



June, 2019

# Strengthening vegetable value chains in Pakistan for greater community livelihood benefits

## Overview

**Our project aims to improve the livelihoods and wellbeing of smallholder vegetable farmers, particularly women and youth, in Sindh and Punjab.**

**We will do this by working with the farmers and traders of tomato, potato, onion, and chilies value chains to identify the existing issues, finding tailored solutions for the community specific problems through conducting research for development, validation of research findings in farmers' fields and in the market place; and scaling out of the project interventions to larger community groups / stakeholders of target value chains.**

## Why vegetable value chains?

Small scale vegetable farmers in Pakistan encounter several issues that compromise their sustainable livelihoods; particularly for women and youth. Through the project, an alliance of selected organisations is aiming to improve the livelihoods of rural communities in Sindh and Punjab through strengthening selected horticultural value chains.

## Objectives

- Identify opportunities for increasing community engagement and developing rural entrepreneurship
- Establish sustainable production and marketing opportunities for small scale vegetable farmers and traders
- Test and develop technical innovations for selected vegetables value chains
- Expand improvements in vegetable value chains, and sustain and maximise any community benefits

## Research to date

Aligned with the ACIAR and DFAT objectives of Research 4 Development in Pakistan, this project is designed to conduct research for finding the most sustainable solutions to the value chain problems of tomato, potato, onion, and chillies value chains in Sindh and Punjab province in Pakistan.

ACIAR project number

HORT/2016/012

Start date and duration

16 February 2018, 4 Years

Location

Pakistan

Budget

AUD 3.8 million (ACIAR: AUD 3 million, Partner's in-kind: AUD 0.8 million)

Project leader and  
 Commissioned  
 Organisation

Dr. Babar Ehsan Bajwa  
 CABI

Dr. Gomathy Palaniappan, University of Queensland, Australia

Dr. Ghulam Sadiq Afridi, National Agricultural Research Centre, Pakistan

Dr. Aman Ullah Malik, University of Agriculture Faisalabad, Pakistan

Dr. Khurram Ziaf, University of Agriculture Faisalabad, Pakistan

Dr. Muhammad Ashfaq, University of Agriculture Faisalabad, Pakistan

Partner country  
 Project leaders  
 and their institutions

Mr. Noor Muhammad Baloch, Agriculture Research Sindh Tandojam, Pakistan

Dr. Aasia Akbar Panhwar, Sindh Agriculture University, Pakistan

Mr. Hidayat Ullah Chajiro, Department of Agriculture Extension (Sindh), Pakistan

Dr. Muhammad Anjum Ali, Department of Agriculture Extension (Punjab), Pakistan

Ms. Gulshan Kaur, Mojaz Foundation, Pakistan

Ms. Asmat Rajput, Women Agriculture Development Organization, Pakistan

ACIAR Research Program  
 Manager

Irene Kernott

ACIAR Country Manager

Munawar Raza Kazmi

Project objectives have been structured to address the research questions focused on all aspects of the target value chains. These include social perspective, production technology, postharvest handling and technology, value added product development, marketing, and adoption of the project interventions by the target communities. Dedicated groups of male and female farmers of the target commodities have been enrolled after passing through a stringent criterion developed by the social science group of the project. The teams in the production, postharvest, value addition, and marketing have conducted research on problems prioritized by the target communities; and the validated research outputs will be tested jointly with farmers and extension personal. Capacity building teams for training and education of the participating and other communities involved in production and trade of the target commodities.

### Work to date (Achievements)

Participatory farmer training sessions (PFTS) have been conducted regularly to train the farmers' group of targeted villages on crop production (8), postharvest handling (3), value addition (4) and marketing (2) in selected vegetables. All the teams also provided training material on different aspects among the participants of targeted villages. Social Science team conducted training need analysis with farmers to provide meaningful trainings. A gender mainstreaming workshop was conducted in 2018 for all project teams. The capitals owned by male and female farmers were benchmarked through interviews to assess gender gap. The, first potato trial consignment to local vegetable market with the interventions of sorting, grading and packaging in existing farmers' practices was conducted under the collective efforts of all the project implementing partners. One Small Rural Enterprise (SRE) of value-added vegetable product has been established in village Loung Khan Soomro in Sindh and comprised of farmers particularly, rural women and youth. This new SRE is currently developing and marketing its products in nearest local market. Two SREs of vegetables nursery production have been established in Muzaffargarh which are also serving for demonstration to farmers and building the capacity of farmers on modern nursery raising techniques. These new SREs will start nursery business in current year and produce healthy, disease free vegetable nurseries. CABI projects; Better Cotton Initiative (BCI) in Sindh and Value Chain Technical Assistance Team (VCTAT) in Punjab have been linked with SVVCP project. CABI arranged and participated in review and planning meetings, presented SVVCP project in different mega events and facilitated the partners in successful completion of their tasks. Comprehensive work packages developed, reviewed, and agreed by all project partners for effective implementation of project plans. Capacity building of the project team members facilitated in the areas of value chain management,

project impact assessment, monitoring & evaluation, and gender inclusive research for development in target value chains. Project outputs are regularly communicated to all partner organizations as well as the related government and private sector stakeholders through electronic, print, and social media. Groups of male and female farmers of target vegetable crops have been reconstituted in Sindh and regular engagement of farmers will commence from July 2019.



Small Rural Enterprise (SRE) member farmers are engaged through PAR approach to produce quality vegetable nursery Muzaffargarh, Punjab.



Marketing research to sale graded potato through adopting PAR approach at Okara, Punjab.



Small Rural Enterprise (SRE) of women farmers are engaged to produce value added products by adopting PAR approach at village Loung Khan soomro, Sindh.

# Further information



Dr Babar Ehsan Bajwa

**Project Leader**

CABI  
Opposite 1-A  
Data Gunj Baksh Road  
Satellite Town  
Pakistan

**T** +92 (0)334 9110999

**E** [b.bajwa@cabi.org](mailto:b.bajwa@cabi.org)



Muhammad Asif

**Project Manager, SVVCP**

CABI  
Opposite 1-A  
Data Gunj Baksh Road  
Satellite Town  
Pakistan

**T** +92 (0)51 8434979 Ext-127

**M** +92 (0) 333 5711230

**E** [m.asif@cabi.org](mailto:m.asif@cabi.org)

