

Agricultural decline in Pakistan and how to counter it.

## ESSAY

"At the very heart of agriculture is the drive to feed 'the world.'" (Ben Pottle n.d). It means the very survival of living things, especially human beings' depends on agriculture. This is a field which is responsible for national food security and economy of any nation. Therefore, its decline will pose severe threat to survival and national security of a nation. Similarly, in Pakistan agriculture has also played significant role in providing food. But, agriculture of Pakistan is declining due to several factors. Furthermore, climate change and water crisis are prominent cause of agricultural decline in Pakistan. Conventional farming methods and lack of use of modern technology have lessened the agriculture. Not only lack of use of modern technology but also lack of research, unavailability of post-harvest infrastructure, and water logging have decreased agricultural productivity. However, agricultural decline has sent adverse impacts such as surge in unemployment, weaken economy, and



rise in poverty. It has also reduced the export. Therefore, some pragmatic measures are direly needed to counter agricultural decline in Pakistan. Government should encourage research and development in the field of agriculture. Besides that, integration of modern technology and improvement of water capacity and distribution mechanism will counter it. Additionally, development of post harvest infrastructure, establishment of agriculture industries and improvement of irrigation system will counter the agricultural decline in Pakistan. Indeed, agriculture of Pakistan has great potential, but it has been declined due to several factors. Hence, decline in agriculture has severely impacted. Therefore, very pragmatic and multidimensional approach is needed to counter it.

Agriculture has played vital role in the prosperity and development of Pakistan. It has potential to provide employment and to uplift the economy. But, its decline has severely impacted Pakistan. According to the International Food Policy Research Institute report, (2022) climate change



is projected to cause a decline in Pakistan's agricultural yields of up to 40 percent by 2050. Furthermore, some of the major crops of Pakistan have witnessed negative growth as production of cotton, rice, and sugar cane declined by 17.5%, 3.3 percent and 19.1 percent respectively (Nazir Ahmed, Agriculture sector: a declining performance, 2019). Hence, strategies are necessary to mitigate the decline of agriculture.

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Is Commercialization the biggest ill of Media?

## ESSAY

Proverbial Ali was managing school in his vicinity as a welfare institution. But, one day one of his friends came to him and gave ideas of commercialization of school. After few days he decided to commercialize the school. So, due to commercialization most of the children quit the school and <sup>were</sup> deprived of education.

~~Although the commercialization of media is the biggest ill, but its commercialization is not the biggest ill at all.~~

However, the commercialization of media is the biggest ill, because it has challenged credibility. In fact, commercialization of media is a menace and it has changed outlook of media. In this way commercialization of media has promoted dictatorial rule, hidden the rights' movement because of capital gains. Furthermore, advertisement of substandard products and broadcasting of politically engineered agenda became common due to commercialization. Labelling of freedom fighters as a terrorist



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is very common, because of menace of commercialization. However, the commercialization of media is not altogether ill. Media mostly criticize the dictatorial rule, highlights rights' movement, and advertise beneficial products. Additionally, not every commercial media institute broadcasting politically engineered agenda. Thus, not all media channels, but mostly justify dictatorial rule as a legitimate and majority commercial media institutes conceal rights' movement due to financial gains. Furthermore, promoted substandard products and supported politically engineered agenda. Commercial media entity label Freedom fighter as a terrorist.

Media's commercialization is the biggest ill, because it paves the way for many <sup>other</sup> ills. However, the commercialization of media cannot be considered ill completely. Commercialization is the biggest ill, as it has promoted dictatorial rule, concealed rights' movement. Media institute became puppet due to commercialization. But despite being commercial media entities also criticize dictatorial rule, highlights rights' movement. It



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also promotes positive products. Besides that, instead of propagating politically engineered agenda, media also expose politically engineered agenda.