

# “Better Management Practices (BMPs) for Water Thirsty Crops Project”

**Funded by the European Commission**

WWF- Pakistan initiated this 4 Year Project in 2006 with a purpose to create a mechanism for increasing water availability and reducing pollution by decreasing the amount of water and agrochemicals use in sugarcane and cotton production.

## Objectives of the Project are:

**Specific Objective 1:** By 2010 small and large scale Sugar & Cotton Farmers apply Better Management Practices (BMPs).

**Specific Objective 2:** A Local, National and International enabling environment is in place by 2010.

## Target beneficiaries:

Small and large-scale sugarcane & cotton farmers in Faisalabad and Bahawalpur.

- ✘ Experience was gained with the complexities of water saving in the socio- economic context of farming in Pakistan.
- ✘ A website has been developed [www.wwfpak.org/bmp/fw\\_bmps.php](http://www.wwfpak.org/bmp/fw_bmps.php) And is regularly updated
- ✘ Farmer Organisations strengthened through activities such as FFS, CCB and Consensus Building Workshops
- ✘ Initiating review of Agriculture and Water policies.
- ✘ International mechanisms support wide-scale uptake of BMPs



## Achievements:

- ✘ Mechanism to promote sustainable cotton & sugarcane production with long term benefits for water resources & farming communities.
- ✘ A remarkable increase in water efficiency up to 40 % was observed and recorded through bed & furrow and alternate row Irrigation techniques in cotton.
- ✘ Significant reductions in pesticide and fertilizer use.
- ✘ Agriculture extension staff and farmers were also trained as facilitators and master trainers to ensure sustainability.
- ✘ Close relation built with key stakeholders in agriculture in Punjab.
- ✘ Awareness raising material- brochures, pamphlets, manuals, leaflets and calendars depicting promising BMPs in Cotton & Sugarcane with illustrations were developed and disseminated extensively among farmers, project stakeholders.

## Partners:

- ✘ Ministry of Food, Agriculture and Livestock (MinFAL)
- ✘ CARITAS- Pakistan
- ✘ Punjab Agriculture Department (PAD)
- ✘ National Agriculture Research Center (NARC)
- ✘ Pakistan Central Cotton Committee (PCCC)
- ✘ University of Agriculture, Faisalabad (UAF)
- ✘ Punjab Irrigation and Drainage Authority (PIDA),
- ✘ All Pakistan Textile Mills Association (APTMA)
- ✘ Pakistan Sugar Mills Association (PSMA)
- ✘ Kissan Welfare Association (KWA)
- ✘ Kissan Development Organization (KDO)
- ✘ Khawateen Welfare Council (KWC)
- ✘ Lahore Compost
- ✘ IKEA

**Join Us**

Everyday, the burden on our environment grows heavier. Increasing pollution, decreasing natural resources and habitat destruction affect the quality of life for all living beings. Become a part of the solution by becoming a Corporate or Individual member of WWF- Pakistan. Members are regularly updated on conservation issues and have access to WWF resources and activities.



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