

# Effectiveness of a 'Whole of Chain' Approach in Rural Industry Development in Developing Countries: A Conceptual Frameworks for Analysis and Empirical Findings

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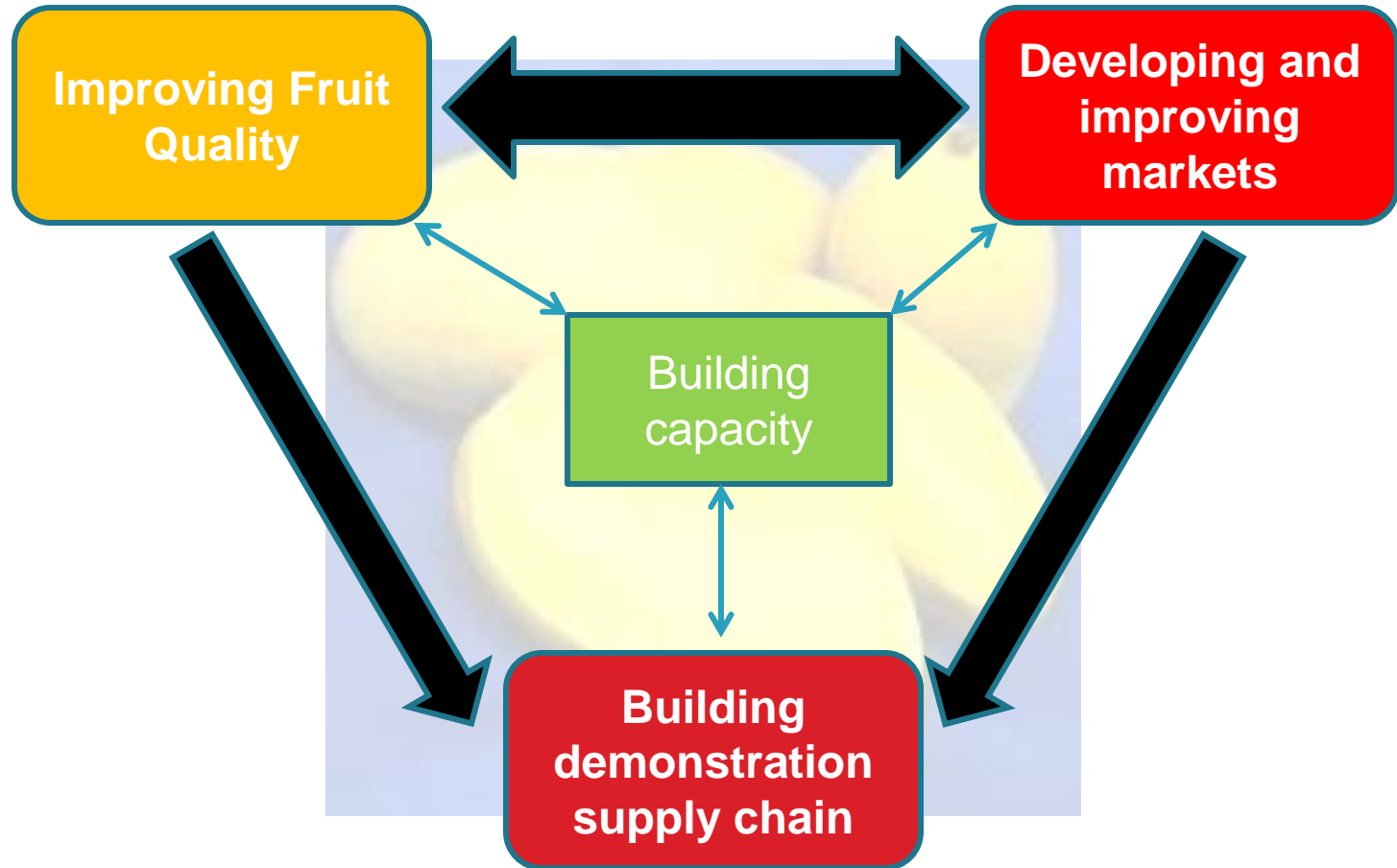
# BACKGROUND OF THE RESEARCH

- ❑ A Case study of the Pakistan mango industry
- ❑ Mango is second major fruit crop after citrus in Pakistan and it is the fourth largest mango producing country in the world after India , China and Thailand
- ❑ Evaluated of an International Development project aimed to improve the technical , marketing and supply chain management issues adopted a ‘whole of chain’ approach under ASLP during 2007-12

# CRITICAL ISSUES BEFORE THE DEVELOPMENT INTERVENTIONS

- ❑ 30-40% wastage occur from farm to market due to poor post-harvest handlings
- ❑ Pakistani mangoes received lowest price in the international market in comparison to their counterparts
- ❑ No evidence of supply chain management practices among the commercial operators
- ❑ Little capacity of the R & D institutions to address the post harvest management issues in relation to the market need

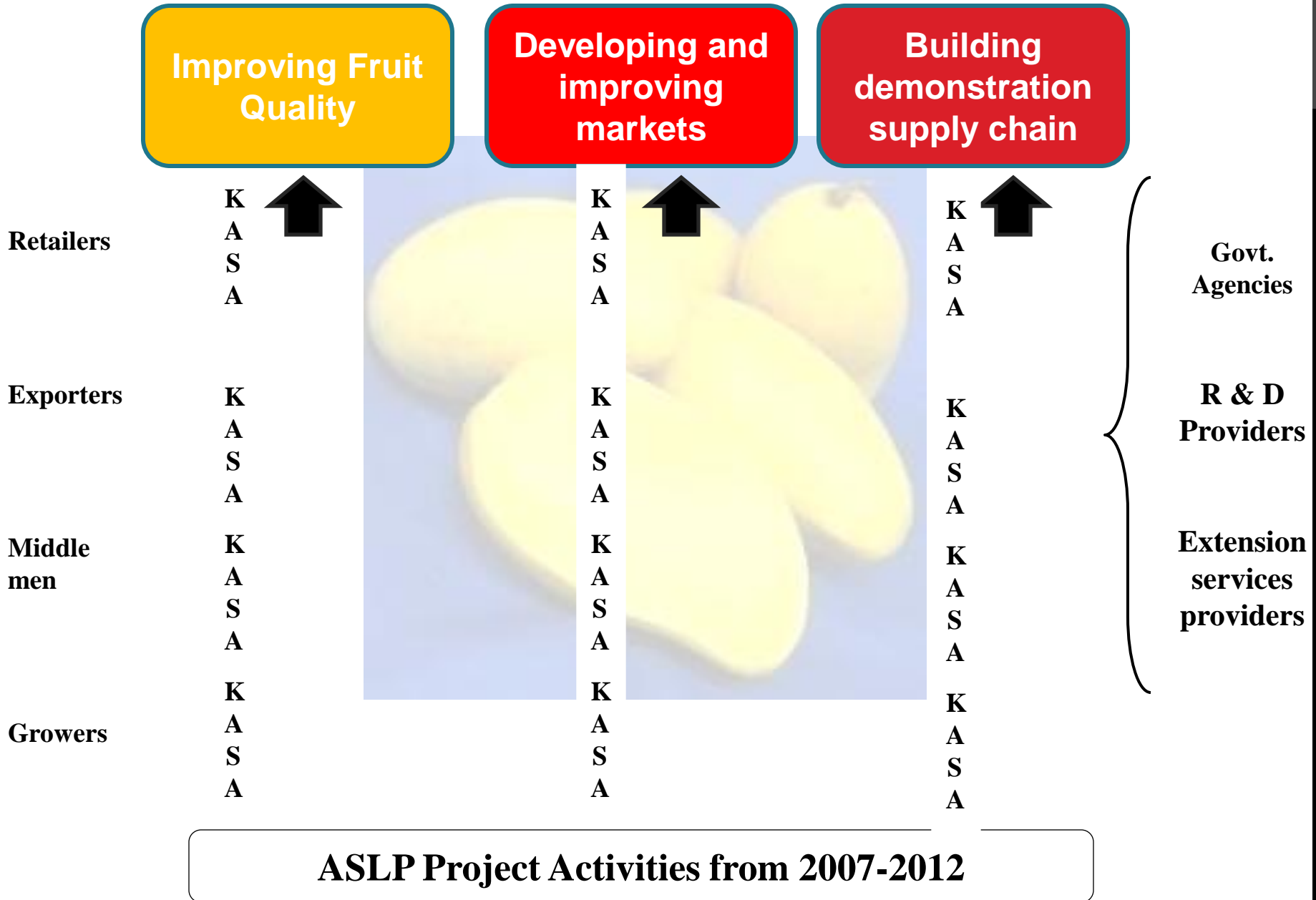
# DEVELOPMENT INITIATIVE



# **RESEARCH/ EVALUATION QUESTIONS**

- 1. Were the ASLP mango project activities successful in changing the knowledge, attitudes, skills and aspirations (KASA) of Pakistani collaborators and the mango industry as a whole in three components of the project, quality management, marketing understanding and supply chain management over the project period?**
- 2. To what extent did post-harvest practices change among the targeted stakeholders, and at an industry wide level, as a result of change in KASA?**
- 3. How could the ASLP mango project activities have been better planned, implemented or modified to achieve better outcomes in the post-harvest performance of the Pakistan mango industry?**

# EVALUATION FRAMEWORK



# RESULTS

## ***R.Q1: Change in KASA among stakeholders and the wider industry***

- ❑ The willingness to change among the commercial operators was strengthened as the quality management knowledge and skills were reinforced by market knowledge**
- ❑ Some commercial operators who did not find any compelling reasons to change their traditional businesses showed a reluctant attitude towards improved post-harvest quality management knowledge and skills for example the middlemen and exporters dealing in huge volumes**
- ❑ Resistance to change compelled the growers to find the alternate channels for their efforts and involved direct marketing**
- ❑ The marketing and supply chain management skills within the institutions were of critical importance to facilitate the growers in developing new market channels or chains.**

# LESSON LEARNED

**This research set out to evaluate the proposition that an industry development project that adopts a 'whole of chain' approach be effective in linking farmers to their markets if**

- ❑ It is participatory in nature**
- ❑ it exposes growers to potential chain co-operators with whom they were able to form partnerships with and develop new pathways to higher value market segments**
- ❑ Actively engage the relevant institutions in the demonstration activities along with commercial operators**



**THANK YOU**