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GREEN PAKISTAN INITIATIVE (GPI) BALOCHISTAN

AGRO-MARKETS DEVELOPMENT INCLUDING PROCESSING, PACKAGING VALUE ADDITION AND COLD STORAGE FACILITIES IN 20 DISTRICTS OF BALOCHISTAN

Description

The Government of Balochistan, under the Green Pakistan Initiative (GPI), is implementing a landmark project titled "Agro-Markets Development including Processing, Packaging, Value Addition and Cold Storage Facilities in 20 Districts of Balochistan" through the Agriculture Extension Department. The project aims to modernize the agricultural marketing system by establishing and operationalizing agro-markets equipped with state of the art infrastructure, including cold storage facilities, grading and packing units, fruit and vegetable processing plants, apple value addition units, date processing facilities, and other supporting services. These facilities will be utilized by farmers, growers, traders, exporters, wholesalers, agribusiness enterprises, and other stakeholders for the efficient handling, grading, processing, storage, packaging, and marketing of agricultural produce. The project will help reduce post-harvest losses, improve product quality, enhance market access, and increase the competitiveness of agricultural products from Balochistan in national and international markets. Balochistan possesses significant agricultural and horticultural potential, producing high-quality apples, dates, grapes, onions, pomegranates, vegetables, and other crops. However, inadequate marketing infrastructure, storage facilities, and value-addition services have historically limited farmers' returns and market opportunities. This project seeks to address these challenges by establishing an integrated agricultural value chain and promoting agro-based industrial development.



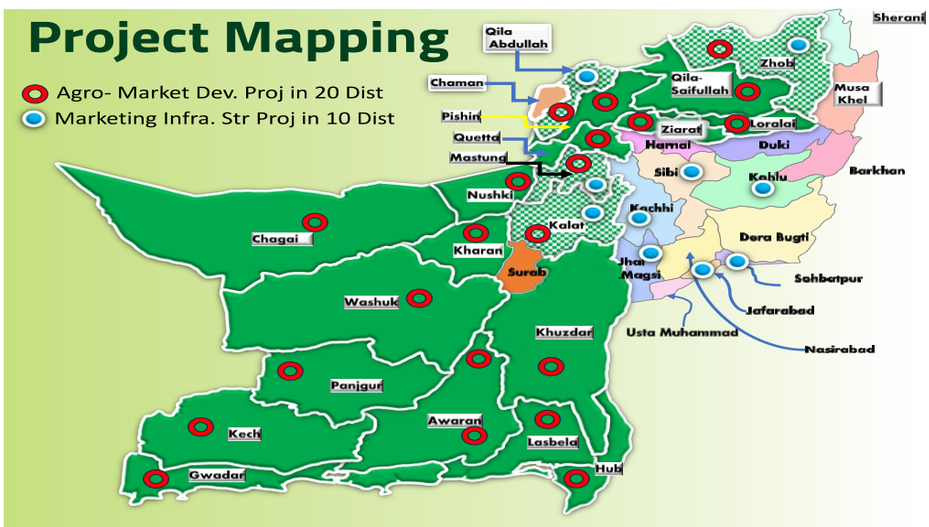
The project's principal objective is:

To improve the economy of Balochistan and ensure sustainable livelihoods for farming communities through the establishment of an efficient agricultural marketing system equipped with value addition, quality control, processing, packaging, and storage facilities.



Project Areas

Twenty Districts of North and South Regions.





Specific Objectives

Develop new agricultural markets and upgrade existing market infrastructure across Balochistan. Provide processing, grading, packaging, quality control, value addition, and temperature-controlled storage facilities to enhance the value of agricultural produce. Promote agricultural marketing activities through the implementation of relevant marketing laws, regulations, and institutional mechanisms. Establish linkages between local, national, and international markets through modern technologies and market-oriented systems. Develop a remotely accessible market information and market intelligence system to assist farmers in production planning and crop selection. Provide supporting infrastructure, including roads, power generation facilities, water supply systems, and refrigerated transport, to ensure efficient operation of agro-markets and cold storage facilities.



Expected Outcomes

- Reduction in post-harvest losses.
- Improved storage, grading, packaging, and processing facilities.
- Enhanced income opportunities and market access for farmers.
- Promotion of agro-based industries and exports.
- Strengthening of agricultural supply chains and food security.
- Employment generation and regional economic growth.
- Sustainable development of the agriculture sector in Balochistan.











Green Agro Mall in Each District of Balochistan

- A one-stop facility providing essential agricultural inputs and services to farmers under one roof.
- Provides access to quality seeds, fertilizers, pesticides, and modern agricultural machinery.
- Offers expert advice and technical guidance on crop production and modern farming practices.
- Helps farmers reduce production costs and improve access to modern agricultural technologies.
- Aims to increase crop productivity, promote sustainable agriculture, and improve farmers' profitability.











