

**Directors Report**  
**2013 -14**  
**Pakistan Agricultural Coalition**


Pakistan Agricultural Coalition (PAC) was established as a not-for-profit entity under Section 42 of the companies ordinance by 20 of Pakistan's leading business groups and investors for supporting public as well as private sector in harnessing the full potential of agriculture. At PAC's inception, the key message from the agro-industry as well as growers was that an institution is needed to 'connect the dots' in Pakistan's agriculture sector and provide leadership. It was decided that PAC's flagship efforts are basically public benefit initiatives with multiple participants. In each initiative, PAC is to play the role of 'connecting the dots' as a neutral institution that has the convening power, the confidence of stakeholders, and access to international expertise.

Mr Arif Nadeem has been hired as Chief Executive Officer and Mr Naushad A. Zuberi has been hired as General Manager Administration and Public Relations.

It has been decided that PAC will work with the objective that Pakistan's agriculture must become *private sector-led, technology-driven, entrepreneurial, and globally competitive*. PAC's mission is to drive this transformation with consensus and concerted action from key stakeholders: growers, federal and provincial governments, the private sector (agri-business, industry, etc.), development partners, financial institutions, academia consumer groups etc.

The touchstones of PAC's interventions are to be:

- i. each effort must be private sector-led (not supply-driven) demonstrated by participation and/or contributions from stakeholders;
- ii. key stakeholders from across the value chain must be on board right from the design stage;
- iii. to ensure sustainability, initiatives must be designed on a sound commercial logic, and
- iv. where possible, secure international expertise and match it with domestic implementation capability.

  
Raashid Anwer  
Convener