



LASOONA

Society For Human & Natural Resource Development

CASE STUDY

LASOONA-ASF
The Agribusiness
Project

“A man’s will to thrive against all odds”

Challenges:

Azam Sher lives in Niat village situated in UC Thak Niat, Tehsil Chilas, District Diamer. Niat valley is known for its fertile land and best climatic conditions. The major challenging issues in peas farming is quality seed, land preparation, market access, lack of entrepreneurial skills of farmers, grading and packing, and lack of collective marketing. Beside all prevailing challenges, Mr. Azam was committed to grow peas, hence he agreed to “The Agribusiness Project” terms and conditions.

Initiative:

Identification of potential villages led to improve contacts and dialogues with rural farmers in Niat valley growing peas from last 10 years. He was selected by LASOONA field staff as FEG member fulfilling the criteria of “The Agribusiness project”. He received 56 kg good variety

Results:

He fully concentrated and put all his efforts for getting better crop by engaging 4 other family members in the farming practices.

According to him, “This year I along with my family worked hard in the pea’s fields following the guidance of LASOONA field staff regarding sowing, irrigation, fertilizer application, harvesting, grading, packing and marketing. I marketed 1800 kg peas which were sold for Rs. 171,000/-. I have never expected this much from pea’s production. Opening a grocery shop was one of my dreams but it was impossible due to the limited resources. But now I am in the position to open a small grocery shop in the village which will be a good source of income additional to farming. I have also planned to get more land on lease for peas growing next year”. He thanked LASOONA-ASF for the assistance and support.