



PUBLIC RELATIONS & MEDIA SERVICES DEPARTMENT

PRESS RELEASE

**Rs1 Billion for Farmers,
ZTBL, GB Govt. Join Hands for Agri Tourism**

ISLAMABAD, October 15, 2021: Zarai Taraqati Bank Limited (ZTBL) and Gilgit-Baltistan government have joined hands to boost agriculture tourism for making the mountainous region as the true tourism capital of Pakistan.

Top management of Zarai Taraqati Bank Limited (ZTBL) on Friday concluded its two days visit to Gilgit-Baltistan sharing new products specifically designed for the hilly areas with GB government besides announcing additional Rs1.1 billion for the farmers in the mountainous area.

President ZTBL Muhammad Shahbaz Jameel along with his senior management briefed various stakeholders including Chief Minister GB Muhammad Khurshid Khalid about the new initiatives being taken by the bank in line with the vision and directives of Prime Minister of Pakistan Imran Khan and Federal Finance Minister, Shaukat Tareen.

President ZTBL informed the Chief Minister that ZTBL has tailored exclusive packages/products to facilitate farming community of Gilgit- Baltistan that include financing for women empowerment, agriculture tourism, small size oil/bulb extraction, fruit drying and processing units.

President ZTBL said that a new branch of the agriculture financing bank has been established at district Nager for the larger interest of farming community in the area.

Chief Minister GB mentioned that there was dire need of processing units in the mountainous area urging ZTBL to help farmers by introducing the processing machines for longer preservation of fruits.

Responding to President ZTBL, the chief minister GB showed his keen interest in new initiatives/products and interventions by ZTBL specially for the province of Gilgit Baltistan.

He assured of his full cooperation and further elaborated that sizeable funds have been earmarked in block allocation of budget 2021-22 for extending subsidy in mark- up on loan financed by ZTBL to the farmers of Gilgit Baltistan for Agriculture Tourism.

The chief minister said that his team will coordinate with ZTBL in facilitating farmers of Gilgit Baltistan and for follow up of other steps.

During the two days visit, another a high level meeting took place between the top management of ZTBL and the provincial government that included Javaid Ali Manwa , Minister for Finance, Muhammad Kazim Mesam, Minister for Agriculture.

The meeting discussed the existing and proposed projects, their technical aspects were discussed in depth. Mr. Muhammad Kazim Mesam, Minister for Agriculture urged to provide special customized products for Gilgit Baltistan as the farmers of area have less holding and mountain agriculture is totally different from rest of the traditional agriculture pattern.

Muhammad Kazim Mesam stressed to replicate AJK model for establishment of dairy & livestock farming where ZTBL provides loan while government of AJK bears mark up on loans.

He further said that bank should finance for establishing of fish feed mills in Gilgit Baltistan.

Javaid Ali Manwa , Minister Finance assured of his full cooperation and support in extension of newly and vibrant products and services across Gilgit Baltistan which will definitely prove a milestone in boosting agri sector of the region.

He also paid vote of thanks to President ZTBL for visiting Gilgit on his invitation.

President ZTBL, Finance Minister and Agriculture Minister then moved to Nager district to visit proposed sites for opening of ZTBL Branch at Nagar.

President ZTBL also addressed to a Khuli Kachehri at Ghulmit Nager where farmers shared their grievances and suggestions directly to President ZTBL. This is for the first time that President ZTBL has paid visit to Gilgit-Baltistan since inception of the bank.

Sharing his thoughts, President ZTBL said that people of Gilgit-Baltistan are honest, hospital and patriots and that a sweeping majority of borrowers in the area pay their loans in time and hoped that the area will sooner become favorite destination of local and international tourists....ends

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