



## What is GRASP?

GRASP is a six-year project designed to reduce poverty in Pakistan by strengthening small-scale agribusinesses in two provinces: Balochistan and Sindh. GRASP is implemented by the International Trade Centre – the joint agency of the United Nations and the World Trade Organization – with active participation from local partners. The project is funded by the delegation of the European Union to Pakistan with a budget of up to €48,000,000.

## Context

Small and medium-sized enterprises (SMEs) make up the bulk of businesses in Pakistan. To achieve broad, sustainable economic growth, these firms must grow and create jobs for the increasing workforce. Livestock and horticulture – which account for 70% of value-added agriculture – have particularly strong potential for growth, climate adaptation and increased participation of women.

Small and medium-sized enterprises in these two sectors, face major challenges. The business environment, value chains, productivity and services, such as access to finance, market information and agricultural extension, need to be improved. Processing goods is difficult due to a lack of technology, skills, financing and relationships with partners along the supply chain.

## Components

GRASP will help small and medium-sized enterprises in horticulture and livestock become more competitive by making improvements at all levels of the value chain. The project has three main components:

- **Improve the institutional and policy environment for small firms** by enhancing policy dialogue, reforming policies, making the firm registration process more efficient and improving quality infrastructure. GRASP will also improve coordination through value chain roadmaps, business development strategies and new private sector-led alliances.
- **Support small-scale farmers and producers in a holistic way** by promoting climate-smart agriculture, improving dissemination of market information through digital tool and improving access to financing
- **Boost the competitiveness of small-scale firms** by building inclusive supply chains, providing access to finance, grants and technical assistance, and improving quality. There will be a special focus on improving sustainability by enabling firms to acquire the appropriate technology.

Across all three components, GRASP will focus on empowering women by bringing them into the conversation, creating jobs and strengthening women's organizations.

## Approach

GRASP starts from the market and works towards the farmer. In other words, it focuses on what markets, buyers and consumers want. It then equips producers and the small and medium-sized enterprises trading with them, with the skills, technology and services needed to meet that demand. Demand in Pakistan for safe, nutritious and quality food is rising. By improving product quality at every stage, from planting to production to packaging and transport, small-scale agribusinesses – including those led by women and youth – will increase their productivity and profitability.

GRASP will provide producers with targeted services, such as access to market information, credit and training. It will support firms in processing commodities into value-added goods, adopting better technology and building efficient and inclusive supply chains. By producing and delivering in-demand goods that meet standards of quality and safety, producers and business managers will earn higher incomes, expand their businesses and create jobs.

GRASP takes into account lessons learned from prior projects in agricultural value chain development in Pakistan. Teams will tailor their work to the social, economic and cultural reality in Balochistan and Sindh.

## Duration

GRASP will run from 2019–2024. A nine-month inception phase, starting in June 2019, will assess the capacity of firms and needs at the farm and consumer levels. During this phase value chain analyses will be carried out for selected sectors, to be refined through stakeholder consultations in each province.

A critical part of the process will be selecting districts and product lines with local counterparts. For district selection, GRASP will favour districts already integrated in other European Union activities.

## Stakeholders

ITC will work with local partners to implement GRASP. The project will be governed by three steering committees: One at the national level led by the Government of Pakistan and two at the provincial level led by the governments of Balochistan and Sindh. Key stakeholders include producers, agricultural service providers, small and medium-sized enterprises, policymakers and consumers.

## Results

GRASP anticipates the following results:

- New jobs and increased income for women and men farmers in selected districts of Balochistan and Sindh
- Measurable improvement in the business environment for small firms
- Improved productivity of thousands of producers
- Increased sustainable production and processing technology in selected value chains
- Higher quality market information and agricultural services
- Hundreds of small firms delivering higher value-added, more competitive goods
- Significant improvement in women's economic empowerment



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