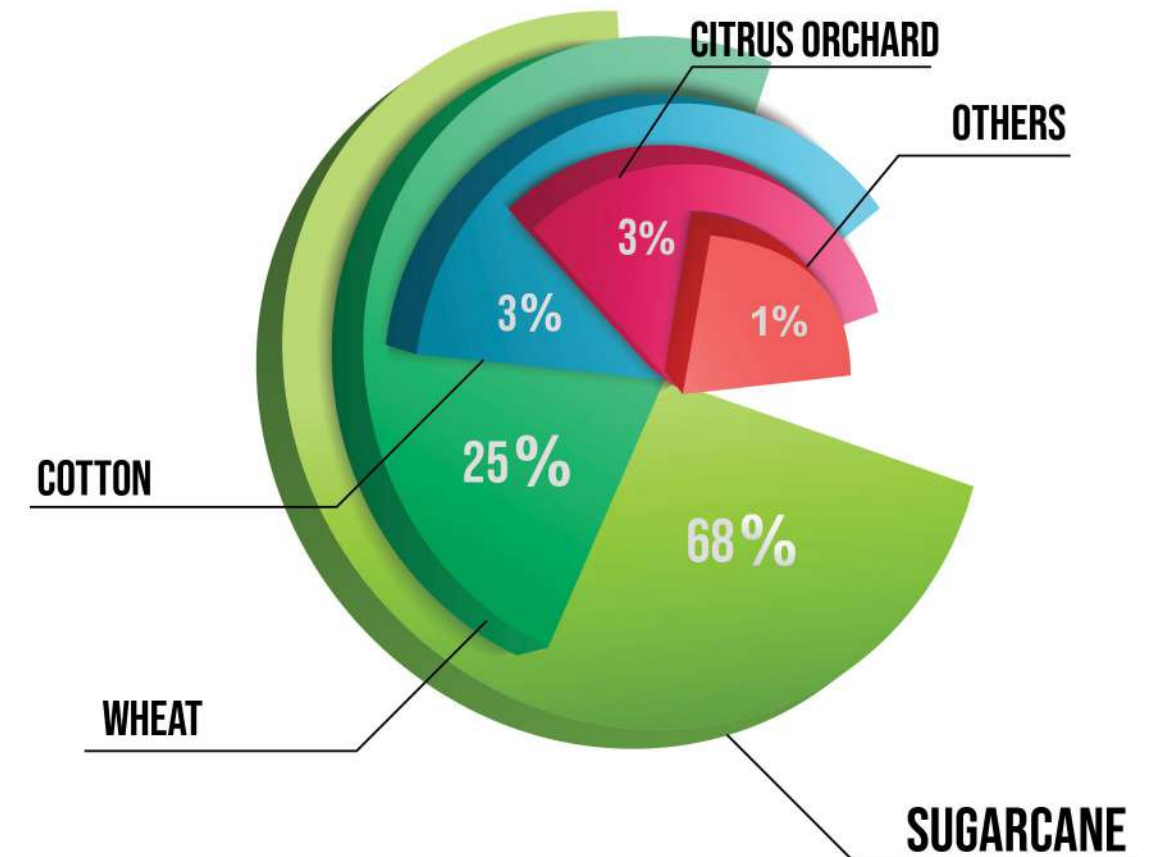
China has set its target to induct 1 million drones for agriculture in next 5 years. In 2020, the drones serviced a total of 33 million hectares in China alone. FACE has set its target of operating 1,000 drones by 2026, which will be capable of servicing 5 million acres per annum.

FACE also acquired its 1st Unmanned Ground Vehicle capable of pesticide and weedicide precise spraying which is set to enhance the coverage of precision farming amongst small farmers. The UGV is capable of covering 20 acres per day and is able to self operate through artificial intelligence.

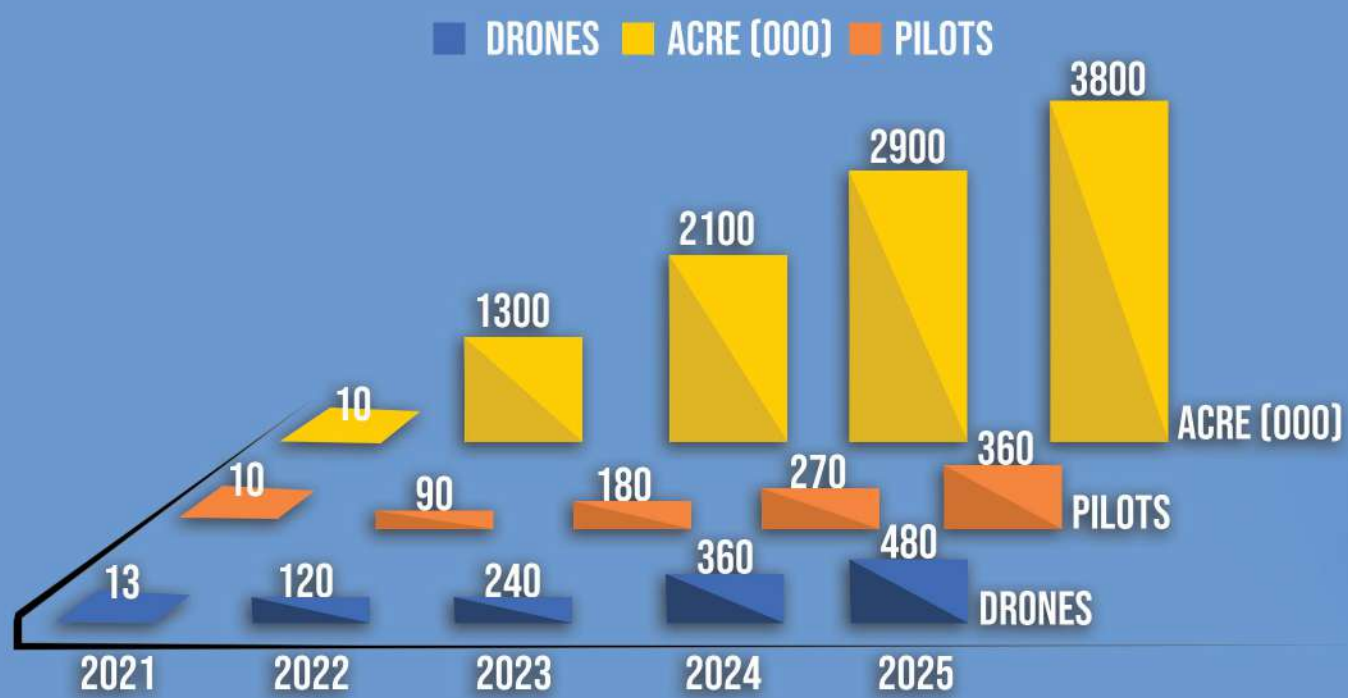
ACRES UNDER PRECISION FARMING



CROPPED SERVICED



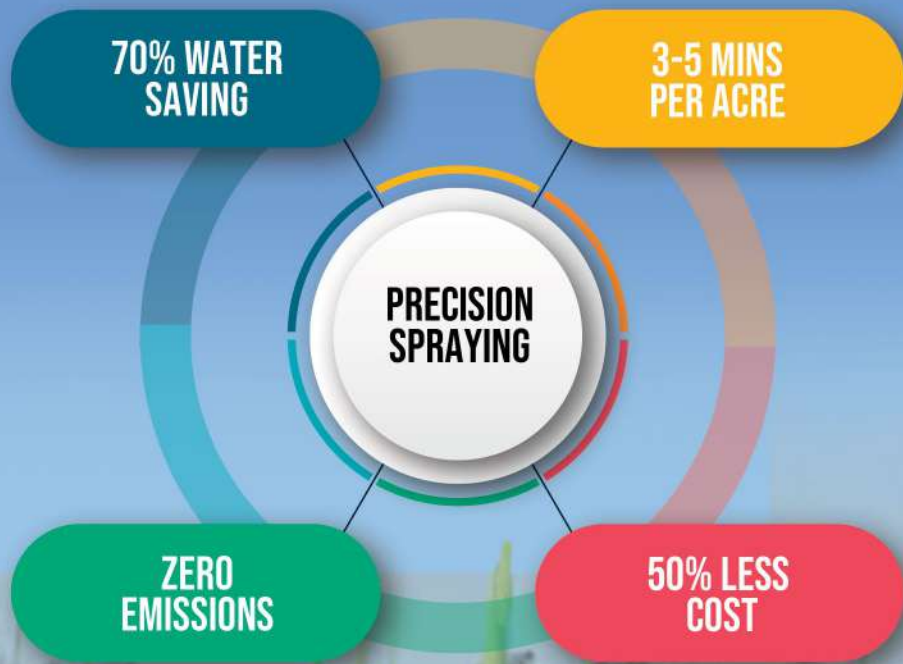
PRECISION FARMING BY FACE - SFS



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AGRAS SPRAYING DRONE BY FACE-SFS

SALIENT FEATURES



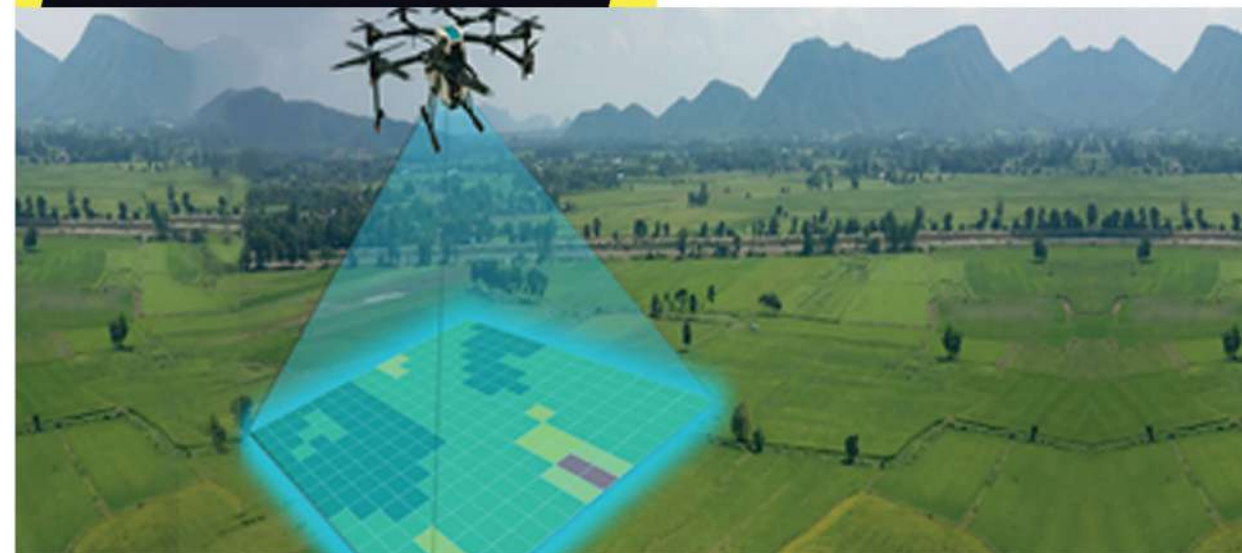


MULTISPECTRAL- P4 BY FACE-SFS

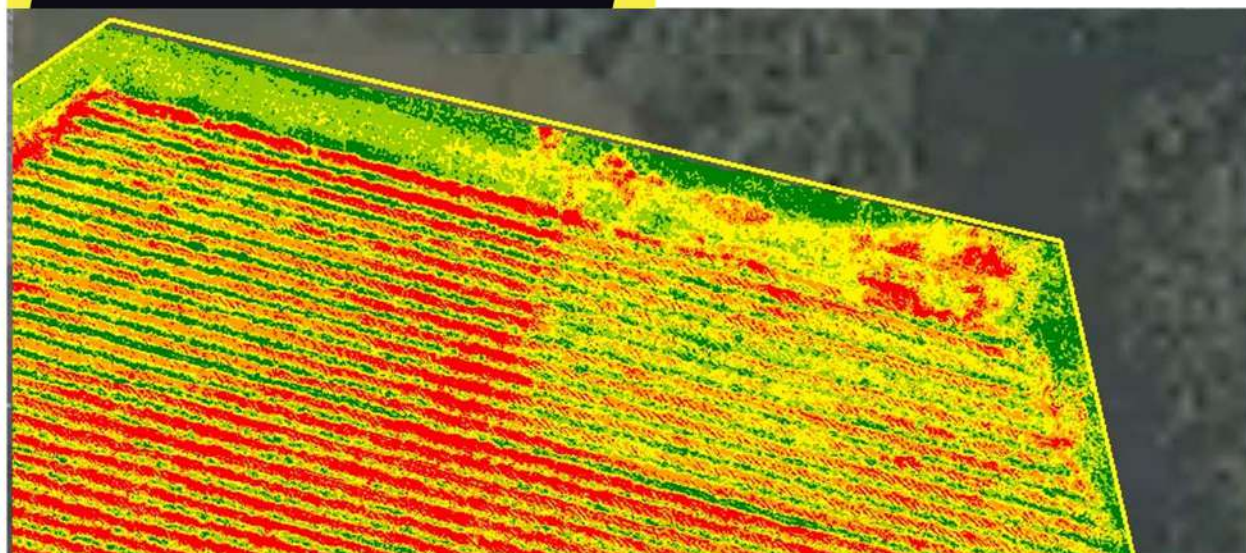
CROP SCOUTING



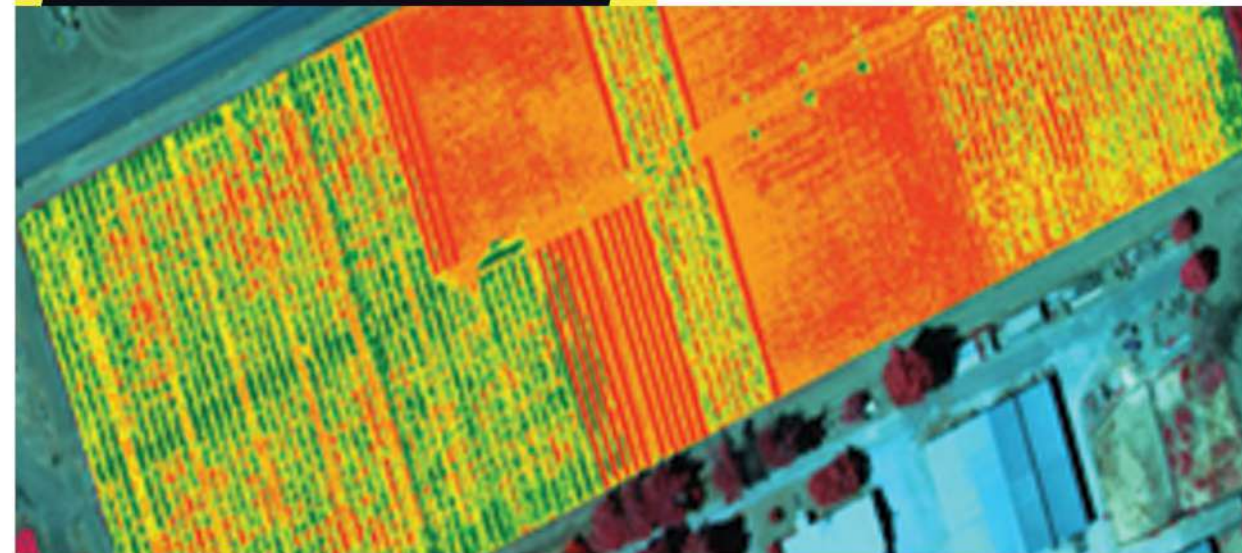
SEED GERMINATION



NUTRIENT DEFICIENCY



CHLOROPHYLL COUNT



YIELD FORECAST



PLANT HEALTH





FACE-SFS Precision Farming services
demonstration in Sahiwal



Mr. Sarfraz Ahmed Rehman
MD & CEO FFC Chairman FACE

at **FACE Ahmedpur Lamma**
with **FACE Precision Farming Equipment**

FACE CLOSED LOOP LOANS



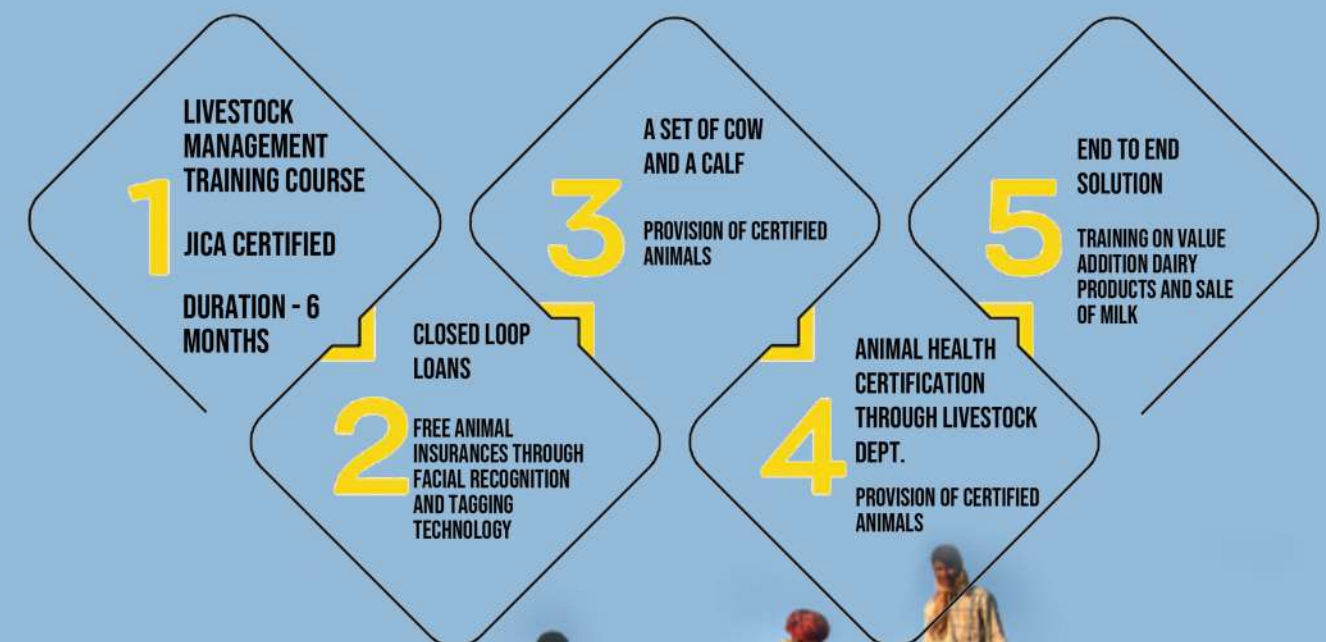
Agri loaning in Pakistan traditionally is done in an unconventional manner, where farmer is exposed to various shortcomings which include up to 30% in mark up, sub quality agri inputs with additional 10-15% cost, no expert supervision or insurance that leads to shrinking of their returns, thus driving them further into unregulated loans.



Primary issue with farmers opting for unconventional loans rests in the lengthy banking procedure, collateral etc. FACE in 2019 introduced its hallmark "Closed Loop Loan Model" that undercuts legal formalities, offers lowest mark up loans averaging 11-13% per annum, crop/ livestock insurance, provision of quality inputs and services and the FACE technology pack including expert supervision and precision farming.

The loan is in the form of inputs and services, with no cash exchange thus ensuring 100% effective utilization. On average, the farmers using closed loop loans have reflected an increase of 30-35% in overall profitability in major crops, which will further increase with time.

Towards livestock, the loans are specifically empowering farmers to access quality breeds for maximized dairy production and fattening. The animals are insured and FACE provides regular trainings on fodder, calf rearing, animal keeping and dairy processing.



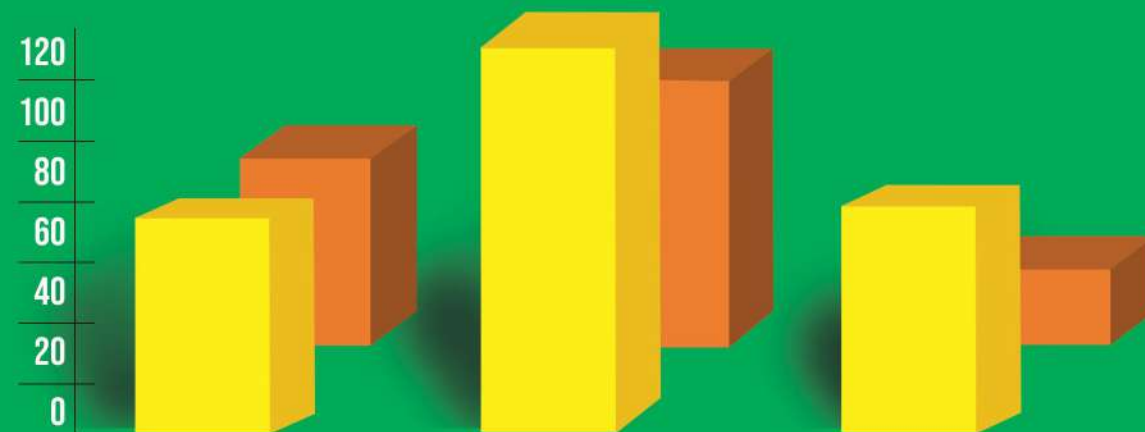


Cattle handed over to Female Beneficiary of
FACE Closed Loop Livestock Loan Program

Meeting of COO-FACE with Mr. Hasnain Bahadur Dareshak
Minister Livestock & Dairy Development Dept,
Government of the Punjab on livestock
related program at FACE



LIVESTOCK AND CROP LOANS



	AGRI LOANS	LIVESTOCK LOANS	FINANCING (M)
REGISTERED	59	111	34
DISBURSED	54	76	21

FACE Closed Loop Loan VS Traditional Lending for cotton crop

INCOME THROUGH CLOSED LOOP LOAN

PEAK SEASON REVENUE PER ACRE \$729	EXPENSES \$317	NET INCOME \$413 (RS: 70,000)
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INCOME THROUGH TRADITIONAL LENDING

PEAK SEASON REVENUE PER ACRE \$594	EXPENSES \$494	NET INCOME \$76 (RS: 13,000)
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HIGH VALUE CROPS



As a pre-requisite to sustainable agriculture in Pakistan, FACE is promoting high value crops that add more nutritious value to national food basket, hold export potential to boost the country's economy, add more revenue to farmers' income enabling poverty alleviation and maximize the utility of available arable land.

FACE in 2019 launched its cotton revival project in collaboration with REED Foundation, to promote cotton among the farmers owing to it's lesser reliance on natural resources such as water and its significance in Pakistan's textile imports. This program now covers 13,000+ acres engaging **500+** farmers in Rahim Yar Khan.

In 2021, FACE partnered with Pakistan Atomic Energy Commission for the development, multiplication and scale up of quality cotton seeds in Pakistan. In 1st stage, 4 acres demo plot was established that registered record yield. In the second phase, **180** acres have been cultivated through quality seed.

FACE also promotes small orchards and vegetable cultivation amongst farmers, which are highly beneficial to small landholders. Women, being **70%** employed in agriculture are extended specialized training in managing kitchen gardens that are essential to alleviating malnutrition amongst young children.

MODEL 4-ACRES FARM AT FACE

FACE is establishing a hi-tech model farm adjacent to FACE Building Ahmedpur Lamma on an area of 4 acres of land. The model farm will serve as the training facility for on-field capacity building of farmers on latest technology, precision farming, usage of quality and balanced inputs. The farm will utilize technology including tunnel farming, solar based irrigation system, water management and drip irrigation for enhanced yield and crop quality. The cultivation trends will include high value crops and kitchen gardening trainings for capacity building of women farmers.

FACE to utilize 4 acres of farmland at FFC well area to establish model farm



Best farm practices, high quality inputs. mechanized and precision farming

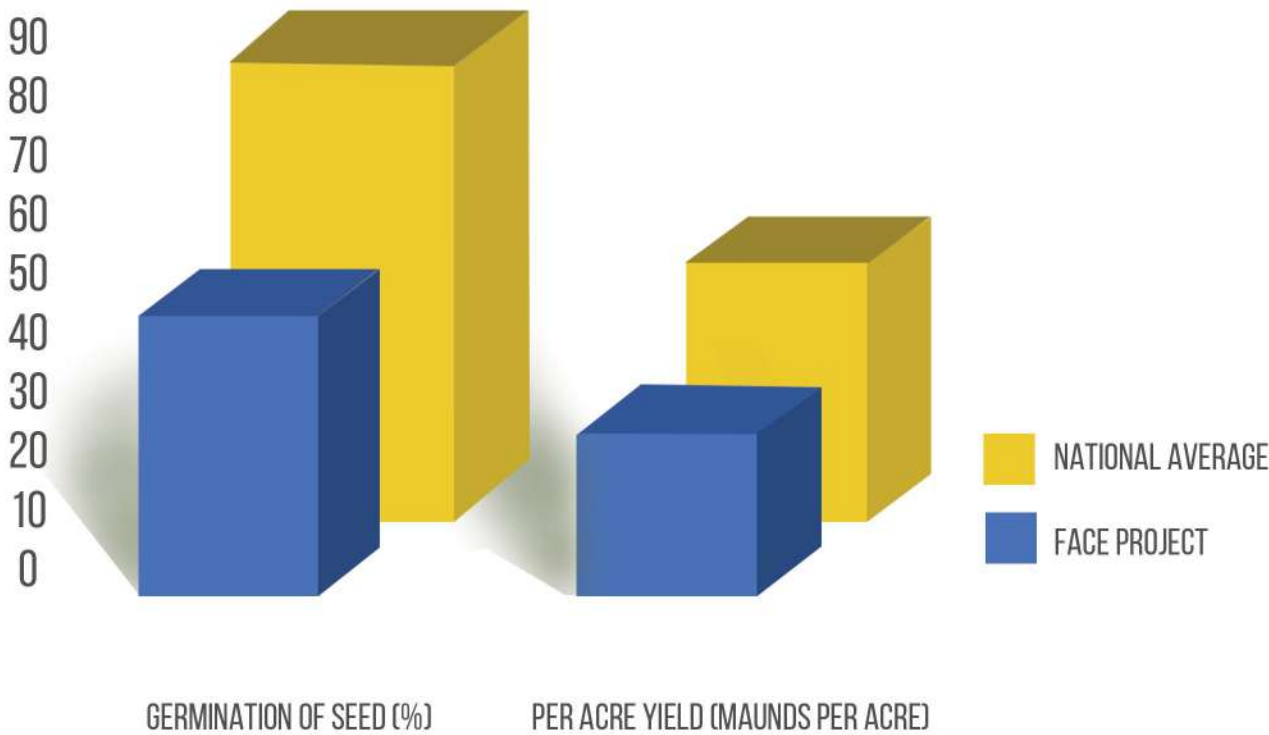


Farm output to be utilized for sustainability of FACE program

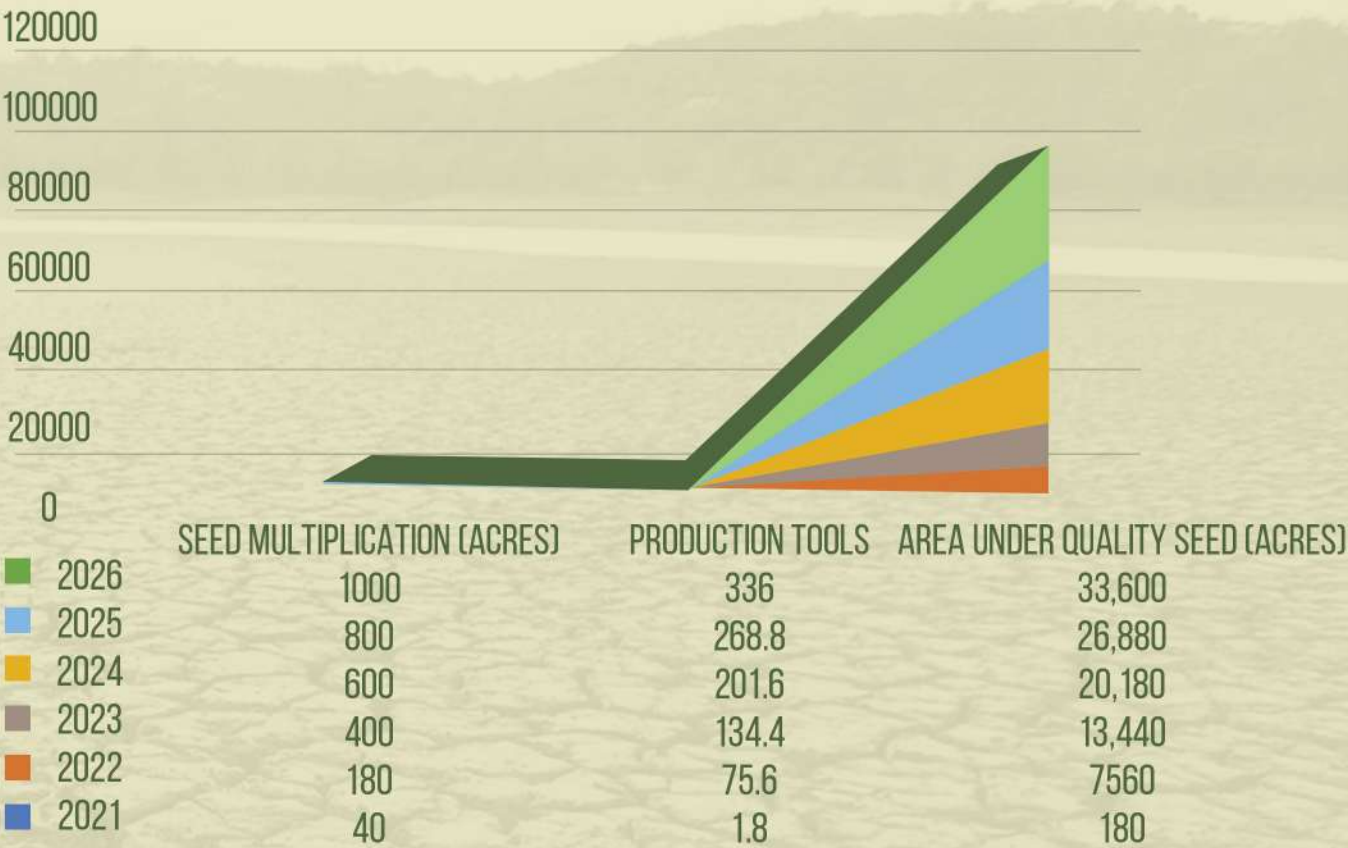
FACE FARMING LAYOUT



REVIVAL OF COTTON PROJECT BY FACE



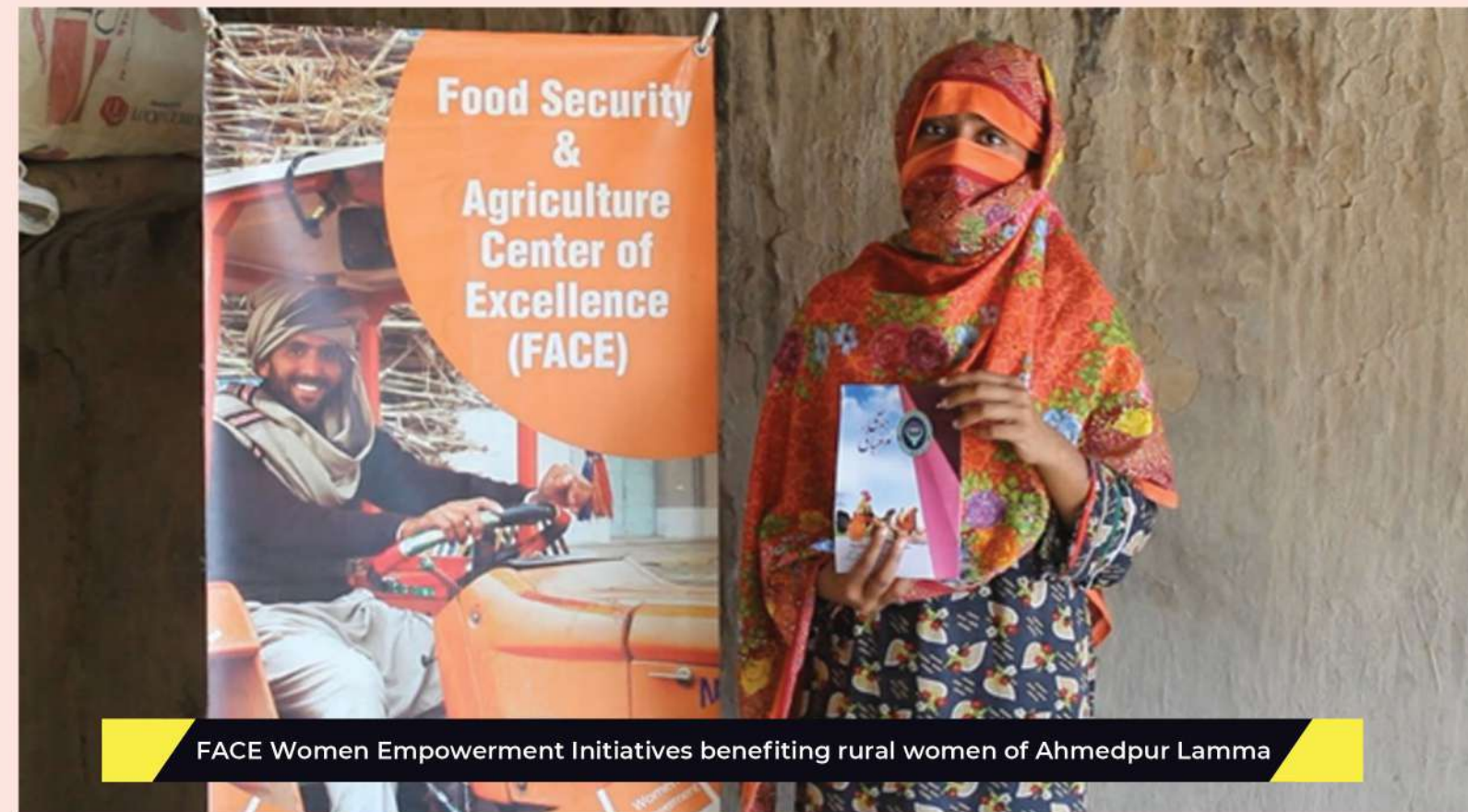
Seed multiplication - Production area under quality seed



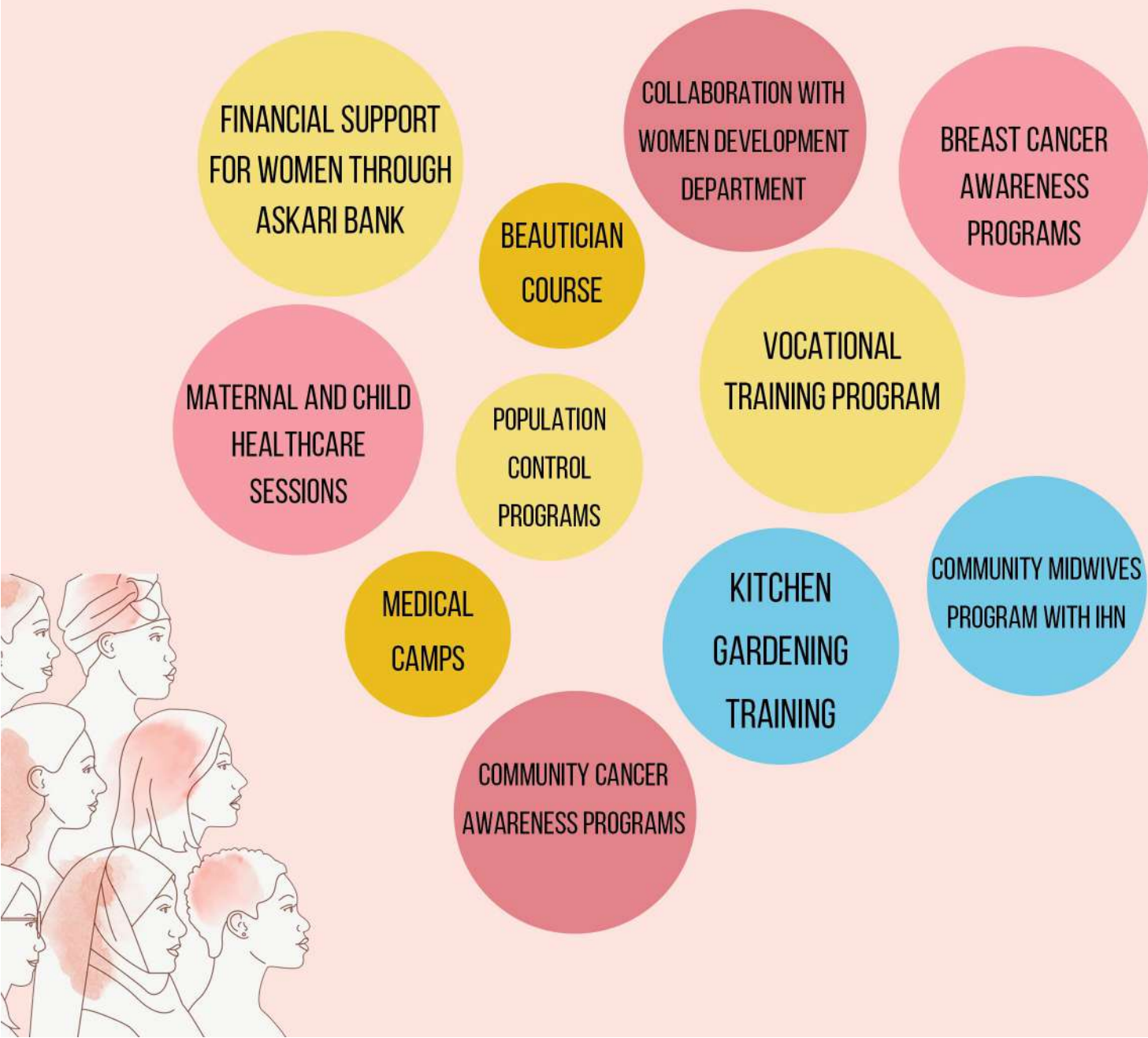
WOMEN EMPOWERMENT

Gender inclusion, by empowering women is an essential element of FACE program. It is estimated that 70% of women work force in comparison to 40% of men are directly employed in agriculture. Women are engaged in nearly all agricultural activities, whereas in livestock women in the rural areas have more active participation than men.

To empower the women as agents of change, FACE regularly implements programs including training on livestock management, dairy processing, calf rearing, kitchen gardening, poultry keeping. In addition, FACE provides market skills to the women, which opens further avenues for them to earn decent livelihood for themselves and their families.



FACE Women Empowerment Initiatives benefiting rural women of Ahmedpur Lamma



10-day beautician course held at FACE Ahmedpur Lamma for rural women



Free of cost medical camp at FACE, Ahmedpur Lamma

QUALITY HEALTH



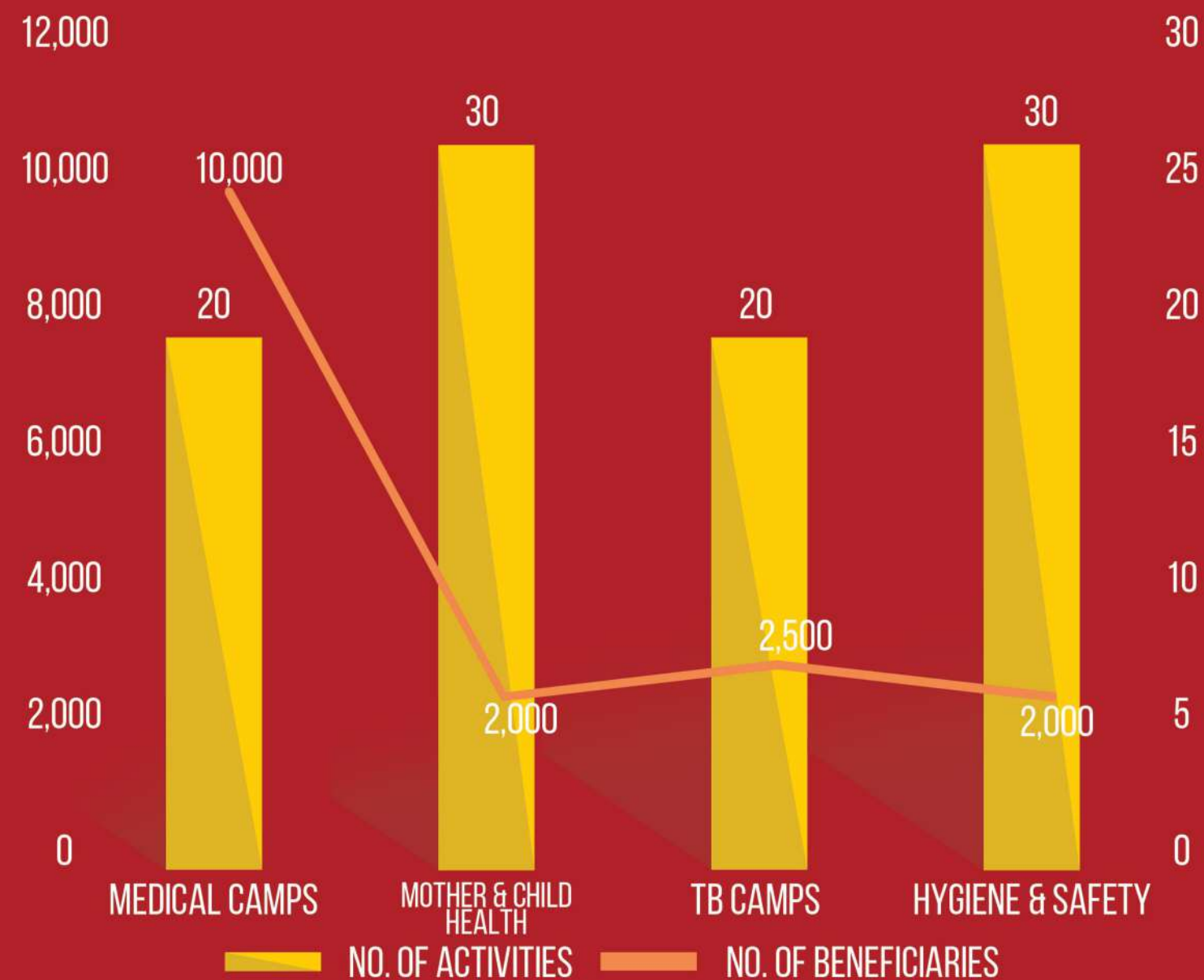
As a proponent of SDG 3 “Quality Health”, FACE is making leading facilities available to the host community which otherwise are either inaccessible or cost beyond the reach of rural households.

FACE partners with leading health providers to organize specialized medical camps, diagnostics, telehealth camps and awareness sessions. Primarily, FACE promotes the healthcare of Mothers and Infants, which are the most vulnerable to health issues.

FACE has set up a medical center in its APL facility which will be made fully operational in 2022 to accommodate maximum turnover of local populace seeking health services.

In COVID crisis, FACE facilitated GoPb health ministry with the setup of vaccination center at its facility. Till date, 1,500 local population has received the vaccination whereas awareness camps for vaccination amongst farmers were conducted.

FIVE YEAR PLAN





NON-FORMAL EDUCATION

As per recent UN estimates, up to 20 million children are out of school in Pakistan, which requires a systematic effort to promote non formal education. FACE has set up 2x non formal classrooms to accommodate 60 out of school children. FACE is supported by Ghazali Education Trust and Alight Pakistan as our partners for non-formal education.



Out-of-School Children attaining free-of-cost education at FACE Non-Formal School

GREEN ENERGY

7 AFFORDABLE AND
CLEAN ENERGY



13 CLIMATE
ACTION



Promotion of renewable energy is critical towards combatting rising GHG emissions, as well as transformation of agriculture to environmentally friendly and low cost power source. FACE has partnered with Sealion Solar to conduct awareness sessions and demo models for promotion of solar based agri solutions.

FACE facility at APL is also working on “Net Zero” carbon footprints, through its indigenous 60 KW solar energy system. Similarly, FACE partner are using electric vehicles for operations concerning precision farming.

In 2021, through a joint collaboration with German Mission in Pakistan, FACE established 60 “Off Grid Cooling Chambers” for small farmers of Rahim Yar Khan, that enable addition of up to 200% in the shelf life of vegetables and fruits. The loss of valuable food from “**Farm to fork**” cycle can be significantly reduced through promoting such off grid initiatives.

FACE Closed Loop Plan also features loan facility for setup of solar based agri solution.



KEY INTERVENTIONS-2021

An overview of notable interventions by FACE in 2021, promoting food security, sustainable agriculture and livelihood are as under

1. SETUP OF 60 OFF GRID COOLING CHAMBERS

2 ZERO
HUNGER



7 AFFORDABLE AND
CLEAN ENERGY



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



17 PARTNERSHIPS
FOR THE GOALS



In 2021, FACE under its donor outreach program, successfully obtained donation of Rs. 4 million from German Mission in Pakistan for establishment of sixty (60) Zero Energy Cooling Chambers (ZECC) under its “Post-harvest Off-Grid Solutions for Rural Farmers”. This low-cost technology enhances shelf life of fruits and vegetables by up to 200% and greatly reduces post-harvest losses and greenhouse emissions. Project completion was successfully achieved in December 2021.

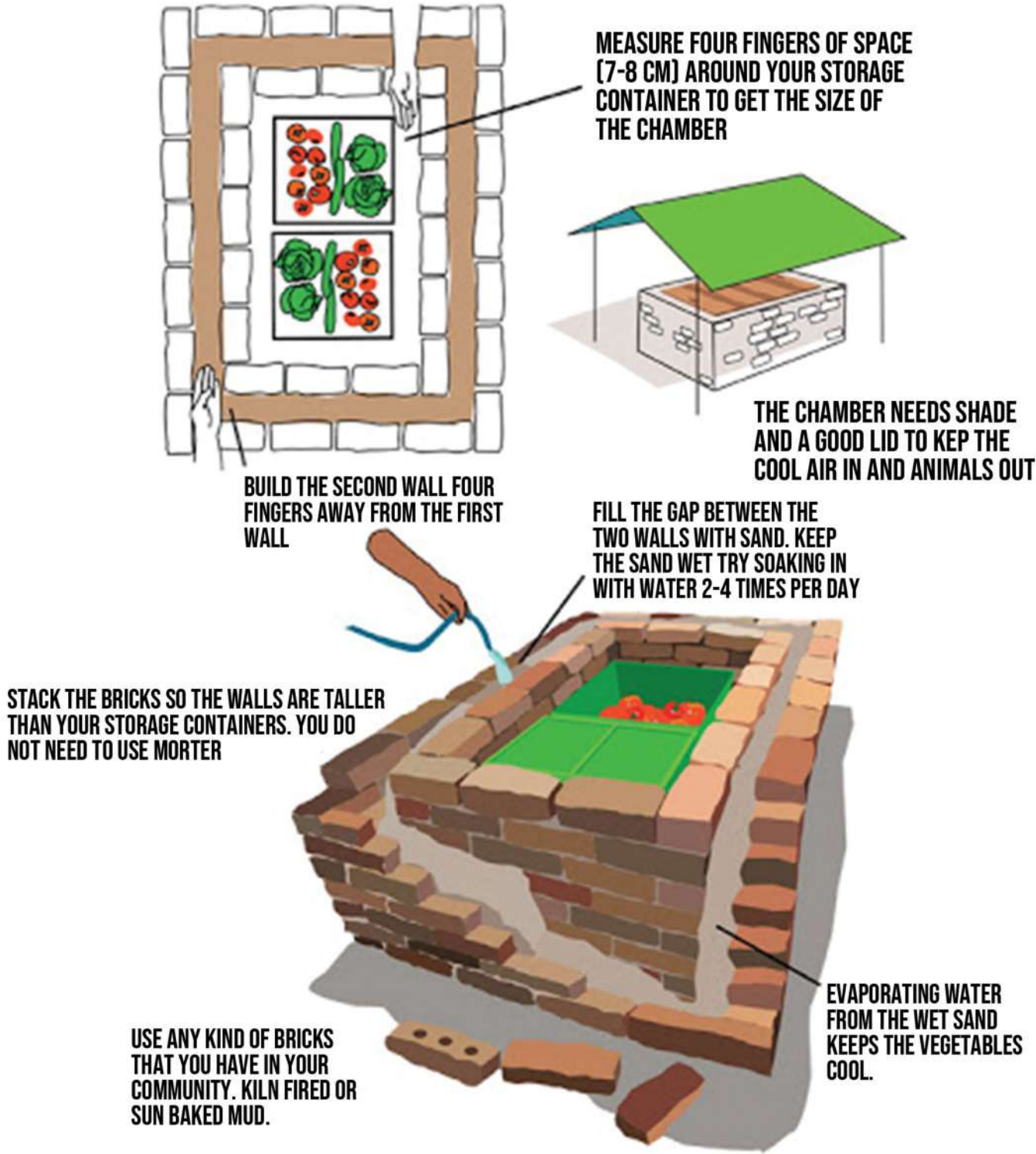


COO-FACE signing the grant agreement on behalf of FACE



German Ambassador to Pakistan Mr. Bernhard Schlagheck signing the grant agreement

ZERO ENERGY COOLING CHAMBER





2. CURBING MALNUTRITION THROUGH PROMOTION OF BIO FORTIFIED WHEAT

FACE in 2021 partnered with CIMMYT to promote and scale up bio-fortified wheat in Pakistan. Supplemented with Zinc and Iron, bio fortified wheat is critical to alleviating malnutrition in Pakistan, which is impacting almost 37% of national population.

In 2021-22 season, FACE harvested 6,000kg basic wheat seed on an area of 125 acres in Ahmedpur Lamma, Rahim Yar Khan. The project included training of engaged farmers on best practices in wheat cultivation, profiling of land, crop plan, precision farming, provision of quality agri. inputs and mechanization.

The crop is progressing in a very satisfactory manner, with an expected yield of 50 maunds per acre. It is estimated that in 2022-23 season, FACE project will enable cultivation of wheat at an area of 5,000 acres across Pakistan.



Distribution of Bio Fortified Seed to the farmers at FACE Ahmedpur Lamma



Distribution of Bio Fortified wheat seed at FACE



Sowing in process for Bio-Fortified wheat project



On-Field training of farmers

3. QUALITY COTTON SEED MULTIPLICATION PROJECT

FACE has collaborated with Pakistan Atomic Energy Commission (PAEC) for multiplication of quality cotton seed. This project was initiated to address decline in cotton yield due to poor quality seed in the country.

In 1st stage, FACE cultivated 4 leading basic cotton varieties by NIAB Faisalabad on 4 acre demo plot, a record yield of up to 30 maunds per acre was registered. Upto 1,800kg of pure cotton seed, for 2022 season is available with FACE. An estimated 180 acres of area will be cultivated for scale up of quality seed program.

FACE has a five years plan to expand the scope of this program. Cotton being the backbone of national export through textiles, has witnessed a catastrophic decline in recent years, owing to multiple factors. Primary cause of frequent crop failure remains impure seeds, which are prone to the negative impacts of climate change and pest attacks.

FACE envisions that the multiplied seeds, with highly enriched germination and per acre yield, will empower the farmers to revive cotton as the primary crop in Pakistan, thus enabling the country to regain its foothold in global market.

SPEED MULTIPLICATION	NIAB KIRAN	NIAB -545	NIAB -1048	NIAB -878
SOWING AREA	1 ACRE	1 ACRE	1 ACRE	1 ACRE
SEED RATE	10KG/ ACRE			
SEED GERMINATION RATE	80%	83%	78%	84%
DATE OF 1 ST PICKING	SEPTEMBER 15-16, 2021			
YIELD OF 1 ST PICKING (MDS/ ACRE)	19.75	17.5	15.75	12.5
TOTAL YIELD (MDS/ ACRE)	32	30	28	27
%AGE INCREASE OVER LAST YEAR	55-65%			
VARIETIES SOWN LAST YEAR	NIAB - 878. BS - 15. IUB - 13			
2020 YIELD	13-15 MAUNDS/ ACRE			



Cotton sowing under FACE Quality Cotton Seed Multiplication



Female farmers picking cotton



National Institute of Agriculture and Bio Sciences (NIAB)
Scientists interacting with cotton growers



Storage of cotton seed at FACE APL



Cotton seed purification

4. PROMOTION OF QUALITY COTTON CROP

FACE in 2019 launched its cotton revival project, to promote cotton amongst farmers owing to it's lesser reliance on natural resources such as water and its significance in Pakistan's textile imports. By 2021, this program is now covering 13,000+ acres engaging 500+ farmers within Rahim Yar Khan. FACE partners with REED Foundation in this program.

FACE technology pack to cotton farmers for the project includes capacity building on best global cotton cultivation practices, profiling of land through water, soil and micro nutrient analysis, crop plans by FACE agri scientists covering all aspects of harvest from preparation of land till sale of their produce, farm visits, quality inputs through FACE one window solution and FACE closed loop loans to enable farmers access to services and agriculture inputs.

For the first time in Pakistan, FACE extended the services of its precision farming to the cotton farmers of Rahim Yar Khan, with agriculture hexacopters undertaking applications including spraying, crop monitoring and real time crop health analysis. This state-of-the-art technology and other interventions are credited to the overwhelming success of cotton crop under FACE initiative. In 2021, the average yield for the project was recorded at 29.3 maunds per acre, as compared to the regional yield of 21.5 maunds per acre, and a seed germination rate of over 80%.

PARAMETERS

R.Y.KHAN

	2020	2021
TOTAL ACREAGE	6.422	13.220
AVERAGAE GERMINATION RATE (%)	66	ABOVE 80
AVG. YIELD - PROJECT (MAUNDS/ ACRE)	21	29.3
AVG. YIELD - AREA (MAUNDS/ ACRE)	16.8	21.5
% INCREASE IN YIELD	25	40
SEED MULTIPLICATION RATIO	1:60	

5. NON-FORMAL SCHOOLS AND CHILDREN'S LIBRARY

As per UNICEF estimates, up to 22.8 million children are out of school in Pakistan, which requires a systematic effort to promote non-formal education. FACE has set up 3 non formal classrooms to accommodate 90 out of school children. FACE is supported by Ghazali Education Trust and Alight Pakistan as our partners for non-formal education.

A children's library has also been established by FACE, which has 700 books donated by partner Gogi Studios. FACE has initiated weekly reading sessions and book borrowing facility for children to promote learning and education.



6.MARKET SKILLS TO WOMEN

Food Security and Agriculture Center of Excellence (FACE) in coordination with Women Development Department (WDD), Government of Pakistan organized a 10 day Market Skills Learning session for the women of Ahmedpur Lamma, Rahim Yar Khan in April 2021.

The training program was arranged after conducting successful need analysis of women folk in the area, which highlighted exceptional commitment among local women to work for a decent livelihood, for securing social and economic inclusion.



Women participant group



Training program underway at FACE APL

7.INDIVIDUAL RIGHTS OF WOMEN

Food Security & Agriculture Center of Excellence (FACE) collaborated with Women Development Department (WDD), Government of Punjab and ALIGHT for empowerment of rural women in Punjab. A total of three sessions were held to highlight Individual Rights of Women. Mr. Imran Javed Qureshi, Senior Legal Executive WDD and Ms. Amna Asif, Legal Executive WDD held explanatory sessions on criminal offences related to women in the society, registration of Nikkah, awareness on inheritance rights and awareness on Government of Pakistan's available institutional machinery for protection and safety of women in Punjab. 80 women and 25 female students from Govt High School Ahmedpur Lamma participated in the sessions. FACE stands with the local community of Ahmedpur Lamma and aims to extend its Women Empowerment initiatives to newer horizons.



Economic empowerment session by FACE



Capacity building session in process

8.PROMOTING HOME-BASED POULTRY FOR LIVELIHOOD AND FOOD SECURITY



Food Security and Agriculture Center of Excellence (FACE) distributed **75,000** free of cost day old German Lohmann breed chicks among the local community of Ahmedpur Lamma, Rahim Yar Khan in July 2021.

The project will cater to the livelihood and nutritional needs for households of 100 FACE registered farmers including 40 women from Ahmedpur Lamma, Rahim Yar

FACE has also collaborated with Livestock Department, GoPb for awareness on poultry raising, stage-wise vaccinations and has also distributed 150 free-of-cost guidebooks on Household Poultry Farming Management (Gharelu Murgh Bani) among beneficiaries.



One day old chicks distributed free-of-cost among farmers



75,000 Chicks for distribution amongst vulnerable households



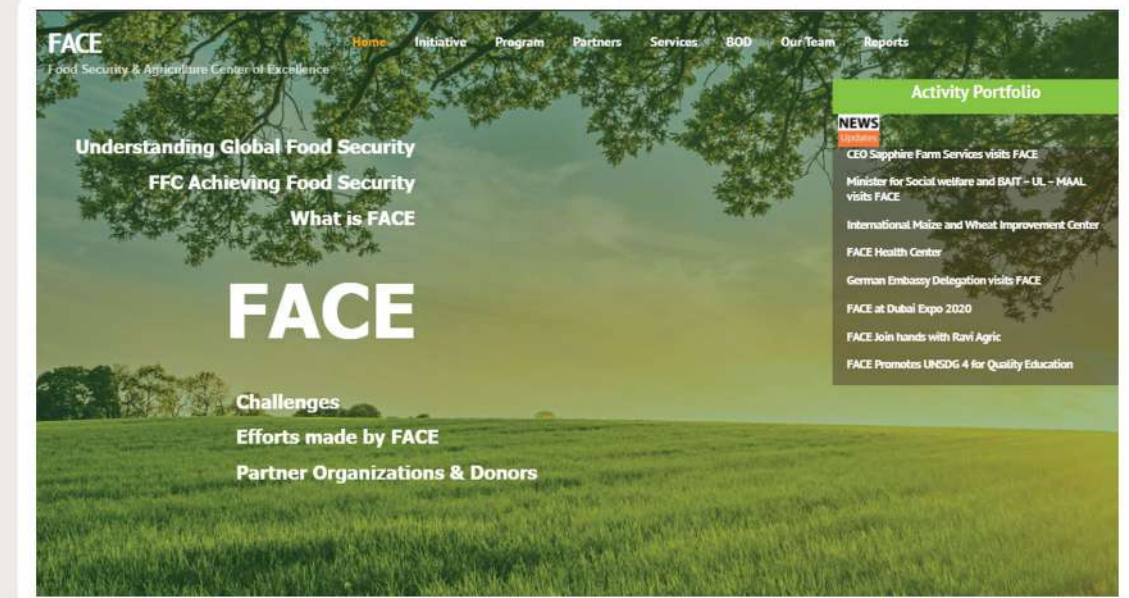
Distribution of chicks amongst farmers

FACE ADVOCACY

FACE is actively using various platforms to advocate its vision. All FACE activities, programs and initiatives are updated on FACE website and social media platforms including Facebook, LinkedIn, Twitter and Instagram. In order to introduce FACE and spread awareness among the local community, FACE has been conducting live Radio sessions through one of the local channels FM105.

Moreover, COO-FACE, Representative for South Asia at International Fertilizer Association (IFA) Gender Inclusion Taskforce, has represented FACE model at various international platforms.

FACE Annual Report 2020 was successfully designed and circulated among stakeholders.



THEFACE.ORG.PK/



LinkedIn

twitter

facebook

Instagram





LIVESTOCK MANAGEMENT

- 6 Months Livestock Management Course
- General Housing of Animals
- Feed & Feeding
- Calf Management, Rearing, Breeding & Care
- Sheep & Goat Farming
- Animal Health: Preventive & Medical Measures
- Rural Poultry Farming
- Livestock Management
- Home based Livestock Farming
- Practical Dairy Farming
- The Importance of Vaccines & Vaccinations
- Poultry Production in Villages
- Livestock Productivity Management

CAPACITY BUILDING OF FARMERS

- Best Farming Practices Training
- Climate Smart Agricultural Practices
- Crop Protection
- Agriculture Value Chain
- High Value Crops
- Better Cotton Initiative (BCI)

QUALITY FARMING INPUTS

- Seed
- Fertilizers
- Micronutrients
- Pesticides




RESOURCING AND FINANCING

- Low Interest Loans for Agriculture (with free insurance)
- Low Interest Loans for Livestock (with free insurance)
- Low Interest Loans for Agriculture Implements

TECHNOLOGY PACKAGE

- Farming Plan from Land Preparation to Disposal of Crop
- Hexacopter / Drone Services for Precision Farming
- Spraying & Crop Monitoring

WATER MANAGEMENT

- Tunnel Farming
- Drip Irrigation

RENEWABLE ENERGY

- Solar Water Pumps

INNOVATION

- Research on Agri. Products
- Development of New Technologies



ENVIRONMENT

- Execution of Billion Tree Tsunami Program

SOCIAL SERVICES

- Orphan Support Program
- Awareness Campaigns
- Community Welfare and Social Mobilization

WOMEN EMPOWERMENT

- Micro-financing opportunities for female entrepreneurs
- Livestock Loan with free insurance
- Healthcare Services for women
- Kitchen Gardening for home-based enterprise
- Awareness on individual rights
- Market skills

HEALTH CARE

- Health Camps with Free Medication & X-Rays etc.
- Mother and Child Healthcare Camps
- Family Planning Awareness & Camps
- Free Covid-19 Vaccination Camps
- Free Diabetes Testing Facility

OUR BROCHURES



DISASTER RELIEF EFFORTS

- Distribution of Ration & Hygiene Kits
- Awareness Campaigns for Pandemic such as COVID-19 etc

EDUCATION

- Non Formal School (NFS) for out of School Children



Food Security and Agriculture Center of Excellence (FACE) A Not for Profit Organization is a product of Fauji Fertilizer Company Limited's tireless devotion to improve the quality of human life by implementing United Nations Sustainable Development Goals.

Designed as a one-window solution aimed at small and medium sized landholding farmers. FACE is envisioned to be the bedrock of agriculture innovation and modernization in the country.

FACE initiatives and on ground activities will be carried out through field offices spread across the country with centralized command through the FACE Head Office Lahore.




FACE HEAD OFFICE
FFC Marketing Group,
11-Shahrah-e-Ahwan-e-Sanat-O-Tijarat
Lahore Trade Center, Lahore
Phone: 042 36369137-40, 042 36369278

FACE OFFICE APL
Near FFC Well Area,
Main Bhong Road, Ahmedpur Lamma
Sadiqabad Rahim Yar Khan
Phone: 068 5785017

FUTURE OUTLOOK

FACE envisions a major, constructive and sustained role in the agriculture and social development of Pakistan in near future, through the scale up of FACE nationwide. As part of this vision, FACE Sahiwal is scheduled to commence operations during 2022.

CPEC “**Green Corridor**” extends an invaluable opportunity to Pakistan’s agriculture sector in accessing the world’s largest Chinese market for its agri experts as well as to learn from the Chinese success through technology transfer initiatives.

As a front runner for the promotion of sustainable agriculture in Pakistan, FACE is working towards a partnership with CPEC Authority to set up two new FACE facilities around CPEC Economic Zones that will enable quality produce and export-oriented crop trends amongst farmers of the targeted area.

The facilities, on the lines of FACE APL will mark a new chapter in the agriculture development of Pakistan.

FACE is actively working towards forging international partnership for in-house development of climate resilient and bio saline agriculture inputs such as seeds, to enable resilience against climate change.





Food Security and Agriculture Center of Excellence

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