



Rural Empowerment  
& Institutional Development



**Annex-B:**

## Key-Informative-Interviews (KIIs)

*Targeted Respondents: Officials from Agriculture and Livestock Departments, Local Government Representatives, Community Leaders, Business Owners, Entrepreneurs, Representatives from NGOs and Cooperatives, Farmers (including Women Farmers), Traders, Local Producers, Youth, Social Welfare Department, Chamber of Commerce, Business Entities, Institutes, TEVET, and other relevant stakeholders.*

**Interviewee Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Guiding questions	Responses
<b>Agribusiness Development:</b>	
<b>1. Professional Farmer Organizations (PFOs):</b>	
<ul style="list-style-type: none"> <li>What are the main challenges in forming and sustaining Professional Farmer Organizations?</li> </ul>	
<ul style="list-style-type: none"> <li>How effective have PFOs been in increasing market access for smallholder farmers?</li> </ul>	
<ul style="list-style-type: none"> <li>What support do PFOs need to improve their operations?</li> </ul>	
<b>2. Public-Private-Producers Partnerships (4Ps):</b>	
<ul style="list-style-type: none"> <li>How agribusiness personals facilitated linkages between farmers and the private sector?</li> </ul>	
<ul style="list-style-type: none"> <li>What challenges exist in developing and sustaining these partnerships?</li> </ul>	
<ul style="list-style-type: none"> <li>What measures can be taken to enhance the effectiveness of 4Ps?</li> </ul>	
<b>3. Farm Services Companies (FSCs):</b>	
<ul style="list-style-type: none"> <li>How responsive have Farm Services Companies been to the needs of small farmers?</li> </ul>	
<ul style="list-style-type: none"> <li>What are the key barriers to accessing services provided by FSCs?</li> </ul>	
<ul style="list-style-type: none"> <li>How can FSCs be improved to better serve smallholder farmers?</li> </ul>	

Guiding questions	Responses
<b>4. Institutional Support Services:</b>	
<ul style="list-style-type: none"> <li>What role do institutional support services play in the success of PFOs, 4Ps, and FSCs?</li> </ul>	
<ul style="list-style-type: none"> <li>What additional institutional support is needed to meet market demands?</li> </ul>	
<b>Skills and Employment Promotion:</b>	
<b>1. Skills Development and Vocational Training:</b>	
<ul style="list-style-type: none"> <li>How well are the existing skills development programs aligning with the needs of the agribusiness sector?</li> </ul>	
<ul style="list-style-type: none"> <li>What gaps exist in the current vocational training programs?</li> </ul>	
<ul style="list-style-type: none"> <li>How can these programs be improved to better prepare participants for the job market?</li> </ul>	
<b>2. Public-Private Internship Programs:</b>	
<ul style="list-style-type: none"> <li>How effective has the internship program been in providing practical experience to young graduates?</li> </ul>	
<ul style="list-style-type: none"> <li>What challenges have been encountered in implementing the internship program?</li> </ul>	
<ul style="list-style-type: none"> <li>What recommendations would you make to enhance the impact of the internship program?</li> </ul>	
<b>1. Policy Reform:</b>	
<ul style="list-style-type: none"> <li>What policies have been identified as crucial for improving rural livelihoods?</li> </ul>	
<ul style="list-style-type: none"> <li>How effective has the project been in advocating for policy reforms?</li> </ul>	
<ul style="list-style-type: none"> <li>What additional policy support is needed to ensure the sustainability of the project's outcomes?</li> </ul>	
<b>Current agribusiness activities of different market actors in Khyber Pakhtunkhwa, with a focus on identifying areas of intervention for youth and rural women</b>	
<ul style="list-style-type: none"> <li>What are the roles and contributions of different market actors in the existing agribusiness value chains in KP?</li> </ul>	



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Guiding questions	Responses
<ul style="list-style-type: none"> <li>What challenges and opportunities do youth and rural women face within the agribusiness value chains?</li> </ul>	
<ul style="list-style-type: none"> <li>What resources, skills, and support systems are currently available to agribusiness actors, particularly youth and rural women, in KP?</li> </ul>	
<ul style="list-style-type: none"> <li>Which value chains have the most potential for high-impact interventions that could benefit agribusiness actors, especially youth and rural women.</li> </ul>	
<b>Training needs for potential roles in developing nutrition-sensitive value chains in Khyber Pakhtunkhwa</b>	
<ul style="list-style-type: none"> <li>What specific skills and knowledge gaps exist among individuals currently involved in or interested in roles within nutrition-sensitive value chains?</li> </ul>	
<ul style="list-style-type: none"> <li>What are the priority skills required to enhance the nutritional outcomes within each segment of the value chain (production, processing, distribution, retail)?</li> </ul>	
<ul style="list-style-type: none"> <li>What barriers do individuals, including youth and rural women, face in accessing skills training for roles in nutrition-sensitive value chains?</li> </ul>	

Name and Signature of the Interviewer: \_\_\_\_\_