

**PROBLEMS AND PROSPECTS OF ORGANIC
VEGETABLE AND FRUIT MARKET IN NEPAL
A Case Study of Farmer's Market at Le Sherpa, Maharajgunj
Kathmandu**

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RECOMMENDATION LETTER

The thesis entitled **ORGANIC MARKETING PRACTICES IN KATHMANDU VALLEY: A CASE STUDY OF FARMER'S MARKET AT LE SHERPA, MAHARAJGUNJ KATHMANDU** has been prepared by **Sandesh Paudyal** under my guidance and supervision. I hereby forward this thesis to the evaluation committee for final evaluation and approval.

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Assistant Prof. Mr. Ramesh Neupane
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Date: 2022-04-12

(2078-12-29)

APPROVAL LETTER

The thesis entitled **ORGANIC MARKETING PRACTICES IN KATHMANDU VALLEY: A CASE STUDY OF FARMER'S MARKET AT LE SHERPA, MAHARAJGUNJ KATHMANDU** submitted by **Sandesh Paudyal** in partial fulfillment of the requirements for the Master's Degree (M.A.) in Rural Development has been approved by the evaluation committee.

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DECLARATION

I hereby declare that the thesis entitle ORGANIC MARKETING PRACTICES IN KATHMANDU VALLEY: A CASE STUDY OF FARMER’S MARKET AT LE SHERPA, MAHARAJGUNJ KATHMANDU submitted to the Central Department of Rural Development, Tribhuvan University, is entirely my original work prepared under the guidance and supervision of my supervisor Assistant Prof. Mr. Ramesh Neupane. I have made due acknowledgements to all ideas and information borrowed from different sources in the course of preparation of this thesis. The results of this thesis have not been presented or submitted anywhere else for the award of any degree or for any other purposes. I assure that no part of the content of this thesis has been published in any form before.

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Abstract

*The study **Problems and Prospects of Organic Vegetables and Fruits Market in Nepal** aims to analyze the status of organic market in Farmer's Market at Le Sherpa situated in Maharajgunj area of Kathmandu valley. The objective of this research is to analyze the farming status of vendors, to analyze the status of organic farming, to examine the perception of consumers towards the organic products and to analyze the prospects and problems of organic marketing.*

This study has been carried out mostly on the basis of explanatory research design. Both qualitative and quantitative data have been collected using primary and secondary sources. Accidental sampling and simple random sampling methods were used to select the sample population. The primary data were collected using structured questionnaires and Focus Group Discussion methods whereas the secondary data were collected from the books and journals published by several authors and researchers. The statistical data were analyzed using computer software and statistical tools like tables, bar graphs, line graphs, pie chart, etc. whereas the qualitative data were analyzed using descriptive method.

The farming status of the vendors was analyzed. In this portion of analysis, the number of trained farmers was less than that of untrained farmers. The cultivation by farmers was mostly being conducted in a commercial scale and most of the farmers were using organic fertilizers, compost and manure for cultivation. A huge portion of organic products are being produced inside the Kathmandu valley and majority of farmers took the farm land in lease for cultivation.

Secondly, while analyzing the status of the organic market, it was found that most of the farmers were happy with the sales rate and profit margin. The price comparison was carried out between organic and conventional products where the organic products were found to be expensive by a huge margin. The registration process was found to be quick and easy for farmers.

The consumers were not well aware about the organic products. A lot of respondents either had a partial and misguided idea about organic products or they didn't have any idea at all. It was also found that the targeted consumers of the market are very small.

But a few problems were found nonetheless. Some consumers shared their concern about the quality and certification of products. Some complained that the pricing of the product was too high. On the other hand farmers have difficulties and challenges themselves.

Thus, there is a huge possibility of organic product farming and marketing in Kathmandu valley. In order to tap into a broad population, first the organic products must be promoted and targeted to the general people rather than a small section of society. Also the organic farming and marketing is in its infancy stage right now and it requires a lot of attention and care from government sector as well as the farmers and consumers.

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ABBREVIATIONS/ACRONYMS

ANSAB	=	Asia Network for Sustainable Agriculture and Bioresources
COVID	=	Corona Virus Disease
DDT	=	Dichlorodiphenyltrichloroethane
EC	=	European Council
FGD	=	Focus Group Discussion
GDP	=	Gross Domestic Product
GMO	=	Genetically Modified Organism
HASERA	=	<i>Hariyo, Seto, Rato</i> (Green, White, and Red)
HIMBOAC	=	Himalayan Bio-Organic Agriculture Center
IFOAM	=	International Federation of Organic Agriculture Movements
INGO	=	International Non-Governmental Organization
IPM	=	Integrated Pest Management
IPNM	=	Integrated Plant Nutrition Management
JAS	=	Japanese Agricultural Standards
LGBTQIA	=	Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual
NGO	=	Non Governmental Organization
NOP	=	National Organic Program
NPOP	=	National Program for Organic Production
OP	=	Organophosphates
R&D	=	Research and Development
SADP	=	Sustainable Agriculture Development Program
SASEC	=	South Asia Sub-Regional Economic Cooperation
SWOT	=	Strengths Weakness Opportunities and Threats
USDA	=	United States Department of Agriculture
WHO	=	World Health Organization