

Fruits Marketing in Kathmandu District

A Thesis

Submitted by:

Anjani Bhandari

Patan Multiple Campus

Campus Roll No.: 136/063

Exam Symbol No.: 220230

T.U/Registration No.: 7-2-256-09-2002

Submitted to:

Office of the Dean

Faculty of Management

Tribhuvan University

In Partial Fulfillment of Requirements

For the Degree of Master of Business Studies (MBS)

Patandhoka, Kathmandu

March, 2013

RECOMMENDATION

This is to certify that the thesis

Submitted by:

Anjani Bhandari

Entitled

Fruits Marketing in Kathmandu District

*Has been prepared as approved by this department in the prescribed
format of Faculty of Management, Tribhuvan University. This thesis is*

Forwarded for examination.

.....
Bishnu Gopal Khimbaja	Dinesh Man Malego	Babu Ram Singh Thapa
Thesis supervisor	Head of Research Department	Asst. Campus Chief

Date:.....

VIVA-VOCE SHEET

We have conducted the Viva-Voce examination of the thesis

presented by

Anjani Bhandari

Entitled

Fruits Marketing in Kathmandu District

And found the thesis to be original work of the student and written according to the

Prescribed format. We recommend the thesis to be accepted as partial fulfillment of

The requirement for Master of Business studies (M.B.S)

Viva- Voce Committee

Chairperson (Viva- Voce Committee) :

Member (Thesis Supervisor) :

Member (External Expert) :

Date:

DECLARATION

I hereby declare that the work reported in this thesis entitled “**Fruits Marketing In Kathmandu District**” submitted to Research Department of Patan Multiple Campus, T.U., is my original work done in the form Of partial fulfillment of the requirement for the Master of Business Studies (MBS) Under the supervision of Mr.Bishnu Gopal Khimbaja, Lecturer of Patan Multiple Campus, It is Forwarded to examine.

I appeal this thesis for acceptance.

Date:

136/063

Anjani Bhandari

Campus Roll No.:

Exam Symbol No.: 220230

T.U. Registration No.: 7-2-256-09-2002

ACKNOWLEDGEMENTS

This present study entitled “**Fruits Marketing In Kathmandu District**” is prepared for the partial fulfillment of the requirement of the degree of Master’s Degree of Business Studies (MBS).

I am extremely grateful to our respected teacher and the advisor of this thesis Mr.Bishnu Gopal Khimbaja, Patan Multiple Campus, (T.U.) for his guidance and excellence supervision.

I would like to express my deep gratitude to this dissert fellow and supervisor Mr.Yuvraj Bhattarai , Lecturer, Patan Multiple Campus (T.U.) for his guidance, Support and constant encouragement to complete this dissertation.

I would like to appreciate him for this supervision and commitments to improve the quality of this dissertation. I am also very much grateful to all respondents of questionnaires who provide me general information. A also like to give thanks the all staff members of Patan Multiple Campus, for their kind co-operation in preparing this thesis.

To accomplish this study, I have done the optimum effort from my level to offer precise information in the related topics and hope it will act as a reliable reference to Upcoming students, respective institutions, as well as seekers of related studies.

I would like to express hearty thanks towards my office colleague Mr.Arjun Dahal, all the members of my family especially my husband Mr. Rajesh Basnet who provided regular inspiration and continuous contributions for my success.

Anjani Bhandari
Patan Multiple Campus
Date: March, 2013

TABLE OF CONTENT

Recommendation

Viva-Voice sheet

Declaration

Acknowledgements

List of Tables

List of Figures

List of Abbreviations

Chapter	Page No.
CHAPTER-I INTRODUCTION	1-18
Background of the study	1
1.1.1 Promotion of the fruit marketing	6
1.1.2 History of Production of Fruits in Nepal	7
1.1.3 Present Status of fruits Cultivation	10
1.1.4 Area and production of fruit	10
1.1.5 Fruit Genetic Resources	11
1.1.6 Imported fruit Species and their Varieties	11
1.2 Statement of the problems	16
1.3 Objectives of the Study	16
1.4 Needs of the Study	17
1.5 Limitations of the study	17
1.6 Organization of the Study	18
CHAPTER-II REVIEW OF LITERATURE	19-30
2.1 Introduction	19
2.2 Conceptual Framework	19
2.2.1 The Pilot study Area	23
2.2.2 Members in Distribution Channel of Fruits in Kathmandu	23
2.2.3 Existing Distribution Channel of fruits in Kathmandu	25

2.2.4	Facilities Available for the fruit Marketing	26
2.2.5	Government, Support for Fruit Marketing	27
2.2	Review of Related Research	27
2.3	Review of Unpublished Masters Degree Thesis	29
2.4	Features of This Study	30
	CHAPTER-III RESEARCH METHODOLOGY	31-35
3.1	Introduction	31
3.2	Research Design	31
3.3.	Types and Source of Data	31
3.3.1	Primary Data	32
3.3.2	Secondary Data	32
3.3.3	Questionnaire	34
3.3.4	Observation	34
3.3.5	Interview	34
3.3.6	Population and Sample	34
3.4.	Methods for Data Collection	34
3.5.	Methods for Data Analysis	34
3.6.	Data Collection Methods and Sources	35
	CHAPTER-IV DATA PRESENTATION AND ANALYSIS	36-49
4.1	Major Fruits in Kathmandu District	36
4.2.	Analysis of Primary Data	38
4.2.1	Consumer's Responses	39
4.2.1.1	Time of Fruit Purchase	39
4.2.1.2	Quantity of Fruit Purchase	40
4.2.1.3	Percentage of income Spent in Fruit Purchase	40
4.2.1.4	Basic Reason to Consume Fruit	41
4.2.1.5	Main Problem of not getting the Desired Types of Fruits	42

4.2.1.6 Preference of Fruits	43
4.2.1.7 Preference of Fruits by Age	44
4.2.1.8 Preference of Fruits by Gender	45
4.2.1.9 Preference of Fruits by Income Level	46
4.2.1.10 Preference of Fruits by Profession	47
4.2.1.11 Preference of Fruits by Area	48
4.2.1.12 Preference of Fruits by Qualification	49
4.2.2 Sellers Views	50
4.2.2.1 Time of fruits Selling in the market	51
4.2.2.2 Quantity of fruits Sold	52
4.2.2.3 Fruits Coming from the Different Place	53
4.2.2.4 Competition	53
4.2.2.5 Number of family Members of the Sellers	54
4.2.2.6 Basis Problems	55
4.2.2.7 Prospects of fruit Market in Future	56
4.3. Major Findings	57
CHAPTER-V SUMMARY, CONCLUSION AND RECOMMENDATIONS	59-61
5.1 Summary	59
5.1 Conclusions	60
5.1 Recommendations	61

Bibliography

Appendix

LIST OF TABLE

Table No	Title of the Table	Page
Table 1.1	Various Fruits Species and their Introduced Varieties in Nepal	12
Table 2.1	Use of Land Kathmandu	21
Table 2.2	Major Irrigation Project	23
Table 3.1	Fruit Data's of Kathmandu District 2011/012	33
Table 4.1	Table showing production of major fruits in Kathmandu	36
Table 4.2	Showing Commercial and Non-commercial Production of the Major Fruits	37
Table 4.3	Showing Productive Area of Major Fruits	38
Table 4.4	Showing the time of fruit purchase by the consumers	39
Table 4.5	Showing the quantity of fruits purchases by the consumers	40
Table 4.6	Showing the percentage of income spent in fruits purchase by the consumers	41
Table 4.7	Showing the basic reason to consume fruits	42
Table 4.8	Showing the main problem of not getting the desired types of fruits	43
Table 4.9	Showing the preference of fruits among the consumers	44
Table 4.10	Showing the preference of fruits by age of the consumers	45
Table 4.11	Showing the preference of fruits by gender of the consumers	46
Table 4.12	Showing the preference of fruits by income level of the consumers	46
Table 4.13	Showing the preference of fruits by profession of the consumers	47
Table 4.14	Showing the preference of fruits by Area	48
Table 4.15	Showing the preference of fruits by Qualification	49
Table 4.16	Showing the time of fruits selling in the market by the fruits sellers	50
Table 4.17	Showing the quantity of fruits sold by the sellers	51

Table 4.18	Showing the fruits coming from the different places	52
Table 4.19	Showing the competition among the sellers by the different factors	53
Table 4.20	Showing the number of family members of the sellers	54
Table 4.21	Showing the basic problems of the sellers	55
Table 4.22	Showing the problems of the sellers	56

LIST OF FIGURE

Figure No.	Title of the Figure	Page
Figure 4.1	Showing the time of fruits purchase by the consumers	39
Figure 4.2	Showing the quantity of fruits purchase by the consumers	40
Figure 4.3	Showing the percentage of income spent in fruits by the consumers	41
Figure 4.4	showing the basic reason to consume fruits	42
Figure 4.5	Showing the main problem of not getting the desire types of fruits	43
Figure 4.6	showing the preference of fruits among the consumers	44
Figure 4.7	Showing the preference of fruits by age of the consumers	45
Figure 4.8	Showing the preference of fruits by gender of the consumers	46
Figure 4.9	Showing the preference of fruits by income level of the consumers	47
Figure 4.10	Showing the preference of fruits by profession of the consumers	48
Figure 4.11	Showing the preference of fruits by Area	49
Figure 4.12	Showing the preference of fruits by Qualification	50
Figure 4.13	Showing the time of fruits selling in the market by the fruits sellers	51
Figure 4.14	Showing the quantity of fruits sold by the sellers	52
Figure 4.15	Showing the fruits coming from the different places	53
Figure 4.16	Showing the competition among the sellers by the different factors	54
Figure 4.17	Showing the competition among the sellers by the different factors	54
Figure 4.18	Showing the basic problems of the sellers	55
Figure 4.19	Showing the prospects of fruits market in future	56

ABBREVIATIONS

AD	=	After Death of Christ
AEC	=	Agro Enterprises Center
APP	=	Agriculture Perspective Plan
FNNCI	=	Federation of Nepalese Chamber
B.S.	=	Bikram Sambat
C	=	Centigrade
DOA	=	Department of Agriculture
e.g.	=	Example
etc.	=	Etcetera
G/N	=	Government of Nepal
Ha	=	Hector
i.e	=	That is
KTM	=	Kathmandu
MBA	=	Master in Business Administration
MBS	=	Master in Business Studies
Mt	=	Metric tones
NARC	=	Nepal Agriculture Research Council and Ministry of Agriculture and Co-operation
No.	=	Number
Yrs.	=	Years
T.U.	=	Tribhuvan University
HMG	=	His Majesty's Government

CHAPTER -1

INTRODUCTION

1.1 Background of the Study

Nepal is an agriculture based country where majority of the total economically active population is engaged in this sector. For the balanced development of the country we have to give prime attention towards this sector. Nepal is a small Himalayan country and one of the world's poorest nations. It is land locked between the China in the North and India in the South, East and West. It has an area of 147,181 sq. km. according to the population census 2001.

Geographically, Nepal is located between 80° 4' and 88°12' East longitude and between 26°22"and 30°27' North latitude. It is divided in physiographical belts, the terai (A plane that lies along the southern border of India between 75 meter above the sea level) , the hill (a wide band of hills between 300 meters to 3,000 meters), and the mountain (a rugged surface rising 3,000 meter to 8,848meters). In the north, only about 21% of the land is under cultivation. Agriculture is the mainstay of nations economy which provides 75% of employment which account about 42% of nations Gross Domestic Product (GDP) the two third of export earnings. But it is a matter of great irony that more than 40% people are below the poverty line.

Nepal is a predominantly agriculture country. About 81.1% of the population or about 3.3 million families are engaged in agriculture. Land holding per family of 5-6 members is 6.5 ha in the hills and 1.8 ha in the terai.

Nepal an underdeveloped country has own economic constrains. Nepalese people are dependent on agriculture for their livelihood. Nepal is an agricultural country where more than 70 percent of the total population is engaged in agriculture, which is providing 42 percent of GDP(Gross Domestic Product). It also contributes more than 60 percent of the total export earning.

On the basis of fruit cultivation, Nepal can be divided into following 4 zones:

Tropical Zone:

It has high and hot temperature throughout the year except some periods in winter. The annual temperature exceeds 24°C. There is no frost. The altitude ranges from less than 100 m to 1000 m. The whole terai and lower valleys in the hills fall in this zone. Fruits that can be successfully grown here are mango, banana, papaya, pineapple, litchi, jackfruit, guava, etc.

Sub-Tropical Zone:

This region is cooler than the tropical area but it has distinct summer and mild frosty winter. Summer is long and humid. Generally, altitude range is 1,000m to 1,500m with an annual average temperature of 17°C to 24°C. Lower mid-hills and low hills fall in this zone. Citrus fruit is predominant and other fruits grown here are pomegranate, fig, guava, avocado, strawberry, peach, plum and apricot.

Mild-temperate zone:

In this Zone, the climate is moderate throughout the year and winter is not very severe. Altitude ranges from 1,500 m to 2,000 m. During winters, the higher altitude may get snow, Mid-hills, base of the high hills and lower Mahabharata lekh fall in this zone. The annual average temperatures are 10°C to 15°C. Peach, plum, almond, persimmon, chestnut, etc. can be grown successfully.

Temperate zone:

This zone has a pronounced winter with frost. Snow occurs every year. It is cold throughout the year with an average annual temperature being less than 10°C. The temperature in winter is below 0°C. The altitude ranges from 2,000 m to 3,000 m. Mahabharata lekh and high hills fall in this zone. Apple, pear, walnut and other stone fruits are grown here.

Fruit is one of the most important food items. It can be defined as the matured ovary and other flower parts associated with it. Fruits are good source of vitamins and minerals required for human growth and health. Human beings have been consuming fruits from ancient times. Consumption of fruit increased with development of human society. Due to the increasing health consciousness and also increasing income level of people consumption of fruits now days has grown significantly.

In general, fruits are of three types i.e. tropical (summer), temperate and citrus. The tropical fruit includes mango, banana, guava, papaya, jackfruit, pineapple litchi and coconut etc. The production and productive area of tropical fruit in 2010/2011 was 298,715 metric tons in 29,593 hectare. The total area under tropical fruit is 44902.70 hectare. In case of temperate fruits the total area of production is 18500 hectare and the productive area of temperate fruit is 9,525 hectare. Temperate fruit includes apple, pear, plum, peach, apricot, persimmon, pomegranate, almond etc. Similarly, productive area and production of citrus fruits is 156,956 metric tons and 14,606 hectare. The total area of citrus fruits is 25,909 hectare. The citrus fruits include lemon, orange, lime, sweet orange and others.

Kathmandu, the capital district of Nepal, is situated in the middle part of Mahabharata hilly region. It is one of the three districts of Kathmandu valley. It is situated at about 1340 above the sea level. Kathmandu district has a temperate rainy climate, but is influenced by the tropical monsoon system of weather of the south East. Annual rainfall is about 1,800mm in the North-Western and South-Eastern parts including Godavari. Elsewhere in the valley, it ranges between 1,300mm to 1,600mm. The land of the district is one of the most fertile lands of the country thus the Kathmandu valley is regarded as green bowel.

Although fruits possess immense values in Nepal and to its people but programs on fruit development in this country appear weak. The fact may be that fruits contribute very little in GDP, i.e. 3.4% by the fruits versus 58% by food grains in agriculture sector during 1995/96. The government has initiated fruit development programs and activities in different ecological zones. Some progress and achievements have been seen; but they are not to a satisfactory level. Some factor and condition that lead to cause one or more problems, which hindered fruit development activities are generalized in this section.

The economic status of the rural mass is very low. They cannot go for planting of fruit trees that require heavy initial investment as well as it needs high level of care and management practices regularly and continuously at the initial stage. This high initial cost has distracted farmers from fruit plantations. In one hand, small farmers receive inadequate loans for farming while on the other hand, they are not sure of quality of

their produce, its marketing and disposal. Above all, for them, food grains (cereals and millets) are more important than the fruits to sustain their existence.

Increasing population growth and family separation further decrease the land size. In this country, over 50% of farming that need a large spacing is rarely possible. The small land size undulated and steep topography have also under appropriated the value of fruits and hence the production as well.

The colorful geography and topography available in this country are natural boon to create climatic diversities accommodating enormous biodiversities including fruit species that require from a cool to hot and from dry to humid conditions. The side of a mountain of high hills facing north has cooler weather than the slope facing south. Even the physical characteristics of soils of the valley and surrounding hills differ. These changes pose great diversity in adaptation of fruit trees. These factors are not considered properly and adequately in planning process; thus in many places where we visit, planting of fruit trees in farmers field are defective. Also, there exist difficulties in transportation of inputs and farm produce. Marketing of perishable produce such as fruits is a real concern. As a result, fruit growing business become difficult in this country.

Fruit trees need adequate temperature, rainfall, wind, light and atmospheric humidity for proper growth and development of trees and fruits. Often times, frost, freeze; hailstorm, speedy, winds and thunderstorms are seen in various parts of Nepal. They cause problems in fruits cultivation to a various extent. Frost and freeze are so damaging to fruit trees that they lead to death. Heals reduce imbalance sources and sinks relationship by destroying leaf surface. Speedy winds are responsible to disturb pollination particularly in the insect pollinated crops by distracting pollinators. Such high winds aggravate premature drops of flowers and fruit heavily and may even uproot the whole tree.

Several types of soil are available in Nepal. Some are suitable for growing agriculture crops while others are not fro fruit species; they need 2 to 3 m deep soils with sufficient available nutrients. But except in valleys, the hilly tracts and undulating yet sloppy areas with marginal land types do not contain sufficient mineral nutrients to support tree growth. Fruit trees planted in these soils do not produce a desirable harvest unless they are supplemented with adequate manure and fertilizers.

In some areas where farming is done intensively with fertilizer application, such practices have resulted into poor soil conditions due to the unbalanced use of chemical fertilizers. Without proper amelioration of these soils fruit trees will not produce satisfactory yields.

When the host, pathogen (pest), and a suitable environment coin together many pests and diseases damage fruit crops with varying degree of yield loss. In Nepal, pests and disease attack trees severely. Proper plant protection techniques and methodology for controlling pests and diseases of fruit trees are not yet developed.

Without extension services agricultural activities and scientific technologies cannot be disseminated to the local farmers. The present extension activities and outreach programs are largely biased to cereals cannot or will never are experts on fruits. Therefore, objective fruit extension programs are not available. Although one Assistant Horticulturist is available at the District Agriculture Office, the officer is not an extension specialist trained on fruit extension program, policies and activities; thus, extension and expansion of fruit cultivation are not up to a desirable level in Nepal.

In horticulture, fruit growing and production systems require appropriate technologies based on scientific details. But today, most farmers in Nepal use traditional ideas or concepts and adopt decades old methodologies. For an example, fruit trees are still grown in place where cereals cannot. Farmers feel that fruit trees do not require manure and fertilization, that irrigation is not essential for fruit trees, that once fruit trees planted they fruit automatically without care, etc. Unless the farmers are well convinced and motivating for growing fruit trees by using scientific techniques, fruit growing business is likely to occur.

Most horticultural produce including fruits are perishable and fleshy fruit loose their quality within a few days. In the market, quality aspects are neglected. Consumers and buyers are not impressed with fruits, which possess little quality. The control over both the quality and price of fruits should not be overlooked if fruit growing is to be enhanced.

Tall and vigorous fruit trees with long juvenility and irregular bearing behavior as well as plant protection complexities were perennial problems to get sound fruiting. True to type fruit varieties are difficult to find in Nepal. Improvement on fruit

varieties through proper selection, crossing, and mutation could be effective for solving many of the problems that exist with the fruit trees. But these breeding techniques have not been practiced. Introduction of good varieties is commonly done in this country. However, this alone does not support for permanent and healthy fruit improvement program when proper evaluation and maintenance of these introduced genotypes are lacking.

Most of the technical know how to plant fruit trees to manure fields, to provide best cultural operations, to control weeds, pests and diseases harvest fruit from the trees, etc. are borrowed from the other countries. Most horticulture experts working on fruit production technology do not have adequate in-country information. These experts can not face farmers and stay much behind to answer questions pertinent to specific operation for a given variety at particular location.

The National Planning Commission has paid due respect to agriculture development. However, only a little attention is given to fruit trees and fruit cultivation and marketing while preparing short or long term programs different organization/ agencies must work cooperate and coordinate one another in formulating plans, making budgets and evaluating the efficiencies. In fact this could not happen at execution level in terms of supplying inputs providing financial support and sending technical experts. Sometimes recommendations of one organization become futile with programs and policies of other line agencies. Because of these situations, fruit growers get frustrated.

1.1.1 Promotion of the fruit marketing.

The improvement in marketing is beneficial to the producer and the consumers both. The fruit markets are not well managed so not only the consumers but also the producers are affected. Due to lack of proper market some of the farmers even take their products to neighboring districts Lalitpur and Bhaktapur early in the morning. Following arrangement are regarded necessary for the promotion of fruits marketing.

Proper management of the marketing:

Most of the fruits markets are in the open place on the side of the road, so when it rains off there are other climatic conditions like why the sellers get problem and also the consumers. So there should be shed or other proper management for them.

Proper Market Information System:

For the benefits of the producers, retailers and the consumers marketing information system may be implemented so that they will get all information including price. If the producers, retailers & consumers have proper market information they should know about demand and supply it helps to them for making further strategy

Proper Transportation:

The farmers also face problems due to lack of the proper transportation system. The perishable fruits get rotten due to lack of the transportation. Proper facilities of buses or other vehicles can be arranged. In Kathmandu most of the places have transportation facility and some places have to improve.

1.1.2 History of production of fruit in Nepal.

Growing of fruits in Nepal is not of recent origin. There are indigenous, yet wild and cultivated fruit species in this country, they are reported to be observed from almost two centuries. More specially, some of the important fruit species (mango, litchi, papaya, guava, mandarin, etc.) were introduced and planted in orchards prior to the Rana Regime. During Rana period, many fruit orchards were established and fruit varieties introduced. Nepal Government initiated activities on fruit crop development in a few districts during the 1950s. However, country-wise fruit development activities, including research, training, sapling production and distribution took a rapid momentum from the 1960s after the establishment of 14 horticultural farms / stations at various districts with the support of Indian Aid. Many agricultural and horticultural projects started in Nepal after 1970s with the financial and technical assistance of donor agencies and of different countries made fruit development programs even stronger, need- and extensive.

During the pre- Rana Regime, i.e. before 1845 AD, fruits growing activities were limited to homestead gardens with a few trees scattered here and there. Malla kings planted fruit trees in their palace compounds. King Rana Bahadur Shah, Prime Minister Bhim Sen Thapa and General Rana Birak Thapa established various fruit gardens like Sera Bagaincha in kavre and fruit orchard located at jalbire, kavre. During Rana Regime, various Rana Prime Ministers established various orchards in Nuwakot, Kavre, and Trishuli. Some well off residents of Kathmandu also planted

fruit trees in their gardens located at Kathmandu and outside the Kathmandu valley. Slowly, fruit tree plantations spread to terai regions to grow various types of fruits in tropical climate. Foundation for commercial fruit farming was established during the Rana Regime. First B.Sc. Ag Graduate, Late Dibya Bahadur Basnyat brought fruit species of apple, mosambi, mandarin, pineapple, banana and persimmon, etc. from foreign countries and planted in balaju and Godavari areas. Rana Prime Minister, Juddha Shamsheer appointed Satya Lal Ranjitkar as fruit culture specialist in 1941. After demonstration by Shri H.C.D. Pal, expert sent by Indian Government, Mr. S.L. Ranjitkar established first commercial fruit garden at Thulogairhe of Godavari. Gradually, commercial and household fruit production started to grow in Nepal.

Major development in fruit production and marketing was started especially after the end of Rana Regime i.e. after 1950. Department of Agriculture was created in 1950/51 which initiated fruit development activities in Nepal by establishing trial fruit orchards at Godavari and kakani. Horticulture section was established in 1956 under the Department of Agriculture and a horticulture unit was established at parawanipur in 1959 where several fruit varieties were introduced into the farm from India. Another milestone was achieved when Indian cooperative Mission studied feasibility for horticulture development in Nepal and submitted its report in 1960. Based on the recommendations in the report, a total of 14 horticultural units were established all over the country with assistance of Indian aid. The location of the farms and the year of establishment are listed below:

Kirtipur (1961), Daman (1962), Helambu(1962), Mustang (1966), Jumla (1967), Tararahara (1967), Dhankuta (1962), Satbangj (1963), Janakpur (1963), Trishuli (1961), Dhunibesi(1961), Yagyapuri (1964)and Pohkara (1961).

In 1961, one fruit preservation unit was also established at Kirtipur farm but this unit was amalgamated with the central food Research lab. Later in the year 1973

In the fruit development programs, G/N has emphasized to grow more tree fruits in the area where the climatic conditions favor their growth for optimum production so that farmers get maximum benefit from their produce. Considering such a perspective for improving fruit production in the country, many districts have been identified as a suitable area for specific fruit production. Some of the potential districts for different fruit crops are listed here:

Nepal has a great boon by its topography and vivid geographical altitudes. So, it has many potentialities to grow many types of fruits which is very profitable to earn foreign currency.

Citrus- The citrus type of fruits are grown in Dhankuta, Bhojpur, Terhathum, Sankhuwasabha, Kotang, Panchthar, Illam, Taplejung, Sindhuli, Ramechhap, Dhading, Dolakha, Kavre, Okhaldhunga, Gorkha, Lamjung, Tanahu, Syanja, Parbat, Kaski, Palpa, Dailekh, Gulmi, Achham, Sayan, Pyuthan, Dadeldhura, Rolpa, Baitadi.

Apple- The temperate types of fruit are grown in Solukhumbu, Sindhupalchok, Rasuwa, Mustang, Manang, Jumla, Humla, Kalikot, Rukum, Baitadi, Darchula, Dolpa, Mugu Rolpa, Bajang, Bajura.

Mango- The tropical types of fruits are grown in Bara, Parsa, Rautahat, Sarlahi, Mahottari, Dhanusa, Sunsari, Morang, Banke, Bardai, Kailali, Siraha, Saptari, Chitwan, Dhading, Kavre, Nuwakot, Kapilvatu, Nawalparasi, Rupendehi, Surkhet, Dang, Kanchanpur.

Pineapple-The tropical as well as sub-tropical type of fruits are grown in Dhading, Sarlahi, Chitwan, Nuwakot, Jhapa, Sunsari, Morang, Makwanpur, Udaipur.

Banana- The tropical as well as sub- tropical types of fruits are grown in Kavre, Dhading, Nuwakot, Sarlahi, Dhanusha, Mahottari, Chitwan, Parsa, Rautahat, Tanahu, Kapilbastu, Makwanpur, Saptari, Morang, Sunsari, Jhapa, Siraha, Udaypur, Rupendehi, Nawalparasi, Gorkha, Banke, Bardai, Surkhet, Dang.

Walnut- The cool Temperate type of fruits are grown in Jumla, Kalikot, Bajang, Mustang, Manang, Bajura, Doti, Rolpa, Jumla, Mugu, Darchula, Baitadi, Dolpa, Rukum, Dadeldhura, Achham.

Pear- The sub-tropical type of fruits are grown in Dhankuta, Taplejung, Panchthar, Bhaktapur, Lalitpur, Kathmandu, Kavre, Dhading, Makwanpur, Sindhupalchok, Nuwakot, Rasiwa, Palpa.

Papaya- The as well as sub-tropical type of fruit are grown in Chitwan, Bara, Dhading, Nuwakot, Nawalparasi, Nawalpur, Dang, Banke, Bardia, Kailai.

Grapes- The dry temperate type of fruit are grown, in Banke, Bardia, Mustang, Manang, Kathmandu, Bhaktapur, Lalitpur.

Arecanut- The hot and humid type of fruit is gunsari, Morang.

Coconut- The hot and humid type of fruit is grown in Jhapa, Sunsari, Morang.

Although above mentioned districts are potential for growing various fruit species the government has long term vision for sustainable development in term of fruit production. The fruit development program as laid out by the ninth year Plan will cover 11 districts of high hills for apple, 34 districts of mid- hill region for citrus, and 21 districts of Terai and inner Terai for evergreen fruits as pocket area. Among the evergreen fruits mango will have its developmental activities in 18 districts, banana in 10 districts, papaya in 7 districts and pineapple in 5 districts

1.1.3 Present status of fruits cultivation.

Extreme variation in altitude provides a wide range of climatic conditions i.e. tropical, sub tropical, temperate, alpine and tundra in this country. Except tundra and the alpine regions, the climatic condition of other regions favor the cultivation of different kinds of fruits and their varieties. In the tropical areas (below 650 m), fruits like mango, banana, pineapple, papaya, litchi, jackfruit, guava, etc. grow successfully. The sub-tropical areas (650-1800 m) are largely suitable for growing different kinds of citrus and warm temperate fruits like pear, peach, plum and persimmon. Temperate fruits such as apple, walnut, almond etc. can be grown in the temperate region (1800-2800 m) especially in low rainfall areas (Shrestha, 1993; p.56).

1.1.4 Area and production of fruit.

In the earlier days of fruit development program, cultivation of fruits was largely limited to backyard home gardens. However from the seventh five- year plan, emphasis is given for the establishment of commercial orchard in different part of the country. As a result, commercial orchard of mango, banana & pine apple in terai of mandarin sweet oranges and acid lime (kagati) in mid-hills and of apple and walnut in high hills of western, mid western region are gradually coming up.

Nepal is a country of vivid geographical status which has many more microclimatic zones. By utilizing this microclimatic boon, here every type of fruit can be cultivated

in the various parts of the country. In overall situation, citrus can be cultivated in more parts of the country. The total area as well as the production area and the production and yield is increasing with total area of 25909 ha and the production is 15695mt. and the yield is 10.7 mt/ha.

Similarly, in case of winter (Deciduous) the total area is up to now, i.e. 2004/2005 is 18500 ha and the total production is 97208mt. and the yield is 8.72mt/ha. The winter deciduous includes apple, pear, peach; plum etc. which has great market accesses as well as it can be done in commercial production to generate foreign income.

Similarly, in case of summer (tropical) which includes the different fruits like mango, banana, litchi, guava etc. which has the high market demand, large scale production in the terai region which is the best source of income for the whole country? The area, production and productivity is increasing in the satisfied manner. Thus future of these types of fruits is bright.

1.1.5 Fruit genetic resources

There are many cultivated and wild types of fruit crops in Nepal. In fact Nepal is rich in bio-diversity of plant resources. About 6500 species of flowering plants exist in this country (Chalise et al.1993). In spite of many fruit species, such as Annona, Pyrus, Prunus, Myrica, Berberis, Vitis, Rubus, Fragaria, Actindia, etc. which are growing wild in the forest areas , there is little documentation described about these fruits (Kaini, 1995). Notwithstanding, many fruit species and their varieties of cultivated types have been introduced to Nepal from other countries during the Rana Regime as well as in later years when fruit development activities began from last three and a half decades.

1.1.6 Imported fruit species and their varieties.

The main idea was to improve farming through domestication of new crops and development of new varieties. The government under since 1952 under took the work on collection, evaluation and utilization of these different exotic fruit species and varieties. The emphasis on fruit variety work was more after 1962 at various ecological belts of Nepal. Since then, many fruit species and their varieties have been introduced. For instance, more than 40 cultivars of apple were introduced in to Nepal; some of these varieties/cultivars were adapted for local production and now apple is

one of the major fruit crops in Nepal. Similarly, many fruit cultivars of different fruit species such as peach, pear, plum, chestnut, mango, banana, almond, grapes, citrus, guava, etc have been introduced and their performance studied at different horticulture centers/farms/stations. Some of these fruits are successful while others need to be evaluated in terms of production, fruit quality and market driven demands. Some indigenous germplasms of citrus and pear were collected and evaluated. Some of the selections such as 'Junar' sweet orange, 'Suntala' Mandarin, etc. have been popular varieties. Some other indigenous germplasm of apple, pear, walnut, peach, citrus have been evaluated and found promising for rootstock purposes.

Following shows important fruit crops and their introduced varieties available in Nepal, but these fruits are scattered in different G/N Horticulture centers, NARC Research stations, IAAS Farms, NGO & INGOs Demonstration plots, and private farms.

Table 1.1

Various Fruit Species and their Introduced Varieties in Nepal

Apple	Golden delicious, Red Delicouus, McIntosh, Red june Granny Smith, Rome Beauty, Benony, Fuji, Anna, Vered, katja, Crispin, Tropical Beauty, Wint Delicious, Worecester Foreman, Tydeman Early, Tydeman Late, Red Gold, Stark Crimson, Rich-a-red Yellow Newton, King of pippin, Kashmiri Ambri, Mutzu, Brahmley's seedling, Starking Delicious, Winter banana, Russet, Cox's orange Pippin, Stengenbug, Topred, Galai Beauty, Ruby Spur, Gold june, Hi-Early, Lutz Golden, and Rootstock series of M, MM, and EMLA.
Pear	Barlett, Pharping, Chojuro, Kosui, Hosui, Shinko, Anjou, Okusankichi, Williams, Bon, Chretien, Shinsui, Kirsuci, Winter Nelice, Bomri, Williams, Conference, Pakhams, Comice, Patal, Havana.
Peach	Peregrine, Orion, Spring Time, Elbeta, Florida sun, Hakuto, J.H Hale, Cardinal, Red Haven, French Early, Sharbati, Juna Gold, Spring Crest, Sun Crest, C.O. Smith, Rhodes, Culemberg, Kakamus, Keimos, Ingwe, Truimph, Florida Red, Safari, Texas, Baby Gold, Early Red

	Heaven, Coronet ,Roza, Andross, Arm Gold, Stark Early Glow , July Elberta, Red Peach, Texas Yellow
Nectarine	Fantasia, Nectaret-2, New Yorker, Sho-Hoh, Arm King, Ruby Gold, Independent, Panamint.
Cherry	Nepoleon, Satomishiki, Takasago, Bigara Joborey, Colt, Bigarreau Noreau, Vittoria
Plum	Green Gaze, Santa Rosa, Methley, Formosa, Stanley,Burbank, Shiro, Florintia, Oishi
Apricot	Sucerpara, Kaisa, Tilton, Blenheim, Bulida, reale D' Imola, Prete, Canino.
Hazelnut	Tonda Gentile Dette Langhe, Cob Not, Red Skinned, White Skinned, Tonga Dela Romanesca.
Walnut	Hartley, Payne, Thin Shell, Ashley, Franquette, Black Walnut, Northern Californian.
Almond	Ne-Plus-Ultra, Non Pereil, Mission, Thin Shell (Kagzi)
Grapes	Kyoho, Olympia, Steuben, Tano Red, Himrod, Perlette, Thompson Seedless, Pusa Seedless, Delaware, Muscat Bailey- A, Delight, Beauty Seedless, Benizuiho, Champion, Jakaranda, Pirobella, Campbell Early.
Persimmon	Fuyu, Hirante, Nashi, Zero, Hachiya.
Chestnut	Moriwase, Tanzawa, Yamatowase, Tsukuba, Chinese Type, Krulunba.
Strawberry	Cambridge Vigour, Cambridge Favourite, Red Guantlet.
Kiwi Fruit	Hayward, Allision, Abott, Tomri, Matsuwa.
Mandarian	Kinnow, Fewtrell's Early.

Sweet	Mosambi , Malta Blood Red, Ruby, Shamauti, Washington Navel, Pineapple, Hamlin, Jafa,Satgudhi
Orange	Valencia Late
Lemon	Eureka, Libson, Plant-1
Pomegranate	Bedana, Kandari, Ganesh.
Guava	Lucknow-49, Allahabad Safeda, Local, Van Retiof, Jiwanpuri.
Banana	William Hybrid, Dwarf Cavendish, Malbhog, Harichal, Beaula Kera, Jhapari, Manthan, Mortaman, Cyathia, Alpan, Ballah-Ballaha, Kothia.
Grapefruit	Hamlin.
Mango	Bombay Green, Bombay Yellow, Maldah, Dasherri, Calcuttai, Krishnabhog, Fazil, Jardalu, Chausa, Alphanso, Sabre, Mallika, Nellam, Amprapali.
Papaya	Washington, Honey Dew, Coimbatore-1, Ranchwarf, Pusa Dwarf, Pusa Delicious, Pusa Nanha.
Litchi	Early seedless, Early Large Red, Rose Scented , Calcutta late large Red ,Muzaffarpur
Loquat	Golden Red, Matchless.
Pineapple	Giant Kew, Queen, Local.
Sapata	Baramasi, Large Calcuttia, Cricket Ball.
Jack Fruit	Rudrakshi.
Aonla	Banarasi.
Macadamia	Keauhou, Ikaika, Kakea, Keaau, Keqor, Bond 23, Kona 333,Boumont.
Avocado	Feurte, Hass, Ethinger, Reod, West Indian, Mexican, Gautemalan, Topa Topa, Rahan-1.

Coconut	Kerela Dwarf , Singapuri, Hajari.
Arecanut	Singapore, Hajari, Asami
Jujube	Banarasi.
Olive	Nabali, Nuovo, Manzanillo, Rakka, Mission, Hamed, Toffahi, Picual, Leccino, Pendolino, Coratina, Cipressino, Nocllara, Tonda, Ibleca, Aglandaou, Bouteillian, Cayon, L'Herault, Picholine Du Gard.
Raspberry	Heritage, Redwing, Malling Promise , Dhana, Robinson, Hokowase, Catstail, Shasta.
Blackberry	Chokta, Rosboro, Brozos, Ollali, Swanee, Womac.
Fig	Brown Turkey, Brumswick, White Ischia, White Genoa, Black Ischia
Black Currant	Scabrooks, Boosh Up.

(Source: Dhakal and Bartolucci, 2012)

Because of the differences in taste, quality, shape, color, perishable, nature, adaptability, and yield per unit area some fruit crops or their varieties are more popular and give better income than others. The works on collection, evaluation and selection of fruit species among the superior and indigenous types are in progress at various farms of horticultural centers and stations, but the documentation on their specific utilization and characterization on a scientific basis are poor in Nepal. The main purpose of these works should be focused on how to use these fruit genetic resources for specific purpose based on a proper utilization of climatic and edaphic conditions available in Nepal reflecting quality, production per unit as well as rootstock compatibility to suit macro and microclimatic ranges that exist in various parts of the country. The wild gene pools of many existing indigenous fruit species could have been used to incorporate genes in fruit breeding programs, which help to develop specific fruit varieties for combating several production and adaptation problems. In order to utilize introduced and existing fruit genetic resources in fruit development activities, a national plant Genetic Resources Centre including fruit germplasm respiratory should be established and maintained with a provision of

freeze preservation and cry preservation, in vitro as well as field gene banks in tropical to temperate zones. For this, a proper yet timely collaboration, cooperation and coordination should exist among the national and international centers and their curators, breeders, and horticulturists.

1.2 Statement of the Problems

Since Kathmandu district is rapidly urbanizing region of the country, its marketing problem is much complicated than in other part of the country. Thus, we can conclude that is the scarcity in plenty seasonal production of fruit in artificial scarcity as well as excess. The formers do not get remunerative prices and the consumers do not get fruits of their choices. The periling trend may lead to dissociation to the farmer and for the health to the society. The prominent problem is therefore marketing of fruits in systematic manner.

Since fruit is produced in the different ecological centers of the country. First of all, we are lacking the proper transportation facility. Likewise the best quality of apple is grown in the Jumla & Marpha but we are still improving them from China and India. It is due to the problem of road & transportation. Similarly the fruit buying capacity of Nepalese is very low. The average consumption rate per person is only 60gm/ per day which is very low as compare to the other countries. Similarly the supply of fruit is very irregular due to strike and banda. At first, there is still lack of proper knowledge to produce fruit. Farmers are still engaged on the cereal production. They are not expert in the production of fruits. There is lack of proper production technology. At last there is no systematic marketing, lack of storage structures. Thus post harvest losses are very high in our country's context. This study would concentrate around the problems as stated in the following points.

- Is the quality and quantity of fruit available in Kathmandu satisfactory?
- What is the trend of fruit marketing in Kathmandu?
- Are the consumers aware of fruit consumption?
- What are the major problems of fruit marketing in Kathmandu?

1.3 Objective of the study:

The study will proceed following major objective:

- a. To review the situation of production and consumption of fruit in the Kathmandu district.
- b. To examine the trend of demand for and supply of fruit in Kathmandu.
- c. To analyses the problems of fruit marketing in Kathmandu district.
- d. To assess the consumer awareness of fruit consumption.

1.4 Needs of the study

In Nepal, a greater percentage of population is under nourishment. They are suffering from various diseases and such problems can be removed by consumption of more and more fruits in daily diet. Since Kathmandu district is rapidly urbanizing, its marketing problem is more complicated than in the country as a whole.

The fruits market in the country is suffering from various marketing problems due to which a significant level of fruits goes waste. Appropriate provision of marketing facilities help to minimize the imbalance between season and off-season. It helps to smooth supply of fruits throughout the year and help to establish fixed price. Hence, some concrete steps have to be taken to improve production, distribution and marketing of fruits.

1.5 Limitation of the study.

Every study has to be conducted taking certain constraints into consideration. The study has the following limitation.

The study is based on the annual publications of fruits development directorate Agro Enterprises Center (AEC) and Kuleshor fruit market.

This study is based on the secondary as well as primary data.

The study is limited only within Kathmandu district.

The study mainly focuses on the problem on marketing in theoretical way and the analysis of price of fruits statistical method.

This study has been completed within the time period of three months.

1.6 Organization of the study

The study has been organized in to five chapters is devoted some aspects of the study of fruit market in Kathmandu. The chapters one to five consist of introduction, review of literature, research methodology, data presentation and conclusions. To follow the simple research methodology, it is rational behind the kind of organization of the study as:

Chapters 1: Introduction

It deals with introduction of the main topic of the study like general background, statement of the problems, objective of the study and organization of the study and other introductory framework.

Chapters 2: Review of literature

It includes with the review of relevant studies. It includes the conceptual review of the related books, journals, articles and the published and unpublished research work as well as thesis.

Chapters 3: Research methodology

It describes research methodology employed in this study i.e. research carried out in this size and shape. For the purpose various financial and statistical tools and techniques are defined which is used for the analysis of the presented data.

Chapter 4: Data presentation and analysis

This chapter is the major part of the whole study in which all collected relevant data are analyzed and interpreted by the help of different financial and statistical tools. In this chapter we explained the major findings of the study.

Chapter 5: Summary, conclusion and recommendation

It contains the summary of the study, conclusion, recommendation and suggestion on the basis of the study.

CHAPTER II

REVIEW OF LITERATURE

2.1 Introduction

The purpose of reviewing the literature is to develop some expertise in one's area to see what new contribution can be made, and to receive some ideas for developing a research design. Their relevant finding issues, arguments, logics and suggestion which will provide glimpse, guide lines to go further depth of the study. In other words there has to be continuity in research. This continuity in research is ensured by linking the present Study with the post research studies.

Conceptual Framework

Review of Related Research

Review of Unpublished Masters Degree Thesis

2.2 Conceptual Framework

In the ancient period, Kathmandu was called Nepal. But after the Pashupatinath temple as built, people named this place as Pashupatnath region. The stone carving of lichhavi period proves this fact. The name Kathmandu was given by the Sanskrit word Kasthamandap because a temple made from wood only, is constructed in this place. This district is one of the districts among the eight districts of central development Region and is the capital of Bagmati zone and Nepal. King Guna Kamdev built the city of Kathmandu in 723 AD. It is widely believed that Kathmandu was big Lake and was made habitable when Manjushree cut the hill open at Chovar to drain out the water.

Kathmandu is named after "Kastha-Mandap" meaning the temple made of wood in Sanskrit, an imposing Pagoda near Hanuman Dhoka Palace.

Kathmandu is the capital city of the Nepal. The higher population density is 1800 persons/ square ft. it is situated at an altitude of 1350 meters.

Kathmandu, by virtue of being the capital city, is the nation's first Political, administrative, commercial, tourist, educational and cultural Center. The city has rich

cultural heritage. In the 17th century the valley Consist of the three city states of Kathmandu, Patan, and Bhaktapur. During this time the valley was important link on the route between Tibet And northern India. During the reign of the Malla the palaces and many of the temples were built in the 16th and 17th centuries.

When king Pritivi Narayan Shah united Nepal this was the end of the city-states in the Kathmandu Valley. Kathmandu became the capital of Nepal. The language spoken by the Khas of western Nepal became the Official Language of Nepal replacing Newari, because of the growing Number of people and Vehicles in this Valley, especially in Kathmandu, air and water pollution are becoming a real problems.

This Valley is fertile and rice, wheat, corn, vegetables and a variety of fruits (Bananas, Oranges) are grown. Several rivers flow to the center of the valley and meet the holy Bagmati River, which then flows to the south pass through the Chobar Gorge and eventually meets the Ganges in India.

Geographical Status:

This district lies in the 73rd position on the basis of area but lies in the first position on the basis of population density. The total area of Kathmandu is 41,202 hectares. Geographically, Eastern, northern & Western side is covered by mountains region. And at the southern side, Plain agricultural lands are found. This district is at the altitude of 1262 to 2032m, from the sea level. The shape to this district seems to be 'L' since it is expanded from east to west & turned towards south. The boarder of Kathmandu district touches the seven districts. Bhaktapur, Lalitpur, Kavrepalanchowk, Shindhupalanchowk lies in the East; Nuwakot, Dhading & Makwanpur lies in the West: Nuwakot and Sindupalnchowk in the North & Bhaktapur, Lilitpur & Makwanpur in the South. The three high mountains, Chandragiri, Shivapuri and Nagarjun lie in this district. The area of this district is spread over 27°27' to 28° 49' north latitude & 85° 10' to 85° 32' eastern longitude. Kathmandu district, the capital of the country has one Metropolitan City, One municipality & 57 Village Development Committees'. This district is divided into 7 election sites and 17 sub zones for the election of district

Table 2.1 Use of land in Kathmandu

Particular	Area (in hector)	Percentage
Cultivated Land	24605	59.8
Agricultural Land	19205	46.65
Field	11523	
Slope Land	7682	
Forest	9648	23.41
Grass Land	4470	10.69
Other	2479	6.25

(Source: Community Forest Development Program, 2011/2012)

Irrigated Area:

Irrigated during whole year : 5012 hectors

Irrigated during Rainy season : 6511 hectors

Population status:

Since, the population from other districts comes to settle in this district, racial & religious diversity is seen here. The main cast setting here is Newar, Gurung & many others. Most of the people are Hindu (75%) Buddhist (23%). The other religious too are found here (2%).

If the population growth rate goes on increasing in the same way. Then it will be doubled with in coming 14 years. According to the data of 2038 average size of single family was 6.2 but now it has become 4.5. it proves that now a day, mostly three are single families than the joint. Most of the people settle in the city area of this district. But in the present Context, due to scarcity of drinking water environment pollution dust Garbage's etc, People are migrating towards 'Village Development Committees'. Because of this region, the cultivable land is changing into housing land.

The Newars are considered to be the original inhabitants of the Valley. They speak a Tibetan-Burmese language but their physical Features are both similar to Mongolian, which indicated the origin from the east and Indo-Aryan features, which indicates coming from India.

Climate:

Kathmandu has a pleasant sub-tropical cool climate. Summer(June) August) is warm to hot (March-May and autumn (Sept.-Nov.) is warm during the day and cool in the night. Winter (Dec.-Feb.) is cold with Minimum temperature of about 0°C but mostly sunny during the days. The Annual rainfall is about 1,300 mm.

The Temperature & status of rainfall of any reason symbolized the Condition of crop farming & its consciences. Kathmandu district lies in the central mountainous region, near the Himalayas. So, in the winter season the climate becomes very cold. In the summer season climate is warm but not too hot. The Maximum temperature is 32°C in the month of Ashad & Minimum temperature is -2°C in Magh. The average rainfall is 1764. 5ml.

Condition of Road:

Roads of Kathmandu District touch most National roads. But in Some of the village Development Committee transportation facilities area available only on winter. However, most of the Village Development Committees of this district have graveled roads & concrete roads, because of transportation facility, the sector of agriculture is to developed, commercially. Total Road Length is 804 km. (Including concrete, Graveled and Non-Graveled Road.)

Major Irrigation project:

Forty percent of the total agriculture land is irrigated in Kathmandu, for the irrigation facility District Irrigation Office and local People have joint effort. Some of the Irrigation projects are listed below:

Table 2.2 Major Irrigation project

S.N.	Name of Project	Source of Water	Irrigated Area (In Hector)
1.	Hasanatar Irrigation Project	Satamula Muhan	11 hectars
2.	Mahakal Bhairab Irrigation Project	Monahara	25 hectars
3.	Panchainyan Irrigation Project	Pump, Pipe	22 hectars
4.	Mahankal Irrigation Project	Sunderijal	45 hectars
5.	Chunikhel Irrigation Project	River	12 hectars
6.	Puradol Phat Irrigation Project	Kolmati	10 hectars
7.	Indarani Irrigation Project	Molmati	12 hectars
8.	Hunamu Ghair Irrigation project	Hunamun	11 hectars

(Source: District Agriculture Development Office, 2011/012))

2.2.1 The Pilot Study Area

The different fruit markets inside the Kathmandu are taken as the pilot study area. Most of the people from the peripheral village and the almost all the people of the urban area buy and sell the fruits within this area. It is the main market place for city dwellers, village and even for the jobholders of the other districts than Kathmandu.

2.2.2 Member in distribution channel of fruits in Kathmandu

Distribution is concerned with the physical of goods and services to market and transfer of ownership from marketer to buyers. Distribution can be done either directly or through the independent middlemen or agencies, who have significant role in distribution system. The general principle is that a right product having price should be distributed to the right place though appropriate distribution system. The distribution channel refers to the institutions who are involved in the process of supplying the goods from the producers and Customers but also include others like

agent, contractors, etc. the channel of distribution consists of different marketing institutions. Some of the marketing intuitions in case of fruit marketing are as follows:

Producers:

A producer in case of fruit marketing means the farmers. They produce different types of fruits. They may involve themselves in selling the fruits directly to the market or self them to the retailers, wholesalers or commission agents, etc.

Wholesellers:

This institution does not have the role in production of fruits but has a great role in the supply of fruits in the market. Wholesalers buy fruits from the farmers or through the commission agent and sell it to the retailers. Most of the wholesalers in Kathmandu buy fruits from out of the valley. The wholesalers fix the profit margin.

Pre-harvest Contractor

Pre-harvest contractors are those people who make arrangement to buy the fruit before harvesting it. Wholesalers and the retailers also act as pre-harvest contractor. Nowadays the pre-harvest contractors are increasing and the Farmers who do not have means of transport of whose farm is really at a far distance from the market prefer to sell their products to the Pre-harvest contractors. In the study area only few Pre-harvest Contractors were found.

Commission Agents:

An agent who works for commission is Called commissions Agents. Commission agents collect fruits either from the field or in the assembly market and sell them on Commission. Commission Agent received money for selling fruits, which increases the quantity of fruits.

Retailers:

Retailers are the parts of the fruit marketing through which most of the consumers get the fruits. Retailers buy fruits from farmers, wholesales, commission agents or pre-harvest contractors and fix some margin and sell it to the market. In case of the city are like Kathmandu retailers are two types. They are shopkeepers and hawkers.

Shopkeeper:

Shopkeepers are those types of the retailer who Have their own fix shop and sell fruits there. Here some shopkeepers have got permanent shop but some of them sell on the side of the road. Most of them have their own price, which is generally, fix for a day but they may change the price seeing their neighbour shopkeepers.

Hawkers:

They are the sellers of fruits who sell it from place to place. In the beginning most of the hawkers were from the terai region but nowadays the people of the valley and other places are also working as hawkers. They do not have fix price. They change the price from place to place and fix the price according to their convenience.

2.2.3 Existing Distribution Channels of Fruits in Kathmandu

Marketing system has got great role for the consumption of the fruit produced by the farmers. If there are good marketing system all the farmers and the consumers along with the other parts of the marketing are benefited. The marketing system of Kathmandu is not well organized and it needs improvement. The mainways of fruit distribution in Kathmandu are as follows:

Producer	-	Consumer
Producer	-	Consumer
Producer	-	Consumer
Producer	-Whole seller-Hawkers	- Consumer

Producer-Whole Seller-retailer-Consumer

In this type of marketing system the time taken by the fruits to reach to the consumers is long. The producers produce fruits and self it to the wholesalers take some profit and sell it to the retails. Retailers take some profit and self that that the fruit to consumers generally the fruits banana and orange are sold in this way.

Producer-Consumer

In this type of marketing system the producer (farmers) himself or herself are involved in selling of the fruits in market. Generally the producers of the leafy fruits sell their products to the market. In this case the selling is as mentioned below:

The producers themselves send sales force to the market and self it to the consumers.

Fruits producers sell fruits on the road side market or stated Wholesale or retail market directly to consumers/ customers.

They may sell it as a vendor.

The consumers also go to the producers to buy the fruits.

Producer-Retailer-Consumer

In this system the producers sell their products to the retailer and the retailers sell these to the consumers taking some profit. The Producers of banana, orange, etc., are involved in this system.

Producer-whole Seller-Hawker-Consumer

In this system the farmers sell their products to the wholeseller. Wholesellers take some profit and sell to Hawker. Hawker takes some profit and sells to consumer. In this system the time taken by the fruits to reach the consumer is long and consumer pay high price for fruits. Different types of fruits are sold in this way.

2.2.4 Facilities Available for the fruit marketing

Kathmandu has got not bad production of fruits and due to lack of knowledge and many more other available circumstances people do not have knowledge about the fruits marketing as a result the managed fruit market has yet not been well established and development properly. Farmers are bound to self their products in low price whereas the middleman makes more profit. On the other hand the customers are also not getting the good fruits though they pay good sum of money for that purpose. There are many reasons responsible for that. Some of them are lack of proper storage, lack of good seeds, lack of right information, lack of capital, lack of cultivating, caring, harvesting, storing, grading technology and technique etc. The farmers and the

consumers have got only little facilities. The main facilities available for the farmers are store facility and seed selling shop.

Storage Facility:

Good and quality seeds can only yield good production but the availability of good seed is great anxiety for the farmers. In Kathmandu there are two cold stores established for the storage facility where the farmers can store the fruit mainly banana and orange. The two cold stores are: Dugad Cold Stores and Budhathoki Cold Store. Himshekhar cold Store is on construction Process.

Dugad Cold Store:

The oldest cold store in Kathmandu is Dugad Cold Store. This cold store lies at Balaju Industrial Area. This cold store has the capacity of 1200 Metric tones. Here different types of food, vegetable and fruits are stored.

Budhathoki Cold Store:

This Cold Store lies in Sitapaila VDC. This cold store has capacity of 3000 metric tones. Here different types of food and fruits & vegetable are stored.

2.2.5 Government, Support for Fruit Production

There are different local and government agencies, which are involved in the promotion of the fruits production and marketing, but their effort has not given the good and significant result yet. District Agricultural Office has contributed to increase the production of fruits. Nepal Agriculture Research Council (NARC) is also conducting research in different fruits like citrus and other fruit varieties.

2.2 Review of Related Research

While studying the fruits marketing, it is felt necessary to review the research studies conducted in this field therefore, in this chapter an attempt is made to review the research works on marketing of fruits as well vegetables in Kathmandu district.

Research on fruits is conducted with a view of providing information on fruits that have suitable and scope of cultivation in a particular area. Research and development work in horticulture is being carried out by (NARC: Nepal Agriculture Research

Council) and Ministry of Agriculture and Cooperative through Department of Agriculture (DOA). NARC is solely responsible for conducting the need based research which is directly related to farmer's problem and creation of new intervention by which poverty could be reduced by the production of hybrid crops, seeds, animal products and others. NARC has following organization setup for horticultural research and technology generation. at present Horticulture Research division is the apex body under NARC system to formulate policy and strategies in horticulture research. There are three commodities programs- citrus and ginger in fruits sector. Similarly, there are 3 horticulture researches station located at Jumla, Dailekh and Pokhara. Likewise ARS (Agriculture Research Station) Jarahara, ARS Parwanpur, ARS Lumle, ARS Nepalgunj, Surkhet and Doti has horticulture unit each. At yearly workshops with different stakeholders are held and announcements and sharing of outcome of horticulture research are done.

The report on vegetable marketing in Kathmandu Valley” was published in June 1995 by Ishwori Bhattari. The overall situation of vegetable marketing in Kathmandu valley is still under developed and inefficient. Moreover there is in adequate information relating to area, production, prices marketing facilities movement of vegetables within the country. The study is also in limited scale for the adequate supply of vegetables there will the proper technology, pricing, supply and research will be needed.

“A Study on Production and Marketing Practices Kathmandu Valley” is the survey study conducted by the Food and Agriculture Marketing Service Department in 1999. The Survey was conducted with the objective of analyzing the problems related to vegetable production, marketing and institutional reforms. To know the existing cost to production of different types of vegetables in the Valley was another objective of the survey.

The second survey report on “Vegetable and Fruit Market Survey in Kathmandu Area” was published in 2003. The study shows the monthly mean prices, availability and the places of origin of different types of vegetables and fruits available in Kathmandu Valley. The report indicates that the quality and quantity of vegetables and fruit available in the market has improved considerably for the last few years. Popular vegetables such as tomato, carrot, brinjal, cabbage, etc. are available regularly

throughout the year. However, there was no remarkable price change during the survey period.

The survey “Vegetable Marketing in Kathmandu Valley” report was published in January 2006. The price levels of three markets, namely mangalbazar of Patan District, Ason and Purano Baneshwor (both in Kathmandu district) were compared on the basis of monthly average prices per product per market. The report reveals that Mangal bazar is the dearest market for vegetables.

2.3 Review of unpublished Masters Degree thesis

Miss Meera Shrestha (2003), her study on “A study of floriculture enterprises in Kathmandu valley” her main finding of this study is less production of florid product. Similarly, there is more demand increasing day to day similarly, there is lack of study, research and proper systematic marketing of florid product.

Juni Tamrakar (2006) conducted on “Vegetable market in Katmandu and Pokhara”. The objective of the study was to study the prices of vegetables in Pokhara and two markets of Kathmandu. The study reveals that there are no significant different between the price of vegetables in Ason and Ranamukteswor market while the prices of almost all vegetables are higher in Pokhara. However, the number of vegetable crops and quantity of vegetables found in Pokhara market are far less than in Kathmandu. More than 50 kinds of vegetables are found in Ranamukteswor throughout the year while it is less than 50 in Ason.

Mr. Y.R. Joshi (2007), his study on “A study on Vegetable production and marketing (with special reference to the winter vegetable production in Kathmandu valley)”. The objective of the study was to Analyze the existing problems relating to vegetable production and Marketing. According to him, area under vegetable cultivation in the valley is decreasing. As a result, there has been significant rise in the Prices of vegetables. Cost-benefit analysis reveals that followed by onion, reddish, spinach, garlic and carrot. While highest revenue comes from onion amounting Rs. 8,042 per hectare. It also provides the highest profit of Rs. 3,858 per hectare.

The study concludes that the vegetable cultivation is highly Profitable. However it has not yet been popular due to greater care needed and traditional habit of cultivating wheat and paddy.

Mohan Krishna Shrestha (2010), conducted “The study of Vegetable marketing in Bhaktapur district”. He conducted to find out real condition of vegetable market as the demand of vegetable is higher than production but there is lack of storage structure as well as not proper Organizational support by municipality & the main problem is towards farmers by untimely price fluctuation.

2.4 Features of this study

The Research on the marketing of fruits in Kathmandu district is very rare. As, it encompasses in the basic problem like supply, lack of storage structures, lack of habit to buy fruits, lack of knowledge to consume fruit as health point of view. Similarly, the prospects side is very widening day to day. As the health consciousness is increasing nowadays marketing not only covers the whole chapter so the questionnaire for shopkeeper as well as consumer is distributed. As compared to other survey it is more scientific analytical & valid. That is why, it has performed in the real field situation and all the data are primary. Thus, it has total truthiness.

CHAPTER –III

RESEARCH METHODOLOGY

3.1 Introduction

This chapter describes the methodology employed in this study. It consists of research design, population and sample study, sources of data, and methods of data analysis. Research Methodology is a systematic way to solve the research problems. It describes the methods and process applied in the overall presentation of the study. This research design is based on scientific Method.

This chapter provides the instruction regarding the method and process associated with overall study relates to the investor's preference on financial instrument.

This chapter refers to the overall research method from theoretical aspect to the collection and analysis of data. These researchers have been conducted by using appropriate statistical tools. The detail research methods are described in the following headings.

3.2 Research Design:

This dissertation is concerned in the fruit marketing in Kathmandu District. This research design consists of combination of structured and unstructured interview, schedule for primary data and a wide research for Secondary sources which help to analyze the relationship between selected variables. The present study is based upon descriptive research Design to find out actual condition of fruit marketing and to provide necessary possible suggestion for it.

3.3 Types and Source of Data:

Both types of primary and secondary data have been used for the Present study. The primary data and information were collected though the field survey, primary data is collected from different sources. Such as Different sample respondents of the shopkeeper, producer and consumers were collected from the study area. Different caste sample respondents and Kalimati fruit and vegetables market data were selected for collection the Primary data and Secondary data were collected from AEC Agro enterprises Center, District Agriculture Office, booklets unpublished dissertations and

published articles. Main focus is given to primary data. Both quantitative and qualitative data have been used.

3.3.1 Primary Data:

Primary data are collected through survey of Kuleshwor fruits Market, from the interview with the consumers, retailers and farmers of different age, cast and with different social status.

3.3.2 Secondary Data:

Secondary data are collected from the different sources. The Sources includes different types of magazine, different bulletin, AEC (reports), kalimati fruit and vegetable market data, Kulehswor fruit Wholeseller market and District Agriculture office data.

Table 3.1 Fruit Data's of Kathmandu District 2011/2012 Area-ha, production-mt

Deciduous Fruits	2007/08 Total	2008/09 Total	2009/10 Total	2010/11 Addition Only	2011/12 Total Up to Now	Comm ercial	Kitc hen Gard en	Produc tive Area	Prod uctio n	Rem arks
Apple	30.5	30.5	15.5	0	12	“	12	5	31	
Pear	121.27	121.3	122.8	5	120.8	62.6	60.2	111	1337	
Walnut	18.42	18.4	9.2	0	7.2	“	7.2	2.5	7	
Peach	75.88	75.9	76.9	3	89.9	“	89.9	67	485	
Plum	85.24	85.2	86.2	3	89.2	“	89.2	75	557	
Apricot	5	5	5	0	5	“	5	4	26	
persimmon	19.71	19.7	23.2	4	27.2	14	15.2	17	115	
Lapsi	53.5	63.5	73.5	15	88.5	20	68.5	50	359	
				Total	445.5	96.6	349.2	330.5	2917	
Ever Green Fruits										
Guava	32	32	16.5	2	15	“	15	9	67	

Citrus										
Orange	188.8	190.8	192.1	3	195.1	“	195.1	126	1245	
Sweet lime	18.08	18.1	18.53	0	18.3	“	18.53	15	165	
Lime	82.17	83.2	84.88	2	86.88	“	86.88	66	525	
Lemon	9.3	9.3	9.33	1	10.23	“	10.23	8.5	601	
Other	5.7	5.71	7.71	5	12.71	“	12.71	5	260	
Total					323.55		323.55	220.5	2796	
Grand Total					784.35			560	5021	

(Source: District agriculture Office Kathmandu)

3.3.3 Questionnaire

Structured and unstructured questionnaire were prepared for the collection of data. Different sets of questionnaire were specially prepared for retailers and consumers.

3.3.4 Observation

While collection data and studying the fruit market, direct Observation was done. Especially such kind of observation was in the different fruit market in the district during which the behavior of both the consumers and retailers were also noticed.

3.3.5 Interview

At the market place consumers were interviewed. Selection of the consumers was random. Similarly the farmers were interviewed in their Field while some were on the way to the market. On the other hand the Cold store and seed shopkeepers were also interviewed.

3.3.6 Population and sample

For the detail study of the fruit marketing the fruit markets in the municipality were taken as sample and in the same way the farm in the Kirtipur was taken as the sample for the study of the area used for the production of the fruit. All together 200 questionnaire are distributed to option survey for consumers of fruits where as 110 retail and wholesale Business men have been asked questionnaire.

3.4 Methods for Data Collection

This study, both structured and unstructured questionnaires as well as interview methods were used for quantitative and qualitative data. structured questionnaires and interview were used to collect the basic information about the production and marketing of fruits, both types of data were collected with help of the methods like direct observation methods, interview, schedule were used to study.

3.5 Methods for Data Analysis and Presentation:

The data had collected from different castes and society, using various instruments and found sources has been analyzed. Each part of information classified, analyzed

and described mathematically and statistically, classifying with tabulating them in different categories into sub heading. The data have been analyzed using a various statistical and Mathematical tools and techniques such as percentage, graph, bar Diagram, pie chart, maps etc. different charts have been used to classify the quantitative as well as qualitative data.

3.6 Data Collection Methods and Sources

The stated objectives of this study have been achieved by collecting data and information primarily from the secondary sources. The data has been collected from publish as well as unpublished reports, research studies, and other publication. The data which is not available in the reports and publications were gathered by the personal contacts with the respective authorities. In addition, information has also been collected from the primary sourced through the use if informal interview, observation and questionnaire Methods. The following secondary sources have been tapped for the collection of the required data and information.

- Vegetable development division, khumaltar
- National potato development programme, khumaltar
- Food and agricultural marketing services department.
- Statistic division of customs department
- Other sources including ine books, articles, reports, research
- Studies, and publications published y the various authorities.

CHAPTER –IV

DATA PRESENTATION AND ANALYSIS

This chapter consists of the analysis of secondary and primary data along with their result and interpretation. This chapter is divided into three sections. The first section includes the presentation and analysis of secondary data. The second section includes the presentation and analysis of primary data collected from different respondents. And third section encompasses the major finding of the study.

4.1 Major fruits in Kathmandu District

Main sources of secondary data are District Agriculture office, Kathmandu (DAOK), Agro Enterprise Center (AEF), Kalimati/Kuleshwor fruits wholesale markets, etc. As per the fruits production data received from District Agriculture office, Kathmandu, following major fruits were produced in Kathmandu as per following:

Table 4.1 Table showing production major of fruits in Kathmandu

(Production in MT)

Major Fruits	2008/2009	2009/2010	2010/2011	2011/2012
Pear	121.27	121.3	122.8	120.8
Peach	75.88	75.9	76.9	89.9
Plum	85.24	85.2	86.2	89.2
larsi	53.5	63.5	73.5	88.5
Orange	188.8	190.8	192.1	195.1
Lime	82.17	83.2	84.88	86.88
other	138.71	138.71	104.97	107.64

(Note: other includes apple, walnut, apricot, persimmon, guava, sweet lime, lemon, Etc.) (Source: District Agriculture Office, Kathmandu)

All the deficit quantities of fruits and other varieties of fruits are either imported from other places of Nepal or from India, china, etc.

Similarly, following table shows the status of commercial production of various fruits in Kathmandu.

Table 4.2 Table Showing Commercial and Non-commercial Production of the major fruits

(Production in MT)

Major Fruits	Commercial Production	Non- commercial Production
Pear	62.60	60.20
Peach	-	89.9
Plum	-	89.2
Lapsi	20.00	68.50
Orange	-	195.1
Lime	-	86.88
Others	34.00	73.64

(Source: District Agriculture Office, Kathmandu)

Table 4.3 Showing Productive Area of major fruits

(Production in MT)

Major Fruits	Productive Area
Pear	111
Peach	67
Plum	75
Lapsi	50
Orange	126
Lime	66
Others	66

(Source: District Agriculture Office, Kathmandu)

This table clearly show that major fruit production in Kathmandu District is non-commercial based. This means that there is lack of proper pricing system based on cost or market. Producers accept whatever price agreed by traders. Since fruits are produced through a non-commercial farming proper distribution channel has not been used resulting in low returns to the producers. There is no tendency of using promotional mediums for marketing fruits in Kathmandu.

4.2 Analysis of Primary Data

Before entering to the survey field i.e. in Kathmandu two types of questionnaire were prepared for primary data collection from the respondents. During the period of distribution of the questionnaire were randomly distributed to the respondents i.e. to consumer as well as to the sellers who were different in age, sex, education as well the social Status and differ in religious aspects, who were the representative sample Of different kind of population of the area. Some of the questionnaires were distributed and collected by the personal contact and some were visited in Kalimati & Kuleshwor wholesale markets. The total two hundred questionnaires were distributed to the consumer but only 192 were responded back. Similarly, in case of sellers out of 110 questionnaire 104 reply was found.

4.2.1. Consumer's Responses

Among the distributed 200 questionnaire only 192 were returned back from the consumers, so the respondents were 96%. They are presented in the table below:-

4.2.1.1 Time of Fruit Purchase

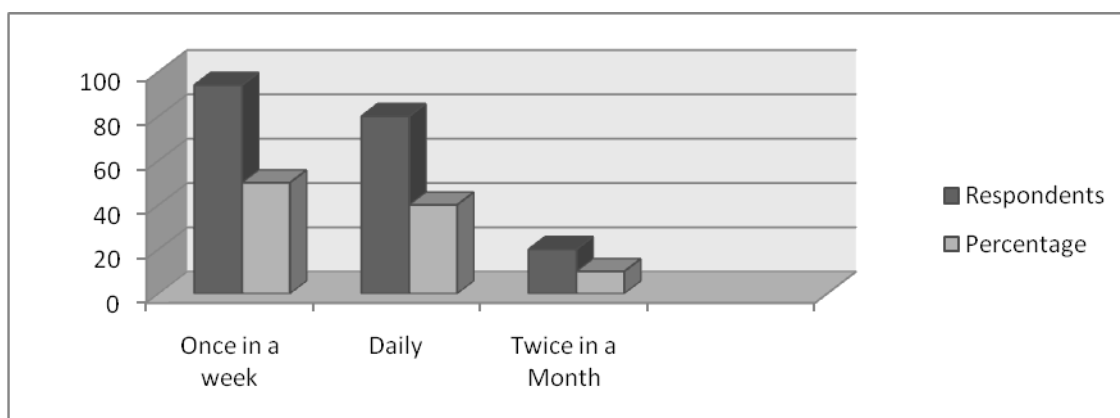
Table 4.4 Showing the time of fruit purchase by the consumers

Particulars	Respondents	Percentages
Once in a week	93	48
Daily	80	42
Twice in a month	19	10
Total	192	100

Source: Questionnaire

By the above table, it is clear that 93 respondents or 48% said they buy once a week where as 80 respondents or 24% said daily and 19 respondents or 10% said that they buy fruits only twice in a month. Thus it is clear that highest percentage of people (consumers) buy fruits once in a week in Kathmandu district.

Figure4.1 Showing the time of fruits purchase by the consumers



By analysis the above figure, it is found that most of the Consumers buy fruit in weekly basis.

4.2.1.2 Quantity of fruits purchase

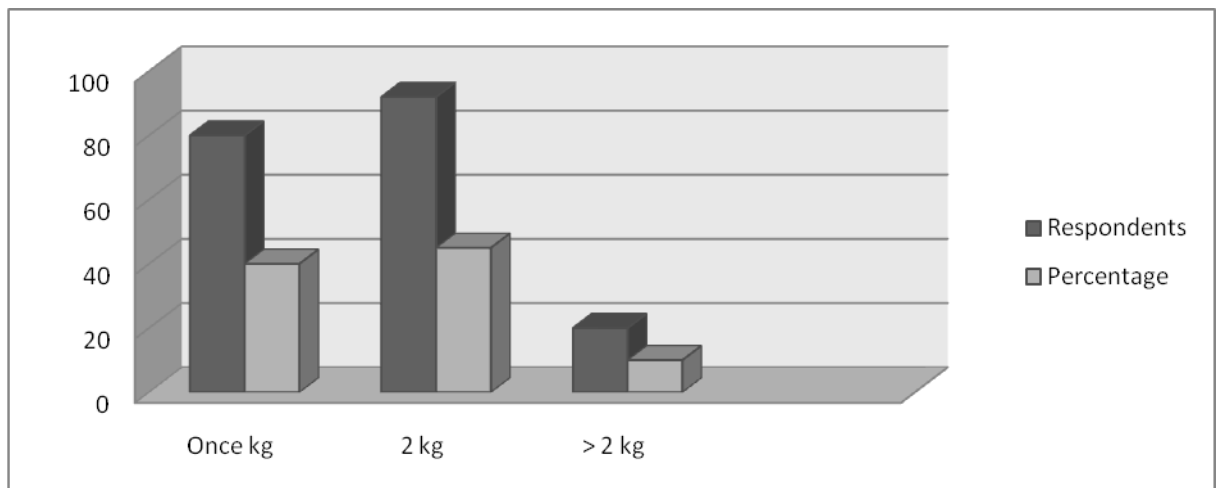
Table 4.5 Showing the quantity of fruits purchase by the consumers

Particular	Respondents	Percentage
One kg	80	42
2 kg	90	47
>2 kg	22	11
Total	192	100

(Source: Questionnaire)

According to the above table, it can be noticed that 90 respondents i.e. 47% buy fruits 2 kg and respondents 80 i.e. 42% buy 1 kg at last more than 2 kg buy by 22 respondents i.e. 11% . Thus, it can be concluded that 90 respondents buy 2 kg of fruits at a time.

Figure 4.2 Showing the quantity of fruits purchase by the consumers



4.2.1.3 Percentage of Income Spent in Fruit Purchase

Table 4.6 Showing the Percentage of income spent in fruits purchase by the consumers

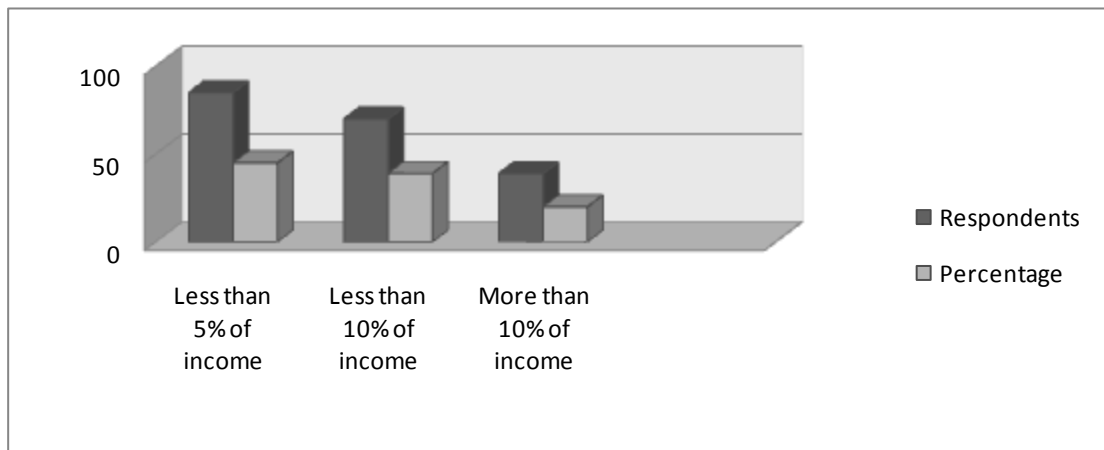
Particular	Respondents	Percentage
Less than 5% of income	85	44
Less than 10% of income	70	37
More than 10% of income	37	19
Total	192	100

Source: Questionnaire

By the above table it is found that most of the consumer spent less than 5% of their income in fruit purchasing where as 85 respondents or 44% said that they spend less than 5% in fruit buying. Similarly, 70 or 37% respondents spent less than 10% of income and at last more than 10% by 37 or 19% of the respondents. Thus, it can be concluded that 44% respondent spends less than 5% of their income in fruit buying.

The above table can be shown in the following figure

Figure 4.3 Showing the percentage of income spent in fruits by the consumer



4.2.1.4 Basic reason to consume fruit

Table 4.7 Showing the Basic reason to consume fruits

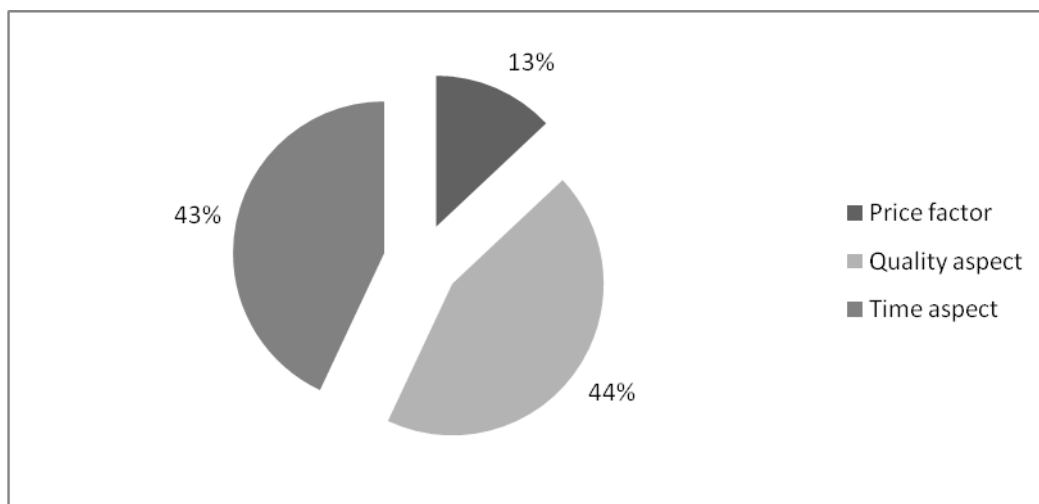
Particular	Respondents	Percentage
To become healthy	85	44
To meet hunger	82	43
To show others as rich	25	13
Total	192	100

Source: Primary data

By analysis of the above table 85 respondents or 44% said that Reason for consuming fruits is to become healthy, secondly 82 Respondents i.e.43% said to meet hunger and least 25 respondents i.e.13% to show others as rich. It can be notified that 44% or 85 respondents feel that to consume fruits is to become healthy.

The above table can be shown in the following figure

Figure 4.4 Showing the basic reason to consume Fruits



4.2.1.5 Main Problem of not getting the Desired types of Fruits

Table 4.8 Showing the main problem of not getting the Desired types of Fruits

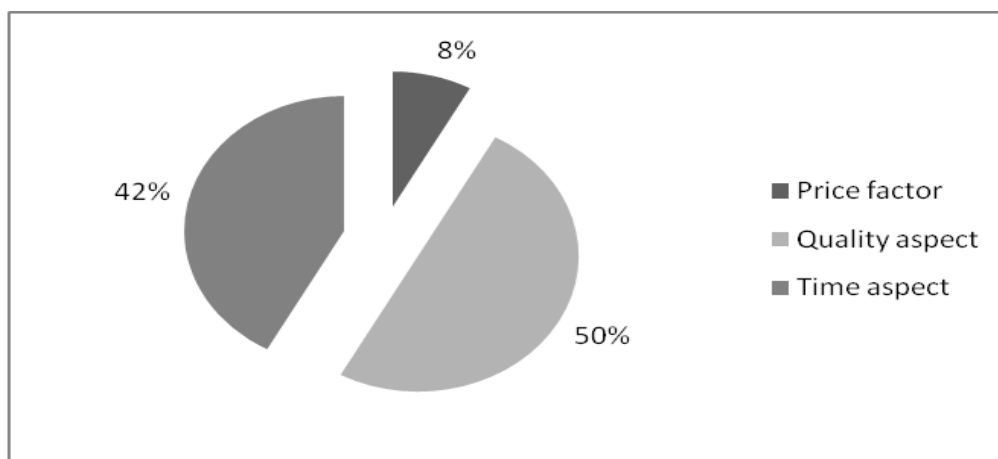
Particular	Respondents	Percentage
Price factor	95	49
Quality aspect	81	42
Time aspect	16	9
Total	192	100

Source: Questionnaire

From above tables, 95 respondents i.e. 49% said that their main problem of not getting the desired types of fruit is by price factor. Similarly, 81 respondents or 42% said quality and at last 16 respondents or 9% by the time aspect. Thus, it can be results at more 81 respondents feel Price is the limiting factor.

The above table can be shown in the following figure

Figure 4.5 Showing the main problem of not getting the desire types of fruits



4.2.1.6 Preference of Fruits

Table 4.9 Showing the preference of Fruits among the consumers

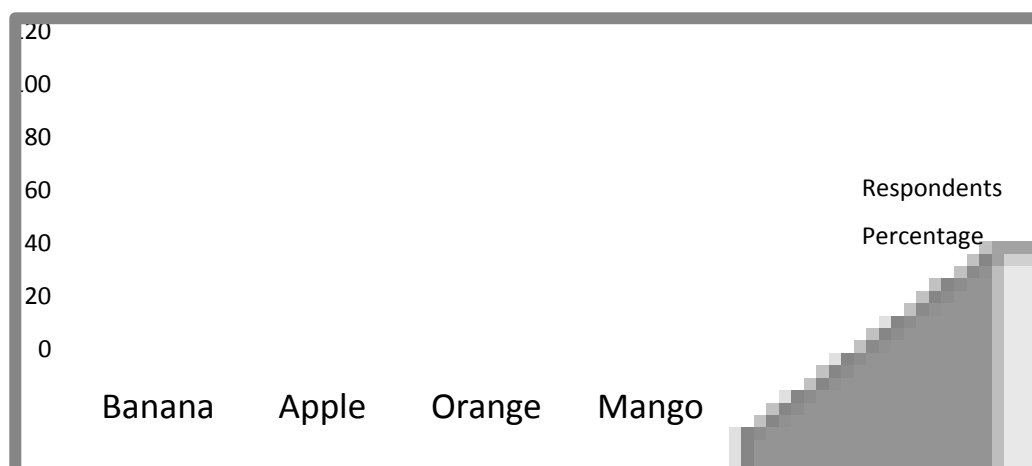
Particular	Respondents	Percentage
Banana	50	26
Apple	110	57
Orange	25	13
Mango	7	4
Total	192	100

Source: Questionnaire

According to the above table among the fruits consumers 110 or 57% of the respondents prefer apple where or 50 or 26% respondents Prefer banana, 25 or 13% of respondents prefer orange and at last 7respondents or 4% prefer mango. Thus, it can be said that apple is the most preferred fruits among the respondents.

The above table can be shown in the following figure

Figure 4.6 Showing the preference of Fruits among the consumers



4.2.1.7 Preference of Fruits by Age

Table 4.10 Showing the preference of fruits by age of the consumers

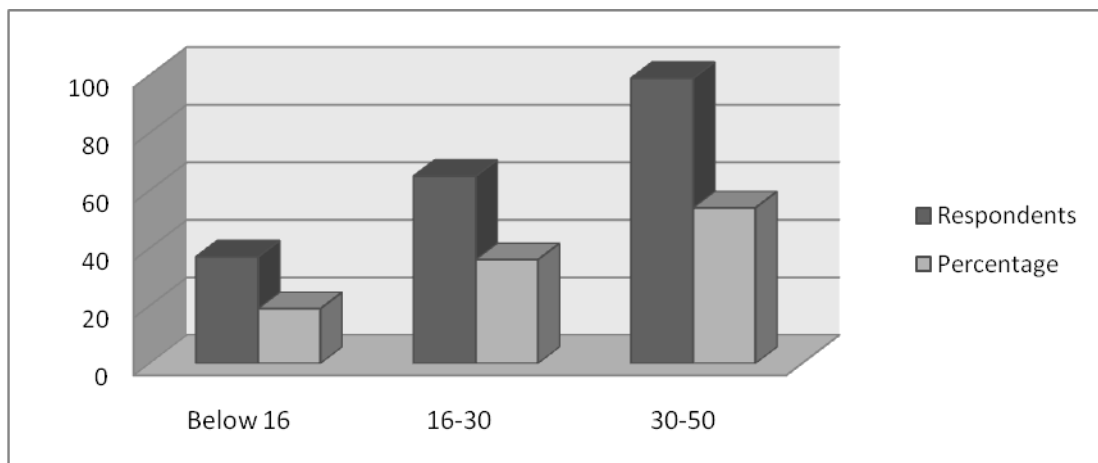
Age	Respondents	Percentage
Below 16	32	16.67
16-30	63	32.81
30-50	97	50.50
Total	192	100

Source: Questionnaire

According to the above table among the fruits consumers 32 or 16.67% of the respondents represent age of below 16 whereas 63 or 32.81% respondents represent age of 16-30, 97 or 50.52% of respondents represent age of 30-50. Thus, it can be said that the consumers by age of 30-50 purchase more fruits among the respondents.

The above table can be shown in the following figure

Figure 4.7 Showing the preference of Fruits among the consumers



4.2.1.8 Preference of Fruits by Gender

Table 4.11 Showing the preference of fruits by age of the consumers

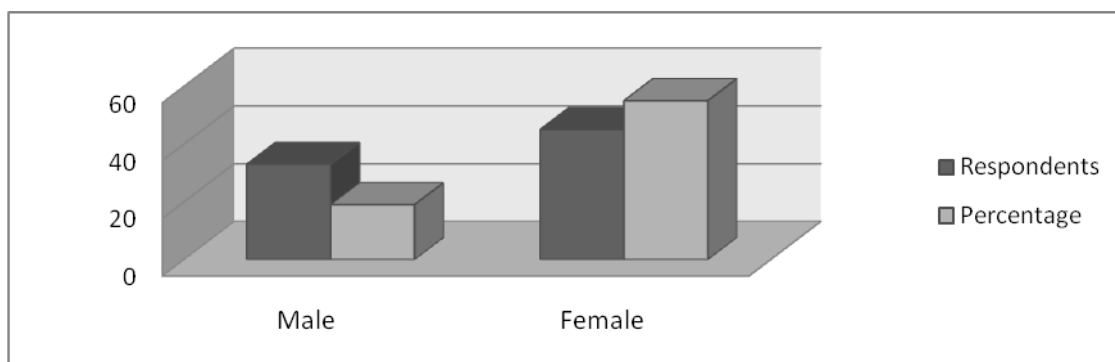
Gender	Respondents	Percentage
Male	86	44.8
Female	106	55.2
Total	192	100

Source: Questionnaire

According to the above table among the fruits consumers 86 or 44.8% of the respondents represent male whereas 106 or 55.20% Respondents represent female of respondents. Thus, it can be said that the Female consumers purchase more fruits among the respondents.

The above table can be shown in the following figure

Figure 4.8 Showing the preference of Fruits by gender of the consumers



4.2.1.9 Preference of Fruits by Level

Table 4.12 Showing the preference of fruits by Income level of the consumers

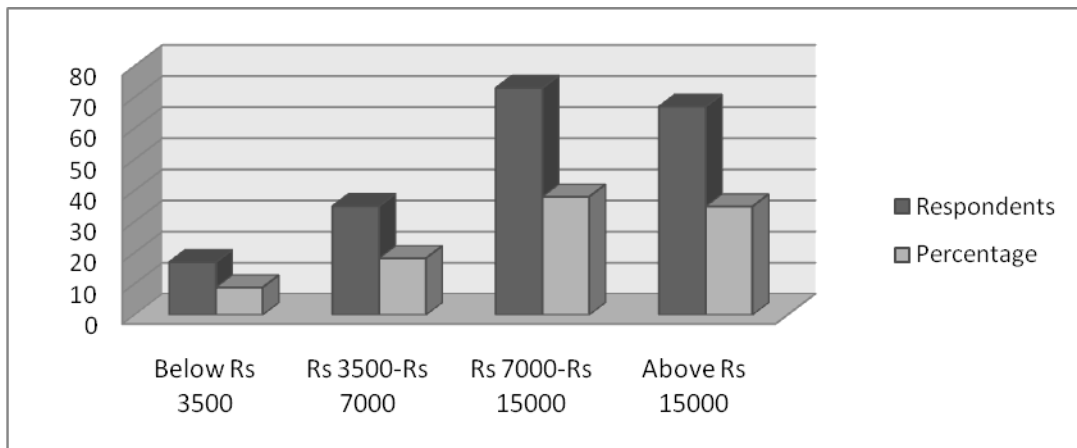
Income Level(Monthly)	Respondents	Percentage
Below Rs. 3500	17	8.86
Rs. 3500 - Rs. 7000	35	18.23
Rs. 7000 - Rs. 15000	73	38.02
Above Rs. 7000	67	34.89
Total	192	100

Source: Questionnaire

According to the above table among the fruits consumers 17 or 8.86% of the respondents earn monthly income below Rs. 3500 whereas 35 or 18.23% of respondents earn monthly income Rs. 3500-Rs. 7000. Similarly, 73 or 38.02% of consumers earn monthly income of Rs. 7000- Rs.15000 whereas 67 or 38.9% of consumers earn monthly income Above Rs. 15000. Thus, it can be said that the consumers having monthly Income of Rs. 700-Rs.15000 purchase more fruits among the respondents.

The above table can be shown in the following figure

Figure 4.9 Showing the fruits by income level of the consumers



4.2.1.10 Preference of Fruits by Profession

Table 4.13 Showing the preference of fruits by profession of the consumers

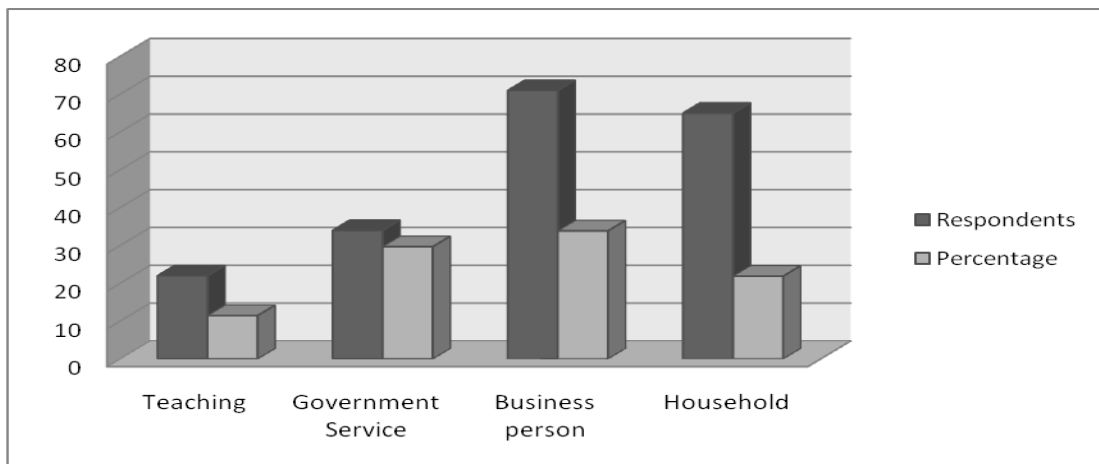
Profession	Respondents	Percentage
Teaching	22	11.46
Government Service	34	17.71
Business person	71	36.98
Household	65	33.85
Total	192	100

Source: Questionnaire

According to the above table among the fruits consumers 22 or 11.46% of the respondents are of teaching profession whereas 34 or 17.71% of respondents are of government services. Similarly, 71 or 36.98% of respondents are of business persons whereas 65 or 33.85% of Respondents are of household. Thus, it can be said that the business Persons purchase more fruits among the respondents.

The above table can be shown in the following figure

Figure 4.10 Showing the preference of Fruits by profession of the consumer



4.2.1.11 Preference of Fruits by Area

Table 4.14 Showing the preference of fruits by Area

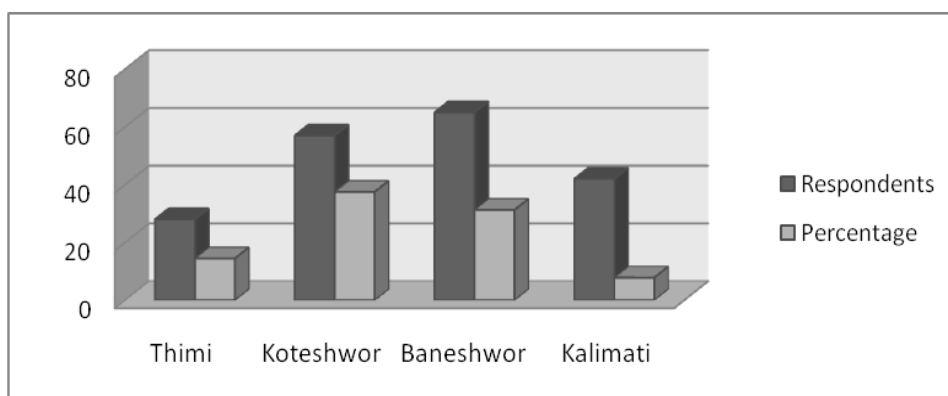
Profession	Respondents	Percentage
Thimi	28	14.58
Koteshwor	57	29.69
Baneshwor	65	33.85
Kalimati	42	21.88
Total	192	100

Source: Questionnaire

According to above table among the fruits consumers 22 or 11.46% of the respondents are of teaching profession whereas 34 or 17.71% of respondents are of government service. Similarly, 71 or 36.98% of respondents are of business persons whereas 65 or 33.85% of respondents are of household. Thus it can be said that the customers of Baneshwor purchase more fruits among the respondents.

The above table can be shown in the following figure

Figure 4.11 Showing the preference of Fruits by profession of the consumers



4.2.1.12 Preference of Fruits by Qualification

Table 4.15 Showing the preference of fruits by Qualification

Qualification	Respondents	Percentage
Masters Degree	45	23.44
Bachelors Degree	72	37.5
Intermediate or+2	60	31.25
School	15	7.81
Total	192	100

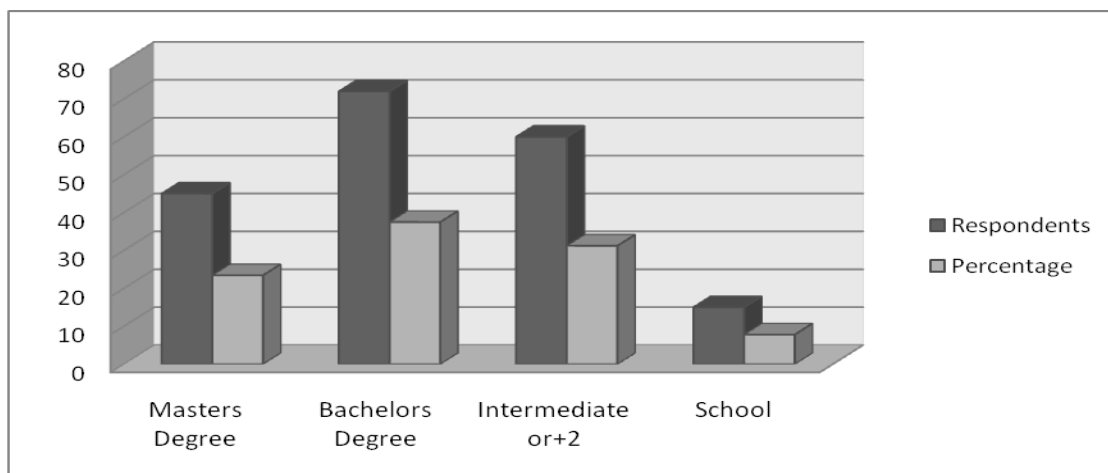
Source: Questionnaire

According to the above table among the fruits consumers 45 or 23.44% of the respondents have qualification of master degree whereas 72 or 37.5% of the respondents have qualification of bachelor's degree. Similarly, 60 or 31.25% of respondents have qualification of +2 whereas 15 or 7.81% of respondents are of school

level. Thus, it can be said that the customers have qualification of bachelor degree purchase more fruits Among the respondents.

The above table can be shown in the following figure

Figure 4.12 Showing the preference of Fruits by Qualification



4.2.2 Sellers Views

Among the distributed 110 questionnaire 104 is return back, so the respondent percentage is 94%.

4.2.2.1 Time of Fruits selling in the Market

Table 4.16 Showing the time of fruits selling in the market by the fruits sellers

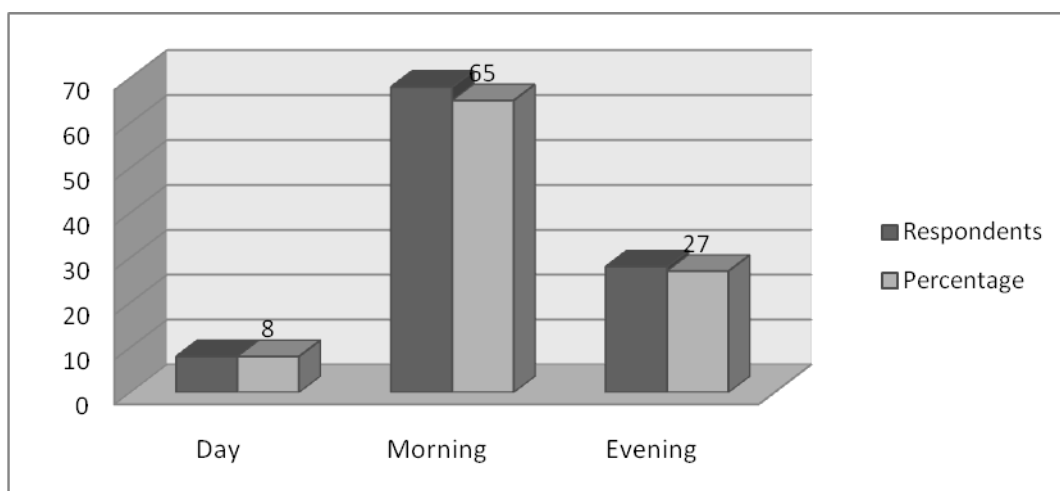
Particulars	Respondents	Percentage
Day	8	8
Morning	68	65
Evening	28	27
Total	104	100

Source: Questionnaire

According to the above table, 68 respondents 65% sells fruit in the Morning, 28 respondents i.e. 27% sells in the evening and 8 or 8% sells at day time. Thus, it can be concluded that morning is the prime to sell fruits.

The above table can be shown in the following figure

Figure 4.13 Showing the preference of Fruits by Qualification



Above figure, it was found that the most peak time for fruits selling is in the morning.

4.2.2.2 Quantity of Fruits Sold

Table 4.17 Showing the quantity of fruits sold by the sellers

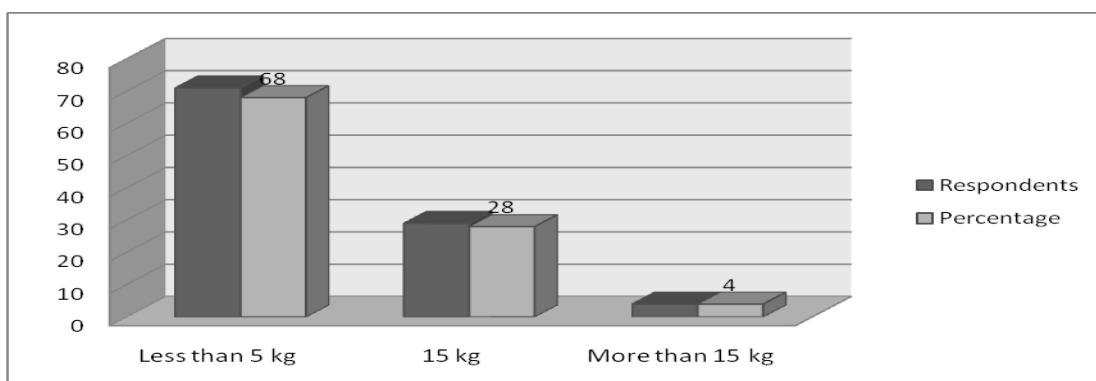
Particulars	Respondents	Percentage
Less than 5 kg	71	68
15 kg	29	28
More than 15 kg	4	4
Total	104	100

Source: Questionnaire

According to the above table 71 respondents or 68% of respondents Said that they sell 5 kg at a time & 29 respondents or 28% sells 15 kg of Fruits at a time and at last 4 or 4% of the respondents sells more than 15 kg of fruits at a time. Thus it can be found that the 5 kg is the most Selling quantity.

The above table can be shown in the following figure

Figure 4.14 Showing the quantity of Fruits sold by the sellers



4.2.2.3 Fruits coming from the Different places

Table 4.18 Showing the Fruits Coming from the Different places

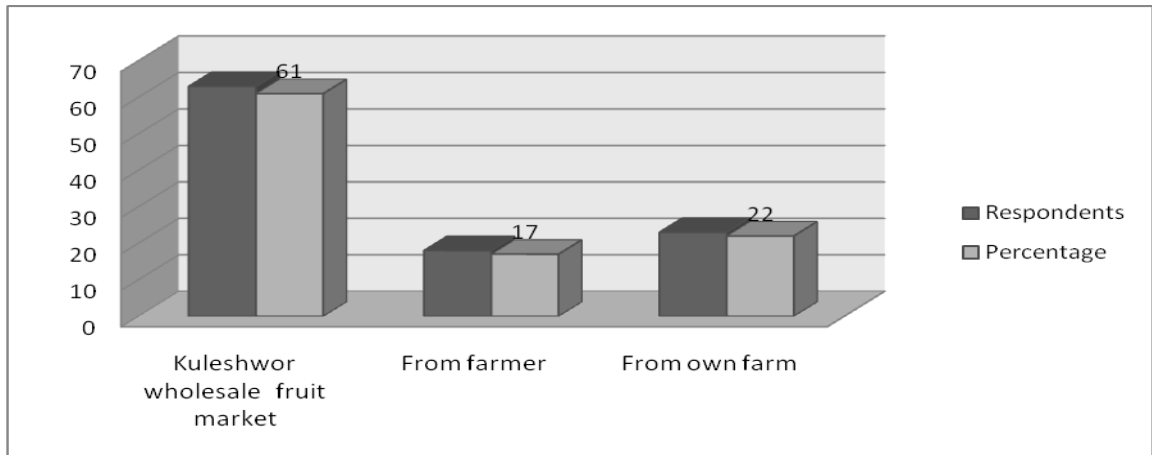
Particulars	Respondents	Percentage
Kuleshwor wholesale fruit market	63	61
From farmer	18	17
From own farm	23	22
Total	104	100

Source: Questionnaire

According to the above table 63 or 61% of the respondents said that they bring fruits from Kuleshwor wholesale market followed by 23 or 22% from own farm and at last 18 or 17% bring from farmers. Thus, it can be concluded that Kuleshwor wholesale market is the potential place for fruit buying.

The above table can be shown in the following figure

Figure 4.15 Showing the Fruits coming from the different places



4.2.2.4 Competition

Table 4.19 Showing the Competition among the sellers by the different factors.

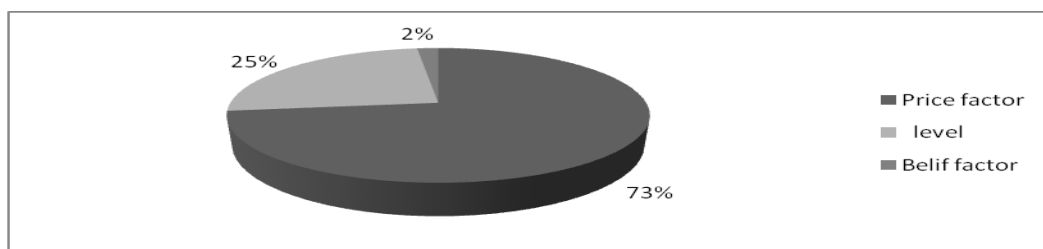
Particulars	Respondents	Percentage
Price factor	63	61
level	18	17
Belief factor	23	22
Total	104	100

Source: Questionnaire

As per the above table 76 or 73% respondents said that the Competition among the sellers is by the main factor of price Similarly, 26 or 25% of the respondents feel that level is other factors and at last Belief with 2 or 2% of the respondents. Thus, by the analysis price is the important factor for competition among the sellers.

The above table can be shown in the following figure

Figure 4.16 Showing the Competition among the sellers by the different factors.



4.2.2.5 Number of Family members of the sellers

Table 4.20 Showing the competition among the sellers by the different factors

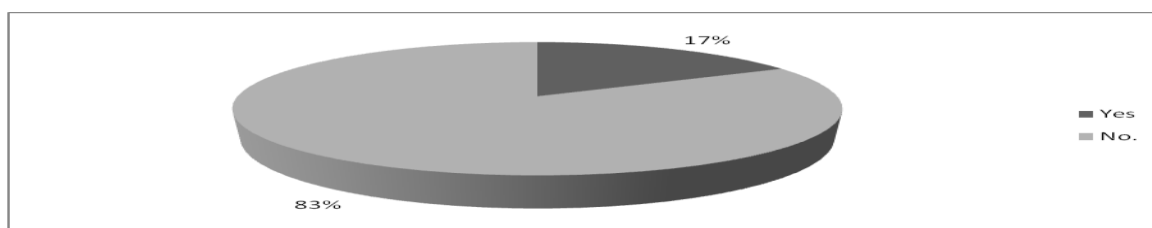
Particulars	Respondents	Percentage
Yes	18	17
No.	86	82
Total	104	100

Source: Primary data

As per the above table 86 or 82% respondents said that they have no Other profession and a8 or 17% of the respondents have other ancillary Profession. Thus it shows that the without other profession only fruit Selling is sufficient to take care of whole family members.

The above table can be shown in the following figure

Figure 4.17 Showing the competition among the sellers by the different factors.



4.2.2.6 Basic problems

Table 4.21 Showing the basic problems of the sellers

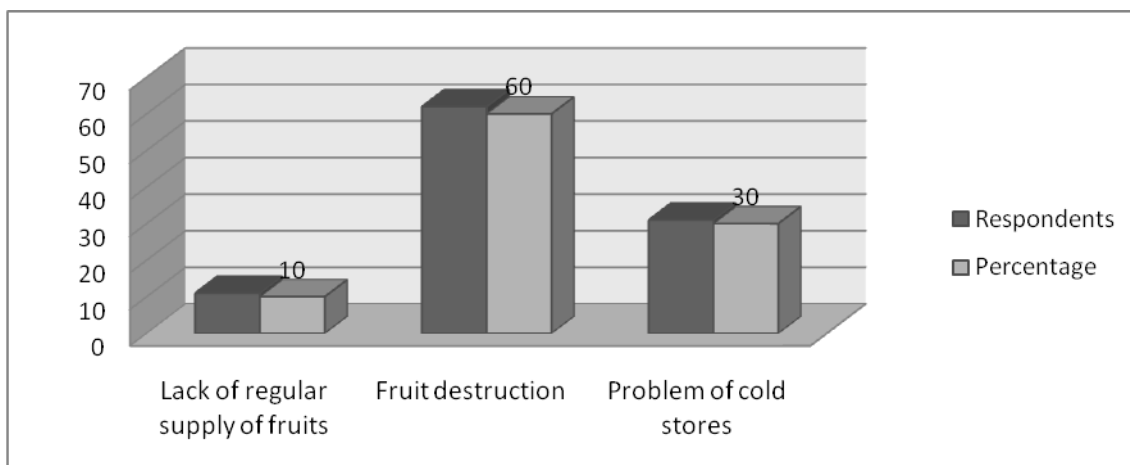
Particulars	Respondents	Percentage
Lack of regular supply of fruits	11	10
Fruit destruction	62	60
Problem of cold stores	31	30
Total	104	100

Source: questionnaire

According to the above table 62 or 60% of the respondents feel that fruit destruction is the main problem. Similarly, 31 or 30% said that their problem is cold storage and at last 11 or 10% of respondents said that their problem is the lack of regular supply. Thus, it is clear that fruit Destruction is the main problem of sellers.

The above table can be shown in the following figure

Figure 4.18 Showing the basic problems of the sellers



4.2.2.7 Prospects of fruits market in future

Table 4.22 Showing the prospects of fruit market in future

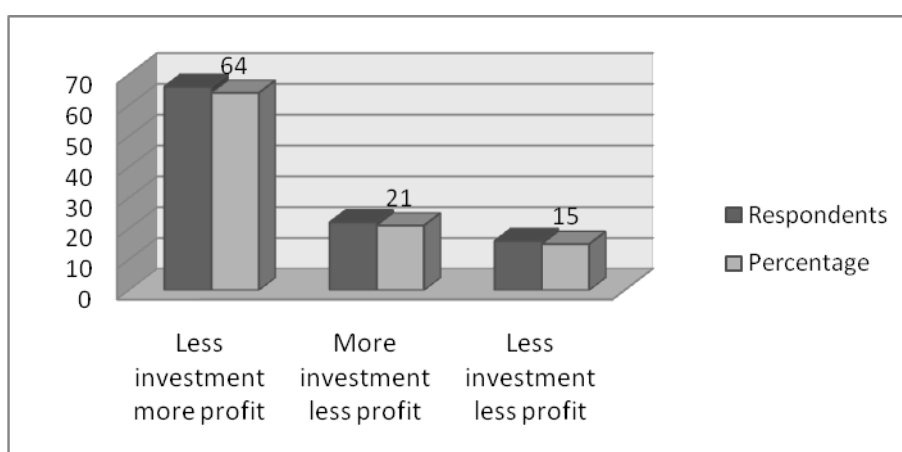
Particulars	Respondents	Percentage
Less investment more profit	66	64
More investment less profit	22	21
Less investment less profit	16	15
Total	104	100

Source: Questionnaire

By above facts it was found that 66 or 64% of the sellers said that in fruit business it has less investment and more profit similarly 22 or 21% of the respondents said has more investment less profit and at last 16 or 15% of the respondents said that it has less investment and less Profit. Thus, it can be concluded that in fruit business it has less Investment and more profit. So, the future of fruit business is bright.

The above table can be shown in the following figure

Figure 4.19 Showing the prospects of fruit market in future



4.3 Major Findings of the Study

From the study and analysis of fruit market of Kathmandu it inspire that there are so many problems in over all development and management of it. These problems are basically felt by whole sellers. But the retailers and consumers are also suffered by various problems. Some of the major problems in the fruit market of Kathmandu are as follows:

On the basis of the comprehensive analysis of the data, the study has following findings:

- The production of different fruit which included Pear, Peach, Plum, Apple, Lapsi, Orange, Lime, Lemon, Nibuwa, etc. and total production is 5021 metric tones and area of production is 560 hectares.
- The consumption of fruit by the consumer or the respondent is in weekly basis by more than 48 percentages and daily by 40 percentages.
- Similarly, the quantity of fruit purchase by the consumer is 2kg at a time by 47 percentages followed by 1kg by 42 percentages more than 2kg by 11 percentages.
- Respondents invest less than 5 percentages of income by 44 percent similarly 10 percent invest by 37 percent and 19 percent invest more than 10 percent in fruit buying.
- The main problem of consumer of not getting the desire types of fruit is price factor i.e.49 percent by the respondents followed by quality aspect by 42 percentages and at last by time aspect by 9 percentages.
- The quantity of fruit sold by the sellers at a time is 5kg average and then followed by 15 kg and more than 15 kg.
- The supply of fruit is from mainly the Kuleshwor fruit whole sale market followed by farmers and the farms.
- The competition among the fruit sellers is by the factors of price followed by level and belief.

- The prospects of the fruit market is increasing day by day as it has low investment more profit and can take care of whole family without other profession.
- The main problem of fruit selling is fruit destruction by different reason by 59 percent followed by lack of proper cold storage facility and then lack of regular supply.

CHAPTER-V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

Located in the central part of Asia, Nepal's north latitude is 26° 22' to 30° 27' and east longitude is 8004° to 88012°. Her total area is 147.181, square kilometers. This area is about 0.03% of the world and 0.3% of Asia. The east west length of Nepal is 885k.m but the width is not uniform. The maximum width is 241 km and the minimum width 145 km, with 193 km as the average width (north-south). Nepal is a landlocked and hilly country. Kathmandu is the capital of Nepal; fruit is most popular food items in Kathmandu district. It is one of the important food items in daily diet. Due to the consciousness in the health now-a-days everybody consumes fruit. So, there is more and more prospects and need of fruit marketing. The population of Kathmandu is increasing everyday. All of the people from other parts of the country are migrating in Kathmandu for better life and opportunity. Due to it number of people is increasing in Kathmandu as well as the market is expanding for so many kinds of food items. And fruit is one of them. This research has conducted on a topic Fruit Marketing in Kathmandu in course of research, different people and places were visited for asking questions to the different parts of the district, before entering to the field, two Specific types of questionnaires were prepared. One type of consumers for which 200 questionnaires were given in total out of which 96% responded. Similarly, in case of sellers out of 110 questionnaires 104 response was found.

The main objective of the study is to find out production Consumption, problem, prospect, demand supply of the fruit similarly the basic problem prospects as well as to provide the useful suggestion.

The main out come of the study is as follows:

- The production of fruits in Kathmandu is 5021 mt. in case the Consumer consumes fruit 2kg at a time.
- The consumers invest less than 5% in fruit buying.

- seller have problem in selling fruits as it perishes due to Lack of proper cold storage, lack of export in production, lack Of proper marketing channels, lack of proper infrastructure For market.
- The low income level and less parching power of consumers effect the fruits consumption. There is competition among the sellers in price and quality.
- The increasing population and increasing demand for fruits clearly indicates the potential market and prospects of fruits Market in Kathmandu.

5.2 Conclusions

Fruits constitute an essential and important supplement to the Human body. Due to the consciousness in health, the demand of fruits is increasing day by day. It helps to overcome the nutritional needs of Nepalese with their low income, as it is the rich source of different Vitamins and minerals.

Nepal is an agriculture based country as its economy is based on Agriculture. Fruits cultivation is part of agriculture. The production of fruit can contributes a great in national economy and people's health, but the production of fruit is not in sufficient quantity as well as quality. Similarly there are many more problems in the proper distribution, Storing, production and quality aspects.

There are different types of problems regarding the fruit marketing within the both sides i.e. within consumers as well as sellers. In case of Consumers they have no sufficient ability to buy fruit so price is the prime factor. In other hand the quality of that product as well as the timely unavailability of that product and another factors. Similarly, on the part of sellers, there is lack of more investment capacity. Competition is very high among sellers. There is more post harvest losses in fruits due to its perishable nature and lack of proper cold storage facilities.

We come to conclude on the basis of this study that there still remains so many problems but the prospects of the fruit marketing is increasing in other hand day to day. This study shows that there are great prospects in fruits marketing particularly in Kathmandu districts, but there are no many problems that need to be addressed properly and timely. Thus the future of fruit marketing is very bright.

5.3 Recommendations

Fruit marketing is one of the needs for the managed urbanization and for the betterment of the health condition of the people following are the recommendations.

There is only one wholesale market of fruits in Kuleshwor in Kathmandu district. Lack of fixed and managed market is a problem for fruit marketing: most of the consumers are facing the problem of fixed and managed market.

There are the fruits hawkers and fruits sellers on the side of the road but they are not so reliable. They are either on the road or without roof or any shade.

Besides, there is lack of unity in price due to which the consumers are cheated in one hand and on the other sellers who do not prefer bargaining. Unmanaged market creates lots of problems so we should arrange the fixed and managed fruit marketing at a stated Place and time.

Information plays a vital role for the development of each sector and it applies in the marketing field also. There is lack of information for both producers and consumers about the market Information like market and price. So there should be proper Information about the market.

Some of the fruits are perishable in nature and are destroyed if there is lack of processing and preservation facilities. That's why there should be preservation of fruits, so that these products can be easily sold in the market.

Because of lack of sufficient storage facilities, farmers, consumers and retailers face a lot of problem, it affects price of fruits also. So, there should be proper storage facilities.

Government should make the proper policy for promotion of fruit market. Lack of government rules and regulations in one hand and flexible rules are seen in practice. So, government policy should be stable and practical.

Most of the farmers need financial support lack of finance. They cannot afford the modern technology and good seeds. This creates a lot of problems for them. So the farmers should be given proper Loan facility financial support.

Most of the people have negative concept about farmer. We must respect to farmers to encourage them to produce fruits. The government most has proper encouraging, policy and incentive provision to support and promote fruits cultivation.

We should make marketing planning and research for fruits marketing. We should identify the problems and markets within Nepal and abroad. So, horticulture research centers should be Established and strengthened.

There is lack of agricultural tour and visits exploring new markets. We can sell our fruits in gulfs and others countries. So, there must be governmental and institutional attempts for its proper promotion and marketing.

Fruit could be sold directly or through the middleman. Kathmandu faces some time lack of fruits and some time supply is more than demand so there should always balance in supply and demand by the proper arrangement of transportation for regular supply to meet the demand in time.

In Nepal context, the authorized agent for fruits is lacking. So, there is more flexibility in fruit pricing. Here the middle men are getting more profits. So, there must be authorized agents so that the farmers, consumers and the sellers would be benefited.

APPENDIX-III

Area, production and Yield of fruits in Nepal

Types	Total Area (ha.)	Productive Area(ha.)	Production (mt.)	Yield
-Citrus				
2000/01	13544	7899	76471	9.68
2001/02	14629	8488	83375	9.82
2002/03	15244	8977	88635	8.87
2003/04	15924	9330	92094	9.97
2004/05	17026	10034	100352	10.00
2005/06	18007	10592	107250	10.13
2006/07	19018	11277	113067	10.20
2007/08	20673	11892	121665	10.23
2008/09	22423	12615	130928	10.38
2009/10	23663	13312	139110	10.45
2010/11	24799	13931	148010	10.62
2011/12	25909	14606	156956	10.75
<u>-winter (Deciduous)</u>				
2000/01	12055	8632	72876	8.44
2001/02	12362	8770	75231	8.68
2002/03	12870	9137	78267	8.57
2003/04	13261	9402	81640	8.68
2004/05	13580	9314	83357	8.67

2005/06	14053	9895	85026	8.59
2006/07	14560	10169	87252	8.58
2007/08	15696	1049	87252	8.58
2008/09	16511	10653	89502	88.60
2009/10	17123	10800	91585	8.61
2010/11	17869	10983	92985	8.65
2011/12	18500	11149	94988	8.72
<u>-Summer (Tropical)</u>				
2000/01	30592	21377	228564	10.69
2001/02	31999	22287	239682	10.75
2002/03	32846	22894	200588	8.76
2003/04	33734	23553	253591	10.77
2004/05	34599	24098	231458	9.60
2005/06	35434	24621	263737	10.71
2006/07	36499	25046	245015	9.78
2007/08	37466	25846	276159	10.68
2008/09	38663	26512	251108	9.47
2009/10	39643	26905	286770	10.66
2010/11	44040	29198	268399	9.19
2011/12	44903	29553	298715	10.09
<u>-Sub- (Tropical)</u>				
2000/01	56191	37908	377911	9.97
2001/02	58983	39445	398288	10.10
2002/03	60962	41008	367490	8.96
2003/04	62913	42285	428225	10.13
2004/05	65205	43746	415167	9.49
2005/06	67494	45108	456013	10.11

2006/07	70068	46492	446334	9.62
2007/08	73775	48166	487326	10.12
2008/09	77537	49780	473611	9.51
2009/10	80426	51016	518864	10.17
2010/11	86707	54112	511397	9.45
2011/12	89312	55338	552879	9.99

Area under Citrus Fruits, 2011/2012

Area : Ha

Districts	Orange Area	Sweet orange Area	Lime Area	Lemon Area	Others Area	Total Area
Taplejung	220.2	41.4	104.7	9.3	1.0	376.5
Sankhuwashabha	275.4	57.6	117.5	7.8	.0.1	458.4
Solukhumbu	181.3	32.2	43.0	27.8	0.6	284.9
E-Mountain	676.9	131.2	265.1	44.9	1.7	1119.8
Panchthar	505.8	80.3	224.6	3.0	2.2	815.9
Illam	271.1	57.1	111.9	90.0	13.6	543.7
Terrhathum	413.6	32.6	274.3	7.0	2.9	730.4
Dhankuta	617.6	227.8	148.7	7.5	0.8	1002.3
Bhojpur	457.2	74.6	193.6	2.7	0.1	728.2
Khotang	370.4	59.2	86.3	10.9	1.2	527.9
Okhaldhunga	248.3	107.0	80.5	2.5	1.3	439.6
Udaypur	259.1	50.3	100.3	6.0	2.2	417.9
E -Hills	3143.1	688.9	1220.2	129.4	24.2	5205.8
Jhapa						
Morang						

Sunsari						
Saptari						
Siraha						
E- Terai						
E – Region	3820.0	820.1	1485.3	174.3	25.9	6325.5
Dolkha	232.7	67.6	87.0	17.4	2.0	406.7
Sindhupalchok	208.2	70.0	71.3	5.6	0.0	355.1
Rasuwa	16.4	2.3	11.0	0.0	0.0	29..7
C , Mountain	457.3	139.8	169.3	23.0	2.0	791.5
Ramechhap	98.3	1331.0	65.5	0.0	0.1	1494.9
Sindhuli	93.4	1082.0	54.1	0.0	0.1	1229.6
Kaverpalanchok	859.7	89.7	133.0	8.1	5.9	1096.5
Bhaktapur	113.7	10.8	46.1	13.4	1.5	185.5
Lalitpur	148.9	19.2	50.6	3.6	3.3	225.5
Kathmandu	191.8	18.1	84.2	9.3	5.7	3.9.1
Nuwakot	142.2	16.0	51.0	4.6	0.9	214.7
Dhading	595.1	184.2	75.4	15.0	8.6	878.3
Makwanpur	85.4	18.2	45.1	3.9	0.4	153.0

Source: statistical information on Nepalese Agriculture.

C. Hills	2328.5	2769.1	604.7	58.0	26.7	5787.0
Dhanusha						
Mohotari						
Sarlahi						
Rautahat						

Bara						
Parsha						
Chitwan	56.0	5.1	20.3	9.3	4.1	94.8
C.Terai	56.0	5.1	20.3	9.3	4.1	94.8
C Region	2841.8	2914.0	794.3	90.3	32.8	6673.2
Manang						
Mustang						
W mountain						
Gorkha	539.9	53.9	73.5	6.2	1.8	675.2
Lamjung	598.2	68.6	36.1	7.8	1.2	711.8
Tanahu	891.6	67.2	119.8	90.5	17.1	1186.8
Kaski	628.2	28.0	50.9	21.8	8.9	737.8
Parbat	327.7	17.9	47.5	5.4	2.4	400.9
Syangjha	744.8	26.4	70.4	22.9	18.8	883.2
Palpa	448.5	74.0	126.7	17.5	1.1	667.8
Myagdi	270.7	209.4	76.1	3.3	0.1	559.5
Baglung	344.1	14.4	71.8	2.8	0.4	433.5
Culmi	430.2	31.3	106.8	5.2	4.5	578.0
Arghakhanchi	295.3	30.7	59.6	4.2	1.7	391.5
W hills	5519.2	621.8	839.1	187.5	57.9	7225.5
Nawalparashi	43.2	0.0	10.8	1.0	0.0	54.9
Rupandehi						
Kapilbastu						
W. Terai	43.2	0.0	10.8	1.0	0.0	54.9
W. Region	55621.4	621.8	849.9	188.5	57.9	7280.4
Dolpa	1.5	0.0	5.0	0.0	0.0	6.5

Mugu	5.2	0.0	6.3	0.0	0.0	11.4
Humla	16.0	0.0	4.3	0.0	0.0	20.3
Jumla	0.0	0.0	0.0	0.0	0.0	0.0
Kalikot	159.8	17.8	61.8	61.8	0.0	239.4

M.W. Mountain	182.4	17.8	77.4	0.0	0.0	277.7
Rukum	314.9	91.6	48.7	42.1	18.7	516.0
Rolpa	330.0	46.9	55.5	7.9	2.4	442.7
Pyuthan	194.4	39.9	54.2	0.4	8.5	297.4
Salyan	574.3	21.4	55.2	5.3	2.6	658.7
Jajarkot	184.5	10.1	27.7	2.4	1.0	225.7
Dailekh	543.0	23.4	70.5	16.3	.0.1	653.3
Surkhet	51.4	62.3	37.7	2.1	0.1	153.5
M.W. Hills	2192.5	295.5	349.4	76.4	33.4	2947.1
Dang	18.0	0.0	5.0	0.0	0.0	23.0
Banke	0.0	0.0	21.0	0.0	0.0	21.0
Bardiya	0.0	0.0	2.3	0.0	0.0	2.3
M>W Terai	18.0	0.0	28.3	0.0	0.0	46.3
MW Region	2392.9	313.3	455.1	76.4	33.4	3271.1
Bajura	137.5	4.9	5.5	0.0	0.0	148.0
Bajhang	82.4	27.7	27.6	0.4	0.8	138.9
Darchula	114.3	21.4	17.1	0.6	0.8	154.2
FW. Mountain	334.2	54.0	50.2	0.9	1.7	441.1

Achham	282.8	53.6	48.2	6.5	8.7	399.8
Doti	215.4	78.3	60.1	5.5	0.2	359.4
Baitadi	273.3	205.6	73.3	3.2	0.9	556.2
Dadeldhura	176.5	173.2	63.2	54.0	11.0	477.8
F.W. Hills	948.8	510.7	244.8	69.1	20.6	1793.1
Kailaali	88.2	20.9	15.7	0.0	0.2	125.1
Kanchanpur						
F>W Terai	88.2	20.9	15.7	0.0	0.2	125.1
FW Region	1370.4	585.6	310.7	70.0	22.6	2359.2
NEPAL	15987.5	5254.8	3895.3	599.5	172.5	25909.5

Note: other includes sweet lime, citron, and pummel.

Are includes area of bearing & non-bearing trees after deduction of mortality rate.

Table 3: Productive area and Production of Citrus Fruits, 2011/2012

Area: Ha, Prod: Mt.

Districts	Orange		Sweet Orange		Lime		Lemon		Others		Total	
	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod.
Taplejung	130	1384	22	238	45	348	7	59	1	5	206	2034
Sankhuwashabha	182	1954	34	357	68	523	6	50	0	0	290	2885

Solukhumbu	108	1161	14	151	26	209	2	202	0	3	174	1726
E. Mountain	421	4499	70	746	139	1081	39	311	1	8	670	6645
Panchthar	282	3321	42	471	123	1022	3	29	0	1	449	4845
Ilam	213	2529	40	474	76	626	78	623	10	97	416	4348
Terrathum	190	2258	25	287	194	1638	6	56	2	19	418	4258
Dhankuta	401	4866	207	2408	97	810	7	57	1	5	712	8145
Bhojpur	265	3215	48	558	124	1045	2	21	0	1	440	4840
Khotang	182	2172	29	332	46	373	9	275	1	7	266	2969
Okhaldhunga	145	1775	63	741	45	364	2	20	1	7	256	2908
Udaypur	143	1697	39	445	71	573	6	48	1	12	260	2774
E . Hills	1820	21832	493	5716	776	6461	113	929	16	149	3218	35088
Jhapa												
Morong												
Sunsari												
Saptari												
Siraha												
E . Terai												

E . Region	224 1	263 31	563	642 6	915	7542	151	124 0	18	15 8	388 7	4173 2
Dolkha	120	116 8	25	268	44	399	14	116	0	12	204	1963
Sindhpalch ok	121	117 3	23	243	34	246	5	39	0	0	183	1701
Rasuwa	6	54	0	0	2	27	0	0	0	0	9	71
C mountain	248	230 4	48	511	80	662	19	155	0	12	396	3734
Ramechha p	52	607	755	106 84	24	197	0	0	0	1	831	1148 9
Sindhuli	39	449	683	829 0	32	266	0	0	0	1	754	9007
Kavre	408	477 3	39	454	73	603	7	58	5	58	532	5946
Bhaktapur	74	834	6	66	34	281	12	106	1	12	127	1300
Lalitpur	102	114	9	107	32	257	3	22	3	25	149	1575
Kathmand u	124	142 1	11	124	61	505	8	63	4	37	207	2150
Nuwakot	85	964	9	97	33	266	4	34	1	5	131	1366
Dhading	362	544 4	188	135 2	71	574	13	108	6	46	571	6624
Makwanpu r	51	54	9	103	40	356	4	31	0	1	104	1031
C . Hills	129 5	152 95	163 9	212 78	400	33.6	50	423	20	18 5	340 5	4048 7

Dhanusha												
Mahottari												

Sarlahi												
Rautahat												
Bara												
Parsha												
Chitwan	22	230	4	46	13	110	6	47	3	19	48	451
C. Terai	22	230	4	46	13	110	6	47	3	19	48	451
C> Regoin	156 5	179 19	169 1	218 34	49 4	407 7	75	625	23	216	384 9	446 71
Manang												
Mustang												
W. Mountain												
Gorkha	319	355 1	36	366	51	380	5	35	1	10	412	434 3
Lamjung	325	362 1	38	397	21	158	6	42	1	5	391	422 2
Tanahu	521	673 4	43	435	82	624	71	524	14	107	730	842 5
Kaski	364	403 9	16	166	28	211	17	130	7	49	432	459 5
Parbat	142	158 4	8	89	27	203	3	26	2	13	183	191 6
Syangjha	431	500 7	20	217	53	405	18	139	15	114	537	588 2
Palpa	252	278 9	34	358	79	598	14	107	0	2	379	385 5
Myagdi	110	119 9	17	180	27	206	2	18	0	0	157	160 3
Baglung	195	215 4	6	62	42	318	1	5	0	1	244	253 9

Gulmi	236	2618	18	181	70	535	4	30	3	25	332	3389
Arghkhanchi	129	1429	15	150	41	312	3	23	1	10	190	1924
W.Hills	3024	34724	253	2601	521	3951	144	1078	45	338	3986	42692
Nawalparshi	19	208			3	26	0	2			23	237
Rupandehi												
Kapilbastu												
W.Terai	19	208			3	26	0	2			23	237
W.Region	3042	34932	253	2601	524	3977	144	1080	45	338	4008	42929
Dolpa					1	0					1	0
Mugu											0	0
Humla	3				1	4					3	4
Jumla											0	0
Kalikot	52	530	5		22	163					80	694
MW.Mountain	55	530	5	24	168						84	698

Rukum	165	1721	63	637	27	214	34	258	15	113	305	2943
Rolpa	151	1574	30	300	37	296	6	48	2	14	226	2232
Pyuthan	89	927	15	151	31	254	0	2	7	51	142	1385
Salyan	268	2713	16	165	40	325	4	31	2	15	331	3249

Jajarkot	124	127 5	6	62	18	146	2	14	1	7	151	1503
Dailekh	313	330 2	11	113	45	364	13	100	0	1	382	3880
Surkhet	15	152	18	184	31	240	2	13	0	1	66	590
M.W. Hills	112 5	116 63	159	161 2	230	183 9	62	465	27	202	160 2	1578 1
Dang	12				2	15						15
Banke					15	112						112
Bardiya					1	10						10
M.W.Tera i	12				19	137					31	137
M.W.Reg ion	119 3	121 93	164	161 2	272	214 3	62	465	27 7	202	171 7	1661 5
Bajura	27	254	2	18	4	29	0	0	0	0	33	302
Bajhang	34	310	10	97	12	88	0	1	1	4	57	500
Darchula	42	382	17	169	12	87	0	3	1	5	72	645
FW>Mount ain	104	947	29	284	28	204	1	3	1	9	163	1448
Achham	94	101 6	20	200	24	183	5	38	8	54	151	1491
Doti	89	953	29	287	41	310	4	3	0	1	163	1581
Baitadi	185	200 8	127	126 3	52	396	2	17	0	4	367	3688
Dadeldhu ra	109	114 1	92	909	39	293	43	322	9	66	292	2730
F>W>hill s	477	511 8	268	265 9	157	118 2	54	408	17	124	973	9490
Kailali	5	40	3	21	1	7			0	1	9	70
Kanchanp											0	0

ur												
F.W.Terai	5	40	3	21	1	7					9	70
F.W.Region	586	610	300	296	185	139	55	411	18	135	114	1100
		5		4		3					5	8
NEPAL	862	974	297	354	239	191	48	382	13	104	146	15695
	7	80	0	74	0	32	8	2	1	9	06	6

Note: Productive area includes area of bearing trees only.

Table 4: Area Under Deciduous (Winter) Fruits, 2011/2012

Area: Ha.

Districts	Apple	Pear	Walnut	Peach	Plum	Apricot	Persim.	Pomog.	Amo.	Total
Taplejung	46.6	54.3	30.2	48.1	34.2	0.8	2.2	2.2	0.0	218.5
Sankhuwashabha	42.2	127.6	34.2	45.5	47.8	3.0	3.4	3.8	0.0	307.8
Soluhumbu	402.6	36.0	27.2	22.5	24.9	3.2	0.5	4.7	0.0	521.6
E. Mountain	491.4	217.8	92.0	116.1	106.9	6.9	6.1	10.6	0.0	1047.8
Panchthar	56.6	45.6	12.2	44.6	37.9	0.0	0.0	0.0	0.0	196.9
Ilam	15.8	94.7	25.1	84.9	28.6	0.0	3.9	0.0	0.0	252.9
Terrhathum	33.3	94.6	35.4	49.2	37.9	1.6	2.2	3.1	0.0	257.3
Dhankuta	81.7	134.5	19.8	35.4	14.5	0.5	1.2	9.2	0.0	296.5
Bhojpur	44.8	75.6	17.7	38.5	21.1	1.7	1.8	1.6	0.0	202.7
Khotang	53.6	48.8	37.4	29.5	53.1	0.0	0.0	2.0	0.0	224.3

Okhaldhung a	102. 0	103 .4	33.0	75.1	29. 3	0.9	0.0	2.1	0.0	345.7
Udaypur	5.7	45. 5	9.5	26.8	19. 8	0.0	0.0	0.0	0.0	107.3
E . Hills	393. 5	642 .6	190.1	383. 9	242 .0	4.6	9.0	18.8	0.0	1883. 5
Jhapa	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.5	0.0	6.5
Morong	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	2.1
Sunsari	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	2.0
Saptari	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Siraha	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
E . Tarai	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.6	0.0	10.6
E . Region	884. 9	860 .3	282.0	500. 0	348 .9	11.5	15.1	39.2	0.0	2942. 0
Dolkha	62.7	38. 8	23.0	51.0	34. 0	0.2	11.4	1.0	0.0	222.1
Sindhpalcho k	239. 4	108 .8	41.3	50.2	39. 9	0.0	0.0	4.2	0.0	483.8
Rasuwa	271. 9	94. 5	35.9	58.5	34. 6	0.0	0.0	3.0	0.0	498.4
C . mountain	573. 9	242 .1	100.2	159. 9	108 .4	0.2	11.4	8.2	0.0	120.4 .3
Ramechhap	49.1	77. 0	18.4	64.7	29. 0	2.3	5.9	0.0	0.0	246.4
Sindhuli	11.4	71. 9	13.4	29.1	19. 0	0.0	1.0	0.0	0.0	145.9
Kavre	83.6	105	36.9	65.5	50.	1.2	11.2	3.1	0.0	357.1

		.1			5					
Bhaktapur	9.0	42.0	6.4	46.1	35.3	0.8	9.2	0.0	0.0	148.6
Lalitpur	28.3	69.4	17.8	72.5	61.1	2.0	20.2	0.0	0.0	271.2
Kathmandu	31.0	124.9	18.5	77.7	87.0	5.0	26.0	0.0	0.0	370.1
Nuwakot	32.9	116.0	15.4	56.5	38.6	1.4	0.0	2.0	0.0	262.7
Dhading	86.0	183.0	28.8	33.5	29.6	0.3	0.1	9.0	0.0	370.1
Makwanpur	53.5	75.9	25.3	52.6	42.3	0.0	0.0	2.4	0.0	251.9
C . Hills	384.7	865.0	181.1	498.1	392.4	12.9	73.6	16.6	0.0	2424.3

Districts	Appl e	Pea r	Waln ut	Pea ch	Plu m	Apric ot	Per.	Pomo g.	Amo u.	Tota l
Dhanusha	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	4.0
Mahottari	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	2.0
Sarlahi	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	2.0
Rautahat	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	2.0
Bara	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	2.0
Parsha	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	2.0
Chitwan	0.0	15.4	0.0	1.5	0.0	0.0	0.0	3.2	0.0	20.1
C. Terai	0.0	15.4	0.0	1.5	0.0	0.0	0.0	17.2	0.0	34.1
C> Regoin	958.6	112.5	281.3	659.5	500.8	13.0	85.1	42.0	0.0	3662.7

Manang	138.8	2.0	22.7	22.5	17.5	6.7	0.0	0.0	0.0	210.3
Mustang	499.9	7.9	50.9	44.6	21.5	24.5	0.0	0.0	6.0	655.2
W. Mountain	638.7	9.9	73.6	67.1	39.0	31.2	0.0	0.0	6.0	865.4
Gorkha	75.7	90.8	30.8	32.7	23.1	5.1	3.2	0.0	0.0	261.3
Lamjung	37.8	39.6	27.1	27.2	22.1	3.0	2.3	0.0	0.0	159.0
Tanahu	0.0	100.3	4.2	54.3	11.7	0.0	1.8	2.1	0.0	174.0
Kaski	13.3	45.5	21.0	34.1	18.2	0.0	0.0	2.2	0.0	134.2
Parbat	3.3	67.6	28.7	29.6	13.4	0.0	0.9	2.0	0.0	145.6
Syangjha	19.5	58.1	25.2	36.5	24.4	3.8	3.2	0.0	0.0	170.6
Palpa	27.4	91.0	25.2	31.9	57.6	1.0	0.2	0.6	1.0	235.8
Myagdi	42.9	55.5	32.5	55.8	32.0	2.3	1.3	0.0	9.4	222.6
Baglung	78.9	89.7	53.0	63.3	41.2	13.7	0.4	7.0	1.1	347.2
Gulmi	31.9	52.3	44.4	30.0	38.5	0.0	0.0	8.0	0.0	205.0
Arghkhanchi	38.7	61.3	39.8	25.0	42.1	2.1	2.6	4.0	0.0	215.6
W.Hills	369.3	751.7	3319	420.3	324.1	30.9	15.9	25.8	1.5	2271.2
Nawalparshi	0.0	0.4	0.8	0.0	0.4	0.0	0.0	3.0	0.0	4.5

Rupandehi	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	4.5
Kapilbastu	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	4.0
W.Terai	0.0	0.4	0.8	0.0	0.4	0.0	0.0	9.0	0.0	10.5
W.Region	1008 .0	761 .9	406.3	487. 3	363	62.1	15.9	34.8	7.5	3147 .1
Dolpa	365. 9	43. 5	184.4	46.4	21.0	9.6	0.0	0.0	2.0	672. 6
Mugu	336. 0	45. 7	93.2	39.3	17.5	.00	3.0	0.0	0.0	634. 7
Humla	326. 2	21. 0	85.8	39.0	18.0	2.0	0.0	0.0	3.0	495. 0
Jumla	1259 .5	11. 4	136.4	37.3	25.3	11.6	0.00 .0	0.0	1.4	1482 .9
Kalikot	711. 8	43. 9	150.5	37.0	1	1.0	0.00	2.0	0.9	963. 7
MW.Moun tain	2999 .3	165 .4	650.3	199. 0	98.5	24.2	3.0	2.0	7.3	4148 .9

Districts	App le	Pear	Waln ut	Peac h	Plu m	Apr icot	Pers imm on	Pomo grana te	Alm ond	Total
Rukum	435. 2	33.8	109.4	46.0	18.8	3.5	5.8	4.0	0.4	656.8
Rolpa	255. 9	70.7	36.1	27.0	14.7	0.0	2.0	0.1	0.0	406.4
Pyuthan	21.3	50.4	33.2	21.3	10.7	2.6	2.1	2.0	0.0	143.6
Salyan	50.3	40.4	38.0	26.0	15.4	1.5	0.0	4.0	0.0	175.6
Jajarkot	82.5	46.0	36.1	26.5	21.1	2.6	5.0	2.0	0.4	222.2
Dailekh	59.8	26.1	43.9	31.6	25.7	1.1	0.0	2.0	0.0	190.1

Surkhet	10.4	30.0	35.9	11.3	8.4	0.0	0.0	2.5	0.8	98.4
M.W. Hills	915.3	297.5	332.6	189.7	114.6	11.2	15.0	16.5	0.0	1893.2
Dang	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Banke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bardiya	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M.W.Terai	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
M.W.Region	3915.1	462.9	982.9	388.7	213.1	35.4	18.0	18.5	8.1	6042.6
Bajura	196.3	43.9	67.1	40.6	25.7	1.2	0.0	2.0	0.0	376.7
Bajhang	280.9	61.6	96.2	48.8	28.6	3.3	0.0	0.0	0.0	519.4
Darchula	151.1	57.5	143.4	76.6	26.5	2.8	0.0	0.0	0.0	457.8
FW>Mountain	628.3	162.9	306.7	166.0	80.8	7.2	0.0	2.0	0.0	1353.8
Achham	88.1	52.4	61.1	33.3	21.8	2.9	0.0	2.9	0.0	262.5
Doti	60.2	61.3	66.7	57.9	31.0	0.9	0.0	1.6	0.0	279.6
Baitadi	220.7	60.8	167.3	56.0	36.0	15.3	0.0	0.0	0.0	556.1
Dadeldhura	35.1	31.3	41.2	97.2	27.8	5.6	9.3	0.0	0.0	247.3
F>W>hills	404.1	205.8	336.3	244.5	116.5	24.7	9.3	4.5	0.0	1345.5
Kailali	0.0	0.0	0.0	2.0	2.0	0.0	0.0	0.0	0.0	4.0
Kanchanpur	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	2.3
F.W.Terai	0.0	0.0	0.0	2.0	2.0	0.0	0.0	2.3	0.0	6.3
F.W.Region	1032.4	368.7	643.0	412.5	199.2	31.8	9.3	8.8	0.0	2705.6

NEPAL	7799	3576	2595.	2447	1625	153.	143.	143.	15.6	1850
	.0	.3	4	.9	.4	9	2	3		0.0

**Table 5: Productive Area and Productions of Deciduous (Winter) Fruits.
2011/2012**

Area: Ha.

Production: Mt

Districts	Apple		Pear		Walnut		Peach		Plum	
	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod.
Taplejung	27	243	42	466	16	51	39	253	29	191
Sankhuwashabha	28	252	96	1094	13	42	34	221	42	277
Solukhumbu	281	2529	30	333	15	48	21	137	22	145
E. Mountain	336	3024	168	1894	44	141	94	610	93	614
Panchthar	29	255	38	486	5	15	37	259	31	211
Ilam	9	79	76	973	11	33	68	476	27	184
Terrhathum	15	132	74	947	18	54	42	294	32	218
Dhankuta	44	387	105	1344	11	33	30	210	13	88
Bhojpur	20	176	60	714	8	24	30	210	18	122
Khotang	24	220	39	456	16	48	25	175	45	306
Okhaldhunga	56	498	82	959	16	48	62	434	23	156
Udaypur	3	26	37	433	5	15	23	161	16	109
E . Hills	200	1773	511	6313	90	270	317	2219	205	1394
Jhapa		0		0		0		0		0
Morong		0		0		0		0		0
Sunsari		0		0		0		0		0
Saptari		0		0		0		0		0
Siraha		0		0		0		0		0
E . Tarai	0	0	0	0	0	0	0	0	0	0
E . Region	536	4797	679	8207	134	411	411	2829	298	2008
Dolkha	44	414	31	366	11	37	41	26	26	187

Sindhpalchok	155	1457	87	1027	24	82	44	35	35	245
Rasuwa	185	1737	76	882	19	65	48	28	28	202
C . mountain	384	3608	194	2274	54	184	133	89	89	634
Ramechhap	24	216	60	756	10	30	53	23	23	173
Sindhuli	4	36	58	731	8	25	23	17	17	128
Kavre	46	419	81	1045	14	43	53	41	41	308
Bhaktapur	5	46	30	390	2	6	36	28	28	210
Lalitpur	16	146	56	728	8	24	60	53	53	398
Kathmandu	18	164	106	1378	6	19	65	73	73	548
Nuwakot	18	164	94	1203	8	25	47	33	33	248
Dhading	42	382	127	1626	14	42	27	24	24	180
Makwanpur	29	264	71	909	14	42	45	36	36	270
C . Hills	202	1837	683	8765	84	256	409	2987	328	2460
Districts	Apple		Pear		Walnut		Peach		Plum	
	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod.
Dhanusha		0	0	0	0	0	0	0	0	0
Mahottari		0	0	0	0	0	0	0	0	0
Sarlahi		0	0	0	0	0	0	0	0	0
Rautahat		0	0	0	0	0	0	0	0	0
Bara		0	0	0	0	0	0	0	0	0
Parsha		0	0	0	0	0	0	0	0	0
Chitwan		0	11	52	0	0	0	0	0	0
C. Terai	0	0	11	52	0	0	0	0	0	0
C> Regoin	586	5445	888	11091	138	440	542	3948	417	3094
Manang	94	932	2	22	14	56	18	126	15	105
Mustang	294	3931	4	47	24	96	36	245	17	117

W. Mountain	388	3864	6	69	18	152	54	371	32	222
Gorkha	32	294	69	821	15	53	27	189	19	135
Lamjung	20	185	32	374	13	46	23	161	17	121
Tanahu	0	0	68	802	2	7	45	315	12	85
Kaski	7	64	35	413	11	39	28	196	14	99
Parbat	2	18	51	597	13	46	25	175	10	71
Syangjha	11	101	46	543	13	46	27	189	19	135
Palpa	15	138	78	920	14	49	28	196	48	341
Myagdi	24	221	42	491	16	56	41	287	24	170
Baglung	39	359	71	831	26	91	49	343	33	234
Gulmi	18	166	42	487	17	60	24	168	28	199
Arghkhanchi	16	147	48	557	12	42	21	147	34	241
W.Hills	184	1693	582	6837	152	532	338	2366	258	1832
Nawalparshi		0	0	0	0	0	0	0	0	0
Rupandehi		0	0	0	0	0	0	0	0	0
Kapilbastu		0	0	0	0	0	0	0	0	0
W.Terai	0	0	0	0	0	0	0	0	0	0
W.Region	572	5557	588	6906	190	684	392	2737	290	2054
Dolpa	187	1846	34	356	44	198	33	211	18	117
Mugu	126	1242	37	388	39	176	27	173	14	94
Humla	122	1203	16	168	36	162	30	192	16	107
Jumla	427	4219	9	95	79	156	30	192	21	141
Kalikot	191	1883	32	336	66	297	31	198	13	87
MW.Mountain	1053	10393	128	1345	264	1188	151	966	82	546

Districts	Apple	Pear	Walnut	Peach	Plum
-----------	-------	------	--------	-------	------

	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod.
Rukum	217	2088	28	316	50	200	37	244	15	102
Rolpa	96	924	58	316	22	88	23	152	11	75
Pyuthan	10	96	41	655	11	44	19	125	9	61
Salyan	25	240	33	463	17	68	22	145	14	95
Jajarkot	32	307	38	373	17	68	21	139	17	116
Dailekh	24	230	20	429	17	68	25	165	18	122
Surkhet	6	58	26	226	12	48	10	66	6	41
M.W. Hills	410	3942	244	294	146	584	157	1036	90	612
Dang	0	0	0	0	0	0	0	0	0	0
Banke	0	0	0	0	0	0	0	0	0	0
Bardiya	0	0	0	0	0	0	0	0	0	0
M.W.Terai	0	0	0	0	0	0	0	0	0	0
M.W.Region	1463	14335	372	4100	410	1772	308	2003	172	1158
Bajura	90	887	30	315	36	162	30	192	20	134
Bajhang	111	1091	41	452	37	167	37	245	23	154
Darchula	89	872	34	452	42	189	58	377	24	161
FW>Mountain	290	2851	116	1218	115	518	125	814	67	449
Achham	46	442	42	479	23	92	29	194	19	126
Doti	33	317	48	547	28	112	47	310	26	177
Baitadi	111	1076	47	531	65	260	46	304	29	197
Dadeldhura	17	163	25	283	9	36	79	537	23	156
F>W>hills	207	1998	162	1840	125	500	201	1345	97	656
Kailali	0	0	0	0	0	0	1	7	1	7
Kanchanpur	0	0	0	0	0	0	0	0	0	0

F.W.Terai	0	0	0	0	0	0	1	7	1	7
F.W.Region	497	4849	287	3058	240	1018	327	2166	165	112
NEPAL	395 4	3498 3	280 5	3336 2	111 2	4324	1365 3	1365 3	1342	9425

Area: Ha.

Production: Mt

Districts	Apricot		Persimmon		Pomegranate		Almond		Total	
	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod.
Taplejung		0		0	1	5		0	154	1210
Sankhuwashabha		0		0	2	9		0	215	1895
Solukhumbu		0		0	2	9		0	371	3201
E. Mountain	0	0	0	0	5	23	0	0	740	6305
Panchthar		0		0		0		0	140	1226
Ilam		0		0		0		0	140	1226
Terrhathum		0		0	2	9		0	191	1744
Dhankuta		0		0	8	37		0	211	2099
Bhojpur		0		0	2	9		0	138	1255
Khotang		0		0	2	9		0	151	1214
Okhaldhunga		0		0	2	9		0	241	2105
Udaypur		0		0		0		0	84	744
E. Hills	0	0	0	0	16	73	0	0	133 9	1204 2
Jhapa		0		0	3	14		0	3	14
Morong		0		0	1	5		0	1	5

Sunsari		0		0	1	5		0	1	5
Saptari		0		0		0		0	0	0
Siraha		0		0		0		0	0	0
E . Tarai	0	0	0	0	5	24	0	0	5	24
E . Region	0	0	0	0	26	120	0	0	208 4	1837 1
Dolkha		0	6	39	1	5		0	160	1335
Sindhupalchok		0		0	2	9		0	347	3127
Rasuwa		0		0	2	9		0	358	3230
C . mountain	0	0	6	39	5	23	0	0	965	7692
Ramechhap		0	2	7		0		0	172	1569
Sindhuli		0	1	4		0		0	111	1094
Kavre		0	5	35	3	15		0	243	2252
Bhaktapur		0	6	32		0		0	107	947
Lalitpur	1	7	11	69		0		0	205	1810
Kathmandu	4	26	15	105		0		0	287	2714
Nuwakot	1	7		0	2	10		0	203	2000
Dhading		0		0	9	45		0	243	2472
Makwanpur		0		0	4	20		0	199	1833
C . Hills	6	40	40	265	18	90	0	0	177 0	1669 0

Districts	Apricot		Persimmon		Pomegranate		Almond		Total	
	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod.
Dhanusha		0		0	2	8		0	2	8

Mahottari		0		0	1	4		0	1	4
Sarlahi		0		0	1	4		0	1	4
Rautahat		0		0	1	4		0	1	4
Bara		0		0	1	4		0	1	4
Parsha		0		0	1	4		0	1	4
Chitwan		0		0	1	32	0	0	12	56
C. Terai	0	0	0	0	8	145	0	0	19	84
C> Regoin	0	40	46	293	31	0		0	2654	24466
Manang	5	35		0		0	5	5	148	1277
Mustang	17	109		0		0	5	5	397	3550
W. Mountain	22	144	0	0	0	0		0	545	4827
Gorkha	2	13	2	14		0		0	166	1519
Lamjung	1	7		0		0		0	106	894
Tanahu		0	1	7	2	6		0	130	1223
Kaski		0		0	2	10		0	97	821
Parbat		0		0	2	10		0	103	916
Syangjha		0		0		0		0	116	1013
Palpa		0		0		0		0	183	1644
Myagdi		0	1	7		0		0	148	1233
Baglung	1	7		0	2	24		0	224	1889
Gulmi		0		0	5	29		0	135	1109
Arghkhanchi		0		0	6	14		0	134	1148
W.Hills	4	27	4	28	3	93	0	0	1542	13408
Nawalparshi		0		0	20	4		0	1	4
Rupandehi		0		0	1	4		0	1	4
Kapilbastu		0		0	2	4		0	2	7

W.Terai	0	0	0	0	4	7		0	2	7
W.Region	26	171	4	28	24	108	5	5	2091	18250
Dolpa	7	48		0		0	2	2	325	2778
Mugu		0		6		0		0	245	2078
Humla	2	14	2	0		0		0	222	1846
Jumla	9	61		0		0	1	1	576	5063
Kalikot	18	123		0		0	3	3	354	2928
MW.Mountain	36	246	2	6	0	0	6	6	1722	14694

Districts	Apricot		Persimmon		Pomegranate		Almond		Total	
	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod.
Rukum		0	3	21	3	14		0	353	2985
Rolpa		0	1	7		0		0	211	1901
Pyuthan		0	1	7		0		0	91	797
Salyan		0		0	3	14		0	114	935
Jajarkot		0		0	2	0		0	127	1068
Dailekh		0		0		0		0	104	812
Surkhet		0		0	2	9		0	60	515
M.W. Hills	0	0	5	35	10	46	0	0	1062	9013
Dang		0		0		0		0	0	0
Banke		0		0		0		0	0	0
Bardiya		0		0		0		0	0	0
M.W.Terai	0	0	0	0	0	0		0	0	0
M.W.Region	36	246	7	41	10	46	6	6	2784	23706
Bajura		0		0	1	4		0	207	1694
Bajhang		0		0		0		0	251	2108
Darchula	2	14		0		0		0	258	2065
FW>Mountain	2	14	0	0	1	4		0	271	5867

Achham	1	7		0	2	10	0	0	162	1350
Doti		0		0	1	5		0	183	1468
Baitadi	12	82		0		0		0	310	2450
Dadeldhura	1	7	9	81		0		0	163	1263
F>W>hills	14	96	9	81	3	15		0	818	6531
Kailali		0		0	1	3		0	3	17
Kanchanpur		0		0		0		0	0	0
F.W.Terai	0	0	0	0	1	3	0	0	3	17
F.W.Region	16	110	9	81	5	22	0	0	1537	12414
NEPAL	84	567	66	443	96	441	11	11	11150	97208

Area Under Tropical (Summer) Fruits, 2011/2012

Area: Ha.

District	Mango	Banana	Guaava	Papaya	Jackfruit	Pineapple	Litchi	Areca nut	Coconut	Total
Taplejung	24.00	14.37	46.50	10.15	7.65	3.80	11.56	0.00	0.00	118.0
Sankhuwashabha	64.89	31.30	124.10	18.00	10.50	10.00	35.10	0.00	0.00	293.8
Solukhumbu	27.89	11.41	19.83	3.60	0.00	0.00	3.59	0.00	0.00	66.2
E.Eountain	116.60	57.08	190.43	31.75	18.15	13.80	50.25	0.00	0.0	478.1
Panchthar	111-40	22.84	50.66	18.00	13.15	12.00	54.95	0.00	0.00	283.2
Ilam	65.85	38.10	58.05	15.31	13.60	20.00	43.89	0.00	0.00	254.5

Terrhathu m	39.20	30.39	75.10	15.00	15.31	5.53	27.20	0.00	0.00	207.8
Dhankuta	160.40	11.85	34.30	4.40	15.33	3.15	35.21	0.00	0.00	264.6
Bhojpur	89.50	46.50	45.00	12.00	16.15	12.8 0	48.01	0.00	0.00	270.2
Khotang	52.00	39.10	47.00	10.51	14.05	12.0 0	27.27	0.00	0.00	201.9
Okhaldhun ga	68.89	15.90	25.00	11.67	5.96	5.65	22.97	0.00	0.00	155.5
Udaypur	443.20	83.82	50.92	97.00	22.15	19.0 0	76.14	2.36	1.75	796.3
E . Hills	1029.8 5	288.5 0	386.0 3	183.6 3	115.90	90.1 3	335.6 4	2.36	2.00	2434. 0
Jhapa	757.40	109.9 0	78.4 5	73.20	30.00	78.9 0	75.72	2355.00	37.30	3595. 9
Morong	600.60	259.7 0	65.79	71.68	22.06	57.0 6	109.3 8	35.45	49.80	1271. 5
Sunsari	1110.8 0	152.4 5	36.59	64.80	22.00	43.2 5	86.02	14.45	38.18	1568. 5
Saptari	898.00	89.73	47.60	109.5 1	55.00	18.2 2	58.07	12.09	14.15	1302. 4
Siraha	1340.2 0	131.4 7	45.90	101.5 2	68.76	21.6 0	21.08	5.03	6.15	1741. 7
E . Tarai	4707.0 0	743.2 5	274.3 3	420.7 1	197.82	219. 03	350.2 7	2422.02	145.58	9480. 0
E Region	5853.4 5	1088. 83	850.7 9	636.0 9	331.87	322. 96	736.1 6	2424.38	147.58	12392 .1
Dolkha	29.30	2.40	13.35	20.72	1.25	1.30	6.90	0.00	0.00	75.2
Sindhpalch ok	174.60	19.60	83.19	25.61	19.60	10.7 5	24.40	0.00	0.00	357.8
Rasuwa	13.40	3.10	22.50	12.01	1.00	2.00	0.00	0.00	0.00	54.0
C .mountain	217.30	25.10	199.0 4	58.34	21.85	14.0 5	31.30	0.00	0.00	487.0
Ramechh	98.20	27.79	45.13	30.04	16.66	7.61	31.21	0.00	0.08	256.7

ap										
Sindhuli	174.20	33.00	65.00	25.90	27.38	12.00	46.80	0.00	1.90	386.6
Kavre	184.20	34.15	120.90	26.05	18.75	11.45	41.25	0.00	0.00	436.7
Bhaktapur	0.00	0.00	12.00	0.00	0.00	0.00	0.00	0.00	0.00	12.0
Lalitpur	0.00	2.00	50.94	0.00	0.00	0.00	0.00	0.00	0.00	52.0
Kathmandu	0.00	0.10	32.06	0.00	0.00	0.00	0.00	0.00	0.00	32.2
Nuwakot	230.40	62.44	56.31	42.07	36.14	27.50	86.40	0.00	0.00	541.3
Dhading	321.30	40.11	115.05	18.10	76.15	30.00	168.50	0.00	0.00	769.2
Makwanpur	244.16	56.00	54.77	43.25	54.52	15.15	68.04	0.10	0.45	537.0
C . Hills	1252.46	255.99	552.15	185.41	229.60	103.71	442.8	0.50	2.43	3024.6

District	Manago	Banana	Guaava	Papaya	Jackfruit	Pineapple	Litchi	Areca nut	Coconut	Total
Dhanusha	1159.00	188.30	49.50	112.00	87.00	20.50	105.75	4.31	13.25	1739.6
Mahottari	1288.40	176.00	38.83	120.00	54.00	21.60	105.85	8.63	13.45	1826.8
Sarlahi	1422.00	176.00	76.00	85.40	99.78	56.13	150.40	22.05	25.00	2113.3
Rautahat	670.30	169.63	94.60	105.95	69.30	16.00	105.40	2.26	5.30	1229.3

Bara	730.8 0	227.3 2	94.8 0	125.0 0	91.51	41.54	176. 43	2.05	6.00	1495 .4
Parsha	563.7 0	194.3 7	86.0 0	107.3 0	66.78	29.45	136. 06	2.10	2.15	1187 .9
Chitwan	487.7 0	189.8 0	94.5 0	95.00	70.75	55..50	164. 50	3.00	4.10	1164 .9
C. Terai	6312. 90	1311. 96	534. 23	750.6 5	539.1 2	241.32	944. 39	44.40	69.2 5	1075 7.2
C> Regoin	7291. 66	1592. 64	1205. 42	994.4 0	790.5 7	359.08	1418. 49	44.90	71.6 8	1426 8.8
Manan g	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Musta ng	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
W. Mount ain	0.00	69.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gorkh a	173.8 0	32.60	47.9 0	33.00	23.99	17.79	95.0 5	0.00	0.00	460.0
Lamju ng	109.9 0	216.2 5	49.8 7	25.30	37.00	9.98	40.6 0	0.00	0.00	305.1
Tanah u	137.4 0	40.43	98.0 0	40.91	55.00	15.48	97.3 0	0.16	0.22	660.7
Kaski	73.70	24.05	77.8 2	35.00	7.00	17.12	42.5 0	0.00	0.00	293.8
Parbat	83.10	36.34	42.0 0	20.00	12.30	15.20	37.9 5	0.00	0.00	234. 6
Syangj ha	156.1 0	49.64	53.8 9	31.60	11.48	24.22	69.8 0	0.00	0.00	383. 4

Palpa	269.20	3.42	62.00	33.15	53.40	24.75	194.60	0.00	0.00	686.7
Myagdi	44.80	12.70	19.24	23.10	6.16	9.97	28.60	0.00	0.00	135.3
Baglung	63.90	20.40	28.80	3.95	0.78	0.95	34.40	0.00	0.00	145.5
Gulmi	144.80	21.00	45.97	24.00	14.17	20.98	75.00	0.00	0.00	345.3
Arghkhanchi	198.00	526.13	71.97	20.80	31.00	5.25	65.00	0.00	0.00	413.6
W.Hills	1454.70	336.77	597.46	290.81	252.28	161.69	781.40	4.16	0.00	4064.9
Nawalparshi	509.60	221.00	509.99	112.50	90.99	14.00	95.60	6.00	103.05	1778.5
Rupandehi	634.10	189.00	101.00	81.50	117.10	11.00	135.61	8.00	12.10	1321.4
Kapilbastu	1260.30	746.77	115.60	44.00	95.37	18.30	82.20	4.05	12.85	1821.7
W.Terai	2404.00	127	726.59	238.00	303.46	43.30	313.41	18.05	128.0	4921.6
W.Region	3858.70	2.90	1324.05	528.81	555.74	204.99	1094.81	18.21	128.22	8986.4
Dolpa	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.000.	0.00	0.00
Mugu	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.000.	0.00	0.00
Humla	0.00	0.30	0.00	0.00	0.00	0.00	0.00	0.000.	0.00	0.3

Jumla	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kaliko t	18.00	0.67	20.3 4	0.00	0.00	0.00	0.00	0.00	0.00	39.0 0
MW. Mount ain	18.00	0.97	20.3 4	0.00	0.00	0.00	0.00	0.00	0.00	39.3

District	Mang o	Bana na	Guav a	Papa ya	Jackfr uit	Pineapp le	Litc hi	Arecan ut	Cocon ut	Total
Rukum	125.50	15.35	28.30	22.55	3.60	0.00	2.21	0.00	0.00	197.5
Rolpa	46.90	11.97	28.30	4.75	7.42	1.00	4.10	0.00	0.00	113.1
Pyuthan	170.80	26.40	36.96	21.75	26.11	4.50	37.70	0.00	0.00	332.2
Salyan	194.70	6.75	44.93	21.60	17.12	1.90	13.87	0.00	0.00	315.9
Jajarkot	64.10	12.49	59.95	19.35	17.29	0.95	1.66	0.00	0.00	146.6
Dailekh	148.20	8.75	21.71	12.36	19.86	3.32	11.00	0.00	0.00	250.9
Surkhet	481.30	43.00	69.45	56.00	76.43	5.46	57.80	0.00	0.00	789.4
M.W. Hills	1231.5 0	124.7 1	308.7 5	158.3 6	167.83	17.13	137.3 4	0.00	0.00	2145. 6
Dang	1441.3 0	67.99	115.4 2	74.00	87.08	8.25	73.70	0.00	0.00	1868. 0
Banke	780.70	111.4 8	72.68	50.00	75.50	13.75	58.95	0.00	0.00	1163. 1
Bardiya	637.00	144.4 0	53.00	47.10	77.35	8.25	74.70	0.00	0.00	1041. 8
M.W.Terai	2859.0 0	323.8 7	241.1 0	171.1 0	239.93	30.55	207.3 5	0.00	0.00	4072. 9
M.W.Regio n	4108.5 0	449.5 5	570.1 9	329.4 6	407.76	47.68	344.6 9	0.00	0.00	6257. 8

Bajura	0.00	5.00	25.10	1.00	0.00	0.00	0.00	0.00	0.00	31.1
Bajhang	18.00	3.10	12.40	0.00	0.00	0.00	0.00	0.00	0.00	35.0
Darchula	61.00	1.75	10.02	0.00	1.00	0.00	5.25	0.00	0.00	79.0
FW>Mount ain	79.60	9.85	47.52	1.00	1.00	0.00	6.15	0.00	0.00	145.1
Achham	20.00	8.55	50.96	15.65	0.00	0.00	4.92	0.00	0.00	100.1
Doti	85.75	12.70	55.00	20.55	16.78	0.00	23.90	0.00	0.00	214.7
Baitadi	66.50	0.00	12.52	0.00	16.25	0.00	11.40	0.00	0.00	106.7
Dadeldhura	255.70	22.10	61.76	28.55	1.90	0.00	35.92	0.00	0.00	405.9
F>W>hills	427.95	43.35	180.2 4	64.75	34.93	0.00	76.14	0.00	0.00	827.4
Kailali	444.60	501.3 0	73.10	82.80	42.98	1.00	103.2 0	0.00	0.00	1249. 0
Kanchanpur	395.60	96.50	103.4 0	73.90	35.94	0.15	70.55	0.00	0.00	776.0
F.W.Terai	840.20	597.8 0	176.5 0	156.7 0	78.92	1.15	173.7 5	0.00	0.00	2025. 0
F.W.Region	1347.7 5	651.0 0	404.2 6	222.4 5	114.85	1.15	256.0 4	0.00	0.00	2997. 5
NEPAL	22960. 1	50549	4354. 7	2711. 2	2200.8	935.9	2487. 5	2487. 5	347.5	4490 2.7

Productive Area and Productions of Tropical (Summer) Fruits, 2011/2012

Area:Ha

Production: Mt

Districts	Mango		Banana		Guava		Papaya		Jackfruit	
	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod
Taplejung	8	63	14	162	28	305	2	25	4	40

Sankhuwashabha	34	267	17	205	77	839	4	45	7	56
Solukhumbu	15	117	10	15	11	120	1	12		
E. Mountain	57	447	51	382	116	1264	7	82	11	96
Panchthar	45	414	20	274	37	426	14	176	10	115
Ilam	35	322	33	452	42	443	12	151	10	115
Terrhathum	20	193	25	343	55	633	12	151	11	127
Dhankuta	87	801	10	137	25	288	4	50	12	138
Bhojpur	41	377	41	562	33	380	10	126	11	127
Khotang	27	248	34	466	34	391	8	101	9	104
Okhaldhunga	31	285	14	192	18	207	9	115	4	46
Udaypur	252	2331	72	986	37	426	78	983	17	196
E . Hills	538	4961	249	3411	281	3192	147	1853	84	966
Jhapa	528	5545	93	1395	58	650	57	770	22	46
Morong	466	4684	143	2145	50	560	57	770	17	212
Sunsari	811	8516	138	2070	28	314	52	702	17	211
Saptari	709	7459	77	1155	35	392	88	1188	41	508
Siraha	961	10110	113	1695	34	381	81	1094	51	632
E . Tarai	3455	36313	564	8460	205	2296	335	4524	148	1836
E . Region	4050	41721	864	12253	602	6752	489	6459	243	2898
Dolkha	16	123	2	23	8	86	2	20	1	12
Sindhpalchok	94	729	17	194	52	557	5	50	4	40
Rasuwa	6	46	3	34	14	150	1	11		
C . mountain	116	898	22	251	74	793	8	81	5	52
Ramechhap	43	372	21	298	33	403	24	341	12	132
Sindhuli	101	884	25	354	47	573	21	298	23	256
Kavre	101	884	28	396	89	1086	21	298	14	155

Bhaktapur					9					
Lalitpur					37					
Kathmandu					23					
Nuwakot	149	1304	51	724	42	512	36	514	27	299
Dhading	183	1601	34	481	84	1025	16	227	57	638
Makwanpur	147	1286	46	653	40	488	35	497	40	443
C . Hills	724	6331	205	2907	404	4929	153	2176	173	1923

Districts	Mango		Banana		Guava		Papaya		Jackfruit	
	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod
Dhanusha	823	8000	160	2336	36	421	88	1320	61	747
Mahottari	863	8388	137	2000	29	339	96	1440	37	453
Sarlahi	985	9574	153	2234	57	667	69	1035	69	845
Rautahat	439	4267	134	1956	69	807	84	1260	45	551
Bara	478	4646	190	2774	70	819	100	1500	60	735
Parsha	411	3995	165	2409	63	737	86	1290	47	576
Chitwan	327	3178	147	2146	70	819	76	114	47	576
C. Terai	4326	42049	1086	15856	394	4610	599	8985	366	4484
C> Regoin	5166	49271	1313	19013	872	10333	760	11242	544	6461
Manang										
Mustang										
W. Mountain	0	0	0	0	0	0	0	0	0	0
Gorkha	103	846	56	803	35	420	26	354	16	179
Lamjung	66	542	23	329	37	444	20	272	26	291
Tanahu	91	747	180	2574	72	864	33	449	38	426

Kaski	35	287	34	486	56	672	29	394	5	56
Parbat	40	328	19	272	31	372	17	231	9	101
Syangjha	96	788	32	458	41	492	25	340	7	78
Palpa	132	1084	45	644	45	540	28	381	38	426
Myagdi	20	164	3	43	14	168	18	245	6	67
Baglung	29	237	9	129	21	252	3	41	1	11
Gulmi	77	632	17	243	34	408	19	259	9	101
Arghkhanchi	87	714	18	257	63	636	17	231	21	235
W.Hills	776	6370	436	6237	449	5268	235	3198	176	1971
Nawalparshi	360	3222	160	2307	375	4313	64	29	62	732
Rupandehi	434	3884	142	2047	74	851	65	943	81	956
Kapilbastu	863	7724	145	2088	85	978	36	522	64	755
W.Terai	1657	14830	447	6442	534	6141	165	2393	207	2443
W.Region	2433	21205	883	12679	983	11409	400	5591	383	4413
Dolpa				0		0		0		
Mugu				0		0		0		
Humla				0		0		0		
Jumla				0		0		0		
Kalikot				0	12	125		0		
MW.Mountain	0		0	0	12	125	0	0	0	0

Districts	Mango		Banana		Guava		Papaya		Jackfruit	
	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod.
Rukum	70	533	13	172	21	239	18	238	2	20
Rolpa	30	229	10	132	27	308	4	53	6	60

Pyuthan	80	610	22	290	33	376	17	225	22	242
Salyan	90	686	6	79	44	502	16	212	11	116
Jajarkot	30	229	11	145	16	182	15	199	11	110
Dailekh	53	404	7	92	35	399	10	132	14	147
Surkhet	285	2209	38	502	51	581	45	594	55	578
M.W. Hills	638	4899	107	1412	227	2588	125	1652	121	1273
Dang	276	2332	55	732	85	943	63	908	63	725
Banke	455	3845	85	1131	55	611	39	550	52	598
Bardiya	406	3431	27	1010	41	455	37	522	55	633
M.W.Terai	1137	9608	217	2872	181	2009	139	1981	170	1955
M.W.Region	1775	14511	324	4284	420	4721	264	3632	291	3227
Bajura		0	4	44	15	156		0		
Bajhang	2	14		0	9	88		0		
Darchula	12	86		0	6	62		0		
FW>Mountain	14	100	4	44	30	306	0	0	0	
Achham	14	107	7	92	37	422	13	170		
Doti	37	280	5	66	40	456	16	210	12	120
Baitadi	11	65		0	9	103	1	0	10	100
Dadeldhura	113	859	20	264	45	513	23	301	1	10
F>W>hills	175	1312	32	422	131	1493	53	681	23	230
Kailali	276	2318	136	1901	54	599	66	931	31	360
Kanchanpur	245	2058	71	993	75	833	58	910	24	276
F.W.Terai	521	4376	207	2894	129	1432	124	1841	55	636
F.W.Region	710	5788	243	3360	290	3231	177	2522	78	866
NEPAL	14134	132496	3627	51590	3167	36446	2090	29445	1539	17865

Area:Ha

Production: Mt

Districts	Pineapple		Litchi		Arecanut		Coconut		Total	
	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod
Taplejung	1	13	2	14					59	622
Sankhuwashabha	1	13	6	42					156	1468
Solukhumbu									37	264
E. Mountain	2	26	8	56	0	0	0	0	257	2353
Panchthar	9	117	23	166					158	1687
Ilam	15	195	22	158					169	1837
Terrhathum	4	52	14	101					141	1588
Dhankuta	2	26	19	137					159	1576
Bhojpur	10	130	21	151					167	1851
Khotang	9	117	15	108					136	1534
Okhaldhunga	4	52	14	101					94	998
Udaypur	14	182	51	367					521	5471
E . Hills	67	871	179	1289	0	0	0	0	1545	16543
Jhapa	63	1008	52	400	1930	3713	19	45	2822	12801
Morong	46	736	68	524	20	29	27	67	874	9727
Sunsari	35	560	59	454	8	13	18	45	1166	12885
Saptari	15	240	46	354	7	11	7	18	2025	11325
Siraha	18	288	18	139					1282	14352
E . Tarai	177	2832	243	1871					7169	62090
E . Region	246	3729	430	3216					8966	80985
Dolkha			2	16					31	280
Sindhpalchok	1	2	5	40					178	1621

Rasuwa					0	0	0	0	24	241
C . mountain	1	12	7	56					233	2142
Ramechhap	6	77	18	140					157	1764
Sindhuli	8	102	24	187					249	2654
Kavre	8	102	17	133					278	3053
Bhaktapur									9	110
Lalitpur									37	451
Kathmandu									23	281
Nuwakot	19	243	35	273					359	3870
Dhading	23	294	70	546					467	4812
Makwanpur	10	128	36	281					354	3777
C . Hills	74	946	200	1560	0	0	0	0	1933	20772

Districts	Pincapple		Litchi		Arecanut		Coconut		Total	
	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod
Dhanusha	17	255	66	541	2	3	7	14	1260	13637
Mahottari	17	255	71	582	4	6	6	12	1260	13476
Sarlahi	46	690	104	853	11	17	13	26	1507	15941
Rautahat	14	210	68	558	1	2	3	6	857	9618
Bara	22	310	108	886	1	2	3	6	1032	11678
Parsha	24	350	92	754	1	2	1	2	890	10115
Chitwan	46	690	94	771	2	3	2	4	811	9327
C. Terai	186	2760	603	6945	22	35	35	70	7617	83792
C> Regoin	261	3718	810	6562	22	35	35	70	9783	106706
Manang									0	0
Mustang									0	0

W. Mountain	0	0	0	0	0	0	0	0	0	0
Gorkha	13	163	47	361		0		0	296	3125
Lamjung	7	88	24	184		0		0	203	2150
Tanahu	12	150	62	476		0		0	488	5686
Kaski	13	163	24	184		0		0	196	2243
Parbat	11	138	17	131		0		0	144	1573
Syangjha	18	225	43	330		0		0	262	2711
Palpa	19	238	87	668		0		0	394	3980
Myagdi	7	88	15	115		0		0	83	890
Baglung	1	13	15	115		0		0	79	798
Gulmi	16	200	35	269		0		0	207	2112
Arghkhanchi	4	50	29	223		0		0	239	2347
W.Hills	121	1516	398	3057	0	0	0	0	2591	27617
Nawalparshi	11	160	48	360	3	3	52	78	1135	12102
Rupandehi	9	131	67	503	4	4	6	9	882	9327
Kapilbastu	15	218	51	383	2	2	6	9	1267	12678
W.Terai	35	509	166	1245	9	9	64	96	3284	34108
W.Region	156	2025	564	4302	9	9	64	96	5875	61724
Dolpa									0	0
Mugu									0	0
Humla									0	0
Jumla									0	0
Kalikot									12	125
MW.Mountain	0	0	0	0	0	0	0	0	12	125

Districts	Pineapple		Litchi		Arecanut		Coconut		Total	
	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod.	Area	Prod.
Rukum		0	1	7		0		0	125	1209
Rolpa	1	12	3	22		0		0	81	815
Pyuthan	3	36	18	130		0		0	195	1909
Salyan	1	12	9	65		0		0	177	1671
Jajarkot	1	12	7	50		0		0	91	927
Dailekh	2	24	7	50		0		0	128	1249
Surkhet	4	48	30	216		0		0	508	4728
M.W. Hills	12	144	75	540	0	0	0	0	1305	12507
Dang	7	98	51	383		0		0	600	6120
Banke	11	154	41	308		0		0	738	7195
Bardiya	7	98	49	368		0		0	672	6516
M.W.Terai	25	350	141	1058	0	0	0	0	2010	19831
M.W.Region	37	494	216	1598	0	0	0	0	3327	32463
Bajura						0		0	19	200
Bajhang						0		0	11	102
Darchula						0		0	18	148
FW.Mountain			0	0	0	0	0	0	48	450
Achham			4	28		0		0	75	819
Doti		0	11	77		0		0	121	1210
Baitadi		0	3	21		0		0	34	289
Dadeldhura		0	16	112		0		0	218	2059
F.W.hills	0	0	34	238		0	0	0	448	4376
Kailali	1	14	62	465		0		0	626	6588
Kanchanpur		0	47	353		0		0	520	5421

F.W.Terai	1	14	109	818		0	0	0	1146	12010
F.W.Region	1	14	143	1056		0	0	0	1642	16836
NEPAL	701	9980	2163	16734		3816	173	352	29593	298715

BIBLIOGRAPHY

- Agrawal, G. R. (2002). *Marketing Management in Nepal*, Kathmandu: M.K Publishers.
- Joshi, P.R. (2002). *Research Methodology*, Kathmandu Buddha Academic Enterprises.
- Khanka, S.S (2003). *Entrepreneurial Development* , New Delhi: S. Chand & Company Ltd. Publisher.
- Kotler, P. (2003). *Marketing management*, New Delhi: Pearson.
- Shrestha, G. K. (1998). *Fruit Development in Nepal-Past Present and Future of Fruits*, Kathmandu.
- Shrestha, P. (2062). *Fundamentals of Marketing*, Kathmandu: Taleju Prakashan.
- Shrestha, P. (2006). *Marketing Management*, Kathmandu: Taleju Prakashan.
- Shrestha, S. K. (1999). *Fundamentals of Marketing*, Kathmandu: Book Palace.
- Stanton, W. et. al. (1994). *Fundamentals of Marketing*, New York: McGraw-Hill.
- Upreti, G. (1990). *Prospects of Cut Flower Production in Nepal*, Kathmandu
- Wolff, H. K. and Pant, P. R (2062). *Social Science Research and thesis Writing*, Kathmandu: Buddha Academic publishers and Distributors Pvt. Ltd.

Research, Thesis, Reports and Others

Annual report of AEC (Agro Enterprise Centre)- 2011/012.

Annual Report of Fruit Development Department, Kirtipur- 2011/012.

Annual Report of Kathmandu District Agriculture Office-2011/012.

Bhattarai, I. (1985). *Vegetable Marketing in Kathmandu Valley*, Unpublished Master thesis, T.U.-200.7/08.

Joshi, Y.R. (2007). *A Study on Vegetable Production and marketing with Special reference to the winter vegetable Production in Kathmandu Valley*, 2007/08. Unpublished Master thesis, T.U.

Nakarmi, R. (2011). *Marketing Of Fruits in Kathmandu City*, Faculty of Management, T. U.

Neupane, R. K. (2005). *A study of Market Situation of Toothpaste in Kathmandu. A case Study of Close-up* Unpublished Master thesis, T.U.

Shrestha, M. (2003). *A study of floriculture enterprises in Kathmandu Valley*, Unpublished Master thesis, T.U.

Shrestha, M. K. (2010). *A study of Vegetables marketing in Bhaktapur District.*, Unpublished Master thesis, T.U.

Statistical Information on Nepalese Agriculture, Ministry of Agriculture and Cooperatives, 2011/012.

Tamrakar, J. (2006). *Vegetable marketing in Kathmandu and Pokhara*, Unpublished Master thesis, T.U.

APPENDIX-I

Questionnaire for Consumers:

Dear Respondents,

I would like to bring to your kind notice that I am doing this study entitled “A study on Fruits Marketing in Kathmandu” for the partial fulfillment of the masters of business studies (MBS) under Tribhuvan University, Nepal. Your information and responses based on following questionnaire would be very much valuable. The information would be used for research purpose only and would be kept confidential.

Please give Tick mark (√) in the appropriate option in the following question:

1. When do you buy fruits?

- (a) Once in a week
- (b) Daily
- (c) Twice a month

2. How much fruits do you buy at a time?

- (a) 1 kg
- (b) 2 kg
- (c) More than 2 kg

3. From where do you buy fruits?

- (a) Near by shop
- (b) From Kalimati
- (c) At any place

4. How much of your earning do you spend in fruits?

- (a) Below 5%
- (b) About 10%
- (c) More than 10%

5. Why do you eat fruits?

- (a) For better health
- (b) To show others as have group

(c) To satisfy hunger

6. What problem do you see in finding fruit of your choice?

- (a) Price factor
- (b) Quality factor
- (c) Lack of regular supply

7. What is the tentative distance of the nearest fruit shop from your residence?

- (a) 5 minutes walk
- (b) 15 minutes walk
- (c) More than 15 minutes walk

8. Which of your family member purchases fruits?

- (a) Father
- (b) Mother
- (c) Other

9. Which fruit is consumed more by you?

- (a) Banana
- (b) Apple
- (c) Orange
- (d) Mango

10. What is your age?

- (a) Below 16
- (b) 16-30
- (c) 30-50

11. What is your gender?

- (a) Male
- (b) Female

12. What is your monthly income?

- (a) Below Rs.3500
- (b) Rs. 3500-Rs.7000

(c) Rs. 7000-Rs.15000

(d) Above Rs.15000

13. What is your profession?

(a) Teaching

(b) Government service

(c) Business Persons

(d) Household

14. Where do you live (area)?

(a) Thimi

(b) Koteswor

(c) Baneshwor

(d) Kalimati

15. What is Qualification?

(a) Master Degree

(b) Bachelors Degree

(c) Intermediate Or +2

(d) School

APPENDIX-II

Questionnaire for shopkeepers:

Dear Respondents,

I would like to bring to your kind notice that I am doing this study entitled“ Fruits Marketing in Kathmandu District”for the partial fulfillment of the masters of business studies (MBS) under Tribhuvan University,Nepal. Your information and responses based on following questionnaire would be very much valuable. The information would be used for research purpose only and would be kept confidential.

Please give Tick mark (√) in the appropriate option in the following questions:

1. When do you sell fruits more?

- (a) Day time
- (b) Morning
- (c) Evening

2. How much do you sell in a day?

- (a) 5 kg
- (b) 15 kg
- (c) more than 15 kg

3. Where do you buy fruits?

- (a) Kalimati Market
- (b) Small Shopkeepers
- (c) General consumers

4. What kind of customer do you have?

- (a) House wives
- (b) Small shopkeepers
- (c) General consumers

5. What type of consumer buy more?

- (a)Vegetarian (Rich)

(b) Family

(c) Student

6. What is the basis of competition among the shopkeepers?

(a) Price

(b) Quality

(c) Honesty and image

7. How is the loss due to transportation and quality reduction?

(a) Negligible substantial

(b) Quality reduction

(c) No loss

8. What is the size of your family?

(a) 2-4

(b) 4-6

(c) 6 and above

9. Do you have any other occupation?

(a) Yes

(b) No

10. What problem do you see in this occupation?

a) Perishable nature of fruit

b) Lack of purchasing power of consumer

c) Location factor for shop