

- Project:** Vegetable Marketing Systems along the Dumre-Beshisahar Road heads: Socio-economic Implications for Market-Oriented Production
- Project area:** Lamjung and Tanahun districts
- Project Period:** August 1999 to July 2002
- Target group:** Resource poor and under-employed farmers residing in mid hill areas where market-oriented vegetable production can be adopted as a viable income generation option
- Partners:** Hill Agriculture Research Project (HARP) / DFID Nepal
- Project goal:** To explore an opportunity for increasing farmers' income through the verification of diverse technology options for market-oriented vegetable production.

Key activities and Implementation modalities

The project was implemented in collaboration with Institute of Agriculture and Animal Sciences, Chitwan and in co-operation from DDCs, VDCs and line agencies and included study and capacity development initiatives intending to address the problems related to: information system about the market and prices, accessibility of market, profitability and competitiveness of market-oriented production, and social and economic factors influencing organized production-oriented marketing systems

The main activities included identification of production sites and market points, baseline information collection, training on orchard and market management, visits, workshops etc.

Major Achievements

- Developed an effective market-oriented production plan for summer and winter vegetable crops
- Determined the profitability of selected vegetable crops for competitive market
- Examined the functioning of existing marketing systems
- Identified 3 production sites and 5 market points for the study
- 50 farmers collaborated in the production system study of 11 summer and winter vegetable crops
- Baseline information on citrus cultivation collected in road head areas
- Provided training on Improved orchard management practices to 61 farmers, market management to 63 farmers, and orchard management to 67 farmers
- Conducted a participants visit program to familiarize them with the production and management technologies
- Organized workshop with 30 stakeholders to find-out existing marketing systems and problems associated in production and marketing of mandarin orange
- Organized workshop with stakeholders, scientists and experts to share the achievement of the study

Outcome/Impact

As the project activities were geared towards addressing the issues pertaining market-oriented production of wide range of vegetables and citrus fruits thereby identifying the technology options and socio-economic niches of comparative advantage, it contributed in alleviating poverty among vegetable farming communities through increased employment and income.
