



LASOONA

Society For Human & Natural Resource Development

CASE STUDY

LASOONA-ASF THE AGRIBUSINESS PROJECT

“Fortune knocks at the door when all hopes are gone”

Challenges:

Mr Shera Khan is a 36 years old poor farmer living in Proper Biyari, UC Manikal, and Tehsil Darel, District Diامر.

Agriculture is the only source of livelihood for him. He worked hard to cultivate potato in his agriculture land but due to lack of skills, technical knowledge and low quality of potato seed, he got less return which was insufficient to fulfill his family needs.

Initiative:

LASOONA field staff selected him as FEG member. He was given 500 kg potato seed for cultivation. He was happy to receive good quality potato seed. He followed the technical instructions given by LASOONA field staff from time to time and also reviewed his farming practices. His family members also helped him in cultivation, irrigation, harvesting and in marketing. He was hopeful for better results this year.

Results:

Mr Shera Khan got good yield from his potato fields as he changed his farming practices from traditional to modern. According to him, “I received 500 kg potato seed from LASOONA-ASF. It was a different experience for me because nobody was there to guide me before but this time I was encouraged and guided by LASOONA field staff and also by other FEG members and in a result I got maximum potato production leading to a good income. I sold 4000 kg potato and earned Rs. 80,000/-. I never even thought of such a better production and sale. I have still Rs. 50,000/- in my account which is sufficient for winter expenditures of my family”. He added I am proud and confident of my profession now. He is very thankful to LASOONA-ASF for its assistance and changing his farming practices and helping the potato growers of the area by providing seed, technical support, encouragement and introducing group approach.