

Curtain-raising ceremony of 'Pakistan Horticulture Vision 2030'



Curtain raising ceremony of the first ever "Pakistan Horticulture Vision 2030", for the development of horticulture sector, will be held on Saturday in Karachi. It is believed that by adopting this vision the current export revenue of fruits and vegetables can be enhanced to \$1 billion within two years, \$3.5 billion in five years and some \$6 billion within a decade.

For rapid uplift of the horticulture sector, the consultative process with stakeholders of all the provinces has already been concluded with a view to develop a 10-year roadmap to enhance export of the sector. The roadmap would be rolled out before the General Elections 2018.

The roadmap prepared in the form of policy documentation in light of the recommendations complied by the experts of the sector would be sent to the federal, provincial government including all political parties contesting in the general election.

"We believe that the parties to be emerged as a result of general elections can ensure strict implementation of these realistic recommendations for uplift of this important sector," said Waheed Ahmed, patron-in-chief of All Pakistan Fruit & Vegetable Exporters, Importers & Merchants Association (PFVA) who happens to be vice president of Federation of Pakistan Chamber of Commerce and Industry (FPCCI).

He asserted the recommended roadmap would subsequently provide adequate support to the sluggish economy of the country and in particular assist in establishment of agricultural economy on strong foundations. He said the roadmap has already been developed jointly with mutual extensive efforts of the FPCCI and PFVA and to trans-

form this roadmap in the form of policy documentation, a national conference titled 'Pakistan Horticulture Vision 2030' (PHV - 2030) is being organized in Karachi during last week of the current month prior to the General Election.

The PFVA chief said the experts of this sector would propose short, medium and long-term strategies during PHV-2030 keeping in view the feedbacks of the stakeholders and challenges of the Horticulture sector. He said curtain raising ceremony of this important event would be held on Saturday, July 7, 2018 at Federation House, Karachi and economic experts from all the political parties would also participate.

During the inaugural ceremony of the event, the economic experts from all political parties would apprise the objectives, aims and benefits of roadmap of the sector and emphasize that all the political parties must include these realistic recommendations in their manifesto and highlight the same during their election campaigns as well, the likely economic advantages our country can get by development of the Horticulture sector.

The Pakistan Horticulture Vision -2030 (HV -2030) would be great assistance to the federal and provincial governments, to be emerged as a result of general elections, for putting the country on the path of development and stability.

Waheed said the 'vision' is a comprehensive research being launched for the first time by a private sector which includes proposals and consultations from local and foreign experts.

Through PHV-2030, the Agriculture sector of Pakistan, particularly horticulture

sector from production of fruits & vegetables to its transportation and export, the entire supply chain would be modernized and made more effective.

He said the compiled roadmap being an integral part of this vision when effectively implemented would create new job opportunities for about 5 million people while the wages earned by the people associated with agriculture and horticulture sectors can also be enhanced five times to the current wages by providing better training and improved efficiency.

He said the roadmap complied by the PFVA would also become a source of fetching foreign investment of \$1 billion within a period of 10 years which would attract local investors from other sectors and industries as well

The invitation cards for PHV2030 have already been sent to all political parties while the major political parties already confirmed their participation. They have highly appreciated the sincere efforts behind the concept of PHV-2030 and accordingly the parties evinced their willingness as keen interest to include recommendations of this vision in their manifesto and future policies.

The PFVA chief further said that political trend has now also been reversed and the political parties being well aware that people have become too demanding and realistic so they now changed their priority that instead of just relying on mere political slogans they have to provide firm assurances on "practical solutions to resolve issue of the country" and by adopting realistic policy of the Horticulture sector through PHV-2030, they can certainly win the confidence of people of Pakistan. ♦