























ACIAR Project Reference: HORT/2016/012

### 1. PROJECT OBJECTIVES

# To identify opportunities for increasing community engagement and developing Team building and on-boarding of the partners. reneurships.

- 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

## 2. ORGANIZATIONAL ROLES

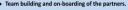
- CAB International (CABI): Commissioned organization for leading the project.
- National Agricultural Research Center (NARC): Social Science aspects.
- rsity of Agriculture Faisalabad (UAF): Research based interventions for production, postharvest handling, and marketing of target crops.
- dh Agriculture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

# 3. IMPLEMENTATION STRATEGY

- ent 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 cale so that beneficiaries and other value chain actors understand the

- 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).
- iender 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 ecofriendly 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











9 to 18 April 2018 in Islamabad, Faisalabad, Muzaffargar Multan, Okara, Sheikhupura, 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 riculture Faisalabad and the Department of Agriculture Extension Sindh, Pakistan.





- 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.

# **ACKNOWLEDGEMENTS**

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