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UNIVERSITY OF AGRICULTURE, FAISALABAD
Faculty of Social Sciences

Director,
Office of Research, Innovation
& Commercialization,
University of Agriculture, Faisalabad

Through: Proper Channel

Subject: **Submission of Research Proposal to EFS UAF**

With reference to call for proposal on Technology Transfer and Product Commercialization by Endowment Fund Secretariat, University of Agriculture, Faisalabad, I hereby submit six (6) hard copies of a project proposal entitled" **Technology transfer through Print Media**" for further necessary action and transmission to the concerned quarter please. An advance soft copy has already been sent to EFS.

Dr. M. Iqbal Zafar

Professor/Convener, Zarai Digest,
Faculty of Social Sciences,
University of Agriculture, Faisalabad
Pakistan

Encl.

1. Complete project proposal
2. Detail of special numbers of Zarai Digest along with their number of copies to be published
3. Budget estimates by University Press for printing of 11000 copies of special numbers of Zarai Digest
- 4.

**GUIDELINES FOR THE COMPLETION OF COMPLETE PROJECT PROPOSAL
(ANNEXURE TT-B)**

(Submit 6 hard copies along with a soft copy)

Annexure TT-B

	UNIVERSITY OF AGRICULTURE, FAISALABAD, PAKISTAN UAF-US COLLABORATION FOR STRENGTHENING OF AGRI. ACADEMIA Phone: 041-9201125, 9200161-170, Ext. 3604, 3607, Fax: 041-9201333 Email: efs@uaf.edu.pk
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Proposal Identification No

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(To be allotted by UAF)

COMPLETE PROJECT PROPOSAL

1. Project Title:

Technology transfer through Print Media

2. Applicant's Details:

a) Principal Investigator:

Name: Dr. M. Iqbal Zafar
Qualification: PhD
Institution/Organization: University of Agriculture, Faisalabad
Present Position: Professor/Convener, Zarai Digest Advisory and Management Board, UAF
Status (*Regular/Adhoc/Contract*): Regular
Postal Address: Dean, Faculty of Social Sciences, University of Agriculture, Faisalabad

Telephone: +92-41-9200196 Mobile: 03216440321 E-mail: drmizafar@hotmail.com

b) Co-Principal Investigator: _____

Name: Dr. Shoukat Ali
Qualification: PhD
Institution/Organization: University of Agriculture, Faisalabad
Present Position: Assistant Professor/Editor, Zarai Digest/Secretary, Zarai Digest Advisory and Management Board, UAF
Status (*Regular/Adhoc/Contract*): Regular/TTS
Postal Address: Institute of Agri. Extension & Rural Development, Faculty of Social Sciences, University of Agriculture, Faisalabad

c) Team members: _____

1. Prof. Dr. Tanvir Ali
2. Prof. Dr. Jilal Arif, Principle Officer (PRP)
3. Dr. Muzhar Hussain Ranjha

d. Other Staff members

1. Khalid Saleem Khan
2. Muhammad Ismail

3. Overseas cooperating Scientist/Organization:

4. Total Cost (*Rs. Million*): **1.83** million

5. Project Location: Zarai Digest Publications, University of Agriculture Faisalabad

6. Project Duration (*months*): **18 months**

7. GENERAL

a) What is Existing Situation?

Zarai Digest Publications is an important organ of University of Agri. Faisalabad and is performing a significant role in the transfer of modern agricultural technology and information through print media by publishing regular and special issues of Zarii Digest. It publishes agri. innovations and technology in a simple and understandable Urdu language for the promotion of agriculture, cottage industry, livestock, poultry and allied fields of agriculture.

ZDP participate and display the publications in Kisan Melas, Agri. exhibitions, seminars and conferences of national and international levels so that the farmers may get published agri. material. It also provides the publications on the farmers door step on a simple letter or call by the farmers.

Zarai Digest Publications intends to publish 11 special numbers of the Zaria digest (please see annexure-I) which have great demand among the farming community. These special numbers will play an important and significant role in disseminating latest agricultural technologies among farmers. The literacy rate in Pakistan is getting higher and higher. In a situation where farmers are not literate, their sons and daughters are literate one. They can receive agricultural information through Zarai Digest and translate it for their parents. The published information remains permanent record with the farming family which can be consulted at any time as and when required. This project has therefore been designed to diffuse agri. information among farm families through print media i.e. Zarai Diest Special Numbers.

Literature review of similar work

A lot of literature is available concerning the significance of print media in the diffusion of agri. information.

b) What are the scope and issues to be addressed and your approach to address them?

All information required by the farm families concerning plant and crop, livestock management, veterinary sciences, farm machinery, social issues and economic concerns will be provided to them through the new and revised publications of Zarai Digest's Special Numbers. This project will also provide an opportunity to the UAF scientist to share their expertise with the farmers through print media.

c) Give Justification of the project.

The average yields of crops, horticultural plants and production of livestock/poultry is very low as compared to their potential yield/ production. The main reason for low productivity is lack of timely availability of agri. information on the part of farmers. This project will ensure the availability of latest information to the famers in an interesting and understandable form.

8. THE TECHNOLOGY

a) Give brief overview of the Technology to be transferred

All technologies required by the farmers

b) Have you practically tested these methods earlier? If, yes, where?

Yes, at UAF

9. OBJECTIVES:

To:

1. Write and publish new special numbers of ZD.
2. Revise and publish already existed numbers of ZD.
3. To disseminate latest agri. information among farmers through agri. exhibitions and other services at the door step of the farmers.

10. PROCEDURES

a) Methodology, Quantitative and Qualitative parameters along with time frame to gauge the effects of your intervention?

- The authors for writing new ZD special numbers will be identified and requested to write Special Numbers. The draft will be peer reviewed prior to the editing, designing and publication.
- The authors of already existed ZD special numbers will be requested to update and revise the Numbers. The draft will be peer reviewed prior to the editing, designing and publication.
- The published material will be offered to the farmers on nominal prices.

b) Time frame and modes of documenting different steps of implementation and achievements of the project?

- 8 months for writing and updating Special numbers
- 3 month for composing special numbers
- 3 months for peer review
- 2 months for editing and designing
- 2 months for publications

11. PLAN OF WORK:

a) Activities:

Year	Activities	Location	Researcher responsible
1	1 st half (9 months)	UAF	Dr. Muhammad Iqbal Zafar & Dr. Shoukat Ali
2	2 nd half (9 months)	UAF	Dr. Muhammad Iqbal Zafar & Dr. Shoukat Ali

b) Schedule of activities in form of a chart (Annexure I).

12. State if the project has been submitted to any other Funding agency for financial support. If so, with what results?

No _____

13. No of projects being run by:

a) PI (CV Attached)

b) Co-PI

Project title and duration (from-to)	Status as PI or Co-PI	Funding Agency	Budget	Status
Formulating research based agricultural extension policy guidelines through participatory approach in the Punjab, Pakistan	PI	HEC	1.5 million	In progress
Technology transfer through cyber extension: helping communities to help themselves	Team member	EFS, UAF		In progress
Creating knowledge based society through agricultural technology transfer via FM Radio	Team member	EFS, UAF		In progress
Gender empowerment and home life improvement of rural poor through appropriate technology transfer	Team member	EFS, UAF	1.768 million	Completed

CV attached

14. Budget Summary:

(Rs. millions)			
Sr. #	OBJECT	Months (18)	TOTAL
1	Operating Expenses	1.54775	1.54775
2	Capital Expenses	0.2625	0.2625
3	Admin and Audit/Accounts Fee*	0.0217	0.0217
	Total	1.83195	1.83195

***Admin and Audit/Accounts Fee:** will be worked out as 2% of the operational expenses excluding honoraria to PI and CO-PI

Note: After the completion of project, the fixed assets will be the property of UAF. However, the equipment, etc. might be allotted to participating/cooperating Institutions with fair justification.

BUDGET DETAILS OF THE PROJECT

A030a	Honorarium to PI	0.135
A030b	Honorarium to Co-PI	0.165
A030	Honoraria	0.3
A031	TA/DA to Officers/Staff	
A032a	Postage & Telegram	
A032b	Telephone & Trunk Calls/Broad band internet charges	
A032c	Running/Hiring Cost of Vehicles	
A032d	Transportation of Goods	0.02
A032	Communication	0.02
A033a	Utilities	
A033b	Stationary	0.02
A033c	Printing & Publication	0.775
A033d	Rent of Land/Machinery/Office Building	
A033e	Consumable Stores	0.01
A033	Utilities/Office Support/Rent	0.805
A034a	Office Building	
A034b	Equipment and Machinery	
A034c	Computer & Office Equipment	0.02
A034d	Furniture & Fixture	
A034e	Vehicles	
A034	Repair & Maintenance	0.02
A035a	Consultancy Services	
A035b	Payment to Other Agencies (authors and reviewers)	0.09
A035c	Contractual Services (skilled & unskilled)	0.1
A035	Other Services	0.19
A036a	Seminar/workshop/media conference	
A036b	Foreign Delegation/Collaborating Scientist's visit	
A036c	Delegation Abroad Preferably to the Institute of Collaborating Scientist	
A036d	Fellowship/Stipend	
A036e	Technology Transfer/farmers days and demo/exhibitions	0.05
A036f	Miscellaneous (not more than 1% of operational cost)	
A036	Other Expenses	0.05
	SUB TOTAL (Operational Cost except Honorarium)	
	(Sum of A031 to A036)	1.085
A037	Support to Host Institutes (Overhead charges) (15% of Sub Total above)	0.16275
A038	OPERATIONAL EXPENSES (Sum of A030 to A037)	1.54775
A039a	Equipment & Machinery (server, storage, EDH)	
A039b	Computer & Office Equipment (laptop, computer and printer)	0.25
A039c	Furniture & Fixture	
A039d	Other assets	
A039e	Escalation coverage (not more than 5% of capital expenses)	0.0125
A039	CAPITAL EXPENSES	0.2625
	TOTAL COST (A038 + A039)	1.81025
A040	Admin and Audit/Accounts Fee (2% of Operational Expenses excluding honoraria)	0.0217

	GRAND TOTAL	1.83195
	(Total cost + Audit/Accounts fee)	

LIST OF CAPITAL ITEMS

Head	Item with <u>Specifications</u>	Rate	Quantity	Amount (Rs)
A039a	Equipment and Machinery			
	NA	NA	NA	NA
	NA	NA	NA	NA
	NA	NA	NA	NA
Sub-total				250000
A039b	Computer & Office Equipment			
1	Laptop	90000	1	90000
2	Computer	65000	1	65000
3	Printer (3 in one)	45000	1	45000
Sub-total				
A039c	Furniture & Fixtures			
	NA	NA	NA	NA
	NA	NA	NA	NA
	NA	NA	NA	NA
	NA	NA	NA	NA
Sub-total				
GRAND TOTAL				250000

15. Certification:

It is certified that the above information is accurate and the proposal will be executed in accordance with the agreement with UAF. That I will complete the proposed work plan and the results/ outcomes of the project will be shared with UAF.

Principal Investigator

Co-Principal Investigator

Name: _____

Name: _____

(Seal and Signature)

Date: _____

(Seal and Signature)

Date: _____

16. Endorsement

It is certified that this proposal has the concurrence and support of

Head of Institution/Organization

(Seal and Signature)

Date: _____

Director, ORIC

(Seal and Signature)

Date: _____

SCHEDULE OF ACTIVITIES

Sr. #	Activities	Months																	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
1	Team formation																		
2	Write up and revision of special numbers of the digest																		
3	Composing of the numbers																		
4	Peer review of the numbers																		
5	Editing and designing of the numbers																		
6	Printing of the digest																		