

Development of value-added products and marketing by small rural enterprises (SREs) in Sindh

In this activity, the value addition team from Sindh Agriculture University (SAU), in collaboration with the Women's Agriculture Development Organization (WADO), conducted two PFTSs for capacity building of the farmers and supervised their preparation of value-added products at the WADO premises. The team trained the 10 female participants to develop value-added products from chillies, tomatoes and onions.

In total, 13 value-added products were developed, which included green chilli chutney, green chilli powder, green chilli flakes, green chilli tomato powder, chilli pickle, chilli ketchup, tomato jam, onion pickle, onion chilli mixed pickle, onion powder, onion flakes, potato kheer and potato powder.

The SREs sold these products at a roadside stall in the village (Kumb). The total production cost was PKR 3,987 and revenue generated was PKR 6,080, which inspired the female farmers to continue engaging in production.

Local customers and some shopkeepers visited the stall, many of whom showed an interest in placing these value-added products in their shops.



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Profiling of potential areas of Sindh for project activities

SVVCP teams conducted village profiling surveys in other areas of Sindh, along with project partners, Government of Sindh, Agriculture Extension, WADO and the Better Cotton Initiative. The survey was conducted in different areas of Sindh to identify certain villages growing target crops of chilli and onion for the project to work with.

In the village of Muhammad Ibrahim Shah, selected farmers reported that they have been cultivating onion crop on an area of 127 acres over the last three years. Women in this village were also involved in farming practices, like sowing, weeding, harvesting, grading and packing.

In the village of Muhammad Hassan Shah, the selected farmers cultivated a total of 97 acres of land, of which 44 acres were allocated for chillies and 53 acres for tomato crop.



Research on consumers' behaviour to test value-added products

The basic objective of this activity was to check the acceptability of the value-added products among female consumers who are involved in cooking meals in their household. Another objective was to estimate consumers' willingness to pay extra money for the value-added products. These products were developed by the SAU team and research was conducted by the marketing team at the University of Agriculture Faisalabad (UAF).

For this assessment five focus group discussions were conducted with females at UAF, Government College University Faisalabad and different areas of Faisalabad. It was observed during the survey that there is demand for value-added products like onion powder and green chilli powder, but consumers are conscious about price and quality issues.