

**Value change of Dates &
Its Performance Gaps and Possible Interventions
(Brief Profile about Pakistan dates Sector)**

By

Zaheer Uddin Baber

32934

A thesis presented to the Department of Management Sciences, Bahria University, Karachi Campus, in partial fulfillment of the requirements
Of the MBA degree



Fall, 2015

Bahria University, Karachi Campus

ABSTRACT

Pakistan has turned into the third biggest nation on the planet that is sending out dates to whatever is left of the world and with legitimate consideration and fitting mediations this division can thrive complex. The date division offers considerable open doors for fares, wage and livelihood era notwithstanding monetary development of the nation, said an authority of Ministry of Commerce and Textile. Almost 50% of the creation of dates in Pakistan gets squandered and just 10 for each penny of the produce is sent out, exporters here have uncovered. Pakistan's dates plantations are spread more than 1.8 million sections of land of area in Sindh region and more than 85 million trees are having creation esteem in Khairpur and Sukkur districts.

Pakistan is the fourth biggest maker of dates yet fares are inconsequential on the grounds that preparing innovation and practices are primitive. As indicated by the United Nations' Food and Agriculture Organization, Egypt, Saudi Arabia, Iran, United Arab Emirates, Algeria, Pakistan, Sudan, Oman, Libya, China and Tunisia are the real date delivering nations of the world.

Research Methodology: For conducting this research report many interviews have been taken most of them are face to face or many are on telephonic. Available online news and reports are also taken in understanding the palm dates, varieties and its cultivation in Pakistan.

Research Findings: After interviews and visited on dates processing factories it was found that there are many performances gaps in Dates in Pakistan that are related to Planting material, cultural and international practices differ, colonization, lack of skilled workers, harvesting and post harvesting handlings, local and export markets and standardization of the dates.

Key Words: Agriculture, Fruits, Palm Dates, performance gaps of dates, value change of dates.

Table of Content

1	Chapter no 1: Introduction.....	4
1.1	Introduction	4
1.2	Pakistani Export of Dates.....	5
1.3	Lack of exports: Pakistan's inability to date.....	6
1.4	Problem Background	9
1.5	Problem Statement:	9
1.6	Research Questions....	9
1.7	Aim of the study	10
1.8	Limitations of the study	10
1.9	Significance of study	10
1.10	Data Collection	10
2	Chapter 2: Literature Review	14
2.2	Dates Production & Trade.....	14
2.2	Dates Varieties of Pakistan	17
2.3	Value Chain	18
2.4	Factors influencing the date palm production & farming Practices.....	20
2.5	Harvesting and Post – Harvest Handling	22
2.6	Value Addition of Dates	24
2.7	Local and Export Marketing.....	25
2.13	Study of Variables	26
2.14	Conceptual Framework.....	33
2.15	Development of Hypotheses	34
3	Research Methodology	36
3.1.1	Research Design	36
3.1.2	Research Strategy	36
3.1.3	Sample Size	36
3.1.4	Sampling Technique	36
3.1.5	Data Collection	36

3.1.6 Sampling Method 37
3.1.7 Research Tools 37
3.1.8 Data Analysis 37
3.1.9 Limitations 37
4 Data Integration and Analysis 38
5 Conclusion 43
6 References 44
7 Appendix – I 33