

## Agriculture decline in Pakistan and how to counter it

Investment in agriculture are the best weapons against hunger and poverty, and they have made life better for billions of people (Bill and Melinda Gates foundation). This quote best explains the essential role played by agriculture sector in existence of mankind. Agriculture sector provides food which is vital for life. Pakistan is an agricultural country but agriculture is declining day by day in Pakistan. Agriculture is the backbone of the economy of Pakistan. But due to bad governance and increasing inflation, agriculture sector is declining. There are not enough agricultural reforms and proper irrigation system for barren soil which leads to poor crop yield. People of Pakistan, unable to understand the modern technology needed for higher crop production because of illiteracy. Natural disaster due to severe environmental shift leads to unfair distribution of water and spoilage of fertile soil. These factors contribute to huge food crisis in Pakistan. Due to decline of agriculture sector, economic instability worsen because of import of food items at higher prices. Climate change get aggravated by this agricultural damage which has hazardous effect on the livelihood of individuals. This crisis condition can be copped up by introduction of new agricultural techniques and pest control method to increase productivity of crops. Government should increase funds for agricultural sectors and subsidiary, loans, and incentives should be given to farmers. Pakistan, a diverse country in its geography is facing decline in agricultural sector due to uneven distribution of resources which damages

The social as well as economic stability of the country. This decline can be prevented by proper investment on agricultural sector and agricultural reforms by modern technology.

Agriculture plays a crucial role in the economies of least developing countries (LDC) like Pakistan. Agriculture is a fundamental part of Pakistan's economy. Pakistan's agricultural contribution to Gross Domestic Product (GDP) is with an annual growth of 22.25%. Agriculture provides an employment opportunities for 37.54% of the labor force and 62% of rural population depend upon this sector for their livelihood. Agriculture is important in which our modes of life and business innovativeness combine together. It has manifested roles in the economy of any nation and these roles include food security, poverty reduction, industrial revolution and economic stability especially in developing countries. Globally, the availability of food depends on population growth, climate change, natural disasters, war and civil unrest. When food prices goes up due to shortage of food, it is hard for poor people to access food.

(2)

(Introduction + Crunch Paragraph.)

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As Commercialization a biggest ill of media

Attention  
grabber

According to Willie Nworom "New commercialization as a phenomenon whereby the electronic media report as news or news analysis a commercial message by an unidentified or unidentifiable sponsor, giving the audience the impression that news is fair, objective and socially acceptable." This clearly explains the commercialization of media which mean paid news. News which is no longer about reporting timely occurrence or events, it is now about packaged broadcast or reporting sponsored or paid for by the interested parties. Commercialization of media proves itself as an ill because it damage the reporting criteria of news to be reported.

connector

Thesis  
statement.

Commercialization of media as biggest ill as the media influenced by <sup>or owned</sup> the private companies which results in false and fabricated reporting for personal interest. It affect the democratic fabric of any country and influence the views.

List of  
outline.

Commercialization of media is a biggest ill because it results in false reporting which exploit the cultural values of any country. This commercialization effects the standards of media and reports to be reported which results in decline in public interest

Date: \_\_\_\_\_

broad casting - Privatisation control on media leads to false information to gain the viewership and avoidance of culture values to promote modernization. It is regarded as a freedom of speech as media standards are set according to the public demand and to enhance the target rating point (TRP). But in true sense, this commercialization is a biggest evil which leads to false information, exploitation of cultural values, false propagandas, substandard contents to distract the moral values of youth.

Commercialization of media news means paid news. Paid news means when a person pay to journalist or news channel to cover a particular aspect or angle of story. The main reason behind it is income revenue. Paid news misleads the public and hampers the ability of people to form correct opinions. ~~It effects~~ A crucial focus in commercialization is the economic funding of media organization. Advertising is a key source of funding. This lead to false information and news being reported on new channel for personal interest.