

# Media Update

23 September 2021

## UNIDO

### PRESS RELEASE

## UNIDO is Enhancing the Collaboration of Stakeholders for Apple Value Chain (AVC) in Balochistan with the First Public Private Partnership (PPP) Platform

**Quetta** (23 September 2021), The Minister for Agriculture and Cooperative Department, Government of Balochistan, Engineer Zamarak Khan Achakzai, chaired the first Public Private Partnership (PPP) platform meeting of The Project for Agri-Food and Agro-Industry Development Assistance (PAFAID) organized by the United Nations Industrial Development Organization (UNIDO) and Department of Agriculture Government of Balochistan.

Established under PAFAID project, the objective of the Public-Private Partnership (PPP) Platform for the Apple Value Chain (AVC) in Balochistan is to enhance the collaboration of public and private sectors stakeholders in piloting applications of the compliance capacities and value addition practices in the apple value chain in Balochistan. The forum also supported the development and validation of required policies, procedures and strategies related to the AVC in Balochistan.

The chief guest, Engineer Zamarak Khan Achakzai, The Minister for Agriculture and Cooperative Department, Government of Balochistan, appreciated JICA and UNIDO's for supporting the agriculture department for developing the Good Agricultural Practices and Apple Value Chain Development and investment strategy. He said, "Synergies among projects, programs and organizations, including government department is vital for improvement of apple value chain".

During the PPP meeting, UNIDO presented the Apple Value Chain Development & Investment (AVCD&I) Strategy for Balochistan to the members of the platform for their feedback and inputs. The Good Agricultural Practices (GAP) guideline for apple value chain was also reviewed. The meeting was attended by representatives from P&D, Women Development Department,

Finance Department, local government and Rural Development Department, official from agriculture extension directorate, representatives from Chamber of Commerce and Industry Quetta, industry association, farmer association, transporters, cold storage owners, Balochistan Agriculture College, SMEDA and UN agencies.

PAFAID, is a four-year Japan International Cooperation Agency (JICA) funded project and being implemented by UNIDO in close coordination with Government of Pakistan, aims at improved pilot applications of the compliance capacities and value addition practices in the cattle meat value chain in Khyber Pakhtunkhwa province and apple value chain in Balochistan province. For more information, please visit website [www.pafaid.org](http://www.pafaid.org).