



SRP and the Decade Ahead: Accelerating Impact for Food System Transformation in Pakistan after WAPRO

Galaxy Rice & Pakistan Basmati Heritage Foundation



 GALAXY RICE
PVT. LTD.



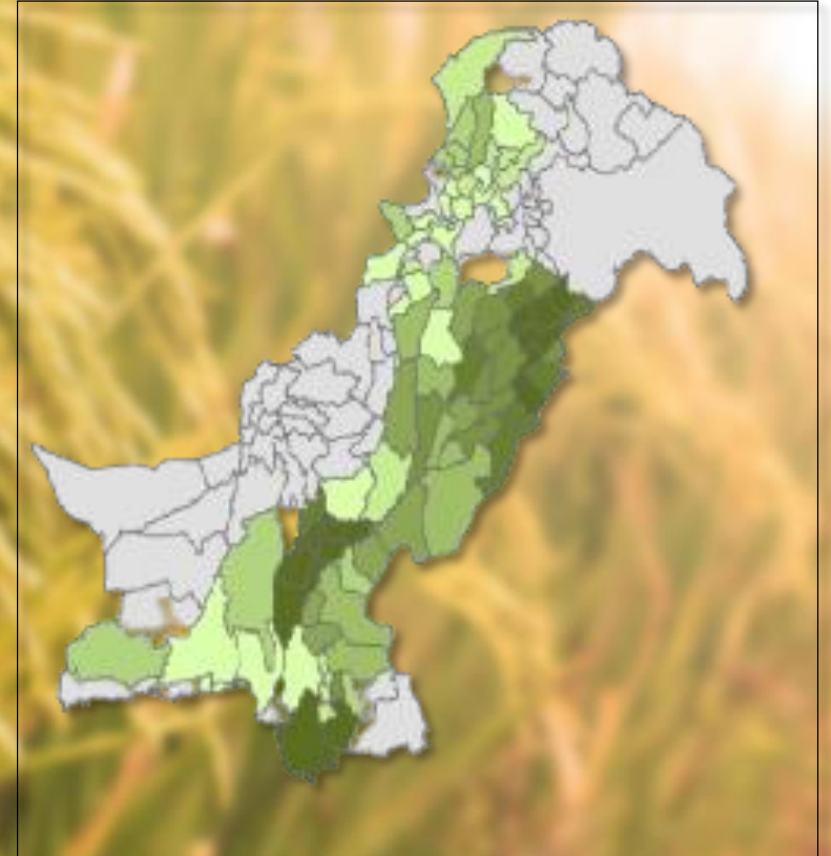
Pakistan Rice Landscape

Pakistan is ranked 9th rice producer & 2nd Basmati Rice producer

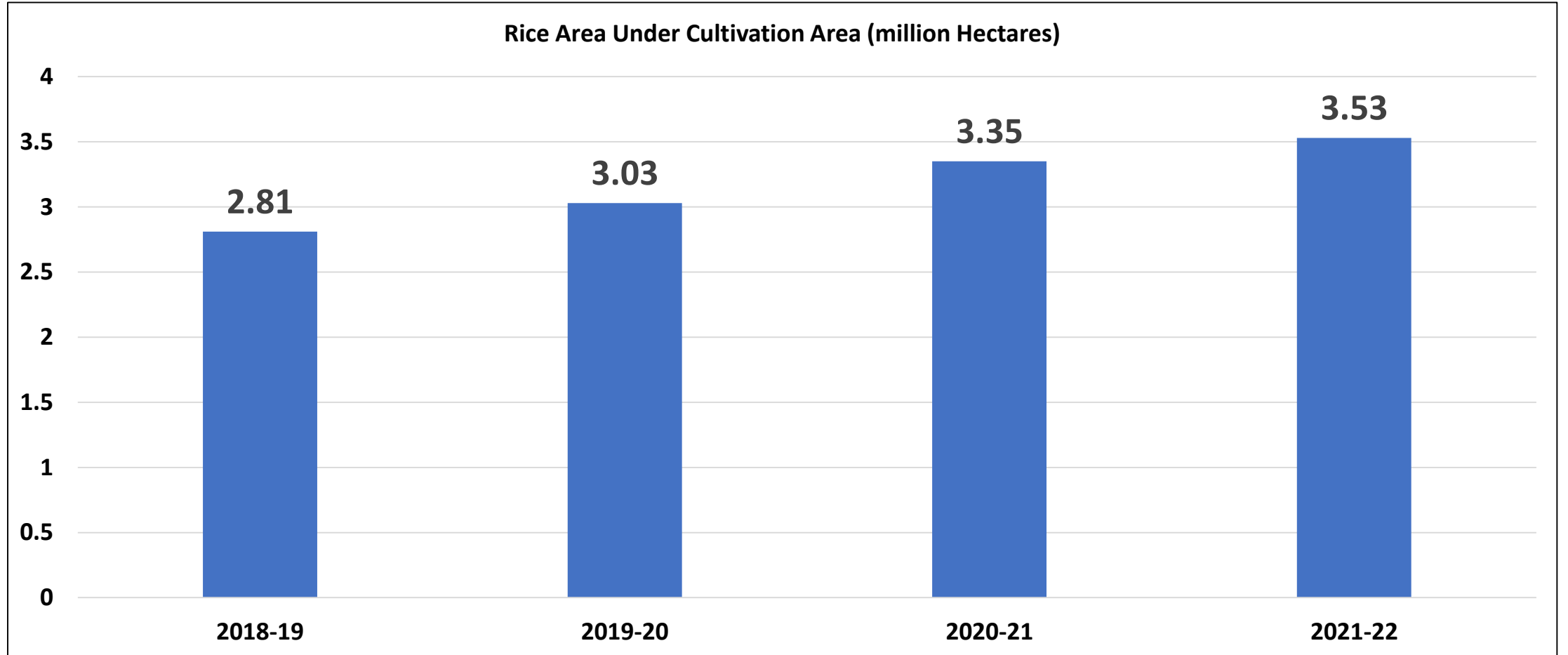
Pakistan is the 4th largest rice exporter in the world & earned 2.6 Billion USD in the year 2021.

2nd to Wheat in acreage & 2nd to cotton in export.

Rice global trade share 15%.



Rice Area Under Cultivation In Pakistan



Challenges

Quality inputs

Low Productivity

Poor Marketing

High Cost
of
production

Non-
availability
of certified
seed

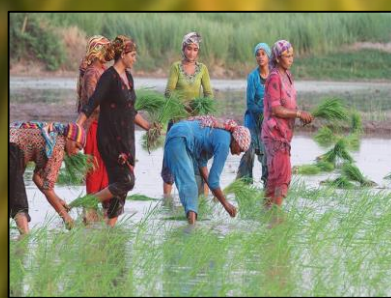
Declining
water per
capita

Shortage
of labor

Non-
Judicious
use of
Agro-
chemicals

Harvest
and post
harvest
loses

Middleman
(Arhti)



Pakistan Basmati Heritage Foundation

- Established in 2018 by the leading rice millers & exporters of Pakistan.
 - Members of PBHF (20 Members)
 - Farmers Connectivity = 4,179
 - Working area of PBHF = 48,000 ha
 - Target Area in future = 100,000 ha

PBHF is the subsidiary of Rice Exporter Association of Pakistan (REAP).

Mission

Improve the productivity of the whole rice sector in Pakistan, while preserving, protecting and promoting its basmati heritage.

Vision

To be a well an inclusive multi stakeholder platform that supports the rice industry to promote sustainable farming while improving farmer livelihoods, export and protecting the environment.





A088209

SECURITIES AND EXCHANGE COMMISSION OF PAKISTAN

LICENCE
UNDER SECTION 42 OF THE COMPANIES ACT, 2017

Whereas it has been proved to the satisfaction of the Securities and Exchange Commission of Pakistan (the "Commission") that an association to be named as-

PAKISTAN BASMATI HERITAGE FOUNDATION

is to be formed as a public limited company under the Companies Act, 2017, with the primary object "To strive for preservation and promotion of Basmati Rice by improving crop productivity, resource efficiency, food safety for better economic returns through farmer connectivity, guidance on safety of crop from damage caused by various factors to Basmati Rice fields by adopting resource efficient farming practices, lowering cost of production, increasing yields and better integration of forward and backward of Basmati Rice value chain." and other objects mentioned in Memorandum of Association and it (a) intends to apply its profits and income towards those objects and (b) prohibits the payment of any dividend or profit to its members (c) ensures that its objects and activities are not and shall not, at any time, be against the laws, public order, security, sovereignty and national interests of Pakistan.

2. Now, therefore, in pursuance of section 42 of the Companies Act, 2017, the Commission is pleased to grant licence to the said Association and direct that it may be registered as a public limited company without addition of the words "Limited" or "(Guarantee) Limited" to its name.

3. This licence is granted for a period of three (3) years subject to other conditions as mentioned in the Association with Charitable and Not for Profit Objects Regulations, 2018 or any other additional condition(s) where mentioned overleaf.

4. Given under my hand at Islamabad this 31st day of March, 2021.


(AAMIR KHAN)
COMMISSIONER (CCD-CLD)

Licence No. 1428

No. CLD/CCD/Co.42/68/2019



PBHF Members Export

- PBHF shares approximately **65%** part in the total export value of Pakistan.
- Basmati contributes majorly while non-basmati has a minor contribution in this share.



Interventions of PBHF

SRP standard

- Total 5 members in Pakistan (Exporters)
- 4 belongs to Punjab
- 3 members belongs to PBHF

Cluster Farming

- Social
- Economical
- Environmental sustainability



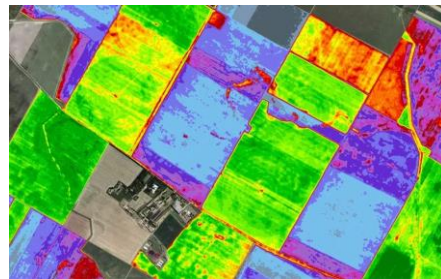


SRP

Interventions of PBHF

Cluster Farming based on SRP Standards

- Farm advisory services from certified seed to quality harvest.
- Complete Traceability through Digitalization
- Trained & dedicated agronomist.
- Farmers awareness seminars/field days/FFS.
- Resource conservation techniques (LLL, OPP, AWD).
- Mechanization (MTR, Drones).
- Crop health monitoring and surveillance through RS.
- Judicious use of agrochemicals (IPM, IWM, INM).
- Assurance of MRL through PHI monitoring
- Reducing harvest losses through rice specialized harvesters.
- Paddy buyback with premium price and prompt payments.



Data collection & Traceability

➤ From Land preparation to harvesting

- Land Preparation
- Sowing
- Manures
- Irrigation
- Fertilizer
- Weedicides
- Insecticides
- Fungicides
- Harvesting

Activity View Only

Daily Cost: 41450.00 Total Cost: 41450.00

2022-K

- Land Preparation
- Sowing
- Irrigation
- Fertilizer
- Organic Fertilizer
- Weedicides
- Insecticides
- Fungicides
- Harvesting



Challenges in Adopting SRP



Cost associated with SRP membership, database registration and Audit.



Boosting demand for SRP rice in International Market.



Absence of premium price for SRP from the buyer.



Pesticide compliance & organic standards are relatively easy.



More premium on pesticide compliant and organic rice.



Upscaling awareness among growers, processors, exporters & consumers

SRP Standards in Local Language



چاول
کی دیرپا کاشت کے رہنما اصول

Sustainable Rice Platform
STANDARD ON SUSTAINABLE
RICE CULTIVATION

PAKISTAN
BASMATI HERITAGE FOUNDATION



چاول کی منافع بخش کاشت
SUSTAINABLE RICE PRODUCTION

پاکستان باسمنی ہیرٹیج فاؤنڈیشن

PAKISTAN
BASMATI HERITAGE FOUNDATION



Impact of SRP

4 Years of Transforming
the Rice Sector for a Sustainable Future



800 farmers with
8,125 ha covered area



13% increase in total
yield



30% water saving



21% increase in
income

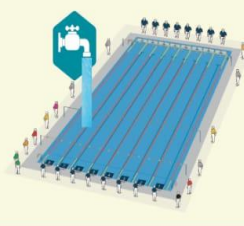
Supporting Sustainable Development Goals



income generated
\$ 3,106,261



SRP Verified Rice Produced
32,640
(metric tons)



water saved equivalent to
olympic size pools
31,584



SRP

Field activities of PBHF



Clicks of PBHF Seminars during Ebro Foods Visit



Video Links of PBHF Seminars during Ebro Foods Visit

- <https://drive.google.com/file/d/1k5uxvngt8TGHYSIzG1hHbOWDJDMxrnQi/view?usp=sharing>
- <https://drive.google.com/file/d/1Nlny9L-QHSxEK8zrYglcCHd1Ku3nOwv-/view?usp=sharing>
- <https://drive.google.com/file/d/1UoW1156rZ2YUlwANIO7dkXGSGPnHHxpD/view?usp=sharing>



A mutual benefit is a shared benefit and shared benefit will endure