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

by

Muhammad Azam Roomi
Mujeeb ur Rehman
Jack Newnham
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.
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 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.
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
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
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
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
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
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
Summary Results:
Human Resource & Demographic Features

Fig. 4.1a: Household Size

Regions

Average hh size

Baltistan  Gilgit  Astore  Chitral

1991  1997
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

<table>
<thead>
<tr>
<th>Regions</th>
<th>1991</th>
<th>1997</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltistan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gilgit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Astore</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chitral</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>