



STRENGTHENING VEGETABLE VALUE CHAINS IN PAKISTAN (SVVCP) FOR GREATER COMMUNITY LIVELIHOOD BENEFITS

ACIAR Project Reference: HORT/2016/012

1. PROJECT OBJECTIVES

- To identify opportunities for increasing community engagement and developing rural entrepreneurships.
- To establish sustainable production and marketing opportunities for small-scale vegetable farmers and traders.
- To test and develop technical innovations for selected vegetable value chains.
- To scale-out improvements in vegetable value chains, and sustain and maximize community benefits.

2. ORGANIZATIONAL ROLES

- CAB International (CABI):** Commissioned organization for leading the project.
- National Agricultural Research Center (NARC):** Social Science aspects.
- University of Agriculture Faisalabad (UAF):** Research based interventions for production, postharvest handling, and marketing of target crops.
- Sindh Agriculture University (SAU) Tandojam:** Research based interventions for value added products of target crops.
- Agriculture Research Institute (ARI) Tandojam:** Research based interventions for production technology of target crops.
- Department of Agriculture Extension (Punjab and Sindh):** Outreach of project interventions to mass scale farmers in Punjab and Sindh.
- Mojaz Foundation (MF):** Social mobilization in Punjab.
- Women Agriculture Development Organization (WADO):** Social mobilization in Sindh.
- The University of Queensland (UQ):** Integration of social mobilization in close collaboration with NARC, MF and WADO.
- Consultants:** Subject experts in value chain management, virology, and production horticulture from Australian institutes will extend necessary support.

3. IMPLEMENTATION STRATEGY

- Engagement with communities:** Initiate dialogue and engage with communities to establish shared decision making process.
- Technical constrains identified and roles defined:** Determine and define parameters which will address the key constraints with the farming community.
- Some examples created as solutions and tested:** As a continuous cycle, develop research, communication, extension and training capabilities and start sharing key results for the problems addressed.
- Results confirmed:** A continuous revisit of the solutions by farmer leaders, key experts and social mobilization team members.
- Scaling out:** Run through results of interventions and data collection at mass scale so that beneficiaries and other value chain actors understand the challenges and determine the feasibility and effectiveness of interventions.

4. PROJECT IMPACTS

- Scientific impacts:** Development of value chain models suitable for rural entrepreneurship and internal and external capabilities of communities.
- Capacity impacts:**
 - Capacity building of local researchers and extension partners for market, value chain, gender and social research.
 - Capacity building of small land holders for entrepreneurship, value chain operations, organization, leadership and networking.
- Community impacts:**
 - 50% reduction in postharvest losses of potato (Punjab) and 20% increase in the yield of onion, tomato and chilles (Punjab and Sindh).
 - Gender equity, empowering women and youth, collective working to share knowledge and increase power at market place.
- Environmental impacts:** Efficient use of agro-chemicals for hygienic production of vegetables and adaptation of sustainable production practices and eco-friendly packing materials for the reduction of soil, water and air pollution.
- Policy impacts:** Development of innovation models ultimately contributing in policy making process for agriculture sector of Pakistan.

5. PROGRESS AND ACHIEVEMENTS

- Team building and on-boarding of the partners.



- Project inception meeting held in January 2018.



- Walk-the-chain diagnostic field mission conducted from 9 to 18 April 2018 in Islamabad, Faisalabad, Muzaffargarh, Multan, Okara, Sheikhpura, and Lahore.



- Outreach and partnerships:** Project team conducted meetings with stakeholders including Vice Chancellor University of Agriculture Faisalabad, Pro Vice Chancellor Muhammad Nawaz Sharif University of Agriculture Multan, and other related stakeholders.



- Follow up of project activities** with partners including Institute of Horticultural Sciences, University of Agriculture Faisalabad and the Department of Agriculture Extension Sindh, Pakistan.



6. WAY FORWARD

- Organizational work plans reviewed and agreed by the partner organizations and the project management.
- Implementation of work plans on timelines agreed with the funding agency.
- Continuous field visits of the experts from partner organizations in Pakistan and Australia.
- Regular and periodic reporting to the project management and the funding agency.

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