



LASOONA

Society For Human & Natural Resource Development

“Survival of the Fittest”

CASE STUDY

LASOONA-ASF
The Agribusiness
Project

Challenges:

47 years old Zahir Sher lives in Babusar village situated in UC Thak Niat, Tehsil Chilas, District Diamer. Babusar valley is famous for its fertile land and its best climate conditions in the area. Many companies have facilitated the farming communities with quality seed which led to handsome amount while producing quality production. But now (from 2010 to till 2013) the situation is totally contradictory and farmers have very low production because of unavailability of certified seeds and technical guidance. It has resulted framers to change their profession and move to daily wages labor. This “change-over” has severely affected the farming in the area.

Initiative:

Mr. Zahir Sher was one of the affected pea’s growers having no proper guidance, and he was on the verge to the “change-over” in spite of having 6 kanals cultivated fertile land. After having a brief introduction of the project, Mr. Zahir Sher became member of an FEG along with other pea’s growers of the area. He played an active role and indicated other progressive farmers who were engaged in peas growing and used to have good income from the past years.

Results:

According to Mr. Zahir Sher “I have received 56 KG peas seed; engaged 5 members of my family and worked hard to get good crop. As the seed was of good quality so it resulted in better production. I am very thankful to LASOONA-ASF for the encouragement, capacity building, guidance and confidence. This have enabled me to restart farming and to be a successful peas grower again. I am very happy that I have sold 2700 KG peas and got 216,000 PKR. I am grateful that my son got admission in technical college at Abbottabad. This is a dream come true for the family and I will be always obliged to LASOONA. I have learnt that hope and confidence revives an individual’s mislaid hope”

Mr Zahir is optimistic in future and wants to grow peas in scientific lines. He also has planned to convert his barren land into cultivated for next year. He is very thankful to LASOONA and Agribusiness Support Fund for introducing “the first” project in the area.