

Market-Oriented Extension Advisory Services for Reduction of Rural Poverty in Balochistan Pakistan

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Abstract—The current research was sought to examine market-oriented extension advisory services for reduction of rural poverty in Balochistan. Fifty (50) front-line Extension Field Staff and fifty (50) farmers were carefully chosen by utilizing the systematic sampling technique. 100 EFS and farmers were selected as sample size based on the table provided by Krejcie and Morgan (1970). Information was gathered by using research instrument. Naseerabad and Quetta districts were selected because of reason that all the market-oriented extension activities regarding regular purchase, sale of agricultural products and commercial dealings of agribusiness are conducted in these two districts. Quantitative analysis was run by using SPSS (22.0 version). However, outcomes of this study revealed that restricted business skills, lack of insufficient market information and low bargaining power of the farming communities were remained non-significant concerning with the market-oriented extension advisory services by using t-test. Contractors and neighboring growers were main sources of agricultural information. Tools for market-oriented sustainable agricultural development and effective extension advisory service have not yet been widely exploited at the provincial level. Profitable marketplace is a complementary asset and vibrant driver for effective farms productivity. The study results further showed that public extension services focused on value chain commodities, market-oriented development, post-harvest losses, and linkage facilitation are key supports of market information. Based on achieved outcomes, it is therefore, recommended that effective marketing information system should be developed for business linkages so as to stabilize the agriculture community price with further effort to involve more people in business activities in order to get reduced the monopoly of market intermediaries.

Keywords— Balochistan, Extension, Farmers, Market-Oriented, Rural Poverty