

# AGRI. BUSINESS SUPPLEMENT

Zarai Taraqati Bank Limited



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## MILK VALUE ADDITION DRIVING TRANSFORMATIVE GROWTH IN PAKISTAN'S DAIRY SECTOR

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Milk value addition holds transformative potential for uplifting Pakistan's dairy sector, enhancing economic growth, improving nutrition, and reducing waste. Despite being one of the largest milk producers globally, Pakistan processes only a small fraction of its milk production, with most milk sold in raw form through informal channels. This leads to significant wastage, adulteration, and health risks for consumers. By increasing the production of value-added products such as pasteurized milk, UHT milk, yogurt, cheese, and milk powder, the dairy sector can cater to consumer needs while ensuring safe, nutritious, and long-lasting products.

The seasonal fluctuation in milk supply creates shortages during the lean season. This challenge can be addressed through better livestock and feed management practices and by converting surplus milk during the flush season into milk powder, which can be reconstituted when needed. Improved infrastructure for pasteurization and cold chain management at milk collection centers can further reduce wastage and improve quality. Encouraging the formal dairy sector to expand processing capabilities will help bridge the

demand-supply gap while also promoting hygienic practices.

To increase productivity, adopting improved breeding techniques such as artificial insemination, better access to vaccines, and veterinary services is essential. Alongside, public awareness campaigns about the benefits of pasteurized and UHT-treated milk can encourage a shift towards healthier milk consumption habits.

The Department of Dairy Technology, University of Veterinary and Animal Sciences (UVAS) plays a critical role in enhancing milk value addition and supporting sectoral growth through capacity-building initiatives. With its state-of-the-art dairy processing plant and experienced faculty, the department provides practical training to students and professionals in milk processing, preservation, and product development. UVAS conducts specialized training programs, workshops, and seminars to build skills in dairy value addition, enabling farmers, processors, and industry stakeholders to adopt modern practices.

In addition to capacity building, UVAS produces chemical-free, fresh dairy products such as flavored milk, yogurt, mozzarella cheese, and butter, demonstrating best practices in hygienic processing and product innovation. These efforts not only support the industry but also contribute to public health by providing safe and nutritious alternatives to raw milk.

By strengthening collaboration between academia, industry, and government, and focusing on training, innovation, and policy implementation, the Department of Dairy Technology at UVAS is a cornerstone in uplifting Pakistan's dairy sector, paving the way for sustainable growth and enhanced value addition.

## **GREEN BANKING AND SUSTAINABLE DEVELOPMENT GOALS: A PATH TOWARDS A SUSTAINABLE FUTURE**

*Mr. Faheem Haider, Unit Head, Green Banking Unit, Zarai Taraqati Bank Limited*



In the current world, the increasing awareness of environmental challenges and the urgent need to mitigate climate change have prompted industries to adopt sustainable practices. The banking sector, being a basis of economic activity, plays a pivotal role in fostering sustainable development through initiatives like Green Banking. This progressive approach aligns closely with the United Nations' Sustainable Development Goals (SDGs), acting as a catalyst for environmental preservation, economic growth, and social equity.

## **Understanding Green Banking**

Green Banking refers to environmentally conscious banking practices aimed at reducing the carbon footprint of financial operations while promoting eco-friendly investments and projects. It involves integrating environmental considerations into banking services and operations, such as offering loans for renewable energy projects, financing sustainable agriculture, and adopting paperless banking systems. These initiatives not only address environmental challenges but also create opportunities for economic growth by supporting industries aligned with sustainability.



## **Linkages Between Green Banking and SDGs**

The SDGs, a set of 17 global goals established by the United Nations in 2015, provide a blueprint for achieving sustainable development by 2030. Green Banking contributes directly or indirectly to several SDGs, creating a link between financial activities and sustainable objectives. Some of the SDGs

which are linked with Green Banking are listed below:

### **1. SDG 7: Affordable and Clean Energy**

SDGs 07 is related to clean energy initiatives and Green Banking also prioritizes investments in renewable energy projects such as solar, wind, and hydropower. By financing these initiatives, banks contribute to increasing the global share of clean energy, ensuring access to affordable and sustainable energy for all.

### **2. SDG 9: Industry, Innovation, and Infrastructure**

Green Banking aligns with Sustainable Development Goal 9 (SDG 9) by encouraging financial support for projects that promote sustainable industrialization, foster innovation, and develop resilient infrastructure. Banks can fund startups developing green technologies, like energy-efficient irrigation systems for farmers, or finance the replacement of traditional brick kilns with energy-efficient, low-emission alternatives.

### **3. SDG 12: Responsible Consumption and Production**

This goal promotes sustainable use of resources (Own impact Reduction), waste reduction, and eco-friendly production methods. Green banking aligns with this goal by financing sustainable supply chains, renewable energy, and waste management projects. The banks/DFIs are themselves major users of energy through their head offices, regional

offices and extended branch networks across the country. The banks/DFIs are, therefore, well positioned to reduce their impact on the environment through conscious management of their consumption of energy and other resources

### **4. SDG 13: Climate Action**

This most important goal of SDGs aims to fight against climate change & its impacts by taking serious action to reduce greenhouse gas emissions. The specific targets under SDG 13 include Strengthen resilience and adaptive capacity to climate-related hazards and integrate climate change measures into policies and planning, Improve education, awareness, and capacity on climate change.

### **5. SDG 15: Life on Land**

This SDGs focuses on the protection, restoration, and sustainable use of terrestrial ecosystems, including forests, drylands, mountains, and biodiversity. Green Banking support biodiversity conservation projects, afforestation initiatives, and sustainable land-use practices, contributing to the preservation of ecosystems and wildlife. For example, Delta Blue Carbon initiatives, particularly in regions like Sindh, Pakistan, focus on the carbon captured and stored by coastal and marine ecosystems. These include mangroves, salt marshes, and seagrasses, which play a crucial role in sequestering carbon and providing vital habitats for biodiversity.

## ZTBL and SDGs linked with Green Banking:

### *i. Conversion of Offices to Solar Energy*

ZTBL has successfully converted five of its zonal offices to solar energy, and the conversion of its Head Office is currently underway, directly contributing to SDG 7 (Affordable and Clean Energy) and SDG 13 (Climate Action) by promoting renewable energy use and reducing greenhouse gas emissions.

### *ii. Green Banking Products*

ZTBL provides financing for innovative products such as Raised Bed Planter, Happy Seeder, Apiculture, Solar Dryer, and Direct Seeding Rice, which enhance resource efficiency and promote sustainable farming. These initiatives are closely aligned with Sustainable Development Goal 12 (Responsible Consumption and Production), fostering sustainable agricultural practices while reducing environmental impact.

### *iii. Green Banking Training Sessions*

The Green Banking Department of ZTBL conducted 110 sessions, educating over 3,300 students from 2021 to 2024. These efforts support SDG 4 (Quality Education) by fostering awareness and capacity-building on sustainability and climate action.

### *iv. Green Banking Policy and ESRM Framework*

ZTBL developed its Green Banking Policy and Environmental and Social Risk Management

(ESRM) Framework following the State Bank of Pakistan's guidelines, ensuring compliance and addressing social and environmental risks. This aligns with SDG 16 (Peace, Justice, and Strong Institutions) by promoting responsible institutional practices.

### *v. Drip Irrigation and Rainwater Harvesting*

The Agriculture Technology Department installed drip irrigation systems and rooftop rainwater harvester at ZTBL Farms aims to utilize water resources efficiently, contributing to SDG 6 (Clean Water and Sanitation) through efficient water resource management.

### *vi. Public Awareness through Green Banking Booklets*



ZTBL developed booklets on Green Banking and Climate-related topics to educate the public. This initiative supports SDG 13 (Climate Action) by raising awareness about sustainable practices and climate resilience.

## زرعی سفارشات

### گندم

- ☆ اسی کاشت فصل کو دوسرا پانی 80 سے 90 دن اور تیسری کاشت فصل کو دوسرا پانی 70 سے 80 دن پانی کے بعد گوہر کی حالت جبکہ تیسرا پانی اسی کاشت گندم کو 125 سے 130 دن اور تیسری کاشت گندم کو 110 سے 115 دن پانی کے بعد دانے کی دودھی حالت پر دیں۔

### کماڈ

- ☆ فصل کی کاشت کا موزوں ترین وقت فروری کے پہلے ہفتے سے مارچ کے وسط تک ہے۔ اور اسی پیداوار کے حصول کے لیے کاشت اچھے کاس والی ہماری میراژ میں کا انتخاب کریں۔
- ☆ ہمیشہ صحت مند بیجاریوں اور کیڑوں سے پاک مندرجہ ذیل بیج استعمال کریں۔
- ☆ بھرتی دادہ اقسام سی پی 400-77 سی پی ایف 1237 ایف ایس ایف 240 اور ج ایس ایف۔
- ☆ بھدرمیانی اقسام، ایس پی ایف 213، ایس پی ایف 234، سی پی ایف 246، سی پی ایف 247، سی پی ایف 248 اور سی پی ایف 249۔
- ☆ بروقت کاشت اور دیگر موزوں حالات میں فی ایکڑ دو آنکھوں والے 30 ہزار سے ڈالنے چاہیں۔
- ☆ کاشت کھیلوں میں کرنے کے لیے ہموار زمین کو گہرا اہل چلا کر مناسب تیاری کے بعد سہاگہ دیں اور پھر زر کے ذریعے 10 تا 12 انچ گہری کھلیاں 4 فٹ کے فاصلے پر بنائیں۔
- ☆ کمزور زمین میں 3 بوری ڈی اے پی اور 2 بوری ایس او پی یا پونے 2 بوری ایم او پی درمیانی زمین میں 2.5 بوری ڈی اے پی اور 2 بوری ایس او پی یا پونے 2 بوری ایم او پی اور زرخیز زمین میں 2 بوری ڈی اے پی اور 2 بوری ایس او پی یا پونے دو بوری ایم او پی یا پونے ایکڑ استعمال کریں۔

### کھئی

- ☆ بہاری کھئی کی کاشت تمام میدانی علاقوں میں فروری کے آخر تک مکمل کر لیں۔ موزوں ترین وقت فروری کے آخری دن ہے۔
- ☆ بہاری کھئی کے کاشت کے لیے قطاروں کا درمیانی فاصلہ اڑھائی فٹ رکھیں۔ ڈال کاشت کی صورت میں شرح بیج 12 تا 15 کلوگرام فی ایکڑ استعمال کریں۔ ونوں پر کاشت کیلئے 8 سے 10 کلوگرام بیج فی ایکڑ استعمال کریں۔
- ☆ دوہلی اقسام کے لیے کمزور زمینوں میں 3 بوری ڈی اے پی + 2 ایس او پی اور درمیانی زمینوں میں پونے دو بوری یوریا، اڑھائی بوری ڈی اے پی + ڈیڑھ بوری ایس او پی اور زرخیز زمینوں کے لیے 2 بوری ڈی اے پی اور 1 بوری ایس او پی یا پونے ایکڑ استعمال کریں۔

### سورج کھئی

- ☆ شمالی اور وسط پنجاب میں سورج کھئی کی کاشت کا وقت فروری کے آخر تک ہے۔ جبکہ جنوبی پنجاب میں 10 فروری تک کاشت مکمل کر لیں۔
- ☆ ترقی دادہ اقسام میں ہائی سن 33، ٹی 140318، گورا 141، جی ایس یو ایس 5264، یو ایس 666 کاشت کریں۔
- ☆ کاشت بذریعہ پلانٹر، ٹریکٹر ڈال، پوری یا کیرا کے ذریعے بھی کاشت کی جاسکتی ہیں۔
- ☆ اچھے گاؤں کے لیے 2 کلوگرام بیج فی ایکڑ استعمال کریں۔ فصل قطاروں میں کاشت کریں۔ قطاروں کا درمیانی فاصلہ سو فٹ رکھیں اور پودوں کا درمیانی فاصلہ آٹھ فٹ علاقوں میں 19 انچ اور ہارانی علاقوں میں ایک فٹ رکھیں۔

### سبزیات و باغات

- ☆ موسم گرما میں اگائی جانے والی سبزیوں میں کرلیہ، گھیا کدو، توری، جینڈی توری، نیگن، ٹماٹر، سبزی مرچ، شلہ، تر اور کھیرا کی کاشت کا وقت فروری تا مارچ ہے۔
- ☆ ٹماٹر اور مرچ کی کاشت بذریعہ پٹیاری کریں۔ جب پٹیاری کی عمر 30 تا 35 دن ہو جائے، تو اس پٹیاری کو پٹیاریوں پر سفارش کردہ فاصلے کے مطابق منتقل کریں۔
- ☆ آم کے پودوں میں ٹائٹروجن فاسفورس، پوٹاش اور پوسٹیم کی کھاد ڈالیں اور بعد میں آپاشی کریں۔

Source: 1). Directorate of Agriculture Information Punjab, Sindh, KP and GB. 2). Zaratanam

# SBP UPDATES

## **SBP Releases its First Quarterly Review of Payment Systems for FY 25**

The State Bank of Pakistan (SBP) has released its Quarterly Payment Systems Review for Q1 FY25, highlighting significant strides in Pakistan's journey toward a cashless and digitally inclusive economy. Covering the period from July to September 2024, the report mentions robust growth in digital payment adoption, infrastructure development, and a gradual shift away from cash and paper-based instruments. Retail payments in Pakistan during Q1 FY25 grew by 8% in volume to 1,951 million with value of PKR 136 trillion. Payments through digital channels witnessed a quarterly growth of 9% by both volume and value reaching to 1,699 million amounting to PKR 36 trillion. Digital channels are now handling 87% of retail payments by volume, showcasing the public growing trust in digital payments. Mobile banking apps provided by Banks, MFBs, BBs and EMIs played a pivotal role in this growth, with 1,301 million transactions amounting to PKR 19 trillion being carried out through these apps during the quarter, reflecting a 11% rise in volume and 14% in value. The collective number of mobile banking app users grew by 4%, reaching 96.5 million from 93.0 million in previous quarter. E-commerce is also emerging as an integral component of Pakistan's digital payments, with a 29% increase in online e-commerce payments. The report also highlights the success of the Raast instant payment system, which processed 197 million transactions worth PKR 4.7 trillion.

## **Launch of New eCIB System (V2)**

State Bank of Pakistan has launched the new eCIB System (V2), an advanced version of its Electronic Credit Information Bureau (eCIB). It has been developed to cope with technological advancement & reporting standards aligned with

international practices. Under the new system, few additions and amendments have also been introduced in Credit Information Report with the objective to make it more comprehensive. The launch of new eCIB System (V2) reflects SBP's commitment to leveraging technology to strengthen Pakistan's financial sector.

## **Monetary Policy Statement**

Monetary Policy Committee (MPC) has decided to cut the policy rate by 200 bps to 13 percent, effective from December 17, 2024. Headline inflation has declined to 4.9 percent y/y in November 2024, mainly driven by continued decline in food inflation as well as the phasing out of the impact of the hike in gas tariffs in November 2023. In the agriculture sector, downside risks to the overall crop outlook have somewhat subsided. This is based on better than expected cotton arrivals since the last MPC meeting and encouraging initial information, including satellite images, pertaining to sowing area of the wheat crop. Also, activity in the industrial sector is gaining further traction. Key large-scale manufacturing sectors – such as textile, food, automobiles, POL and tobacco – were already depicting strong growth till Q1-FY25. Moreover, the latest high-frequency indicators – such as domestic sales of cement, auto, fertilizer and POL products – suggest that this momentum in industrial activity is continuing. The knock-on impact of these improved prospects for the commodity-producing sectors and reduced inflationary pressures would support the services sector as well. Going forward, improving business confidence and easing financial conditions are expected to support economic growth. Considering these developments, the MPC expects the real GDP growth in FY25 to remain in the upper half of the projected range of 2.5 – 3.5 percent.

*Source: State Bank of Pakistan*



# MANAGEMENT TIPS

## FIVE PIECES OF ADVICE FOR FIRST-TIME MANAGERS



Becoming the “boss” is a huge career transition and it comes with a lot of new responsibilities. And making this transition to being a first-time manager takes time, patience, and practice.

### 1) Build a culture of feedback from the start.

Set up regular (weekly or biweekly) one-on-one meetings with each member of your team to ensure open and honest communication. During these meetings, check in with them about any challenges they may be facing, what they need from you to do their best work, and how you can improve as their boss or better work together.

### 2) Know that trust is given, not earned.

As a new manager, here’s what you need to remember: People are hired because they’re experts in their fields or show potential to do great work. Withholding trust can make them feel you’re not acknowledging the skills that brought them to the table in the first place, and potentially lead them to resent you.

The suggestion isn’t to hand your team members a to-do list and disappear. Rather, Kraslova says that, once you’ve laid out your expectations for a project, you trust them to execute it and come to

you when they need help — as opposed to looking over their shoulders.

### 3) Create team rituals to build trust with your coworkers.

- **“Meme Monday.”** Ask everyone on your team to share a quick (and appropriate) image or gif that captures how their weekend went.
- **Value backgrounds.** Have each member of your team write down their core values. Then, create a series of virtual backgrounds based on those words. Before your next meeting, ask each person to select the background that reflects how they’re feeling that day.
- **“Rose and Thorn.”** At the beginning of your weekly meeting, ask each member of your team to share one positive (rose) and one negative (thorn) thing that happened to them in the past week.

### 4) Eliminate blame culture.

If something goes wrong on your team — missed deadlines or unmet goals — don’t default to blaming the individuals. Instead, take a system’s approach to solve the problem. This means you consider the problem as a whole, and not in parts. Instead of asking “Who’s at fault?”, strong leaders ask, “Where did the process break down?”

### 5) Finally, know that it’s okay to ask for help.

Reach out to your trusted peers, mentors, or your own manager. Don’t let the initial stress of your new role turn into the chronic stress of burnout. Speak up and ask for what you need before it gets to this point. This is not just something you should do for yourself, but also for your team — because working alongside someone who is burned out can affect your team’s productivity.

*Source: Harvard Business Review*

# NATIONAL NEWS

## **Smog Reduces Punjab's Potato Yield by 20%**

Due to smog and fog conditions, the Punjab province is projected to experience a 20% reduction in the per-acre yield of this year's potato crop. Punjab, particularly the regions of Sahiwal, Okara, and surrounding areas, is the primary production zone for potatoes in Pakistan, which has an annual production of approximately 8.3 million metric tons. The adverse weather conditions are expected to significantly impact yields, with reduced sunlight hindering seedling growth and photosynthesis. This reduction in potato yield is also contributing to a decline in export earnings, with potato exports dropping to US\$127 million in 2023–24, compared to US\$212 million in 2022–23. The Pakistan Horticulture Development and Exports Company (PHDEC) organized a webinar titled "Climate Change: Impact of Smog and Fog on Potato Crop & Remedial Measures" to address these challenges. Experts from the Potato Research Institute, Sahiwal, and the Potato Research Station, Sahowali, Sialkot, discussed how smog and fog increase the risk of diseases such as late blight and black leg.

## **Pakistan's Economy Grows by 3.07% in Q4 FY 2023-24**

Pakistan's economy grew by 3.07% in the fourth quarter of FY 2023-24, as per the National Accounts Committee (NAC). Agriculture recorded a robust growth of 6.76%, driven by a 14.03% increase in crops, including a 26.98% surge in major crops like wheat, while livestock grew by 3.98%. However, the industrial sector shrank by 3.59%, with large-scale manufacturing improving by 4.19% but declines in mining (-5.32%), electricity and gas (-35.57%), and construction (-0.47%). The services sector grew by 3.69%. For FY 2023-24, GDP growth was revised to

2.52%, with agriculture at 6.36%, industry at -1.15%, and services at 2.15%.

## **Cotton Production Expected to Rise by 15% in 2024-25**

The Pakistan Cotton Ginners Association (PCGA) has projected a significant increase in cotton production for the 2024-25 season, estimating a 15% rise due to favorable weather conditions and improved farming practices. This increase is expected to bolster the textile sector, which is a key driver of Pakistan's economy.

## **Agricultural Credit Disbursement Reaches PKR 1 Trillion**

The State Bank of Pakistan reported a robust growth in agricultural credit disbursement, reaching PKR 1 trillion in the first half of the fiscal year 2024-25. This increase is aimed at supporting farmers through loans for purchasing seeds, fertilizer, and machinery, which is vital for enhancing productivity.

## **Government Unveils National Food Security Policy**

The Pakistani government announced the launch of a comprehensive National Food Security Policy aimed at addressing food security challenges. The policy includes measures for improving crop yields, ensuring equitable food distribution, and enhancing farmer income, which could have significant long-term implications for the agricultural economy.

## **Punjab to Establish Food Technology Park in Lahore**

The Punjab government has announced plans to establish a food technology park in Lahore to promote value addition in the agriculture sector. The park will house facilities for research and development, processing, packaging, and marketing of agricultural products.

*Source: [www.brecorder.com](http://www.brecorder.com)*

# ZTBL NEWS

## ZTBL & Fatima Fertilizers Partner to Empower Farmers



ZTBL has signed a landmark Memorandum of Understanding (MOU) with Fatima Fertilizers to revolutionize Pakistan's agriculture sector. The partnership is a reflection of the visionary leadership of the President/CEO ZTBL Mr. Tahir Yaqoob Bhatti, whose efforts are driving ZTBL towards becoming the leading agricultural bank in Pakistan. *"This MOU represents a milestone in our efforts to empower Pakistan's subsistence farmers,"* said ZTBL President Mr. Tahir Yaqoob Bhatti. *"By working closely with Fatima Fertilizers, we are not only providing high-quality fertilizers at fair prices but also equipping farmers with the knowledge and tools needed to enhance their productivity and livelihood."* Key initiatives under the MoU include Zarai Baithak advisory services, dedicated bank accounts for fertilizer payments, and digital integration through the Sarsabz Pakistan and ZTBL mobile apps. The partnership also aims to enhance financial inclusion by referring unbanked farmers to ZTBL. This initiative reinforces ZTBL's commitment to driving sustainable agricultural growth and strengthening Pakistan's rural economy.

## ZTBL Promotes Kitchen Gardening at Islamabad Club Workshop



Agriculture Technology Department (ATD) has actively participated in a winter kitchen gardening training workshop organized by the Islamabad Club for its members. ATD representatives, Ms. Huma Abbas (OG-I) and Mr. Muhammad Kashif (AVP), provided valuable insights on kitchen gardening techniques and addressed participants' gardening-related queries. During the event, the ATD set up a stall displaying a variety of vegetable seed kits, seedlings, brochures, mushroom growing kits, and other gardening supplies. The initiative was well-received, with participants appreciating ZTBL's efforts in promoting kitchen gardening. Many expressed a strong interest in continuing similar activities for educational purposes.

### Launch of Zarai Islamic Dairy Value Chain

In order to support dairy and livestock sector of Pakistan at grass root level, ZTBL has launched Zarai Islamic Dairy Value Chain financing scheme. The purpose of the product is to provide financing facilities to customers through sale and lease arrangement of customer land for purpose of dairy animals and other related equipment. Maximum per customer financing limit is Rs. 2.5 Million with minimum 10% equity contribution.