





Extension Activities

of

Fruit & Vegetable development project Punjab

&

ASLP- Citrus Project Phase-II





Fruit & Vegetable Development Project Punjab



Background

1. Local Govt. initiative
2. Training of growers for:
 - Quality production of fruits and vegetables
 - Increase the farmer's profitability
 - Alleviation of poverty

Method

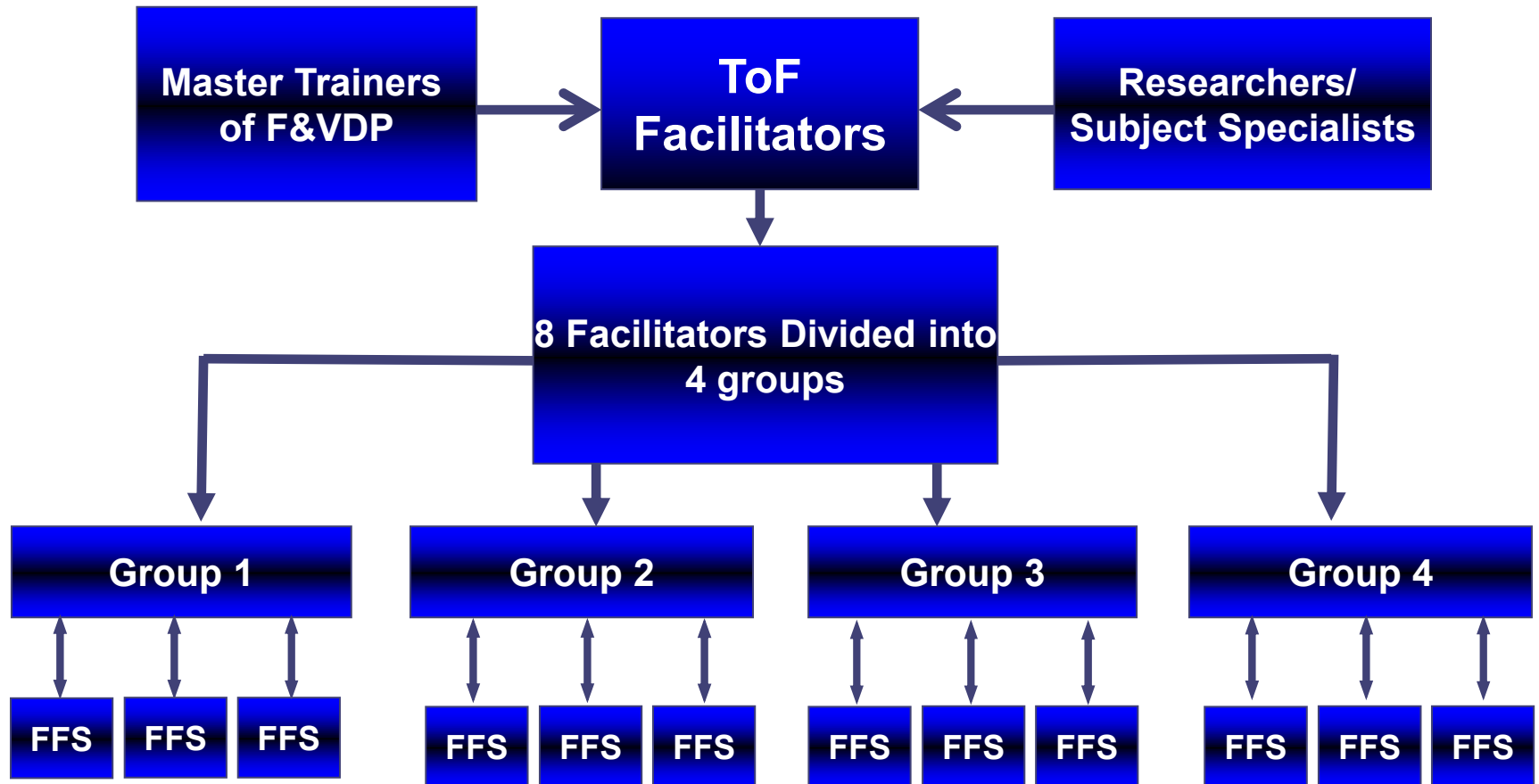
- Facilitate and deliver on-farm and seminar training through Farmer Field Schools
- 



Methodology



Weekly training program





Activities of FFS



- **Agenda of the Day**
 - **Review of Last Session**
 - **Field Observation**
 - **Agro Eco System Analysis (AESA)**
 - **Chart Preparation**
 - **Chart Presentation**
 - **Group Discussion**
 - **Decision Making**
- 

Chart preparation



Chart presentation



Decision making





Collaboration with ASLP citrus project





Objective 3




To enhance the citrus crop management, research, extension and production capacity of Pakistan citrus institutes and industry





FVDP project activities

- ❖ **Trainings & development of F&VDP Extension Staff.**
 - ❖ **Capacity building of citrus growers through FFS**
 - ❖ **Education of growers through demonstrations**
 - **Best management practices**
 - **Pruning, nutrition, irrigation, pest & disease**
 - **High Density Plantation**
 - ❖ **Farmer field days**
 - ❖ **Technical literature**
 - ❖ **Bulk SMS production reminders**
 - ❖ **Fortnightly E-newsletter**
 - ❖ **Monthly recommendation F&VDP website and Face book page**
- 



Capacity building of growers

8 Farmer Field Schools have been established in ASLP citrus districts

5 acres good agricultural practices

1 acre high density plantation

1 acre canopy management

3 acre Quality payment / best practice management



Training of FVDP staff



6 Training by Australian Experts



3 Training of Extension Officer in Australia

Farmer Field Schools: 144



13 field days @ 110 to 227 farmers /day



Demonstration trials



Demonstration of canopy management



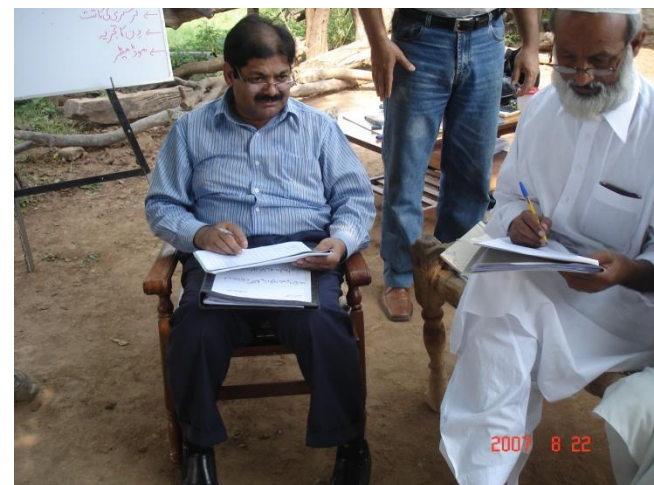
Demonstration of high density planting



Citrus Mega Fields (600 growers)



MONITORING OF PROJECT ACTIVITIES



- **SMS best practice citrus production messages**
 - **117 messages : 1150 growers/per message**

v Business Promoter - MultiBasic Edition (Corporate SMS Solution)

Home View Tools Window Help

Manage Settings Manage Groups Manage Contacts Manage Templates Start Send SMS Import Messages Import Contacts Exclude My Number Application Skins Send Enquiry Exit

Start Page

Getting Started with v Business Promoter (MultiBasic)
Ultra High Speed Corporate SMS Solution

Contact
We always welcome our customer's suggestions and feedback. Here is how to get in touch with us +923334875405,+923454040004
Email: info@visionon-tech.com Visit: www.visionon-tech.com

4/20/2012 2:59:10 PM

Next Big Product "Cut Off Queue" Enables Doctor Appointments Via Web, SMS

Virtual Business Promoter can connect GSM mobile phone / GSM Modem to a computer to help us get rid of the restrictions on thumbs to create SMS with a computer at any place to send fast sms to or share some humorous ideas with your friends or customers by a unique and new way of communication.

Virtual Business Promoter supports the business of marketing, management, and mobile blog professionals, and SMS lovers.

Summary

There are 997 contacts in your contact book

There are 6 groups in your database

There are 1 messages in your message templates

There are 0 Excluded Numbers in your Exclude My Number List

Text messaging is the fastest growing marketing channel.

Information & Help

What's New?
Find out about new features and enhancements.

Help
Access online help for v Business Promoter. Remember you can get help any time by simply pressing the F1 key.

Products
Learn about our current and upcoming products and find out how they can help you.

Our Clients

ICMAP

Licensed to Fruit Vegetable Development Project No Phone Connected

Powered by VisionOn Technologies | www.visionon-tech.com

- Fortnightly E-newsletter
 - 74 E-newsletters sent to **399** growers
- Monthly advice through FVDP website
www.fvdp.gop.pk
 - also regularly updated on Facebook & Twitter.



PROJECT WEBSITE

Fruit & Vegetable Development Project
Agriculture Department Govt. of the Punjab

ASLP
Agriculture Sector Linkage Programme is a joint venture of Governments of Australia and Islamic Republic of Pakistan for the enhancement of the quality and productivity of mandarin and orange in both the countries.

FVDP Activities
Introduction
Fruit & Vegetable Development Project was launched by Government of the Punjab, Agriculture Department as a pilot project in 10 districts from July 2005 to June 2010, with two main missions.
[read more](#)

Fruit & Vegetable Development Project Image Slide Show

INTRODUCTION
Fruit & Vegetable Development Project was launched by Government of the Punjab, Agriculture Department as a pilot project in 10 districts from July 2005 to June 2010, with two main missions.
Mission 1: Enhancement of quality production of fruits and vegetables with value addition for sustainable supply from farm to fork with ultimate goal to increase the farmer's profitability and alleviation of poverty, by educating the farming community through the well defined approach of Farmer Field School (FFS).
Mission 2: Production of true to type and disease free quality fruit plants by establishing Germplasm Units (GPU) of mango, citrus & peaches according to the international standards.
[Read More](#)

Aims & Objectives

- Alleviation of poverty and improvement in the living standards of the farming community through diversification of high value fruit and vegetable crops production.
- Capacity enhancement of farming community in fruit & vegetable production on modern lines through FFS approach.
- Training of farming community for production of off-season vegetables through Tunnel Technology and usage of hybrid seeds in open field vegetable production.
- Minimize the use of pesticides through integrated pest management.
- Popularization of High Density Plantation and Canopy Management practices in mango and citrus orchards for maximum production.
- Popularization of biological control of fruit fly in mango and citrus orchards.
- Reduction in post harvest losses through the use of improved harvesting techniques.

[Read More](#)

Germ Plasm Units
Germ Plasm Unit is a place having following criteria used for production of true to type, disease free nursery plants according to International standards of WTO regime, for their further multiplication through nursery men.
Criteria
Isolation upto 1 kilometer radius from the same family plants
Fit irrigation water
Fit Soil
Technical expertise
Government owned land
Components of GPU
Mother Block
Mother Block is the heart of the GPU, as the mother blocks are source of propagating material for the establishment of the Multiplication Block and any subsequent increase in the size of the Multiplication Block. For security it is usual to have two mother trees of each variety in a mother block. Before planting in the mother block, all mother trees have to be tested to be negative to viruses and also free of other diseases. It is further divided into two portions, scion and root stock.
Multiplication Block
Multiplication Block is the production unit of the GPU, where high health status propagules are produced for distribution to registered nursery men, who put together the complete fruit trees for sale to the orchard growers. The propagule production include producing of bud wood and grafting wood and root stock-seed trees and trees for cuttings etc. like mother block trees grown in multiplication block are monitored on a periodic basis for varietal integrity and health status.
[Read More](#)

FVDP Activities in Motion

Monthly Recommendations
[Read More](#)

001825
FVDP Hit Counter

Fruit & Vegetable Development Project © 2011 | All rights reserved | Designed at: AL FURQAN COMPUTRONICS

Media

TV
Radio

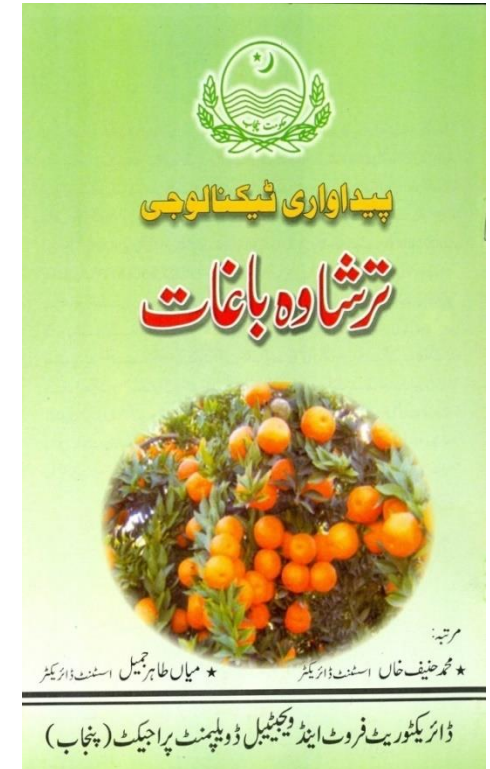
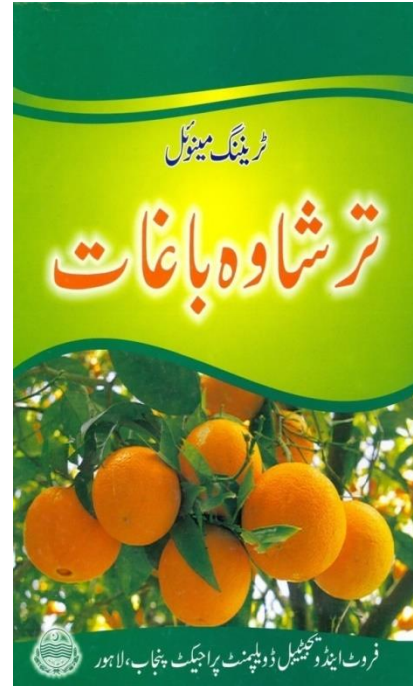
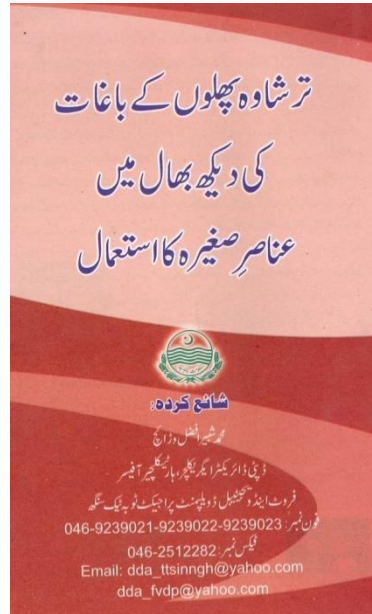
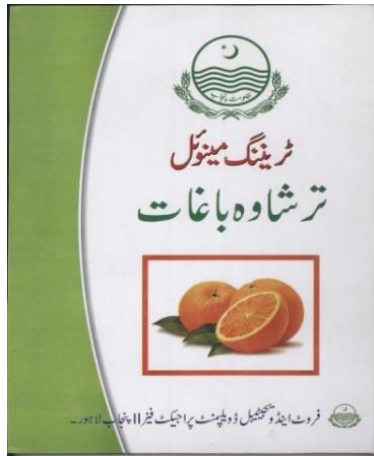
17
32

Production technology literature

12 citrus training manuals were distributed

300 leaflets on BMP

5000 leaflets on fruit fly management





Growers Adoption




Adoption of best practices by FFS farmers

	Citrus (%)	
	Before	After FFS
• Use of fertilizer	23	73
• Proper irrigation	26	99
• Cultural Practices	18	78
• Plant protection measures	13	73

Increase in yield and income of FFS farmers

	Yield (T/acre)		Income (Rs/acre)	
	Before	After	Before	After
• Citrus	7.2T	8.32T	28,187	61,417






Summary




Capacity building of citrus growers through FFS

- Total Farmers Field School = **144**
 - Growers trained in FFS = **3600**
 - Growers trained during field days = **> 2100**

 - **Total = 5700 (direct training)**
 - Secondary beneficiaries = **17,100**
- 



Future plan

- ❖ **Continuation of best management practices training**
 - ❖ **Maintain Quality Payment initiative – increase to 6 sites next season**
 - ❖ **Pruning workshops – 3/year**
 - ❖ **Fertilizer workshops – 3/year**
 - ❖ **Fungicide spray timing training 12/year**
 - ❖ **Furrow irrigation training 6/year**
 - ❖ **Farmer field days : general crop management 8/year**
- 



THANKS