



Press Release

DIGITAL INCLUSION THROUGH MOBILE WALLETS FOR FARMERS

Lahore, June 22, 2017

The Punjab Information Technology Board (PITB), Agriculture Department of Punjab and Telenor signed a contract here today to become pioneer in the use of smart technology for executing a project, 'Digital and Financial inclusion of Farmers through Mobile Wallets'.

Under this project, farmers of the Punjab province shall be given mobile phones with pre-installed apps to enhance their capacity. These apps include Crop Calendar, Agronomic Calculator, and Smart Weather Alerts, e-mandi, Agri TV etc; and will assist them in adopting the best practices in farming. Each farmer will also be given a mobile wallet to be used by government for digital disbursement of interest free loans.

Agriculture Department of Punjab is collaborating with PITB, Telenor and Karandaaz to disburse the interest free loans digitally to the farmers which will not only provide transparency in the process but also offer convenience to the farmers. The Secretary, Agriculture Department Punjab, Capt® Mahmood Rai, Chief Financial Services Officer (CFSO) Telenor Pakistan, Mr. Yahya Khan and Chief Strategy Officer (CSO) Mr. Bilal Kazmi and Director General PITB Mr. Faisal Yousaf and numerous other stakeholders were also present during the contract signing ceremony.

"This is a landmark initiative being the ever first in the world to greatly benefit the farmers in increasing their crop yield, hence the agriculture economy would get the much needed boost." Secretary Agriculture Punjab remarked.