

# FINAL REPORT

for

## MARKET ASSESSMENT AND VALUE CHAIN ANALYSIS IN SINDH AND PUNJAB

Submitted to



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## List of Acronyms

AMD	Agricultural Market Development
CBOs	Community Based Organizations
CHRS	Complete Human Resource Solutions
CSOs	Civil Society Organizations
DFID	Department for International Development
FAO	Food and Agriculture Organization
FGDs	Focus Group Discussions
IFAD	International Fund for Agricultural Development
KIIs	Key Informants Interviews
MDC	Management and Development Center
NGOs	Non-Governmental Organizations
NPGP	National Poverty Graduation Program
Pos	Partner Organizations
PPAF	Pakistan Poverty Alleviation Fund
PVTC	Punjab Vocational Training Council
SMEDA	Small Medium Enterprise Development Authority
SMEs	Small Medium Enterprises
TEVTA	Technical Education & Vocational Training Authority
TOR	Terms of Reference
TVET	Technical Vocational Education and Trainings
UCs	Union Councils
USMDC	United States Agency for International Development
VCA	Value Chain Analysis

## Executive Summary

National Poverty Graduation Programme (NPGP) funded by International Fund for Agricultural Development (IFAD) and Government of Pakistan is designed to catalyze change at the grassroots to pull people out of poverty, building largely (but not exclusively) upon BISP beneficiaries and leveraging Interest Free Loans to build a smooth 'seamless service' where the poorest can move from consumption support to asset transfers to interest free loans to microcredit. The Pakistan Poverty Alleviation Fund (PPAF), who works on multi-dimensional aspects of poverty, addressing economic, social and institutional aspects that are reflected in the NPGP design, is implementing the project.

For such integrated socio-economic interventions for the poor of the poorest segment of the underprivileged districts; it was important to conduct a market assessment and analyze the economic eco-system of the targeted areas and thus existing value sectors and sub-sectors, possible constraints, challenges and future opportunities that may bridge the poor with the sustainable economic activities and bring prosperity to the whole area in particular. In this regard, MDC and CHRS conducted detailed market assessment and value chain analysis of the 10 selected districts (seven in Sindh and three in Punjab).

MDC mobilized a team of experts (one for each technical area) to provide technical support in the areas of value chain analysis, enterprise development, technical and vocational training, gender mainstreaming and other technical areas. Another team of field coordinators, note keepers and surveyors were mobilized at the local level to help collect information more efficiently and effectively. The teams were trained by the experts and mobilized to conduct a rapid assessment of the 10 districts and 247 union councils (UCs). Followed by the rapid assessment and UC profiling, special tools were designed to help gather as much information as possible during the 244 Focused Group Discussions (FGDs). 27% of the participants were women in FGDs. The FGDs covered sectors and subsectors including Agriculture, Livestock and Non-Farm; also engagement of poor, women and youth were specific cross-cutting subjects of the discussions. The teams also engaged local and national level enablers including Government institutions, NGOs, technical institutes and private sector players to help assess the information in totality.

Based on the findings of the rapid/ participatory assessments and FGDs and in consultation with PPAF's local partner organizations, potential future partners for the project were also identified and conducted detailed key informant interviews to note their point of view, the challenges and the future opportunities for the poor. This activity also helped a more top-down approach and triangulation of information collected during primary research. Although, there were several potential value chains identified and consolidated at cluster and district level through the mechanized scoring approach three value chains for each sector are prioritized and further analyzed in detail for informed choices for the project. Meat, Beef and Dairy are shortlisted under Livestock sector, while Chilli, Wheat, Potato, tomato, oil seed, vegetables, pulses, onion, and Rice are shortlisted under Agriculture value chains, while the Non-Farm sector contains Grocery shops, Services and Handicraft as major

value chains. These value chains are assessed and prioritized considering their re-occurrences in all the geographic locations, their socio-economic contribution in the area and also their adequacy for business startup by poor household i.e. target population of the project.

Project intervention areas are either located in close proximity of CPEC route or close to Special Economic Zones (SEZ) that will be established under CPEC. There is a huge potential for trade with China, which provides opportunities to the target districts to reap the benefits.

Private Sector engagement is critical to address the gaps in existing value chains. The study recommends to engage the private sector in training and developing backward and forward linkages. That model will ensure the sustainability of the project and can access private sector investment in the longer run.

The study recommend that implementation approaches will be innovative that ensures scale, consistent supply and quality at respective target areas that provides space for technology, engaging the private sector and attracts private investment, ensuring B2C relationship. CIGs approach is very vital for the project success and an integrated model need to encourage that not only provide economic uplift of landless farmers and also create opportunities' for young agriculture graduates to make partnership/service arrangements with CIG for agri-technological innovations.

Proposed strategies for Common Interest Groups (CIGs) include formation of CIG around various similar subsectors as micro and small business enterprises and also consolidate various similar CIGs of a sector to improve their buying power, market potential and access to market. The consolidation is proposed to be a community institutional structure with a name of "Apex CIG". The apex will have representation from the participating CIGs, which will give common voice and power to the local people. It will also help participating CIGs in bulk buying, selling, accessing and negotiating with the private sector, reaching out to export markets and thus creating an eco-system at village and UC level. The Apex CIG will also be able to create a franchise model through providing support to participative CIGs in bring similar quality standards, linking external capital and investment from outside and presenting one brand to the outside world.

The study was done with inclusive approach and assesses potential businesses for poor, vulnerable, disables and women. It specifically include, businesses like grocery stores, vegetable, fruits and tea stalls and shops, tailoring and handicrafts. These business can not only be started quickly, but also with minimum funding requirements and also if franchising and apex CIG model is effectively applied to these businesses in letter and spirit, these businesses can provide a quick success and graduation for the poor beneficiaries, as this will ensure aggregation of inputs/ outputs but also will help in providing and sustaining quality of the products and services at all levels.

Based on the size and planned outreach of the project i.e. NPGP, it is not possible to achieve desired results without information and communication technology and

related services. One specific example is tracing the number of assets for the life of the project i.e. recording assets at the time of distribution, follow-up and feedback in every quarter and recording the increase in assets after the life of the project. This should be done very effectively along with beneficiary's information and locations. The system should also have information about the available and improved products and services in PPAF target areas and trained workforce availability in various trades. Through this, PPAF will not only be able to track assets and services provided to beneficiaries at any point in time but also PPAF will better be able to negotiate with the private sector and create sustainable linkages with national and international markets and employers. This will help in overall consolidation of the project and will surely create a great impact.

Finally the proposed consolidation strategies including Apex CIGs, purchase centers, franchising and technological solutions for tracing will help foster an eco-system within the communities and attract private sector, export markets and thus create investment potential while also it will help lessen the role of traditional artist, and increase margins of the local farmers and workers.



## 1 Introduction

Pakistan Poverty Alleviation Fund hired services of MDC and CHRS for market assessment and value chain analysis of the 10 selected districts (*seven in Sindh and three in Punjab*) of its National Poverty Graduation Program. The study was conducted as per agreed methodology and scope defined in the inception report submitted to PPAF by the consultant, in continuous consultation with PPAF's experts to achieve the objectives of the study more effectively and efficiently. The consultant tried to analyze every aspect of all the potential value chains, positive intrusion which may efficiently help the poor graduate out of poverty. During the analysis, the underprivileged target group was one of the major concerns; therefore, the interventions are proposed keeping in view the adequacy to the target group and the possible treatment by the project. All the players contacted during the course of this study through FGDs and KIs have provided information according to their experience and profiles. The information therefore was triangulated to prioritize value chains and thus potential partners around selected value chains.

## 2 Objective and Scope of Work

The objectives of the study as per the TOR and agreed during the inception report include:

- I. Mapping and analysis of existing value chains of on-farm and off-farm products/services for targeted poor in NPGP targeted areas;
- II. Identify list of potential value chains for the target districts of NPGP wherein an individual household can work and earn a decent living as well as different households having common interest can reach of the suggested value chain;
- III. Define the potential market for each of the suggested value chain;
- IV. Define what value addition PPAF can bring in to each of the identified value chain;
- V. Identify the knowledge gaps, input supply issues, technology gaps, and financial access and issues related to backward and forward market linkages;
- VI. Identify relevant training institutes to build the capacity of the intended beneficiaries in that particular segment which they are going to identify as a gap;
- VII. Define the potential market for capacity of the intended beneficiaries in that particular segment which they are going to identify as a gap;
- VIII. Assess the potential for growth, profitability and employability of local economic sectors to strengthen pro-poor value chains and to integrate products/services of the target poor with the high-yielding value chains;
- IX. In line with the proposed programme interventions, identify backward and forward market dynamics and opportunities and assess and map the supply and demand of services in the targeted areas;
- X. Develop an understanding of the economic potential and gaps present at district level to:
  - a. Give informed choices to target beneficiaries for productive assets and technical and vocational trainings.
  - b. Avoid market saturation by a distribution of particular type assets or training(s).
- XI. Recommend value chains for each of the target district that have maximum benefit for the target poor and to help maximize the outputs of given assets, training and interest free loan which would lead to improvement of livelihoods of the targeted poor in particular as well as improvement of the local economy in general.

Scope of the assignment entails market assessment, prioritization of the existing potential value chains, detailed analysis of the prioritized value chains along with recommendations for the following 10 districts of the provinces of Sindh and Punjab;

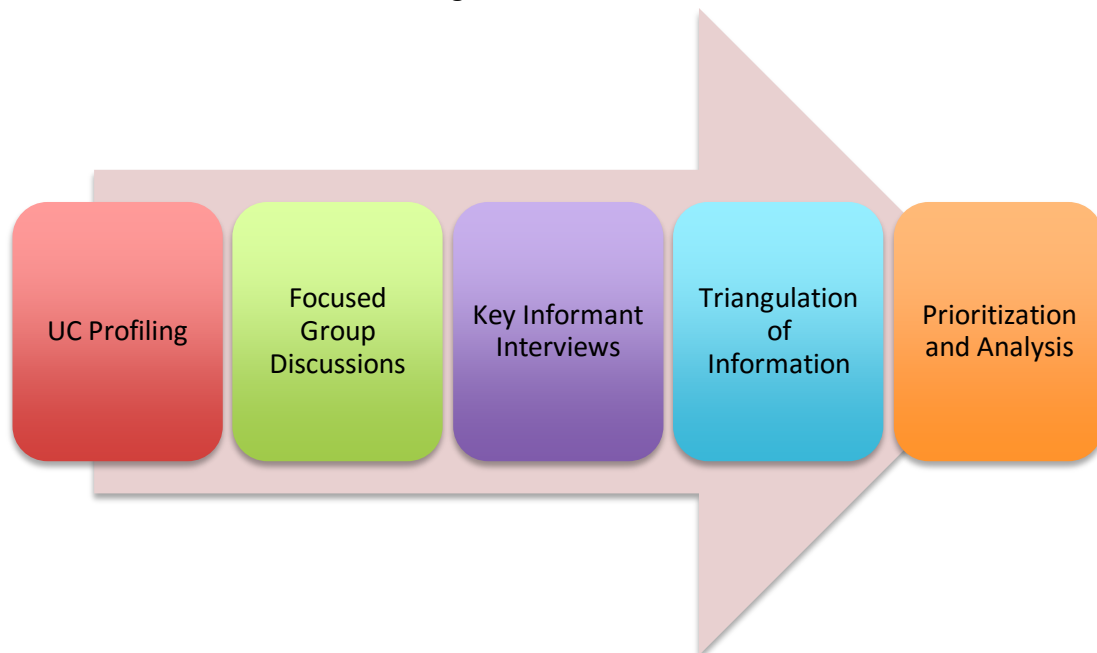
list of respective union councils of the selected districts are attached as **Annex-I**. In line with the afore mentioned objectives, the consulting firm provides district wise value chain analysis and recommendations for the following target districts from Punjab and Sindh Provinces:

*Table 1: List of 10 Project Districts of Sindh and Punjab*

<b>List of Target Districts in Sindh Province</b>		
<b>Sr. #</b>	<b>District Name</b>	<b># of UCs</b>
1	SHIKARPUR	34
2	KASHMORE	32
3	THATTA	23
4	SUJAWAL	21
5	BADIN	30
6	UMERKOT	25
7	THARPARKAR	9
<b>Total</b>		<b>174</b>
<b>List of Target Districts in Punjab Province</b>		
<b>Sr. #</b>	<b>District Name</b>	<b># of UCs</b>
1	DERA GHAZI KHAN	38
2	JHANG	15
3	LAYYAH	20
<b>Total</b>		<b>73</b>

### 3 Methodology

Implementation methodology as envisaged in the inception report was to start with the analysis of the secondary information that exists through different studies already conducted in these areas. Review of this information helped in designing effective tools for primary data collection. The tools design was also aided through the rapid assessments of the area through the MDC teams on the ground. The primary data collection was done in the following order.



*Figure 1: Primary Data Collection and Analysis Flow*

#### 3.1 Development of Tools

Based on the secondary research and the rapid assessment of the areas; while keeping in view the objectives of the market assessment study, the consultant developed tools for three facets of primary data collection including following:

- I. UC Profiling Performa – attached as **Annex-II**
- II. Focused Group Discussions:
  - a. Agriculture (On-Farm Group) – attached as **Annex-III-A**
  - b. Livestock – attached as **Annex-III-B**
  - c. Non-Farm Group – attached as **Annex-III-C**
  - d. Women Group – attached as **Annex-III-D**
  - e. Enabler Group – attached as **Annex-III-E**
- III. Key Informant Interviews – attached as **Annex-IV**

These tools are developed by the pool of experts, which include Value Chain Specialist, Enterprise Development Specialist, Gender Expert, TVET Expert and in consultation with the field staff and the donor staff followed by a two days training sessions and a practical demonstration to field staff in district Thatta (one of the sites) for clear understanding on the application of the tools. The tools were designed to capture the information of the area for value chain segments not limited to the following:

- Input/ Supply side of the selected value chains;

- Market/ Demand side of the selected value chains;
- Information regarding enablers (including training institutions) and their role in the value chains;
- Role of people living under the poverty line as actors in the value chains;
- Role of women as actors in the value chains.

### 3.2 Training of Staff

The three-day intensive training of the field staff to conduct Focus Group Discussions (FGDs) and Key Informant Interviews (KIIs) Under “Market Assessment and Value Chains Analysis in Sindh and Punjab” study was organized by Management and Development Center (MDC) and Complete Human Resource Solution (CHRS) on October 20 to 22 at conference hall of Training Resource Center (TRC) Qasimabad, Hyderabad. The field facilitators note takers and field coordinators of each district were invited for this training sessions which include 05 lead coordinators and 10 note takers. The overall objective of the training was to train field facilitator, note taker and field coordinator from different districts of Sindh and Punjab to collect quality data from the field for market assessment and value chain in real time. The resource persons from MDC & CHRS delivered the sessions and following major topics were covered:

- Introduction of Program and its Objectives
- Concept of Market Assessment and Value Chains Analysis study
- Poverty Graduation Models an Overview
- Explaining the FGD and KII Tool
- Feedback and Reflections of Pre-Test Field
- Skype Orientation by Gender and TVET Experts
- FGD Tool Representation by Field Team

#### 3.2.1 Pre-Test Field Work at village Jhirk, Thatta-Sindh

The second day started with pre-test field work at Jhirk, Thatta, where all four trained teams from Sindh and Punjab along with project experts and PPAF monitoring team reached at Jhirk cluster at around 10am; where each team conducted Focus Group Discussion with each particular group that were; Agriculture, Non-Agriculture, Livestock and Women participant groups. All teams conducted their FGD sessions as per instructions given in training at first team took attendance of participants and noted all response received from the FGD session. All project experts including Dr. Usman



*Figure 2: Pre-Test of FGD Tool*



Mustafa, Mr. Asim Mushtaq, Mr. Iftikhar Ahmad, and Mr. Umer Arfi observed and facilitated these all focus group discussions. Moreover, Mr. Fawad Khan and Ms. Nabeela Kausar from PPAF monitored all focus group discussion activities. The video recordings throughout all focus group discussion were ensured expect women group that was not permitted by female participants. The detailed report on training of resource persons is attached as **Annex-V**.

### 3.3 UC Profiling

The UC profiling was done during the rapid assessment of the target area- the report is attached as **Annex-VI**. The purpose of this profiling and rapid assessment was to assess the following at the union council level:

- Major business activities at main market of union councils;
- Major home based business activities at union councils;
- Major actors involved in enterprises at union councils.

The rapid assessment and union council profiling was conducted through team of 10 members (one from each target district), designated as coordinators and trained to conduct required research using UC profiling tool. District wise list of selected UCs include,

*Table 2: List of Selected UCs of the 10 Districts*

S. No.	District	UCs	Name of Visited UCs
1	Sujawal	21	Darya Khan Soho, Ali Bahar, Ladiun, Mehar Shah, Bano, Belo, Liakpur, Bijora, Jhoke Sharif, Bachal Bugu, Goongani, Doulat Pur, Kar Malik / Kar Shah, Gul Muhammad Baran, Jar, Jongo Jalbani, Kothi, Mureed Khoso, Kharo Chan / Jan Muhammad Jatt, Keenjhar, Begna.
2	Badin	30	Tando Bago, Khalifo Qasim, Pahar Mari, Dadha, Chabralo, Rahooki, Dubi, Tarai, Muhammad Khan Burgri, Seerani, Luwari Shareef, Nindo, Kadi Kazia, Khurwah, Shaheed Fazal Rahoo, Gharo, Three, Budho Dumbrani, Peeru Lashari, Saeed Pur, Rajo Khanani, Dai Jarkas, Ghulam Shah, Dumbalo, Kherpur Gambo, Phalkara, Malhan, Halepota. Haji Sawan, Manik Laghari.
3	Thatta	23	Jhampir, Jung Shahi, Kalan Kot, Karampur, Sukhpur, Gujjo, Khaarn, Jhuttuck, Onger, Mahar, Buhara, Haji Gharano, Ghullamullah, Kotri Allah Rakhiyo Shah, Sonda, Mirpur Sakro, Tando Hafiz Shah, Doomani, Udassi, Chow Bandi, Chhato Chand, Kalri, Makli.
4	Kashmore	31 <sup>1</sup>	Gulan Pur, Sodhi, KSA Ali Bilwal, Rasool Bux Chacher, Akhero, Buxapur, Kajali, Karampur, Lashari, Malheer, Suhliyani, Tangwani, Kashmore Colony-2, Gulwari, Cheel, Rasaldar, Khewari-1, Kewari - 2, Ghehalpur, Gubalo, Saifail, Jamal, Dena Pur, Ghous Pur, Dari, Lalao, Badani, Habat, Cumb, Dolat Pur, Zorghar.
5	Umerkot	25	Kharo Syed, Nabisar Road, Gapno, Talhi, Bostan, Kunri Memon, Pithoro, Shadi Palli, Samaro, Atta Muhammad Palli, Padhario Farm, Samaro Road, Khokhrapar, Kaplore, Chore, Sabho, Dhoronaro, Sher Khan Chandio, Araro Bhurgari, Faqeer Abdullah, GRB-II, Khajri, Dadhro, Shah Mardan Shah, Satryoon.

<sup>1</sup> UC Chandia listed in Kashmore is belonged from Ghotki district.

S. No.	District	UCs	Name of Visited UCs
6	Jhang	15	Malhana, Kot Sai Singh, Haveli Lal, 18-Hazari, Bhangoo, Rashid Pur, Allahyar Joota, Babgle Yesmeen, Haveli Bahadar Shah, Chak no 497/013, Chayan Wale uc/90, Chak No 017 Ghugh, Shah Sadi Nahang, Kaki Nau, Pir Abdul Raahman.
7	DG Khan	38	Kot Mubarak, Mutfariq Chahan, Kot Chutta, Drahma, Haji Ghazi Gharbi, Chabri, Ranman, Nautak, Khakhe, Mahmori, Kala, Shadan Lund, Barthi, Ghousabad, Fazila Kach, Pir Adil, Sakhi Sarwar, Gadhai, Nawan, Choti Zareen, Smena, Shah Sadar Din, Yaro, Choti Bala, Tuman Qaisrani, Bahadur Garh, Wadoor, Jhok Utra, Johor Imam Shah, Mana Ahmadani, Chorota, Mubarki, Tuman Leghari, Basti Malana, Basti Fauja.
8	Layyah	20	Kotla Haji Shah, Chak No164A, Mondri Town, Tail Indus, Bakhri Ahmad Khan, Sharista Thal, Jakhar, Lounch Nasheeb, Chowk Azam, Chubara, Khaira Wala, Shah Ghar, Jamaal Chapri, Nawan Kot, Nushara, Karoor Thal Jamali, Basira, Saho Wala, Samtia, Shadu Khan.
9	Tharparkar	09	Malanhore Vena, Mithrio Bhatti, Sonalbo, Khario Ghulam Shah, Juruo, Tigusar, Satidera, Viravah, Pithapur.
10	Shikarpur	32 <sup>2</sup>	Wazirabad, Taib, Sehwaani, Mahmood Bagh, Ruk, Sultankot, Lodra, Jaggan, Jahan Wah, Karan, Mungrani, Jahan Khan, Abdoo, Bhirkhan, Main Sahib, Zarkhel, Hamayoon, Jano, Noshero Abro, Mirza Pur, Gaheja, Amrot, Bhambhir, Pir Bux Shujrah, Garhi Dakho, Rahimabad, Thanhiro, Nim Sharif, Dakhan, Jindo Dero, Waryaso, Chatto Mangi.
<b>Total</b>		<b>244</b>	

Quick interviews conducted in each UC to find established major enterprises and other business activities as well as women's and poor's involvement related home based major work/ business. During interview team received some basic information from any business actors of the UCs also note down their names, designation, and contacts for their consent in case of any business partnership opportunity or any relevant business information. During survey, team also collected GPS of their main market and captured some photos of major business activities, such as; On-Farm, Non-Farm, Livestock, Fisheries and women involved enterprises. Moreover, after completion of field visit each team member called to share list of Agriculture, Livestock and Fisheries products/ value chains based on their observations of field visits that is part of the detailed report along with value chains' cluster wise information is attached as **Annex-VII**.

### 3.4 Focused Group Discussions

The UC profiling was done followed by detailed focused group discussions with various sectors' stakeholders. Before the formal launch of research through focused group discussions clusters were formed in districts. MDC/CHRS conducted an in-depth discussion with the PPAF Partner Organizations (POs) in the district and brainstormed

<sup>2</sup> UC Ghari Tegho and Shabirabad of Shikarpur were not visited during Rapid Assessment survey due to security issue.

the clustering of UCs. Since there were 247 UCs in the 10 proposed districts, it was difficult to visit each UC during the short project duration and conduct focused group discussions individually. Further, there was many UCs, which had the same type of ecosystem, development issues and products. Therefore, clustering of UCs has been done, keeping in mind that all the UCs was covered. With the assistance of local POs/NGOs, it was ensured that well-informed beneficiaries from each UC participated in the FGD. An inclusive approach was followed while selecting the participants of each UC.

Separate focused groups were formed including 1) On-Farm, 2) Livestock, 3) Non-Farm, 4) Women and 5) Enablers to emphasize each segment of the value chain and obtain role and perspective of these sectors separately. The category wise status of the FGDs conducted is as following:

*Table 3: Categories Wise Breakup of FGDs & Participants*

District	Agriculture	Male	Female	Non-Agriculture	Male	Female	Livestock	Male	Female	Women	Female	Enabler	Male
Sujawal	5	51	0	5	42	0	5	43	0	5	49	1	5
Badin	7	54	0	7	51	0	7	57	0	7	68	1	1
Thatta	4	31	0	4	29	0	4	29	0	4	29	1	1
Kashmore	7	69	9	7	55	6	7	65	6	3	40	0	0
Umerkot	7	73	0	7	78	0	7	32	30	7	102	4	19
Jhang	4	35	0	4	30	0	4	47	0	4	36	0	0
DG Khan	9	99	0	9	69	0	9	85	0	9	78	2	2
Layyah	5	43	0	5	48	0	5	61	0	5	55	3	3
Tharparkar	4	22	0	4	19	3	4	19	0	4	13	0	0
Shikarpur	7	51	0	7	53	0	7	49	0	7	34	0	0
<b>Total</b>	<b>59</b>	<b>528</b>	<b>9</b>	<b>59</b>	<b>474</b>	<b>9</b>	<b>59</b>	<b>487</b>	<b>36</b>	<b>55</b>	<b>504</b>	<b>12</b>	<b>31</b>

The district and gender wise summary of the participants of the FGDs is presented in the following table:

*Table 4: Gender wise Segregation of the FGDs Participation*

District	Total Participants	Male	Female	Male %	Female %
Sujawal	190	141	49	74	26
Badin	231	163	68	71	29
Thatta	119	90	29	76	24
Kashmore	250	189	61	76	24
Umerkot	334	202	132	60	40
Jhang	148	112	36	76	24
DG Khan	333	255	78	77	23
Layyah	210	155	55	74	26
Tharparkar	76	60	16	79	21
Shikarpur	187	153	34	82	18
<b>Total</b>	<b>2078</b>	<b>1520</b>	<b>558</b>	<b>73</b>	<b>27</b>

Total of 2078 participation was observed during the FGDs out of which 558 i.e. 27% were women. The district and cluster wise long list of major business activities/ value chains among all the sectors i.e. On-Farm, Non-Farm, Livestock, Women and Enablers is tabulated in **Annex-VII**, while the consolidated prioritization of value chain is attached as **Annex-IX**.

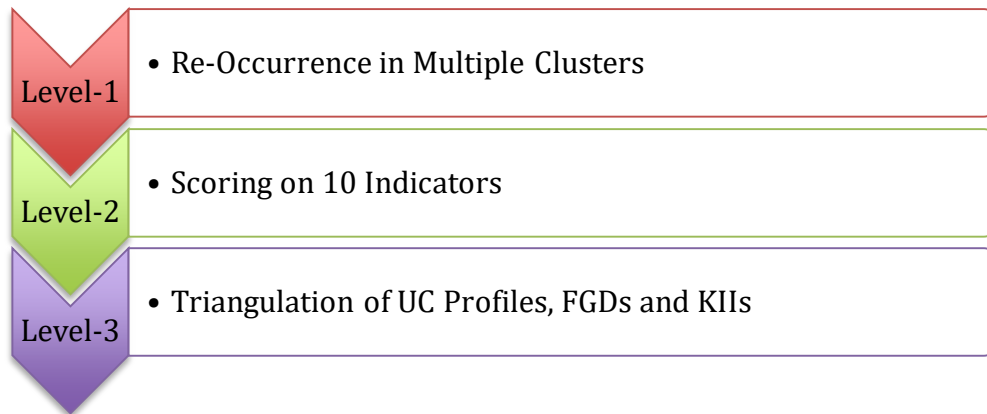
### **3.5 Key Informant Interviews (National and Local)**

Based on the feedback of the participants during the FGDs, the UC profiling and the consultations with PPAF partners and community stakeholders, MDC/ CHRS shortlisted 46 key informants from the local and district level stakeholders/ potential partners relevant to all the sectors. The summary of the key informant interviews and its findings is attached as **Annex-VIII**.

The consultants conducted around 15 other interviews with the national level market players and potential private sector partners for value chains sustainable interventions to help poor being pulled out of poverty.

## 4 Value Chain Prioritization

Each geographic area contains various value chains; analysis of which are beyond the practical scope of any study. Therefore a three-tiered prioritization approach was opted for the study as per following:



*Figure 3: Value Chain Prioritization Steps*

Cluster wise long list of the value chains and businesses were populated after FGDs as attached in **Annex-VII**. The initial shortlisting was done keeping in view the re-occurrence of the value chains in the multiple clusters in the same districts. All the value chains with more than 30% re-appearance in the clusters were shortlisted and taken to the next level of prioritization.

Initially shortlisted value chains were passed through a detailed scoring matrix; the list of indicators as agreed in the inception phase was further improvised to have more meaningful, comprehensive and rationalized prioritizations. It also covers constraints related to geography, gender, vulnerability and ease of business. The scoring table provided in the inception report does not include any scoring rational; therefore the consultant developed framework for more programmatic scoring. The scoring is based on a customized scale. Initially, it was planned to use lickert scale from 1-5 for scoring, however it is evident that the lickert scale has a lot of probability of miss information or confused feedbacks. Therefore after driving all rubrics, the team of experts spent the whole day to assess possible situations and answers and thus developed this scoring matrix, provided training to field staff on how they should put numbers to the tables on each indicator. The list of indicators and respective scoring is as per following:

*Table 5: Scoring Rational for Prioritization*

Sr. #	Scoring Rational and Scores
1	<p>Mechanical Scoring for calculation of highest and marking through proportion from the highest:  <math>[(\text{District Tonnage} / \text{Provincial Tonnage}) * 100]</math></p> <ul style="list-style-type: none"> <li>- &gt; 30% of the province production in the district - (100)</li> <li>- &gt; 20% and &lt; 30% of the province production in the district - (80)</li> <li>- &gt; 5% and &lt; 20% of the province production in the district - (60)</li> <li>- &lt; 5% of the province production in the district - (4)</li> </ul>



Sr. #	Scoring Rational and Scores
<b>2</b>	<p>Possibility (adequacy) of inclusion of poor as following:</p> <ul style="list-style-type: none"> <li>- Poor as owner/ tenant/ leaser - (0-30)</li> <li>- Participation as general operator- (0-15)</li> <li>- Technical/ machinery operations - (0-15)</li> <li>- Participation in marketing/ sales - (0-20)</li> <li>- Participation in labor services - (0-20)</li> </ul>
<b>3</b>	<p>Possibility of inclusion of women as following:</p> <ul style="list-style-type: none"> <li>- Women as Owner/ Tenant - (0-30)</li> <li>- Participation as general operator - (0-15)</li> <li>- Technical/ Machinery operations - (0-15)</li> <li>- Participation in marketing - (0-20)</li> <li>- Participation in labor services - (0-20)</li> </ul>
<b>4</b>	<p>Possibility (adequacy) of inclusion of youth as following:</p> <ul style="list-style-type: none"> <li>- Youth as owner/ tenant/ leaser - (0-30)</li> <li>- Participation as general operator- (0-15)</li> <li>- Technical/ machinery operations - (0-15)</li> <li>- Participation in marketing - (0-20)</li> <li>- Participation in labor services - (0-20)</li> </ul>
<b>5</b>	<p>Possibility of (adequacy) inclusion of disabled as following:</p> <ul style="list-style-type: none"> <li>- Poor as owner/ tenant - (0-30)</li> <li>- Participation as general operator - (0-15)</li> <li>- Technical/ machinery operations - (0-15)</li> <li>- Participation in marketing - (0-20)</li> <li>- Participation in labor services - (0-20)</li> </ul>
<b>6</b>	<p>Investment requirement and possibility of quick start for business as following (Total score 0 - 40):</p> <ul style="list-style-type: none"> <li>- Business can be initiated quickly with &lt; Rs. 50k (21-40)</li> <li>- Business can be initiated with &gt; Rs. 51k and &lt; Rs. 75k (11-20)</li> <li>- Business can start with &gt; 75k (0-10)</li> </ul> <p>.....</p> <p>Skills requirement to do business (availability of training locally) - (Total score 0-20):</p> <ul style="list-style-type: none"> <li>- Highly technical skillset required to establish/ operationalize business (0-10)</li> <li>- General skillset required to establish/ operationalize business (11-20)</li> </ul> <p>.....</p> <p>Ease of input access - Quality of input and credit line (Total Score - 0-20):</p> <ul style="list-style-type: none"> <li>- Inputs are accessible in districts/ UC - (11-20)</li> <li>- Inputs are accessible provincially and nationally - (0-10)</li> </ul> <p>.....</p> <p>Ease of marketability/ demand, existence of corporate buyers/ middle man (Total Score - 0-20):</p> <ul style="list-style-type: none"> <li>- Products/ Services are marketable and required locally - (11-20)</li> <li>- Products/ Services are Provincially/ Nationally and Internationally - (0-10)</li> </ul>

Sr. #	Scoring Rational and Scores
<b>7</b>	<p>Potential markets for products and services:</p> <ul style="list-style-type: none"> <li>- Products/ services are marketable locally with existing buyer - (0-30)</li> <li>- Products/ services are marketable provincially/ national - (0-30)</li> <li>- Products/ services are marketable Internationally - (0-20)</li> <li>- National and provincial buyers already exists locally - (0-10)</li> <li>- International buyers already exist locally or nationally - (0-10)</li> </ul>
<b>8</b>	<p>Potential for export:</p> <p>Ease of Export (easy legislative requirement) and existence of markets/ demand:</p> <ul style="list-style-type: none"> <li>- Products and services are already being exported internationally - (41-60)</li> <li>- Number of international exporters demanding products/ services (demand already exists) - (21-40)</li> <li>- Products services are not exported but there are potential buyers in international markets (demand to be explored) - (1-20)</li> </ul> <p>.....</p> <p>Quality Standardization:</p> <ul style="list-style-type: none"> <li>- Quality of products and services with value added features is established and acceptable to buyers - (21-40)</li> <li>- Quick value additions and quality improvisation can foster export of products and services - (1-20)</li> </ul>
<b>9</b>	<p>Assessment of value for money:</p> <ul style="list-style-type: none"> <li>- Value addition through input/ quality/ supply chain and distribution channel (0-25)</li> <li>- Value addition through use of machinery/ ICT (0-25)</li> <li>- Value addition through process improvement like post harvest handling (0-25)</li> <li>- Value addition through market channel improvement (0-25)</li> </ul>
<b>10</b>	<p>Climate change profiling:</p> <ul style="list-style-type: none"> <li>- Area is prone to disaster (periodic repeated disasters) - (0-30)</li> <li>- Output/ quality of products and services are affected through weather - (0-30)</li> <li>- Local migration due to disasters and climate change - (0-20)</li> <li>- Change in cropping pattern/ business trend due to change of weather and climate change - (0-20)</li> </ul>

The scoring was done by the field staff, which conducted FGDs in their respective areas. Moreover, special emphasis was given to the geographical constraints and opportunities thus the shortlisting through this scoring matrix already carries aspect of geographic priorities. Scoring of the value chains and further shortlisting is attached as **Annex-IX**.

The third phase of prioritization was triangulating information received through the UC profiling, Focused Group Discussions and the Key Informant Interviews. This was done through matching information collected during consultative sessions in all three modes and uniformity and consistency was observed. The results provided following nine value chains in on-farm, three in livestock and three in non-farm including,

*Table 6: Prioritized Sector Wise Value Chains*

On-Farm	Livestock	Non-Farm
<ul style="list-style-type: none"> <li>• Chilli</li> <li>• Rice</li> <li>• Wheat</li> <li>• Potato</li> <li>• Tomato</li> <li>• Onion</li> <li>• Pulses</li> <li>• Oil Seeds</li> <li>• Fruits</li> </ul>	<ul style="list-style-type: none"> <li>• Meat</li> <li>• Beef</li> <li>• Dairy</li> </ul>	<ul style="list-style-type: none"> <li>• Grocery/ Merch.</li> <li>• Handicraft</li> <li>• Services</li> </ul>

## 5 Prioritized Value Chain Analysis

The prioritization of the value chains is based on the systematic approach and methodology defined in chapter-4 of the report. However, it is worth noting that the prioritized value chains exist in all the geographic areas and with a lot of re-occurrences. Innovative approaches are also proposed in this section for improving the performance of each value chain, increasing productivity, marketability and sustainability of the interventions.

Analysis of the value chains is done separately for each shortlisted one, however special paragraphs are added where there is any geographic significance and impact with respect to VC segments and potential partners.

The cost benefit analysis of the all the explained value chains are separately provided in an excel sheet attached as **Annex-X**.

### 5.1 Prioritized Livestock Sector Value Chains

The shortlisted and prioritized value chains under the livestock sector include the following,

- Meat
- Beef
- Dairy

Meat and Beef value chains are almost the same thus analysis is collectively done for ease.

#### 5.1.1 Analysis of Meat and Beef Value Chains

Goats, sheep, and calf are one of the major commodities found common during the study in all the 10 districts of the study. Local markets exist at a small scale in the clusters, however sizable mandis/markets are found near big cities/ districts capitals. The overall impact of this commodity, if consolidated is huge; the need is to find out and develop provincial and national consolidators and aggregators to get benefit of the impact. Based on the FGDs, KIIs and the consultation with potential private sector, MDC/ CHRS presents the following value chain valid for all districts.

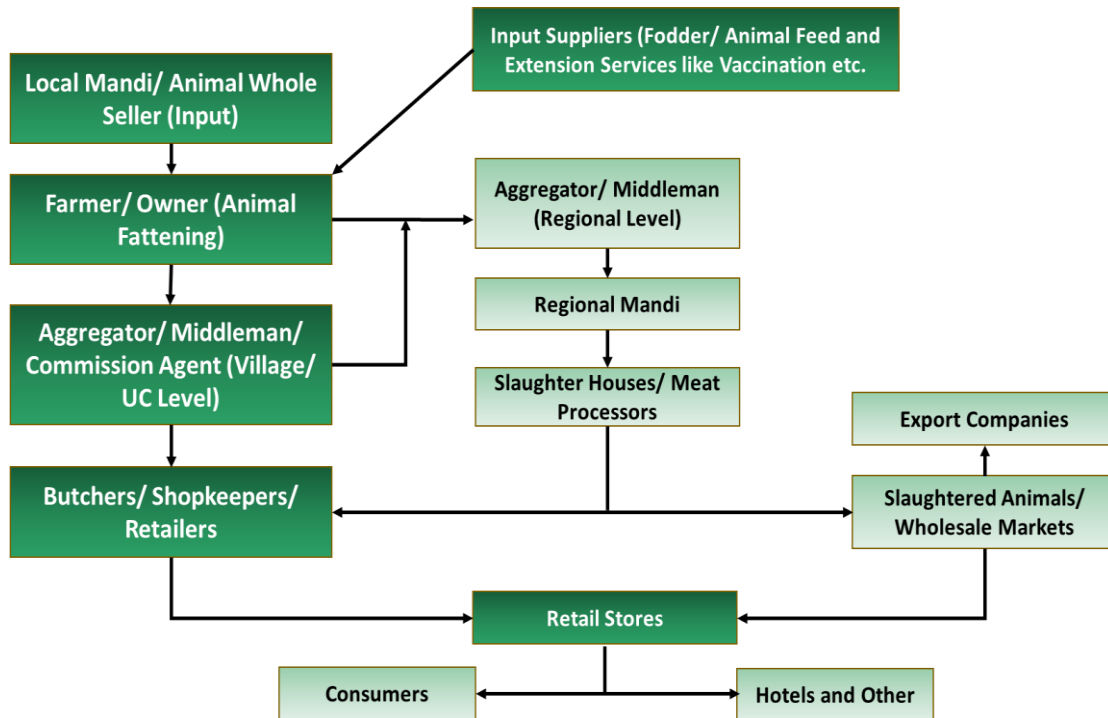


Figure 4: Value Chain Diagram for meat and beef

#### 5.1.1.1 Market Channels for Meat and Beef

The market channel information is presented as per following,

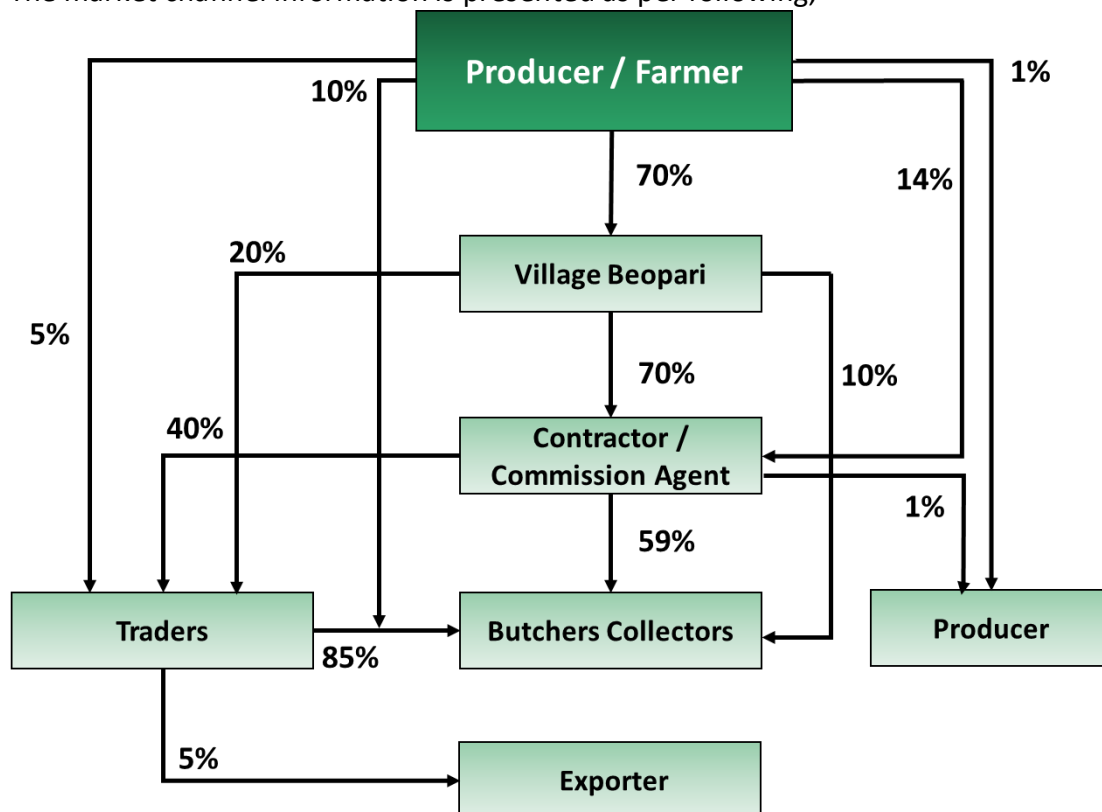


Figure 5: Market Channels for meat and beef



### 5.1.1.2 Identification of Different Trades Around Meat and Beef

There are various trades that may exist around these trades, one that were found relevant to the selected geographic locations include,

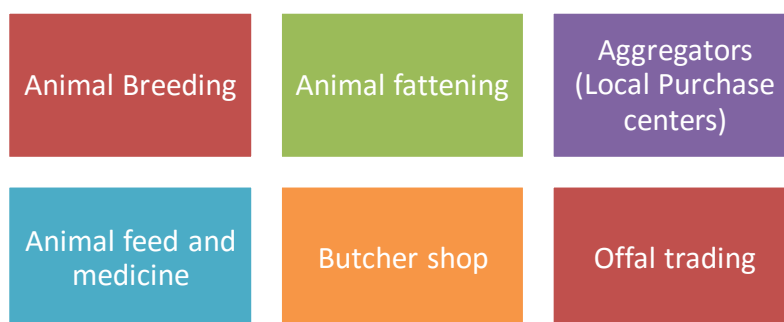


Figure 6: Types of Possible Trades in Meat and Beef Value Chains

Keeping in view the NPGP interventions, the types of assets and trainings that are required for the beneficiaries to be productively engaged with businesses of the mentioned trades. It is also proposed to choose from the available training providers from the private sectors. The list includes following:

Table 7: Types of Assets and Trainings with Training Providers

Value Chain Trades	Type of Trainings	Type of Assets	Partners/ Training Service Providers
Animal Rearing/ Fattening*	<ul style="list-style-type: none"> <li>- Breed Selection</li> <li>- Animal/ Farm Management</li> <li>- Fodder selection and management</li> <li>- Marketing</li> </ul>	Animals	<ul style="list-style-type: none"> <li>- Dairy Lac</li> <li>- Maxim</li> <li>- Tando Jam University</li> <li>- Potato, tomato, oil seed, vegetables, pulses, onion,</li> </ul>
Input Supply <ul style="list-style-type: none"> <li>- Animal</li> <li>- Feed</li> <li>- Vaccination</li> <li>- Extension Serv.</li> </ul>	<ul style="list-style-type: none"> <li>- Business Development Training</li> <li>- Understanding animal diseases and growth requirement</li> <li>- Financial Management (managing cash and supplier credit) Negotiations</li> <li>- For Technical Extension Services (Vaccination, disease management etc)</li> </ul>	Stock of animals, feed, medicines etc.	<ul style="list-style-type: none"> <li>- Dairy Lac</li> <li>- Maxim</li> <li>- Tando Jam University</li> </ul>
Aggregator-	<ul style="list-style-type: none"> <li>- Understanding market needs</li> <li>- How to access market?</li> </ul>	Purchase Center establishment- Accessories and training	<ul style="list-style-type: none"> <li>- Fauji meat</li> <li>- Prime cuts</li> <li>- PK Food</li> <li>- Organic meat</li> </ul>

Value Chain Trades	Type of Trainings	Type of Assets	Partners/ Training Service Providers
	- Supply Chain Management		
Butcher Shop	- Butchery skills - Business Development and Financial literacy (managing cash and supplier credit)	shop accessories and training	- Tando Jam University - NAVTTC and TEVTA
Local Slaughter House (Cluster through CIG)	- Business Development and Financial Management (managing cash and supplier credit)	accessories	- Local Meat processor - NAVTTC and TEVTA
Offal Trading	- Understanding Market Requirements - Supply Chain Management	Tools and training	Local trader

### 5.1.1.3 Potential Private Sector and Role

The private sector around meat and beef value chain include following:

- Fujji Meat
- Prime Cut
- PK Foods
- AHA Traders and
- Tando Jam University

These private sector partners may not only be contacted for training and capacity building of the beneficiaries but also for building sustainable supply chains for and market linkages for national and international export. Some challenges working with the private sector include:

### 5.1.1.4 Role of Common Interest Group (CIG)

As it is already suggested that the existing value chain need to be consolidated, for which role of CIG is very important. It is proposed to form CIGs in the trades mentioned in the list specific area, while there should be an apex CIG with representation of the other CIGs of different trades of the value chain with a role to consolidate all the efforts and bring a sizable impact in the respective area.

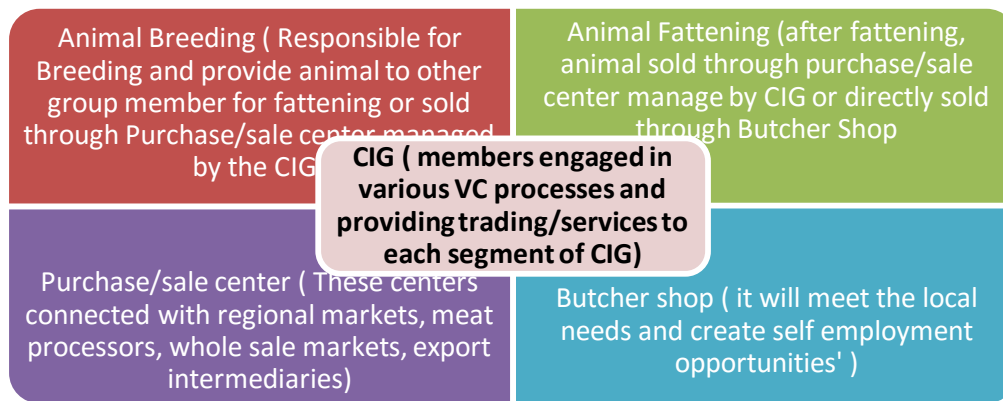


Figure 7: Role of Apex CIG around Various Trades

#### 5.1.1.5 Challenges and Opportunities

The challenges for the specific value chain include,

- Poor linkages between farmers and commercial buyers
- Middleman exploitation (pricing and payment)
- Poor farm management practices
- Lack of understanding about market needs and demand
- Non availability of quality animal feeds, breed and medicine/vaccination
- Loss of animal due to disease or death.

Overcoming these challenges and mitigating the issues of the value chains with developing linkages with the private sector partners with the sense of consolidation may result in the following possible opportunities and benefits.

- Better return and confirmed market
- Bone to meat ratio improved
- Paradigm shift in aggregator role from exploiter to service provide
- Cost effective/efficient supply chain
- Access to market information
- Market driven trainings
- Beneficiary have diverse choices for selling
- Improvement in backward linkages (breed, medicines, vaccination, Extension services etc)
- Jump start for beneficiary and facilitate in coming out of poverty in shortest possible time.

#### 5.1.2 Dairy Value Chain

Dairy is yet another major sector in the villages and the rural areas. The poor and the poorest, however usually do not possess large number of animals but the sector still have shown a great potential to growth during the study in the selected districts, if improvised. The sector is so informally organized in the villages that analysis of the exact market channels was difficult during the course of the study. The glimpse of the value chain actors and an estimated market channel share is as per following:

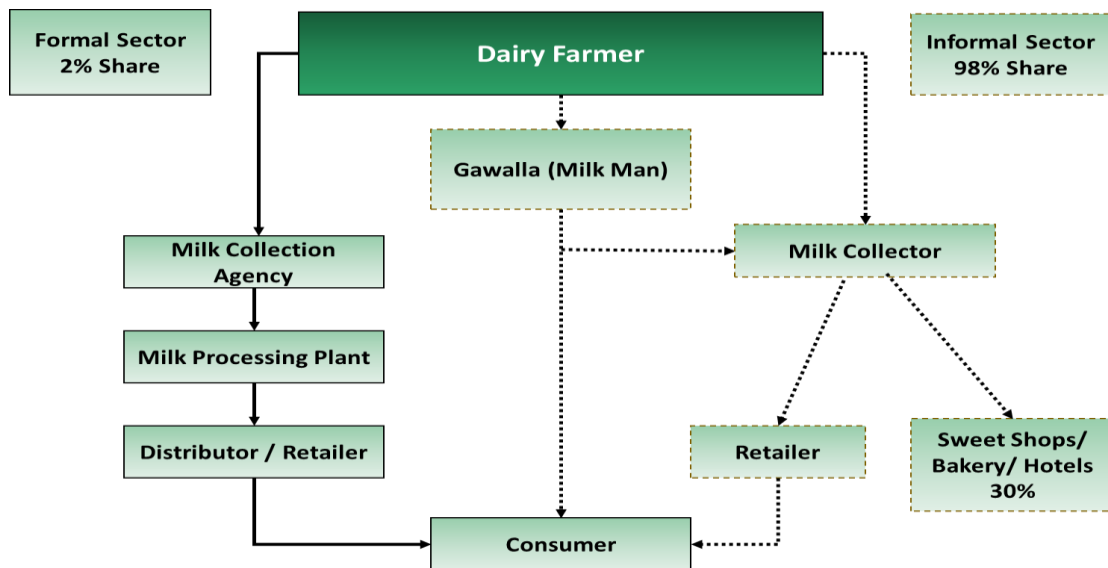


Figure 8: Dairy Value Chain Actor

5.1.2.1 Identification of Various trades in Dairy VC Chains

The possible trades that may have great potential with respect to the types of beneficiaries and the areas include:



Figure 9: Types of Trades around Dairy Value Chain

Keeping in view the NPGP interventions, the types of assets and trainings that are required for the beneficiaries to be productively engaged with businesses of the mentioned trades. It is also proposed to choose from the available training providers from the private sectors. The list includes following:

Table 8: Identification of Trade Wise Assets and Trainings for Dairy VC

Value Chain Trades	Type of Trainings	Type of Assets	Partners (Training Service Providers)
Animal Rearing- CIG managed community dairy farm	<ul style="list-style-type: none"> <li>- Breed Selection</li> <li>- Animal/ Farm Management</li> <li>- Fodder selection and management</li> <li>- Marketing</li> </ul>	Animals	<ul style="list-style-type: none"> <li>- Dairy Lac</li> <li>- Maxim</li> <li>- Tando Jam University</li> <li>- Nestle foods</li> <li>- Engro corporation</li> <li>- NAVTEC</li> <li>- -TEVTA</li> </ul>

Value Chain Trades	Type of Trainings	Type of Assets	Partners (Training Service Providers)
Input Supply - Animal - Feed - Vaccination - Extension Serv.	- Business Development Training - Understanding animal deceases and growth requirement - Financial Management (managing cash and supplier credit) Negotiations - For Technical Extension Services (Vaccination, disease management etc)	Stock of animals, feed, medicines etc.	- Dairy Lac - Maxim - Tando Jam University - Dairy Development Board
Milk Collection Centers	- Understanding market needs - How to access market? - Supply Chain Management	Purchase Center establishment- Accessories and training	- Engro collection center - Nestle - Pakola
Milk Shop	- Business Development and Financial literacy (managing cash and supplier credit)	Shop accessories and training	- Tando Jam University
Value Addition (Cluster through CIG)	- Business Development and Financial Management (managing cash and supplier credit)	Accessories	- Large cash and carry, Metro, Imtiaz

#### 5.1.2.2 Role of Potential Private Sector Partners

The potential private sector partners that may be engaged for sustainable impact of the VC include following:

- Dairy Lac
- Nestle
- Maxim
- Engro
- Tando Jam University

These private sector partners may not only be contacted for training and capacity building of the beneficiaries but also for building sustainable supply chains for and market linkages for national and international export. Some challenges working with the private sector include:

#### 5.1.2.3 Role of Common Interest Group

As it is already suggested that the existing value chain need to be consolidated, for which role of CIG is very important. It is proposed to form CIGs in the trades mentioned in the list around a value chain in a specific area, while there should be an apex CIG

with representation of the other CIGs of different trades of the value chain with a role to consolidate all the efforts and bring a sizable impact in the respective area.



*Figure 10: Role of CIG and Apex CIG*

#### 5.1.2.4 Challenges and Opportunities

The possible issues and challenges of the value chain include:

- Market linkage with large buyers exist but require diversification
- Middleman exploitation (pricing and payment)
- Poor farm management practices and lower milk yield
- No value addition at local level
- Non availability of quality animal feeds, breed and medicine/vaccination
- Unviability of the trained VET or inability to purchase the required services.

On the other side, if properly treated and a good value chain approach adopted with leveraging existing private sector resources; following opportunity exist:

- Better return and confirmed market
- Milk Yield increase
- Paradigm shift in aggregator role from exploiter to service provide
- Cost effective/efficient supply chain
- Access to market information
- Market driven trainings
- Beneficiary have diverse choices for selling
- Improvement in backward linkages (breed, medicines, vaccination, Extension services etc.)
- Jump start for beneficiary and facilitate in coming out of poverty in shortest possible time.

#### 5.1.3 Challenges for Private Sector Engagement

The private sector players were contacted and the details of the contacts are attached separately with the list of all other potential private sector partners. The challenges with the private sector that need to be addressed during the interventions for the effective and efficient participations include following:

- Consistent supply that required systemic distribution of assets

- Payment cycle- cash on delivery/credit
- Rejection based on quality parameters
- Dispute resolution
- Business development services for linking private sector/beneficiary.

## 5.2 Prioritized Agriculture Value Chains

The shortlisted and prioritized value chains for the agriculture sector include the following,

- Chilli
- Wheat
- Rice
- Potato
- Tomato
- Onion
- Pulses
- Oil Seeds
- Fruits

### 5.2.1 Value Chain Analysis of Chilli

The value chain diagram of the Chilli sector is as per following:

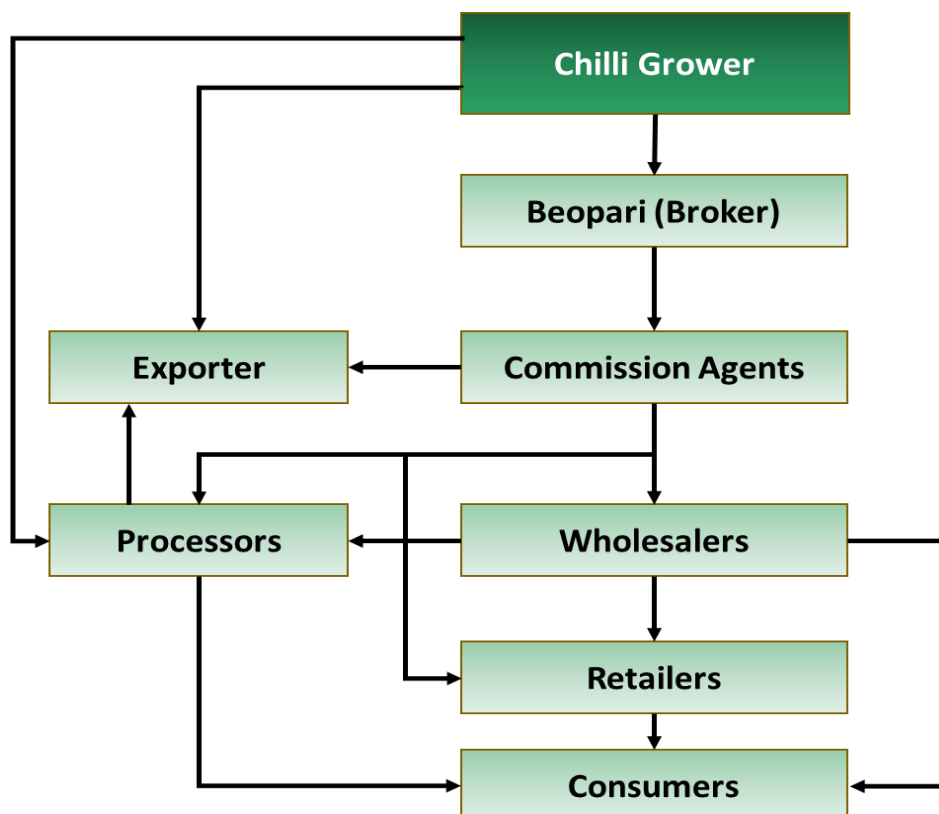


Figure 11: Value Chain of Chilli



### 5.2.1.1 Identification of Trades for Chilli Value Chain

The trades identified during the study for which the enterprises may be established around chilli value chain include:



Figure 12: Trades identified for Chilli Value Chain

Keeping in view the NPGP designed interventions, the types of assets, possible training and the potential partners include:

Table 9: Types of Assets and Training for Chilli VC Trades

Value Chain Trades	Type of Trainings	Type of Assets	Partners (Training Service Providers)
Farming-CIG managed community dairy farm	<ul style="list-style-type: none"> <li>- Seed Selection</li> <li>- Farm Management</li> <li>- Land preparation</li> <li>- Use of Input supplies</li> <li>- Fodder selection and management</li> <li>- Marketing</li> </ul>	Agri inputs	<ul style="list-style-type: none"> <li>- National Foods</li> <li>- Local Chillies processors</li> <li>- Abadgar machinery</li> <li>- Tando Jam University</li> <li>- Shan Foods</li> <li>- Mehran Foods</li> <li>- Crispo</li> </ul>
Input Supply <ul style="list-style-type: none"> <li>- Seed</li> <li>- Fertilizers</li> <li>- Pesticide</li> <li>- Tools, equipment and supplies</li> <li>- Extension Serv.</li> </ul>	<ul style="list-style-type: none"> <li>- Business Development Training</li> <li>- Understanding diseases and growth requirement</li> <li>- Financial Management (managing cash and supplier credit) Negotiations</li> <li>- For Technical Extension Services (pest management, farm management etc.)</li> </ul>	Stock of inputs that includes: <ul style="list-style-type: none"> <li>Seed</li> <li>Fertilizers</li> <li>Pesticide</li> <li>Tools, equipment and supplies</li> </ul>	<ul style="list-style-type: none"> <li>- Rachna Seed</li> <li>- Fauji Fertilizers</li> <li>- Pak Agri</li> <li>- FMC</li> <li>- Sygenta</li> <li>- Tando Jam University</li> </ul>
Value Addition	<ul style="list-style-type: none"> <li>- Understanding market needs</li> <li>- How to access market?</li> </ul>	Machinery and training	<ul style="list-style-type: none"> <li>- National food</li> <li>- Local Chillies processors</li> </ul>

	- Supply Chain Management		
Chillies Shop	- Understanding various varieties - Business Development and Financial literacy (managing cash and supplier credit)	Shop accessories and training	Tando Jam University

### 5.2.1.2 Role of Potential Private Sector Partners and Challenges

The potential private sector partners include

- National Food
- Pak Agri Services
- Rachna Seed
- Local Chillies processors
- FMC/Sygneta
- Tando Jam University

These private sector partners may not only be contacted for training and capacity building of the beneficiaries but also for building sustainable supply chains for and market linkages for national and international export.

### 5.2.2 Wheat Value Chain Analysis

The value chain diagram with flow from farmer to market tis as per following:

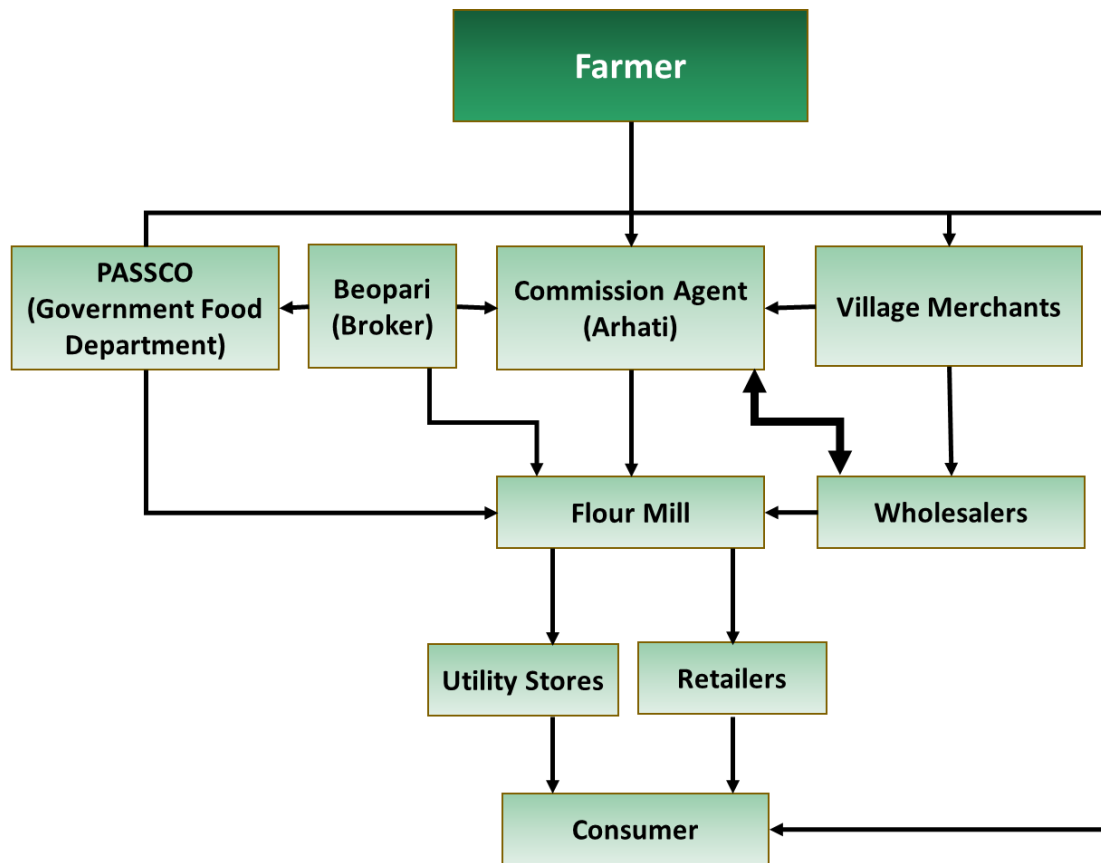


Figure 13: Value Chain Diagram for Wheat

**5.2.2.1 Identification of Trades Around Wheat Value Chain**

Various identified trades for Wheat VC include:



Figure 14: Trades for Wheat Value Chain

The type of assets and possible trainings for the various proposed trades include:

Table 10: Types of assets and Trainings for Wheat VC Trades

Value Chain Trades	Type of Trainings	Type of Assets	Partners (Training Service Providers)
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Farming-CIG managed farm	<ul style="list-style-type: none"> <li>- Seed Selection</li> <li>- Farm Management</li> <li>- Land preparation</li> <li>- Use of Input supplies</li> <li>- Fodder selection and management</li> <li>- Marketing</li> </ul>	- Agri inputs	<ul style="list-style-type: none"> <li>- Engro Foundation</li> <li>- Local Wheat processors</li> <li>- Abadgar machinery</li> <li>- Tando Jam University</li> </ul>
Input Supply <ul style="list-style-type: none"> <li>- Seed</li> <li>- Fertilizers</li> <li>- Pesticide</li> <li>- Tools, equipment and supplies</li> <li>- Extension Serv.</li> </ul>	<ul style="list-style-type: none"> <li>- Business Development Training</li> <li>- Understanding deceases and growth requirement</li> <li>- Financial Management (managing cash and supplier credit) Negotiations</li> <li>- For Technical Extension Services (pest management, farm management etc)</li> </ul>	Stock of inputs that includes: <ul style="list-style-type: none"> <li>- Seed</li> <li>- Fertilizers</li> <li>- Pesticide</li> <li>- Tools, equipment and supplies</li> </ul>	<ul style="list-style-type: none"> <li>- Rachna Seed</li> <li>- Fauji Fertilizers</li> <li>- Westren Agri</li> <li>- FMC</li> <li>- Syngenta</li> <li>- Tando Jam University</li> </ul>
Value Addition (Flour Shops)	<ul style="list-style-type: none"> <li>- Understanding market needs</li> <li>- How to access market?</li> <li>- Supply Chain Management</li> </ul>	Machinery and training, Grinding machines, packaging tools, packing material, other shop accessories	<ul style="list-style-type: none"> <li>- Engro Foundation</li> <li>- Local Wheat processors</li> </ul>
Wheat Shop	<ul style="list-style-type: none"> <li>- Understanding various varieties</li> <li>- Business Development and Financial literacy ( managing cash and supplier credit)</li> </ul>	Shop accessories and training	Tando Jam University

### 5.2.2.2 Role of Potential Private Sector Partners and Engagement Challenge

The potential private sector partners include

- Engro Foundation
- Westren Agri
- Rachna Seed
- Local Wheat processors
- FMC/Sygneta
- Tando Jam University

These private sector partners may not only be contacted for training and capacity building of the beneficiaries but also for building sustainable supply chains for and market linkages for national and international export.

### 5.2.3 Rice Value Chain Analysis

The value chain diagram and the market channel and share information is reflected as following:

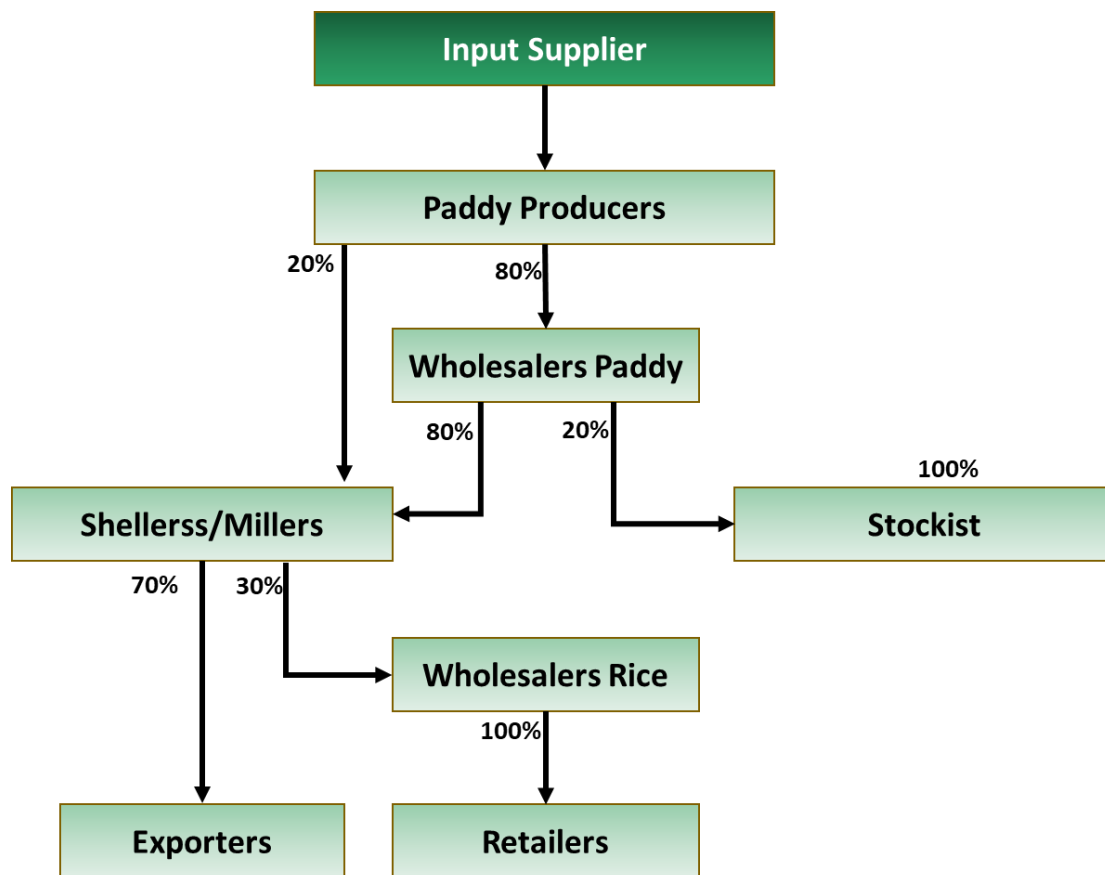


Figure 15: Value Chain Diagram of the Rice Value Chain

#### 5.2.3.1 Identification of Trades Around Rice Value Chain

Various identified trades for Rice VC include:

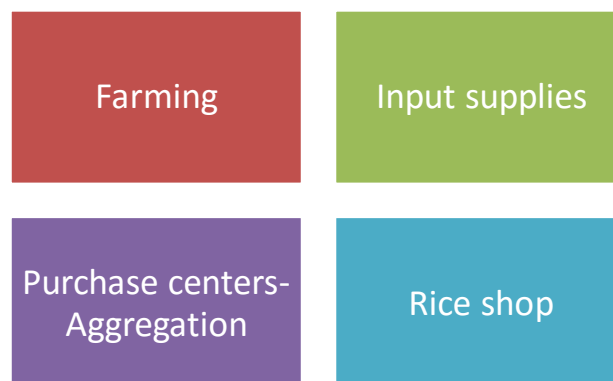


Figure 16: Identified Possible Trades for Rice Value Chain

The type of assets and possible trainings for the various proposed trades include:

**Table 11: Types of assets and Trainings for Rice VC Trades**

Value Chain Trades	Type of Trainings	Type of Assets	Partners (Training Service Providers)
Community manage farming CIG	<ul style="list-style-type: none"> <li>- Seed Selection</li> <li>- Farm Management</li> <li>- Land preparation</li> <li>- Use of Input supplies</li> <li>- Fodder selection and management</li> <li>- Marketing</li> </ul>	Agri inputs	<ul style="list-style-type: none"> <li>- Engro Foundation</li> <li>- Local rice processors</li> <li>- Abadgar machinery</li> <li>- Tando Jam University</li> </ul>
Input Supply <ul style="list-style-type: none"> <li>- Seed</li> <li>- Fertilizers</li> <li>- Pesticide</li> <li>- Tools, equipment and supplies</li> <li>- Extension Serv.</li> </ul>	<ul style="list-style-type: none"> <li>- Business Development Training</li> <li>- Understanding deceases and growth requirement</li> <li>- Financial Management (managing cash and supplier credit) Negotiations</li> <li>- For Technical Extension Services (pest management, farm management etc)</li> </ul>	Stock of inputs that includes: <ul style="list-style-type: none"> <li>- Seed</li> <li>- Fertilizers</li> <li>- Pesticide</li> <li>- Tools ,equipment and supplies</li> </ul>	<ul style="list-style-type: none"> <li>- Rachna Seed</li> <li>- Daimaond seed</li> <li>- Fauji Fertilizers</li> <li>- Westren Agri</li> <li>- FMC</li> <li>- Sygenta</li> <li>- Tando Jam University</li> </ul>
Purchase Centers	<ul style="list-style-type: none"> <li>- Understanding market needs</li> <li>- How to access market?</li> <li>- Supply Chain Management</li> </ul>	Purchase Center establishment- Accessories and training	<ul style="list-style-type: none"> <li>- Engro Foundation</li> <li>- AHA Traders</li> <li>- Local rice processors</li> </ul>
Rice Shop	<ul style="list-style-type: none"> <li>- Understanding various varieties</li> <li>- Business Development and Financial literacy (managing cash and supplier credit)</li> </ul>	Shop accessories and training	Tando Jam University

### 5.2.3.2 Role of Potential Private Sector Partners and Engagement Challenge

The potential private sector partners include

- Engro Foundation
- AHA Traders
- Westren Agri
- Rachna Seed
- Daimond Seed
- Local rice processors
- FMC/Sygneta
- Tando Jam University

These private sector partners may not only be contacted for training and capacity building of the beneficiaries but also for building sustainable supply chains for and market linkages for national and international export.





### 5.2.4 Value Chain Analysis of Potato

The value chain diagram and the market channel and share information is reflected as following:

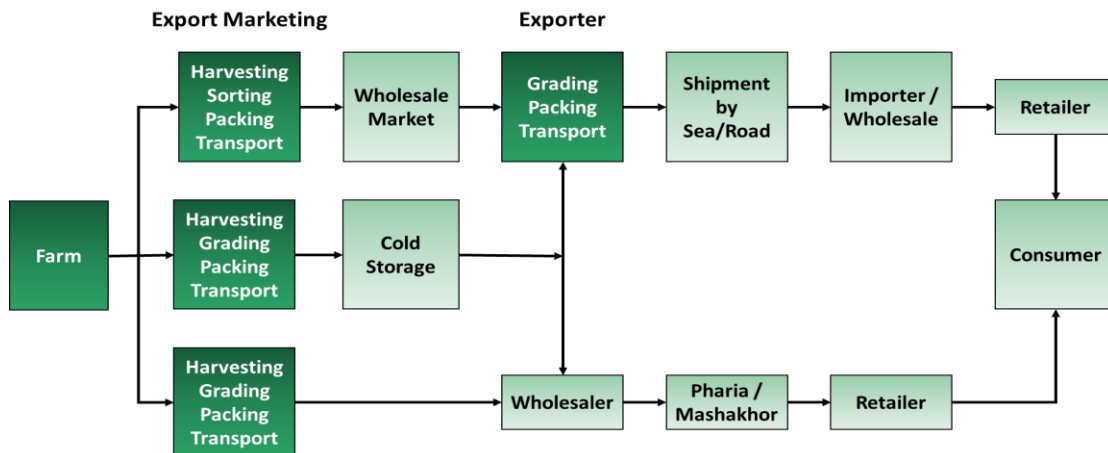


Figure 17: Market Channel Diagram for Potato

#### 5.2.4.1 Identification of Trades Around Potato Value Chain

Various identified trades for Potato VC include:

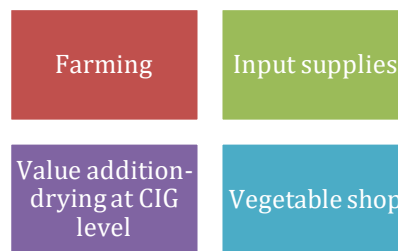


Figure 18: Identified possible trades for potato VC

The type of assets and possible trainings for the various proposed trades include:

Table 12: Possible Types of Trades, Assets and Trainings for Potato VC

Value Chain Trades	Type of Trainings	Type of Assets	Partners (Training Service Providers)
Farming-CIG managed	<ul style="list-style-type: none"> <li>- Seed Selection</li> <li>- Farm Management</li> <li>- Land preparation</li> <li>- Use of Input supplies</li> <li>- Fodder selection and management</li> <li>- Marketing</li> </ul>	Agri inputs	<ul style="list-style-type: none"> <li>- Pepsi</li> <li>- United Snacks</li> <li>- Fresh and Freeze</li> <li>- Metro cash and carry</li> <li>- Processors</li> <li>- Exporters</li> </ul>
Input Supply <ul style="list-style-type: none"> <li>- Seed</li> <li>- Fertilizers</li> <li>- Pesticide</li> <li>- Tools, equipment</li> </ul>	<ul style="list-style-type: none"> <li>- Business Development Training</li> <li>- Understanding deceases and growth requirement</li> <li>- Financial Management (managing cash and supplier credit) Negotiations</li> </ul>	Stock of inputs that includes: <ul style="list-style-type: none"> <li>- Seed</li> <li>- Fertilizers</li> <li>- Pesticide</li> </ul>	<ul style="list-style-type: none"> <li>- Private seed suppliers</li> <li>- Fauji Fertilizers</li> <li>- FMC</li> <li>- Sygenta</li> </ul>

Value Chain Trades	Type of Trainings	Type of Assets	Partners (Training Service Providers)
and supplies - Extension Serv.	- For Technical Extension Services (pest management, farm management etc)	- Tools , equipment and supplies	
Value Addition	- Understanding market needs - How to access market? - Supply Chain Management	Machinery and training	- Pepsi - United Snacks - Fresh and Freeze - Metro cash and carry - Processors - Exporters
Retail Shop	- Understanding various varieites - Business Development and Financial literacy ( managing cash and supplier credit)	shop accessories and training	TEVTA

#### 5.2.4.2 Role of Potential Private Sector Partners and Engagement Challenge

The potential private sector partners include

- Fresh and Freez
- Pepsi Co
- United Snacks
- Local Potato Processors
- FMC/ Sygneta
- TEVTA

These private sector partners may not only be contacted for training and capacity building of the beneficiaries but also for building sustainable supply chains for and market linkages for national and international export.

#### 5.2.5 Value Chain Analysis of Tomato

The value chain diagram and the market channel and share information is reflected as following:

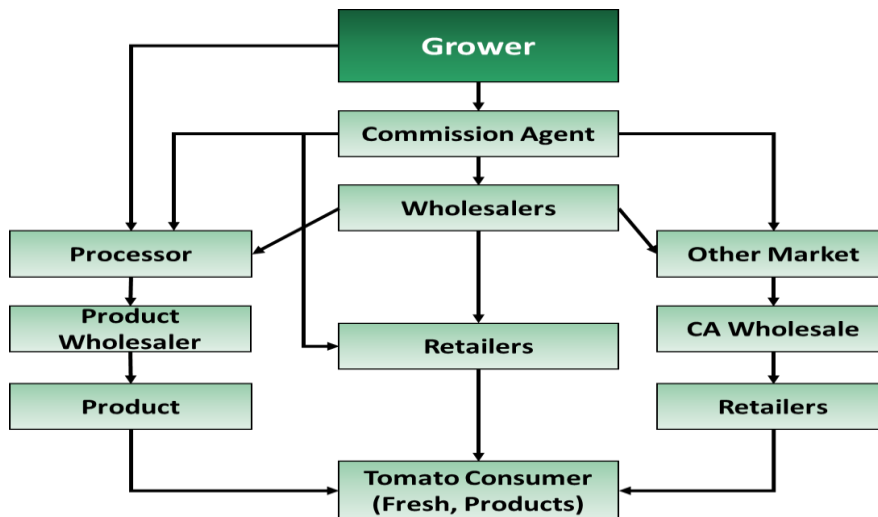


Figure 19: Market Channel for Tomato

### 5.2.5.1 Identification of Trades Around Tomato Value Chain

Various identified trades for Potato VC include:

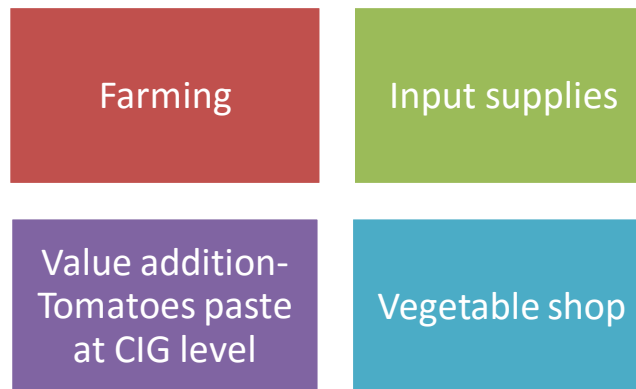


Figure 20: Possible Trades Around Tomato VC

The type of assets and possible trainings for the various proposed trades include:

Table 13: Possible Types of Trades, Assets and Trainings for Tomato VC

Value Chain Trades	Type of Trainings	Type of Assets	Partners (Training Service Providers)
Farming-CIG managed community farm	<ul style="list-style-type: none"> <li>- Seed Selection</li> <li>- Farm Management</li> <li>- Land preparation</li> <li>- Use of Input supplies</li> <li>- Fodder selection and management</li> <li>- Marketing</li> </ul>	Agri inputs	<ul style="list-style-type: none"> <li>- Shangrila</li> <li>- Local processors</li> <li>- Tando Jam University</li> </ul>
Input Supply <ul style="list-style-type: none"> <li>- Seed</li> <li>- Fertilizers</li> <li>- Pesticide</li> <li>- Tools, equipment</li> </ul>	<ul style="list-style-type: none"> <li>- Business Development Training</li> <li>- Understanding diseases and growth requirement</li> <li>- Financial Management (managing cash and</li> </ul>	Stock of inputs that includes: <ul style="list-style-type: none"> <li>- Seed</li> <li>- Fertilizers</li> <li>- Pesticide</li> </ul>	<ul style="list-style-type: none"> <li>- Rachna Seed</li> <li>- Fauji Fertilizers</li> <li>- Pak Agri</li> <li>- FMC</li> <li>- Sygenta</li> </ul>

and supplies - Extension Serv.	supplier credit) Negotiations - For Technical Extension Services (pest management, farm management etc)	- Tools, equipment and supplies	- Tando Jam University
Value Addition	- Understanding market needs - How to access market? - Supply Chain Management	Machinery and training	- Shangrila - Local Tomatoes processors
Vegetable Shop	- Understanding various varieites - Business Development and Financial literacy ( managing cash and supplier credit)	shop accessories and training	Tando Jam University

#### 5.2.5.2 Role of Potential Private Sector Partners and Engagement Challenge

The potential private sector partners include

- Shangrila
- Rachna Seed
- FMC/ Sygneta
- Pak Agri Services
- Local Tomato Processor
- Tando Jam University

These private sector partners may not only be contacted for training and capacity building of the beneficiaries but also for building sustainable supply chains for and market linkages for national and international export.

#### 5.2.6 Value Chain Analysis of Onion

The value chain diagram and the market channel and share information is reflected as following:

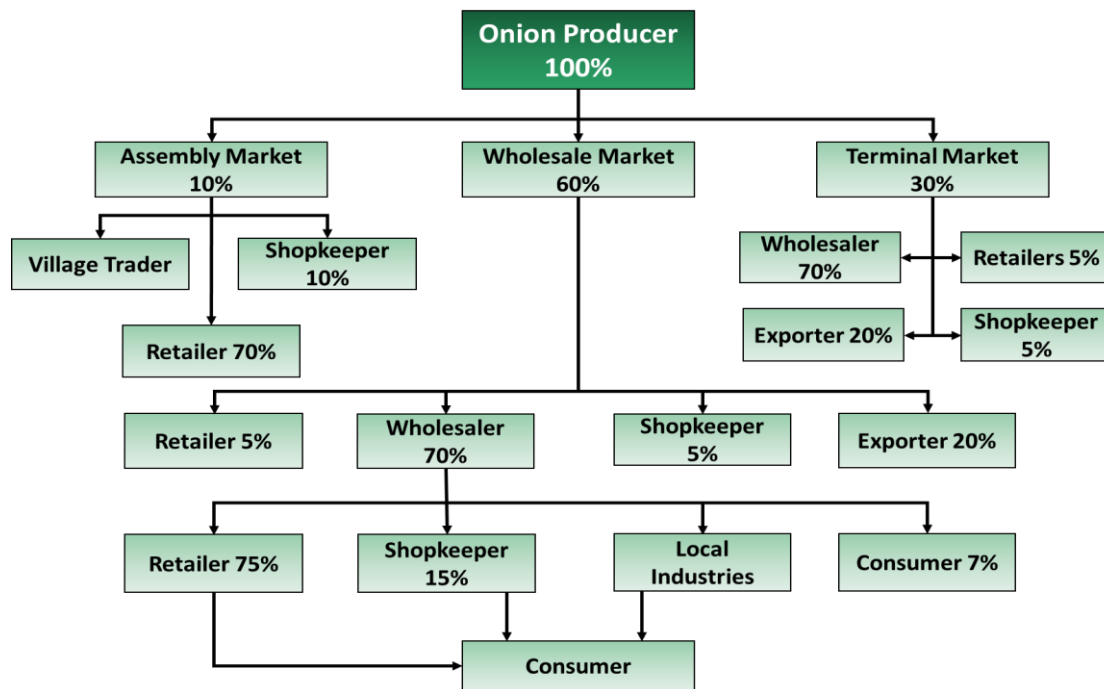


Figure 21: Market Channel Diagram for Onion

5.2.6.1 Identification of Trades Around Onion Value Chain

Various identified trades for Potato VC include:

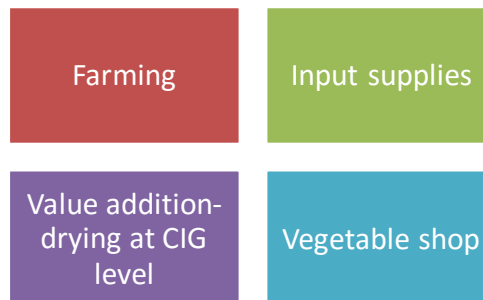


Figure 22: Identified Trades for Onion VC

Various trades, assets and respective training proposal with prospective partners for onion value chain is as per following:

Table 14: Possible Types of Trades, Assets and Trainings for Onion VC

Value Chain Trades	Type of Trainings	Type of Assets	Partners (Training Service Providers)
Farming-CIG managed community dairy farm	<ul style="list-style-type: none"> <li>- Seed Selection</li> <li>- Farm Management</li> <li>- Land preparation</li> <li>- Use of Input supplies</li> <li>- Fodder selection and management</li> <li>- Marketing</li> </ul>	Agri inputs	<ul style="list-style-type: none"> <li>- AHA Traders</li> <li>- Local Onion processors</li> <li>- Abadgar machinery</li> <li>- Tando Jam University</li> </ul>
Input Supply <ul style="list-style-type: none"> <li>- Seed</li> <li>- Fertilizers</li> </ul>	<ul style="list-style-type: none"> <li>- Business Development Training</li> </ul>	Stock of inputs that includes: <ul style="list-style-type: none"> <li>- Seed</li> </ul>	<ul style="list-style-type: none"> <li>- Rachna Seed</li> <li>- Fauji Fertilizers</li> <li>- Pak Agri</li> </ul>

<ul style="list-style-type: none"> <li>- Pesticide</li> <li>- Tools, equipment and supplies</li> <li>- Extension Serv.</li> </ul>	<ul style="list-style-type: none"> <li>- Understanding diseases and growth requirement</li> <li>- Financial Management (managing cash and supplier credit) Negotiations</li> <li>- For Technical Extension Services (pest management, farm management etc)</li> </ul>	<ul style="list-style-type: none"> <li>- Fertilizers</li> <li>- Pesticide</li> <li>- Tools, equipment and supplies</li> </ul>	<ul style="list-style-type: none"> <li>- FMC</li> <li>- Sygenta</li> <li>- Tando Jam University</li> </ul>
Value Addition	<ul style="list-style-type: none"> <li>- Understanding market needs</li> <li>- How to access market?</li> <li>- Supply Chain Management</li> </ul>	Machinery and training	- Local onion processors
Vegetable Shop	<ul style="list-style-type: none"> <li>- Understanding various varieites</li> <li>- Business Development and Financial literacy ( managing cash and supplier credit)</li> </ul>	`shop accessories and training	Tando Jam University

#### 5.2.6.2 Role of Potential Private Sector Partners and Engagement Challenge

The potential private sector partners include

- National Foods
- Pak Agri Services
- Rachna Seed
- Local processors
- FMC/ Sygneta
- TandoJam University

These private sector partners may not only be contacted for training and capacity building of the beneficiaries but also for building sustainable supply chains for and market linkages for national and international export.

### 5.2.7 Value Chain Analysis of Pulses

The value chain diagram and the market channel and share information is reflected as following:

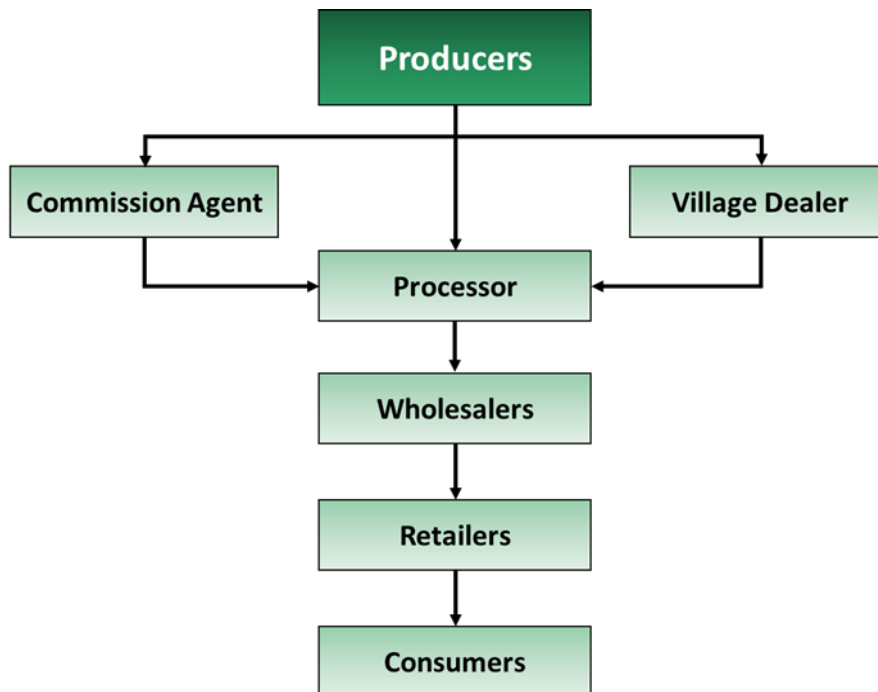


Figure 23: Market Channel Diagram for Pulses

### 5.2.8 Value Chain Analysis of Oil Seeds

The value chain diagram and the market channel and share information is reflected as following:

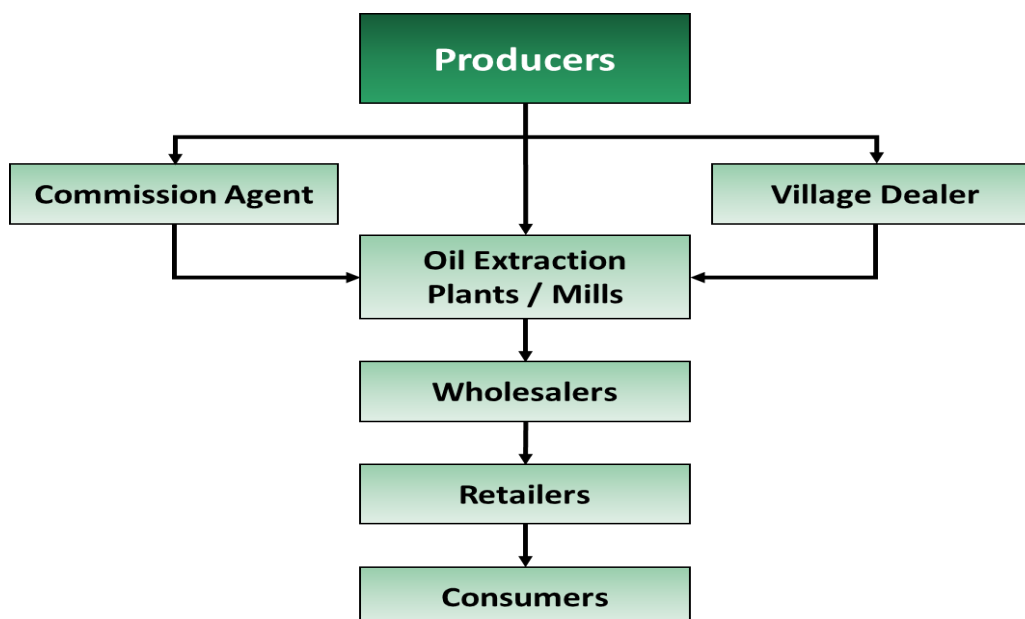


Figure 24: Market Channel Diagram for Oil Seed



### 5.2.9 Value Chain Analysis of Fruits

The value chain diagram and the market channel and share information is reflected as following:

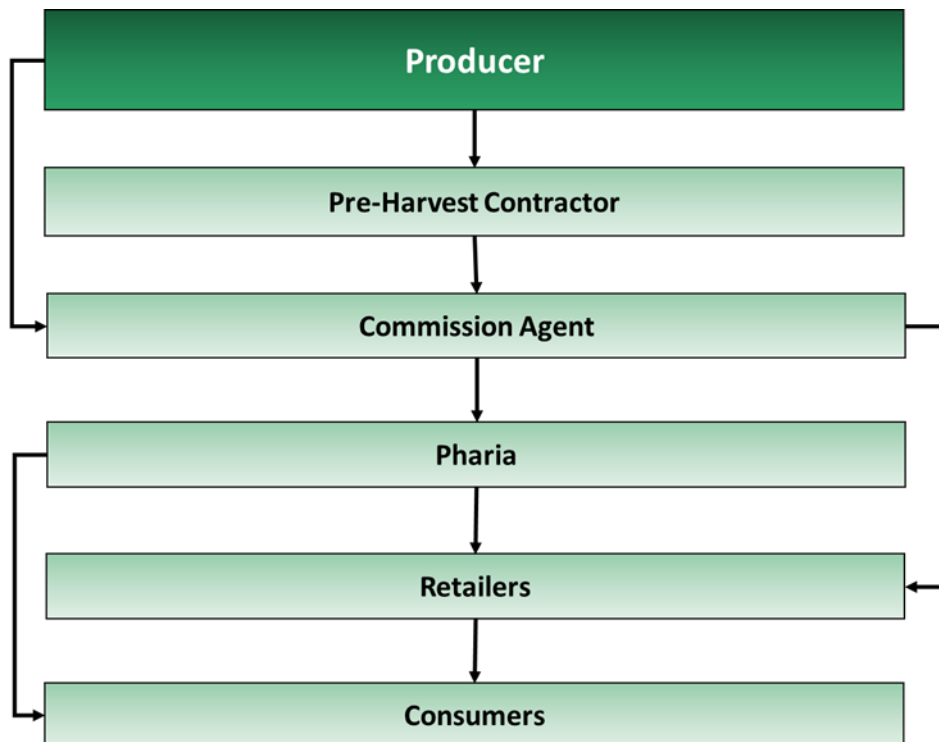


Figure 25: Value Chain Diagram for Fruits

### 5.2.10 Role of Common Interest Group in Agriculture Sector Value Chains

As it is already suggested that the existing value chain need to be consolidated, for which role of CIG is very important. It is proposed to form CIGs in the trades mentioned in the list around a value chain in a specific area, while there should be an apex CIG with representation of the other CIGs of different trades of the value chain with a role to consolidate all the efforts and bring a sizable impact in the respective area.

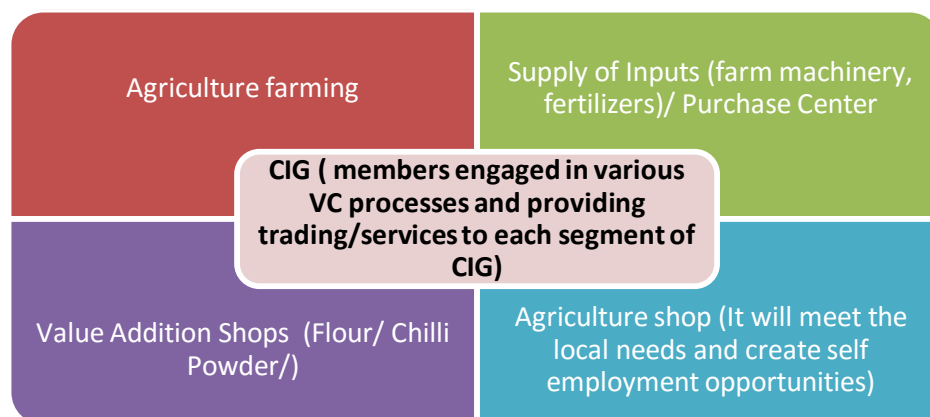


Figure 26: Role of Common Interest Group

### 5.2.11 Challenges and Opportunities of the Agriculture Value Chain

Based on the various discussions with stakeholders, focused groups, key informant and consultation with partners; there are several challenges that were observed include:

- Market linkage with large buyers exist but require diversification
- Middleman exploitation (pricing and payment)
- Poor farm management practices and lower yield
- No value addition at local level
- Non availability of quality inputs (seed, fertilizers and pesticide)

Other challenges for private sector engagement includes:

- Consistent supply that required systemic distribution of assets
- Payment cycle- cash on delivery/credit
- Rejection based on quality parameters
- Dispute resolution
- BDS for linking private sector/beneficiary

Despite several challenges, if addressed properly carries a lot of market and export potential along with other opportunities including:

- Better return and confirmed market
- Productivity increase
- Paradigm shift providing landless farmers to get better return through CIGs
- Cost effective/efficient supply chain
- Access to market information
- Market driven trainings
- Increase bargaining power due to aggregation through purchase centers managed by CIG
- Improvement in backward linkages (seed, pesticides Extension services etc)

Jump-start for beneficiary and facilitate in coming out of poverty in shortest possible time.

### 5.3 Prioritized Value Chains of the Non-Farm Sector

Prioritization of value chains in the non-farm sector is challenging as there are so many minor products and services that exist in the rural and target areas. Therefore, for analysis purposes, the similar value chains of consolidated and categorized together for analysis. These value chains are very useful and quicker to establish and if effectively implemented they are sustainable and impactful. The list is as per following:

- Handicraft (all types of handicrafts)
- Services (all types of services being provided in target areas)
- Grocery Stores (products sales)

### 5.3.1 Value Chain Analysis of the Handicraft

The value chain diagram for the Handicraft value chain is as per following:

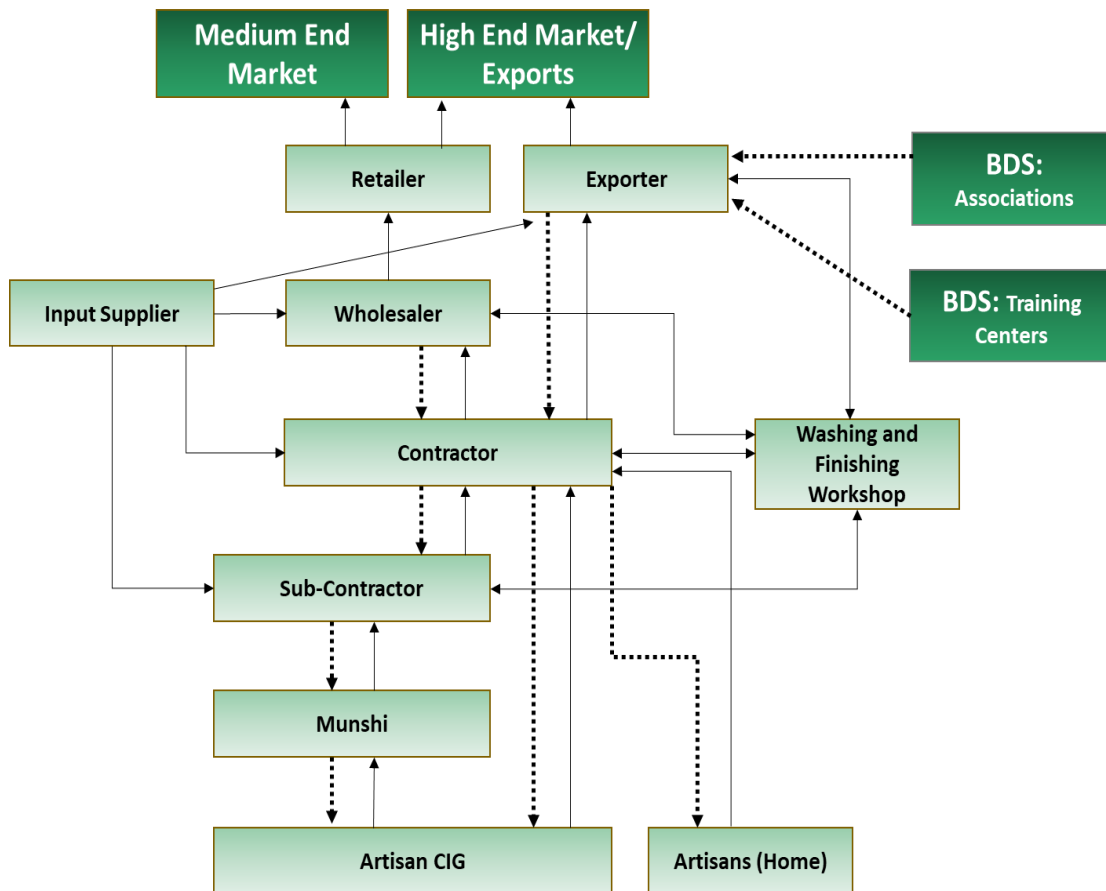


Figure 27: Value Chain Diagram of the Handicraft Value Chain

#### 5.3.1.1 Identified Trades for Handicraft Value Chain

The possible trades, with great potential for entrepreneurship for women, disabled and youth at the last mile include following:

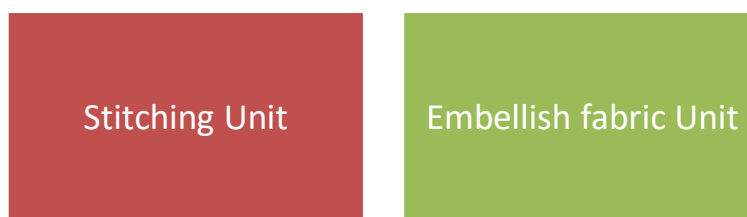


Figure 28: Identified Trades for Handicraft Value Chains

The possible types of assets for the identified trades include:

*Table 15: Types of Assets and Trainings for Identified Handicraft VC Trades*

VC Trades	Types of Assets	Types of training	Partners (Training Service Providers)
Stitching Unit	Purchase of 2-3 stitching machines	<ul style="list-style-type: none"> <li>Stitching and cutting</li> <li>Financial literacy and business management</li> </ul>	<ul style="list-style-type: none"> <li>Hunar Foundation</li> <li>TVETA</li> <li>AMAN Foundation</li> <li>Memon Institute of technical Training</li> <li>Lead private partner</li> <li>NEVTTC</li> </ul>
Embellish Units	Purchase of frame for cloth mounting and tools/supplies	<ul style="list-style-type: none"> <li>Embroidery and designing</li> <li>Financial literacy and business management</li> </ul>	<ul style="list-style-type: none"> <li>Hunar Foundation</li> <li>TVETA</li> <li>AMAN Foundation</li> <li>Memon Institute of technical Training</li> <li>Lead private partner</li> </ul>

### 5.3.1.2 Cost Benefit Analysis of the Handicraft Value Chain

The cost benefit analysis of the Handicraft Value chain trades are following:

*Table 16: Cost Benefit Analysis of the Trades for Handicraft Value Chain*

VC Trades	Startup capital	Purpose of startup capital	Profit Margin
Stitching Unit	50,000	Purchase of 2-3 stitching machines	30%
Embellish sector	30,000	Purchase of frame for cloth mounting and tools/supplies	20%

### 5.3.1.3 Role of Private Sector and Challenges

The list of enablers identified during the consultations include the following:

- **Training Services Providers:** University and private sector companies
- **Federal chamber and commerce:** private sector meaning full engagement
- **Financial Institutions:** players available but lack of financial products
- **Distributors/wholesalers**

Other private sector stakeholders that may be partnered for greater marketability of the handicraft products and services include but not limited to the following:

- TMUC
- Indus Valley school of arts
- EURA-Centra
- Daraz
- FPCCI

Engagement of private sector players is pivotal for handicraft promotion and marketing. The private sector players should include 1) design institutions, 2) designers, 3) marketer and retailers, 4) exporters and bulk sourcing agents. Few major challenges that hinder the sustainability of the handicraft value chain are:

- Consistent supply that required systemic distribution of assets
- Payment cycle- cash on delivery/credit
- BDS for linking private sector/beneficiary
- In-adequate quality orientation of the artisans
- Poor Merchandizing
- No Cooperative setups

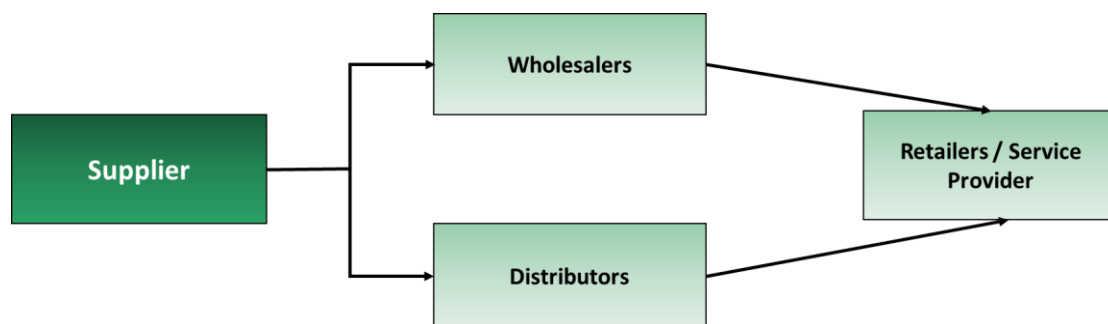
#### 5.3.1.4 Other Challenges and Issues

Other challenges of the handicraft value chain include following:

- Cost of purchase is high due to limited number of wholesaler at UC level
- Middleman exploitation (pricing and payment)
- Lack of understanding about market needs and demand
- Non availability/understanding of quality material/accessories
- Inadequate technical skills

#### 5.3.2 Value Chain Analysis for Services

During the union council profiling and the focused group discussions, there were several businesses identified which were micro and small businesses – the businesses were identified as not only a quick start-up option for the poor but also the sustainable ones, as it is relatively viable for the poor to manage small businesses with lesser amount of capital investments. Moreover, there are several other gaps identified during the study with respect to unavailability of technical services in the last mile rural areas, which could be filled, with the initiation of such businesses. With the service nature of such businesses are defined under the value chain category of Services. The trades identified in this section may include several other services, which are practical and part of the cluster based databases annexed with the report. The value chain diagram of the service sector businesses is as per following:



*Figure 29: Value Chain Diagram of the Service Sector Businesses*

### 5.3.2.1 Identification of Trades Around Service Value Chain

The identified trades under the services values chains include but not limited to the following:



Figure 30: Identified Trades for Service Value Chain

The trade wise possible asset and training table is as per following:

Table 17: Trade Wise Asset and Trainings for Service Value Chain

VC Trades	Types of Assets	Types of training	Partners (Training Service Providers)
Stitching Unit	Purchase of 2-3 stitching machines	<ul style="list-style-type: none"> <li>Stitching and cutting</li> <li>Financial literacy and business management</li> </ul>	<ul style="list-style-type: none"> <li>Hunar Foundation</li> <li>TVETA</li> <li>AMAN Foundation</li> <li>Memon Institute of technical Training</li> <li>Lead private partner</li> </ul>
Embellish sector	Purchase of frame for cloth mounting and tools/supplies	<ul style="list-style-type: none"> <li>Embroidery and designing</li> <li>Financial literacy and business management</li> </ul>	<ul style="list-style-type: none"> <li>Hunar Foundation</li> <li>TVETA</li> <li>AMAN Foundation</li> <li>Memon Institute of technical Training</li> <li>Lead private partner</li> </ul>
Beauty Parlor	For purchase of furniture, makeup material and equipment	<ul style="list-style-type: none"> <li>Beautician</li> <li>Financial literacy and business management</li> </ul>	<ul style="list-style-type: none"> <li>Hunar Foundation</li> <li>TVETA</li> <li>AMAN Foundation</li> <li>Memon Institute of technical Training</li> <li>Unilever-Guddi Baji</li> <li>Depilex</li> </ul>

VC Trades	Types of Assets	Types of training	Partners (Training Service Providers)
Food processing ( Nimko, Samosa, etc)	Purchase of machinery/tools/supplies	<ul style="list-style-type: none"> <li>• Food technology</li> <li>• Financial literacy and business management</li> </ul>	<ul style="list-style-type: none"> <li>• Tando Jam Univeristy</li> <li>• TEVTA</li> </ul>
Lab Collection Center	Purchase of computers and medical supplies	<ul style="list-style-type: none"> <li>• Lab technicians</li> <li>• Financial literacy and business management</li> </ul>	<ul style="list-style-type: none"> <li>• Excel Labs</li> <li>• Indus Hospital</li> </ul>
Home based catering	Purchase of equipment and supplies	<ul style="list-style-type: none"> <li>• Chef</li> <li>• Financial literacy and business management</li> </ul>	<ul style="list-style-type: none"> <li>• Unilever</li> <li>• Cotham</li> <li>• Pitham</li> <li>• Hashoo group</li> </ul>
Hotel and restaurant	Purchase of furniture and cooking equipment	<ul style="list-style-type: none"> <li>• Chef</li> <li>• Financial literacy and business management</li> </ul>	<ul style="list-style-type: none"> <li>• Unilever</li> <li>• Cotham</li> <li>• Pitham</li> <li>• Hashoo group</li> </ul>
Hairdresser	Purchase of furniture and equipment	<ul style="list-style-type: none"> <li>• Beautician</li> <li>• Financial literacy and business management</li> </ul>	<ul style="list-style-type: none"> <li>• Hunar Foundation</li> <li>• TVETA</li> <li>• AMAN Foundation</li> <li>• Memon Institute of technical Training</li> <li>• Unilever-Guddi Baji</li> <li>• Depilex</li> </ul>
Mobile accessories	-Purchase of inventory	<ul style="list-style-type: none"> <li>• Mobile repairing</li> <li>• Financial literacy and business management</li> </ul>	<ul style="list-style-type: none"> <li>• Hunar Foundation</li> <li>• TVETA</li> <li>• AMAN Foundation</li> <li>• Memon Institute of technical Training</li> <li>•</li> </ul>
Generator/UPS Repair and selling of accessories	Purchase of machinery and tools	<ul style="list-style-type: none"> <li>• Electrical and mechanical</li> <li>• Financial literacy and business management</li> </ul>	<ul style="list-style-type: none"> <li>• 3 Hunar Foundation</li> <li>• TVETA</li> <li>• AMAN Foundation</li> <li>• Memon Institute of technical Training</li> </ul>



VC Trades	Types of Assets	Types of training	Partners (Training Service Providers)
Solar equipment and accessories	Purchase of machinery and tools	<ul style="list-style-type: none"> <li>Electrical and mechanical</li> <li>Financial literacy and business management</li> </ul>	<ul style="list-style-type: none"> <li>Hunar Foundation</li> <li>TVETA</li> <li>AMAN Foundation</li> <li>Memon Institute of technical Training</li> <li>Lead private sector</li> </ul>
Home care (electrician, plumber and mechanics)	Purchase of machinery and tools	<ul style="list-style-type: none"> <li>Electrical and mechanical</li> <li>Financial literacy and business management</li> </ul>	<ul style="list-style-type: none"> <li>Hunar Foundation</li> <li>TVETA</li> <li>AMAN Foundation</li> <li>Memon Institute of technical Training</li> </ul>

### 5.3.2.2 Cost Benefit Analysis of the Services Value Chain

The cost benefit analysis of the service value chain is reflected as per following:

*Table 18: Cost Benefit Analysis of the Services Value Chain*

VC Trades	Startup capital	Purpose of startup capital	Profit Margin
Stitching Unit	50,000	Purchase of 2-3 stitching machines	30%
Embellish sector	30,000	Purchase of frame for cloth mounting and tools/supplies	20%
Beauty Parlor	25,000	For purchase of furniture, makeup material and equipment	50%
Food processing (Nimko, Samosa, etc)	50,000	Purchase of machinery/tools/supplies	50%
Lab Collection Center	70,000	Purchase of computers and medical supplies	30%
Home based Boutiques (selling of stitched and un stitched cloth)	80,000	Stitching and cutting	50%
Home based catering	50,000	Purchase of equipment and supplies	100%
Hotel and restaurant	50,000	Purchase of furniture and cooking equipment	100%
Hairdresser	50,000	Purchase of furniture and equipment	50%
Push cart (burger, juice,	50,000	Manufacturing of cart and purchase of material/supplies	100%

VC Trades	Startup capital	Purpose of startup capital	Profit Margin
fruit and vegetables)			
Mobile accessories	70,000	-Purchase of inventory	30%
Generator/UPS Repair and selling of accessories	60,000	Purchase of machinery and tools	30%
Solar equipment and accessories	100,000	Purchase of machinery and tools	30%
Home care ( electrician, plumber and mechanics)	50,000	Purchase of machinery and tools	50%

### 5.3.3 Value Chain Analysis of Grocery Store/ Stalls

There is a great variety of grocery stores/ stalls in the rural area. Everyone through poor still needs basis necessary products and services. Therefore, such businesses are told to be very successful in the rural areas. It ranges from selling very minor regular products to necessary products like flour, bread, vegetables water etc.

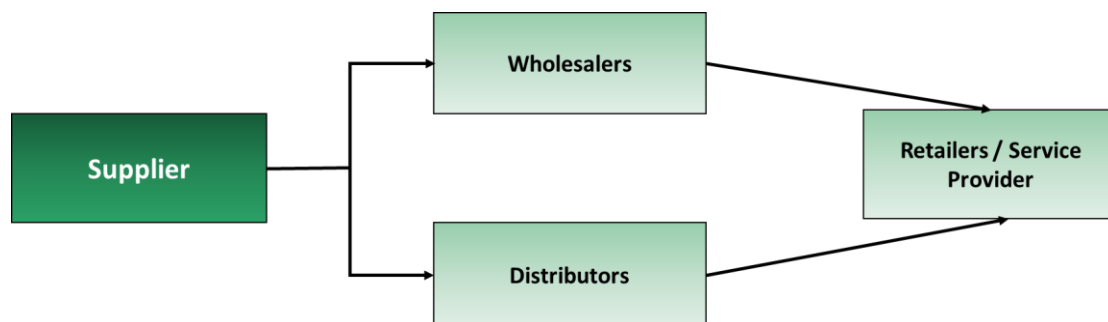


Figure 31: Value Chain Diagram for Grocery Business

#### 5.3.3.1 Identification of Various Trades for Grocery Value Chain

Value Chain Trades	Type of Trainings	Type of Assets	Partners (Training Service Providers)
Wholesaler-CIGs	<ul style="list-style-type: none"> <li>- Sales and marketing</li> <li>- Inventory management</li> <li>- Financial Management (managing cash and supplier credit)Negotiations</li> </ul>	Stocks	<ul style="list-style-type: none"> <li>- Metro Cash and Carry</li> <li>- FPCCI</li> <li>- International Business Council-IBC retail academy</li> </ul>

Value Chain Trades	Type of Trainings	Type of Assets	Partners (Training Service Providers)
Retail Stores	<ul style="list-style-type: none"> <li>- Business Development Training</li> <li>- Understanding animal deceases and growth requirement</li> <li>- Financial Management (managing cash and supplier credit) Negotiations</li> <li>- For Technical Extension Services (Vaccination, disease management etc)</li> </ul>	Stock and set-up cost	<ul style="list-style-type: none"> <li>- Jugno-Salesflo</li> <li>- Metro Cash and Carry</li> <li>- IBC-Retail Academy</li> <li>- Unilever ( Umeed/Rahber)</li> </ul>

### 5.3.3.2 Cost Benefit Analysis of the Value Chain

Value Chain Trades	Cost (PKR)	Profit (PKR)	Remarks
Wholesale	300,000	5%	5% profit per working capital cycle of 1 month each.
Retail Store	60,000	5-8%	It is assume that stock turn over in 1.5 month.

### 5.3.4 Role of Private Sector in Non-Farm Sector

The role of private sector in this value chain is very important as there should a consolidation angle. If horizontal and vertical linkages of the services are done with the private sector this will add not only to the provision of improved quality of services at the grass root level but also, it will ensure the sustainability of the local businesses. The possible private sector partners include,

- Unilever
- Metro Cash-carry
- Greeno Juice
- Tando Jam University
- Depilex
- Indus Vallley school of Arts

### 5.3.5 Role of CIG and Micro-franchising

Franchising, is a contractual relationship wherein an independent coordinating organization, offers individual independent operators the ability join into a franchise network for the provision of selected services over specified area in accordance with an overall blueprint devised by the franchisor.

- Professional training,
- Use of brands or brand advertisements,
- Supplies and equipment,
- Support services, and
- Access to professional advice.
- Linking Sourcing and Networking

### 5.3.6 Other Challenges of the Non-Farm Value Chain

- Cost of purchase is high due to limited number of wholesaler at UC level
- Middleman exploitation (pricing and payment)
- Lack of understanding about market needs and demand
- Non availability/understanding of quality material/accessories
- Inadequate technical skills

### 5.3.7 Role of Technology

- Facilitating supply chain
- Financial access
- Monitoring and tracking the beneficiary

### 5.3.8 Opportunities

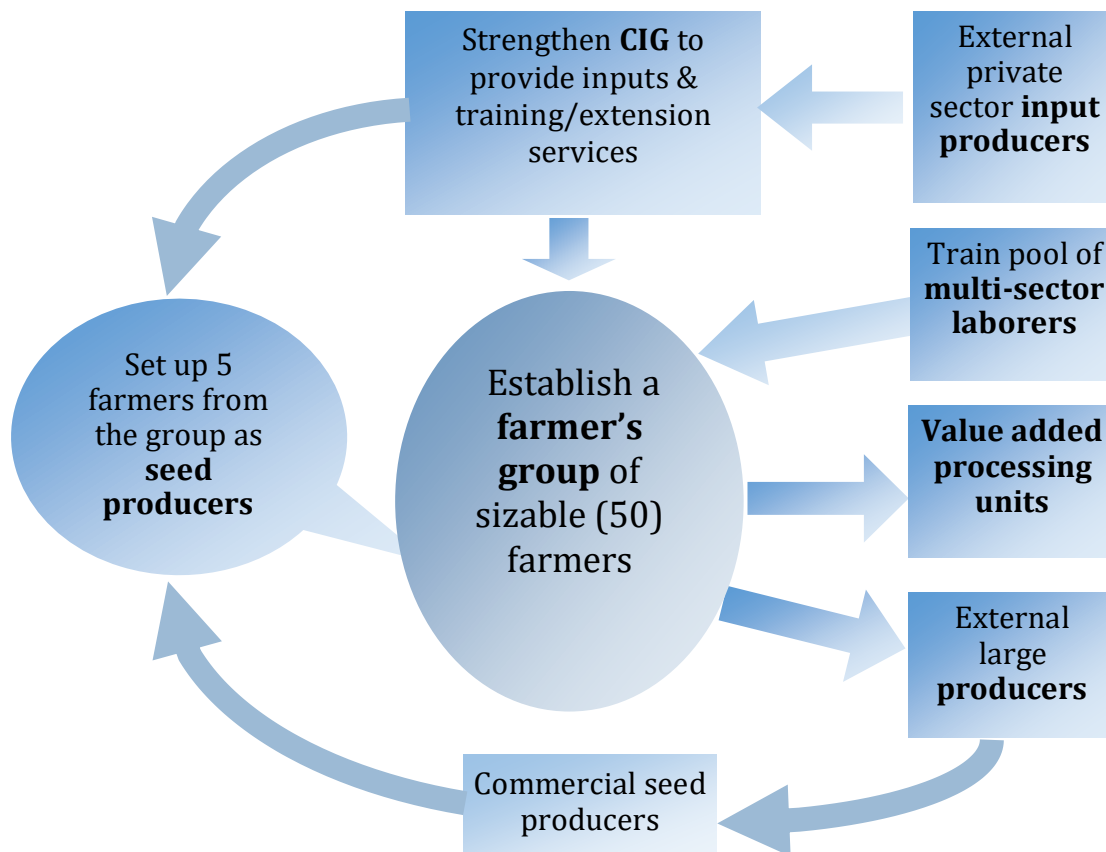
- Cost effective/efficient supply chain
- Access to market information
- Market driven trainings
- Beneficiary have diverse choices for selling
- Jump start for beneficiary and facilitate in coming out of poverty in shortest possible time

## 5.4 Common Interest Groups-CIG

To improve the competitiveness, productivity and earnings in the agriculture and livestock sectors, the region needs strong farmers groups to bring scale to the sector and act as aggregator - small farms are difficult to consider for commercial sale buyers due to the high cost of opportunity in dealing with small farms. Additionally, it needs viable structure to serve as a conduit for the supply of quality inputs and for marketing of the produce; we propose to create CIG to serve as such conduit. If such centers are created, a farmer's group can become sustainable almost immediately and their dependency on the donor's support will be very limited. Establishment of one CIG per each cluster of sizable (50) number of farmers. CIG will have following functions:

- Commodity trading (buying and selling)
- Farming/animal rearing
- Linkages with large-scale buyers and other commodity markets
- Extension services
- Leveraging technology (farmers payment, supply chain, market information and connecting private sector)

We do not propose that such centers replace or push out other dealers in the value chain but fill in the gaps currently existing in the value chain as well as balance the influence of the commission agents and traders in the market.



*Figure 32: Strategic Proposal for CIGs Model*

Proposed strategies for Common Interest Groups (CIGs) include formation of CIG around various similar subsectors as micro and small business enterprises and also consolidate various similar CIGs of a sector to improve their buying power, market potential and access to market. The consolidation is proposed to be a community institutional structure with a name of "Apex CIG". The apex will have representation from the participating CIGs, which will give common voice and power to the local people. It will also help participating CIGs in bulk buying, selling, accessing and negotiating with the private sector, reaching out to export markets and thus creating an eco-system at village and UC level. The Apex will also be able to create a franchise model through providing support to participative CIGs in bring similar quality standards, linking external capital and investment from outside and presenting one brand to the outside world.

### 5.5 Purchase Centre

Currently, Farmers sold their produce through following channels:

- Arthis (Arthi provide advances/loan to farmers and farmers bound to sold their produce to arthis)
- Seasonal contractor/aggregator
- Local aggregator- provide services to local farmers for selling of product to market

Though above mentioned marketing channels available but farmers sold their produce at very low price due to following reasons:

- Dependency on Arthi as farmers availed credit from Arthi
- Lack of market information
- No bargaining position
- Lack of expertise in handling produce after harvesting that force farmers to sold their produce instantly.

Therefore, we are proposing the establishment of Purchase Centre responsible to provide following services to farmers that will increase the farmers bargaining position, better awareness about market and provide better position to negotiate/get best price of their products.

- Handling produce after harvest
- Ensure the quality parameters of various market channels
- Connect large private sector buyers with purchase center
- Ensure scale and supply chain management.

## 5.6 Role of Technology

Based on the size and planned outreach of the project i.e. NPGP, it is not possible to achieve desired results without information and communication technology and related services. One specific example is tracing the number of assets for the life of the project i.e. recording assets at the time of distribution, follow-up and feedback in every quarter and also recording the increase in assets after the life of the project. This should be done very effectively along with beneficiary's information and locations. The system should also have information about the available and improved products and services in PPAF target areas and trained workforce availability in various trades. Through this, PPAF will not only be able to track assets and services provided to beneficiaries at any point in time but also PPAF will better be able to negotiate with the private sector and create sustainable linkages with national and international markets and employers. This will help in overall consolidation of the project and will surely create a great impact.

## 5.7 Inclusion of Poor, Vulnerable, Disable and Women

The study was done with inclusive approach and assesses potential businesses for poor, vulnerable, disables and women. It specifically include, businesses like grocery stores, vegetable, fruits and tea stalls and shops, tailoring and handicrafts. These business can not only be started quickly, but also with minimum funding requirements and also if franchising and apex CIG model is effectively applied to these businesses in letter and spirit, these businesses can provide a quick success and graduation for the poor beneficiaries, as this will ensure aggregation of inputs/ outputs but also will help in providing and sustaining quality of the products and services at all levels.

## 6 CPEC- An Opportunity

Project intervention areas are either located in close proximity of CPEC route or close to Special Economic Zones-SEZs will be established under CPEC. In ensuring paragraph, we highlight the significance of trade with China and the target districts can reap the benefits.

### 6.1 Trade with China

China is a big market and CPEC provide an opportunity for Pakistan to increase the exports. According to the SMEDA publication (SME Observer, Jan-June 2017), in order to reap benefits of the opportunity at hand, review of the current export basket of Pakistan can serve as a starting point for exploring options. Pakistan, a developing country, has an interest in exploring new export based products, whereas China may want to concentrate on discovering new markets for their existing export products. This publication also made critical analyses with reference to a) identification of High Value Export-HVE; Medium Value Export-MVE; and Low Value Export-LVE and b) Price comparison of Pakistani exports and Chinese import. Following table highlights the trade potential with China.

*Table 19: Products Identified with High International Potential*

Major High Potential Export Products Under HIGH Value Export-HVE	Major High Potential Export Products Under Mid Value Export-MVE	Major High Potential Export Products Under Low Value Export-LVE
<ul style="list-style-type: none"> <li>• Meat</li> <li>• Fish</li> <li>• Mangoes</li> <li>• Chromium Ores and Concentrates</li> <li>• Medical Instruments</li> <li>• Marble</li> <li>• Foot ware</li> <li>• Rice</li> <li>• Milk and Cream</li> <li>• Granulated Sugar</li> <li>• Denim</li> <li>• Ethyl Alcohol</li> <li>• Foot Balls</li> </ul>	<ul style="list-style-type: none"> <li>• Maize</li> <li>• Milk and Cream Solids</li> <li>• Bananas</li> <li>• Leather Handbags</li> <li>• Plastic/Textile material Handbags</li> <li>• Polyethylene Terephthalate</li> <li>• Sweet Biscuits</li> <li>• Modified Polystyrene</li> <li>• Safety Razor Blades</li> <li>• Frozen orange Juice</li> <li>• Natural Honey</li> <li>• Frozen Fish</li> <li>• Frozen Edible Bovine Offal</li> <li>• Butter Milk Butcher knives and Hunting Knives</li> </ul>	<ul style="list-style-type: none"> <li>• Bran</li> <li>• Articles of Leather</li> <li>• Paints and Varnishes</li> <li>• Articles of Stone</li> <li>• Folding Cartons and Boxes</li> <li>• Coats and Jackets</li> <li>• Hydrochloric Acid</li> <li>• Tools for Masons/watchmakers/Miner</li> <li>• Crates and Similar Articles of Plastic</li> <li>• Ball Point Pens</li> <li>• Vegetable Products</li> <li>• Fruit Seeds for Sowing</li> <li>• Articles of Wood</li> <li>• Clover Seeds for Sowing</li> <li>• Shelled Almonds</li> <li>• Hide and Skins of Goats Craps</li> </ul>

*Table 20: Price comparison for export and imports b/w Pakistan and China*

Product	Unit	Pakistan Export Price per Unit. (\$)	Pakistan Total Export Value of Products	Pakistan Major Export Countries	China Import Price Per Unit (\$)	China Major Import Countries	China's Total Import Value of the Product (\$)
Fish frozen, excluding fish fillets	Kilogram (Kg)	2.23	124 Million	Vietnam, Thailand, China	1.39	USA, Russia, Canada	177 Million
Milk and cream of a fat content by weight >1% but <=6%	Kilogram (Kg)	1.18	34 Million	Afghanistan, UAE, Mozambique	0.85	Germany, New Zealand, Australia	308 Million
Under natured ethyl alcohol of an alcoholic strength by volume of 80% Volume or higher	liter	0.56	231 Million	China, Korea, Netherlands	0.57	Pakistan, Vietnam	122 Million
Mangoes	Tons	726	40 Million	UAE, UK , Oman	2980	Australia, Peru, Thailand	30 Million
Sweet Biscuits	Kilogram (Kg)	2	17 Million	Afghanistan, UAE, Mauritius	4.6	Indonesia, Denmark, Malaysia	305 Million
White Crystalline Cane sugar (Granulated Sugar)	Kilogram (Kg)	0.44	230 Million	Afghanistan, Djibouti, Saudi Arabia	0.44	Korea, Thailand, Guatemala	301 Million
Frozen boneless bovine meat	Kilogram (Kg)	3.48	26 Million	Vietnam, UAE, Saudi Arabia	5.42	Australia, Uruguay, Brazil	1.99 Billion



## 7 Other Recommendations

- Implementation approaches should be innovative that ensure scale, consistency supply and quality at respective target area that provide space for technology, engaging private sector and attract private investment, ensuring B2C relationship.
- CIG integrated model need to encourage to not only provide economic uplift of landless farmers and also create opportunities' for young agriculture graduates to make partnership/service arrangements with CIG for agri technological innovations
- Approach should be to ensure the enabling eco-system so target beneficiary benefitted and also provide protection to falling in poverty.
- Engaging private sector for imparting training that ensure the better understanding of various aspects of markets.
- Grocery stores duly enabled with technology and meat will be high priority that provide jumpstart and have good revenue stream. Based on already collected data/beneficiary data should be further triangulated that provide basis for forecasting essential for making effective roll out strategy
- Implementation should be private sector led for sustainability and economic empowerment.
- Tracing of assets and human resources with improved technical capacities through an online Information Management system.
- An active MIS and placement services for trained youth to be linked with national and international employers.

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- Annex-II:** UC Proforma
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- Annex-IV:** KII Tool
- Annex-V:** Report on Training of Community Resource Persons
- Annex-VI:** Report on Rapid Assessment/ UC profiling
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- Annex-X:** Cost Benefit Analysis

## Annex-I: List of Districts Clusters and UCs

S.No.	District	Cluster for FGD	Union Council / Ward
1	Badin	1	Tando Bago
2	Badin		Khalifo Qasim
3	Badin		Pahar Mari
4	Badin		Dadha
5	Badin		Chabralo
6	Badin	2	Rahooki
7	Badin		Dubi
8	Badin		Tarai
9	Badin	3	Muhammad Khan Burgri
10	Badin		Seerani
11	Badin		Luwari Shareef
12	Badin		Nindo
13	Badin		Kadi kazia
14	Badin	4	Khurwah
15	Badin		Shaheed Fazal Rahoo
16	Badin		Gharo
17	Badin	5	Three
18	Badin		Budho Dumbrani
19	Badin		Peeru Lashari
20	Badin		Saeed Pur
21	Badin		Rajo Khanani
22	Badin	6	Dai Jarkas
23	Badin		Ghulam Shah
24	Badin		Dumbalo
25	Badin		Kherpur Gambo
26	Badin	7	Phalkara
27	Badin		Malhan
28	Badin		Halepota
29	Badin		Haji sawan
30	Badin		Manik Laghari
31	D.G Khan	1	Kot Mubarak
32	D.G Khan		Mutfariq Chahan
33	D.G Khan		Kot Chutta
34	D.G Khan		Drahma
35	D.G Khan	2	Haji Ghazi Gharbi
36	D.G Khan		Chabri
37	D.G Khan		Ranman
38	D.G Khan	Nautak	
39	D.G Khan	3	Khakhe
40	D.G Khan		Mahmori
41	D.G Khan		Kala
42	D.G Khan		shadan lund
43	D.G Khan	4	Barthi

S.No.	District	Cluster for FGD	Union Council / Ward
44	D.G Khan		Ghousabad
45	D.G Khan		Fazila Kach
46	D.G Khan		Pir Adil
47	D.G Khan	5	Sakhi Sarwar
48	D.G Khan		Gadhari
49	D.G Khan		Nawan
50	D.G Khan		Choti Zareen
51	D.G Khan	6	smena
52	D.G Khan		Shah Sadar Din
53	D.G Khan		Yaro
54	D.G Khan		Choti Bala
55	D.G Khan	7	Tuman Qaisrani
56	D.G Khan		Bahadur Garh
57	D.G Khan		Wadoor
58	D.G Khan		Jhok Utra
59	D.G Khan	8	Johor imam Shah
60	D.G Khan		Mana Ahmadani
61	D.G Khan		Chorota
62	D.G Khan		Mubarki
63	D.G Khan	9	Tuman Leghari
64	D.G Khan		Basti Malana
65	D.G Khan		Basti Fauja
66	Jhang	1	Malhana
67	Jhang		Kot Sai Singh
68	Jhang		Havali lal
69	Jhang		18-Hazari
70	Jhang	2	Bhangoo
71	Jhang		Rashid Pur
72	Jhang		Allahyar joota
73	Jhang		Babgle yesmeen
74	Jhang	3	Haveli bahadar shah
75	Jhang		Chah no 497/013
76	Jhang		Cnayan wale uc/90
77	Jhang		Chan No 017 Ghungh
78	Jhang	4	Shah sadi Nahang
79	Jhang		Kaki nau
80	Jhang		Pir Abdul Raahman
81	Kashmore	1	Cheel
82	Kashmore		Lashari
83	Kashmore		Rasaldar
84	Kashmore	2	Karampur
85	Kashmore		Dunyapur
86	Kashmore		jamal
87	Kashmore	3	Gouspur
88	Kashmore		Dari

S.No.	District	Cluster for FGD	Union Council / Ward
89	Kashmore		Lalao
90	Kashmore		Doalat Pur
91	Kashmore	4	Buxapur
92	Kashmore		khewali-1
93	Kashmore		Gubilo
94	Kashmore		Ghehel pur
95	Kashmore		Gulan Pur
96	Kashmore		5
97	Kashmore	Cumb	
98	Kashmore	Haibat	
99	Kashmore	kajali	
100	Kashmore	Malheer	
101	Kashmore	Akhero	
102	Kashmore	6	Rasool Bux Chachar
103	Kashmore		sodhi
104	Kashmore		KSA Ali Bilawal
105	Kashmore		Kashmore
106	Kashmore	Zoorgarh	
107	Kashmore	7	tangwani
108	Kashmore		Gulwali
109	Kashmore		Suhliyani
110	Kashmore		saifal
111	Layyah	1	kotla haji shah
112	Layyah		ChakNo164A
113	Layyah		Mondi Town
114	Layyah		Tail indus
115	Layyah	2	Bakhri Ahmad Khan
116	Layyah		Sharista Thal
117	Layyah		Jakhar
118	Layyah		Lounch Nasheeb
119	Layyah	3	Chowk Azam
120	Layyah		chubara
121	Layyah		khaira wala
122	Layyah		Shah Ghar
123	Layyah	4	Jamaal Chapri
124	Layyah		Nawan kot
125	Layyah		Nushara
126	Layyah		Karoor Thal Jamali
127	Layyah	5	Basira
128	Layyah		Saho wala
129	Layyah		samtia
130	Layyah		shadu khan
131	Shikarpur	1	Wazirabad
132	Shikarpur		Taib
133	Shikarpur		Sehwaani

S.No.	District	Cluster for FGD	Union Council / Ward
134	Shikarpur		Mahmood bagh
135	Shikarpur		Ruk
136	Shikarpur	2	Sultankot
137	Shikarpur		Lodra
138	Shikarpur		Jaggan
139	Shikarpur		Jahan Wah
140	Shikarpur		Karan
141	Shikarpur		3
142	Shikarpur	jahan khan	
143	Shikarpur	abdo	
144	Shikarpur	bhirkan	
145	Shikarpur	4	main sahib
146	Shikarpur		zarkhel
147	Shikarpur		hamayoon
148	Shikarpur		jano
149	Shikarpur	5	Noshero abro
150	Shikarpur		mirza pur
151	Shikarpur		gaheja
152	Shikarpur		amrot
153	Shikarpur		bhambhir
154	Shikarpur	6	Pir bux shujrah
155	Shikarpur		Garhi dakho
156	Shikarpur		Rahimabad
157	Shikarpur		Thanhiro
158	Shikarpur	7	NIm Sharif
159	Shikarpur		Dakhan
160	Shikarpur		JIndo dero
161	Shikarpur		Waryaso
162	Shikarpur		Chatto Mangi
163	Sujawal	1	Bachal Gugo
164	Sujawal		Jhoke Sharif
165	Sujawal		Laikpur
166	Sujawal		Bano
167	Sujawal	2	Meher shah
168	Sujawal		Bijora
169	Sujawal		Darya khan soho
170	Sujawal	3	Mureed Khoso
171	Sujawal		Bello
172	Sujawal		keenjher
173	Sujawal		Ali Behar
174	Sujawal	4	Kar Malik
175	Sujawal		Gul Mohd Baran
176	Sujawal		Jati
177	Sujawal		Kothi
178	Sujawal		Begna

S.No.	District	Cluster for FGD	Union Council / Ward
179	Sujawal	5	Ladiyon
180	Sujawal		Dolatpur
181	Sujawal		Goongani
182	Sujawal		Jhonge Jalbani
183	Sujawal		Jan muhammad jat
184	Tharpakar	1	M. bhatti
185	Tharpakar		UC M. Veena
186	Tharpakar		Joruo
187	Tharpakar	2	Sonel Beh
188	Tharpakar		Khair ghulam shah
189	Tharpakar	3	Peethapur
190	Tharpakar		Veerawah
191	Tharpakar	4	Tagusaz
192	Tharpakar		Satidero
193	Thatta	1	Ghulam Mallah
194	Thatta		Udassi
195	Thatta		Kotri Allah Rakhio
196	Thatta		Buhara
197	Thatta		Mahar
198	Thatta		Khan
199	Thatta	2	Chowbandi
200	Thatta		Sukh Pur
201	Thatta		Mirpur Sakro
202	Thatta		Haji Ghirano
203	Thatta	3	Karampur
204	Thatta		Kalam kot
205	Thatta		Chatto Chand
206	Thatta		Doomani
207	Thatta	4	Jung Shahi
208	Thatta		Gujjo
209	Thatta		Kalri
210	Thatta		Makli
211	Thatta	5	Jhampir
212	Thatta		Tando Hafiz Shah
213	Thatta		Jharik
214	Thatta		Sonda
215	Thatta		Onger
216	Umerkot	1	Bustan
217	Umerkot		Nabisar
218	Umerkot		Talhi
219	Umerkot		Dadhro
220	Umerkot		Kunri Memon
221	Umerkot	2	GRB-1
222	Umerkot		Kaplor
223	Umerkot		Kharosyed

S.No.	District	Cluster for FGD	Union Council / Ward
224	Umerkot	3	Sabho
225	Umerkot		Khokhrapar
226	Umerkot		Chore
227	Umerkot		Dhoronaro
228	Umerkot	4	Atta M Palli
229	Umerkot		Gapno
230	Umerkot	5	Padhario
231	Umerkot		Aaro Buring
232	Umerkot		Sataryan
233	Umerkot		Samaro
234	Umerkot		Road Samaro
235	Umerkot	6	Shah Mardan Shah
236	Umerkot		Shadi Palli
237	Umerkot		Pithoro
238	Umerkot	7	Khajraw
239	Umerkot		Sham Khan Chandio
240	Umerkot		Faqeer Abdullah



## Annex-II: UC Proforma

### Template for Collecting Information at the UC Level

<b>Area</b>	
<b>Union Council / Ward</b>	
<b>Taluka / Tehsil / Town Committee</b>	
<b>District</b>	
<b>Date of Interview</b>	
<b>GPS Coordinates</b>	<b>N:</b> _____ <b>E:</b> _____
<b>Have photos taken with the permission of the respondent</b>	<b>Yes</b> ____ <b>No</b> ____

S.No.	Question	Response
1.	Population of UC:	Males _____ Females _____
2.	Major developmental issue at the UC level	
3.	Nearest Market for purchase of inputs and sale of outputs and role of middlemen	
4.	Source of credit, how many people available, at which interest rate, etc.	
5.	Major crops grown at the UC level [with area, production and yield/acre, if possible]	
6.	Major livestock at the UC level [cattle, sheep, goat, draughts animals, etc.]	
7.	Availability of farm machinery	
8.	Cultivation and harvesting by draughts animals/machinery	

S.No.	Question	Response
9.	<p>Major products produced at the UC level [agriculture, livestock/dairy, forestry, mining, boutique, wool processing/carpet weaving, etc.]:</p> <ul style="list-style-type: none"> <li>• Production [estimated quantity and value]</li> <li>• No. of households/persons engaged in the production</li> <li>• Engagement of labour at various stages of processing [estimated quantity]</li> <li>• Bottlenecks/constraints in production, processing, transportation and marketing</li> <li>• Possibilities of value addition [what is possible at each stage, what are the requirements/needs, etc.]</li> </ul>	
10.	<p>Map the value chain of 5-6 major products/UC, along with estimated number of people engaged at various stages</p> <ul style="list-style-type: none"> <li>• Specifically identify the role of women at each stage</li> </ul>	
11.	<p>Scope of new businesses in agriculture / non-agricultural sector and to support the identified value chains and poverty alleviation.</p>	
12.	<p>Identify the needs of credit and TVET at each stage of the value chain or enterprise.</p>	

## Annex-III: FGD Tools

### Annex-III-A\_FGD\_Agriculture

#### **FOCUS GROUP DISCUSSION CHECKLIST**

##### **INTRODUCE YOURSELF BEFORE STARTING THE FGDs**

I am \_\_\_\_\_ and I am here to collect data for Market Value Chain Assessment. The discussion will take around one and half hour (1.5 hours) or so depending on your interest and participation. Any information that you provide will be kept strictly confidential and will not be shown to other people. The information that you provide during the discussion will be presented together with answers from other participants so that you cannot be identified. The discussion is voluntary and you are free to choose not to answer any or all of the questions, or to leave the discussion at any time.

##### **Purpose:**

Before we get started, we would like to give you a little background about focus group discussions and why we are doing this focus group discussion with you. Focus groups are intended to give us a sense of how a group of people feels about a certain issue. We often want confirmation that others feel this way, so we might follow up a question with something like “Do others feel this way” or “Is this important for other people to know about?” We want to hear from everyone, and so at times we may interact to help the conversation keep moving. We will be taking your comments and summarizing them to share with the project implementers. You and your individual opinions won’t be identified in any way.

<b>Area Location</b>	
<b>Union Council / Ward</b>	
<b>Taluka / Tehsil / Town Committee</b>	
<b>Category of FGD</b>	Agriculture (On-Farm and Off-Farm)
<b>Date of FGD</b>	
<b>GPS Coordinates</b>	N: _____ E: _____
<b>Have photos taken with the permission of the respondent</b>	Yes ___ No ___

##### **List of Respondents (Please attach attendance list)**

Sr. No.	Stakeholders Categories	Focus Group Interview Guidelines
1	<b>Supply Side</b> (Producers/ Farm Owners/ Cultivators /Farmers / Operators)	<p><b>1.1 What are the main crops grown in this area?</b></p> <p>1.1.1 Note geographical special crops</p> <p>1.1.2 Its competitive advantage</p> <p>1.1.3 Crops Seasons/ Calendar (sowing and harvest).</p> <p>1.1.4 Impact of climate change on these crops – note any variations from the past (sowing and harvest).</p> <p>1.1.5 Note specific crops by the small farmers</p> <p>1.1.6 Migratory farmers trends, if any</p> <p><b>1.2 Role of Technology in Agriculture</b></p> <p>1.2.1 Is sowing and harvesting mechanized in target areas?</p> <p>1.2.2 Note mechanized machinery used for sowing and harvesting.</p> <p><b>1.3 Kinds of labor services required during sowing and harvesting</b></p> <p>1.3.1 Note availability of skilled labor and requirements (Try to extract specific skills/ trades)</p> <p>1.3.2 Note trend (Daily wagger/ Crop sharing etc.?/ Rate?)</p> <p>1.3.3 Note source of labor (Extract areas – labor coming from with in or outside the region)</p> <p><b>1.4 Role of Under-privileged and Marginalized in the existing agri-value chain</b></p> <p>1.4.1 Note Trades/ inclusion possibilities for women, youth, poor of the poorest etc.</p> <p>1.4.2 Other inclusion possibilities</p> <p><b>1.5 Issues/ Challenges and Solutions e.g. pre and post-harvest losses and reasons</b></p>
2	<b>Inputs Suppliers</b> (Seed/ Fertilizers/ Pesticides/ Tools and Equipment)	<p><b>2.1 What are the existing kinds of inputs supplies to farmers in the area</b></p> <p>2.1.1 Note any gaps – required vs availability</p> <p>2.1.2 Note quality of inputs i.e. seeds, fertilizers, pesticides</p> <p>2.1.3 Note source of inputs supply</p> <p>2.1.4 Note certifications of the input supplies</p> <p><b>2.2 What are the mechanism/ trend in the area for inputs supply</b></p> <p>2.2.1 Distribution channel from input supply market to UC</p> <p>2.2.2 Cost of Inputs Supply – Note averages</p> <p>2.2.3 Payment Mode (Cash?/ Credit – Note repayment cycles and recovery mechanisms)</p> <p><b>2.3 Role of Under-privileged and Marginalized in the existing agri-value chain</b></p> <p>2.3.1 Note Trades/ inclusion possibilities for women, youth, poor of the poorest etc.</p>

		<p>2.3.2 Other inclusion possibilities</p> <p><b>2.4 Issues/ Challenges and Solutions</b></p>
3	<b>Processors/ Value Addition Services</b>	<p><b>3.1 Kinds of Processing Units in the Area</b></p> <p>3.1.1 Triangulate the area crops with processing facility</p> <p>3.1.2 Note distance from farm to processing facilities if available</p> <p>3.1.3 Size of processing Units (production in tons / day)</p> <p>3.1.4 Channel to reach processing units</p> <p><b>3.2 Requirements of Processing Units for buying farm produce</b></p> <p>3.2.1 Specific required crops variety</p> <p>3.2.2 Specific requirement for quality of seed/ input and farm produce</p> <p><b>3.3 Note other possibilities for value addition/ processing units</b></p> <p>3.3.1 Possible markets for selling value added product</p> <p>3.3.2 Estimate the value addition after processing</p> <p>3.3.3 Estimate the requirements for initiation of the processing unit (cost/ area/ skills)</p> <p><b>3.4 Role of Under-privileged and Marginalized in the existing agri-value chain</b></p> <p>3.4.1 Note Trades/ inclusion possibilities for women, youth, poor of the poorest etc.</p> <p>3.4.2 Other inclusion possibilities</p> <p><b>3.5 Issues/ Challenges and Solutions</b></p>
4	<b>Demand Side</b> (Markets/ local mandees/ export intermediaries/ bulk buyers)	<p><b>4.1 Status of Markets</b></p> <p>4.1.1 Size of local markets</p> <p>4.1.2 What kinds of markets exists in the area with respect to agriculture products?</p> <p>4.1.3 Presence of external (bulk) buyers</p> <p>4.1.4 Note any existence of corporate buyers like engro, fauji, metro etc.</p> <p>4.1.5 Note any specific demand/ requirements for specific products and quality standards including certifications</p> <p>4.1.6 Storage facility</p> <p><b>4.2 Existing Market Information and Price Control Systems</b></p> <p>4.2.1 Role/ Presence of market committees</p> <p>4.2.2 Role of Government Agencies</p> <p>4.2.3 Availability of Information system</p> <p><b>4.3 Any untapped agri-crop products in the markets</b></p> <p>4.3.1 Reasons for these gaps</p>

		<p><b>4.4 Note distribution channels and margins</b></p> <p>4.4.1 Extract information through block diagram for identifying distribution and market channels from farm to mentioned markets</p> <p>4.4.2 Also note percentage of distribution among difference medium/ channel.</p> <p>4.4.3 Also note price share of the distribution channel/ medium.</p> <p>4.4.4 Specifically note existing role of ARTis (input provision/ temporary advances/ contractual pre harvest purchases/ packing material/ any risk assurance/ role overs for losses if occur)</p> <p><b>4.5 Role of Under-privileged and Marginalized in the existing agri-value chain</b></p> <p>4.5.1 Note Trades/ inclusion possibilities for women, youth, poor of the poorest etc.</p> <p>4.5.2 Other inclusion possibilities</p> <p><b>4.6 Issues/ Challenges and Solutions</b></p>
5	Others	<p><b>5.1 Are there overriding issues of gender, race, caste, ethnicity or religion that must be taken into consideration when facilitating the components of the entire value chain</b></p> <p><b>5.2 Kinds of other extension services available and required at various levels of value chain</b></p> <p><b>5.3 Risk coverage for disaster through insurance and other channels</b></p> <p>5.3.1 Note any disaster history of the area and estimated losses.</p> <p>5.3.2 Note risk management products by Government and other organizations, if exist, specially for ultra and vulnerable poor.</p> <p><b>5.4 Note role of technology in terms of ICT, Solar, Tunnel</b></p> <p>5.4.1 Farming, Drip Irrigation and other existing and possible innovations</p>

## Annex-III-B\_FGD\_Livestock

### **FOCUS GROUP DISCUSSION CHECKLIST**

#### **INTRODUCE YOURSELF BEFORE STARTING THE FGDs**

I am \_\_\_\_\_ and I am here to collect data for Market Value Chain Assessment. The discussion will take around one and half hour (1.5 hours) or so depending on your interest and participation. Any information that you provide will be kept strictly confidential and will not be shown to other people. The information that you provide during the discussion will be presented together with answers from other participants so that you cannot be identified. The discussion is voluntary and you are free to choose not to answer any or all of the questions, or to leave the discussion at any time.

#### **Purpose:**

Before we get started, we would like to give you a little background about focus group discussions and why we are doing this focus group discussion with you. Focus groups are intended to give us a sense of how a group of people feels about a certain issue. We often want confirmation that others feel this way, so we might follow up a question with something like “Do others feel this way” or “Is this important for other people to know about?” We want to hear from everyone, and so at times we may interact to help the conversation keep moving. We will be taking your comments and summarizing them to share with the project implementers. You and your individual opinions won’t be identified in any way.

<b>Area Location</b>	
<b>Union Council / Ward</b>	
<b>Taluka / Tehsil / Town Committee</b>	
<b>Category of FGD</b>	Livestock ( Dairy, Meat, Poultry and fisheries)
<b>Date of FGD</b>	
<b>GPS Coordinates</b>	<b>N:</b> _____ <b>E:</b> _____
<b>Have photos taken with the permission of the respondent</b>	<b>Yes</b> ____ <b>No</b> ____

#### **List of Respondents (Please attach attendance list)**

<b>Sr. No.</b>	<b>Stakeholders Categories</b>	<b>Focus Group Interview Guidelines</b>
<b>1</b>	<b>Supply Side</b> Livestock holders (Goats/ Sheep/ Cows/	<b>1.1 What are the main livestock in this area?</b> 1.1.1 Note geographical special breed 1.1.2 Its competitive advantage 1.1.3 Availability of range lands

	<p>Buffalos/ Fishes and Poultry-rural)</p>	<p>1.1.4 Geographical proximity to sea/river/lakes  1.1.5 Livestock types (meat/milk)  1.1.6 Note specific livestock managed by the small farmers  1.1.7 Role of aggregator</p> <p><b>1.2 Role of Technology in livestock</b>  1.2.1 Orientation to latest technologies in animal breeding (artificial insemination)/ medicine/vaccination and management like feed management (fodder, preservation, silage etc.) etc.</p> <p><b>1.3 Kinds of labor services required during farm management</b>  1.3.1 Note availability of skilled labor and requirements (Try to extract specific skills/ trades)  1.3.2 Note trend (Daily wager/ Crop sharing etc.? / Rate?)  1.3.3 Note source of labor (Extract areas – labor coming from within or outside the region)</p> <p><b>1.4 Role of Under-privileged and Marginalized in the existing value chain</b>  1.4.1 Note Trades/ inclusion possibilities for women, youth, poor of the poorest etc.  1.4.2 Other inclusion possibilities</p> <p><b>1.5 issues/ Challenges and Solutions</b></p>
<p><b>2</b></p>	<p><b>Inputs Suppliers</b>  (chicks, baby goats, calf, artificial insemination, vet medicines, fodder, nets, boats, feed etc.)</p>	<p><b>2.1 What are the existing kinds of inputs supplies to livestock producers in the area</b>  2.1.1 Note any gaps – required vs availability  2.1.2 Note quality of inputs i.e. fodder, feed, and medicines etc.  2.1.3 Note source of inputs supply  2.1.4 Note certifications of the input supplies</p> <p><b>2.2 What are the mechanism/ trend in the area for inputs supply</b>  2.2.1 Distribution channel from input supply market to UC  2.2.2 Cost of Inputs Supply – Note averages  2.2.3 Payment Mode (Cash? / Credit – Note repayment cycles and recovery mechanisms)</p> <p><b>2.3 Role of Under-privileged and Marginalized in the existing livestock value chain</b>  2.3.1 Note Trades/ inclusion possibilities for women, youth, poor of the poorest etc.  2.3.2 Other inclusion possibilities</p> <p><b>2.4 Issues/ Challenges and Solutions</b></p>
<p><b>3</b></p>	<p><b>Processors/ Value Addition Services</b></p>	<p><b>3.1 Kinds of Processing Units in the Area</b>  3.1.1 Triangulate the types of livestock with kinds of processing facilities (cold storage/ meat processors etc.)  3.1.2 Note distance from farm to processing facilities if available  3.1.3 Butchery facilities within UC.  3.1.4 Size of processing Units (production in numbers/ day)</p> <p><b>3.2 Requirements of Processing Units for buying farm produce</b>  3.2.1 Specific required breeds and quality</p>



		<p><b>3.3 Note other possibilities for value addition/ processing units</b></p> <p>3.3.1 Possible markets for selling value added product</p> <p>3.3.2 Estimate the value addition after processing</p> <p>3.3.3 Estimate the requirements for initiation of the processing unit (cost/ area/ skills)</p> <p><b>3.4 Role of Under-privileged and Marginalized in the existing Live stock value chain</b></p> <p>3.4.1 Note Trades/ inclusion possibilities for women, youth, poor of the poorest etc.</p> <p>3.4.2 Other inclusion possibilities</p> <p><b>3.5 Issues/ Challenges and Solutions</b></p>
<p><b>4</b></p>	<p><b>Demand Side</b> (Markets/ local mandis/ export intermediaries/ bulk buyers)</p>	<p><b>4.1 Status of Markets</b></p> <p>4.1.1 Size of local markets</p> <p>4.1.2 What kinds of markets exists in the area with respect to livestock products? Frequency of markets (weekly, fortnightly monthly), pricing and payment mechanism</p> <p>4.1.3 Presence of external (bulk) buyers</p> <p>4.1.4 Note any existence of corporate buyers like Fauji meat etc</p> <p>4.1.5 Note any specific demand/ requirements for specific products and quality standards including certifications</p> <p>4.1.6 Any export avenues</p> <p><b>4.2 Existing Market Information and Price Control Systems</b></p> <p>4.2.1 Role/ Presence of market committees</p> <p>4.2.2 Role of Government Agencies</p> <p>4.2.3 Availability of Information system</p> <p><b>4.3 Any untapped livestock products in the markets</b></p> <p>4.3.1 Reasons for these gaps</p> <p><b>4.4 Note distribution channels and margins</b></p> <p>4.4.1 Extract information through block diagram for identifying distribution and market channels from farm to mentioned markets</p> <p>4.4.2 Also note percentage of distribution among difference medium/ channel.</p> <p>4.4.3 Also note price share of the distribution channel/ medium.</p> <p>4.4.4 Specifically note existing role of ARTis (input provision/ temporary advances/ contractual pre harvest purchases/ packing material/ any risk assurance/ role overs for losses if occur)</p> <p><b>4.5 Role of Under-privileged and Marginalized in the existing livestock -value chain</b></p> <p>4.5.1 Note Trades/ inclusion possibilities for women, youth, poor of the poorest etc.</p> <p>4.5.2 Other inclusion possibilities</p> <p><b>4.6 Issues/ Challenges and Solutions</b></p>
<p><b>5</b></p>	<p><b>Others</b></p>	<p><b>5.1 Are there overriding issues of gender, race, caste, ethnicity or religion that must be taken into consideration when facilitating the components of the entire value chain</b></p>

		<p><b>5.2 Kinds of other extension services available and required at various levels of value chain</b></p> <p><b>5.3 Risk coverage for disaster through insurance and other channels</b></p> <p>5.3.1 Note any disaster history of the area and estimated losses.</p> <p>5.3.2 Note risk management products by Government and other organizations, if exist, specially for ultra and vulnerable poor.</p> <p>5.3.3 Note role of technology in terms of ICT, Solar, Tunnel Farming, Drip Irrigation and other existing and possible innovations</p>
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## Annex-III-C\_FGD\_Non-Agriculture

### FOCUS GROUP DISCUSSION CHECKLIST

#### INTRODUCE YOURSELF BEFORE STARTING THE FGDs

I am \_\_\_\_\_ and I am here to collect data for Market Value Chain Assessment. The discussion will take around one and half hour (1.5 hours) or so depending on your interest and participation. Any information that you provide will be kept strictly confidential and will not be shown to other people. The information that you provide during the discussion will be presented together with answers from other participants so that you cannot be identified. The discussion is voluntary and you are free to choose not to answer any or all of the questions, or to leave the discussion at any time.

#### **Purpose:**

Before we get started, we would like to give you a little background about focus group discussions and why we are doing this focus group discussion with you. Focus groups are intended to give us a sense of how a group of people feels about a certain issue. We often want confirmation that others feel this way, so we might follow up a question with something like “Do others feel this way” or “Is this important for other people to know about?” We want to hear from everyone, and so at times we may interact to help the conversation keep moving. We will be taking your comments and summarizing them to share with the project implementers. You and your individual opinions won’t be identified in any way.

<b>Area Location</b>	
<b>Union Council / Ward</b>	
<b>Taluka / Tehsil / Town Committee</b>	
<b>Category of FGD</b>	Non-Agriculture
<b>Date of FGD</b>	
<b>GPS Coordinates</b>	<b>N:</b> _____ <b>E:</b> _____
<b>Have photos taken with the permission of the respondent</b>	<b>Yes</b> ____ <b>No</b> ____

#### **List of Respondents (Please attach attendance list)**

<b>Sr. No.</b>	<b>Stakeholders Categories</b>	<b>Focus Group Interview Guidelines</b>
<b>1</b>	<ul style="list-style-type: none"> <li>• Local Market Saddar</li> <li>• Technical Enterprises</li> </ul>	<p><b>1.1 What are the main non-agriculture businesses in this area?</b></p> <p>1.1.1 Note their names</p>

Sr. No.	Stakeholders Categories	Focus Group Interview Guidelines
	<ul style="list-style-type: none"> <li>• Service Enterprises</li> <li>• Women Development Enterprises (Craft)</li> <li>• ICT</li> <li>• Solar</li> <li>• Distribution</li> <li>• Rural connectivity /</li> <li>• Social Enterprises</li> </ul>	<p>1.1.2 Probe the participants for prioritizing the named businesses</p> <p>1.1.3 Assess and triangulate your direct observations with the group. (Always good to highlight possible technical and non-technical services that should exist in any area)</p>
2	<p><b>Input Supply (Inventory and Raw Material)</b></p>	<p><b>2.1 Kinds of Inputs required</b></p> <p>2.2.1 Note Raw Material/ Inventory based on the list of businesses mentioned</p> <p><b>2.2 What are the existing kinds of inputs supplies in the area?</b></p> <p>2.2.1 Note any gaps – required vs availability</p> <p>2.2.2 Note quality of inputs i.e. seeds, fertilizers, pesticides</p> <p>2.2.3 Note source of inputs / inventory supply</p> <p><b>2.3 Role of Under-privileged and Marginalized in the existing Non agri-value chain</b></p> <p>2.3.1 Note Trades/ inclusion possibilities for women, youth, poor of the poorest etc.</p> <p>2.3.2 Other inclusion possibilities</p> <p>2.3.3 Understand and establish the inventory and raw material purchase channels</p>
3	<p><b>Employment Trends</b></p>	<p><b>3.1 Kinds of labor/ employment required for the mentioned businesses</b></p> <p>3.1.1 Note availability of skilled labor and requirements (Try to extract specific skills/ trades)</p> <p>3.1.2 Note trend (Daily wage/ monthly wage employment etc?)</p> <p>3.1.3 Note source of labor (Extract areas – labor coming from within or outside the region)</p> <p><b>3.2 Any other employment trends and models</b></p> <p>3.2.1 Available Industries/ corporate and big businesses</p> <p>3.2.2 Employment share of the industries</p> <p>3.2.3 Required Skillset</p> <p><b>3.3 Available technical training institutions</b></p> <p>3.3.1 Government and Non-Government</p> <p>3.3.2 Available Courses and hiring potential</p> <p>3.3.3 Youth Readiness for technical trainings</p>

Sr. No.	Stakeholders Categories	Focus Group Interview Guidelines
		<p><b>3.4 Role of Under-privileged and Marginalized in the existing non agri-value chain</b></p> <p>3.4.1 Note Trades/ inclusion possibilities for women, youth, poor of the poorest etc.</p> <p>3.4.2 Other inclusion possibilities</p>
4	<p><b>Demand Side Markets (Local/ National and International)</b></p>	<p><b>4.1 Status of Markets</b></p> <p>4.1.1 What kinds of markets exists products sales</p> <p>4.1.2 Size of local markets, national and international</p> <p>4.1.3 Gap Analysis of the existing markets</p> <p>4.1.4 Export potential to national and international markets and challenges</p> <p><b>4.2 Role of Under-privileged and Marginalized in the existing non agri-value chain</b></p> <p>4.2.1 Note Trades/ inclusion possibilities for women, youth, poor of the poorest etc.</p> <p>4.2.2 Other inclusion possibilities</p> <p><b>4.3 Understand and establish the market channels</b></p> <p>4.3.1 Key players involved and the role</p> <p>4.3.2 Potential for various micro and small businesses in the value chain.</p> <p><b>4.4 Role of Under-privileged and Marginalized in the existing non agri-value chain</b></p> <p>4.4.1 Note Trades/ inclusion possibilities for women, youth, poor of the poorest etc.</p> <p>4.4.2 Other inclusion possibilities</p>
5	<p><b>Others</b></p>	<p><b>5.1 Are there overriding issues of gender, race, caste, ethnicity or religion that must be taken into consideration when facilitating the components of the entire value chain</b></p> <p><b>5.2 Issues/ Challenges and Solutions</b></p>

## Annex-III-D\_FGD\_Women

### **FOCUS GROUP DISCUSSION CHECKLIST**

#### **INTRODUCE YOURSELF BEFORE STARTING THE FGDs**

I am \_\_\_\_\_ and I am here to collect data for Market Value Chain Assessment. The discussion will take around one and half hour (1.5 hours) or so depending on your interest and participation. Any information that you provide will be kept strictly confidential and will not be shown to other people. The information that you provide during the discussion will be presented together with answers from other participants so that you cannot be identified. The discussion is voluntary and you are free to choose not to answer any or all of the questions, or to leave the discussion at any time.

#### **Purpose:**

Before we get started, we would like to give you a little background about focus group discussions and why we are doing this focus group discussion with you. Focus groups are intended to give us a sense of how a group of people feels about a certain issue. We often want confirmation that others feel this way, so we might follow up a question with something like “Do others feel this way” or “Is this important for other people to know about?” We want to hear from everyone, and so at times we may interact to help the conversation keep moving. We will be taking your comments and summarizing them to share with the project implementers. You and your individual opinions won’t be identified in any way.

<b>Area Location</b>	
<b>Union Council / Ward</b>	
<b>Taluka / Tehsil / Town Committee</b>	
<b>Category of FGD</b>	Women
<b>Date of FGD</b>	
<b>GPS Coordinates</b>	N: _____ E: _____
<b>Have photos taken with the permission of the respondent</b>	Yes ____ No ____

#### **List of Respondents (Please attach attendance list)**

<b>Sr. No.</b>	<b>Stakeholders Categories</b>	<b>Focus Group Interview Guidelines</b>
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1	<b>Supply Side</b> (Producers/ Cultivators /Farmers / Operators)	<b>1.6 What are the main economic activities in this area, where women engaged?</b> 1.6.1 Note list down the economic activities 1.6.2 Its competitive advantage 1.6.3 What are your role in doing such economic activity? 1.6.4 Probe the participants for prioritizing the named businesses 1.6.5 Assess and triangulate your direct observations with the group. (Always good to highlight possible technical and non-technical services that should exist in any area)  <b>1.7 Issues/ Challenges and Solutions in doing business ( social barriers etc)</b>
2	<b>Employment Trends</b>	<b>2.1 Kinds of labor/ employment required for the mentioned businesses</b> 2.1.1 Note availability of skilled labor and requirements (Try to extract specific skills/ trades) 2.1.2 Note trend (Daily wagger/ monthly wage employment etc?) 2.1.3 Note source of labor (Extract areas – labor coming from within or outside the region)  <b>2.2 Any other employment trends and models</b> 2.2.1 Available Industries/ corporate and big businesses 2.2.2 Employment share of the industries 2.2.3 Required Skillset  <b>2.3 Available technical training institutions</b> 2.3.1 Government and Non-Government 2.3.2 Available Courses and hiring potential 2.3.3 Youth Readiness for technical trainings
3	<b>Demand Side</b>	<b>3.1 Status of Markets</b> 3.1.1 What type of markets exists for your product/services 3.1.2 Role of men in marketing of your product/services 3.1.3 Gap Analysis of the existing markets
4	<b>Others</b>	<b>4.1 Triangulate the women roles determine during other FGDs with agriculture, non-agriculture, enablers and livestock</b>

## Annex-III-E\_FGD\_Enabler

### **FOCUS GROUP DISCUSSION CHECKLIST-Enablers**

#### **INTRODUCE YOURSELF BEFORE STARTING THE FGDs**

I am \_\_\_\_\_ and I am here to collect data for Market Value Chain Assessment. The discussion will take around one and half hour (1.5 hours) or so depending on your interest and participation. Any information that you provide will be kept strictly confidential and will not be shown to other people. The information that you provide during the discussion will be presented together with answers from other participants so that you cannot be identified. The discussion is voluntary and you are free to choose not to answer any or all of the questions, or to leave the discussion at any time.

#### **Purpose:**

Before we get started, we would like to give you a little background about focus group discussions and why we are doing this focus group discussion with you. Focus groups are intended to give us a sense of how a group of people feels about a certain issue. We often want confirmation that others feel this way, so we might follow up a question with something like “Do others feel this way” or “Is this important for other people to know about?” We want to hear from everyone, and so at times we may interact to help the conversation keep moving. We will be taking your comments and summarizing them to share with the project implementers. You and your individual opinions won’t be identified in any way.

<b>Area</b>	
<b>Union Council / Ward</b>	
<b>Taluka / Tehsil / Town Committee</b>	
<b>Category of FGD</b>	Enablers
<b>Date of FGD</b>	
<b>GPS Coordinates</b>	N: _____ E: _____
<b>Have photos taken with the permission of the respondent</b>	Yes ____ No ____

**List of Participants is attached**



Sr. No.	Stakeholder's Profile	Focus Group Interview guidelines
1	Chamber of Commerce and Industries/ Sanat Zaar/ Industry Associations	<p><b>1.1 How many businesses registered with the chamber and associations</b></p> <p><b>1.2 Kinds of registered businesses</b></p> <p>1.2.1 Try to extract the number of businesses under each sub-sector category (manufacturers, services etc.)</p> <p><b>1.3 How many small firms are listed with you?</b></p> <p>1.3.1 Extract their point of view on existing enterprises</p> <p>1.3.2 Chambers and associations' possible support for wage and self-employment.</p> <p><b>1.4 Do you have additional observations or comments that we have not discussed?</b></p>
2	Technical Training Institutions (Livestock / Veterinary)	<p><b>2.1 Available technical training institutions</b></p> <p>2.1.1 Number of Government and Non-Government Institutes</p> <p>2.1.2 Availability and Level of Courses</p> <p>2.1.3 Availability of courses through other institutions and donors</p> <p>2.1.4 Hiring potential after the trainings</p> <p>2.1.5 Youth Readiness for technical trainings</p> <p>2.1.6 Capacity of the institutes (Technical/ Financial and Trained human resource</p> <p><b>2.2 Availability of soft skills trainings and institutes</b></p> <p>2.2.1 Enterprise Development Training</p> <p>2.2.2 Job readiness trainings/ counselling services</p> <p>2.2.3 Any business Incubation services</p> <p><b>2.3 Wage and Self-employment potentials</b></p> <p>2.3.1 Possible kinds of businesses</p> <p><b>2.4 Other potential technical support</b></p> <p>2.4.1 Any financial aid available through SMEDA, other corporate and donors</p>
3	Local Support Organizations, Village Organizations/ Civil Society Organization/ NGOs/ Donner Funded Project	<p><b>3.1 Social Sector Support in the Areas</b></p> <p>3.1.1 Number and names of organizations including NGOs/ LSOs working in the area</p> <p>3.1.2 Existing Programs by other donors and institutions in the areas (Extract type of funding like grants, micro finance etc.)</p> <p>3.1.3 Experience of LSOs/ COs (kinds of services provided to community like, health, education etc.) in the specific geographic location.</p> <p>3.1.4 Extract their experience regarding value chains (If yes, please note potential value chains/ enterprises)</p> <p><b>3.2 Other observations/ challenges and comments</b></p>

<p style="text-align: center;"><b>4</b></p>	<p style="text-align: center;"><b>Micro-Financial Institutions</b></p>	<p><b>4..1 Access to Microfinance</b></p> <p>4.1.1 Available institutions and programs (including branches etc)</p> <p>4.1.2 Note the inception of the microfinance programs and experience</p> <p>4.1.3 Types of financial products available in the area (specific agri-business project)</p> <p>4.1.4 Basic criteria / purpose of loans and borrowers profiles/ sizes etc.</p> <p>4.1.5 Note collaterals</p> <p>4.1.6 Repayment rates/ cycle and current PAR (portfolio at risks) of the institutions</p> <p>4.1.7 Best examples for micro-enterprises through microfinance</p> <p><b>4.2 Note community borrowing mechanisms (CIF/ CLF etc.)</b></p>
<p style="text-align: center;"><b>5</b></p>	<p style="text-align: center;"><b>Govt. Line Department</b></p>	<p><b>5.1 Acquire general information of the area and presence of the Government</b></p> <p>5.1.1 Name Government line departments of the area (provincial departments and local government departments)</p> <p>5.1.2 Acquire information about this area in terms of geographical/ administrative units, population, major economic activities etc?</p> <p>5.1.3 Priority of different sectors to the economy of this area as per the Government point of view.</p> <p>5.1.4 What role does government currently play in different sectors in the area?</p> <p>5.1.5 Government basic services like extension workers, seeds, purchase of produce, processing, transportation, production, water, health, education, hygiene, market information etc.</p> <p>5.1.6 Assess through probing about the capacity of the available departments.</p> <p>5.1.7 Government relationship with CBOs and NGOs</p> <p>5.1.8 Any additional observations or comments that we have not discussed?</p>

## Annex-IV: KII Tool

### KIIs-Check List

#### **INTRODUCE YOURSELF BEFORE STARTING THE Interview**

I am \_\_\_\_\_ and I am here to collect data for Market Value Chain Assessment. The discussion will take around one hour (1 hours) or so depending on your interest and participation. Any information that you provide will be kept strictly confidential and will not be shown to other people. The information that you provide during the discussion will be presented together with answers from other participants so that you cannot be identified. The discussion is voluntary and you are free to choose not to answer any or all of the questions, or to leave the discussion at any time.

#### **Purpose:**

Before we get started, we would like to give you a little background about focus group discussions and why we are doing this focus group discussion with you. Focus groups are intended to give us a sense of how a group of people feels about a certain issue. We often want confirmation that others feel this way, so we might follow up a question with something like “Do others feel this way” or “Is this important for other people to know about?” We want to hear from everyone, and so at times we may interact to help the conversation keep moving. We will be taking your comments and summarizing them to share with the project implementers. You and your individual opinions won’t be identified in any way.

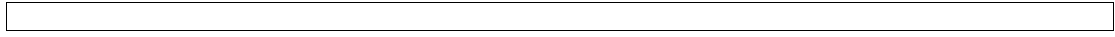
<b>Full Name of Respondent</b>											
<b>Designation/Profession</b>											
<b>Department/Organization</b>											
<b>Union Council</b>											
<b>Taluka / Tehsil / Town Committee</b>											
<b>Contact Number</b>											<b>Email</b>
<b>Date of interview</b>											
<b>Have photos taken with the permission of the respondent</b>											Yes _____ No _____

**Use the guidelines for each stakeholder separately.**

<i>KI Interview guidelines</i>	
<b>1</b>	<b>Chamber of Commerce and Industries/ Sanat Zaar/ Industry Associations</b>
<b>1.1 How many businesses registered with the chamber and associations</b>	

<b>1.2 Kinds of registered businesses</b>	
1.2.1	<i>Try to extract the number of businesses under each sub-sector category (manufacturers, services etc.)</i>
<b>1.3 How many small firms are listed with you?</b>	
1.3.1	<i>Extract their point of view on existing enterprises</i>
1.3.2	<i>Chambers and associations' possible support for wage and self-employment.</i>
<b>1.4 Do you have additional observations or comments that we have not discussed?</b>	
<b>2</b>	<b>Technical Training Institutions (Livestock / Veterinary)</b>
<b>2.1 Available technical training institutions</b>	
2.1.1	<i>Number of Government and Non-Government Institutes</i>
2.1.2	<i>Availability and Level of Courses</i>
2.1.3	<i>Availability of courses through other institutions and donors</i>
2.1.4	<i>Hiring potential after the trainings</i>
2.1.5	<i>Youth Readiness for technical trainings</i>
2.1.6	<i>Capacity of the institutes (Technical/ Financial and Trained human resource</i>
<b>2.2 Availability of soft skills trainings and institutes</b>	
2.2.1	<i>Enterprise Development Training</i>
2.2.2	<i>Job readiness trainings/ counselling services</i>
2.2.3	<i>Any business Incubation services</i>
<b>2.3 Wage and Self-employment potentials</b>	
2.3.1	<i>Possible kinds of businesses</i>
<b>2.4 Other potential technical support</b>	
2.4.1	<i>Any financial aid available through SMEDA, other corporate and donors</i>
<b>3</b>	<b>Local Support Organizations, Village Organizations/ Civil Society Organization/ NGOs/ Donner Funded Project</b>
<b>3.1 Social Sector Support in the Areas</b>	
3.1.1	<i>Number and names of organizations including NGOs/ LSOs working in the area</i>
3.1.2	<i>Existing Programs by other donors and institutions in the areas (Extract type of funding like grants, micro finance etc.)</i>
3.1.3	<i>Experience of LSOs/ COs (kinds of services provided to community like, health, education etc.) in the specific geographic location.</i>
3.1.4	<i>Extract their experience regarding value chains (If yes, please note potential value chains/ enterprises)</i>
<b>3.2 Other observations/ challenges and comments</b>	
<b>4</b>	<b>Micro-Financial Institutions</b>
<b>4.1 Access to Microfinance</b>	
4.1.1	<i>Available institutions and programs (including branches etc)</i>
4.1.2	<i>Note the inception of the microfinance programs and experience</i>
4.1.3	<i>Types of financial products available in the area (specific agri-business project)</i>
4.1.4	<i>Basic criteria / purpose of loans and borrowers profiles/ sizes etc.</i>
4.1.5	<i>Note collaterals</i>
4.1.6	<i>Repayment rates/ cycle and current PAR (portfolio at risks) of the institutions</i>
4.1.7	<i>Best examples for micro-enterprises through microfinance</i>
<b>4.2 Note community borrowing mechanisms (CIF/ CLF etc.)</b>	

<b>5</b>	<b>Govt. Line Department</b>
<b>5.1</b>	<b>Acquire general information of the area and presence of the Government</b>
5.1.1	Name Government line departments of the area (provincial departments and local government departments)
5.1.2	Acquire information about this area in terms of geographical/ administrative units, population, major economic activities etc?
5.1.3	Priority of different sectors to the economy of this area as per the Government point of view.
5.1.4	What role does government currently play in different sectors in the area?
5.1.5	Government basic services like extension workers, seeds, purchase of produce, processing, transportation, production, water, health, education, hygiene, market information etc.
5.1.6	Assess through probing about the capacity of the available departments.
5.1.7	Government relationship with CBOs and NGOs
5.1.8	Any additional observations or comments that we have not discussed?
<b>6</b>	<b>Market Committees</b>
<b>6.1</b>	<b>Acquire general information about the market committees</b>
6.1.1	What are the main function of market committee?
6.1.2	Note the price setting mechanism
6.1.3	List major commodities coming from target UCs/clusters and their competitive advantages
6.1.4	Role of market committees in dispute resolution between farmers and arthis
6.1.5	List mechanism for commodity prices communicated to farmers and use of any technology etc.
6.1.6	Role of Under-privileged and Marginalized in the existing agri-value chain
6.1.7	List high volume and profitable commodities
6.1.8	What are the credit granting mechanism to farmers including risk regarding weather/price fluctuation and recovery mechanism in case of default.
<b>7</b>	<b>Wholesalers/distributors</b>
<b>7.1</b>	<b>Acquire general information</b>
7.1.1	What are the main commodities?
7.1.2	List major commodities sold in target UCs/clusters and their competitive advantages
7.1.3	Note supply chain mechanism
7.1.4	Note supplier credit mechanism including the mitigating the default mechanism
7.1.5	Role of Under-privileged and Marginalized in the existing supply chain
<b>8</b>	<b>processors</b>
<b>8.1</b>	<b>Acquire general information</b>
8.1.1	What are the main raw material used?
8.1.2	List major raw material purchased from target UCs/clusters and their competitive advantages
8.1.3	What is your quality parameters and how you ensure?
8.1.4	List current procurement sources and issues
8.1.5	What are the payment terms
8.1.6	Role of Under-privileged and Marginalized in the existing supply chain
8.1.7	Any involvement or intent in contract farming?
8.1.8	Any advance or credit provided to farmers?
8.1.9	Risk mitigation mechanism in case of contract farming?





Annex-V: Report on Training of Community Resource Persons

# MARKET ASSESSMENT AND VALUE CHAIN ANALYSIS IN SINDH AND PUNJAB

## TRAINING REPORT November 2019

3-Day Intensive Training of the Field Staff to Conduct Focus Group Discussions (FGDs) for Market Assessment and Value Chain Analysis in Sindh and Punjab.



Submitted to

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In Associated With



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## ACRONYMS

AJK	Azad Jammu & Kashmir
BISP	Benazir Income Support Programme
CHRS	Complete Human Resource Solution
FATA	Federally Administered Tribal Area
FGDs	Focus Group Discussions
GoP	Government of Pakistan
IFAD	International Fund for Agricultural Development
IT	Information Technology
KII	Key Informant Interview
MDC	Management and Development Center
NPGP	National Poverty Graduation Programme
PMIFL	Prime Minister Interest Free Loan
PPAF	Pakistan Poverty Alleviation Fund
TOR	Terms of Reference
TRC	Training Resource Center
TVET	Technical & Vocational Education & Training
UCs	Union Councils

## 1. BACKGROUND AND RATIONALE OF THE PROGRAMME

National Poverty Graduation Programme (NPGP) funded by International Fund for Agricultural Development (IFAD) and Government of Pakistan is designed to catalyze change at the grassroots to pull people out of poverty, building largely (but not exclusively) upon BISP beneficiaries and leveraging PMIFL to build a smooth 'seamless service' where the poorest can move from consumption support to asset transfers to interest free loans to microcredit. PPAF works on multi-dimensional aspects of poverty, addressing economic, social and institutional aspects which are reflected in the NPGP design.

The overall goal of the programme is to assist the ultra-poor and very poor in graduating out of poverty on a sustainable basis; simultaneously improving their overall food security, nutritional status and resilience to climate change. The programme will cover 17 districts in 4 provinces and three regions (Gilgit Baltistan, AJK and FATA). The target areas will be selected keeping in view available resources where there will be demonstrable impact. The primary target group for asset transfers falls between 0-18 on the PSC and for access to finance a further target group of 19-40 has been identified (with the overall target group of 12-40 for interest free loans). While the initial selection of target households (HHs) will be on the basis of BISP data, it will be further validated through the community organization to address any errors of inclusion or exclusion and account for any other change which may have affected the community since the time the survey was conducted.

Currently, the available resources under the NPGP allow distribution of assets to 156,240 households (estimated cost US\$ 467 per package). On average, within a district and Union Council, approximately 12% of total households fall within the 0-18 threshold. Using this analysis, the project will work with poorest households in 372 Union Councils across the four provinces and three regions identified. 420 households per UC falling in the 0-18 category will receive assets. Households falling between the ranges 12-40 in these UCs will be supported to access finance (through the PMIFL). Each loan will be recycled at least 3-4 times during the life of the programme, extending 214,000 loans (157,271 households). Aggregating the beneficiary numbers of asset transfer and loan receiving households (will give the programme a total beneficiary number of nearly 320,240 households (representing over 2.3 million individuals) 1. Additionally, there will be positive impacts of the social mobilization process on human development outcomes for households that participate in community organizations and/or that benefit from the activities of such organizations around improved health, nutrition and education practices in their villages and through linkages that are developed and strengthened with public sector services and markets/private sector. We expect such benefits to be experienced by a further 4.8 million individuals (as indirect programme beneficiaries). The indirect beneficiaries have been computed based upon

the assumption that social mobilization component having awareness raising campaigns on nutrition, climate resilience, gender, peace and justice would cover 70% of the households of each of the target UC).

## 2. INTRODUCTION TO PPAF

Pakistan Poverty Alleviation Fund (PPAF) is the lead apex institution for community-driven development in the country. Set up by the Government of Pakistan, as an autonomous not-for-profit organization, PPAF enjoys facilitation and support from the Government of Pakistan, International Fund for Agricultural Development (IFAD), the World Bank, KfW (Development Bank of Germany), Italian Development Cooperation and other corporate donors. PPAF's outreach now extends throughout Pakistan and its microcredit, water and infrastructure, drought mitigation, livelihoods, education, health and emergency response interventions have been widely recognized. Externally commissioned independent studies have evinced significant impact of PPAF interventions on the lives of benefiting communities related to their economic outputs, household incomes, assets, agricultural productivity skills and other quality of life indices. PPAF aims to be the leading catalyst for improving the quality of life, broadening the range of opportunities and socio-economic mainstreaming of the poor and disadvantaged, especially women. The core operating units of the PPAF deliver a range of development interventions at the grassroots/community level through a network of more than 130 Partner Organizations across the country.

PPAF has outreach across Pakistan supporting (137 districts, including GB and AJK) communities to access improved infrastructure, water, energy, health, education, livelihoods, finance, and develop resilience to disasters. PPAF has invested in developing the capacities of over 130 implementing partners (civil society organizations), over 133,000 organized community organizations, 440,000 credit/common interest groups, 8.4 million microcredit loans (60% loans to women), 485,000 interest free loans provided under Prime Minister's Interest Free Loan Scheme (67% women beneficiaries), productive assets to over 112,000 ultra and vulnerable poor (46% women), 1,134,000 skills and managerial training beneficiaries (49% women), and over 38,200 health, education and infrastructure projects completed to date<sup>1</sup>.

PPAF has the ability to crowd-in investments, convene national and international level alliances, partnerships and relationships. Through multi-sectoral approach, PPAF is strengthening institutional capacity of civil society organizations.

PPAF's action research agenda has allowed it to build relationships with national and international academia and think tanks, with a view to engage GoP and other stakeholders in policy dialogue around the Government's poverty reduction strategies. PPAF's poverty graduation approach has been tried and tested successfully and is supported by the GoP and multiple donors. The approach uses integrated and holistic set of tools based on understanding of multi-dimensional aspects of poverty.

### 2.1 Programme's Objective, Outcomes and Key Outcome Indicators

**Development Objective:**

To enable the rural poor and especially women and youth, to realize their development potential and attain a higher level of social and economic wellbeing.

**Programme Outcomes:**

**Outcome 1:** Improved livelihoods, living conditions and income-generative capacities for poor households and the youth.

**Outcome 2:** Women from ultra-poor and poor households experience higher levels of socio-economic empowerment and their families experience improved nutrition and food security.

**Outcome 3:** Target populations have improved access to financial services and investment opportunities.

**Outcome 4:** Strengthened dialogue and knowledge sharing on pro-poor (and climate resilient) poverty reduction policies, supported with evidence-based research.

## 2.2 Specific Objectives

Specific objectives of the assignment as per the TOR are;

1. Mapping and analysis of existing value chains of on-farm and off-farm products/services for targeted poor in NPGP targeted areas;
2. Identify list of potential value chains for the target districts of NPGP wherein an individual household can work and earn a decent living as well as different households having common interest can reach of the suggested value chain;
3. Define the potential market for each of the suggested value chain;
4. Define what value addition PPAF can bring in to each of the identified value chain;
5. Identify the knowledge gaps, input supply issues, technology gap, and financial access and issues related to backward and forward market linkages;
6. Identify relevant training institute to build the capacity of the intended beneficiaries in that particular segment which they are going to identify as a gap;
7. Define the potential market for capacity of the intended beneficiaries in that particular segment which they are going to identify as a gap;
8. Assess the potential for growth, profitability and employability of local economic sectors to strengthen pro-poor value chains and to integrate products/services of the target poor with the high-yielding value chains;
9. In line with the proposed programme interventions, identify backward and forward market dynamics and opportunities and assess and map the supply and demand of services in the targeted areas;

10. Develop an understanding of the economic potential and gaps present at district level to:
  - a) Give informed choices to target beneficiaries for productive assets and technical and vocational trainings.
  - b) Avoid market saturation by a distribution of particular type asset or training.
11. Recommend value chains for each of the target district that have maximum benefit for the target poor and to help maximize the outputs of given assets, training and interest free loan which would lead to improvement of livelihoods of the target poor in particular as well as improvement of the local economy in general.

### 3. BACKGROUND OF TRAINING








The three-day intensive training of the field staff to conduct Focus Group Discussions (FGDs) in Sindh and Punjab Under Market Assessment and Value Chains Analysis in Sindh and Punjab study was organized by Management and Development Center (MDC) and Complete Human Resource Solution (CHRS) on October 20 to 22 at conference hall of Training Resource Center (TRC) Qasimabad, Hyderabad. The field facilitator, note taker and field coordinators of each district were invited for this training session. The overall objective of the training was to train field facilitator, note taker and field coordinator from different districts of Sindh and Punjab to collect quality data from the field for market assessment and value chain in real time. The resource persons from MDC & CHRS delivered the sessions and following major topics were covered:

1. Introduction of Project and Objective
2. Concept of Market Assessment and Value Chains
3. Poverty Graduation Models an Overview
4. Explaining the FGD / KII Tool
5. Feedback and Reflections of Pre-Test Field
6. Skype Orientation by Gender and TVET Experts
7. FGD Tool Representation by Field Team

The Training Agenda included the major topics is attached as **Annex 1**.

**Venue:** Conference Hall, Training Resource Center (TRC) Qasimabad, Hyderabad.

#### 3.1 Resource Persons of Training:

 Mr. Asim Mushtaq	Coordinator
 Dr. Usman Mustafa	Team Leader
 Mr. Iftikhar Ansari	Value Chain Expert
 Mr. Khalid Saeed Watto	TVET Expert
 Mr. Muhammad Umer Arfi	Micro Enterprise Development Expert
 Ms. Sidra Minhas	Gender Expert
 Mr. Avais Ahmed Memon	Regional Supervisor

A list of training participants is attached as **Annex 2**.



## 3.2 Training Session

### 3.2.1 Training Deliberations/ Proceedings

The training session was started at 09:30am with the recitation from the Holly Quran. Followed by Mr. Avais Memon, Regional Supervisor welcomed all the participants and introduced the field team staff, project experts and monitoring team from PPAF. Later on the training manuals containing the material were distributed to every participant and the resource persons.

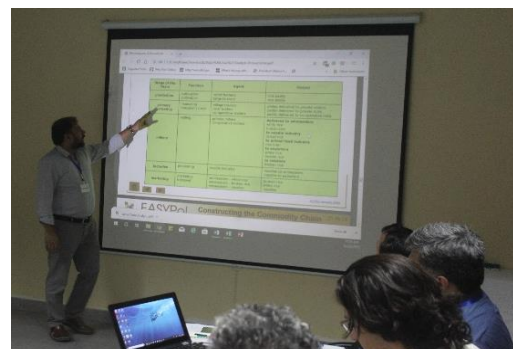
#### Introduction of Project and Objective

After that Mr. Asim Mushtaq (Coordinator MDC) presented introductory remarks. briefly explained training plan especially the importance of training for Focus Group Discussion in market assessment and value chain perspective. He took over session and introduce the project and explained four objectives of the program such as; Improve livelihoods, women socio-economic empowerment, Investment opportunities and poverty reduction policies etc. He detailed agriculture, non-agriculture and livestock sectors potential businesses from small, medium and high enterprises categories.



#### Concept of Market Assessment and Value Chains

Thereafter, Mr. Iftikhar Ansari, Value Chain Expert explained the concept of market assessment and value chain in detail through a presentation in this session he explained the process of value chain and supply chain after that Mr. Iftikhar Ansari did a brainstorm activity through chart sheets that activity helped participants in knowing major enterprise related to their territory afterward same listed enterprise categorized into the On-Form, Off-Form and Non-Form activity. This session cleared confusion regarding enterprises category among the participants.



Mr. Avais Ahmed also helped participant in completing the brainstorming task through listing down different sector's value and supply units on chart.



### Poverty Graduation Models an Overview

Later, Mr. Umer Arfi, Micro Enterprise Development Expert explained the poverty graduation model in his session, He explained the poverty scorecard through Household categorization (Identification) and livelihood investment planning. Further, Mr. Arfi explained basic graduation concept and existing skill set chain from TVET, Asset to Enterprises that aware participants about benefits from different social enterprises such as; interest free loan etc. After that Mr. Arfi guided all participants on how to focus on probing during asking questions with participants that eased team to identify required values addition units, employment trend and small, medium enterprises opportunities during discussion. In this session participants asked question related to graduation model and the TVET Expert facilitated participants with their all asked questions.



### Explaining the FGD / KII Tools

Dr. Usman Mustafa, Team Leader at first, defined tool pattern, rules and ethics of the field survey then started explaining the material distributed among the participants including FGD and KII questions tool and had orientation of participants on the importance of the field survey to achieve target information for project; later on he received follow up from each team group regarding main crops, role of technology and kinds of labor services for potential enterprise; that activity ensured active participation of each participant; whereby participants asked many questions about various enterprise category group and also made some suggestions for the improvement of the FGD and KII tools.



participants.

The team leader Dr. Usman Mustafa facilitated Question/Answer session and answered all field related questions regarding different enterprises category pattern etc. Mr. Umer Arfi, Mr. Iftikhar Ansari, Mr. Avais Memon and Mr. Asim Mushtaq also took part in question/answer session and answered the

After lunch break, group discussion rounds were conducted for practice of the participants to know value adding sectors and types where Dr. Usman Mustafa shared examples of international market's value addition and supply chain system he also shared his international experience of Taiwan for Food and different Agriculture sector.



Each team group charted value addition supply chain of different products from On-farm, off-farm and non-form of their respected areas and knowledge. Later on, all charts were hanged on the chart board and each team group were called to explain their drawn value addition supply chain units and process. All participant's questions, views and observations regarding his activity were discussed to their satisfaction.

### **Pre-Test Field Work at Jhirk, Thatta**

The second day started with pre-test field work at Jhirk, Thatta, where all four trained teams from Sindh and Punjab along with project experts and PPAF monitoring team reached at Jhirk cluster at around 10am; where each team conducted Focus Group Discussion with each particular group that were; Agriculture, Non-Agriculture, Livestock and Women participant groups. All team conducted their FGD session as per instructions given in training at first team took attendance of participants and noted all response received from the FGD session. These all focus group discuss were observed by all project experts Dr. Usman Mustafa, Mr. Asim Mushtaq, Mr. Iftikhar Ansari, and Mr. Umer Arfi. Moreover, Mr. Fawad Khan and Ms. Nabeela Kausar from PPAF monitored all focus group discussion activities. The video recording throughout all focus group discussion were ensured expect women group that was not permitted by female participants.



### **Feedback and Reflections Session**

After completing pre-test field at Jhirk, Thatta. All team along with project experts and monitoring team returned back to the training hall where feedback and reflection session conducted by all participants; in this



session all participants provided feedback over their pre-test field experience and all teams one by one shared the findings of their relevant FGD group such as Agriculture, Non-Agriculture, Livestock and Women conducted by them to identify any gap, issue or opportunities. In the reflections of whole feedback session all developed questionnaire tools were revised with some necessary questions which were observed from pre-test field finding and experience of field team and project experts.

### Skype Orientation by Gender and TVET Expert

Day-3 started with a skype orientation by Gender expert Ms. Sidra Minhas and TVET Expert Mr. Khalid Wattoo; in this session both Gender and TVET expert cleared the further concept of value addition and supply chain and helped participants with relative examples to understand the concept of the value chain and overall objective of the project. After that both expert further explained question tool and reflected with participants' pre-test field observation.



### FGD Tool Representation by Field Team

After lunch break; each team member one by one started to present represent developed FGD tool; each member defined any particular tool, throughout the tool representation session many questions were asked from project experts and PPAF monitoring team and all team members defended their part and satisfied the facilitator as of having good grip on developed FGD and KIIs tools designed for the field.

### 3.2.2 Closing of the Training

During the closing session, Mr. Fawad Khan, Dr. Muhammad Ahsan Riaz and Ms. Nabeela from PPAF provided some suggestions regarding field work. All participants appreciated those suggestions. They understood that bring as much as quality data will help them to write quality and progressive report. After that Mr. Avais Memon planned field tour (attached as **Annex 3**) of all the teams and Mr. Naresh Kumar provided introductory letters, stationary and other required accessories to the participants.



In the end, Mr. Asim Mushatq thanked all participants, project team and PPAF monitoring team for this valuable event. Participants perceived their views at the end of training that it was very useful training for the field team because they grip on knowledge of value chain links in different sectors.

## 4. ANNEXURES

### Annex – 1: Training Agenda

**Market Assessment and Value Chains Analysis in Sindh and Punjab  
3-Day Intensive Training of the Field Staff  
October 20<sup>th</sup> to 22<sup>nd</sup> 2019**

#### AGENDA

<b>Day - 1 (20/10/2019)</b>		
<b>Time</b>	<b>Session</b>	<b>Facilitator</b>
09:30	Registration of Participants	<ul style="list-style-type: none"> <li>• Mr. Azmat Memon</li> </ul>
09:40	Recitation	<ul style="list-style-type: none"> <li>• Participant (any)</li> </ul>
09:45	Welcome to Participant	<ul style="list-style-type: none"> <li>• Mr. Avais Memon</li> </ul>
09:55	Introduction of Participants	<ul style="list-style-type: none"> <li>• Participants</li> </ul>
10:10	Introduction of Project and Objective	<ul style="list-style-type: none"> <li>• Mr. Asim Mushtaq</li> </ul>
10:25	Concepts of market assessment and value chains	<ul style="list-style-type: none"> <li>• Mr. Iftikhar Ansari</li> </ul>
10:50	Poverty gradation models an overview	<ul style="list-style-type: none"> <li>• Mr. Umer Arfi</li> </ul>
11:15	<b>Tea Break</b>	
11:30	Explaining the FGD / KII Tool	<ul style="list-style-type: none"> <li>• Dr. Usman Mustafa / Team</li> </ul>
01:30	<b>Lunch &amp; Prayer Break</b>	
02:30	Explaining the FGD / KII Tool	<ul style="list-style-type: none"> <li>• Dr. Usman Mustafa / Team</li> </ul>
04:00	<b>Tea Break</b>	
04:15	Questions & Answers	<ul style="list-style-type: none"> <li>• Dr. Usman Mustafa / Team</li> <li>• All Participants</li> </ul>
05:00	FGD / KII Logistics	<ul style="list-style-type: none"> <li>• Mr. Naresh Kumar</li> </ul>
05:30	<b>Closing of Day 1</b>	
<b>Day - 2 (21/10/2019)</b>		
7:00	Pre-Test Field Work @ Jhirk, Thatta	<ul style="list-style-type: none"> <li>• All Participants</li> </ul>
2:30	Feedback Session and Reflections	<ul style="list-style-type: none"> <li>• Field Teams</li> </ul>
04:00	<b>Tea Break</b>	
04:15	Feedback Session and Reflections	<ul style="list-style-type: none"> <li>• Field Teams</li> </ul>
05:30	<b>Closing of Day 2</b>	
<b>Day - 3 (22/10/2019)</b>		
09:00	Recitation	<ul style="list-style-type: none"> <li>• Participant (any)</li> </ul>
09:05	Skype orientation by Gender and TVET Experts	<ul style="list-style-type: none"> <li>• Miss. Sidra Minhas</li> <li>• Mr. Khalid wattoo</li> </ul>



11:15	<b>Tea Break</b>	
11:30	Mock Exercise	• All Participants
01:30	<b>Lunch &amp; Prayer Break</b>	
02:30	FGD Tool Representation by Field Team Groups	• All Participants
03:30	Finalization of Field Plan:	• Field Team(s)
04:00	<b>Tea Break</b>	
04:45	Planning for the Field Tour / Handling over of questionnaires, Introductory letter, Stationary and other required accessories to the participants.	<ul style="list-style-type: none"> <li>• Mr. Avais Ahmed</li> <li>• Mr. Naresh Kumar</li> </ul>
05:00	<b>Closing of Day 3</b>	

### Introduction of Facilitators

#### Name

**Dr. Usman Mustafa**

**Mr. Asim Mushtaq**

**Mr. Iftikhar Ansari**

**Mr. Khalid Saeed Watto**

**Mr. Umer Arfi**

**Ms. Sidra Minhas**

**Mr. Avais Ahmed Memon**

**Mr. Naresh Kumar**

**Mr. Azmat Memon**

#### Designation

**Team Leader**

**Coordinator MDC**

**Value Chain Expert**

**TVET Expert**

**Micro Enterprise Development Expert**

**Gender Expert**

**Regional Supervisor**

**Program Officer MDC**

**Assistant Program Officer MDC**

## Annex – 2: List of Training Participants

S.No.	Name	Designation	Organization
1.	Dr. Usman Mustafa	Team Leader	MDC
2.	Mr. Asim Mushtaq	Coordinator MDC	MDC
3.	Mr. Iftikhar Ahmed	Value Chain Expert	MDC
4.	Mr. Muhammad Umer Arfi	Micro Expertize Development Expert	MDC
5.	Mr. Fawad Ahmed Khan	Value Chain Officer	PPAF
6.	Ms. Nabeela Kausar	Assistant Manager	PPAF
7.	Dr. Muhammad Ahsan Riaz	Value Chain Specialist	PPAF
8.	Avais Inayat	Regional Supervisor	MDC
9.	Yameen Memon	Chief Executive	MDC
10.	Dr. Muhammad Umar Mallah	Facilitator	MDC
11.	Mueen Qureshi	Agriculture Field Research / Facilitator	MDC
12.	Amber Naz	Facilitator	MDC
13.	Muhammad Arif	Facilitator	MDC
14.	Ghulam Sarwar	Facilitator	MDC
15.	Samina Baloch	Field Researcher	MDC
16.	Faiza Khawaja	Field Researcher	MDC
17.	Farhat Nazir	Field Researcher	MDC
18.	Samiulla Khan	Field Researcher	MDC
19.	Anwar Jamari	Field Coordinator	MDC
20.	Ghulam Nabi	Field Coordinator	MDC
21.	Naeem Ahmed	Field Coordinator	MDC
22.	M.Tarique wali	Field Coordinator	MDC
23.	Jamal-u-din	Field Coordinator	MDC
24.	Shahzeb Memon	Manager Program	MDC
25.	Naresh Kumar	Program Officer	MDC
26.	Rizawan Ahmed	IT Officer	MDC
27.	Azmatullah	Assistant Program Officer	MDC
28.	Arsalan Umrani	Internee	MDC

### Annex – 3: Field Plan for FGDs

S.no.	Cluster #	District	Date	Cluster UCs
1	1	Umerkot	25-10-2019	Bustan
				Kunri Memon
				Nabisar Road
				Talhi
2	2		26-10-2019	Badhro
				Kharosyed
				Gharibabad-II
3	3		27-10-2019	Kaplor
				Chhore
				Khokhrapar
				Sabho
4	4	28-10-2019	Dhoronaro	
			Atta Muhammad Pali	
5	5	29-10-2019	Gapno	
			Samaro	
			Araro Bhurgri	
			Padhario	
			Sataryun	
6	6	30-10-2019	Samaro Road	
			Pithoro	
			Shadi palli	
7	7	31-10-2019	Shah Mardan Shah	
			Faqeer Abdullah	
			Khajrari	
8	1	27-10-2019	Sher Khan Chandio	
			Tando baho	
			Dai jarkas	
			Pahar Mari	
			Khalifo Qasam	
			Chabralo	
9	2	28-10-2019	Kher Pur Gambo	
			Tarai	
			Gharo	
10	3	29-10-2019	Rahuki	
			Muhammad Khan Bhurgari	
			Luwari Sharif	
			Seerani	
11	4	30-10-2019	Kadi kazia	
			Haji Sawan	
			Rajo Khanani	
				Tharee

S.no.	Cluster #	District	Date	Cluster UCs	
				Dumbalo	
12	5		31-10-2019	Peru Lashari Saeed Pur Ghulam Shah Laghari Manik Laghari	
13	6		1/11/2019	Shaheed Fazal Rahu Khorwah Dubi	
14	7		2/11/2019	Khadaro Nindo Shahar Budho Kamrani Hali pota Malhan Palkara Dadha	
15	1	<b>Thatta</b>	23-10-2019	Ghora Bari Udassi Khan Mahar Kptri Allah-Rakhio Shah	
16	2		26-10-2019	Sakro Buhara Haji Ghirano Sukh Pur Chow Bandi	
17	3		7/11/2019	Makli Gujjo Kalan Kot Kalri Doomani Ghulamullah	
18	4		8/11/2019	Sonda Chhato Chand Jung Shahi	
19	5		9/11/2019	Jhirk Onger Tando Hafiz Shah Jhampir	
20	1		<b>Sujawal</b>	25-10-2019	Bachal Gugo Laikpur Bano Jokhe Sharif
21	2			3/11/2019	Keenjhar



S.no.	Cluster #	District	Date	Cluster UCs
				Bello
				Ali Behar
				Mureed Khoso
22	3		4/11/2019	Kothi
				GM Baran
				Begna
				Kar Malik
23	4		5/11/2019	Jongo Jalbani
				Doulat Pur
				Goongari
				Jan Muhammad Jatt
				Ladiuon
24	5		6/11/2019	Jaar
				Darya Khan
				Bijora
				Mehar Shah
25	1		5/11/2019	Lashari
				Rasaldar
				Cheel
26	2		6/11/2019	Tangwani
				Gulwali
				Sohliyani
				Saifal
27	3		7/11/2019	Jamal
				Dunapur
				Karampur
28	4	Kashmore <sup>3</sup>	8/11/2019	Malheer
				Dolatpur
				Ghouspur
				Dari
				Haibat
				Kajali
29	5		9/11/2019	Lalao
				Badani
				Kumb
				Akhero
30	6		10/11/2019	Khewari-1
				Khewari-2
				Gulanpur
				Glabo
				Zorgar
				Rasool Bux Chachar

<sup>3</sup> As per our field coordinator UC Chandia is not from Kashmore District, it lies in District Ghotki.

S.no.	Cluster #	District	Date	Cluster UCs
31	7		11/11/2019	Kashmore Colony-1
				Kachmore Colony-2
				Buxapur
				Sodhi
				KSA Ali Bilawal
32	1		29-10-2019	Mungrani
				Jahan Khan
				Abdoo
				Bhirkan
33	2		30-10-2019	Wazir-Abad
				Ruk
				Sehwani
				Taib
				Mehmood Bagh
				Shabirabad
34	3		31-10-2019	Bhambir
				Nim
				Waryaso
				Karan
				Noshero abro
35	4	Shikarpur	1/11/2019	Dakhan
				Chatto Mangi
				Gaheja
				Jindo Dero
				Mirzapur
				Amrote
36	5		4/11/2019	Mian Sahib
				Zarkhel
				Hamayoon
				Janu Sharif
37	6		5/11/2019	Sultan-Kot
				Lodra
				Jagan
				Jahan Wah
38	7		6/11/2019	Pir Bux Shujrah
				Garhi dakho
				Garhi Tegho
				Thanhirio
				Rahim-Abad
39	1	Tharparkar	1/11/2019	Mithi
				Malanhore vena
				Mithrio Bhatti
				Juruo

S.no.	Cluster #	District	Date	Cluster UCs			
40	2	Layyah	2/11/2019	Islamkot			
				Sonalbo			
				Khario Ghulam Shah			
41	3		Layyah	3/11/2019	Heerar Thesar		
					Tigusar		
					Satidera		
42	4			Layyah	4/11/2019	Veravah & Nangarparkar	
						Viravah	
						Pithapur	
43	1				Layyah	28-10-2019	Chak no- 164
							Mandi Taon
							kotla hagi Shah
		Tail Indaus					
44	2	Layyah				29-10-2019	Lohanch Nashaib
							Jakhar
			Bkhri Ahmad Khan				
			Sarishta Thal				
45	3		Layyah			31-10-2019	Chowk Azam
				Chobara			
				Shair Ghar			
				Khairy wala			
46	4			Layyah	1/11/2019	Nawa Kot	
						Jamal Chapri	
						Samtia	
						Karor Thal Jandi	
47	5	Layyah			2/11/2019	Saho Wala	
						Shadu Khan	
						Nosehra	
						Basira	
48	1		Jhang		9/11/2019	18-Hazari	
						Haveli lal	
						Kot Sai Singh	
						Malhuana	
49	2			Jhang	10/11/2019	RashidPur	
						AllahYar Jotta	
						Bangla Yasmeen	
						Bhangoo	
50	3	Jhang			11/11/2019	Chak No - 017 Ghugh	
						Chak No -497/JB	
						Chayan Wala/Uc-90	
						Haveli Bahadar Shah	
51	4		Jhang		12/11/2019	Kaki Nau	
						Pir Abdul Rahman	

S.no.	Cluster #	District	Date	Cluster UCs		
				Shah Sadiq Nahang		
52	1	D.G.Khan	4/11/2019	Barthi		
				Fazila Kach		
				Mubarki		
				Tuman Leghari		
53	2		D.G.Khan	5/11/2019	tuman Qaisrani	
					Bahadar Garh	
					Drahma	
54	3			D.G.Khan	5/11/2019	Kot Chhutta
						Kot Haibat
		Kot Mubarak				
55	4	D.G.Khan			6/11/2019	Mahmori
						Kala
						Khakhi
			Pir Adil			
56	5		D.G.Khan		6/11/2019	Shah Sadar Din
						Smena
				Wadoor		
				Yaru		
57	6			D.G.Khan	7/11/2019	Shadan Lund
		Chorota				
		Chabri				
		Haji Ghazi Gharbi				
58	7	D.G.Khan			7/11/2019	Gadai
			paigan			
			Ranman			
			Basti Fauja			
59	8		D.G.Khan		8/11/2019	Basti Malana
				Darkhast Jamal Khan Gharbi		
				Choti Bala		
				Choti Zareen		
60	9			D.G.Khan	8/11/2019	Jhok Utra
		Ghousabad				
		Jakar Imam Shah				
		Mutfariq Chahan				
		Nautak				
		Nawan				
Mana Ahmadani						
					Sakhi Sarwar	

## 5. PHOTO GALLERY









Annex-VI: Report on Rapid Assessment/ UC profiling

## **RAPID ASSESSMENT REPORT**

### **Field Visit at Ten Selected Districts of Sindh and Punjab to Assess Major Business Activities at UCs Level**



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## 1. Background

To design market assessment and value chain analysis study in Sindh and Punjab, it was necessary to conduct a rapid assessment field survey prior of market assessment field to overview active major business enterprises at UC level of selected districts. A rapid assessment survey was done to find out major enterprises their relevant actors involved in different enterprises at each Union Council.

### 1.1 Objectives of the Rapid Assessment

To assess major business activities at main market of Union Council.

To assess major home based business activities at Union Council.

To assess main actors, involved in major enterprise at Union Council.

### 1.2 Methodology

Before writing inception report and initiating actual field survey the ten field team members designated as coordinators were called from each district and trained to conduct required data by using rapid assessment tool from each main market of each UC to find established major enterprises and other business activities as well as women's involvement related home based major work/business.

After training team travelled to their district and started field visit by interviewing focal persons of their UCs to know major business activities at UC level in which majority of poor involved and main handmade item made and sold by UCs women at home. During interview team received some basic information from any business actors of the UCs also note down their names, designation, and contacts for their consent in case of any business partnership opportunity or any relevant business information.

During survey team also collected GPS of their main market and captured some photos of major business activities, such as; On-Farm, Non-Farm, Livestock, Fisheries and women involved enterprises reported by the respondents which is also listed in Table-1. Moreover, after completion of field visit each team member called to share list of Agriculture, Livestock and Fisheries products based on their observations of field visits that is also shown in Table-2.

### 1.3 Participants

During rapid assessment field visit the field researcher approached and interviewed any influential person of the UC's main market such as; UC chairman, NGOs Manager, Businessman, Marchant, Wholesaler etc. to receive quality information regarding major enterprises at Union Council level.

## 1.4 Districts and Union Councils

Following UCs of selected districts of Sindh and Punjab were visited during rapid assessment survey at each listed districts.

S. No.	District	UCs	Name of Visited UCs
1	Sujjawal	21	Darya Khan Soho, Ali Bahar, Ladiun, Mehar Shah, Bano, Belo, Liakpur, Bijora, Jhoke Sharif, Bachal Bugu, Goongani, Doulat Pur, Kar Malik / Kar Shah, Gul Muhammad Baran, Jar, Jongo Jalbani, Kothi, Mureed Khoso, Kharo Chan / Jan Muhammad Jatt, Keenjhar, Begna.
2	Badin	30	Tando Bago, Khalifo Qasim, Pahar Mari, Dadha, Chabralo, Rahooki, Dubi, Tarai, Muhammad Khan Burgri, Seerani, Luwari Shareef, Nindo, Kadi Kazia, Khurwah, Shaheed Fazal Rahoo, Gharo, Three, Budho Dumbrani, Peeru Lashari, Saeed Pur, Rajo Khanani, Dai Jarkas, Ghulam Shah, Dumbalo, Kherpur Gambo, Phalkara, Malhan, Halepota. Haji Sawan, Manik Laghari.
3	Thatta	23	Jhampir, Jung Shahi, Kalan Kot, Karampur, Sukhpur, Gujjo, Khaarn, Jhuttuck, Onger, Mahar, Buhara, Haji Gharano, Ghullamullah, Kotri Allah Rakhiyo Shah, Sonda, Mirpur Sakro, Tando Hafiz Shah, Doomani, Udassi, Chow Bandi, Chhato Chand, Kalri, Makli.
4	Kashmore	31 <sup>4</sup>	Gulan Pur, Sodhi, KSA Ali Bilwal, Rasool Bux Chacher, Akhero, Buxapur, Kajali, Karampur, Lashari, Malheer, Suhliyani, Tangwani, Kashmir Colony-2, Gulwari, Cheel, Rasaldar, Khewari-1, Kewari -2, Ghehalpur, Gubalo, Saifail, Jamal, Dena Pur, Ghous Pur, Dari, Lalao, Badani, Habat, Cumb, Dolat Pur, Zorghar.
5	Umerkot	25	Kharo Syed, Nabisar Road, Gapno, Talhi, Bostan, Kunri Memon, Pithoro, Shadi Palli, Samaro, Atta Muhammad Palli, Padhario Farm, Samaro Road, Khokhrapar, Kaplore, Chore, Sabho, Dhoronaro, Sher Khan Chandio, Araro Bhurgari, Faqeer Abdullah, GRB-II, Khajri, Dadhro, Shah Mardan Shah, Satryoon.
6	Jhang	15	Malhana, Kot Sai Singh, Havali lal, 18-Hazari, Bhangoo, Rashid Pur, Allahyar Joota, Babgle Yesmeen, Haveli Bahadar Shah, Chak no 497/013, Chayan Wale uc/90, Chak No 017 Ghugh, Shah Sadi Nahang, Kaki Nau, Pir Abdul Raahman.
7	DG Khan	38	Kot Mubarak, Mutfariq Chahan, Kot Chutta, Drahma, Haji Ghazi Gharbi, Chabri, Ranman , Nautak , Khakhe, Mahmori, Kala, Shadan Lund, Barthi, Ghousabad, Fazila Kach, Pir Adil, Sakhi Sarwar, Gadhai, Nawan, Choti Zareen, Smena, Shah Sadar Din, Yaro, Choti Bala, Tuman Qaisrani, Bahadur Garh, Wadoor, Jhok Utra, Johor Imam Shah, Mana Ahmadani, Chorota, Mubarki, Tuman Leghari, Basti Malana, Basti Fauja.
8	Layyah	20	Kotla Haji Shah, Chak No164A, Mondri Town, Tail Indus, Bakhri Ahmad Khan, Sharista Thal, Jakhar, Lounch Nasheeb, Chowk Azam, Chubara, Khaira Wala, Shah Ghar, Jamaal Chapri, Nawan Kot, Nushara, Karoor Thal Jamali, Basira, Saho Wala, Samtia, Shadu Khan.
9	Tharparkar	09	Malanhore Vena, Mithrio Bhatti, Sonalbo, Khario Ghulam Shah, Juruo, Tigusar, Satidera, Viravah, Pithapur.
10	Shikarpur	32 <sup>5</sup>	Wazirabad, Taib, Sehwaani, Mahmood Bagh, Ruk, Sultankot, Lodra, Jaggan, Jahan Wah, Karan, Mungrani, Jahan khan, Abdoo, Bhirkan, Main Sahib, Zarkhel, Hamayoon, Jano, Noshero Abro, Mirza Pur, Gaheja, Amrot, Bhambhir, Pir Bux Shujrah, Garhi Dakho, Rahimabad, Thanhiro, Nim Sharif, Dakhan, Jindo Dero, Waryaso, Chatto Mangi.
<b>Total</b>		<b>244</b>	

<sup>4</sup> UC Chandia listed in Kashmore is belonged from Ghotki district.

<sup>5</sup> UC Ghari Tegho and Shabirabad of Shikarpur were not visited during Rapid Assessment survey due to security issue.

## 1.5 Reported Response from the Field

**Table-1: Major Business Activities Reported by Respondents during Rapid Assessment Survey**

Agriculture Activities									
Badin	Thatta	Sujawal	Umerkot	Tharparkar	Shikarpur	Kashmore	Layyah	D. G. Khan	Jhang
Agriculture Seed	Banana	Banana	Apple	Cotton	Cultivators	Bitter Gourd	Pearl Millet	Pearl Millet	Cauliflower
Banana	Chilli	Carrot	Pearl Millet	Guar Gum	Mellon	Brinjal	Grams	Beans	Chilli
Chilli	Cotton	Chilli	Banana	Maize	Onion	Cauliflower	Chilli	Cotton	Cotton
Cotton	Cucumber	Cluster Bean	Bottle Gourd	Meva	Rice	Courgette	Cotton	Maize	Fodder
Cucumber	Lady Finger	Cotton	Chibar	Muskmelon	Tomato	Garlic	Fodder	Mango	Grass
Fruit	Maize	Bottle Gourd	Chilli	Onion	Vegetable Shop	Grams	Millet	Onion	Butternut Squash
Onion	Mango	Lady Finger	Cotton	Snake Gourd	Wheat	Lady Finger	Rice	Rice	Lady Finger
Rice	Onion	Mango	Guwar	Tomato		Lemon	Wheat	Sugarcane	Maize
Soybean	Rice	Onion	Lady Finger	Watermelon		Mustard		Till	Mango
Sugarcane	Seed / Pesticide	Radish	Lemon	Wheat		Onion		Tomato	Potato
Tomato	Soybean	Rice	Mango	Wild Melon		Peas		Vegetable	Rice
Vegetable	Sugarcane	Seed / Pesticide	Onion			Potato		Wheat	Sugarcane
Watermelon	Tomato	Snake Gourd	Potato			Pumpkin			Sunflower
Wheat	Vegetables	Sugarcane	Tomato			Radish			Tomato
	Watermelon	Sunflower	Wheat			Rice			Wheat
	Wheat	Tomato				Spinach			
		Vegetable				Squash			
		Watermelon				Tomato			
		Wheat				Watermelon			
						Wheat			
Non-Agriculture Business									
Badin	Thatta	Sujawal	Umerkot	Tharparkar	Shikarpur	Kashmore	Layyah	D. G. Khan	Jhang
Auto Parts	Auto Parts	Auto Parts	Auto Parts	Carpenter	Auto Parts	Barber Shop	Barber Shop	Bike Mechanic	Bike Mechanic
Barber	Barber Shop	Barber Shop	Barber Shop	Cloth Shop	Barber Shop	Black Smith	Bike Mechanic	Butcher Shop	Blacksmith
Cabin	Bike Mechanic	Bike Mechanic	Bike Mechanic	Confectionery	Bike Mechanic	Fruit seller	Cloth Shop	Chicken Shop	Cabin
Chicken Shop	Black Smith	Carpenter	Carpenter	Fruit Shop	Blacksmith	Grocery Shop	Dairy	Cloth Shop	Cloth Shop
Confectionary	Cabin	Chicken Shop	Chicken Shop	Cabin	Chicken Shop	Labour	Electric Shop	Electric Shop	Food Stall
Flour Mill	Car Wash	Coal Seller	Cloth Shop	Tea Hotel	Cloth Shop	Medical Store	Fertilizer Shop	Food Stall	Grocery Shop
Food Stall	Chicken Shop	Confectionary	Communication	Pesticides	Communication	Potter	Food Stall	Footwear Shop	Hardware Shop
Footwear Shop	Cloth Shop	Dry Cleaner	Confectionary	Medical Store	Confectionary	Shopkeeper	General Store	Fruit Shop	Medical Store
Grass Shop	Communication	Fish Shop	Cotton Paddy	Mobile Shop	Decoration	Tailor	Goat Market	General Store	Mobile Shop
Grocery	Confectionary	Flour Mill	Crockery	Food Stall	Driver	Food Stall	Grocery	Grocery Shop	Vegetable Shop
Handicraft	Decoration	Food Stall	Decoration	Tailor	Dry Cleaner	Transporter	Hardware	Milk Shop	
Medical Store	Dry Cleaner	General Store	Driver	Driver	Electrician	Vegetable Shop	Labour	Mobile Shop	
Milk Shop	Electric Store	Grocery	Dry Cleaner		Embroidery Material		Vegetable Shop	Tractor Mechanic	
Mobile Shop	Fish Shop	Maison	Embroidery		Flour Mill		Wheat Market	Vegetable Shop	

Puncture Shop	Flour Mill	Mobile Shop	Flour Mill		Fodder Shop				
Rice Mill	Food Stall	Puncture Shop	Food Stall		Food Stall				
Seed Fertilizer	Footwear Shop	Rice Mill	Fruit Shop		Footwear Shop				
Tailor	Fruit Shop	Tailor	Grocery		Grocery Shop				
Vegetable Shop	Furniture	Transporter	Handicraft		Milk Shop				
Wood Seller	Grocery Shop	Vegetable shop	Maison		Mini Loader				
	Handicraft	Wood Seller	Medical Store		Mobile Shop				
	Medical Store		Mobile Shop		Puncture Shop				
	Mobile Shop		Puncture Shop		Scrap Store				
	Photocopy		Seed / Pesticide		Seed / Pesticide				
	Potter		Solar		Slaughter House				
	Puncture Shop		Spices Seller		Solar System				
	Tailor		Vegetable Shop		Tailor				
	Vegetables Shop		Wood Seller		Wood Seller				

### Livestock

Badin	Thatta	Sujawal	Umerkot	Tharparkar	Shikarpur	Kashmore	Layyah	D. G. Khan	Jhang
Commodity Transport	Commodity Transport	Commodity Trading	Commodity Transport	Commodity Trading	Commodity Trading	Commodity Transport	Commodity Transport	Commodity Transport	Commodity Transport
Dairy	Dairy	Dairy	Dairy	Dairy	Dairy	Dairy	Dairy	Camel	Dairy
Fish Farm	Fish Catching	Fish Farm	Fish Catching		Fish Farm		Sheep	Dairy	Sheep
	Poultry		Poultry		Poultry Farm			Poultry	
								Sheep	

### Women

Badin	Thatta	Sujawal	Umerkot	Tharparkar	Shikarpur	Kashmore	Layyah	D. G. Khan	Jhang
Garments	Agricultural Activities	Embroidery	Beauty Parlor	Cap Making	Bangle Seller	Embroidery	Agricultural Activities	Agricultural Activities	Agricultural Activities
Handicraft	Dry Cleaning	Confectionary	Bakery	Embroidery	Cloth Seller	Sewing	Basket Making	Basket Making	Livestock Raising
Livestock	Embroidery	Handicraft	Cloth Selling	Floor Mat	Embroidery	Handicraft	Boutique Center	Cattle Raising	
	Food Stall	Livestock Raising	Embroidery	Pillow Making	Handicraft		Cattel Framing	Cotton Picking	
	Livestock Raising	Milk Selling	Handicraft	Quilt Making	Poultry		Dry Cleaner	Floor Mat	
	Milk Selling	Poultry	Livestock Raising		Quilt Making		Embroidery	Handicraft	
	Sewing	Quilt Making	Quilt Making		Sewing		Handicraft	Tailor	
		Sewing	Sewing		Traditional West Belt		Pottery		
		Traditional Waist Belt					Poultry Farm		
		Vegetable Stall					Tailor		
							Wooden Bag		

## 1.6 Enterprise Observed During Rapid Assessment Survey

**Table-2: Observed Agriculture, Livestock & Fisheries Activities in different UCs**

Agriculture / Crop / Field Activities									
Badin	Thatta	Sujawal	Umerkot	Tharpakar	Shikarpur	Kashmore	Layyah	D. G. Khan	Jhang
Chilies	Chilies	Carrot	Chilies	Cotton	Rice	Barely	Carrot	Rice	Rice
Cotton	Cotton	Chilies	Cotton	Guar	Tomato	Brinjal	Chana	Wheat	Wheat
Cucumber	Cucumber	Cotton	Gwar	Maize	Wheat	Bitter Gourd	Chillies	Sugarcane	Sugarcane
Onion	Maize	Cucumber	Lemon	Onion	Mellon	Carrot	Cotton	Cotton	Cotton
Rice	Onion	Maize	Onion	Tomatoes	Onion	Cauliflower	Cucumber	Onion	Onion
Soybean	Potatoes	Onion	Tomatoes	Turi	Gauva	Coriander	Curly	Tomatoes	Chilies
Sugarcane	Rice	Potatoes	Wheat	Wheat	Gram channa	Courgette	Date Palm	Maize	Tomatoes
Tomatoes	Soybean	Rice			Lady Finger	Garlic	Maize	Soybean	Maize
Wheat	Sugarcane	Soybean			Peas	Lady figure	Millet	Peas	Cucumber
	Tomatoes	Sugarcane			Spinach	Lemon	Onion	Cauliflower	Soybean
	Wheat	Tomatoes			Sunflower	Mustard	Potatoes	Coriander	Peas
		Turnip				Onion	Rice	Carrot	Cauliflower
		Wheat				Peas	Soybean	Barely	Coriander
						Potatoes	Sugarcane		Carrot
						Pumpkin	Tomatoes		
						Radish	Turnip		
						Rice	Wheat		
						Tomatoes			
						Wheat			
Fruit Field									
Badin	Thatta	Sujawal	Umerkot	Tharpakar	Shikarpur	Kashmore	Layyah	D. G. Khan	Jhang
Banana	Banana	Banana	Banana	Chiber	Watermelons	Watermelons	Banana	Banana	Banana
Mango	Mango	Mango	Mango	Melon (Gidro)	Melon (Gidro)		Coconut	Mango	Mango
Watermelons	Watermelons	Watermelons	Watermelons	Watermelons			Mango	Orange	Orange
							Orange	Sweet Potato	Sweet Potato
							Sweet Potato		Watermelons
							Watermelons		
Livestock									
Badin	Thatta	Sujawal	Umerkot	Tharpakar	Shikarpur	Kashmore	Layyah	D. G. Khan	Jhang
Dairy	Dairy	Dairy	Dairy	Dairy	Dairy	Dairy	Dairy	Livestock	Livestock
Livestock	Livestock	Livestock	Livestock	Livestock	Livestock	Livestock	Livestock	Dairy	Dairy
Fisheries									
Badin	Thatta	Sujawal	Umerkot	Tharpakar	Shikarpur	Kashmore	Layyah	D. G. Khan	Jhang
Fish Catch	Fish Catch	Fish Catch			Fish Pond	Fish Catch	Fish Catch	Fish Pond	Fish Pond
Fish Transport	Fish Pond	Fish Pond				Fish Pond	Fish Pond	Fish Catch	Fish Catch
	Fish Transport	Fish Transport				Fish Transport			

## 1.7 General Observations from Rapid Assessment Survey

### Badin

- In some areas following crop is grown on priority Banana, Rice, Cotton, Cluster Bean, Tomato, Sugarcane, Melon, Wheat and Sponge Gourd.
- Often people run small cabin containing confectionary and betel nut etc.
- There are some Flour mills and Rice mills are available in some areas that can be linked as an initiative business for locals.
- At some Union Councils women need training on sewing and other handicraft items that can help in women empowerment.

### Thatta

- Some areas have major dairy, livestock, handicraft / sewing activities at UC level whereas, some UC are at mountainous areas those only cropped in rainy seasons.
- There is shortage of some general and grocery store therefore, local used to bring necessary material form city.
- Besides huge amount of fish some poultry used to be raised and transport to the Karachi and Hyderabad.
- Rice, Wheat, Tomato, Chilli, Barley, Snake Gourd, Mint and Round Melon produced more besides other vegetables.
- Rose business also has potential in some areas of district as majority of people involved in it.

### Sujawal

- Except agriculture activities majority of women involved in sewing and embroidery work; whereof training provide by IRM further any training center will be highly beneficial for ladies.
- Livestock also has potential that can be linked with market channel.
- Vocational training institutes needed to engage youth and women of local.

### Umerkot

- Embroidery, Quilt Making, Handicraft and Kaleem work used to be done in huge amount in some UCs; if this handmade work value added through training, financial support and proper market channel then it could be transported to national / international level.
- Women used to do sewing work and also involved in agricultural activities such as; in picking process along with male members.
- Except farming some locals used to raise livestock at their home ant sell in to Karachi market.
- Rain based crops such as Chilli, Mint, Cotton, Wheat, Sugarcane, Lemon, Gava, Maize is grown at some areas of the district.
- Some areas have influence of labour work only that can be engaged in Barber shop, mobile repairing shop and other business opportunities through providing vocational training institutions.

### Tharparkar



- Mostly women engaged in handicraft / embroidery and Kaleem work, therefore, if training and financial support provided on handmade items then it will be better source of income of local people specially for women.
- Kaleem work is famous in all over the country better training platform can be fruitful for locals in order to develop marketing channel and better earning.
- Many inoperative flour mills can be functional with availability of wheat and some financial support that can engage locals.
- Livestock and dairy operators required training and adequate water for quality livestock raising.
- Huge Tomato, Lady Finger and some other field is pedocal at some area due to shortage of water.

### **Shikarpur**

- Some UCs has Livestock and Milk potential if training and financial support provided they can develop link with market channels.
- Many area has missing main market and transport services; local youth can be engaged in driving Auto Loaders services as interested for transport purpose.

### **Kashmore**

- Majority of people are involved in agricultural and livestock activities while others run general store/cabin. Training for quality agricultural and strong marketing channels will be preferred.
- Some areas have scope of sewing, handicraft and pottery works that could also be value added through training and financial support for exporting purpose at national or international level.

### **Layyah**

- It is mostly deserted and mound areas in this district therefore, any vocational training institution for different courses or any factory to engage local youth or women would be preferred.
- At some UCs mostly people involved in agricultural and livestock activities it requires to introduce latest technology and marketing channels for agriculture and livestock purpose.

### **D.G. Khan**

- Vocational training institutions needed to engage local youngsters and women.
- Cotton factory could be installed at area where cotton produced more.
- Required seeds, fertilizer, pesticide and spray at their locale on low rate and training to use modern technology for better agricultural growth.

### **Jhang**

- Vocational training institute needed to engage youngsters and women for increase their sewing and handicraft skills.
- Need financial support of open business like Tailor shop, Electric shop, Plumber and Auto Mechanic Shop.

- Male and female both involved in agricultural activities that could be linked with competent market channel.

## 2. Recommendations

The recommendations of the rapid assessment survey are as follows:

Agriculture business need to be technologized with latest technology where traditional agricultural pattern still practiced.

Most of farmers used to bring agricultural inputs such as; seed, fertilizers, urea from city or other areas, if these input provided at their UC level it will be another competitive advantage for growers as they will receive quality input in low price.

Proper training provided to all agricultural and livestock workers where applicable to use of latest technology for better growth.

Introduce new vocational training institutions with competitive courses that can engage youth and female to learn and increase their working skills.

Provide financial support to introduce new business and already working small medium enterprises to wide their business scope through adding quality and quantity.

Provide special training to the female workers on embroidery, sewing, quilt / cap making or other handicraft items to increase quality of product and link their business with proper marketing channels at national to international level.

### 3. Photo Gallery

Some Agriculture, Non-Agriculture, Livestock and Women Work Activities Captured During Rapid Assessment Field Survey

#### Agriculture Activities





### Livestock Activities



### Women Activities







**Non-Agriculture Enterprises**







## Annex-VII: Value Chains' Cluster Wise Long List

### District Badin

Sector	Cluster-1	Cluster-2	Cluster-3	Cluster-4	Cluster-5	Cluster-6	Cluster-7
Agriculture	Banana	Banana					Banana
	Bhindi	Bhindi	Bhindi	Bhindi	Bhindi	Bhindi	Bhindi
	Carrot	Carrot			Carrot		Carrot
	Cotton	Cotton	Cotton		Cotton	Cotton	Cotton
			Canola	Canola		Canola	
			Fodder			Fodder	
	Green Chilli	Green Chilli	Green Chilli	Green Chilli	Green Chilli	Green Chilli	Green Chilli
			Maize	Maize		Maize	
	Rice	Rice	Rice	Rice	Rice	Rice	Rice
		Sunflower	Sunflower		Sunflower	Sunflower	
	Sugarcane	Sugarcane	Sugarcane	Sugarcane	Sugarcane	Sugarcane	Sugarcane
		Soybean	Soybean		Soybean	Soybean	
	Tomato	Tomato	Tomato		Tomato	Tomato	Tomato
	White Radish	White Radish	White Radish	White Radish	White Radish	White Radish	White Radish
	Wheat	Wheat			Wheat	Wheat	
Zucchini							
Non-Agriculture		Bike Mechanic	Bike Mechanic	Bike Mechanic			
					Barber Shop	Barber Shop	Barber Shop
		Building Material Supplier	Building material shop				Building material shop
	Chicken seller	Chicken Shop		Chicken Shop	Chicken Shop	Chicken Shop	Chicken Shop
		Cabin			Cabin	Cabin	
	Cloth Shop	Cloth Shop	cloth shop	Cloth Shop	cloth shop		Cloth Shop
		Car Mechanic					
		Carpenter				Carpenter	
	Dairy Shop	Dairy Shop					
	Electric Shop			Electrician		Electrician	



	Embroidery Material Shop						
				Fodder Shop		Fodder Shop	
	Footwear shop	Footwear Shop		Footwear Shop			Footwear Shop
	Fish Shop			Fish Farm		Fish Shop	Fish Shop
	Fruit Shop						
	General Store	General Store	General Store	General Store			General Store
	Mobile Repairing	Mobile Repairing	Mobile Repairing	Mobile Repairing		Mobile Repairing	Mobile Repairing
	Motor bike repairing				Motor bike repairing shop		Motor bike repairing shop
		Meat Shop					Meat Shop
	Poultry Shop			Poultry Farm	Poultry shop		Poultry Farm
		Pot Maker				Pot Maker	Pot Maker
	Puncture Shop	Puncture Shop	Puncture Shop	Puncture Shop	Puncture Shop	Puncture Shop	Puncture Shop
						Pakora Shop	Pakora Shop
							Puncture Shop
	Seeds Shop	Seeds Shop					
					Sweet Maker		
	Tailor	Tailor	Tailor	Tailor	Tailor	Tailor	Tailor
	Toys Shop	Toys shop		Toys shop			
		Tractor Mechanic	Tractor Mechanic				
	Vegetable Shop	vegetable shop	vegetable shop	vegetable shop	Vegetable Shop	Vegetable Shop	Vegetable Shop
<b>Livestock</b>	Buffalo	Buffalo	Buffalo	Buffalo	Buffalo	Buffalo	Buffalo
	Cow/Meat	Cow/Meat	Cow/Meat	Cow/Meat	Cow/Meat	Cow/Meat	Cow/Meat
	Meat	Meat	Meat	Meat	Meat	Meat	Meat
	Dairy	Dairy	Dairy	Dairy	Dairy	Dairy	Dairy
	Goat/ Meat	Goat/ Meat	Goat/ Meat	Goat/ Meat	Goat/ Meat	Goat/ Meat	Goat/ Meat
	Sheep	Sheep	Sheep	Sheep	Sheep	Sheep	Sheep
	Camel						
	Fish Farm	Fish Farm	Fish Farm	Fish Farm		Fish Farm	

	Poultry Mix Breed	Poultry Mix Breed	Poultry Mix Breed	Poultry Mix Breed	Poultry Mix Breed	Poultry Mix Breed	Poultry Mix Breed
<b>Women related businesses</b>	Animals Feeding and Milking	Animals Feeding and Milking	Animals Feeding and Milking	Animals Feeding and Milking	Animals Feeding and Milking	Animals Feeding and Milking	Animals Feeding and Milking
				Aplic work			
		Cattle Farming	Cattle Farming	Cattle Farming			Cattle Farming
							Dairy
	Handicrafts	Handicraft	Handicrafts	Handicrafts	Handicrafts	Handicrafts	Handicrafts
	Kitchen Gardening		Kitchen Gardening	Kitchen Gardening	Kitchen Gardening	Kitchen Gardening	Kitchen Gardening
	Land work	Land work	Land work	Land work	Land work	Land work	Land work
	Learning work in kashaf foundation	Learning work in kashaf foundation					
					Livestock Farming		
			Parlor				
			Private job				
	Quilt and Cap Making	Quilt and Cap Making	Quilt and Cap Making	Quilt and Cap Making	Quilt and Cap Making	Quilt and Cap Making	Quilt and Cap Making
	Sewing	Sewing	Sewing	Sewing	Sewing	Sewing	Sewing
			Tailor				
Vegetables cropping	Vegetables cropping	Vegetables cropping	Vegetables cropping	Vegetables cropping	Vegetables cropping	Vegetables cropping	

## District D.G. Khan

Sector	Cluster-1	Cluster-2	Cluster-3	Cluster-4	Cluster-5	Cluster-6	Cluster-7
Agriculture	Bringer	Bringer					
	Cotton	Cotton	Cotton	Cotton	Cotton	Cotton	
	Kadu	Kadu					
	Ladyfinger	Ladyfinger		Ladyfinger	Ladyfinger		
	Mango	Mango					
	Onion	Onion					
	Potato			Potato			
	Red Chilli	Red Chilli					
	Rice	Rice	Rice	Rice		Rice	
	Sugarcane	Sugarcane					
	Tomato	Tomato		Tomato	Tomato		
	Tori	Tori		Tori	Tori		
	Wheat	Wheat	Wheat	Wheat	Wheat	Wheat	Wheat
					Methi		
					Bajra	Bajra	
			Dates				
					Radish	Radish	
			Beri		Beri		
					Chana	Chana	Channa
			Radish				
			Turnip	Turnip	Turnip		
			Berseem	Berseem			
				Pumpkin	Pumpkin		
				Jawar	Jawar		
					Titak		
				Brinjal			
			Barry				
			Spinach	Spinach			

					Gawara		
						Grass (Losan)	
<b>Non-Agriculture</b>	Grocery Shop	Grocery Shop	Grocery Shop	Grocery Shop	Grocery Shop	Grocery Shop	Grocery Shop
	Dispensary	Dispensary	Dispensary	Dispensary	Dispensary	Dispensary	Dispensary
	Flour Mill			Flour Mill			
					Footwear Shop		
	Fodder						
	General Store					General Store	
	Medical Store						
	Motorcycle Mechanic	Motorcycle Mechanic			Motorcycle Mechanic		Motorcycle Mechanic
	Pesticide Shop	Pesticide Shop			Pesticide Shop		Pesticide Shop
	Fruit	Fruit	Fruit	Fruit	Fruit	Fruit Shop	Fruit
	Motorcycle Repairing	Motorcycle Repairing			Motorcycle Repairing		
		Mobile Shop	Mobile Shop			Mobile Shop	
	Brickworks	Brickworks	Brickworks		Brickworks	Brickworks	
		Tea Hotel					Tea Hotel
		Petrol Pump	Diesel Pint		Petrol Point	Diesel Point	Petrol pump point
					Communication Shop	Communication Shop	Communication Shop
	Vegetable Shop	Vegetable Shop	Vegetable Shop	Vegetable Shop	Vegetable Shop	Vegetable Shop	Vegetable Shop
			Chicken Shop		Poultry Shop	Chicken Shop	
				Cement Shop			
					Toy Shop		
			Butcher				
			Book Shop				
		Tractor Mechanic			Tractor Mechanic	Mechanical Shop	
						Honey Farming	
				Wheat Shop			

					Cloth Shop		
<b>Livestock</b>	Buffalo	Buffalo	Buffalo	Buffalo	Buffalo		Buffalo
	Cow	Cow	Cow	Cow	Cow	Cow	Cow
	Goat	Goat	Goat	Goat	Goat	Goat	Goat
	Poultry (Mix Breed)	Poultry (Mix Breed)	Poultry (Mix Breed)	Poultry (Mix Breed)	Poultry (Mix Breed)		
	Sheep	Sheep	Sheep	Sheep	Sheep	Sheep	Sheep
							Hens
	Donkey						
<b>Women related businesses</b>	Cloth Shop/stitching		Cloth Shop	Cloth Stitching	Cloth Stitching		Cloth Shop
	Cotton picking	Cotton picking	Cotton picking	Cotton picking	Cotton picking		
	General stores	General stores	General stores	General stores			General Store
	Handicrafts	Handicrafts	Handicrafts				Handicrafts
	Livestock	Livestock	Livestock	Livestock	Livestock		Livestock
	Wheat cutting	Wheat cutting	Wheat cutting		Wheat cutting		
			Selling Milk	Selling Milk/Desi Ghee	Selling Milk/Desi Ghee		
				Cutting		Chana Crop Cutting	
						Cattle farming	Cattle farming
			Domestic Work	Domestic Work	Domestic Work	Domestic Work	

## District Jhang

Sector	Cluster-1	Cluster-2	Cluster-3
Agriculture	Barseem	Barseem	Barseem
	Brinjal	Brinjal	Brinjal
	Catton	Catton	Catton
	Chana		
	Corn		
	Jawar		Jawar
	Losan		Losan
	Orange		Orange
	Potato		Potato
	Radish		Radish
	Rice		Rice
	Spinach		Spinach
	Sugarcane		Sugarcane
	Tomato		Tomato
	Turnip		Turnip
			Methi
			Tori
			Bajra
			Pumpkin
		Chana	
	Jawar		
	Losan		
	Orange		
	Rice		
		Ladyfinger	
	Wheat	Wheat	Wheat
Non-Agriculture		Art Work	Art
	Dispensary Shop	Clinic	Dispensary Shop
		Cotton	

	Motorcycle Shop	Motorcycle Mechanic	Motorcycle Mechanic
	Sweet Shop		
		Vegetable Shop	Vegetable Shop
		Wheat Trader	
			Grocery Shop
	Cooking Center		
	Mobile Repairing Shop		
			Fruit Shop
		Rice Trader	
			Mobile Shop
<b>Livestock</b>	Buffalo		Buffalo
	Cow	Cow	Cow
	Goat	Goat	Goat
	Poultry (Mix Breed)	Poultry (Mix Breed)	Poultry (Mix Breed)
	Sheep	Sheep	Sheep
		Camel	
<b>Women related businesses</b>	Cloth Stitching	Cloth Stitching	Cloth Stitching
	Cotton picking		Cotton picking
	Domestic Work	Domestic Work	Domestic Work
	General stores at home	General stores at home	General stores at home
	Livestock	Livestock	Livestock
	Rice/Wheat cutting		Rice/Wheat cutting
	Selling Milk	Selling Milk	Selling Milk
		Rice, Wheat cutting, Cotton picking	



## District Kashmore

Sector	Cluster-1	Cluster-2	Cluster-3	Cluster-4	Cluster-5	Cluster-6	Cluster-7
Agriculture	Grain						
		Lady Finger	Lady Finger				
				Losan	Losan	Losan	
	Melon	Melon	Melon	Melon			
	Onion	Onion	Onion				
	Rice	Rice	Rice	Rice	Rice	Rice	Rice
		Spinach	Spinach				
	Vegetables			Vegetables	Vegetables	Vegetables	Vegetables
	Water Melon	Water Melon	Water Melon				
Wheat	Wheat	Wheat	Wheat	Wheat	Wheat	Wheat	
Non-Agriculture	Barber Shop				Barber Shop		Barber Shop
		Bike Mechanic		Bike Mechanic			
		Cobbler					
		Cooking Center					
			Chicken shop	Chicken Shop	Chicken Shop	Chicken Shop	
		Dry Cleaner					
		Fruit Shop	Fruit Shop		Fruit Shop	Fruit Shop	
				Fodder Shop	Fodder Shop		
	General Store	General Store	General store	General store	General store	General store	General store
						Hotel Chicken Shop	Hotel Business
		Livelihood Items		Livelihood Items			
		Motor cycle repair		Motorcycle Repair Shop			
		Medical Store	Medical Store		Medical Store	Medical Store	
		Merchant					
			Mobile Repair	Mobile Repair		Mobile Repairing	
Pakora Shop		Pakora Shop	Pakora Shop	Pakora Shop	Pakora Shop	Pakora Shop	

							Puncher Shop
			Rice Trader		Rice Trader	Rice Trader	
	Tailor			Tailor	Tailor		Tailor
	Tea Hotel	Tea Hotel	Tea Hotel	Tea Hotel	Tea Hotel	Tea Hotel	Tea Hotel
Vegetable Shop	Vegetable Shop	Vegetable Shop	Vegetable Shop	Vegetable Shop		Vegetable Shop	Vegetable Shop
Wheat Business Small							
<b>Livestock</b>	Buffalo	Buffalo	Buffalo	Buffalo	Buffalo	Buffalo	Buffalo
	Cow	Cow	Cow	Cow	Cow	Cow	Cow
	Goat	Goat	Goat	Goat	Goat	Goat	Goat
	Fish Farm	Fish Farm	Fish Farm		Fish Farm	Fish Farm	Fish Farm
		Poultry	Poultry				
	Sheep	Sheep	Sheep	Sheep	Sheep	Sheep	
<b>Women related businesses</b>	Agricultural	Agricultural	Agricultural	Agricultural	Agricultural	Agricultural	Agricultural
	Confectionary items selling				Confectionary items selling		
			Cloth Business				
	Handicrafts	Handicrafts	Handicrafts	Handicrafts	Handicrafts	Handicrafts	Handicrafts
	Livestock	Livestock	Livestock	Livestock	Livestock	Livestock	Livestock
				Quilt (Ralli) making			
	Sewing		Sewing	Sewing			

## District Layyah

Sector	Cluster-1	Cluster-2	Cluster-3	Cluster-4	Cluster-5	Cluster-6
Agriculture	Cotton	Cotton	Cotton		Cotton	Cotton
	Grapes				Grapes	Grapes
	Green Chilli				Green Chilli	Green Chilli
	Kadu	Kadu	Kadu		Kadu	Kadu
	Makai				Makai	Makai
	Orange	Orange	Orange		Orange	Oranges
	Potato					Potato
	Shakarkandi				Shakarkandi	Shakarkandi
	Sugarcane	Sugarcane	Sugarcane		Sugarcane	Sugarcane
	Til				Til	Til
	Tomato	Tomato	Tomato		Tomato	Tomato
	Water Melon					Water Melon
	Wheat	Wheat	Wheat	Wheat	Wheat	Wheat
		Brinjal	Brinjal		Brinjal	
		Rice	Rice			
		Ladyfinger	Ladyfinger		Ladyfinger	Ladyfinger
		Mango	Mango	Mango		
		Onion	Onion			
		Red Chilli	Red Chilli			
		Tori	Tori		Tori	
				Dates	Dates	
				Chana Bajra		
				Water Orange		
					Jujuebe	
					Bajra	
					Jawar	
						Cartilaginous
					Onion	
					Pomegranate	

						Guva
						Pumpkin
						Toric
						Garlic
	Rice	Rice		Rice		Rice
						Brinjal
						Chana
						Cucumber
Non-Agriculture	Fish Seller					
	Chicken Shop	Chicken Shop	Chicken Shop			
	Fruit Shop	Fruit Shop	Fruit Shop	Fruit Shop	Fruit Shop	
	Grocery Shop	Grocery Shop	Grocery Shop	Grocery Shop	Grocery Shop	
	Tea Hotel					
	Pump Point	Diesel Point	Petrol Pump		Diesel Point	
	Urea Shop			Urea Shop		
		General stores			General Store	
			Mobile Shop	Mobile Shop		
		Bike Mechanic				
				Cloth Shop		
				Footwear Shop		
				Hardware Shop		
		Decoration				
	Vegetable Sop	Vegetable Sop	Vegetable Sop	Vegetable Sop	Vegetable Sop	
Livestock	Buffalo	Buffalo	Buffalo	Buffalo	Buffalo	Buffalo
	Cow	Cow	Cow	Cow	Cow	Cow
	Goat	Goat	Goat	Goat	Goat	Goat
	Poultry (Mix Breed)	Poultry (Mix Breed)	Poultry (Mix Breed)	Poultry (Mix Breed)	Poultry (Mix Breed)	Poultry (Mix Breed)
	Sheep	Sheep	Sheep	Sheep	Sheep	Sheep
				Camel		Camel
				Donkey		
Women	Handicrafts	Handicrafts		Handicrafts	Handicrafts	Handicrafts

	Livestock Management	Livestock Management	Livestock Management	Livestock Management	Livestock Management	Livestock Management
	Selling Milk and Desi Ghee	Selling Milk and Desi Ghee	Selling Milk and Desi Ghee	Selling Milk and Desi Ghee	Selling Milk and Desi Ghee	Selling Milk and Desi Ghee
	Skill Based Training	Skill Based Training	Skill Based Training	Skill Based Training	Skill Based Training	Skill Based Training
		Training needs	Training needs			
		General stores at home	General stores at home			
	Cotton picking	Cotton picking				Cotton picking
		Wheat cutting	Wheat cutting			
	Cloth Stitching	Cloth Stitching	Cloth Stitching	Cloth Stitching	Cloth Stitching	Cloth Stitching

### District Shikarpur

Sector	Cluster-1	Cluster-2	Cluster-3	Cluster-4	Cluster-5	Cluster-6	Cluster-7
Agriculture	Barley (Jav)	Barley (Jav)	Barley (Jav)				
		Bitter Melon (Kareela)				Bitter Melon (Kareela)	
	coriander (Dhania)	coriander (Dhania)					
	Gram (Chana)	Gram (Chana)	Gram (Chana)			Gram (Chana)	
		Cucumber					
			Fodder				
		Guava	Guava	Gauva		Gauva	
						Kereela	
			Loosan				
			Lady Finger	Lady Finger			
		Melon (Gidro)	Melon (Gidro)			Melon (Gidro)	
	Mustard	Mustard	Mustard		Mustard		
Onion	Onion	Onion	Onion	Onion	Onion	Onion	
Peas	Peas	Peas		Peas	Peas		

	Paddy rice						
	Rice	Rice	Rice	Rice	Rice	Rice	Rice
	Tomato	Tomato	Tomato	Tomato	Tomato		
						Touri	
			Strawberry				
		Spinach	Sunflower				
							Vegetables
		Water Melon	Water Melon	Water melon.		Water Melon	
	Wheat	Wheat	Wheat	Wheat	Wheat	Wheat	Wheat
<b>Non-Agriculture</b>				Auto Parts			
	Barber Shop	Barber Shop	Barber Shop	Barber Shop	Barber Shop	Barber Shop	Barber Shop
	Bike Mechanic				Bike Mechanic		Bike Mechanic
		Black Smith			Black Smith	Black Smith	
				Book shop			
					Biryani Stall		
	Chicken Shop	Chicken Shop		Chicken shop	Chicken Shop	Chicken Shop	Chicken Shop
			Communication				
						Cobbler	
							Confectioner y Shop
				Cold corner	Cold Corner		
		Decoration shop			Decoration shop		Decoration shop
	Easyload Shop	Easyload Shop	Easyload Shop		Easyload Shop	Easyload Shop	Easyload Shop
		Electrician shop		Electrician shop	Electrician shop	Electrician shop	
	Faluda House	Faluda House			Faluda House	Faluda House	Faluda House
		Fish Shop		Fish Shop			Fish Shop
	Flour Milll		Flour Milll				
Kiryana Shop	Kiryana Shop	Kiryana Shop	Kiryana Shop	Kiryana Shop	Kiryana Shop	Kiryana Shop	

	L.P.G gas Shop	L.P.G gas Shop	L.P.G gas Shop		L.P.G gas Shop	L.P.G gas Shop	L.P.G gas Shop
	Medical Store	Medical Store	Medical Store		Medical Store	Medical Store Store	Medical Store
	Mobile Shop			Mobile Shop			
		Milk shop	Milk Shop		Milk shop	Milk shop	Milk shop
	Tea Hotel	Tea Hotel	Tea Hotel	Tea Hotel	Tea Hotel	Tea Hotel	Tea Hotel
			Ice shop	Ice shop		Ice Factory	
		Paddy Shop			Paddy Shop		
	Pakora Shop	Pakora Shop	Pakora Shop	Pakora Shop	Pakora Shop	Pakora Shop	Pakora Shop
	Puncture Shop	Punctue Shop	Punctue Shop	Puncture Shop	Puncture Shop	Puncture	Puncture Shop
				Poultry Shop			
				Rice Milll			
	Seed and Urea Shop			Seed and Urea Shop			Seed and Urea Shop
			Scrapper	Scrapper			
				Sugarcane shop			
					Sweet Shop		
	Tailor	Tailor	Tailor	Tailor	Tailor	Tailor	Tailor
	Vegetable Shop	Vegetable Shop	Vegetable Shop	Vegetable	Vegetable Shop	Vegetable Shop	Vegetable Shop
		Wood Selling					
<b>Livestock</b>	Buffalo	Buffalo	Buffalo	Buffalo	Buffalo	Buffalo	Buffalo
	Cow	Cow	Cow	Cow	Cow	Cow	Cow
	Fish	Fish	Fish	Fish		Fish	Fish
	Goat	Goat	Goat	Goat	Goat	Goat	Goat
	Poultry (Mix Breed)	Poultry (Mix Breed)	Poultry (Mix Breed)	Poultry (Mix Breed)		Poultry (Mix Breed)	
	Sheep	Sheep	Sheep	Sheep	Sheep	Sheep	Sheep



<b>Women related businesses</b>	Agricultural Activities	Agricultural Activities	Agricultural Activities	Agricultural Activities	Agricultural Activities	Agricultural Activities	Agricultural Activities
	Animals Feeding and Milking	Animals Feeding and Milking		Animals Feeding and Milking			
	Bhan selling						
			Bangle Selling				
					Chicken farming		Chicken farming
	Cloth Shop	Cloth Shop	Cloth Shop				
	Egg seller						
			Garments				
	Sewing	Sewing	Sewing	Sewing	Sewing	Sewing	Sewing
	Handicrafts	Handicrafts	Handicrafts	Handicrafts	Handicrafts	Handicrafts	Handicrafts
	Vegetables cropping						
		Livestock	Livestock	Livestock	Livestock	Livestock	

### District Sujawal

Sector	Cluster-1	Cluster-2	Cluster-3	Cluster-4	Cluster-5
<b>Agriculture</b>	Banana		Banana		
	Bhindi	Bhindi	Bhindi	Bhindi	Bhindi
	Chilli	Chilli			
	Carrot	Carrot	Carrot	Carrot	Carrot
	Cotton	Cotton	Cotton	Cotton	Cotton
		Canola	Canola	Canola	
					Cauliflower
			Dancha		
		Fodder	Fodder		
	Green Chilli	Green Chilli	Green Chilli	Green Chilli	Green Chilli
		Green whey	Green whey	Green whey	

		Maize	Maize	Maize	Maize
		Mint	Mint	Mint	Mint
	Radish	Radish	Radish	Radish	Radish
	Rice	Rice	Rice	Rice	Rice
	Sugarcane	Sugarcane	Sugarcane	Sugarcane	Sugarcane
		Sunflower	Sunflower	Sunflower	Sunflower
		Tomato	Tomato	Tomato	Tomato
	Vegetable	Vegetables	Vegetables	Vegetables	Vegetables
	Wheat	Wheat	Wheat	Wheat	Wheat
<b>Non-Agriculture</b>		Barber Shop		Barber Shop	Barber Shop
		Bakery			
			Bike Mechanic		
				Black Smith	
		Chicken Shop	Chicken Shop	Chicken Shop	
		Communication			
				Carpenter	Carpenter
		Cabin			
			Cloth Store		Cloth Shop
			Dairy		
		Embroidery Material			
				Electrician	Electrician
			Fish Shop	Fish Shop	
		Flour Mill	Flour Mill	Flour Mill	
					Fodder machine shop
			Fruit Shop		
					Fertilizer shops
		Grocery Shop	General Store	General Store	Grocery Shop
		Hotel			
				Ice Shop	Ice Factory
	Kiryana Shop				
		Medical Store	Medical store	Medical Store	
			Mobile Repairing	Mobile Shop	

			Milk Shop	Mechanic shop	
				Pots Maker	
					Pakora Shop
		Paddy			
	Puncture Shop	Puncture Shop		Puncher shop	
	Spare parts shop	Spare parts shop	Spare parts shop		Spare Part Shop
	Small rice mill				
					Seed Shop
					Shoes Store
					Sweet Shop
			Tailor		Tailor
					Tea Hotel
			Tractor Mechanic	Tractor Mechanic	
	Vegetable Shop	Vegetable Shop	Vegetable Shop	Vegetable Shop	Vegetable Shop
					Veternary Doctor
				welding shop	
<b>Livestock</b>	Buffalo	Buffalo	Buffalo	Buffalo	Buffalo
	Cow	Cow	Cow	Cow	Cow
	Goat	Goat	Goat	Goat	Goat
	Sheep	Sheep	Sheep	Sheep	Sheep
	Fish	Fish	Fish	Fish	Fish
	Poultry	Poultry	Poultry	Poultry	Poultry
<b>Women related businesses</b>	Agricultural	Agricultural	Agricultural	Agricultural	
			Aplic work	Aplic work	Aplic work
			Fish farm	Fish farm	Fish farm
	Handicrafts	Handicrafts	Handicrafts	Handicrafts	Handicrafts
	Kitchen Gardening		Kitchen Gardening	Kitchen Gardening	Kitchen Gardening
	Livestock	Livestock	Livestock	Livestock	Livestock
	Swing		Swing	Swing	Swing
		Quilt Making		Quilt Making	Quilt Making
	Tailor				

	Poultry Animal			
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### District Tharparkar

Sector	Cluster-1	Cluster-2	Cluster-3	Cluster-4
<b>Agriculture</b>	Bajhar	Bajhar	Bajhar	Bajhar
			Beans	Beans
		Chibher		
		Chilli	Chilli	Chilli
	Guwar	Guwar	Guwar	Guwar
	Pulses	Pulses		
			Till	Till
		Water-melon	Water Mellon	Water Mellon
<b>Non-Agriculture</b>	Barber Shop			
		Cabin		
		Chicken Shop		Chicken Shop
		Cloth Shop		
	Electrician	Electrician		
		General Store		
	Grocery Shop	Grocery Shop	Grocery Shop	Grocery Shop
		Medicine Store	Medicine Store	Medicine Store
			Puncture Shop	Puncture Shop
		Seed Shop		
			Solar Shop	
		Puncture Shop		
<b>Livestock</b>	Tailor	Tailor		
			Vegetable Shop	
	Buffalo	Buffalo	Buffalo	Buffalo
	Camel	Camel	Camel	Camel
	Cow	Cow	Cow	Cow
	Goat	Goat	Goat	Goat
		Hens	Hens	
	Sheep	Sheep		

<b>Women related businesses</b>	Agricultural Activities			
	Cloth Shop	Cloth Shop		
		Good Formers		
	Handicrafts	Handicrafts		
	Making Topi	Making Topi		
	Making Traditional Shaal	Making traditional shall		

### District Thatta

Sector	Cluster-1	Cluster-2	Cluster-3	Cluster-4	Cluster-5
<b>Agriculture</b>	Banana	Banana			
	Bhindi	Bhindi	Bhindi	Bhindi	Bhindi
	Barber				
	Bitter Gourd			Bitter Gourd	
	Carrots	Carrots	Carrot	Carrot	Carrot
	Chilli	Chilli	Chilli		Chilli
	Cotton	Cotton	Cotton		Cotton
			Canola	Canola	Canola
	Cucumber				
	Green Chilli	Green Chilli	Green Chilli	Green Chilli	Green Chilli
	Horbo				
	Ledy Finger				
	Melon				
				Maize	Maize
				Mint	Mint
		Mustard Green			
		Onion			
	Pumpkin	Pumpkin			
	Radish	Radish	Radish		Radish
	Rice	Rice	Rice	Rice	Rice
Snake Gourd			Snake Gourd		

	Sugarcane	Sugarcane	Sugarcane	Sugarcane	Sugarcane
	Soya Bean	Soya Bean			
			Sunflower		Sunflower
				Spinach	
	Tomato		Tomato	Tomato	Tomato
	Vegetables	Vegetables	Vegetables	Vegetables	Vegetables
	What	Wheat	Wheat	Wheat	Wheat
<b>Non-Agriculture</b>	Auto Parts Shop			Auto Parts	Auto Parts
				Barber Shop	Barber Shop
		Backery			
		Black Smith	Black Smith		
		Book Store			
				Bike Mechanic	Bike Mechanic
	Carpenter			Carpenter	Carpenter
	Chicken Shop	Chicken Shop		Chicken Shop	Chicken Shop
		Cabin	Cabin (General)	Cabin	Cabin
	Cloth Shop				Cloth Shop
				Chopper Shop	Chopper Shop
		Communication	Communication Shop		
		Cement Depu			
		Cement Block Making			
		Confectionery Shop			
		Dairy			
				Electrician	Electrician
		Fast Food	Fast Food		
		Fish Shop			
			Footwear Shop		
					Flour Milll
	General Store			General Store	
		Garments	Garments		
	Grocery Shop		Grocery Shop	Grocery Shop	
	Hardware Shop				

	Motorcycle Mechanic				
		Medical Store			
		Jeweler			
					Maison
					Mobile Repairing
					Mobile Shop
	Puncture Shop			Puncture Shop	
		Poultry	Poultry Shop		
		Pesticides Shop	Pesticide Shop		
		Photo State Shop	Photocopy		
		Paddy Shop			
				Pakora Shop	
					Patrol & Diesel Point
		Rice Mill	Rice Mill		
	Sweet Shop			Sweet Shop	
					Seeds & Urea Shop
		Shoes Shop			
		Showroom			
	Tailor			Tailor	Tailor
	Tea Hotel			Tea Hotel	Tea Hotel
					Tractor Mechanic
		Vegetable Shop	Vegetable Shop	Vegetable Shop	Vegetables Shop
				Veterinary Shop	
<b>Livestock</b>	Buffalo	Buffalo	Buffalo	Buffalo	Buffalo
	Cow	Cow	Cow	Cow	Cow
			Fish	Fish	Fish
	Goat	Goat	Goat	Goat	Goat
			Hens	Hens	Hens
	Poultry Mix Breed	Poultry Mix Breed			
			Poultry	Poultry	Poultry
		Sheep	Sheep	Sheep	
	Agricultural	Agricultural	Agricultural	Agricultural	Agricultural



<b>Women related businesses</b>			Aplic work	Aplic work	Aplic work
			Fish farm.	Fish farm.	Fish farm.
	Handicrafts	Handicrafts	Handicrafts	Handicrafts	Handicrafts
	Kitchen Gardening	Kitchen Gardening	Kitchen Gardening	Kitchen Gardening	Kitchen Gardening
	Small Shop		Livestock	Livestock	Livestock

### District Umerkot

Sector	Cluster-1	Cluster-2	Cluster-3	Cluster-4	Cluster-5	Cluster-6	Cluster-7
<b>Agriculture</b>			Asario				
		Bajra		Bajra			
						Bitter gourd	Bitter gourd
				Brown lentils			
	Chilli	Chilli	Chilli	Chilli		Chilli	Chilli
	Cotton	Cotton	Cotton	Cotton	Cotton	Cotton	Cotton
						Cucumber	
				Garlic			
				Grass			
		Green Beans		Green Bean			
							Green wood
		Guar					
				Lemon			
				Mango			
	Maize			Maize			
				Methi			
							Millte fodder
		Moath (Rainy)					
		Mung Beans					
				Oil Seed			Oil Seed
Onion		Onion					
			Rohde Grass				

				Snake gourd			
				Sonf	Sonf		
	Ispaghol	Ispaghol	Ispaghol	Ispaghol	Ispaghol	Ispaghol	
				Sunflower			Sunflower
	Sugarcane			Sugarcane	Sugarcane	Sugarcane	
		Till					
		Toorio/Mustered	Toorio/Mustered	Toorio/Mustered	Toorio/Mustered		Toorio/Mustered
	Tomato					Tomato	
							Watermelon
	Vegetables		Vegetables	Vegetables		Vegetables	Vegetables
		Zucchini	Zucchini		Zucchini		
	Wheat	Wheat	Wheat	Wheat		Wheat	Wheat
				Bakery			
<b>Non-Agriculture</b>	Barber Shop	Barber Shop	Barber Shop		Barber Shop	Barber Shop	Barber Shop
	Beauty Parlor						
	Blacksmith	Black Smith					
	Cobbler	Cobbler					
	Cabin	Cabin	Cabin			Cabin	Cabin
	Chilli processing	Chilli processing	Chilli processing		Chilli processing		
	Chicken	Chicken Shop					
		Dispensary					
				Driver			
			Electrician				
	Flour Mill (mini)	Flour Mill (mini)	Flour Mill (mini)		Flour Mill (mini)		Flour Mill (mini)
	Fodder	Fodder					
	Grocery	Grocery	Grocery	Grocery		Grocery Shop	Grocery
					Maison		
	Merchant		Marcher Shop			Merchant	Merchant
Milk Shop	Milk Shop	Milk Shop	Milk Shop		Milk Shop		

			Mobile Shop			Mobile Shop	Mobile Shop
					Mechanic		
					Paddy		
	Poultry Shop						
		Puncture Shop	Puncture Shop				
				Rickshaw Driver			
			Solar Shop			Solar Shop	
			Tea Hotel	Tea Hotel	Tea Hotel	Tea Hotel	Tea Hotel
		Vegetable Shop					
	Welding						
		Wood Selling					
<b>Livestock</b>	Buffalo	Buffalo	Buffalo	Buffalo	Buffalo	Buffalos	Buffalos
		Camel				Camel	
							Chicken
	Cows		Cow	Cow	Cow	Cow	Cow
	Goat	Goat	Goat	Goat	Goat	Goat	Goat
	Sheep	Sheep		Sheep	Sheep	Sheep	Sheep
	Poultry				Poultry		
<b>Women related businesses</b>				Animal Rearing	Animal Rearing	Animal Rearing	Animal Rearing
			Agriculture work		Agriculture work	Agriculture work	Agriculture work
				Aplic Work			
		Cap Making	Cap Making				
			Cattle farming	Cattle farming		Cattle farming	Cattle farming
	Chilli picking					Chilli Picking	Chilli/Cotton Picking
	Cloth Shop						
	Confectionery						
							Cooker
	Embroidery	Embroidery		Embroidery	Embroidery		
				Grass Cutting		Grass Cutting	
Handicraft	Handicraft		Handicraft	Handicraft	Handicraft	Handicraft	
			House Making		House Making		

				Labour		Labour	Labour
				Made clay pots			
		Rali Making	Rali Making		Rali Making		Rali Making

## Annex-VIII: KII Summary

Sr.no	District	Full Name of Respondent	Designation/Profession	Department/Organization	Contact
1	Thatta	Mushtaque Mallah	Chaiman Market community	Jhirk Market comitee	0321-12150029
2	Thatta	Wali Muhammad Samoo	Member	Market-Committee	0322-23629773
3	Thatta	Mashoque Khaskheli	Whole Seller	Market-Committee	0311-2400742
4	Thatta	A Jabbar Kumbhar	Whole seller	Market-Committee	0321-13912620
5	Sujawal	Hassain palijo	Whole Seller	Market-Committee	0322-3157211
6	Sujawal	Altaf hasain	Member	Market-Committee	0300-3008404
7	Sujawal	Shahir Jamali	Member	Market-Committee	0300-3327249
8	Sujawal	Shahnawaz jatoi	Whole seller	Market-Committee	0344-3688560
9	D.G.Khan	Sajjad kareem Rind	Whole seller	Vegetable market/D.G Khan	0333-9814444
10	D.G.Khan	Jan Alam Khan	Naib saddar anjuman tajiran	Anjuman tajran	0300-6780302
11	D.G.Khan	Akhter Hussain	Secretary market committee	agriculture market Govt Punjab	0333-4784621
12	D.G.Khan	Saif ullah			0333-7398533
13	D.G.Khan	Amanuulah		Fruiy market DG Khan	0333-0680098
14	D.G.Khan	Khadim Hussain			0335-0823034
15	Jhung	Riaz Ahmed	Extra Assitant in agriculture	Economist Markets	0321-6512878
16	Jhung	Safi Ahmed khan	Anjuman Tajran Jhung	Anjuman tajran	0311-6503546
17	Jhung	Muhammad Raffique	Whole seller	Seed Medicine market	0300-7504414
18	Jhung	Muhammad Irfan	Whole seller	Vegetable Market jhung	0334-6304034
19	Jhung	Sardar Shahid Khan	Whole seller	Fruit market jhung	0313-7692585
20	Jhung	Saqib Hussain	Whole seller	Seed and Medicine	0302-9212858
21	Layyah	Irfan Khan	CEO		0606-4109591
22	Layyah	Muhammad kashif khan			0313-6206884
23	Layyah	Imran Saeed	Director	P&G Distribution	0300-6763701

24	Layyah	M Zahid Khan	Whole sale distributor	Green Gro	0301-7540607
25	Layyah	Aamir Saeed	Press sec Anjuman Tajran	Anjuman tajran	0333-6200826
26	Layyah	Rashid Ibrahim	Assistant Director	Market Committee	0333-6473001
27	Badin	Qazi A Ghani Abbasi	Member	Nindo market	0333-2546945
28	Badin	Mansoor Ahmed Memon	Deelar		0332-3883244
29	Badin	Noordin Khoso	Member Deelar	Khoski Market	0346-3721314
30	Badin	Rehan Memon	Deelar		0341-0039287
31	Shikarpur	Haji Ameer Bux Pahore	General Secretary	Sindh Abadgar Board	0300-3156988
32	Shikarpur	Waqas Ahmed	Member Market Committee	Market Committee	0303-3599008
33	Shikarpur	Mohammad Rizwan Solangi	Disributers		0309-3897034
34	Shikarpur	Ali Nawaz Keher	padies,wheat,and rice distributor		0300-3895153
35	Kashmore	Lar Muhammad	Whole seller		03168454104
36	Kashmore	M. Hassan Mangsi	Market Committe		-
37	Kashmore	Ahmed Bux	Super visor	Govt	03337344282
38	Kashmore	Raja	WholeSeller/ Distributer		-
39	Umerkot	Naveed Mangrio	Committes Member		0345-52725772
40	Umekot	Hafiz Ali	WholeSeller/ Distributer		0345-1288298`
41	Umekot	Kewel Bheel	WholeSeller/ Distributer		0346-8963176
42	Umerkot	Shahid Ali Sandh	Committes Member		0346-1526282
43	Tharparkar	Rawat Mengwar	Market Comiitee		0300-2636511
44	Tharparkar	Dabad Sanjrani	WholeSeller/ Distributer		0348-2649754
45	Tharparkar	Murtaza Sahar	Market comiitee		0333-2736192
46	Tharparkar	Bhgwandas	WholeSeller		0345-9599222

### Annex-IX: Consolidated Prioritization of Value Chains (FGDs)

Consolidation											
Sectors	Priorities	Districts									
		Umerkot	Tharparke r	Kashmore	Shikarpur	Badin	Sujawal	Thatta	Layyah	DG Khan	Jhang
On-Farm	Priority-1	Chilli	Guwar	Wheat	Tomato / Rice	Tomato	Tomato / Chilli	Tomato	Rice	Turnip	Barseen
		69	63	61	58	60	61	62	55	56	61
	Priority-2	Ispaghool	Chilli	Rice	Wheat	Vegetable Oil	Mint / Rice	Chilli	Chilli	Lady Finger	Lausan
		68	58	56	55	57	56	60	54	51	59
Non-Farm	Priority-3	Mustard	Water Melon	Water Melon	Mustard	Wheat / Rice	Sunflower	Vegetable Oil	Wheat	Cotton	Turnip
		60	57	54	54	55	55	59	53	50	57
	Priority-1	Tea Hotel	Tailor	Tailor	Food Shop	Grocery / Footwear	Mobile Repair Shop	Tea Hotel	Vegetable Shop	Fruit Shop / Vegetable shop	Vegetable Shop
		84	69	70	68	73	71	80	65	68	56
Livestock, Poultry and Fisheries	Priority-2	Grocery	Grocery	Tea Stall / Grocery	Tailor / Tea Stall	Mobile Repair	Grocery Cabin	Grocery	Grocery Cabin	Motorcycle Mechanic	Motorcycle Mechanic
		72	68	69	67	71	69	72	64	63	55
	Priority-3	Milk Shop	Puncture Shop	Food / Fruit Shop	Grocery Cabin / Easy Load Shop	Cloth Shop	Barber Shop	Vegetable Shop	Fruit Shop	Grocery Cabin	Dispensary
		68	66	65	66	69	65	54	63	61	53
Livestock, Poultry and Fisheries	Priority-1	Meat (Goat Fattening)	Meat (Goat Fattening)	Meat (Goat Fattening)	Meat (Goat Fattening)	Meat (Goat Fattening)	Meat (Goat Fattening)	Meat (Goat Fattening)	Meat (Goat Fattening)	Poultry	Beef (Fattening)
		76	74	65	64	76	76	73	63	69	63
	Priority-2	Beef (Fattening)	Poultry	Milk (Buffalo/ Cow)	Beef (Fattening)	Beef (Fattening)	Beef (Fattening)	Beef (Fattening)	Beef (Fattening)	Meat (Goat Fattening)	Meat (Goat Fattening)
		72	71	61	59	72	72	70	58	67	61



	Priority-3	Milk (Buffalo/ Cow)	Beef	Beef (Fattening )	Poultry	Milk (Buffalo/ Cow)	Milk (Buffalo/ Cow)	Milk (Buffalo/ Cow)	Milk (Buffalo/ Cow)	Beef (Fattening)	Milk (Buffalo/ Cow)
		69	70	59	56	68	68	68	57	65	60
Women Related Businesses	Priority-1	Sewing	Handicraft	Handicraft	Handicraft / Sewing	Handicraft	Livestock	Handicraft	Milk Product Selling Shop	Grocery Cabin	Livestock
		86	76	76	69	72	68	72	63	68	53
	Priority-2	Handicraft	Cloth Shop	Livestock	Cloth Shop	Kitchen Gardening	Handicraft	Livestock	Handicraft	Cloth Shop	Handicraft
		82	67	62	65	65	65	67	62	66	52
	Priority-3				Livestock		Kitchen Gardening	Kitchen Gardening	Livestock	Handicraft	Milk Selling
					52		64	65	61	60	51
Potential Businesses for Poor	Priority-1	Tea Hotel	Puncture Shop	Tea Stall/Food Shop	Tailor / Barber / Easyload Shop	Handicraft	Handicraft	Tea Hotel	Meat (Goat Fattening)	Cloth Shop	Livestock
		100	95	95	90	95	95	100	80	85	90
	Priority-2	Handicraft	Grocery	Tailor	Grocery Cabin	Meat (Goat Fattening)	Meat (Goat Fattening)	Handicraft	Chilli	Grocery Cabin	Poultry
		100	90	90	85	90	90	95	80	80	80
	Priority-3	Sewing	Tailor / Electrician	Barber Shop	Puncture Shop	Footwear/ Grocery/ Cloth Shop / Mobile Repair	Grocery/ Mobile Repair	Meat (Goat Fattening)	Handicraft/ Livestock	Livestock	Livestock
	100	83	85	75	85	85	90	75	80		
Potential Businesses for Disabled	Priority-1	Handicraft	Grocery Cabin	Grocery Cabin	Pakora Shop / Grocery Cabin	Grocery / Mobile Repair	Grocery	Grocery Store / Tea Hotel	Grocery	Grocery/ Fruit shop	Motorcycle Mechanic
		100	65	70	60	60	60	85	80	80	65
	Priority-2	Sewing	Handicraft /Tailor	Fruit Shop	Handicraft	Livestock (Fattening)	Meat (Goat Fattening)/ Livestock	Vegetable Shop	Vegetable/ Fruit Shop	Poultry/ Vegetable shop	Livestock
		100	60	65	55	60	60	85	65	65	60

	Priority-3	Tea Hotel	Chicken Shop	Tailor				Poultry	Handicraft	Motorcycle Mechanic	Handicraft
		85	45	60				65	65	65	55

## Annex-X: Cost Benefit Analysis

### Annex-X-A: CBA Meat and Beef

#### Animal Fattening

Description	Unit	Unit Rate	Number of Units	Amount- PKR	Remarks
<b>Cost</b>					
Male Goat	Number	8,000	4	32,000	Package Includes 4 Male Goats- 10kg
animal feed	animal/Number	1,500	12	18,000	
Vaccination/medicine	Number of vaccines	50	4	200	
Training cost	Lumpsum	5,000	1	5,000	
Misc				2,000	
<b>Total Cost</b>				<b>57,200</b>	
<b>Sale</b>					
Sale price	Number	18,000	4	72,000	average weight 16 kg
<b>less: selling expenses</b>					
transport cost	per animal	100	4	400	
commission	per animal	100	4	400	
<b>Total selling expenses</b>				<b>800</b>	
Net Sale Price				71,200	
<b>Net Profit</b>				<b>14,000</b>	

### Animal Feed Shop

Description	Unit	Unit Rate	Number of Units	Amount-PKR	Remarks
<b>Cost</b>					
animal feed	Number	1,300	20	40,000	1 month cycle
Vaccination/medicine	Number	1,000	10	15,000	
Training cost	Number	5,000	1	5,000	
<b>Total Cost</b>				<b>60,000</b>	
<b>Sale</b>				75,000	
<b>Less: Cost of sale</b>				55,000	
<b>Gross profit</b>				20,000	
<b>Operational cost</b>					
Shop rent	Month	5,000	1	5,000	
Shop utilities	Month	3,000	1	3,000	
<b>Sub Total</b>				8,000	
<b>Net profit</b>				12,000	

**Animal Aggregator**

<b>Description</b>	<b>Unit</b>	<b>Unit Rate</b>	<b>Number of Units</b>	<b>Amount- PKR</b>	<b>Remarks</b>
<b>Cost</b>					
Weighing scale	number	5,000	1	5,000	
Purchase centre accessories	number	5,000	1	5,000	
Training cost	number	5,000	1	5,000	
Space rent	number	5,000	1	5,000	
working Cpaital	number	30,000	1	40,000	
<b>Total Cost</b>				<b>60,000</b>	
<b>Sale price</b>	Number	15,000	60	900,000	200 animal per month
<b>Commission</b>				27,000	

### Butcher Shop

Description	Unit	Unit Rate	Number of Units	Amount- PKR	Remarks
<b>Capital Cost</b>					
Weighing scale	Number	5,000	1	5,000	
Tools and equipment	Number	10,000	1	10,000	
Working Capital	Lumpsum			40,000	
Training cost	Number	5,000	1	5,000	
<b>Total cost</b>				<b>60,000</b>	
<b>Sale</b>	Animal	1,200	500	600,000	
Less: Cost of sale	Animal	1,000	500	500,000	40 kg per day stock reqd
<b>Gross profit</b>				<b>100,000</b>	
<b>Operational cost</b>					
Shop rent	Month	10,000	1	10,000	
Helper cost	month	12,000	1	12,000	
Shop utilities	Month	3,000	1	3,000	
Misc	Month	2,000	1	2,000	
<b>Sub Total</b>				<b>27,000</b>	
<b>Net profit</b>				<b>73,000</b>	12%

## Annex-X-B: CBA Dairy

### Animal Rearing

Description	Unit	Unit Rate	Number of Units	Amount-PKR	Remarks
<b>Cost</b>					
Animals	Number	100,000	5	500,000	
animal feed/medicines	animal/Number/day	150	600	90,000	
Training cost	Lumpsum	5,000	1	5,000	
Misc				5,000	
Total Cost				600,000	
<b>Daily Sale</b>					
Sale price	litre per day	70	18,250	1,277,500	
<b>less: expenses</b>					
Animal feed	per animal	150	1,000	150,000	
<b>Total selling expenses</b>				150,000	
Net Sale Price				1,127,500	



### Animal Feed Shop

Description	Unit	Unit Rate	Number of Units	Amount-PKR	Remarks
<b>Cost</b>					
animal feed	Number	1,300	20	40,000	1 month cycle
Vaccination/medicine	Number	1,000	10	15,000	
Training cost	Number	5,000	1	5,000	
<b>Total Cost</b>				<b>60,000</b>	
<b>Sale</b>					
				75,000	
<b>Less: Cost of sale</b>				<u>55,000</u>	
<b>Gross profit</b>				20,000	
<b>Operational cost</b>					
Shop rent	Month	5,000	1	5,000	
Shop utilities	Month	3,000	1	<u>3,000</u>	
<b>Sub Total</b>				<u>8,000</u>	
<b>Net profit</b>				<u>12,000</u>	

### Milk shop

Description	Unit	Unit Rate	Number of Units	Amount- PKR	Remarks
<b>Capital Cost</b>					
Weighing scale	Number	5,000	1	5,000	
Tools and equipment	Number	10,000	1	10,000	
Working Capital	Lumpsum			40,000	
Training cost	Number	5,000	1	5,000	
<b>Total cost</b>				<b>60,000</b>	
<b>Sale</b>	Litre	100	600	60,000	
Less: Cost of sale	Litre	30	600	18,000	
<b>Gross profit</b>				<b>42,000</b>	
<b>Operational cost</b>					
Shop rent	Month	10,000	1	10,000	
Helper cost	month	12,000	1	12,000	
Shop utilities	Month	3,000	1	3,000	
Misc	Month	2,000	1	2,000	
<b>Sub Total</b>				<b>27,000</b>	
<b>Net profit</b>				<b>15,000</b>	25%

Tomato-CBA				
Inputs	Operations /	Tomato-CBA		
		Average No of oprs/units/Acre	Rate /unit Rs	Cost /Acre Rs
<b>Land Preparation</b>				
	Ploughing, , seed bed etc	1	5,000	5,000
<b>Seed and Sowing</b>				
	Seed, nursery raising and transplantation and transportation	1	10,000	10,000
<b>Farm yard manure</b>				
	Manure and labour	1	5,000	5,000
<b>Fertilizer</b>				
	Urea	2	1,840	2,760
	DAP	1	3,750	3,750
	SOP/MOP	1	3,100	3,100
	Labour	2	525	1,050
<b>Plant protection</b>				
	Hoeing /Earthing up &Weeding	6	1,000	6,000
<b>Irrigation</b>				
	Canal water/tube well	6	1,800	10,800
<b>Harvesting</b>				
	Picking of ripened fruit	40	525	21,000
	Handling & Transportation	10	525	5,250
	Empty Bags.	493	12	5,916
<b>Land Rent</b>				
	Land Rent for 6 Months @30,000 / per annum charge 50%	1	30,000	15,000
<b>Gross cost</b>			<b>94,626</b>	
	Yield per Acres (kgs)			6,000
<b>Cost Per Kg at farm level.</b>			<b>16</b>	
	<b>Marketing Expenses - Rs 2/kg</b>	1	2	2
Cost Per Kg at mandi gate.			18	
<b>Expected Selling Price</b>			<b>50</b>	

Potato-CBA				
Inputs	Operations /	Potato-CBA		
		Average No of oprs/units/Acre	Rate /unit Rs	Cost /Acre Rs
<b>Land Preparation</b>				
Ploughing, , seed bed etc		1	2,500	2,500
<b>Seed bed preparation</b>				
ploughing and planking		1	7,000	7,000
<b>Seed and seed sowing</b>				
Seed (Kgs)		1,300	20	26,000
Planting with Ridger		1	1,549	1,549
Labour Charges ( Man days)		6	525	3,150
<b>Farm yard manure</b>				
Manure and labour		1	5,000	5,000
<b>Fertilizer</b>				
Urea		3	1,840	5,520
DAP		2	3,750	7,500
SOP/MOP		2	3,100	6,200
Labour		1	525	525
<b>Plant protection</b>				
Hoeing /Earthing up &Weeding		6	1,000	6,000
<b>Irrigation</b>				
Canal water/tube well		6	1,800	10,800
<b>Harvesting</b>				
Handling & Transportation		1	10,000	10,000
Empty Bags.		103	110	11,330
<b>Land Rent</b>				
Land Rent for 6 Months @30,000 / per annum charge 50%		1	30,000	15,000
<b>Gross cost</b>			<b>118,074</b>	
Yield per Acres (kgs)				6,000
<b>Cost Per Kg at farm level.</b>			<b>20</b>	
<b>Marketing Expenses - Rs 2/kg</b>		1	2	2
Cost Per Kg at mandi gate.			22	
<b>Expected Selling Price</b>			<b>28</b>	

Onion-CBA				
Inputs	Operations /	Onion-CBA		
		Average No of oprs/units/Acre	Rate /unit Rs	Cost /Acre Rs
<b>Land Preparation</b>				
	Ploughing, , seed bed etc	1	5,000	5,000
<b>Seed and Sowing</b>				
	Seed, nursery raising and transplantation and transportation	11	2,500	27,500
<b>Farm yard manure</b>				
	Manure and labour	1	7,000	7,000
<b>Fertilizer</b>				
	Urea	2	1,840	2,760
	DAP	1	3,750	3,750
	SOP/MOP	1	3,100	3,100
	Labour	1	525	525
<b>Plant protection</b>				
	Hoeing /Earthing up &Weeding	6	1,000	6,000
<b>Irrigation</b>				
	Canal water/tube well	6	1,800	10,800
<b>Harvesting</b>				
	Handling & Transportation	10	600	6,000
	Empty Bags.	100	50	5,000
<b>Land Rent</b>				
	Land Rent for 6 Months @30,000 / per annum charge 50%	1	30,000	15,000
<b>Gross cost</b>			<b>92,435</b>	
	Yield per Acres (kgs)			4,000
<b>Cost Per Kg at farm level.</b>			<b>23</b>	
	<b>Marketing Expenses - Rs 2/kg</b>	<b>1</b>	<b>2</b>	<b>2</b>
Cost Per Kg at mandi gate.			25	
<b>Expected Selling Price</b>			<b>35</b>	

Pulses-CBA				
Inputs	Operations /	Pulses-CBA		
		Average No of oprs/units/Acre	Rate /unit Rs	Cost /Acre Rs
<b>Land Preparation</b>				
	Ploughing, , seed bed etc	1	2,500	2,500
<b>Seed bed preparation</b>				
	ploughing and planking	1	7,000	7,000
<b>Seed and seed sowing</b>				
	Seed (Kgs)	30	110	3,300
	Planting with Ridge	1	1,500	1,500
<b>Farm yard manure</b>				
	Manure and labour	1	5,000	5,000
<b>Plant protection</b>				
	Hoeing /Earthing up &Weeding	6	1,000	6,000
<b>Harvesting</b>				
	Harvesting Charges (Man. days)	2	1,000	2,000
	Threshing Charges Kgs 1/20th of Total Produce	12	100	1,200
	Labour and transportation	4	1,000	4,000
<b>Land Rent</b>				
	Land Rent for 6 Months @30,000 / per annum charge 50%	1	30,000	15,000
<b>Gross cost</b>				<b>47,500</b>
	Yield per Acres (kgs)			400
<b>Cost Per Kg at farm level.</b>				<b>119</b>
	<b>Marketing Expenses - Rs 2/kg</b>	1	2	2
<b>Cost Per Kg at mandi gate.</b>				<b>121</b>
<b>Expected Selling Price</b>				<b>135</b>

Oilseeds-CBA				
Inputs	Operations /	Oilseeds-CBA		
		Average No of oprs/units/Acre	Rate /unit Rs	Cost /Acre Rs
<b>Land Preparation</b>				
	Ploughing, , seed bed etc	1	5,000	5,000
<b>Seed and Sowing</b>				
	Seed, nursery raising and transplantation and transportation	2	2,000	4,000
<b>Fertilizer</b>				
	Urea	1	1,840	920
	DAP	1	3,750	1,875
	Labour	1	525	263
<b>Plant protection</b>				
	Hoeing /Earthing up &Weeding	1	1,000	1,000
<b>Irrigation</b>				
	Canal water/tube well	1	1,800	1,800
<b>Harvesting</b>				
	Handling & Transportation	4	1,000	4,000
<b>Land Rent</b>				
	Land Rent for 6 Months @30,000 / per annum charge 50%	1	30,000	15,000
<b>Gross cost</b>			<b>33,858</b>	
	Yield per Acres (kgs)			550
<b>Cost Per Kg at farm level.</b>			<b>62</b>	
	<b>Marketing Expenses - Rs 2/kg</b>	<b>1</b>	<b>2</b>	<b>2</b>
Cost Per Kg at mandi gate.			64	
<b>Expected Selling Price</b>			<b>75</b>	

Rice-CBA				
Inputs	Operations /	Rice-CBA		
		Average No of oprs/units/Acre	Rate /unit Rs	Cost /Acre Rs
<b>Land Preparation</b>				
Ploughing, , seed bed etc		1	5,000	5,000
<b>Seed and Sowing</b>				
Seed, nursery raising and transplantation and transportation		1	5,000	5,000
<b>Fertilizer</b>				
Urea		1	1,840	1,840
DAP		1	3,750	3,750
Zinc		1	1,000	1,000
Labour		1	600	600
<b>Plant protection</b>				
Hoeing /Earthing up &Weeding		6	1,000	6,000
<b>Irrigation</b>				
Canal water/tube well		6	1,800	10,800
<b>Harvesting</b>				
Handling & Transportation		1	16,000	16,000
Empty bags		50	50	2,500
<b>Land Rent</b>				
Land Rent for 6 Months @30,000 / per annum charge 50%		1	30,000	15,000
<b>Gross cost</b>			<b>67,490</b>	
Yield per Acres (kgs)				2,060
<b>Cost Per Kg at farm level.</b>			<b>33</b>	
<b>Marketing Expenses - Rs 2/kg</b>		1	2	2
Cost Per Kg at mandi gate.			35	
<b>Expected Selling Price</b>			<b>45</b>	



Wheat-CBA				
Inputs	Operations /	Wheat-CBA		
		Average No of oprs/units/Acre	Rate /unit Rs	Cost /Acre Rs
<b>Land Preparation</b>				
	Ploughing, , seed bed etc	1	3,000	3,000
<b>Seed and seed sowing</b>				
	Seed (Kgs)	50	60	3,000
	Planting with Ridger	3	700	2,100
	Labour Charges ( Man days)	2	600	1,200
<b>Fertilizer</b>				
	Urea	2	1,840	3,680
	DAP	1	3,750	3,750
	Labour	2	600	1,200
<b>Plant protection</b>				
	Hoeing /Earthing up &Weeding	3	1,000	3,000
<b>Irrigation</b>				
	Canal water/tube well	3	1,800	5,400
<b>Harvesting</b>				
	Handling & Threshing	4	1,200	4,800
	Empty Bags.	33	50	1,650
<b>Land Rent</b>				
	Land Rent for 6 Months @30,000 / per annum charge 50%	1	30,000	15,000
<b>Gross cost</b>			<b>47,780</b>	
	Yield per Acres (kgs)			1,300
<b>Cost Per Kg at farm level.</b>			<b>37</b>	
	<b>Marketing Expenses - Rs 2/kg</b>	1	2	2
Cost Per Kg at mandi gate.			39	
<b>Expected Selling Price</b>			<b>48</b>	

Chillie-CBA				
Inputs	Operations /	Chillie-CBA		
		Average No of oprs/units/Acre	Rate /unit Rs	Cost /Acre Rs
<b>Land Preparation</b>				
Ploughing, , seed bed etc		1	5,000	5,000
<b>Seed and Sowing</b>				
Seed, nursery raising and transplantation and transportation		1	10,000	10,000
<b>Farm yard manure</b>				
Manure and labour		1	5,000	5,000
<b>Fertilizer</b>				
Urea		2	1,840	2,760
DAP		2	3,750	7,500
SOP/MOP		1	3,100	3,100
Labour		2	525	1,050
<b>Plant protection</b>				
Hoeing /Earthing up &Weeding		6	1,000	6,000
<b>Irrigation</b>				
Canal water/tube well		6	1,800	10,800
<b>Harvesting</b>				
Handling & Transportation		35	750	26,250
Empty Bags.		100	80	8,000
<b>Land Rent</b>				
Land Rent for 6 Months @30,000 / per annum charge 50%		1	30,000	15,000
<b>Gross cost</b>			<b>100,460</b>	
Yield per Acres (kgs)			6,000	
<b>Cost Per Kg at farm level.</b>			<b>17</b>	
<b>Marketing Expenses - Rs 2/kg</b>			<b>2</b>	
Cost Per Kg at mandi gate.			19	
<b>Expected Selling Price</b>			<b>50</b>	

Vegetable-CBA				
Inputs	Operations /	Vegetable-CBA		
		Average No of oprs/units/Acre	Rate /unit Rs	Cost /Acre Rs
<b>Land Preparation</b>				
	Ploughing, , seed bed etc	1	5,000	5,000
<b>Seed and Sowing</b>				
	Seed, nursery raising and transplantation and transportation	1	13,000	13,000
<b>Farm yard manure</b>				
	Manure and labour	1	7,000	7,000
<b>Fertilizer</b>				
	Urea	2	1,840	2,760
	DAP	2	3,750	7,500
	SOP/MOP	1	3,100	3,100
	Labour	1	1,000	1,000
<b>Plant protection</b>				
	Hoeing /Earthing up &Weeding	2	7,000	14,000
<b>Irrigation</b>				
	Canal water/tube well	5	1,800	9,000
<b>Harvesting</b>				
	Handling & Transportation	3	5,000	15,000
	Empty Bags.	117	15	1,755
<b>Land Rent</b>				
	Land Rent for 6 Months @30,000 / per annum charge 50%	1	30,000	15,000
<b>Gross cost</b>			<b>94,115</b>	
	Yield per Acres (kgs)			5,000
<b>Cost Per Kg at farm level.</b>			<b>19</b>	
	<b>Marketing Expenses - Rs 2/kg</b>	<b>1</b>	<b>2</b>	<b>2</b>
<b>Cost Per Kg at mandi gate.</b>			<b>21</b>	
<b>Expected Selling Price</b>			<b>30</b>	