



SHEHRI KHAITI

شہری کھیتی

By ECOWEB Portals (Pvt.) Ltd.

Agenda



Introduction



Statistics



Project Potential



Work Flow



Requirement



Location



Time Line





Introduction

we believe that this initiative can make a significant difference in our society - a vegetable farming community in Lahore, Pakistan. **Lahore is a rapidly growing city** with an increasing population, which puts a strain on our resources and environment. we believe that promoting **sustainable and locally-grown food** is essential for the well-being of our community and our planet. we aim to provide **fresh and organic produce** to the people, while also promoting environmentally friendly practices and creating a sense of community among farmers and consumers.

A close-up photograph of several red-leafed chard plants growing in a garden bed. The plants have vibrant red stems and leaves with green veins. The background is a soft-focus green, suggesting other foliage. A white curved line separates the image from the text area on the right.

STATISTICS



39%

Over 39% population of Pakistan lives in cities as 2020, which is growing more than 10% every year.

Pakistan Bureau of Statistics

**101.2
Million**

UN projects that urban population of Pakistan will continue to grow in the coming decades, reaching 101.2 million by 2050.

United Nations

**19.3
Million Tons**

Annual demand for vegetables in Pakistan is around 19.3 million tons, while the total production is only 17.4 million tons.

Pakistan Bureau of Statistics

An infographic with three vertical panels, each containing a statistic about urban farming. The background is a blurred image of various fresh vegetables like tomatoes, cucumbers, and leafy greens. Each panel has a circular progress indicator at the top. The first panel is orange, the second is brown, and the third is dark blue. The statistics are: 66% of the world's population will live in cities by 2050 (United Nations), the global urban farming market is expected to reach USD 9.3 billion by 2025 (MarketsandMarkets), and urban farming can reduce household food expenses by up to 50% (University of California).

66%

Over 66% of the world's population will live in cities, By 2050

United Nations

**\$ 9.3
Billion**

Global urban farming market is expected to reach USD 9.3 billion by 2025.

MarketsandMarkets
(Market Research Reports)

50%

Urban farming can reduce household food expenses by up to 50%.

**University of
California**



15%

Urban agriculture has the potential to supply up to 15% of the global food supply.

Food and Agriculture Organization (FAO)

30%

In the USA, the number of urban farms increased by 30% between 2014 and 2016.

US Department of Agriculture

15%

Urban farms can increase property values by up to 15% in residential areas.

National Farm to School Network

PROJECT POTENTIAL

-  Food Security
-  Health
-  Environment
-  Economic Development
-  Innovation





FOOD SECURITY

Lahore currently relies heavily on **imported vegetables**, which can be **costly** and often of **lower quality**. This can create food **insecurity** for people with limited income, especially during times of **economic hardship** or global crises. By providing fresh and locally-grown vegetables, we can help and ensure a **stable and secure food supply** for the people of Lahore.



HEALTH

By promoting the consumption of **fresh and organic vegetables**, We can help improve the **health of people** in Lahore. Eating a diet rich in fruits and vegetables has been linked to a range of health benefits, including a **reduced risk of chronic diseases** such as diabetes, heart disease, and certain types of cancer etc.



ENVIRONMENT

Vegetable farming is a **sustainable practice** that can have a **positive impact** on the environment. By growing food locally, you can **reduce the carbon footprint** associated with transportation and storage of produce. In addition, we can help **raise awareness** of sustainable agricultural practices and promote the use of **organic farming methods**.

The background of the slide features a close-up, slightly blurred image of various fresh vegetables, including green beans, red tomatoes, and leafy greens, arranged in woven baskets. A large, light beige circular area is overlaid on the center of the image, containing the text.

ECONOMIC DEVELOPMENT

Starting a vegetable farming community can create **job opportunities** and stimulate economic development in Lahore. We can support other local businesses, such as **grocery stores and restaurants**, that are committed to sourcing local, sustainable produce. This can help strengthen the **local economy** and promote **sustainable development**.



INNOVATION

Vegetable farming can be an **innovative** and dynamic field, with **new technologies** and practices constantly being developed. We can help promote innovation and **experimentation in agriculture**, which can lead to new solutions for food **security, sustainability, and economic development.**



WORK FLOW

Potential Vegetable we could grow



Spinach



Lettuce



Tomato



Tomato



Tomato



Cucumber



Okra



Bell-Pepper



Coriander

NOTE: These vegetables are well-suited to the climate and growing conditions in Lahore and can be grown on a relatively small amount of land and have high demand in local market.

**LAND
PREPARATION**



PLANTING



MAINTENANCE



HARVESTING



MARKETING



**DONATE /
SALE**

**WORK
FLOW**





Resources SHEHRI KHAITI Need:

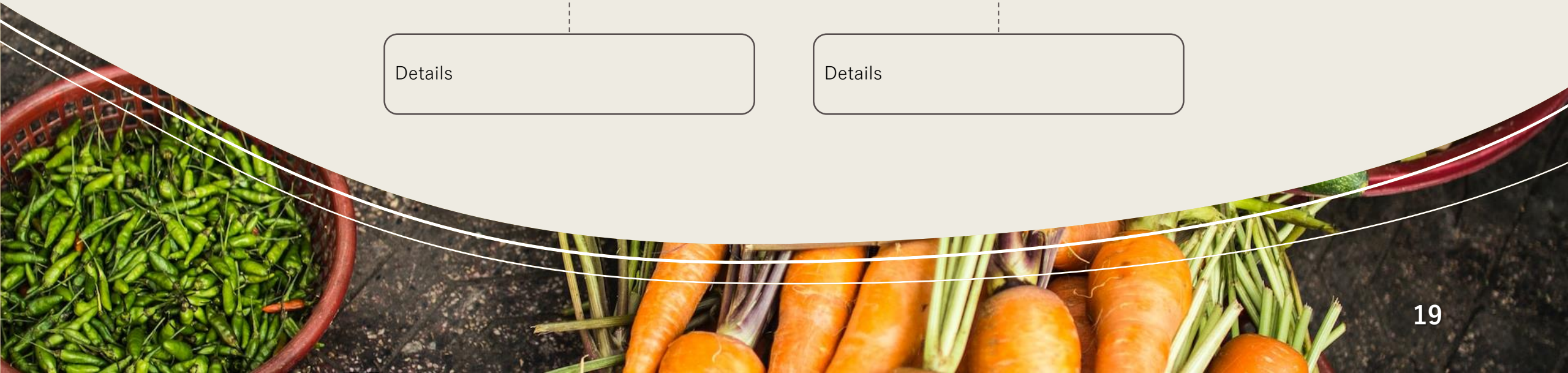
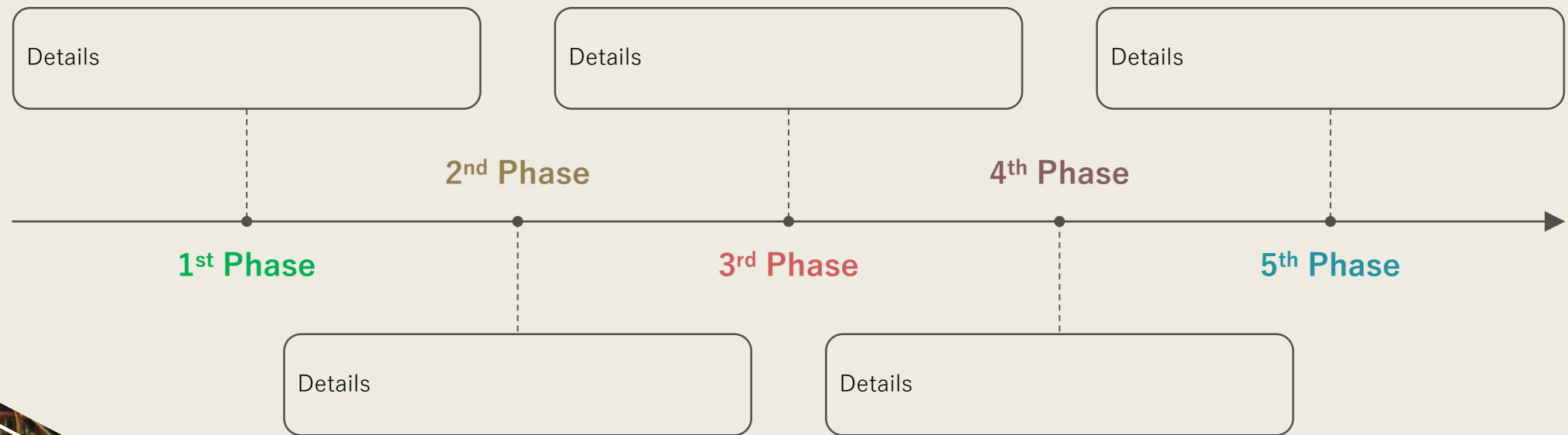
- 🍅 Land on canal banks
- 🍅 Access of water
- 🍅 Permits and zoning
- 🍅 Farming equipment and materials
- 🍅 Labor and management



WHY LAND ON CANAL BANKS

- 🥦 Canal banks is a **suitable location for vegetable farming** as they provide **access to water** for irrigation and other farming activities.
- 🥦 The land on the banks of Lahore canal is **generally vacant and underutilized**, which can be utilized for **sustainable farming** practices.
- 🥦 Utilizing this land for vegetable farming can also help to **prevent soil erosion** and improve the overall quality of the land.
- 🥦 The canal banks are in **close proximity to urban areas**, which can help to provide fresh and locally-grown vegetables to the people of Lahore.
- 🥦 We can also contribute to the **beautification of the canal area**, making it a **more attractive** place for people to visit.

Timeline





THANK YOU