

Citi Foundation

rizq

Seeding Good

Farmer Rehabilitation Program 2025

Final Impact Report

Pakistan Farmers' Floods Relief Program

Khanewal & Multan, Punjab

FINAL IMPACT REPORT

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01 — OVERVIEW

Executive Summary

In the wake of Pakistan's catastrophic 2025 floods, which submerged 1.3 million acres of farmland and displaced nearly 2 million people, Rizq partnered with the Citi Foundation to launch Seeding Good, a $100,000 agricultural rehabilitation program for smallholder farmers in Khanewal and Multan, Punjab.

Over the grant period, Rizq's field team rehabilitated 700 acres of flood-damaged farmland and directly supported 200 smallholder farmers, delivering mechanized land levelling, certified seeds and fertilizers, zero-interest microfinancing, and agronomic guidance through harvest. The program restored cultivation within the critical wheat-sowing window, safeguarding a full season's income and food production for 200 families and generating a projected 1.09 million kg of wheat.

Beyond direct impact, the program helped Rizq secure over $160,000 in additional funding from other donors, and built institutional systems — vendor networks, field protocols, and farmer-selection criteria — that will strengthen the organization's capacity to respond to future flood emergencies.

700	200	1.09M kg
ACRES REHABILITATED	FARMERS SUPPORTED	WHEAT PRODUCED

Sustaining Human Lives, Fulfilling its True Potential

Rizq is a people-powered movement building sustainable interventions, innovative programs, and social businesses that transform food, livelihood, and community systems into models of dignity, climate resilience, and just ecosystems.



A Rizq-supported farmer with his harvest.

The floods destroyed crops. The debt remained.

1.3M	2M	60%	Rs 500Bn
ACRES OF FARMLAND SUBMERGED	PEOPLE DISPLACED	OF PUNJAB'S RICE CROP WIPED OUT	ESTIMATED LOSSES

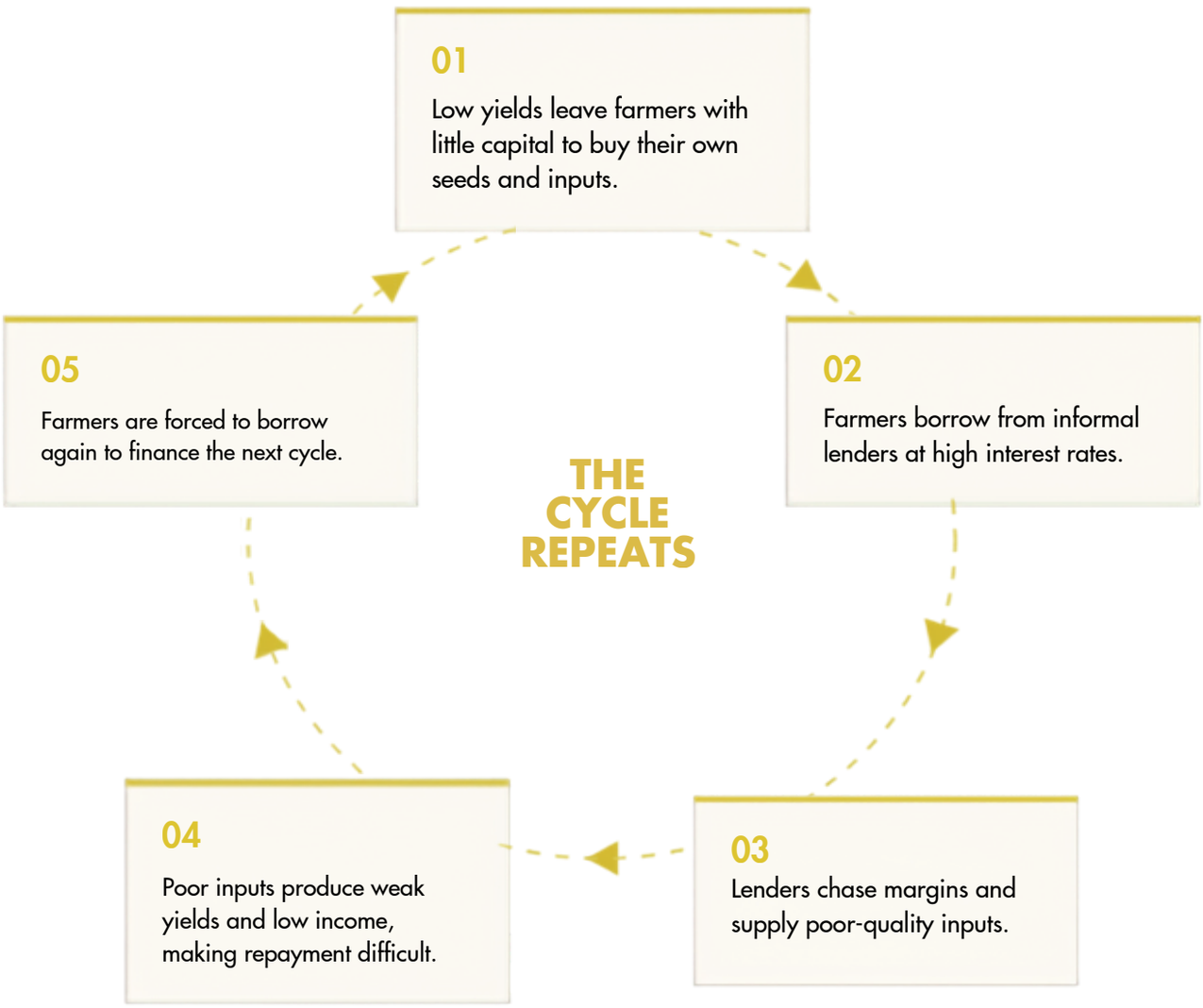
Pakistan's 2025 floods submerged 1.3 million acres of farmland across Punjab, Khyber Pakhtunkhwa, and Gilgit-Baltistan, displacing nearly 2 million people and wiping out 60% of Punjab's rice crop. Losses were estimated at Rs 500 billion.

For smallholder farmers, who rely entirely on their land for food and income, the destruction was catastrophic. Many were already carrying debt from the previous crop cycle — and with fields buried under heavy silt and the wheat-sowing window closing fast, they faced the prospect of losing a second consecutive season, deepening an already punishing debt cycle.



Flooding left farmland across Punjab submerged and unfit for cultivation.

The Small Farmer's debt trap



> With just six weeks left before sowing season, immediate rehabilitation was critical. Without intervention, thousands of farmers risked missing the planting window entirely, threatening a wider food security crisis.

04 — THE SOLUTION

Program Model

Seeding Good is built on Rizq's existing Kissan Dost Program, in operation since the 2022 floods, with over 10,000 acres rehabilitated, a 98% repayment rate, and a 50% average yield increase. Rather than providing only short-term relief, the program combined land rehabilitation, agricultural inputs, and technical training.

KISSAN DOST PROGRAM — TRACK RECORD SINCE 2022

10,000+
ACRES REHABILITATED

98%
REPAYMENT RATE

50%
AVERAGE YIELD INCREASE



Mechanized land rehabilitation cleared silt and debris ahead of the wheat-sowing window.

Program Pillars

Land Rehabilitation

Ploughing, laser levelling, and back-blading to clear silt and debris from flood-damaged fields.

Timely Crop Recovery

Restoring land within the critical wheat-sowing window.

Certified Inputs

Seeds, fertilizers, and a finalized per-acre input package.

Zero-Interest Microfinancing

Farmers repay only the principal, with no collateral required.

Technical Training & Agronomic Support

Climate-smart farming guidance and field monitoring through harvest.

Targeting Smallholders

Prioritizing the most vulnerable farmers cultivating 5 acres or less.

6 weeks from the floods to the close of the wheat-sowing window — the operating constraint every pillar was designed around.

Project Snapshot

PROJECT TITLE	Pakistan Farmers' Floods Relief Program
GRANT AMOUNT	$100,000
LOCATIONS	Khanewal & Multan, Punjab (Tehsils: Abdul Hakim, Kabirwala, Mian Channu, Muhammad Wala)
CROP TARGETED	Wheat
BENEFICIARIES	200 smallholder farmers (5 acres or less)
LAND REHABILITATED	700 acres
DURATION	Grant period through the 2025–26 wheat sowing season

Note: Farmers were selected based on landholding size, number of dependants, land condition, and Pakistan Poverty Scorecard standing.

05 — PROJECT SNAPSHOT

Where the work happened

The program ran across two districts of southern Punjab — Khanewal and Multan — covering four tehsils: Abdul Hakim, Kabirwala, Mian Channu, and Muhammad Wala.



Khanewal

Tehsils: Abdul Hakim, Kabirwala, Mian Channu

Multan

Tehsil: Muhammad Wala

Activities Delivered

Rizq mobilized a dedicated field team — agri field officers, district leads, a project coordinator, and a project manager, supported by HR, marketing, admin, and finance staff at headquarters — to deliver the program across Khanewal and Multan.

01

Field Assessment

Visits to identify the worst-affected areas in both districts.

02

Community Mobilization

Farmer launching events and community gatherings to introduce the program and build trust.

03

Baseline Surveys & Selection

Eligible farmers registered across target tehsils, then selected using transparent criteria: landholding size (≤5 acres), dependants, land condition, and poverty scoring.

04

Mechanized Land Rehabilitation

Ploughing, laser levelling, and back-blading across 700 acres, delivered through locally onboarded equipment vendors in each district.

Through to Harvest

05

Input Distribution

Certified seeds, fertilizers, and per-acre input packages distributed to selected farmers.

06

Field Monitoring

Agri field officers conducted check-ins throughout the cropping lifecycle to track input application and yield potential.

07

Harvest Support

Continued guidance through to harvest, restoring household food security and building resilience against future shocks.

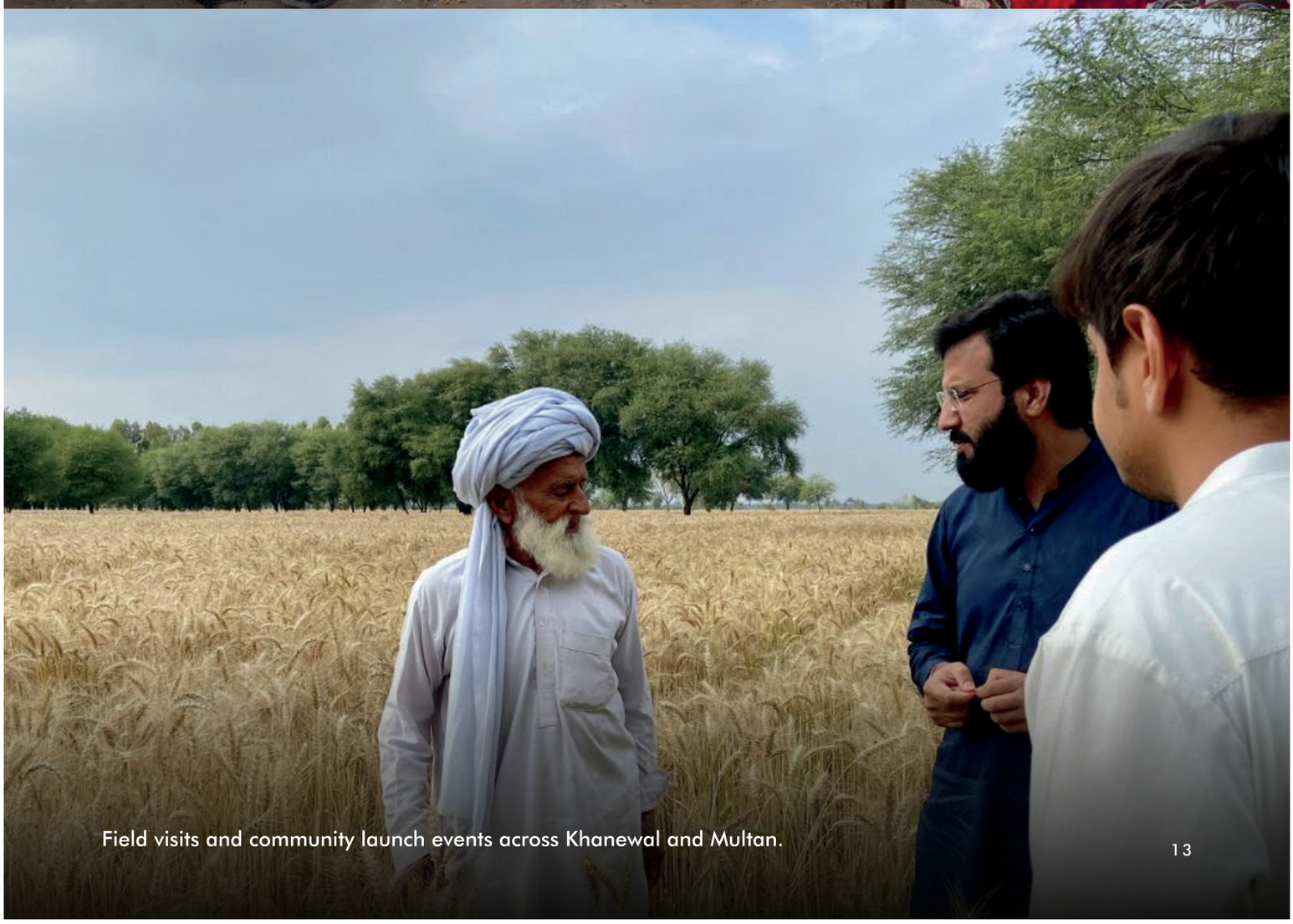


Certified seed and fertilizer packages were distributed per acre to selected farmers.

Scope note:

the original proposal included both wheat and canola; based on farmer preference on the ground, the program focused primarily on wheat.





Field visits and community launch events across Khanewal and Multan.



07

Results & Impact

All anticipated activities under this grant were completed.

What the grant delivered

700	200	1.09M
ACRES REHABILITATED	SMALLHOLDER FARMERS	KG OF WHEAT (PROJECTED)

All anticipated activities under this grant were completed. Average yield reached 39 maunds (1,400 kg) per acre.

HOW THE HARVEST ADDS UP

700
ACRES RESTORED TO CULTIVATION

×

1,400 kg
AVERAGE YIELD PER ACRE (39 MAUNDS)

=

1.09M kg
PROJECTED WHEAT PRODUCTION



Citi Foundation KPIs

Individuals directly served	**200**
Individuals who obtained employment	**7**
Individuals who built or preserved assets	**200**

How results were tracked

Farmers were confirmed through baseline surveys against inclusion criteria.

Acreage was verified through land records and spatial mapping.

Yield was self-reported by farmers during post-harvest endline surveys.



Leveraged Funding

Citi Foundation's support helped Rizq attract additional funding to extend the program's reach:

Citi Foundation · the grant — **$100,000**

Center for Disaster Philanthropy — **$50,000**

Pledges Inc — **$100,000**

Monal Foundation Pakistan — **$10,000**

Sona Welfare Foundation · in negotiation — **$100,000**

$160,000

ADDITIONAL FUNDING SECURED



09 — TESTIMONIAL

“

At that time, you came and helped us. You prepared my land again. Because of that support, I am now able to sow wheat. Now I have hope again. If this crop grows well, I will repay my loan and stand on my feet again. Thank you for standing with us in our difficult time.

Siraj Ahmad

Khanewal, Flood-Affected Farmer

Learnings & Reflections

Pre-position, don't react

Operating within a narrow pre-sowing window confirmed the value of securing equipment and vendor agreements before a crisis hits.

Local vendors outperform centralized logistics

Locally-sourced equipment navigated flood-affected terrain far more efficiently than machinery brought in from outside the district.

Transparent selection builds trust

Demand consistently outpaces resources; criteria-based selection (landholding, dependants, land condition, poverty scoring) is essential for fairness and community trust.

Map machinery to need early

Uneven equipment availability across districts — fewer levelling machines in Khanewal relative to need — showed the importance of mapping machinery requirements against farmer numbers during planning, not after fieldwork begins.

This program also allowed Rizq to build and test an operational system — vendor relationships, field officer protocols, and selection criteria — that can now be redeployed more quickly in future flood response efforts, strengthening the organization's capacity to scale this model to additional flood-affected districts.

Acknowledgments

With gratitude to the Citi Foundation for their partnership and trust, and to the field teams, district leads, and local vendors whose work made this rehabilitation possible — and above all, to the 200 farming families who rebuilt their fields and their futures.



Rizq's field team with a farmer supported through the Seeding Good program.



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Scan to watch our project video