

STRENGTHENING VEGETABLE VALUE CHAINS IN PAKISTAN

FOR GREATER COMMUNITY LIVELIHOOD BENEFITS

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

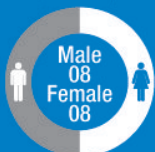
To test and develop technical innovations for selected vegetable value chains in country

To scale-out improvements in vegetable value chains, and sustain and maximise community benefits

PFTS (PARTICIPATORY FARMER TRAINING SESSIONS) CONDUCTED IN SINDH AND PUNJAB



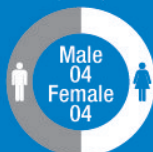
Production
(Onion, Tomato, Potato)



Total Participants
16*30=480



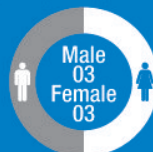
Postharvest
(Chilli)



Total Participants
8*30=240



Value addition
(Onion, Chilli, Tomato)



Total Participants
(4*25)+(2*10)=120

INTERVENTIONS IN VEGETABLE VALUE CHAINS



ONION



TOMATO



POTATO



CHILLI

- Nursery business
- High sustainable yield of onion
- Diagnostics/management of insect pests & diseases
- Development of quality standards
- Monitoring of quality and PH loss distribution
- Capacity building (PFTS)
- Onion consignment for market research
- Improved packaging
- Potato consignment for market research

NUMBER OF FARMERS' GROUPS: Fresh Produce*



02
02



02
02



02
02



02
02



1 Mix group

* Fresh produce groups are not finalised yet in Sindh but are in the process and avg. number of participants is 30 per group (male/female)

** Value addition group comprises of 10 participants (5 male & 5 female)