



e) Gems and Jewelers

- 1) *Product*
- 2) *Production and Collection*
- 3) *Marketing*
- 4) *Sale and Distribution*
- 5) *Gender Equality*
- 6) *Support Mechanism*
- 7) *Issues and Concerns*



FCG Human Capital (Pvt.) Ltd.

PEOPLES' PARTNER TO
THRIVE

ACRONYMS

| | |
|-------|---|
| CBOs | Community Based Organizations |
| CCBs | Citizen Community Boards |
| CCBs | Citizen Community Boards |
| CDG | Chitral District Government |
| CDG | Chitral District Government |
| CEO | Chief Executive Officer |
| CIADP | Chitral Integrated Area Development Programme |
| COO | Chief Operating Officer |
| COs | Community Organizations |
| FGDs | Focus Group Discussions |
| ICDP | Integrated Chitral Development Programme |
| IDIs | In-depth Interviews |
| KPK | Khyber Pakhtun khwa |
| LGO | Local Government Ordinance |
| LPs | Livelihood Programs |
| LSOs | Local Support Organizations |
| NGOs | Non-Government Organizations |
| PRC | Pakistan Research Council |
| TOR | Terms of Reference |
| VC | Value Chain |
| VCA | Value Chain Analysis |
| VOs | Village Organizations |
| YSDO | Young Star Development Organization |

ACKNOWLEDGEMENT

The Value Chain Assessment Studies were sponsored by CIADP, a project of Thrive Pakistan. The purpose of this assignment is to identify the key product of Chitral and neighbouring valleys, the potential of these products with associated issues. The studies will also provide an insight of these products and key recommendations to boost their brands and sales for an improved livelihood of the locals.

We would like to take this opportunity to convey our sincere thanks to the Thrive Management, Mr. Aazir Ayaz Mr. Asfandyar Khan and his team in Chitral for their valuable support, encouragement, cooperation and constructive criticism throughout the duration of this project. In addition to this, we would like to extend our sincere gratitude to the members of the LSOs, Local Supports Organization including ICDP, YSDO, QASADO and BLSO that provided excellent support and input in various ways.

Last but not least, we would like to thank all the virtual resources, including project, institutional, organizational and other websites consulted for guidance during the preparation of these assessments.

We have put all our effort into organizing this document as an error-free product, with due acknowledgements to sources we have consulted. Any errors that remain are our own.

Shahzad Bukhari

Team Leader

Shadab Fariduddin

Research Lead

BACKGROUND

This chapter is dedicated to the description this chapter is dedicated to description of profile of Chitral district, covering its demography, culture, environment, the administration and the state of donor interventions.

Chitral is home to over one dozen different cultures with more than 14 languages spoken, yet with multiple dialects. It has an extremely peaceful environment which is evident from the coexistence of diversified cultures on one hand and admixes of religious beliefs on the other. For example approximately 70% of its population consists of Sunnis and 30 % of Ismailis with Kalash being a small non-Muslim minority. Chitral is rich in natural resources but its non-replenished utilization has put it under sustained pressure and hence the region is prone to frequent natural disasters. The district carries low health and education indicators which add to its developmental backwardness.

By the same token, Chitral District Government (CDG)'s technical capacity is non-facilitative to its proactive development agenda and also the vision. However, the level of citizen participation and mobilization remains high which is largely indebted to civil society engagement. The civil society, which houses 500 Citizen Community Boards (CCBs) functions under the Local Government Ordinance (LGO - 2001). The LGO2001 aims at engaging the citizens in the process of local development.

The experts expect Chitral to become a regional connector in coming years. Thus it will be linked

with Central Asian States, Afghanistan and China through the channel of Northern Areas. The upcoming Lowari Tunnel will also unleash its nationwide connectivity. Such developments and those brimming out of these developments will offer several (opportunities to CDG in terms of preservation and strengthening of its peculiar natural resources, culture, economics and infrastructure. The negative effects of such developments if any would certainly be undermined by the overwhelming positive influences of the same.

However, the developments will not take place effortlessly; instead the development to take place will demand partners to pool in their resources, both technical and financial. This congregation of resources would help capacitate CDG and the people of Chitral so as to cast its overarching impact on the endeavors concerning poverty alleviation and other similar right- based developments.

Chitral has been facing challenges like inadequate infrastructure, minimal of cultivable land (2%), poor market access and inadequate access to extension services which are in turn limited as well. At the same time these are some of the key factors which are constraining growth of agriculture sector in the area. Although Chitral is suitable for a variety of high value crops but the area has not been able to capitalize on its cultivable potential due to above noted challenges and predicaments. Similarly, these challenges have taxed and degenerated the

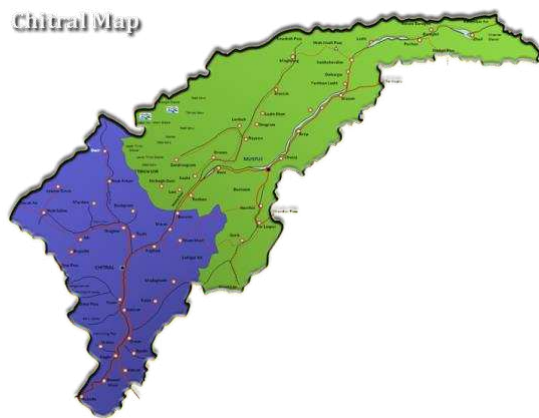
capabilities of Chitralis and have at the same time exacted a severe toll on the resources, economic growth and development agenda of the Chitral district.

About Chitral Integrated Area Development Programme (CIADP):

The Chitral Integrated Area Development Programme (CIADP) has adopted a multidimensional intertwined approach to build the resilience of the people of Chitral and its institutions to safeguard their interests, environment and culture from the expected influx of capital, migrants and the resultant pressure on its natural resources.

CIADP in its last more than 4 years' operations has undertaken several NRM and Non-NRM interventions e.g. Social Farm Forestry, Mini Orchards, Wheat & Maize Demo Plots, Backyard Poultry, Livestock Extension Workers Trainings, Fruit Processing, Honey Bee keeping etc. Most of CIADP activities are undertaken by women and are major source of improving livelihoods of the marginalized.

Chitral Map



The mutual aim of participatory development and collaboration in Chitral took two years to get crystallized. In this regard, the Norwegian initiative to facilitate this process has not only been locally appreciated but has also been well received by other donors that have expressed their interest to join the process. The development programme under discussion was funded by the Norwegian Embassy.

Introduction of Chitral

Chitral, a princely state (merged with Pakistan in 1969) with its unique socio-cultural and religious characteristics, is the largest district in Khyber Pakhtun khwa (KPK) province of Pakistan in terms of geographical stretch as depicted in the map in figure 1. The local people of this area speak Khowar language which is also known as Chitrali (Haserodt, 1996). The valley of Chitral has a captivating and enchanting landscape which is surrounded by the mountainous ranges of Hindukush which also include part of Pamir Mountains (Screenland & Lie shout, 1995). As shown in figure 1, the west border of Chitral valley touches Afghanistan, Wakhan Corridor lies in the north and Chitral is the only district of Pakistan which remains isolated from the rest of the country for several months due to heavy snowfall at the Lowari Pass during the winters.

Cultural Landscape

Life in Chitral dates back to around 4,000 years. Chitral occupies a unique place in Pakistan by enjoying religious and cultural coexistence where more than 14 languages are spoken and several dialects are used. There are more than a dozen ethnic groups. Due to its rich history and linkages with different parts of the world, the culture of Chitral is very rich in terms of the mores which have high traces of the Tatar, Turks, Mongolian and Greek cultures (Nüsser, 2001).

Chitrali society consists of two very different social and cultural groups, the Kalash and the Khow. Culturally, the Chitrali women remain engaged in making dairy products, honey bee keeping, picking fruits, doing kitchen chores, gardening, producing silks, making woolen handicrafts, carpets, sweaters, surband, Chitrali caps, and waistcoats. An analysis of their lifestyles also reveals that there prevails gender equality in the region. The population of Chitral includes Muslims, non-Muslims, Ismaili's and Kalash people (Marsden, 2008). With respect to the use of natural resources by the local people, the non-replenished utilization of abundant natural resources leads Chitral to become victim of extreme disasters. The development indicators

have also rated the area low in health and education facilities.

Importance of Women in the Chitrali Culture

Historically, women have enjoyed a high status in Chitrali society. This fact can be proved by one of the old saying of the locals, that is, “Khowistanauratabad” meaning the land of Kho is prosperous owing to the ability and skills of its women. Another famous local saying that reinforces the fact is; “harchamoto tan hunar” (each finger has a skill). The fort Chitrali women have ability to effectively use the finances and to better manage the resources; one of the resources is locally known as Madiri. The pages of history unfold that women have inherited property and managed large estates. During the reign of Chitral’s former rulers, the Mehtars for example, the women of the ruling family played an important role in statecraft.

The southern region of Chitral is not favorable for the involvement of women in development initiatives mainly due to prevalence of strict cultural constraints. However, the women living in upper Chitral enjoy the liberty to participate in development of the area. To address the extreme poverty in Shishi and Birir in Chitral district, various Livelihood Programs (LPs) are being run by various organizations. But at the same time, owing to limited access to the area relative to other cities of Pakistan, many organizations find it hard to provide their developmental services.

The landmark Lowari tunnel of Chitral has connected the valley with the rest of Pakistan reducing the distance of Chitral and Dir by about 50 %. This tunnel, after its complete operation, will help to link Pakistan to various international borders like Afghanistan, Central Asian States and by far to China (PRC Engineering, 1988). This will certainly open doors to economic development but at the same time will also be a threat to socio-cultural values of the area, since the evils of the advance international cultures will also inadvertently creep in.

The limited agricultural land; that too constrained due to the vagaries of weather, poor

infrastructure and lack of trade linkages is the major cause of under-development and persistence of poverty in the area. Historically, the locals have been facing these problems since ages. On the other hand, the high value fruits, dry fruits, handicrafts, gems, stones, therapeutic plants and honey—are the products which if developed on modern lines can turn around the destiny of Chitralis. This dream can only come true if the pertinent development process is properly planned and executed and then the local farmers are linked to the major national and international markets. Similarly, there is a dire need to build the capacity of the people in general which will certainly help in developing Chitral even further and faster. However, there are various challenges which tend to hinder the development process but their impact can certainly be minimized, if not eliminated.

There are no monsoon rains in the valley and hence the weather is dry throughout the year. The economy of Chitral is mainly based on natural resources and people search for their livelihood mostly in forests. Unfortunately Chitral is prone to natural disasters like terrible snowfall and flash floods; therefore its isolation during the winter season casts adverse effects on every aspect of life. This may include; restricting the mobility of labors, disrupting agricultural exports, meddling with imports of grain, livestock feed and agricultural inputs. To add fuel to fire, the scarcity of agricultural land and poor irrigation facilities restrict landholding of small level farmers, who are plenty.

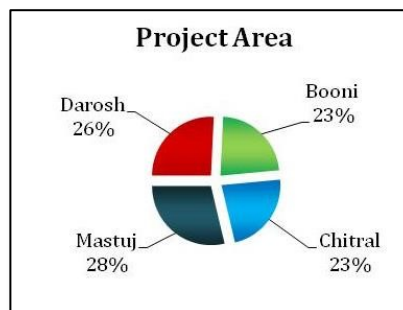
It is pertinent to highlight the pivotal role that civil society has played in mobilizing the inhibitors and in the development of the area. In a sense one can proclaim the civil society has literally complemented the district government’s endeavors that fell short of meeting developmental needs in the hands of scarcity of resources, and expertise. Today some 500 Citizen Community Boards (CCBs) under Local Government Ordinance (LGO) 2001 harnessing their resources in the development process. So much so, the civil society is helping the district

government in providing health and education facilities to the citizens especially when it comes to be providing the same at their door steps.

BRIEF ABOUT THE ASSESSMENT AREA

There are different valleys and areas in Chitral¹. The district of Chitral comprises of two Tehsils, 24 Union Councils and 99 Village Councils.

The sampling technique was kept uniform across the four areas so that a consistent analysis of value chain could be ascertained. The representation of men and women was also ensured at all level.



1. Chitral

The only district which is cut off from rest of the Pakistan is Chitral. This is due to the closure of Lowari tunnel during heavy snows. Main source of food in this area is livestock. It is estimated that about 700,000 head of livestock (75% goats and sheep) are present in the district. Forests cover 70,045 ha in the area Chitral and Daroosh area, out of which 25,000 ha is considered suitable for commercial harvesting. Despite widespread hunting by the local people, the remote mountain valleys of Chitral are home to a considerable variety of wildlife.



2. Daroosh

It is a small town of Chitral District as shown in figure. It is located at an altitude of 1,100 m (3,609 ft.). This town has been under governor rule since 1860s. In 1870, Shahzada Kohkan Baig was the Governor of Daroosh. After that Shahzada Shahi Mulk took over as Governor of Daroosh from 1870 to 1892. The time when Shahzada



¹ The word Chitral in the report will represent the Upper Chitral, Lower Chitral including all valleys.

Shahi Mulk was the governor of Daroosh, the valley was extended from Broze to Chaqansarai (in Afghanistan).

3. Mastuj

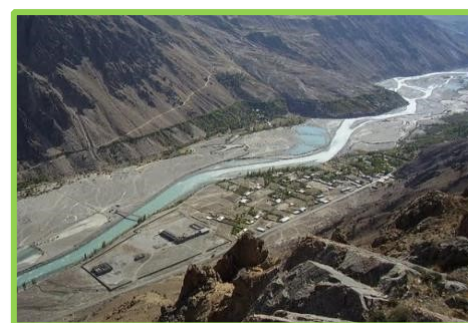
Mastuj valley lies in between latitudes 30°-2 to 36°-57N and longitudes 72° to 37°-58 E. It has a population of more than 34000 individuals distributed in more than 4500 houses. About 85% of the population depends upon forests and rangeland resources including herding of livestock. It is drained by Yarkhun (Mastuj) and Laspur rivers. The climate of the area is arid temperate to alpine in the upper reaches with mild summers and snowy cold winters. The valley is snowbound from November to March in the lower

reaches while upper parts are covered by snow till June. The scanty rainfall is mostly received from December to March along with snow. This botanically unexplored valley is rich in traditional knowledge.



4. Booni

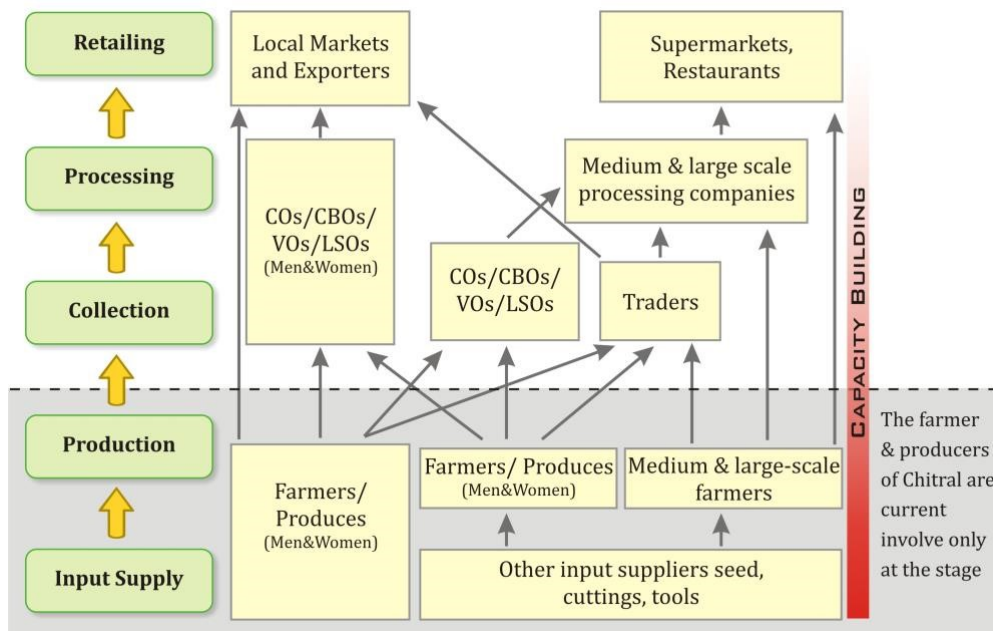
Booni is a town and Tehsil of Chitral District. It is located at 36°17'0N 72°31'0E with an altitude of 2359 meters (7742 feet). The main villages include Mastuj, Reshun, Parwak, Kuragh, Charunoweer. Booni is situated 80 kilometers to the north of Chitral town. It is famous for the fruit-laden orchards where for example apricot, mulberry, grapes, peaches and apple trees are abundant. The area is also endowed with fresh water, grasses and cool shadows. The area is also famous for honey. Nevertheless, the medicinal plants of Booni attract researchers and tourists equally.



Value Chain Analysis (VCA) is defined as continuous development of strategic learning at enterprise level, where the components of the chain process range from the step of obtaining inputs and finally delivering the finished good to the end consumer. In VCA an enterprise is not considered a single, isolated and independent entity rather a part of a long integrated chain

which has its linkages with all the stakeholders. In our context, the Value Chain Studies based on VCA serve as an effective tool since they would be helpful in designing and devising development plans, all converging to a single objective: exploring strategic alternatives for poverty reduction.

Ideal Value Chain Map



ASSESSMENT METHODOLOGY

Research Methodology

The VCA Research Process was designed to serve as a guideline for generation and analysis of data for the Project. The research process was divided into two main components, namely, the Desk Information Review and the Primary Data Collection. Several sub-components and activities were identified under each stage was guided through the TOR as follows:

Desk Information Review

The information is extracted from previous research results, especially 2007 Chicken survey conducted by 13th Young Graduate; under the guidance of Dr. Yang Sain Koma. The secondary data were used for the report which stemmed from CEDAC's published action research documents.

After looking at the points of analysis in the TOR, we screened the existing data which had not been necessarily collected through our surveys or our Focus Group Discussions with the producers.

The research tools were developed on needbase.

Sampling

The sample consisted of all stakeholders like the producers, traders, exporters, LSOs, NGOs and Government officials, and nevertheless the consumers. The VCA process was clearly delineated after conducting a two-day' session in Chitral city. After that, the LSOs and their enumerators were briefed and trained by research team about value chain concept and how to use the tools. It was ensured that the LSOs and their enumerators completely and clearly understood the concept of VC and also the tools.

(The sample/mapping of the FGDs and IDIs is attached as annex 01)

For quantitative data, the enumerators were asked to conduct IDIs with producers and consumers of their respective territories. For qualitative data, the LSOs were required to conduct FGDs with shopkeepers, exporters, NGOs and government officials. The FGDs with producers, traders and LSOs were however conducted by the research team in all four areas: Chitral, Daroosh, Booni and Mastuj.

The judgmental sampling technique was used to reach the respondent of producers, traders, LSOs, shopkeepers, NGOs and government officials. The research team members moved out to remain vigilant about collection of quality data. During these interfaces, the respondents were cross-questioned where the objective was to find out whether they professionally knew about their own business or not. The respondents were those ones who showed great interest in the VCA.

Development of IDI and FGDs Tools:

The IDI and FGD tools were designed after screening the existing reports, articles and other relevant materials about Chitral and its products. As discussed below, the research tools were

designed for the producers of honeybee, fruit/agricultural product, handicraft, medicinal plants and gems and jewelry from Chitral, Daroosh, Booni and Mastuj; and also for consumers from the same areas.

FGDs Tools: The FGD tools were developed to gain information from the producers, traders, exporters, LSOs, NGO and Government officials: detail needed as given in case of IDIs. The FGD tool was developed to find out people engaged in VC of products, beneficiaries of VC of products, training capacity building, marketing links, branding, facility level for availability of VC product, institutional support, health issues, middle-men's role, quality, demand and supply levels, price system, and problems of men and women involved in VC product.

Further, it was also aimed to dig out problems of exporters (and importers), role of exchange rate, problems of logistics, government quotas and access to international markets. The nature and significance of LSOs and NGOs was also explored through these FGDs. Nevertheless, the role and limitations of government was also brought to light and how can the concept of PPP (public private partnerships) evolve. Added by AP

IDI Tools: The IDI tool was developed for honey producers in order to find out nature, types, quality, production, packing, machinery tools used, transport facility/issues and other relevant problems related with the product of honey. The IDI tool for fruit/dry fruit producers was designed to seek information about nature, types of fruits, nature of customers, market links, machinery/tools used, issues, women involvement, and institutional/state support. The IDI tool for handicraft was developed to get data about types of handicrafts, marketing strategy, demand and supply situations, price system and the government support. The IDIs for gems/jewelry was developed to find out information on types of jewelry/gems, nature of buyers, communication channels, demand and supply situation, machinery/tools availability, training, packing and women's role. Finally, the IDI of medicinal plant was conducted to get information on types of plants, weather impact on them, their availability, communication issues, demand and supply forces, packing, training problems, and women's role. The IDI of consumer was meant to find out buying behavior, price mechanism, product availability, packing, and packaging and satisfaction levels.

GEMS EXPLORATION AND COLLECTION

1. Product

Pakistan is a land rich in natural resources ranging from minerals to oil – with a soaring gem and jewelry export business – reaching over € 852 million (Rs. 107 billion approx.) annually.



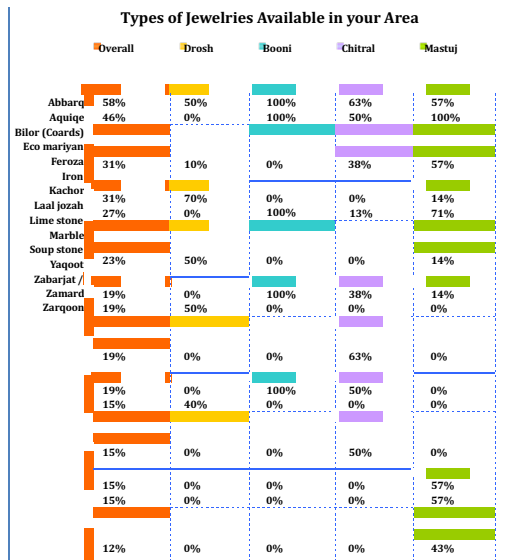
Gemstone names, colors and characteristics have been a debatable for hundreds – possibly even thousands of years. Over this period, gemstones, precious and semiprecious stones

have been associated with certain characteristics or been attributed with specific spiritual or mystical powers. Precious, semi-precious but such gems are certainly scarce, hence in great demand. The world trade of gem stones is estimated at US \$ 18 billion per year, this bill excludes diamonds. Pakistan is also a trader in international gemstones market. Pakistan's total estimated exports are US \$ 50 million a year. Although this is a very small share but it is growing with the passage of time. The industry in Pakistan is growing rapidly and modern techniques and technologies are also being used.

The few examples of Pakistani handicrafts talked about in this article are not enough to extol the hidden beauty of these cultural gems that have transcended the

barriers of time, possibly only through an amalgamation and assimilation of practices and traditions that in a way continue even today. As in the saying, 'diamonds are forever', these gems are the true exponents and custodians of the county's cultures and norms, and hence these can be characterized as identity. The Gems / Stones and Jewels could be found in

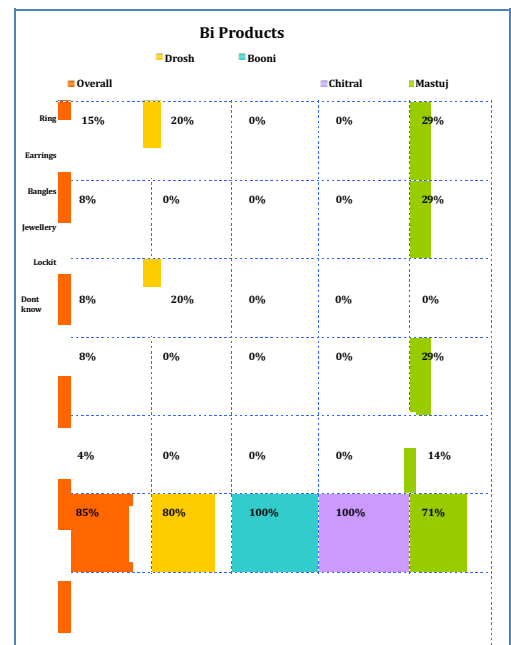
Chitral.



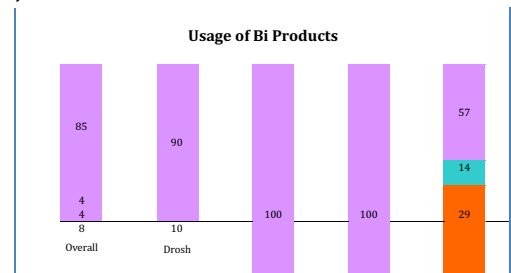
A lot of women love jewelry; they partially use certain types of metals like gold or silver. Some

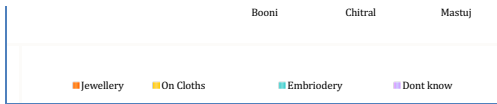
prefer pearls and gemstones while others like Mother Nature's opaque, which are classified as semi-precious. Of course, everyone knows that "diamonds are a girl's best friends!"

Gems and jewelry are essential part of ordinary life in Pakistan; hence they are popular in all stratifications of income classes. The main jewelry used in Pakistan consists of different gems, gold and silver. The gold jewelry is very popular among women that are why the business of gold jewelry is thriving in Pakistan. Following are the products and bi- products from these stones.



Pakistan has a wide range of gems, the industry may be promoted to its potential and foreign exchange may be earned by properly managing and marketing it. Similarly, at local level, the promotion of gemstones and their jewelry may produce jobs for hundreds of Pakistanis.





The Other Mineral and Stones of Chitral

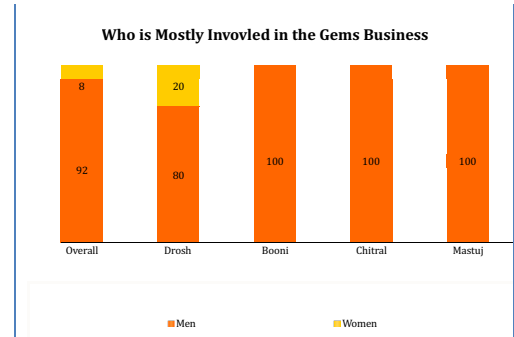
The area includes different tectono-metallic and sedimentary basins like in Chitral-Tirich Mir zones (Hindukush-Karakoram block), Kohistan magmatic arc; northern Indus Suture and NW Himalayas. The Chitral-Tirich Mir zone represents antimony from Krinj, Partsan and Awireth Gol; arsenic from Lundkhu-Mirgasht of Tirich Gol valley; copper and gossan /red iron oxide coloration near Drosh located in the Karakoram Suture/Shyok Suture like Gawuch Gol, Kaldam Gol, Gorin Gol and Langer; Yarkhun valley (near Kunhar); Chapali, Chapchirag, Pakhturi and Rain of Mastuj; Imirdin, Madashi, Shoghot, Prince Burhanuddin, Koghozi, Mogh and Kokil Gahirat.; The gold and other associated minerals can be had from Kaldam Gol, Shishi, Madashil, Shoghot, Pir Burhanuddin, Kogazi, Baig and AwirethShogor-Sewakht-Krinj; lead-zinc from Parabeck, Imirdin, Muzhigram, Tashker and

Pakhturi of Tirich Mir zone, and Baig, Madashil, Awireth of Chitral; fluorite from Mirgasht Gol and Yarkhun valley (NE part of Chitral); graphite from Shah Salim, Momi, Muzhigram village and Burzin valley; mica/muscovite from Mogh village in Latkho valley, Simik Gol, Gabar-o-Boch, Imirdin, Kesu-Shera Shing north of Drosh and Kahdujal; potash and sodic feldspar from pegmatites; tungsten from Miniki Gol area; mercury/cinnabar in the river sands; sulphur from Muzhigram; aquamarine, tourmaline, garnet and quartz from Gobar-o-Bakh (Hindukush) and aquamarine and garnet from Dao Ghari (Hindukush); indicolite (blue tourmaline) from pegmatite of Garam Chashma (Chitral); large reserves of recrystallized limestone, marble, quartzite, schist, slate-stones and attractive granite.

2. Production, Collection & Process

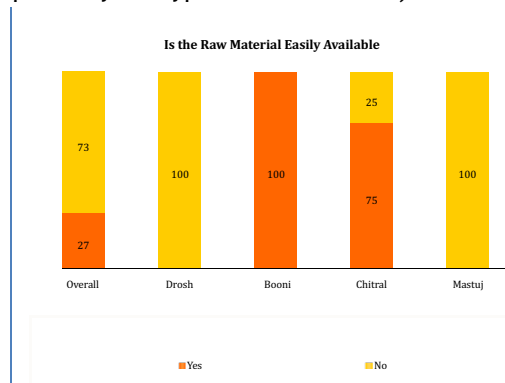
Another specialty of Chitral is traditional hand-made, gold-plated enamel jewelry. The rings, pendants and cufflinks are also crown products of the Chitral area. In short there is lot of potential in Chitral in handmade jewelry and art work. However, the potential needs to be explored and refined for better standard and quality, export and employment.

As far as the masses engaged in gems' collection is concerned, only male community is seen involved in Chitral. There are many reasons for such a substantial involvement of men (98%). The principal reasons are the ease of mobility, masculinity and safety that is one has to travel a lot in this business, then the job is very hard and then comes the security issue. Hence, men are more suited to this trade. However, the women are only associated with this industry for the production of bi-products.



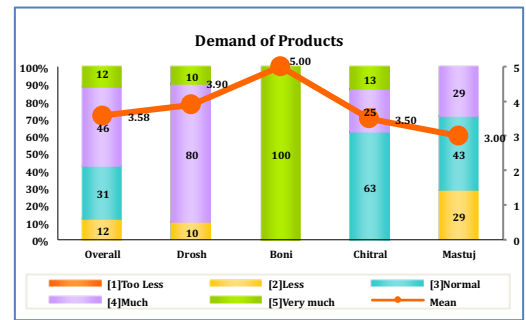
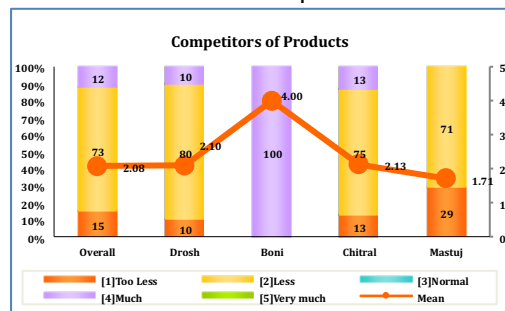
Apart from people being engaged in gems, they also maintain business of ruby, aquamarine, and hand-made jewelry. It's pity that the gems and stone business is at the downfall due to Talibanization. The producers and traders are of the view that they have to take the gems to big market of Peshawar and Islamabad which has not only huge logistic costs but also great security risk. One person shared that his cousin was a guide to foreign tourist.

The hand-made jewelry is quite popular. The ring for finger is studded with a piece of Markhoh horn on it. Similarly, the gems and stones are used in garland, rings etc. They are very expensive ranging from Rs. 1000 - 100,000, the price sometimes escalates Rs. 100,000 depending on gems and stones (and probably the type of the customer).



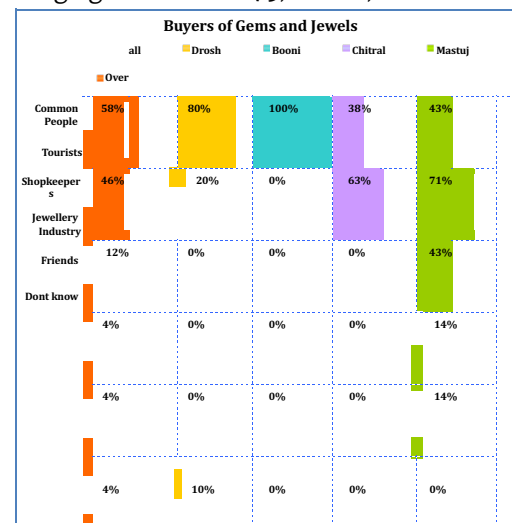
3. Marketing

There is also a policy, before you go for exploration of gems, you have to forward an application to acquire piece of land on lease. This formality has given way to illegal exploration of gems. People explore and sell these gems hiding them from the eye of the government. If the culprits are found guilty they can be fined, but the government officials are also blamed to give land on lease on the basis of favoritism and nepotism.



4. Sales and Distribution

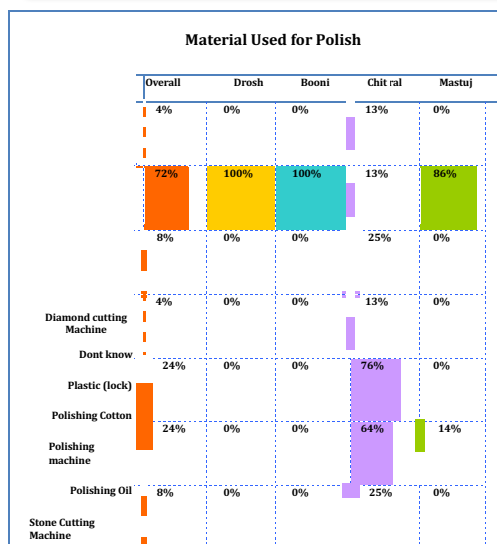
In general, the producers are not satisfied with this VC product. This is because they have do not have proper customers. One producer showed a precious stone which he sold for Rs. 5,000, while according to him its price in national Pakistani market was not less than Rs. 20,000-30,000 and in international market it was even higher ranging between Rs. 75,000-80,000.



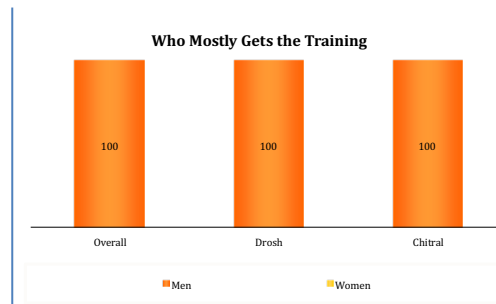
The gem collectors in Chitral don't have a marketing mechanism. They mainly rely on walk-in customers and tourists. Some dealers also contact these traders from Peshawar and other cities of Pakistan, but the problem is they offer very low price due to the fact that gems are in a very raw form. They also sell stone to local shopkeepers but first of all the gems are not refined to attract market, second the shops are so

backward to offer high price, finally the market is so small.

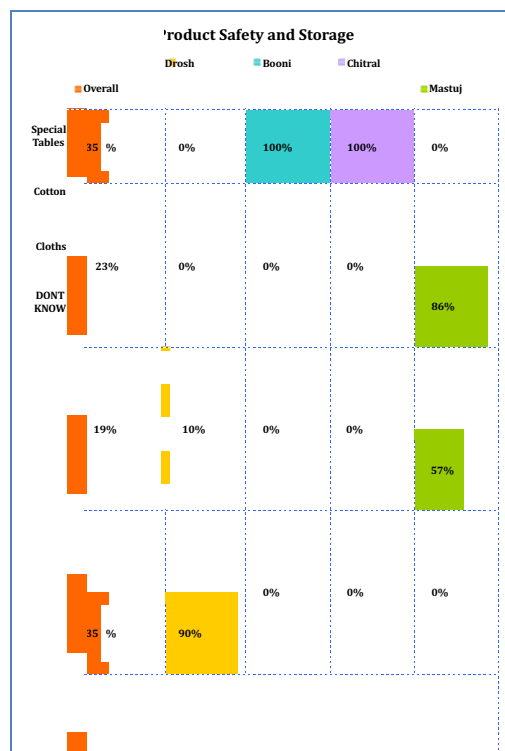
The Rupani Foundation is also providing training on gems bi-products but so far the training is only available in Gilgit. The foundation is planning to open a training center in Chitral in future.



A variety of material is required to produce finished, refined and an attractive product. Since the locals are not exposed to this industry, the majority does not have any idea about the machinery to be used and material to be grabbed for polishing and processing these gems.

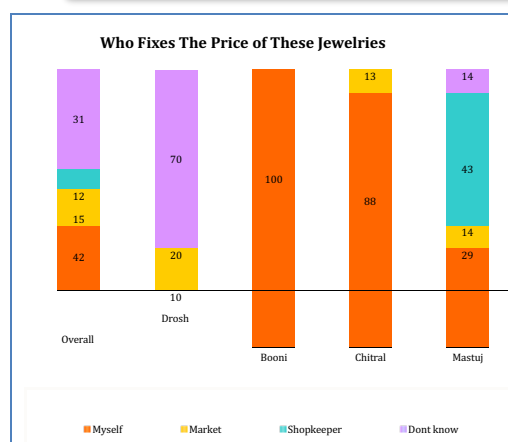


As mentioned above the gems exploration a hard and time consuming job, laden with various threats and other hiccups, so the male community is mainly associated with this industry. Similarly, if training is provided only male members get an opportunity to be benefitted out of it. If a bi-product industry is properly established, enlarged and groomed in Chitral, there is strong possibility that the women would be able to play an important role by dint of their unique designing, coloring and the aesthetic sense.

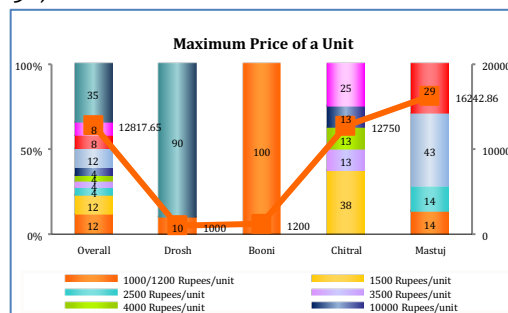


As far as the safety and storage of gems and jewelry is concerned, the industry requires very sophisticated arrangements in this regard. Since the Chitral gem collectors only

sell their products in raw form, they don't required that sophistication for the storage and safety. The display of gems in Daroosh in special shows the lack of awareness, importance and resources of this industry.



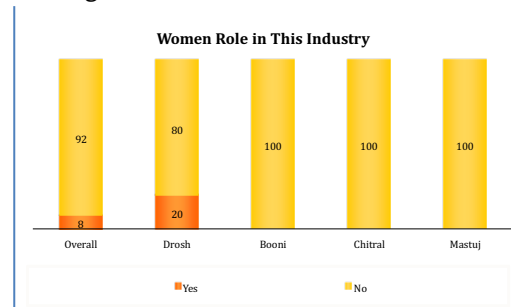
There is no set standard for pricing; it is up to the collector or shopkeeper to fix the price depending on the size, quality and category of the gem. The price ranges from Rs. 500 to 50,000.



The other gems e.g. emerald or Ruby especially when they are of good quality and size, can be sold at a price ranging from Rs. 1,000 to Rs.40, 000.

5. Gender Equality

The women who involve in ring and jewelry have to face the issue of Parada and mobility in order to market and bargain these gems.

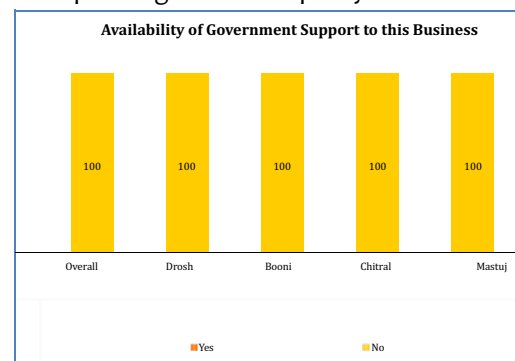


Since almost no women are found in this trade, so no issue of discrimination arises.

6. Support Mechanism

Government Support

The hassle of exploration and the ban on the part of the government are the principal problems issues for producers and traders. There are no scientific techniques to explore and dig out these gems. Even there are no proper tools available to separate gem from debris and to polish it. The producers use their own conventional methods. They can identify the presence of gems in earth, but fear government, so there needs to be transparent government policy.



Civil Sector Organizations

An international organization has established gemstone cutting and polishing training centers across Gilgit-Baltistan and Chitral to exploit the rich

mineral resources of the impoverished regions; this may contribute for fighting against poverty and joblessness.



Since 2006, Rupani Foundation, in partnership with the Aga Khan Rural Support Programme (AKRSP) and Karakoram Area Development Organization (KADO), has established multiple Gems Cutting and Polishing Training Centers in the GilgitBaltistan. Through these centers more than 600 local people, mostly women, have been trained.

The fig shows two ladies busy in polishing and cutting of gemstone at one of the centers set up by Rupani Foundation in Gilgit.

Rupani Foundation has opened their centers in Gilgit and Afghanistan, the Chitral center is also in their mandate but no efforts are seen as yet.

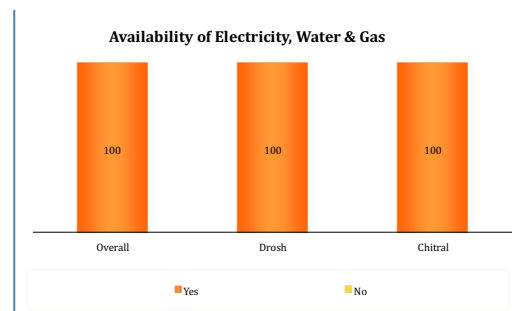
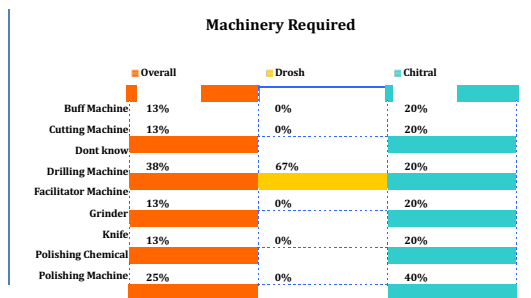
Mr. Ziaurrahman: President -UCG (Union Council Gemstone)

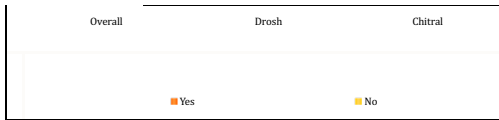
He is a master cutter and has trained around 50 individuals in Chitral under a project of PJGDC. He is registered with PJDC & LSO; they also have a local gem stone gallery in Shahi Bazar Chitral with few Gemstone shops.

| | | |
|-----|-----|-----|
| 13% | 0% | 20% |
| 13% | 33% | 0% |
| 25% | 0% | 40% |

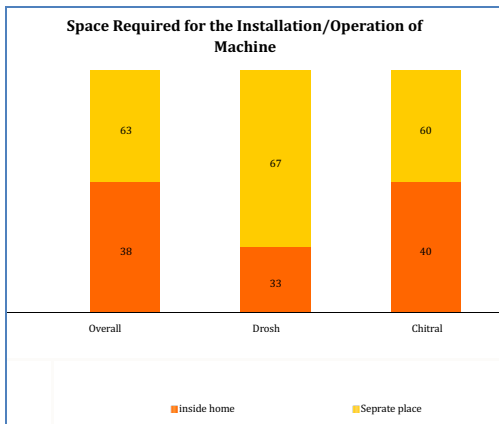


The gem stone requires very expensive machinery, some of the stone collectors even are not aware of the type and kind of machineries they need. They are only into exploration and collection business and simply sell the raw stones as they get from different sources.





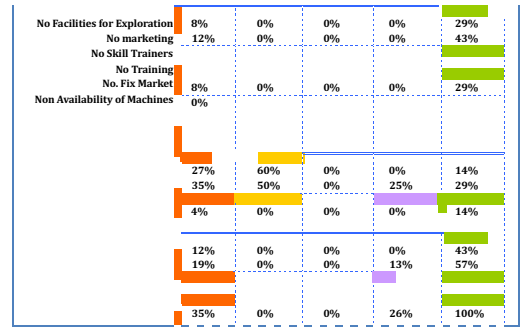
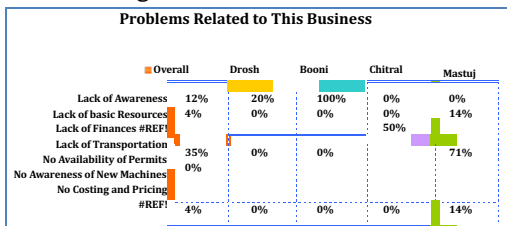
The skilled workers who can operate these machines can only be found in Chitral and that too due to the efforts of civil sector organization. The other valleys are not lucky enough to have the trainings on these skills and machines. Even the skill workers of Chitral don't have opportunities to apply their skills for their livelihood.



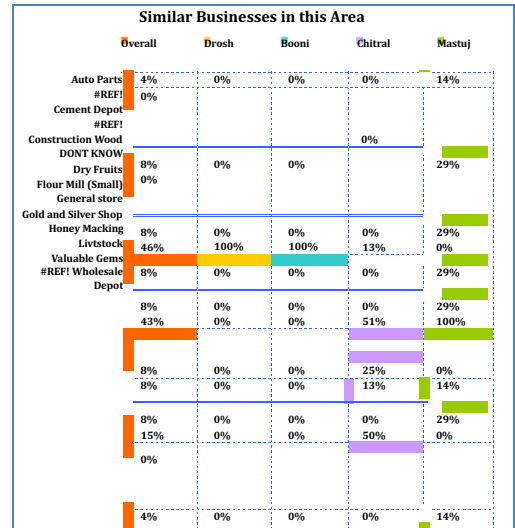
The gem cutting and polishing is a very delicate task. Although the machine is not of a big size, but dealing with gems and stone requires special space for the sake of arrangement and maintaining concentration. The machinery can also be installed at home but a specific room or space should be allocated for a calm working with gems; which is rare in that locality.

7. Issues and Concerns

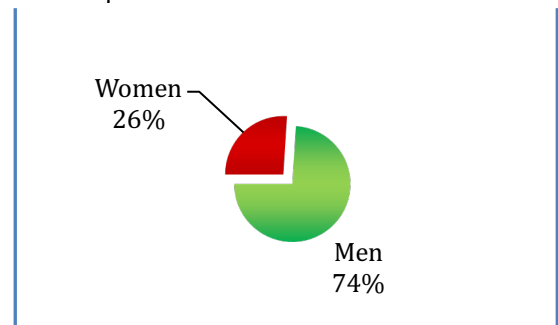
- ✓ There is no training facility available.
- ✓ Need for Capacity Building Support:
- ✓ There is need of training, legal permission and machinery to dig out the stones and gems



8. Potential Similar Business



Only in Mastuj there is possibility of other businesses like general stores or small shops.

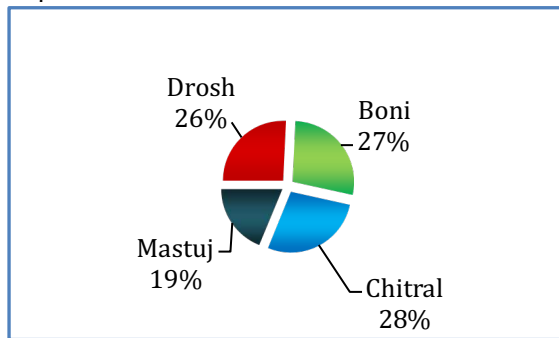


Both male and female consumers of the

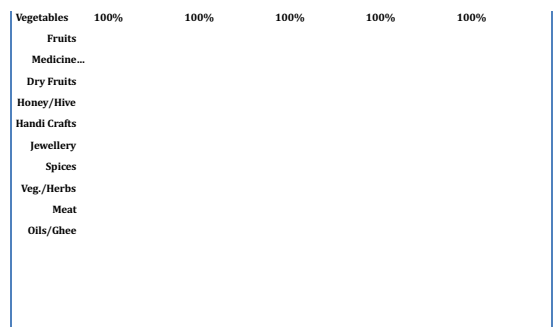
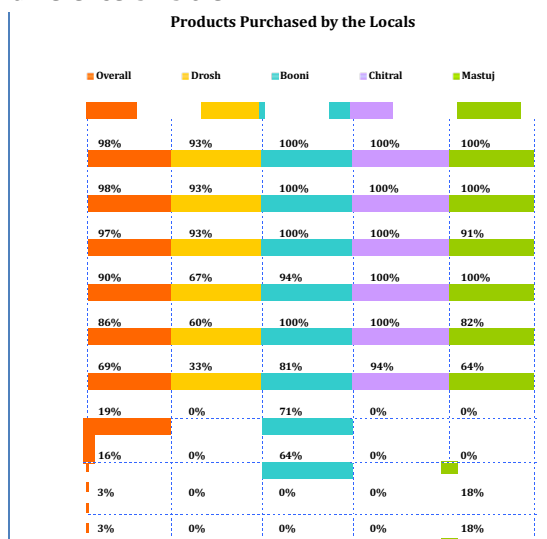
CONSUMER PERSPECTIVE

CUSTOMER/CONSUMER PERSPECTIVE

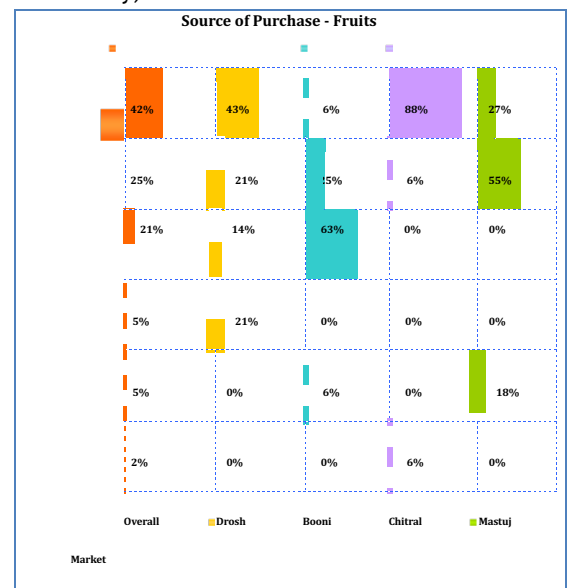
products were interviewed to ask various question regarding key products. The questions were included about the products, the quality of the products, and suggestions from respondents to improve.

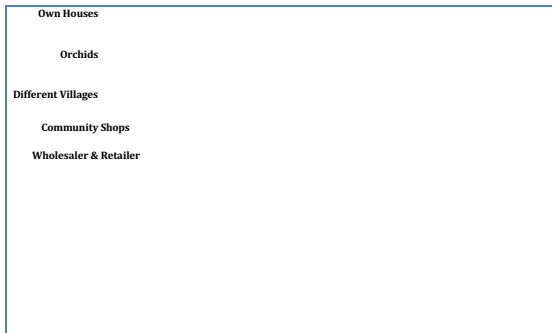


A similar number of respondents were interviewed but due to the weather and cultural issues, a slight difference is visible

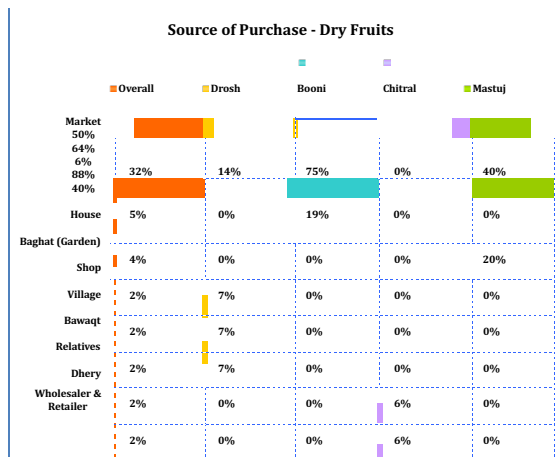


A wide range of products is in use by the locals of Chitral and those in the surrounding valleys. The majority of these products offer livelihood and consumer items include vegetable, fruit, medicinal plants, dry fruits, and honey, etc.





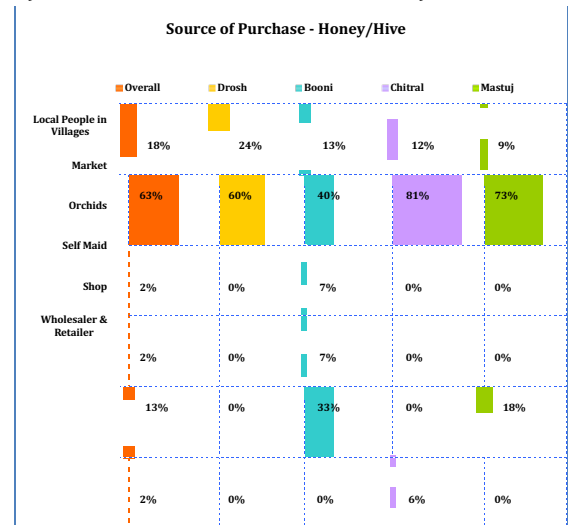
The sources where these key products can be had are mainly market. The community members do produce these products at home but at a very low scale, so that is sufficient for their own use only. There are very few community members who produce these products on commercial basis, but the quality, and quantity is not sufficient to meet the market demand. These members need a comprehensive training for the production, marketing of the products and the organization of their small businesses.



The dry fruit is also purchased from the market, but the only fruits which are produced by the locals e.g. Pine nuts, wall-nuts, apricots are grown at household level. Some villagers also trade their produces on barter system and meet their requirements. However, the era of barter system must be said goodbye and the district needs to be aligned on modern lines of production and marketing.

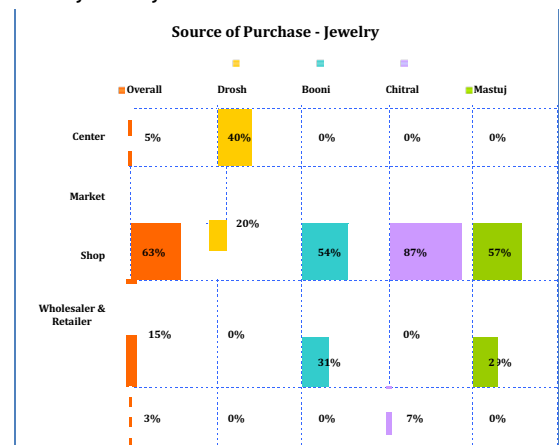
The community of Daroosh usually buys the products from the market. The reason is that the community members sell entire orchards (or trees) to the outsiders and they themselves are left with very minimal, which falls short of being sufficient

for their own use. As a result, they have to repurchase the same from the markets. The system is almost same in other valleys also.

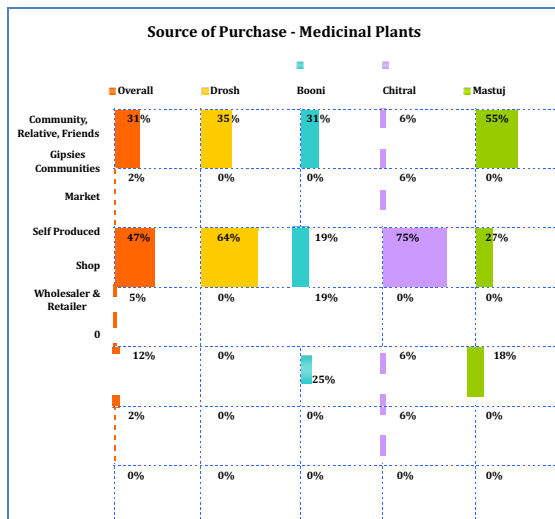


The purchase source of honey also is market, except those who have their own farms, hives or are living close to jungle can get it directly from there.

There are a few shops also as mentioned by the consumers in Booni and Mastuj. The reason is the extreme weather conditions, which sometimes do not allow the locals to produce honey at village level. Thus they have to buy honey from the down town markets.



Same as other products; the jewelry is also purchased from the open market except for the local and traditional jewelry. The most famous jewelry is made by the Kalash people who they sell in the main market which is purchased by the surrounding communities.



The source of medicinal plants is again the market and Hakeem (Herbal Pharmacy experts) shops it from the town. The community members mostly are aware of the local herbs which they also get from the relatives, friends and local villagers. These may not be available in the nearest forest, their orchids and/or houses.

An average; consumer purchase 2-20 kg vegetables in a month. The villagers in Booni use more vegetables than anyone else. The weather is the one of the reasons, the villagers are mostly dependent on vegetables or dried vegetables (which are outdated) in winter. The consumers in Booni and Mastuj are at a higher scale in use of vegetable.

- More dry fruits are purchased in Chitral, Mastuj and other cities, also purchase fruit in random quantities.

The women in these areas are very skilled in traditional handicraft, the quality of these craft although is not very high but it is accepted by the locals.

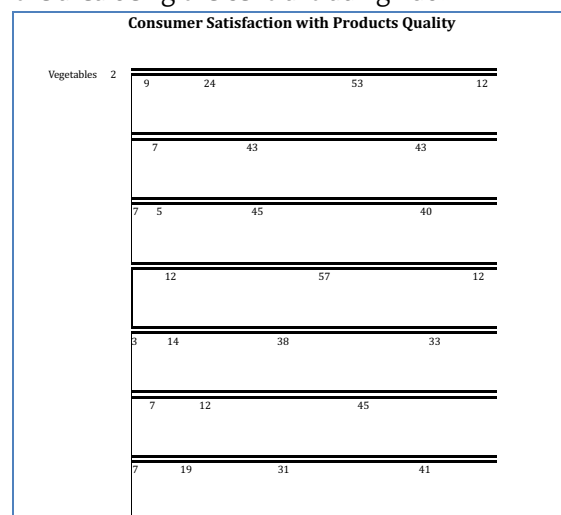
Women purchase these items from the market and the locals also, but they do not purchase in bulk due to their low income status. They mostly purchase these items on marriage and other cultural events.

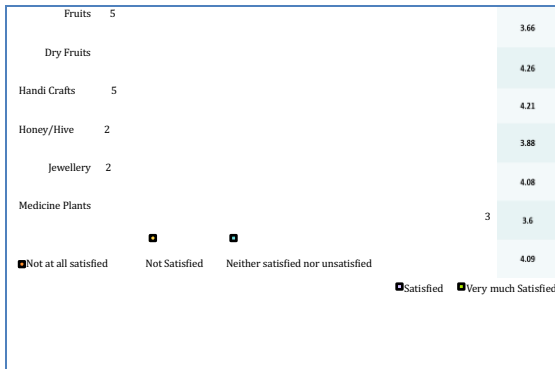
The people of Chitral and of its surroundings believe in herbal and organic products. Honey is one of the key products available in almost all

the house, used as a medicine as well. A random quantity ranging from 2 - 10 bottles is used by a family of an average size per month depending on the size of the family their use. Booni has the highest number of consumers of honey compared with Mastuj, while Daroosh and Chitral have almost similar level of consumption in terms of users.

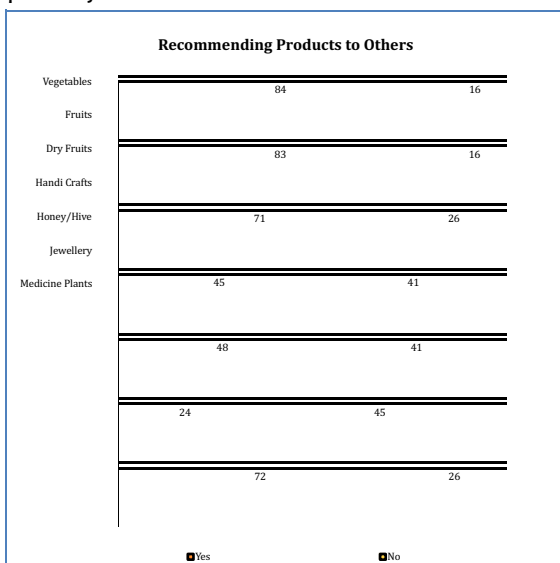
The women in Booni are more fond of jewelry with highest level of purchase compared with other cities, or at least frequency is so except for Chitral. However, the highest number of consumers belongs to Chitral, which may be due to the outsiders or tourists.

Like in case of other products, Booni is again high in the purchase of medicinal plants. There may be various reasons for high use including nonavailability of health facility, distance from health facilities / centers or dependency on local herbs. Chitral also shows the tendency of good purchase of medicinal plants, and the reason could be the tourists or the area being the central trading hub.





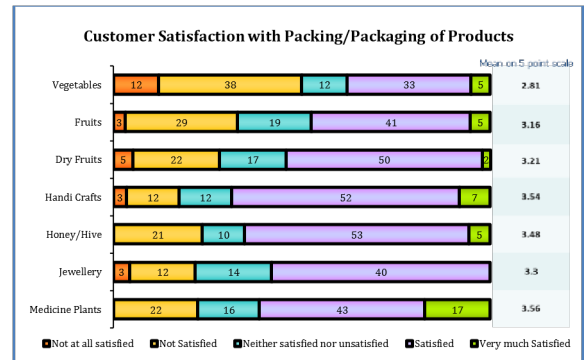
The consumers are mostly satisfied with the quality of vegetables, fruits, handicrafts, honey and jewelry. One of the key reasons for that could be lack of awareness about the high standards that possibly can be had.



In a response to question for recommending these products to others, the vegetable, fruits and medicinal plants have good percentage of being recommended. However, Jewelry, handicrafts and honey could not get good ranking in terms of being recommended to others. Poor status in terms of quality, packing, packaging, color-combination and designs may be the reasons for such a response.

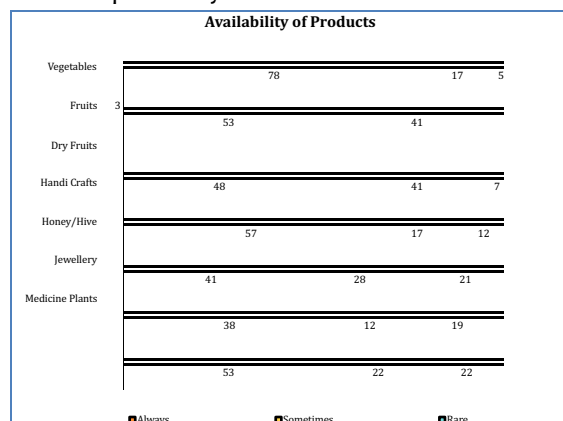


As far as the satisfaction about price is concerned, only medicinal plants showed the highest satisfaction level as responded by the respondents. The prices are rated satisfactory in almost all the cases except for the vegetables. The reason for this high rate of dissatisfaction for vegetables is vegetables are transported from Dir and Peshawar, so the cost of vegetable goes up. This is specially so because the tunnel is only open on Saturday and Sunday, so there is one week's gap. This creates shortage of vegetables that again raises prices. Once if the tunnel could be opened for the entire week especially in winter; the prices may come down to an acceptable level.



Once again, the locals are not aware of the packing and packaging standards, they accept whatever is available and this is considered the right standard. The satisfaction level regarding packing and packing is said to be satisfactory in case of almost all the products except for vegetable. The current survey was conducted during winter; however the consumer response may be different if the survey were conducted in summer. The

reason would be the open transport through Lowari tower which would keep the vegetables at the least possible price level and fresh as well for a couple of days.



As far as the availability of these products is concerned, almost all the products are available when they are needed. The quality however may not be very good. The transportation of vegetables and chicken is also rated high in terms of being flourishing industry of this area. The handicrafts and medicinal plants are also rated high in terms of availability. The honey is showing high response in terms of nonavailability compared with other products; the reason once again is the season. Due to winter, the villagers either stop producing honey or move to other areas which increases the shortage of honey in the area.

REFERENCE & CREDITS

Source:

- ✓ www.fitday.com/fitness-articles/nutrition/healthy-eating/myth-or-fact-fresh-fruit-is-better-than-driedfruit.html#b
- ✓ www.akdn.org/rural_development/pakistan.asp
- ✓ www.ehow.com/list_6837590_list-pakistani-gemstones.html#ixzz2wtRlxOC8
- ✓ [www.pakbs.org/pjbot/PDFs/39\(2\)/PJB39\(2\)339.pdf](http://www.pakbs.org/pjbot/PDFs/39(2)/PJB39(2)339.pdf)
- ✓ www.fitday.com/fitness-articles/nutrition/healthy-eating/myth-or-fact-fresh-fruit-is-better-than-driedfruit.html#b

✓

✓

Image Credits:

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓