

**The Commercialisation of BDS through NGOs:  
Case Study of AKRSP-Pakistan**

*by*

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# Introduction

- **This case study considers how the Aga Khan Rural Support Programme (AKRSP) has promoted the development of markets for Business Development Services (BDS) in the remote areas of Northern Pakistan - the “Northern Areas and the district of Chitral” (NAC).**
- **Two contrasting models have been reviewed, which have been evolved in AKRSP in this context.**
- **With both models AKRSP has built on more general developmental work carried out over the past eighteen years of its operation.**

# Context

- **The NAC includes six districts: Ghanche and Skardu (together also known as Baltistan), Gilgit, Diamer, Ghizer, and Chitral.**
- **The programme area measures 74,200 sq. km of hills, valleys, and high mountains.**
- **According to 1998 census, the population of the NAC is 1, 055, 600.**
- **AKRSP decided to support community initiatives through various interventions, keeping in view the problems of scattered land, limited landholding, distant market, massive unemployment, and nascent enterprise culture.**

# **Two Approaches to provide BDS in Remote Rural Areas**

- **Farmers' Interest Groups**
  - Developing links between farmers and markets through the promotion of private sector intermediaries.
  - Established with support from AKRSP but with the investment coming from the groups themselves.
- **North South Seeds (NSS)**
  - Developing links between clients businesses and markets through establishing commercial entities in a business like manner.
  - Currently operating as a cost centre but with a view to it being established as a private sector company in time.

# Methodology

- **Mixture of Qualitative and Quantitative Analysis**
- **Primary Data Collected by Surveys**
- **Secondary Information/Data Available with AKRSP**
- **Baseline Survey Conducted by AKRSP**
- **Business Plan of NSS**
- **Activity Reports on Farmers' Interest Groups**

# Farmers' Interest Groups

- **Case-a**

**AKRSP providing training/services/facilities to the the groups such as:**

**Packaging material development, Linkages development, Technology Dissemination, Market Information, Exposure Trips/Test Marketing, Post Harvest Management Training, Food Processing Training, and Entrepreneurial Training**

# Farmers' Interest Groups

- **Case-b**

**Groups providing training/services/facilities to the farmers such as:**

**Fruit Drying, Fruit Processing, Post Harvest Management Training, Agricultural Input Supply, and Marketing of the Produce.**

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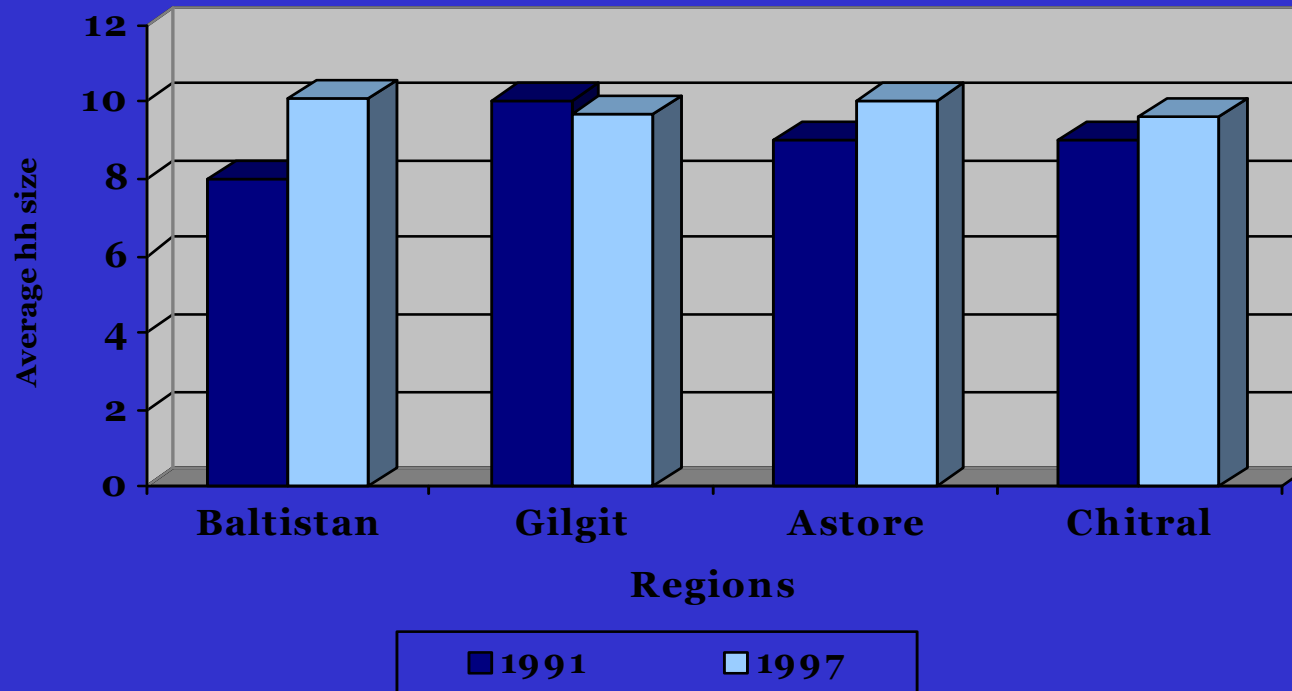
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# Summary Results:

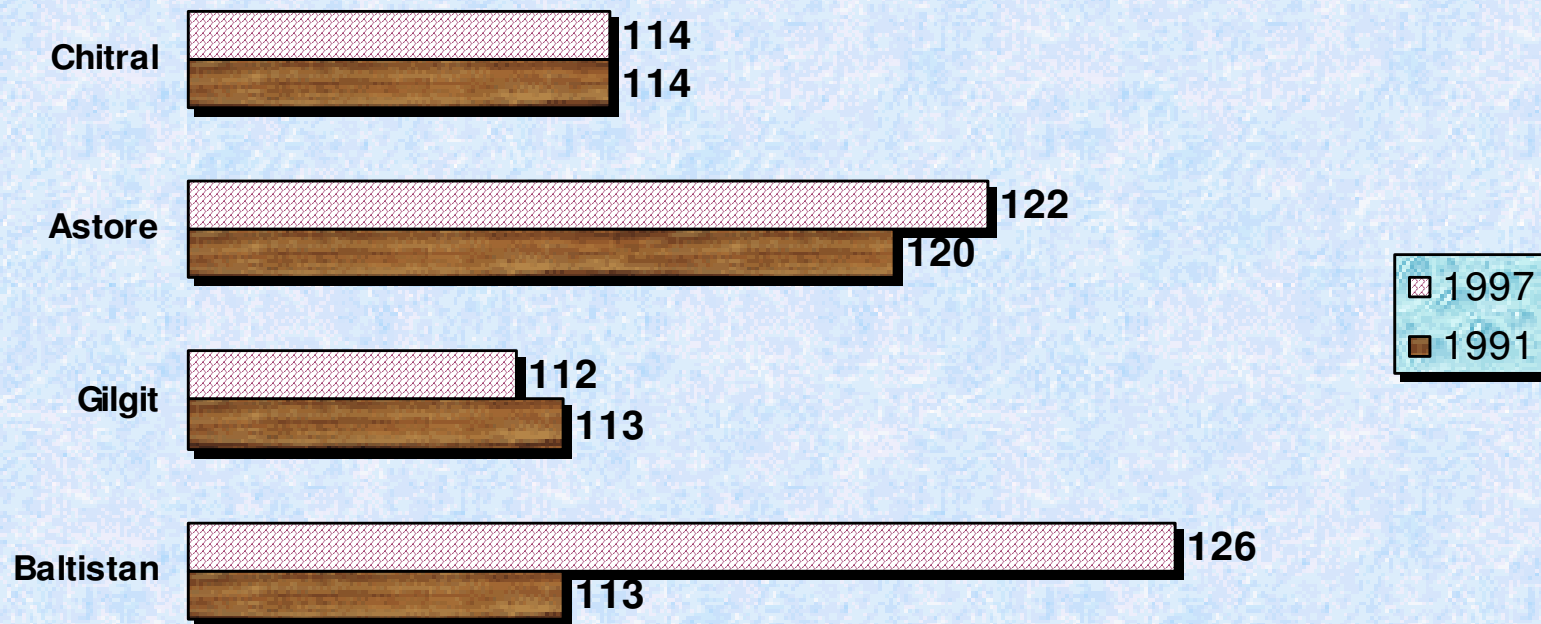
## Human Resource & Demographic Features

Fig.4.1a: Household Size



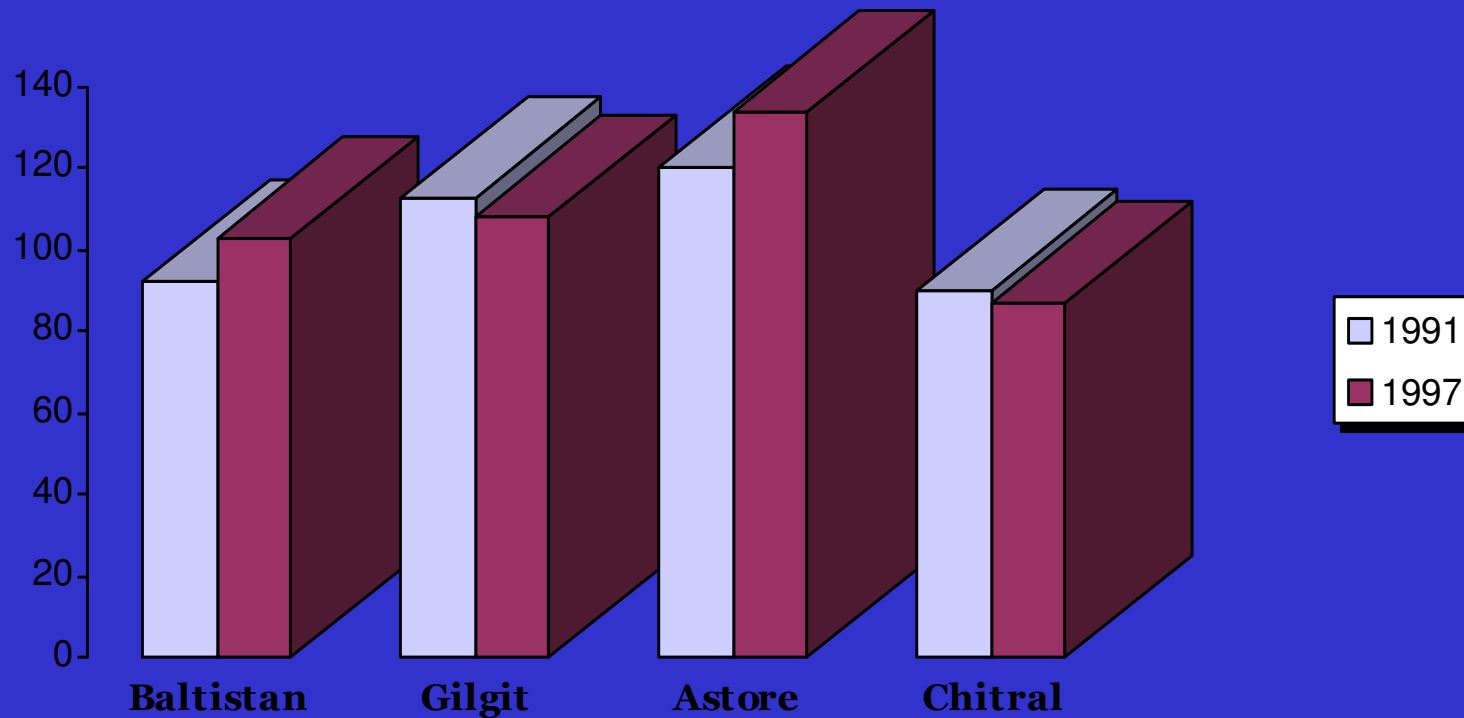
## Summary Results – Continued...

**Fig. 4.1b: Male - Female Ratios**



## Summary Results – Continued...

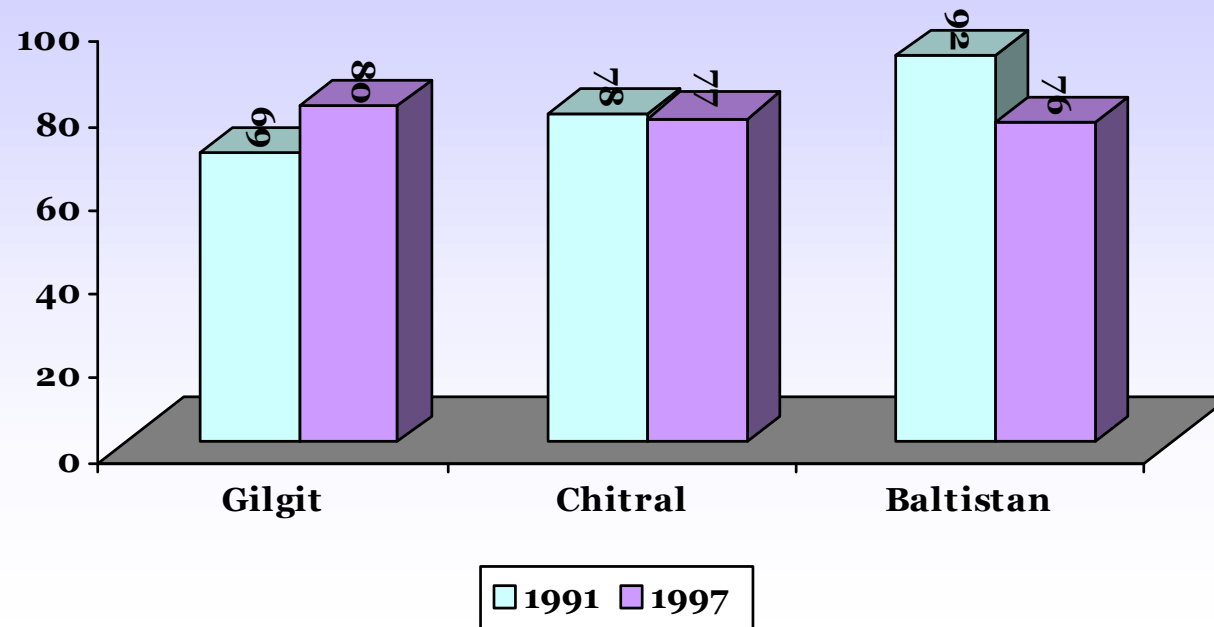
**Fig.4.1c: Dependency Ratios**



# Summary Results – Continued...

## Trends in Occupational Structure

**Fig.4.2a: % of Work Force in Farming & Domestic Work**



## Summary Results – Continued...

**Fig.4.3a: Adult Literacy Rates**

