The project aims at working with smallholder farm families who are already operating as group (self-help groups) to share experiences and knowledge in value chain development. It will also work with women folks who can make decisive decisions in production and utilization of specific crops for consumption and value addition. As the project aims at improving the value chain, it will also work with traders of processed foods both in production areas and urban centres.

The project is implemented by the SAARC Agriculture Centre with a budget of USD 10,000,000. It aims to enhance the livelihood of small farmers in the SAARC region by improving the value chain through Small Scale Agro-business focusing on value chain development.