



## PPAF's Component

PPAF is the apex institution dedicated to lifting the poor out of poverty through community-driven development across Pakistan. Its mission is to transform the lives of the impoverished, fostering a more equitable and prosperous Pakistan. Under GRASP, PPAF works on following components

- **Rural Mobilisation:** The rural mobilisation component targets communities to identify beneficiaries for each activity and provide support, facilitation and identification.
- **Access to Finance:** Increased access to finance for the target SMEs, with a focus on environmentally sustainable technologies.
- **Monitoring & Evaluation and MIS:** Monitoring direct activities and developing the MIS, while ITC oversees programme-wide M&E and MIS guidance.

## Approach

GRASP's PPAF component which is implemented through partner organisations, empowers SMEs through mobilisation, access to finance, and value chain strengthening. It equips SMEs including farmers, and primary producers with capacity building, climate-resilient technologies, value additions and innovation, and market access, while fostering linkages with value chain actors, support markets, and enabling environment institutions. This demand-driven approach improves product quality across the chain from production to packaging and transport, enhances competitiveness, and creates jobs and opportunities for women- and youth-led enterprises, driving sustainable rural growth and resilience.

## Progress and Achievements

- Mobilised **45,528** SMEs (16,669 women-led) including primary producers and farmers.
- Partnerships with **24** financial institutions (Commercial Banks, Micro Finance Banks, Micro Finance Institutions, and Insurance Companies).
- **459** SMEs (215 women-led) availed **516** loans amounting to **USD 3.56 million**.
- **USD 5.19 million** matching grant schemes awarded to **399** SMEs (146 women-led and 1 led by transgender person).
- **503** SMEs (151 women-led and 1 led by transgender person) registered with the FBR and SECP.
- **1,063** SMEs (472 women-led) trained in improving financial literacy, business plan development, and presentation skills.
- **7,695** SMEs (3,337 women-led) provided capacity-building training in agribusiness management, marketing, and technical skills through collaboration with ITC, FAO, and SMEDA.
- Exposure visits conducted for **1,363** SMEs (831 women-led).
- **3,421** SMEs (1,457 women-led) participate in national and international fairs and expos.

## Impact

- **47,686** jobs created (Full and Part-time) by SMEs (**14,886** women and **5** transgender person).
- **88%** investment increased.
- **89%** increase in sales turnover of supported SMEs in selected value chains.
- **83%** Matching Grant SMEs adopted cleaner production and climate-smart agriculture and livestock technologies and practices.
- **82%** of SMEs have transacted business as part of national or international value chains.

## Growth for Rural Advancement and Sustainable Progress (GRASP)











The European Union (EU) funded Growth for Rural Advancement and Sustainable Progress (GRASP) is a six-year project designed to reduce poverty in Pakistan by strengthening small and medium-enterprises (SMEs) in 22 districts of Balochistan and Sindh provinces. GRASP is implemented by the International Trade Centre (ITC) – the joint agency of the United Nations and the World Trade Organization in partnership with Food and Agriculture Organization (FAO), Small and Medium Enterprises Development Authority (SMEDA) and Pakistan Poverty Alleviation Fund (PPAF).

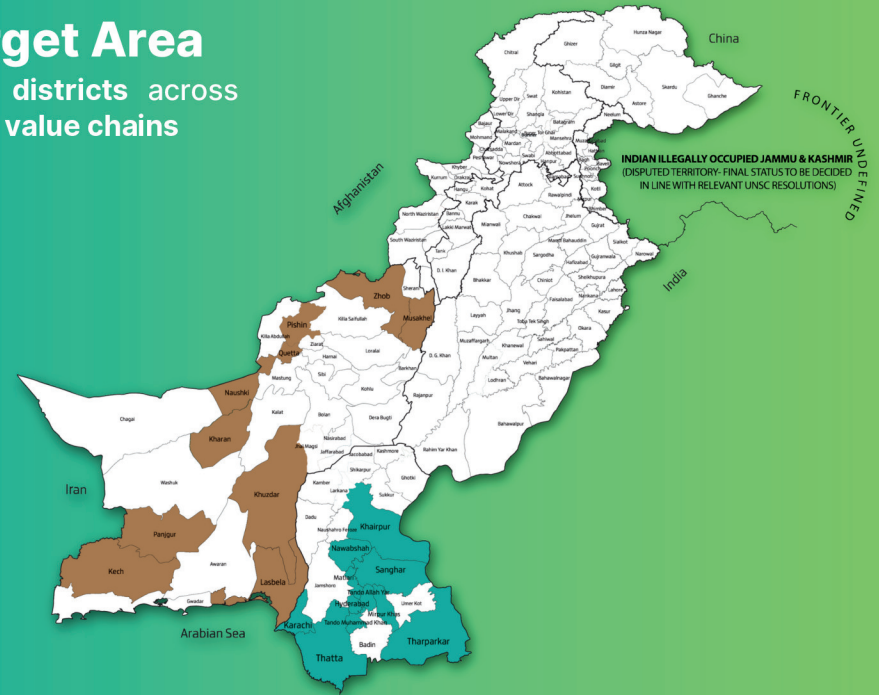
# Challenges

Agriculture employs nearly half of Pakistan's workforce but contributes only 19% to GDP. Rural SMEs face informality, poor finance, weak markets, and climate risks. Strengthening SMEs can boost productivity, create jobs, and reduce poverty, making them vital drivers of inclusive rural growth and sustainable economic development.

# Value Chains and Target Area

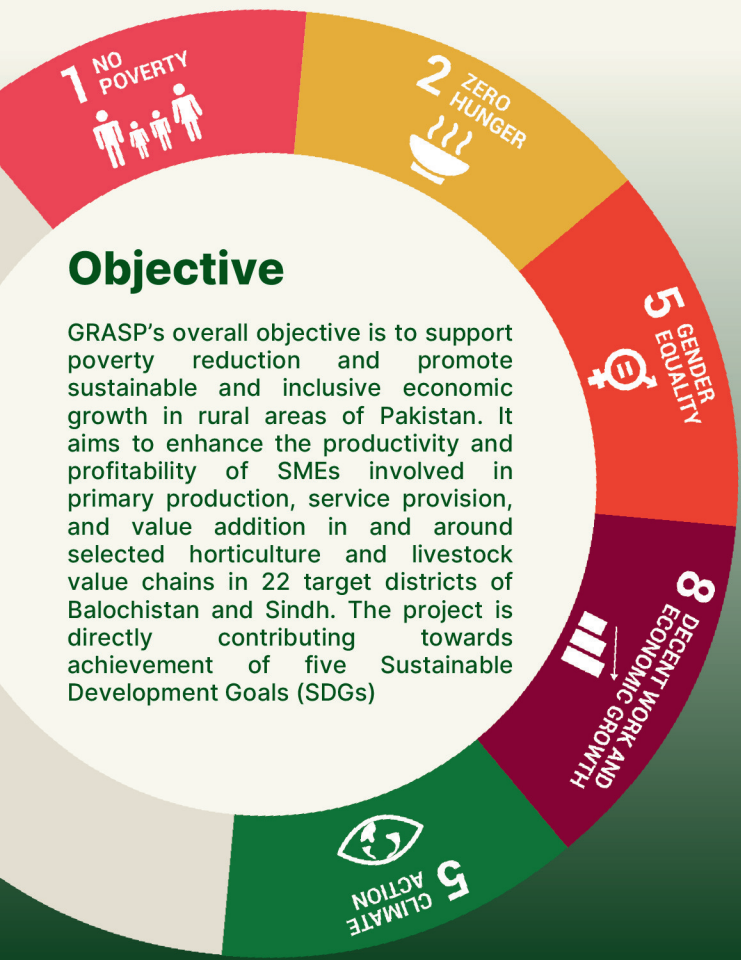
GRASP project is operating in 22 districts across Sindh and Balochistan focusing on 11 value chains

-  Dates
-  Olive
-  Mango
-  Onion
-  Banana
-  Goat
-  Cattle
-  Poultry
-  Grape
-  Tomato
-  Sheep



# Objective

GRASP's overall objective is to support poverty reduction and promote sustainable and inclusive economic growth in rural areas of Pakistan. It aims to enhance the productivity and profitability of SMEs involved in primary production, service provision, and value addition in and around selected horticulture and livestock value chains in 22 target districts of Balochistan and Sindh. The project is directly contributing towards achievement of five Sustainable Development Goals (SDGs)



# Key Outputs

To support 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:

- Improved institutional framework and capacities of provincial government departments on SME development and competitiveness.
- Strengthened capacities of men- and women-run SMEs and their Business Intermediary Organisations (BIOs) in selected value chains, on primary production and quality and value addition, including climate-smart agriculture and food safety compliance.
- Enhanced capacities of commercially operating SMEs, particularly women owned, and farmer organisations in agribusiness management and marketing.
- Increased access to finance for the target SMEs, with a focus on environmentally sustainable technologies.

# Implementation Hierarchy

