


Marketing system of major vegetables in Peri-urban areas of Faisalabad



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(2005-ag-2103)
MBA (Marketing and Agribusiness)
2nd semester**

A decorative illustration of green grass with long, thin blades and feathery seed heads, positioned at the bottom of the page against a yellow background.

Introduction

Agriculture sector plays a major role in Pakistan's economy and it contributes 21 percent of the total GDP. Farmers in the crop production regions especially in Punjab, based on climatic conditions and land produce major and minor crops, vegetables and fruits.

Around 63 different kinds of vegetables are grown in Pakistan. Area under vegetables cultivation was 253.8 thousand acres and production were estimated to be at 3136.8 thousand tones in 2007-08.

Marketing system consists of all the tasks and operations that enable the farmers to sell their produce.

Marketing channel of vegetables is of two type, direct and in direct.

Introduction

Vegetables production system in Pakistan is of three type's namely peri-urban production system, vegetables in cropping system and kitchen gardens.

Reasons for growing the vegetables in peri-urban areas

- √ Easy market access.
- √ Increasing demand for food.
- √ Lack of formal employment opportunities.
- √ Availability of other cheap resources such as waste water and urban organic waste.
- √ It is main source of income for most of the poorer families.

Objectives of Study

To identify the socio-economic and demographic characteristics of farmers.

To estimate the marketing margins of different intermediaries involved in marketing of vegetables.

To check the consumer perceptions towards consumptions of vegetables.

To identify the major problems at each level of marketing chain.

To estimate the wastages during marketing activities.

To suggest policy measures.

Activities of Studies

Because two cropping season exists in farming environment of Pakistan, the survey will be conducted to gather the information about Rabi vegetables.

Tehsil Faisalabad will be selected as a universe of the study.

villages where concerned vegetable production is commonly practiced will be selected.

Maximum 3 villages will be selected.

A list of farmers growing specific vegetables will be prepared to get necessary information.

Activities of Studies

A questionnaire will be developed for collecting data from key stakeholders.

A total of 100 respondents will be selected.

Faisalabad has two main vegetable markets information about key stakeholders engaged in the marketing of vegetables will be obtained from there.



THANK YOU !

