

increased intensity of farming, expansion of the cropped area to previously fallow or unused land, and speedy leaching of salts from the soil, will demand marked changes in farm practices. New water courses will have to be built. Many existing distribution channels will need to be improved or enlarged. Acceptance of clear water in place of the familiar turbid canal water will have to be secured. New cropping patterns and planting schedules will need to be worked out to take full advantage of the additional water. New seeds, and perhaps new crops, will be introduced. Even for this first increment, expanded credit will need to be used effectively by tens of thousands of farmers. The farmers must become aware of a new frontier, after years of decreasing hopes and resources.

Each farm family should participate as quickly as possible in the program. Efforts to increase production and yields per acre should start as soon as the tubewells are installed and working. Information, advice, services, and supplies will have to be distributed as rapidly as possible throughout each project area.

Rapid and effective dissemination of information among the rural population will be especially difficult. Problems of village isolation, illiteracy, lack of mass communication media, and shortage or lack of qualified personnel all enormously increase the magnitude of the task.

Systems for distributing information and services which have been highly effective in developed agricultural economies will need to be radically modified to be effective in West Pakistan. Several possible approaches to similar problems have been tried in the developing countries, and isolated successes in small areas are a matter of record. No precedent exists, however, for innovation on the scale contemplated in our plan - a million acres a year for twenty-five years. Because of the lack of precedent, we recommend that comparative experiments be undertaken concurrently in each of the first few project areas to test the relative social and economic efficiency of different approaches, either singly or in combination. Each project administration should be alert to successes and failures, and should be prepared to modify its operational programs as findings become available.

Motivation of the farmers

Success will not occur unless the farmers can be motivated to extend their efforts and to cooperate. Planning goals will remain sterile figures on wall charts. Previous experience in agricultural development efforts in other