## Theme: Business Promotion and Market Development

Project: Promoting Green Economy in Hill Areas of Nepal and Bangladesh

Project area: Chitwan district

Project period: January - December 2015

Target group: Immediate target group: 70 farmer groups, 3 cooperatives and 3 market mgmt. committees

**Ultimate target group**: More than 1,500 farm households

- Partners: Welthungerhilfe (WHH) Nepal
- **Project goal:** To increase agricultural production by follow-up technical support to SIFS farms, strengthening community-based institutions, and addressing market issues.

## Key activities and Implementation modalities

This project was a follow up of the 'SIFS in South Asia' project. It aimed to strengthen further the technical capability of the SIFS farmers, as well as improving the market access of SIFS beneficiaries with the specific objectives of upscaling the integrated farming system approach towards better farm planning ensuring diet diversity, and strengthening community institutions for better market access towards selling the produces produced in the integrated farms.

The main activities were: follow-up and technical support, capacity building training, SWOT analysis of communitybased cooperatives and market centers, value chain analysis, strengthening of self-help groups, exposure visits, and linking with government and private actors.

## Major Achievements

- 789 farmers from 48 groups received training on entrepreneurship development
- 969 farmers received training/orientation on nutrition and diet diversity
- 737 farmers oriented on participatory guarantee systems (PGS) and organic farming standards
- SWOT analysis of three cooperatives and three market centers
- Value chain study of high-value commodities (honey, legumes, ginger)

## Impact:

Farmers started planning their farming activities to ensure the household nutrition security as well as monetary gain, and realized that careful planning helps to manage the farm well. Some farmers have developed themselves as a successful entrepreneur.

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