



# IMPACT STORY

## MOVING AGAINST THE TIDE: TRADITIONAL TO HIGH VALUE CROPS



### STORY HIGHLIGHTS

-  **SUBSISTENCE FARMING TO REMUNERATIVE AGRICULTURE**
-  **EMPLOYMENT GENERATION**
-  **REDUCED CROP PRODUCTION COSTS**
-  **BETTER LIVING STANDARDS**





Majority of the farmers of Punjab are used to grow traditional crops like wheat, rice, cotton etc. and most of the times they have to face



market problems due to excessive production and less export opportunities. Owing to these problems, some innovators (farmers who adopt technology earlier) have started to grow high value crops with latest available technology instead of traditional crops.

M. Sharif is one of those innovators who decided to grow cucumbers, cabbage and tobacco on drip irrigation system during 2015-16 on cost sharing basis under technical guidance of OFWM staff.



He shares his experience as “I converted six (6) acres out of eleven (11) acres of my land on drip irrigation and adopted

tunnel farming technique for growing off-season vegetables to get more profit and cultivated cucumbers on 20 kanals land under tunnel-drip irrigation system. This experience was remained so successful that I recovered all expenses made on drip system installation from income of the first crop.

Now I have also experienced to grow cabbage (10 kanals), tobacco (10 kanals) and onions (6 kanals) on my farm and all these crops are growing healthy and vigorous. While sharing his experience about the benefits of drip irrigation,



he told that, “drip irrigation enabled me to save 70-80% of water as growing high value crops with drip irrigation require less water as compared to traditional crops with flood irrigation. Similarly, fertigation with drip helped me to save about 50-60% fertilizer, as it provides more output with less and efficient use of fertilizer.

The Farm Manager “Ghulam Sabir” told that **employment opportunities have also been created for the local people**

**at the farm. Presently thirteen (13) women and**



**seven (7) men are working at the farm for various farm operations.**

M. Sharif further stated that **“moving from traditional to high value crops has enabled me to save some money to send my children to a better standard school located in the city (Chishtian) about 20 km away from my home (Chak 95 Fateh)”**.

At the end he stated, “I have a pleasant experience and now planning to install drip irrigation on the remaining land benefitting from government subsidy or from my own resources and grow



high value crops on large scale in the upcoming years so that I can earn more and provide better livelihood to my family”.