

A Case Study of Mango Pickle Preparation Communities in Sindh



Prepared By

Marketing Team,

**Strengthening Vegetable Value Chain in Pakistan
(SVVCP) Project**

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Executive Summary

Value chain means the process by which an entity adds value to any commodity. Through the value chain activities in vegetables, farmers or other stakeholders adds value to vegetables. Value chain activities include sorting, grading, packing and drying etc. Pickle formulation is an important activity in value chain of fruit and vegetables. There are different processes of pickle formulation. Many fruits and vegetables may be used in pickle formulation. The current survey was carried out in two village, where ASLP project was implemented, to dig out causes of failure and success of pickle formulation. There were two separate groups. First group was the part and parcel of previous ASLP project and participants from this village were involved in the project and the 2nd village was taken after the failure of 1st villages participants to sustain the project activities. These both groups were visited during this survey and their weakness and strength were assessed.

The specific objectives of survey were to assess issues, reason of failure, ways to tackle issues and to study the causes of failure of 1st group and reason behind the success of 2nd group. On day 1, Hoth Khan Legari village was visited. Staff explain that group leader invests money and profit will be equally distributed among the participants. They told about the pickle related activities which are as under.

- They prepared pickle of carrot and lemon
- They arrange pickle formulation trainings
- They store pickle for 5-6 months in drums
- They prepared pickle packing of half, 1 and 5 kg
- They sale finished product at Mirpur Khas, Sindh market
- They prepare 7 drums approximately per annum
- Till then, 100kg were sold

They told that the equipment provided in the previous project were safe but they did not show us these equipments. They also explained about different persons who get benefit from this project. On Day 2, Shah Allam Shah JiWasi district Matyari was visited. Some of observation were,

- They have been preparing pickle for the last four years
- They use both vinegar and oil in pickle.
- The quantity of oil used depends upon the variety of mango and customer taste.

- They prepare mango pickle and also prepare pickle of some other local vegetables like garlic, lemon, carrot, cauliflower and barriers. They also prepare mix pickle.
- Cost of preparation of pickle is Rs. 120/ 450 grams.

In this survey it was observed that problem was in the selection of study sites. Right person for right job should be identified, then they should be properly trained. Strong internal coordination is key to sustainability. There should be proper check and balance of funds utilization and activities. Outreach activities may be arranged at higher level to encourage the staff and workers. Products developed should be properly and timely marketed.

Introduction

Value chain means the process by which an entity adds value to any commodity. Through the value chain activities in fruits and vegetables, farmers or other stakeholders add value to them. Value chain activities include sorting, grading, packing and drying etc. Storage of commodities does not add value directly but they help to get more value at the time of high price. But when storage is carried out through some preservatives or other processes, the original shape of commodity changes and value added takes place. For example, pickle is the best example of that process. Pickle formulation is an important activity in value chain of fruit and vegetables. There are different processes of pickle formulation. Many fruits and vegetables may be used in pickle formulation.

Sindh is the third largest province of Pakistan by area, and second largest province by population and situated in the southeast of Pakistan. The 2017 Census of Pakistan indicated 47.9 million population of Sindh. Sindh is bordered by Baluchistan province to the west, and Punjab province to the north. Sindh also borders the Indian states of Gujarat and Rajasthan to the east, and Arabian Sea to the south. There are about 28 districts in the province Sindh. Sindh has Pakistan's second largest economy, while its provincial capital Karachi is Pakistan's largest city. The Sindh's GDP per capita was \$1,748 in 2017 which is 50 percent more than the rest of the nation. Historically, Sindh's contribution to Pakistan's GDP was 83.71 billion US dollar in 2017. Agriculture is very important in Sindh with cotton, rice, wheat, sugar cane, dates, bananas, and mangoes as the most important crops. Sindh is the richest province of Pakistan in natural resources of gas, petrol, and coal.

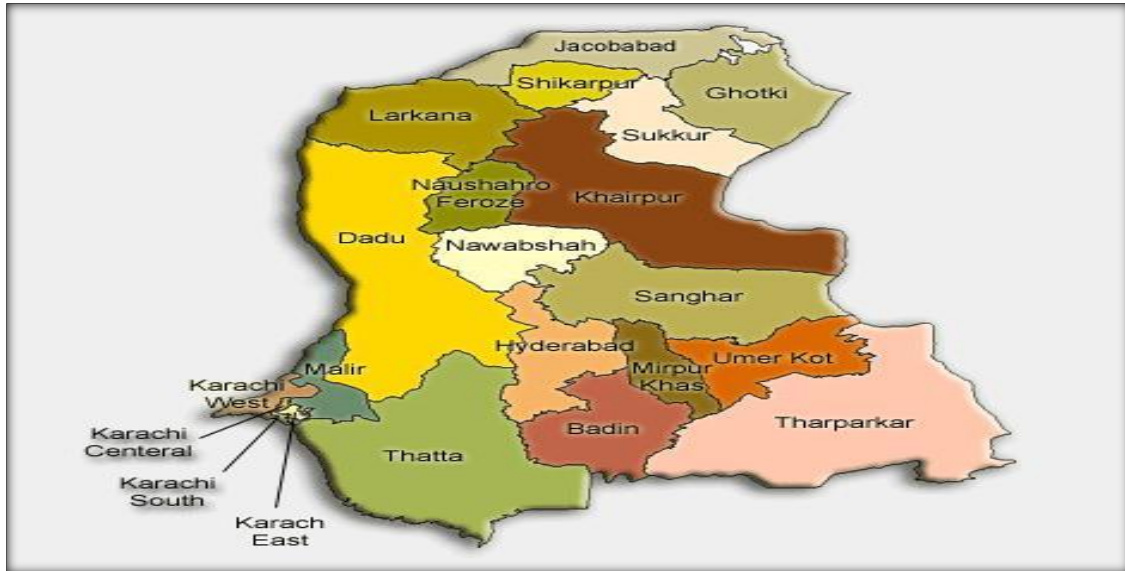


Figure 1: Map of province Sindh, Pakistan

District Matiari

Matiari district is part of Hyderabad division. This district was created in 2005. Before this it was part of Hyderabad district. The total population of the district estimated in 2017 was 769,349 persons. The spoken languages are Sindhi 92% and Urdu 4%. Mazar of Sakhi Hashim Shah Badshah is situated in Matiari city. The population of the district was 804899 estimated in 2017 and the growth rate of population is 2.6%. The district Matiari is subdivided into three Tehsiles; Matiari, Hala and Saeedabad. There are 18 union councils in the district. The north borders of the district meet with the district Nawabshah, in East district Sanghar, in South Hyderabad and in west river Indus touches the borders of district Matiari which plays the important role in Agriculture growth of this area. The culture of this district is mixed but 95% population of the district is the Muslims. There are also different racial groups in Matiari such as Syed, khasakely, memon, mallah, bhatti, baloach, khosa, bagri and kolhi. The literacy rate of the district is 40% including 25% in male and 15% in females. The main crops of the district are cotton, wheat, sugarcane. There are also cultivated many vegetables and fruits.

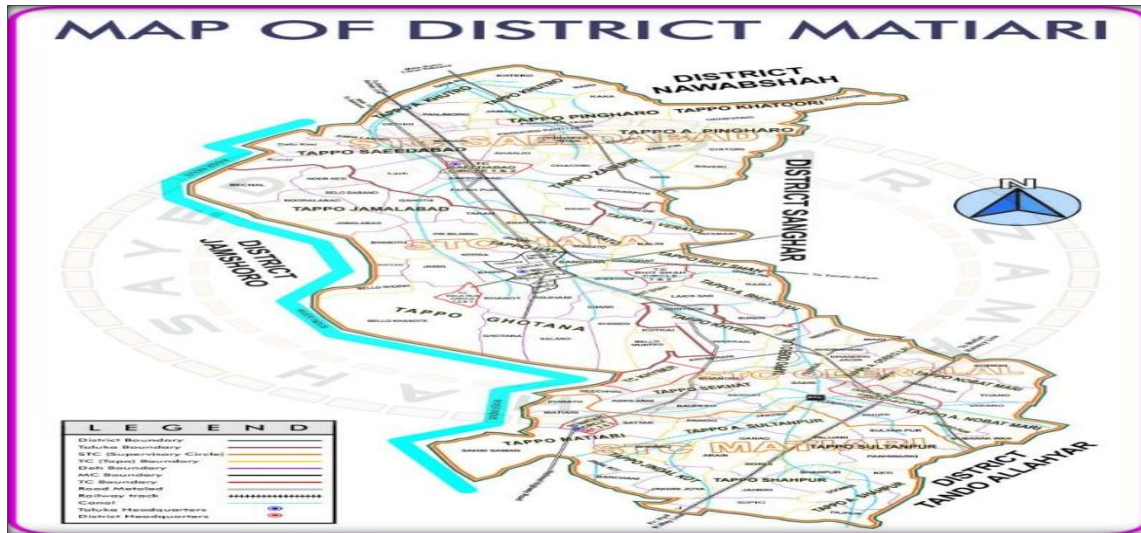


Figure 2: Map of district Matiyari, Sindh

The current survey was carried out in district Matiyari Province Sindh to dig out causes of failure and success of pickle formulation. There were two separate groups. First was the part and parcel of previous ASLP 2 project. Second was the newly group of women involved in SVV Project. Two groups were visited and found their weakness and strength.

Objective of Survey

- To study the reasons of failure of previous group and success of current group

Schedule of Activities

Date	Venue	Activity
13-09-2018	Hyderabad	Discussion about plan of field visit and related activities
14-09-2018	Hoth Khan Lagari	Visit of mango pickle community center. To access the causes of failure and related activities
15-09-2018	Shah Allam Shah JiWasi district Matiyari	Visit of second mango pickle community To study the causes of success of the group

Detail of Activities

On 13th September, we reached at Indus Hotel Hyderabad at 7:30 pm. A meeting was arranged with Dr. Tim. He described the objectives of visit and detail of activities to be undertaken. It was decided that two different groups of communities will be visited. The first group was the extension of previous project ASLP 2 at Hoth Khan Laghari. They were provided equipments and proper training about pickle formulation. But they remained failed to run their business. We tried to probe the reasons for their failure to continue project activities but they were not ready to accept that they were not sustaining the pickle preparation activities. Second group of communities will be women of Shah Allam Shah village. These women are running their pickle business successfully.

Activity Day 1

On 14th September, we visited two villages namely Hoth Khan Lagari and Shah Allam Shah JiWasi district Matyari. Firstly we visited Hoth Khan Lagari Community Center.



Hot Khan Laghari Community Service Center is a village level center which was the part of ASLP 2 project. Following staff was present at the center

1. Mola Bux Leshari (Focal person)
2. A. Shakoor Leshari
3. Javed Iqbal
4. Arjan Baleel
5. Ghulam Moh Saraz
6. Mohd Usman Leshari

Staff briefed that their previous project was about mango production and to reduce post harvest losses. They explained that they are working in this center for the last two years. Now they are independent. They got training. There were 12 women working in this project in which 2-3 are now working because of discontinuation of previous project.

Activities of Staff

They explain that group leader invests money and profit is being distributed equally among the participants. They told about the pickle related activities which are as under.

- They prepared pickle of carrot and lemon
- They arrange pickle formulation trainings
- They store pickle 5-6 months in drums
- They prepared pickle pecking 5kg, 1kh and ½ kg
- They sale finish product at Mirpur Khas market
- During second year, they prepared 7 drums
- Till then, 100kg were sold

They told that the equipment provided in the previous project were safe but they did not showed us these equipments. They also explained about different persons who get benefit from this project. According to the respondents Rs. 350-400/ 5 kg cost was involved for the preparation and they were selling at the rate of Rs. 120 per Kg.



Issues

Mr. Mola Bux Leshari shared with us the issues they were facing. He told that they are facing internal coordination issues. Miss Rehana who was leading the community was not giving proper time for project related activities because of her government school teaching job. Another woman participant raised the corruption issues. Till that time, the activities of project were badly suffered. Miss Rehana also told that during June July, they face finance related issues.

Activity Day 2

On 15th September 2018, we visited village Shah Allam Shah Ji Wasi district Matyari. This village is union council and it is situated in Tehsil Matiari. The population of said union council is 14526 estimated in 2017.

Three houses were visited there in order to check the success of pickle business. Mrs. Shehir Bano was the lady who manages to succeed this project. She trained some other ladies regarding preparation of pickle.



Long discussion was made with her. She described some key features of her business which are as under.

- They have been preparing pickle for the last four years
- They use both vinegar and oil in pickle.
- The quantity of oil used depends upon the variety of mango and customer taste.

- They prepare mango pickle and also prepare pickle of some other local vegetables like garlic, lemon, carrot, cauliflower and barriers. They also prepare mix pickle.
- Cost of preparation of pickle is Rs. 120/ 450 grams.

Following other three houses were visited separately. The business activities of these houses are described as under.

House 1

They have proper equipment for mango pickle preparation. They are trained. They used mango, berries etc. Although their work was not too large but they were working best in their existing resources. They packed the plastic jars in polythene bags through dryer (hot air cause to stick the polythene with jars. Cleanliness was satisfactory.

House 2

They were also doing good job. Size of their business was small as compared with house 1. Only two large plastic drums were used along with one small plastic drum.



House 3

House No. 3 was little different than previous houses. They don't have their own money for business and other allied activities. Rather, they get the commodities and other items from potential customers. They only gave the services to the interested people. If someone wants to get prepared pickle, he/she contact with her and get her services. They get inputs for

pickle from their customers. So that she don't have their own bottles and jars. Very fine and clean pickle was prepared. Pickles of mango and berries were prepared.

She also used the waste of pickle very nicely. She use to dry the cort of mango and other waste got dry by her. After drying, this cort were grinded and powder was formulated. This powder was very spicy. She also sale this powder and earn money. So that neither a penny was wasted. Each and every thing was being consumed with the specialized skills.



Success Stories of some women

Many women adopt this pickle business and earn handsome amount of money. They bought different household things for earning more and more money. Some success stories are described as under.

1. Zeenat earn money from mango pickle and bought a sewing machine
2. One woman expanded her business by reinvesting the money earned from pickle business.
3. Another woman bought a computer for her children after gaining profit from pickle business.

Why previous group failed

Salient features for failure are.

- Weak internal coordination
- Misappropriation of funds
- Selection of non professional staff
- Lack of monitoring of activities

- Misuse of equipments, building and staff

Why second group succeeded

Salient features for success are.

- Selection of right person (hard work, enthusiasm) for pickle business
- Proper training
- Efficient utilization of limited resources
- Outreach activities

Lesson Learned

- Right person for job should be identified. Make sure the selected participants and community leaders are committed, eager to work, have background knowledge and are educated etc.
- Proper training may be conducted before and during the activities regarding prevailing activities and advance technology.
- There should be strong internal coordination among the staff and workers.
- There should be proper check and balance of funds utilization and activities time line.
- Small centers may be preferred upon large centers keeping in view the poor locality in the area.
- Outreach activities may be arranged at higher level to encourage the staff and workers.
- Products developed during the projects should be propely marketed.
- Only those products should be developed which have market demand.