



## PROJECT IMPLEMENTATION PLAN

28 May 2018

1. **Project Code** 16-AG-34-SPP-DON-C-PAK (CON-2)
2. **Title** National Conference on Promoting Public–private-sector Partnerships in Enhancing Food Value Chains in Pakistan
3. **Reference** Project Notification 16-AG-34-SPP-DON-C (Special Program for Promoting Public–private-sector Partnerships in Enhancing Food Value Chains in Asian Countries), dated 5 January 2017
4. **Timing and Duration** 23–24 June 2018 (two days)
5. **Venue:** Lahore, Pakistan
6. **Implementing Organization** National Productivity Organization  
2nd Floor, Software Technology Park  
Constitution Avenue, F-5/1, Islamabad, Pakistan  
Phone: 92-51-2823304/5  
Fax: 92-51-2823309  
  
Collaborating Organization: Establishment of Model Farms Project,  
Agriculture Department, Government of the Punjab
7. **Number of Participants** Up to 100 participants
8. **Objectives**
  - a. To deliberate on recent developments in public–private-sector partnerships (PPPs) in agribusiness and the food industry and how to promote PPPs for enhancing food value chains (FVCs);
  - b. To share successful models of PPPs for enhancing FVCs; and
  - c. To strengthen national food safety and quality management systems with the aim of enhancing the sustainability and competitiveness of food-industry SMEs in Pakistan.

### 9. Background

Enhancing FVCs is a crucial global strategy to achieve food security by ensuring the safety and quality of agricultural and food products and reducing food losses. FVCs are receiving increasing attention since the focus in Asian countries has changed from the eradication of hunger and poverty to economic development and higher incomes by increasing value addition. In advanced FVCs, a sequence of value-adding stages from production to storage, processing, distribution, and consumption is closely integrated, resulting in greater benefit to

stakeholders such as producers, buyers, sellers, and exporters.

Development of efficient, safe FVCs in Pakistan can contribute substantially to the national economy, which largely depends on agriculture, agribusiness and the food industry, and agri-based exports. Agriculture contributes about 24% of GDP, accounts for half of the employed labor force, and is the largest source of foreign exchange earnings. It also feeds the entire rural and urban population. Value addition to agricultural commodities, however, remains low. While Pakistan is striving to be a major exporter of many agricultural products, creating high turnover, there are still many limitations in regulating FVCs.

The main challenges facing the country include limited government resources and shortage of expertise in the field of FVCs. Implementation of food safety and quality regulations and standards is not up to the mark. Poor infrastructure and low investment in R&D in FVCs are other challenges. There is a need to consider the development of the innovative PPP models that can bring together business, government, and civil society actors as a mechanism for improving productivity and driving growth in the agriculture and food sectors.

PPPs in FVCs offer several potential benefits. They can improve efficiency, increase net incomes of small-sized producers through improved market access, enhance productivity, improve product quality, and reduce costs through the adoption of innovative technologies. PPPs can also increase the capacity of farmers' organizations, generate on- and off-farm employment, and strengthen public-sector institutions and skills in project design and management. PPPs are beneficial to farms or firms by increasing sales and market share and/or increasing the availability of their raw material supplies.

This conference is being organized with a special cash grant from the Government of Japan, specifically the Ministry of Agriculture, Forestry and Fisheries.

## **10. Scope and Methodology**

The conference will consist of presentations by international and national resource persons and panel discussions to suggest strategies to promote PPPs for enhancing FVCs.

The tentative program of the conference is given below:

<b>Date/Time</b>	<b>Activity</b>
Saturday, 23 June	Opening session, Orientation session Presentation 1: PPPs in enhancing FVCs in Asian countries Presentation 2: FVCs in Pakistan: challenges and opportunities Presentation 3: Building efficient, safe, and reliable FVCs, and role of PPPs Presentation 4: Cold chain technologies for enhancing FVCs, and role of PPPs Presentation 5: FVCs and PPPs: experience of Pakistan
Sunday, 24 June	Presentation 6: Technology innovations for enhancing the competitiveness of FVCs Presentation 7: Digital agribusiness and e-commerce for enhancing FVCs

Presentation 8: Integrating small farmers into agrifood supply chains to enhance their profitability  
Presentation 9: Innovation and future trends in food processing industry  
Presentation 10: Development of value-added agriculture in Pakistan  
Panel discussion: Challenges and opportunities in promoting PPPs to strength FVCs in Pakistan

## **11. Resource Persons**

The APO will assign three international resource persons. The implementing organizations will engage local resource persons from government organizations, academia, and the private sector.

## **12. Participants**

Policymakers, planners, government officers, CEOs and managers of agribusinesses and food companies, food industry leaders, and academics engaged in managing and promoting the development of FVCs.

## **13. Financial Arrangements**

### **To be borne by the APO**

- a. All assignment costs of APO resource persons, covering honoraria, airfare, daily subsistence allowances, and overseas travel insurance.
- b. Local implementation costs such as for conference rooms, meeting package, conference facilities, interpretation fees, translation costs, material costs, local transportation costs, etc.
- c. The total amount of financial assistance from the APO for this national project should not exceed USD14,800.00. Please see Attachment 1 for a detailed breakdown of the approved project cost.

### **To be borne by the implementing organization**

- a. If the actual project cost exceeds USD14,800.00, the overrun should be covered by the implementing organization.
- b. Other expenses not covered by the APO.

## **14. Roles and Responsibilities**

The roles and responsibilities of the implementing organization and APO are:

### **Implementing organization**

- a. Organizing the two-day conference;

- b. Assigning local coordinators(s) to organize the conference (e.g., conference facilities, accommodation, meeting materials and/or kits, logistics);
- c. Inviting local participants and arranging mass media coverage;
- d. Inviting and assigning local resource speakers;
- e. Making arrangements for the venue and logistics;
- f. Making copies of the meeting materials;
- g. Providing budget not provided by the APO;
- h. Bearing the balance of project implementation costs if the total amount exceeds USD14,800.00; and
- i. Submitting a project completion report to the APO, including the financial report and expenditure receipts for the project.

**APO**

- a. Providing financial support for organizing the project as detailed in section 13;
- b. Assigning three international resource persons for the project; and
- c. Coordinating with the international resource persons and implementing organization.

**15. Procedures for Project Implementation**

This project is to be implemented in close collaboration with the APO Secretariat, referred to as the APO in this document.

- a. The proposed project will be carried out by the implementing organization.
- b. The implementing organization will make the agreed expenditures and settle the entire account by providing all necessary proof of payment to the APO after completion of the project. The proof of payment, e.g., bills, payment records, and receipts issued by third parties, must be submitted together at one time, written in clear English, with English translations for all documents not originally written in English. The final payment will be made based on the actual expenditure after the implementing organization submits the comprehensive report. In general, internal evidence is not accepted as proof of payment and will not be reimbursed.
- c. The implementing organization will submit a project completion report and a statement of expenses supported by receipts, etc. related to the project to the APO within one month of project completion. The report will provide details on how the project was carried out in the country; program of activities; benefits and advantages to the local agriculture and food industry sector, implementing organization, and host country; and follow-up action plans, among others.



Dr. Santhi Kanoktanaporn  
Secretary-General

## PROJECT COST BREAKDOWN

<b>Project Title:</b>	National Conference on Promoting Public-private-sector Partnerships in Enhancing Food Value Chains in Pakistan
<b>Duration:</b>	23-24 June 2018
<b>Venue:</b>	Lahore, Pakistan
<b>Implementing Organization:</b>	National Productivity Organization
<b>No. of Participants:</b>	100 Participants

No.	Item	Detailed Breakdown (Please indicate the unit price, number of persons, and days.)	Unit Total (USD)
<b>I. Local implementation costs</b>			
1	Meeting package (Conference hall, lunch, tea breaks, etc.)	USD30 × 100 persons × 2 days = USD6,000	6,000
2	Conference facilities cost (LCD rental fee, microphones, speaker, and backdrop)	USD600 × 2 days = USD1,200	1,200
3	Honoraria for local resource persons	USD100 × 5 persons = USD500	500
4	Local transportation costs for local resource persons (outside Lahore)	USD100 × 2 persons = USD200	200
5	Accommodation costs for local resource persons (outside Lahore)	USD100 × 2 persons × 2 days = USD400	400
6	Local transportation costs for participants	USD10 × 100 persons × 2 days = USD2,000	2,000
7	Accommodation costs for participants (outside Lahore)	USD30 × 30 persons × 2 days = USD1,800	1,800
8	Convention materials	= a + b	2,000
a	Files, pens, and bags	USD12 × 100 persons = USD1,200	
b	Brochure, photocopying materials	USD8 × 100 persons = USD800	
<b>Subtotal:</b>			14,100
<b>II. Miscellaneous expenses (a lump-sum payment of miscellaneous expenses up to 5% of the above total)</b>			
Miscellaneous expenses include 1) cost for certificates for participants, 2) stationery, 3) communication fees (telephone, fax, Internet), 4) banners, etc. No receipt submission is required.			705
<b>TOTAL</b>			<b>14,800</b>

