



Factory workers sorting dates in district Khairpur Sindh, Pakistan.

## GROWTH FOR RURAL ADVANCEMENT AND SUSTAINABLE PROGRESS (GRASP)

For Agri-sector Development in  
Balochistan and Sindh

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 (ITC) – the joint agency of the United Nations and the World Trade Organisation – in partnership with Food and Agricultural Organisation (FAO), Small and Medium Enterprises Development Authority (SMEDA) and Pakistan Poverty Alleviation Fund (PPAF).

### DONOR

European Union to Pakistan

### BUDGET

€48,000,000

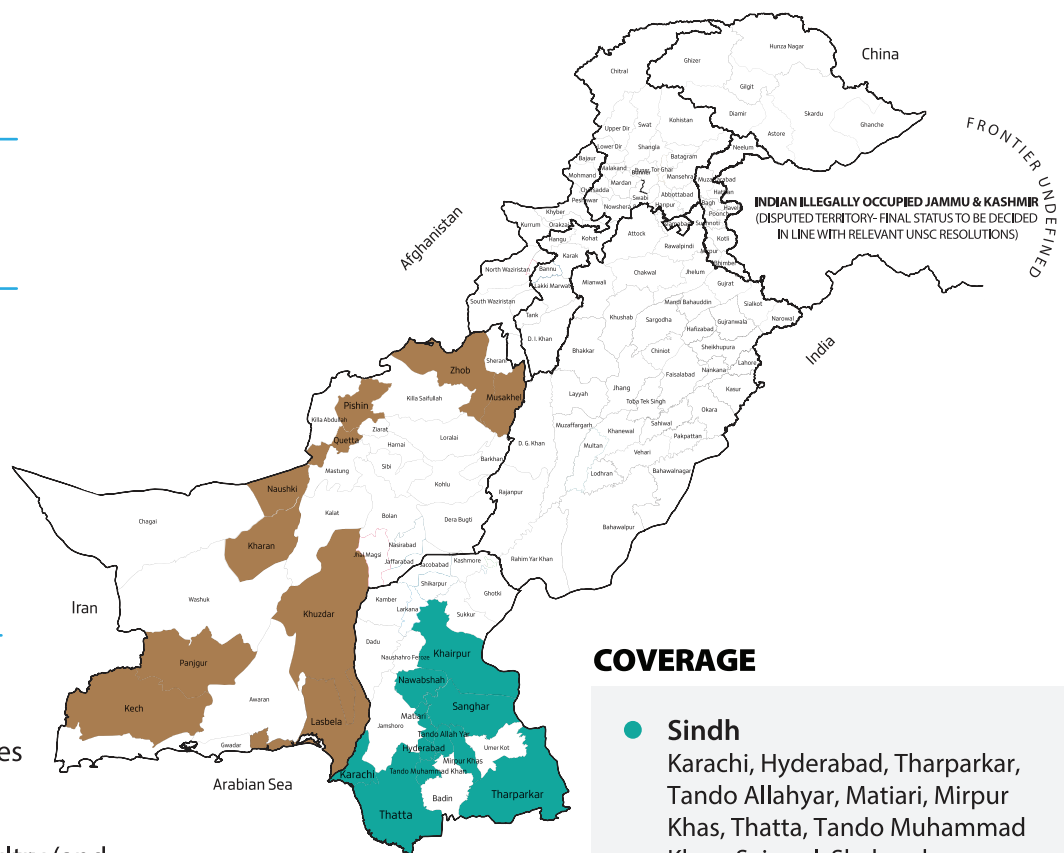
### OBJECTIVES

GRASP's overall objective is to support poverty reduction and sustainable and inclusive economic growth in rural areas of Pakistan.

### TARGET VALUE CHAINS:

**Balochistan:** Onions, Dates, Olives and Grapes, Sheep (live animals, wool, and meat), Goat (live animals and meat), Backyard Poultry (and related products)

**Sindh:** Onions, Dates, Bananas, Tomatoes and Mangoes, Cattle (live animals, milk, and meat), Goat (live animals and meat)



### COVERAGE

- **Sindh**  
Karachi, Hyderabad, Tharparkar, Tando Allahyar, Matiari, Mirpur Khas, Thatta, Tando Muhammad Khan, Sajawal, Shaheed Benazirabad, Khairpur, Sanghar
- **Balochistan**  
Quetta, Pishin, Nushki, Kharan, Zhob, Musakhel, Khuzdar, Lasbela, Panjgur, Kech

## 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**
- **Support small-scale farmers and producers**
- **Boost the competitiveness of small-scale firms**

## MATCHING GRANTS CATEGORIES

- **Matching Grant: PKR 10, 20 and 30 Million: Small Medium Enterprises (SMEs)** (annual turnover between **PKR 10 million - PKR 800 million**).
- **Matching Grant: PKR 2.5 and 5 Million: Medium sized farmers (6 - 25 acres landholding) or Small-scale SMEs** (annual turnover between **PKR 2 million - PKR 20 million**).
- **Matching Grant: PKR 0.5 Million: Small Primary Producers/producer groups** (less than **5 acres** landholding per farmer) or **Micro Enterprises** (annual turnover under **PKR 2 million**).

## 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.

## THE PROJECT WILL SUPPORT AGRI-SECTOR PRODUCERS AND SMEs TO:

- Improve production, distribution, retail of their products
- Access to financial Institutions and products
- Purchase of equipment & machinery
- Installation of facilities
- Develop internal processes
- Acquire Export licenses
- Conduct Market research
- Invest in marketing & advertisement

## PROGRESS UPDATE

- **24 FIs signed MOU with PPAF**
- **399 Matching Grants worth USD 5.2 million**
- **13 FIs assisted to provide credit guarantee schemes & 22 FIs offering financing for SMEs**
- **1271 SMEs trained on financial literacy, business plan development and pitching**
- **415 (48.43% Women) SMEs linked with FIs**

## IMPLEMENTING PARTNERS

