

**Government of Pakistan**

**Trade Development Authority of Pakistan**

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**Subject: AWARENESS CAMPAIGN TO EDUCATE FARMERS ON PRE AND POST HARVEST MANGEMENT OF RICE**

TDAP with the help of ReMIT and in collaboration with other stakeholders is planning to organize awareness campaigns in Rice growing areas of Punjab, Sindh, Baluchistan and Khyber Pakhtunkhwa. The purpose of the activity is to educate farmers on both pre- and post-harvest management of rice so as to minimize the chances of occurrence of Aflatoxins and Pesticide Residues in Basmati Rice. In these awareness campaigns, we are looking for maximum participation of regulators, growers and exporters of rice for their capacity building vis-a-vis on EU's import laws, regulations and procedures. To make these interventions self-sustaining, this activity would also create Master Trainers from within the Provincial Agriculture Extension Departments who would subsequently be able to routinely run such campaigns through their officers . The MRLs seminars organized by ReMIT (ITC) in collaboration with TDAP will be held as per following schedule :

<b>Seminars</b>	<b>Dates</b>
<b>SINDH</b> Larkana & Sukkur	<b>17th July 2023</b>
<b>Baluchistan</b> Dera Jamali	<b>18th July 2023</b>
<b>PUNJAB</b> <b>Multan:</b> Multan, Muzaffargarh, Bahawalpur  <b>Lahore:</b> Lahore, Faisalabad, Gujranwala, Sahiwal  <b>Sargodha:</b> Sargodha, Gujrat	<b>Multan : 24th July 2023</b> <b>Lahore: 26th July 2023</b> <b>Sargodha : 31st July 2023</b>
<b>KPK</b> Swat	<b>08-Aug-23</b>

The European Union (EU) constitutes the largest destination market for Pakistan's Basmati Rice exports. However, during the past 2 years, more than 200 rejections/interceptions/rapid alerts were reported by EU on account of detection of more than permissible levels of Aflatoxins and Pesticide residues in the Basmati rice exported from Pakistan. In 2021, The Ministry of Commerce and TDAP took a very serious note of this and launched an awareness campaign in collaboration of REAP and ReMIT/ITC in all the provinces of Pakistan. Resultantly 162 alerts generated in 2021 sharply dropped to 41 until June 2022, whereas in the current financial year only few such interceptions have been reported so far. The sharp drop in rejections/interceptions is a result of collaborative efforts made by TDAP, MOC, REAP,

Provincial Agricultural Departments and ReMIT. In order to sustain the positive impact of interventions made TDAP is again holding this awareness campaign.