

PRESS RELEASE

Trade Development Authority of Pakistan (TDAP) Sukkur office organized an awareness seminar on export potential of Guava, at Nau Dero Larkana. It was organized in collaboration with the Sindh Chamber of Agriculture Larkana, Sindh Abadgar Board Larkana, Sindh Agriculture Extension Larkana and the Larkana Chamber of Commerce & Industry (LCCI) Larkana. Mr. Fida Hussain Mahesar Deputy Director TDAP Sukkur explained the participants about the mandate of TDAP and the dedication of its senior management for the development of trade to increase national exports from all corners of Pakistan. Mir Mohsin Bullo informed the audience about the importance and procedures of export. Syed Siraj Auliya Rashdi, the President Chamber of Agriculture Larkana shared that Guava is the rich source of vitamin C and Iron; and Larkana region produces about 20,000 M. Tones annually. He continued that the Guava of Larkana is famous for its unique taste and aroma but the issues like MRL and lesser shelf life are the main causes of lower exports of Guava. Mr Asadullah Solangi D.D Sindh Agriculture Extension Larkana added that there is about 10,000 acres of land area on which Guava is cultivated which seeks attention of all concerned stakeholders. Mr. Irfan Khan Jatoi, president Sindh Abadgar Board Larkana shared that the sector can be developed through the establishment of Guava Processing Plants for its pulp and other value addition, if Government Supports on the basis of Public Private Partnership (PPP). The other participants and guests of Seminar spoke and gave their inputs about the development of the sector. The participants thanked TDAP Sukkur for the organization of such an informative seminar on Guava of Larkana.