

**A CONCEPT DEVELOPMENT STUDY TO PROVIDE INFORMATION
SERVICES IN THE AGRI-BUSINESS AS A BUSINESS OPPORTUNITY**



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Executive Summary

Agriculture performance in Pakistan in terms of yield per hectare and quality is quite low as compared to other countries. In the agriculture sector there is a diverse range of stakeholders. The interrelationships amongst these stakeholders are not well defined and structured. The information flow within the stakeholders and thereto the farmer is highly fragmented. Most of the information flow takes place through word of mouth and selective publication. This makes the system very slow. Moreover, the information provided is mostly generic in nature and does not cater to the specific needs of the farmer.

The first chapter of the thesis deals with highlighting the importance of agriculture to Pakistan. It also talks about the role of agriculture and the current status of agriculture. It also goes a step further in discussing the future impact of the current practices in this sector.

The second chapter concerns with the literature review of my thesis. Here, numerous publications, journals, articles and websites that were studied during my thesis are discussed. It also discusses the formulation of my opinion about the topic.

The third chapter discusses the methodology I took for the pursuit of my thesis. It discusses in detail the two phases in which this thesis was completed and what was the mode of collection of information.

The fourth chapter analyses my research problem. It discusses the rationale of my research, the purpose of my study, highlights the problem areas and further discusses the scope and objective of the thesis.

The fifth chapter discusses a proposed solution based on the flaws studied in the present agricultural system. It

highlights numerous aspects of the proposed solution based on relevant examples and benchmarks. It also discusses an initial roadmap towards the implementation of the new solution. Key considerations while implementing the new system are also discussed.

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