



Spring Festival in Kandahar

RESULTS:

- More than 3200 visitors paid visit to the festival
- Beside linkages created more than 150000 worth Afghanis sales was recorded
- 25 nurseries and businesses took part in the exhibition
- More than 10000 saplings of flowers, large number of agro-chemicals, machine and modern technology (solar power etc) were showcased

QUOTES:

"it is really amazing for me to see this event in Kandahar for the first time, it should be conducted every year"

Naseem (a visitor)

"this is a very positive step toward promotion of agriculture in Kandahar"

Director of Agriculture

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The first flower show

Afghan Innovative Consulting Bureau (AICB) with cooperation of CIDA and Government Departments conducted the first spring festival in Kandahar on first 2008. This festival was dedicated towards showcasing locally produced flowers, trees and vegetables saplings both for awareness and sale.

The festival provided a good chance to the local nurseries to sell their products to the customers. During the three days event more than 150000 Afn sale was done and more than 3200 visitors paid visit to the festival. The event also provided a forum for creating business and professional linkages.

In the opening ceremony the Deputy Governor of Kandahar said, that he is very happy to see such event

in Kandahar because the people of Kandahar has seen sorrows. He expressed his full support this event. He added that he also like flowers and even has establish a flower nursery in the governor house.

The Director of Agriculture thanked AICB for organizing the event and added that Government of Afghanistan is dedicated towards agriculture development and promotion.

The event was well decorated and 25 stalls of different nurseries, agro-chemicals and machineries and technologies such as solar power, were presented.



The event proved to be a good gathering for locals and raised awareness towards local products.

Messages regarding anti-narcotics, greenery, environment protection and peace were also delivered.



Success story



Musa Jan is a small flower seller in Kandahar city. He sells flowers and tree saplings in Kandahar streets. He purchases these flowers from large nurseries in Kandahar. He said *"It is a very positive and good event. I have introduced my business to a lot of visitors and have done more than 30000 afghani worth business during three days and I am very happy about it. Thanks to AICB*

for conducting such event"

There is a good market of flowers and tree saplings in Kandahar, however the owners of farms and nurseries are not educated and have limited knowledge of marketing. The flower and trees are imported in thousands every year from Pakistan.

