**Dr. Usman Mustafa**

**Position: Marketing Specialist**

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**Summary of Qualifications**

Dr. Usman Mustafa is a known Agricultural **Economist and Marketing experts** in Pakistan and has vast international and local working experience with South Asian Network of Economics Institutes (SANEI), Asian Productivity Organization (APO), FAO, International Food Policy Research Institute (IFPRI), in different capacities as development services provider, consultant, and researcher. **His Post Doctorate work was on Production and Marketing of vegetables (Chilies) in Asia** which was produce in a book “Food Chain Analysis: Setting Research Priorities in Asia” by The World Vegetable Center, Taiwan. Also produce 25 fruit, vegetable and crop production and marketing papers and articles which were produced in local as well as international periodic and journals.

**Work History and Accomplishments (Jobs & Consultancies)**

**Organization:** South Asian Network of Economics Institutes (SANEI), Bangladesh.

**Project Name:** “Evaluating Global Commodity Price Fluctuation and its Implication for Pakistan Agriculture: An Application of Policy Analysis Matrix” (February 1 to May 30, 2011)

**Position**: Team leader,

**Services:** Analyze the comparative advantages of major **crop production and marketing** in Pakistan. Studied the marketing practices adopted for various agriculture produces and their impact on the return.

**Organization:** Asian Productivity Organization, Japan

**Project Name:** “International Marketing of Fruit and Vegetable”, “Major Lessons Learned from Pakistan for Enhancing the Competitive Edge of SMEs in International Marketing of Fruit and Vegetable" (June 1 to December 30, 2010)

**Position:** Agricultural Economist/Marketing Consultant

**Services:** **Highlighted the marketing issues of Fruit and Vegetable in Pakistan**

**Organization:** Lahore School of Economics.

**Project Name:** “Globalization Driven Policies in Agriculture: An Impact Analysis (July 1 to Sept. 15, 2010)

**Position:** Agricultural Economist

**Services:** performed the **Cost of production and marketing analysis** for wheat crop in Punjab

**Organization:** FAO, Islamabad

**Project Name:** Production and Marketing Systems of Livestock and its Products in Pakistan and AJK (April 15 to June 30, 2008)

**Position:** Agricultural Economist/Marketing Consultant

**Services:** Carried out consultations with the relevant stakeholders and analyzed reports to carry out production and **Marketing Systems analysis** of Livestock and its Products in AJK

**Organization:** The World Vegetable Center, Taiwan BMZ/GTZ Chili Project

**Project Name:** “Food Chain Analysis: Setting Research Priorities in Asia” (June 2002 to May 2003)

**Position:** Post Doctorate Fellow/Consultant

**Services:** Analyzed the chili industry at the various food chain levels in four selected major chili producing countries of Asia i.e. India, Indonesia, China and Thailand. **Studied the marketing issues, constraints and channels and formulating research priorities.**

**Organization:** International Centre for Agricultural Research in Dry Areas (ICARDA), Quetta

**Project Name:** Price Expectation of Sheep and Goats by Producers and Intermediaries in Quetta Market, Pakistan (June 1992 to May 1993)

**Position:** Agricultural Economist

**Services:** **Marketing and pricing of small ruminants in Quetta livestock market**

**Organization:** Arid Zone Research Institute, Quetta

**Project Name:** “Agricultural Economic Research Project”( 1991 to 1996)

**Position:** Agricultural Economist

**Services:** **A number of fruit, vegetable, and crop marketing studies conducted for Baluchistan**

**Chief Project Evaluation & Training Division,**

**Pakistan institute of development Economics (PIDE).**

**2005-Till date**

**Education and Training**

**Post Doctorate.** Analyzed the Production and **Marketing channels of vegetables (Chilies)** in Asian countries

**Ph.D.** Agricultural Economics, University of the Philippines at Los Banos, Philippines (UBLP)/International Rice Research Institute (IRRI), 1991.

**M.S.** Agricultural Economics, UBLP/IRRI, 1987.

**MBA** **(Marketing),** Allama Iqbal Open University, Islamabad, 2006.

**M.Sc.** (Hons.)Agricultural Economics, UAF, Pakistan, 1979

**B.Sc.** (Hons.) Agriculture. UAF, Pakistan, 1976.

**Training Courses**

**- Methods for Dialogue and Collaborative Action.** Friedrich Ebert Stiftung (FES), Islamabad, October 23-25, 2010.

**-- Training of Trainer.** International Finance Corporation (IFC), World Bank Group, Islamabad, December 14-17, 2009.

**- Impact Evaluation.** World Bank Institute, Washington, D.C., USA and Pakistan Institute of Development Economics (PIDE), Islamabad, June 3-5, 2008.

**- Personal Enrichment for Highly Effective Work Style**. Institute of Research and Emerging Sciences, Islamabad. March 03, 2007.

**- SwiftOnline Course on Intellectual Property Management in the Life Science,** Internet Based Course,Cornel University USA, August 15 to December 30, 2001.

* **Training Seminar on Use of Patent information System.** Min. of Production. Pakistan Science Foundation Auditorium. August 1, 2001.
* **National Conference on Post-Harvest Technologies of Horticultural Commodities**. FAO, GOB, Quetta. 3 days, 1996.
* **National workshop on Agricultural Marketing.** FAO, GOB, Quetta. 3 days, 1996.
* **International Workshop on Agric. Product Marketing Extension.** Food and Agricultural Organization/Deciduous Fruit Development Centre, GOB, Quetta. 5 days, 1994.

**Languages, Awards, Other**

Urdu, Punjabi, English,

* Won the Postdoctoral Fellowship of BMZ/GTZ Chili project. Asian Vegetable Research and Development Center (AVRDC), Taiwan. 2002-03
* Merit Scholarship was awarded from the University of Agri., Faisalabad (1971-79)
* Subject Specialist (Economics) of “National Testing Services Pakistan” (NTS)
* Food and Agricultural Organization (FAO) of United Nations awarded Fellowship to pursue M.S. degree in Agriculture Economics that was later converted to Ph.D. program 1985-1989
* International Rice Research Institute (IRRI) awarded Research Fellow from 1985 to 1991
* Got the recognition of Talent Pool in profession after successfully qualifying PARC-National Competition Examination (Written and Oral) held in 1982 and 1984
* Honorarium for papers presentation and as discussant of different papers in 8th, 9th and 11th AGM of the Pakistan Society of Development Economists
* General Secretary, Bolan Lions Club Quetta, Balochistan, 1996-97
* Certificate of Appreciation. The Lions Club of Quetta Bolan, District 305-n Pakistan
* Senior Rover Mate, University of Agri, Rover Scout Crew, 1977-79
* Captain, Inter University Champion University Hiking Team, 1978-79
* Third Position in Quaid-i-Azam Intervarsity Challenge Hike, 1977
* Life Member Adventure Foundation of Pakistan.

**PUBLICATIONS (Related to marketing)**

1. Mustafa U, A. Qudus. 2010. “Globalizations and its Impacts on Agriculture, Food Security and Well **Being of People in Pakistan”.** In Gill S. S., Lakhwinder Singh and Reena Marwah(Edi.) **“Economic and Environmental Sustainability of the Asian Region”.** Routledge India member of the Taylor and Francis Group, 912 Tolstoy House, 15-17 Tolstoy Marg, New Delhi 110 001, India.
2. Mustafa U., Miraj-ul-Haq and Iftikhar Ahmad. 2009. **World Trade Organization (Post Doha) and Regional Trade Agreements Opportunities and Perils for Pakistan’s Agriculture”.** In the Proceedings of the Conference **“Agriculture: Challenges, Opportunities and Options Under Free Trade Regime”.** May 28-29, 2008. WTO Cell, Faculty of Agricultural Economics and Rural Sociology, University of Agriculture, Faisalabad. pp 1-30.
3. Mustafa U. and A. Qudus. 2008. **“Globalization Driven Policies in Agriculture: An Impact Analysis”.** Lahore Journal of Policy Studies. Vo.2 No.1. September 2008. pp 83-100.
4. Mustafa U., Mirajul Haq, and I. Ahmad. 2008**. “Globalizations and its Impacts on Agriculture, Food Security and Social/Welfare in Pakistan”.** Paper presented at the International Conference on Sustainable Development: Challenges for Asian Societies. Hosted by: Punjabi University, Patiala (India) in collaboration with Association of Asia Scholars (AAS), New Delhi (India) November 14-16, 2008.
5. M. Sharif, U. Mustafa, and U. Farooq. 2006. **“Managing Fresh Fruits Trade under WTO Scenario: A Case Study of Citrus Export from Pakistan”.** Paper presented at PSDE Annual meeting 2006, Islamabad.
6. Mustafa U., M. Ali, and Ir. Heny Kuswanti. 2006. Chapter on **Indonesia.** In M. Ali(Ed.) **“Food Chain Analysis: Setting Research Priorities in Asia”** AVRDC – The World Vegetable Center. GTZ. P.O. Box 42, Shanhua, Tainan, Taiwan 74199, ROC. pp 145-196. <http://www.avrdc.org/pdf/TB38/TB38_FactSheets.pdf>
7. Mustafa U., M. Ali, T. Satapornvorasak, and O. Dissataporn. 2006. Chapter on **Thailand.** In M. Ali(Ed.) **“Food Chain Analysis: Setting Research Priorities in Asia”**. AVRDC – The World Vegetable Center. GTZ. P.O. Box 42, Shanhua, Tainan, Taiwan 74199, ROC. pp 197-245 <http://www.avrdc.org/pdf/TB38/TB38_FactSheets.pdf>
8. Mustafa U. 2005. “**Major Lessons Learned For Enhancing The Competitive Edge of SMEs in International Marketing of Fruit And Vegetable".** In B. Ahmad (Edi.) “**International Marketing of Fruit and Vegetable”**. Asian Productivity Organization, Japan. pp 35-40. <http://www.apo-tokyo.org/projreps_acd/12_04-AG-GE-SEM-15.htm>
9. U. Mustafa, K. M. Aujla, N. Ahmad, N. A. Shah and C. M Sharif. 2005. **Production and Marketing Systems of Livestock and its Products in AJK.** TTI, SSD, PARC, Islamabad
10. Mustafa, U., W. Malik and M. Sharif. 2001. **“Globalization and Its Implications on Agricultural, Food Security and Poverty in Pakistan”.** The Pakistan Development Review (PDR), V.40 # 4. pp 767-786.
11. Mustafa, U. 2001. **“Deregulation of Agricultural Prices and its Implications on Rural Communities and Food Security in Pakistan”.** Paper presented at the National Seminar on “Deregulation of Agricultural Prices” held on 20th October 2001 at University of Agricultural, Faisalabad.
12. Hameed N.: U. Mustafa; M. Z. Anwar; N. H. Shah and K, Shawani. 1997. **“Apple Production Practices and its Marketing in Southern Balochistan.1997”.** AERU, ARI, PARC, Saruab, Quetta. AERU Staff Paper # 97-1.
13. Shah, N.A; K. N. Babar; U. Mustafa; A. S. Alvi and N. Hameed. 1997. **“Market and Marketing Systems of Small Ruminants in Highland Balochistan”.** AERU, ARI, PARC, Saruab, Quetta. AERU Staff Paper # 97-2.
14. Hameed, N; U. Mustafa; N. A. Shah and P. N. Sabir. 1997. **“An Economic Appraisal of “Hala” Fishing in the Coastal belt of Balochistan’.** AERU, ARI, PARC, Saruab, Quetta. AERU Staff Paper # 97-3.
15. Hameed, N.; P.N. Sabir; U. Mustafa and N. A. Shah. 1996. **“Economics and Marketing of Chilies in Loralai District, Balochistan”.**, AERU, ARI, PARC, Saruab, Quetta. AERU Staff Paper # 96-1
16. Hameed, N.: P. N. Sabir; U. Mustafa; N. A. Shah; K. Shawni and R. Shah. 1996. **“Diagnosing the Constraints and Making Recommendation for the Improvement of Crops, Orchard, Livestock, Poultry and Forestry Perspective at Kadkocha Valley, Mastung District, Balochistan”.** AERU, ARI, PARC, Saruab, Quetta. AERU Staff Paper # 96-2.
17. Mustafa, U., M. Iqbal. 1996. **"Inter Provincial Trade of Fruits in Balochistan".** Proceedings of the National Work Shop on Agricultural Marketing, held at Quetta from 27-29 august, 1996. Organized by Food and Agricultural Organization of United Nations, Government of Balochistan and Pakistan Agricultural Research Council.
18. Mustafa U., N. A. Shah, N. Hameed and M. J. Chaudhry. 1996. **"Post Harvest Handling and Marketing of Apple in Balochistan".** Proceedings of the National Conference on Post-harvest Technology of Horticultural Commodities at Quetta from 10-12 September, 1996. Organized by Food and Agricultural Organization of United Nations and Government of Balochistan. pp 130-138.
19. N. Hameed, U. Mustafa, N. A. Shah and M. J. Chaudhry. 1996. **"Marketing of Onion in Balochistan".** Proceedings of the National Conference on Post-harvest Technology of Horticultural Commodities at Quetta from 10-12 September 1996. Organized by Food and Agricultural Organization of United Nations and Government of Balochistan. pp120-129.
20. Mustafa U.; K. Mahmood; I. Ali.; N. A. Shah and M. Afzal. 1995. **"Marketing of Small Ruminants in Highland Balochistan".** Progressive Farming, Vol. 15. No. 2. March/April. pp 58-61.

Rodriguez, A., I. Ali, M. Afzal, N. A. Shah, and U. Mustafa. 1995. **Price Expectation of Sheep and Goats by Producers and Intermediaries in Quetta Market, Pakistan.** Agricultural Economics. Elsevier Scuence B.V. 12 . pp 79-90

**References:**

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