

CHAPTER-1

Introduction

1.1 Background of the Study

Kalimati vegetable market is the largest wholesale market for agricultural products particularly vegetables and fruits. Government has launched it in 1995 under the Development Board Act 2000. The market has a network with domestic market centers, collection centers in different districts farmer groups and foreign market centers. Vegetables and fruits are collected from various production pocket areas and distributed at wide range in different wholesaler and retail marketing outlets in Kathmandu valley. Farmers producing agricultural commodities in different parts of the country, sell their produce directly to the wholesaler and retailers at Kalimati fruit and vegetable wholesale market.

This is the exploratory study of woman traders in Kalimati vegetable market. It will try to find out gender empowerment through marketing of vegetable and fruit. It is assumed that marketing is public sphere in which women have to interact with many customers. In course of regular interaction with many customers woman traders have known many ideas, knowledge and technique of marketing (Shrestha, 2008).

Market is considered public sphere. A significant numbers of women have been involved in fruit and vegetable marketing in Kalimati wholesale market. It has been necessary to study influencing factor, socio-economic contribution and gender empowerment through public contact and marketing profession (Ibid).

Kalimati fruit and vegetable wholesale market is the single pioneer wholesale market for agricultural commodities particularly fruits, vegetables, cash crops and different agricultural commodities. Hence, women are highly motivated and trend of involvement as a trader is very and it has been very necessary to find out encouraging factors to involve in this marketing profession, socio-economic status of women, their contribution in family and society. Women constitutes over half (50.9 percent) of the total population in Nepal (CBS, 2011) and more than 90% has been involving in agricultural works.

In Nepal farming profession is looked upon as non-prestigious job and is supposed to be managed by a marginalized population that has not been able to find any other opportunity (Rokka, 2066). The challenge is to convert agriculture from subsistence level to a profession that earns profits. For this, it has to be commercial and market oriented (Ibid). The need for commercialization and market oriented production planning as a major policy has been initiated with Agricultural Perspective Plan (APP). Nepal is an agriculture based developing country; more than 65% of Nepalese people depend on agriculture as their major source of livelihood. Agriculture sector contributes about 40% of total GDP, which is recognized as the engine of economic development (Three Year Interim plan, 2006/07). In Nepal Agricultural Diversification has a great potentiality because of its diversified agro ecological settings. To harness the benefits of microclimatic of the country, Nepalese government developed and implemented APP for 20 years (1995-2015) with poverty alleviation as the main objective. APP aims to reduce the poverty from 42 to 14% by the end of plan (Agriculture Promotion and Marketing Development Directorate, Special Issues 2004/05).

The rural women play an active role in agricultural sector of Nepal. Their involvement in agricultural decision making is also pronounced. It is mostly the women who directly decide when and how the agricultural work is to be carried out. Besides agricultural work, they do planting in the field, threshing, winnowing, grinding, water fetching, and collective firewood. Similarly Nepalese women, as in other third world countries, are responsible for food production, processing supply of fuel, forage, and water and perform most other works to sustain their family (Rokka, 2066).

Therefore this study intended to analyze and explore the socio-economic condition of women traders and processes of women empowerment through the vegetable marketing.

1.2 Statement of the Problem

Most of the agricultural production activities are carried out by women farmer where as decision making and economic activities are controlled by male farmers. Women neither have ownership upon land nor food production. According to Hari Roka (2066 BS) women own 8.1 percent land ownership, i.e., 5.4 percent of the total agricultural land. Women

farmers are mostly engaged in planting, threshing, grinding and collecting food, fuel, domestication and regular household activities (Thapa, 2012). Few women want to get involved in commercial activities. This is paradox between labor and control over land and production. Problem of ownership and control rely upon patriarchal social norms. Control and decisive role over production historically play vital role in the process of socialization and empowerment. Engaging in the field of decision making arena must have socio-economic result in the society. Agricultural production and their control by women is problem of research. It is emerging research field to study encouraging factors or situation of women to involve in fruit and vegetable marketing (Thapa, 2012).

As producers, the life patterns of most rural women are conditioned by male dominated institutions, values and norms governing the family, society and economy (Thapa, 2012). Even though women's contribution to production is sizable and often critical, their involvement in the management of property and in commercial activities takes the form merely of asking their husband's authorization. Women's involvement on production does not change their livelihood and their capacity of decision making. Women farmers deprived all spheres of life whereas women traders change their traditional livelihood strategies of dependency over male members of the family. They build different social and economic condition through trading of agricultural productions (Ibid).

The increasing numbers of landlessness, the inability of the large-scale sector for seeking job, and different socio-cultural aspects have not helped to create new niche in Nepali society. After 1990s, jobless and landless families diversified their livelihood strategies. In recent years, the numbers of women traders are increasing day by day in fruit and vegetable marketing, as a wholesaler and a small trader. It is emerging strategies of livelihood of rural women on urban setting. There must have been different socio-economic conditions that have pushed them in this field. The researcher is interested to know their socio-economic condition, their empowerment through public contact and gender dimension of fruit and vegetable marketing. On the basis of above mentioned context, following research questions were formulated to my study throughout (Shrestha, 2011).

-) What factors encouraged women traders in Kalimati vegetable market?
-) What is the status of women traders in their family and society?
-) Is there culture and society favor them to involve in agricultural marketing?
-) What are the gender dimensions of their business?

1.3 Objectives of the Study

The general objective of the study is to explore gender empowerment of women traders in agricultural marketing business at Kalimati Fruit Vegetable wholesale market. The specific objectives of the study are:

- 1) To analyze socio-economic condition of women traders.
- 2) To explore the processes of women empowerment through vegetable marketing.

1.4 Rationale of the Study

The study is more helpful to understand capacity of women as well as policies of agricultural production and marketing. The study has described the socio-economic condition and contribution made by women at their family and society through agricultural trading.

Recent policies of the government are to promote agriculture, especially high value crops through enhancing agricultural trading. Women empowerment and inclusion are also given priority in policy making process. Women to be empowered, they should have access to and control over income. Through vegetable and fruit marketing, women can have cash in their hand and opportunity to interact public. Women's involvement in this sector is one of the most important options that have both challenges and opportunities to undertake this profession for economic and social empowerment of women. The study would be more helpful to understand capacity of women as well as policies of agricultural production and marketing. The study will describe the socio-economic condition and contribution made by women at their family and society through agricultural trading.

By knowing the socio-economic status and contribution made by women, females from other parts of the countryside will also be encouraged to do agricultural business. This will

also be helpful to empower the women and raise their status and income in the family and society. Definitely, the research works in the future will be fruitful for policy and program formulation for agricultural marketing development in different production pocket areas in Nepal.

This research work will be the important document to understand the knowledge of women in vegetable markets. This work will benefit for the further researcher, academician and student.

CHAPTER-TWO

Literature Review

To conduct the study, number of references have been cited and analyzed through the review of literatures. It was helpful in adopting the methodology for the study, selection of samples, to make the research quality and to identify the genuine problems. Numerous studies have been carried out on socio-economic status of women in Nepal by Nepalese as well as foreign scholars. But some of the related and selected studies are reviewed here.

2.1 Gender Concept

The determinant of the gender discrimination is most considerably the physical division of labor which can be viewed in different spheres of life. Men have been engaged in the productive sphere while women, mainly have been confined in household work. "Most productive work done by women is neither recognized in terms of surplus is completely discounted and house work is not evaluated at all" (Bhasin, 2000). Literatures show that women's roles in decision making are affected directly or indirectly by economic condition. A woman who has greater economic participation tends to have greater power of decision making. Gender analysis breaks down and divides between the private and public spheres. According to Bhasin (2000), gender roles refers to behavior that is learnt , based on social conducting that is a response to socio-economic and environmental pressures and conditions within households and communities . Gender roles are fluid, but in society they are considered as appropriate activities for men and women. Lobber Judith (1994) suggests that the gender is human invention, like language kinship, religion and technology. It is socially and culturally constructed roles and responsibilities assigned to men and women in a given culture, society and location based upon their societal structures that is learnt behavior over time.

2.2 Empowerment

Sociological empowerment often addresses members of groups that social discrimination processes have excluded from decision-making processes through - for example - discrimination based on disability, race, ethnicity, religion, or gender. Empowerment as a methodology is often associated with feminism (Blomkvist, 2003)

Definition of Empowerment

Marginalized people who lack self-sufficiency become, at a minimum, dependent on charity, or welfare. They lose their self-confidence because they cannot be fully self-supporting. The opportunities denied them also deprive them of the pride of accomplishment which others, who have those opportunities, can develop for themselves. This in turn can lead to psychological, social and even mental health problems. (Blomkvist, 2003)

Empowerment is then the process of obtaining these basic opportunities for marginalized people, either directly by those people, or through the help of non-marginalized others who share their own access to these opportunities. It also includes actively thwarting attempts to deny those opportunities. Empowerment also includes encouraging, and developing the skills for, self-sufficiency, with a focus on eliminating the future need for charity or welfare in the individuals of the group. This process can be difficult to start and to implement effectively, but there are many examples of empowerment projects which have succeeded. (Ibid)

The term 'empowerment' has different meanings in different socio-cultural and political contexts, and does not translate easily into all languages. An exploration of local terms associated with empowerment around the world always leads to lively discussion. "The term includes self strength, control, self power, self reliance, own choice, life of dignity in accordance with one's value, capable of fighting for one's rights, independence, own decision making, being free, awakening, and capability-to maintain only a few "(World Bank-WDR: 2000/2001).These definitions are embedded in local value and belief systems. Empowerment is of both intrinsic and instrumental value. That is, it is relevant at the individual and collective level, and can be economic, social or political. (Ibid)

Empowerment is the expansion of assets and capabilities of poor people to participate and negotiate with influence, control and hold accountable institutions that affect their lives. In its broadest sense, empowerment is the expansion of freedom of choice and action. It means, it is related to increasing one's authority and control over the resources and decisions that

affect one's life. As people exercise real choice, they gain increased control over their lives. Poor people's choice are extremely limited, both by their lack of assets and by their powerlessness to negotiate better terms for themselves with a range of institutions, both formal and informal. Empowerment is the expansion of assets and capabilities of poor people to participate in, to negotiate with, to influence on, control and hold accountable institutions that affect their lives (World Bank, 2000/2001).

Empowerment refers transforming existing resource and power relations in favor of those marginalized, deprived and disadvantaged groups and more generally women, who have faced severe limitations in exercising power and making voluntary choice (Shrestha, 2007: 58). So, unequal power relations or lack of power is the hindrances to women's empowerment. Equality and participation of women in all sphere is mostly needed. That is why; social inclusion is as the key pathway to empowerment of individuals and has at times tended to conflate empowerment and participation (Ibid).

The movement of improving women's status all over the world has emphasized the role of education. It is believed that education will bring about reeducation in the inequalities between sexes and uplift women's subjected position in the society. In general, educated women have a higher status in the society and the family size becomes smaller as the education level of the mother rises. Indeed, women's education is low in Nepal and the lowest in SAARC (World Bank, 2004)

Shrestha (2008) writes about the conceptual clarity of the term 'empowerment'. According to her, the term empowerment includes the following, or similar, capabilities:

- J The ability to make decisions about personal/collective circumstances
- J The ability to access information and resources for decision-making
- J Ability to consider a range of options from which to choose (not just yes/no, either/or.)
- J Ability to exercise assertiveness in collective decision making
- J Having positive-thinking about the ability to make change
- J Ability to learn and access skills for improving personal/collective circumstance.
- J Ability to inform others' perceptions though exchange, education and engagement.

- J Involving in the growth process and changes that is never ending and self-initiated
- J Increasing one's positive self-image and overcoming stigma
- J Increasing one's ability in discreet thinking to sort out right and wrong

This shows that the term empowerment has a broad sense of meaning and covers a wide range of activities. Specifically, it covers the role and ability in decision making, access and skills for improving collective circumstance, ability to change others through owns' decisions and capacity as well as ability to convince others.

2.3 Women Empowerment

The word 'Empowering Women' aims to inspire women with the courage to break free from the chains of limiting belief patterns and societal or religious conditioning that have, traditionally, kept women suppressed and unable to see their true beauty and power. The word or concept of empowerment comes from the patriarchal discourse because patriarchy has been obsessed by 'power'. Although some women have been caressed by it, more often women are oppressed by it (Ghimire, 1999).

Ghimire, 1999 has discussed on some concepts based on its historical development about women development. According to him, the concept has been developed and come into practice since 1950. Its developmental pattern looks like this:

- a.1950 to 1970- welfare Approach,
- b.1975 to 1985- Equity Approach (Equal participation and consumption reflect in development process),
- c. 1970 to till now- Anti-poverty Approach,
- d. 1980 to now- Efficiency Approach,

Likewise, the main weakness of the concept 'Women and Development (WAD) approach' to isolate the male in women's activities is found. The other concept 'Gender and Development (GAD) Approach' has taken a large scope in women development sector. Nowadays, many countries of the world use to manage their planning based on the same concept. The Cairo conference of population and development (1994), had taken women's empowerment as the

main issue. Because of women's illiteracy, poverty, inequality in economic sectors, sexual exploitation, and bad health, development practitioners realized to come out with the 'Empowerment Approach'. In this approach, women have to get right to be free to improve political, economical and health status as equal to men (Ghimire, 1999).

There are many examples of empowerment strategies that have been initiated by poor people themselves and by governments, civil society, and the private sector. Stri Shakti (1995) writes that a successful effort to empower poor people is to increasing their freedom of choice and action in different contexts. It, often share four different interrelated elements as below:

Access to information

Information is power. Well-informed citizens are better equipped to take advantage of opportunities, access services, exercise their rights, negotiable effectively, and hold state and non-state actors accountable. Without information that is relevant, timely and presented in forms that can be understood, it is impossible for poor people to take effective action.

Inclusion and participation

Inclusion focuses on the "who" question. Who is included? Participation addresses the question of how they are included and the role they play once included.

Accountability

Accountability refers to the ability to call public officials, private employers or service providers to account, requiring that they are answerable for their policies, actions and use of funds. There are three main types of accountability mechanisms: political, administrative and public.

Local organizational capacity

Since time immemorial, groups and communities have organized to take care of themselves. Local organizational capacity refers to the ability of people to work together, organize them, and mobilize resources to solve problems of common interest. Local organizational capacity is the key for development effectiveness.

2.4 The Indicators of Women Empowerment

The basic spheres like-education, personal property and health status, legal, political and social rights are the 'conventional indicators' to the women empowerment. To quote UNDP (2001), the main indicators of women empowerment comprises the followings:

- a) Changing/improvement in habit and behavior for outsiders (knowledge and assessment)
- b) Growth of opportunities for the upliftment of women living standard and economic freedom
- c) Development of women's decision power (capacity)
- d) 'Get rid of' from domination/exploitation
- e) Political, legal awareness and participation

2.5 Women and Agriculture

According to the NDDDB final report (2001), women play important role in rural agriculture and also, in the case of livestock, including Milk animals, they are the prime contributors. But they are deprived of the accessibility to credit and extension for various reasons. Rural Nepalese women not only contribute more time but also generate more income than men to the total household economy. Though their contribution is more it is not recognized. Women's contribution is considered voluntary, women's roles in subsistence agriculture and the market economy, including their considerable decision making responsibilities, are not reflected in any development agency strategies for extension, training, credit, employment, etc. These development strategies are targeted towards male resulting to a failure to utilize full productive potential of women (WFDD, 1993).

Nepali women make an important contribution to the agricultural activities in the country but their work is not considered as productive from an economic point of view. So their contribution is not included in the national economy. The contribution of Nepali women to the national economy is very significant, but they are paid less than men as agricultural labors. In all areas of Nepal the work burden for women is higher than that of men, but women are deprived of their basic needs of life. Women are at the greatest risk of becoming

victims of violence because of extreme vulnerability. So it is essential for women to be represented at all levels of government, including the grassroots level, and to be represented in the executive, judiciary and legislative branches of government.

2.6 Women, Economy and Market

The majority of women in Nepal are engaged in four occupational sectors like agriculture, manufacturing, trade and services. In these sectors economically active population may be categorized as: self employed, employed and non-paid family workers.

Market is the place where buyers and sellers come in contact for exchange of goods and services. Market implies not only physical interaction of buyer and sellers but also contact of different cultural groups. Agricultural marketing is a process which starts with farmer's decision to produce salable farm commodities involving all aspects of marketing structure or system both financial and social. It facilitates the flow of farm product from the producer to the consumer (Kaini and Werner, 1998).

Agricultural products are generally packed into *Doko* (conical bamboo basket) with and without cushion. Wrapping of fruits and vegetables with newspaper, clothes dried grasses/straws polythene sheet are also done by some traders before packing (JICA, 2001).

The Agriculture Perspective Plan (1995) intends to encourage women to involve in the main stream of accelerated growth in the agricultural sector particularly in the production and marketing of high value commodities. Therefore, in the strategy, APP focuses how women may be brought into the main stream of the agro-marketing.

2.7 Education and Women Empowerment

Women occupy different positions in the social structure as they pass through the life cycle and depending upon it the power, privilege and prestige ascribed by the community also keeps on changing. In Nepalese society, baby boy is welcomed by celebration and rejoices at the occasion. There is a saying that, '*let it be late, but be it a son*'. Women are daughters,

wives and mothers, but are not recognized as individuals with their own identity, despite the fact that they are as humans as men in Nepalese society. Society has relegated women to the lowest rank and to a submissive role; confined to the home and farm. Their responsibilities are granted to maternal function. Similarly they are discouraged and controlled to take part in public sphere. In urban areas, women have to perform dual role, i.e. to take care of the whole household activities and to work outside the house for extra income to support the family (Thapa, 2003). Though the women perform lots of functions and keep busy themselves in different activities for the livelihood of their family, their performance is not recognized as valuable work even by their family and society.

WFDD has reported that "The legal, social and economic status of women in Nepal is inferior to that of the men. Women often are deprived of opportunities and equal rights due to illiteracy and social norms. The rural family thinks that the education of the girls' child is a financial waste rather than an investment" (WFDD, 1933).

Hence, the importance of women's contribution is not only family but also community and national life. This sort of activities has undoubtedly benefited the lower sections of the society both in rural and urban areas. In the marketing process good employment avenues are opened for the local youths, women by their appointment as commission agents for sale of vegetables and fruits.

2.8 Concepts on Socio-economic Status

The status of people is often determined by how society is stratified and the bases of which we can include are wealth and income. This is the most common basis of stratification, social class, ethnicity, gender, political status, and religion e.g. the caste system in India (Macioonis, 2005). The concept of status is not fixed. It keeps on changing with time. Thus, women occupy different positions in the social structure as they pass through the life cycle and depending upon it the power, privilege and prestige ascribed by the community also keeps on changing (Ibid).

Socio-economic means relating to or concerned to or concerned with interaction of social and economic factors (Concise Oxford Dictionary, Oxford University Press 1990). The term socio-economic status means in a system of social stratification, it refers to a combination of various social and economic indexes of rank which are used in research studies. The term is often used to deal with stratification in a society without the need for the assumption that there are distinct social classes. Stratification describes the way in which different groups of people are placed within society. The stratification of society is also based upon either an open, or closed, system (Ibid).

2.9 Conceptual Framework

Socio-cultural variables play an important role for shaping the gender behavior in society. Education, caste, marriage, family background, public activities relation, social recognition etc are some important social variables which affect the human behavior and formulate the gender role. Occupation, expenditure, investment, trade volume, profit, saving, utilization are some economic variables of society. Result of women empowerment may occur due to the favorable socio-economic variables. Nature of Nepali society is patriarchal where women are oppressed; subordinated and discriminated which are the hindrance factors for the empowerment of women (Bhasin, 2000).

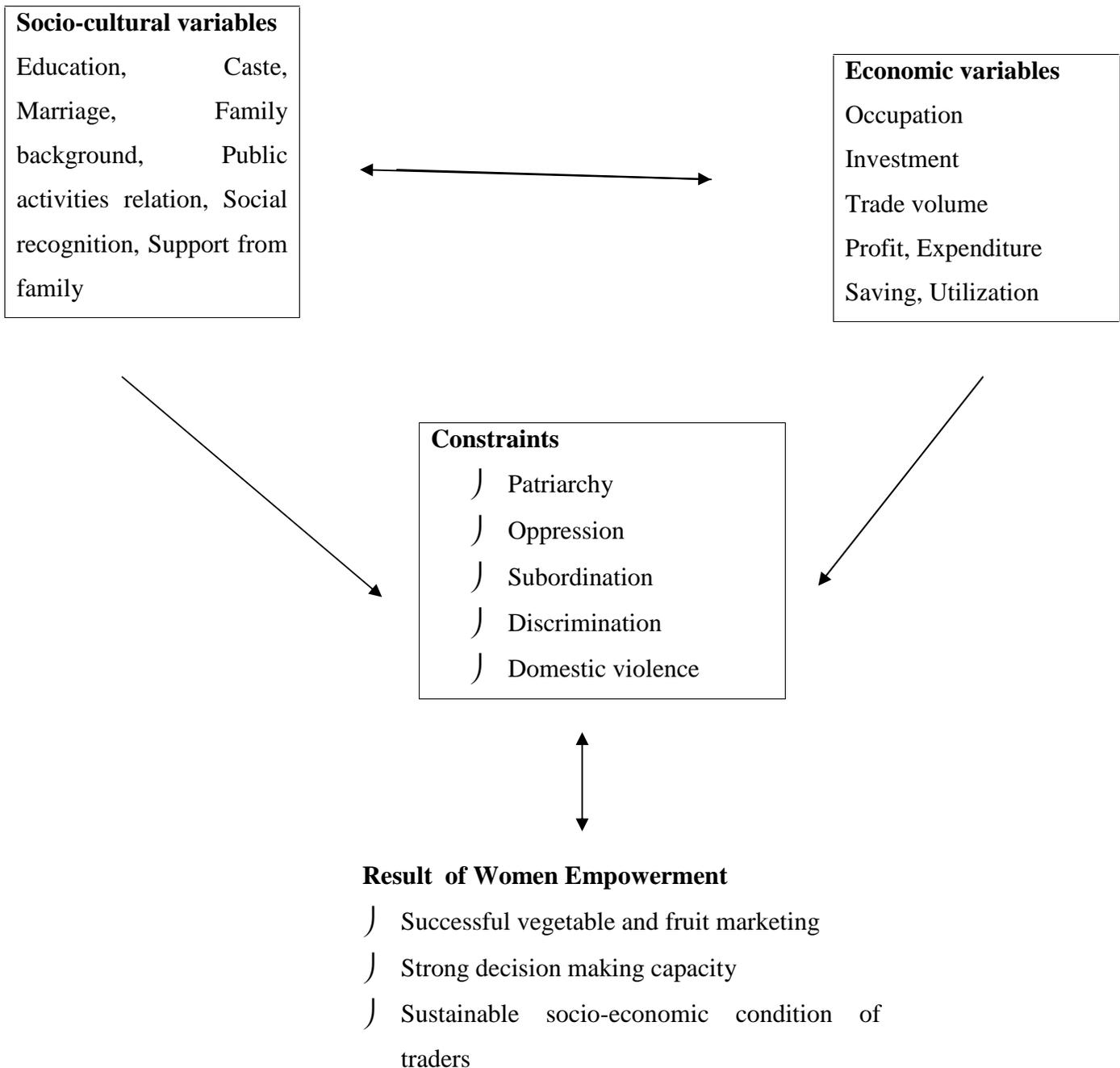
In Kalimati, selling vegetables and fruits is a major part of economy. It remains as one of the major employment, income source, which raises standard life of farmers and plays a vital role in their socio-economic life. Moreover, vegetables selling activities are labors intensive that have great opportunities of employment and income for small and marginal farmers. This occupation which can reduce enormous magnitude of unemployment of agriculture labors. Similarly, gender is the other most important social aspect in our society which determines the type of job to be carried out, according to gender. In Nepalese society, the business activities are mostly carried out by men. Marriage, caste, family background and social norms and values also influence on the nature of business to be carried out by the members of the society (Parajuli, 2010).

Availability of products round the year in abundant amount is essential to sustain the

business. It is also important from the consumers' point of view. Storage facility helps traders to keep the surplus produce safe and reduce losses. Social security from the business also enables the women to start any business. Security feeling in the market place is the paramount especially for woman traders. It is necessary to have positive attitude of women towards business for better participation in this sector. Support from the family is crucial to carry out business for all especially for woman. When women have access to and control over income, they can build up decision making capacity gradually. When a woman involved in agricultural trade gets support from family, there is availability of products to sell round the year, gets market information properly can carry out the marketing efficiently. This definitely, having decision making power, earning high income and profit and having access to resources and control over income she earns, has good economic and social condition (Ibid).

The researcher intends to analyze and describe the factors which determine the gender empowerment of women traders. It is shown in diagram below.

Conceptual Framework



CHAPTER-THREE

Research Methodology

3.1 Selection of the Study Area

There are many reasons of selecting Kalimati fruit and vegetable market. This is only one organized wholesale market located in the Kathmandu Valley where both wholesale and retail marketing practices. In Kathmandu valley, there are other vegetable and fruit markets too i.e. Balkhu vegetable market, Manohara vegetable market, Tukucha vegetable market etc. but researcher has chosen Kalimati fruit and vegetable market because it is one of the oldest and longest vegetable and fruit market in the valley. There are significant number of women involving both wholesale and retail marketing. Women from different socio-cultural as well as economic background are involving in agricultural business in the greatest market. The research area is easily accessible in terms of data collection and frequent visits for the researcher too.

3.2 Research Design

To explore the issue of women empowerment through vegetable marketing, descriptive and analytical research design has been applied. Descriptive research design can be defined as involving collection of data in order to answer questions concerning the current status of the subject of the study. Main reason of applying descriptive and analytical research in particular is that it describes the current status and answers the formulating questions of the subject of study. The research data are both qualitative and quantitative in nature. Those which can't be measured in number and figure for instance love, affection, emotions, feelings etc are the qualitative data. Likewise, those which can be measured in number and figure such as length, weight, duration, amount etc are quantitative data.

3.3 Sources of Data

Data were collected from both primary and secondary sources. Primary data were collected from women traders at Kalimati vegetable and fruit market. The secondary data which is presented in literature review were collected from different published and unpublished reports, books, internet and newspaper.

3.4 The Universe and the Sample Size

In Kalimati vegetable and fruit market, there are about 170 women vegetable traders. All the women traders involving in fruit and vegetable marketing in Kalimati have been considered as the universe of the study. Out of them only 30 women traders respondents were selected as sample size for the detail study. They were selected by using lottery system of random sampling method and accidental sampling method of non-probability sampling method. In lottery system of random sampling, all the numbers were put in a box and 25 women were taken randomly as a sample from the box and 5 women were taken accidentally. Researcher selected these methods because from these methods there is no possibility of biasness. Every unit of a population can have equal chance of being selected in lottery method.

3.5 Data Collection Techniques

3.5.1 Semi-structured Interview

Semi-structured interview have been used to collect data for women traders. Interviewer is free, uncontrolled and controlled to ask any type of questions and data can be collected from both individual and group in semi-structured interview. Semi-structured interview is controlled and scheduled as well as free interview. Interviewed is confined in her set of questions and even freely asked questions. A set of questionnaire have filled per individual (all 30 respondents) woman traders. Field work was taken in the month of January and February 2013. Socio-economic conditions of women traders were find out from this technique of data collection.

3.5.2 Observation

A non-participant observation technique of data collection was followed during the field work for one month January 7 to February 5 in Kalimati vegetable market and its periphery. Information regarding decision making process, implication, stall distribution system, rent allocation practices, confidence were observed.

3.5.3 Case Study

For the sake of detail study of women traders, family background, and socio-economic background of the traders, case study methods have also been applied. Four women traders were selected for case study by using purposive sampling method on the basis of interview.

3.6 Limitation of the Study

It is helpful for the coming researcher and policy makers. But, the findings of the study may not be same in all time and place. Society and social phenomena are changing continuously. The finding of the study can not generalize with the women traders of other places. This study was conducted through time and resource constraints and it is only for the purpose of partial fulfillment of Master Degree of Arts in Sociology.

3.7 Data Processing and Analysis

The collected data have been categorized according to family background, origin, caste/ethnic composition, age, marital status, education, income level, expenditure and other socio-economic parameters. Descriptive approach is used to analyze qualitative performance, skills, motivation communication and interpersonal relation among traders and customers. Tables, frequency percentage have been used to analyze quantitative data. Both qualitative and quantitative data are analyzed through simple computing system of MS word, Excel.

3.8 Ethical Consideration

The area of research is not that much sensitive and confidential though researcher convinced the vegetable women traders and their family and clients that the information given by them has been kept confidential and use only for research purpose, the anonymity of respondents is maintained by keeping their name secret. Pseudonym is used for those vegetable women traders who were taken for the case for the study.

CHAPTER-IV

The Setting of Kalimati Vegetable Market

4.1 Organizational Setup of Kalimati Fruit and Vegetable Market (KFVM)

Kalimati Fruits and Vegetable Market is the pioneer organized terminal wholesale market where retailers, institutional consumers and other bulk consumer procure their supplies of commodities. For giving an organized shape to the marketing of agricultural produce, especially, vegetables and fruits products in Kathmandu valley, Kalimati fruits and vegetable wholesale market was set up by the Food and Agriculture Marketing Department of the Ministry of Agriculture in 1987 (KMC, 2011)

The need to bring improvement in the state of Kalimati market was identified as a priority. Hence, an agreement Kalimati Wholesale Market Project (NEP/89/CO1) was signed in 1989 between the then His Majesty Government and United Nation's Capital Development Fund (UNCDF) to construct and equip the market with physical infrastructures. The present facilities are the outcome of that agreement. In 1995, government felt the need of an independent body for the efficient operation and management of the market. Keeping this in view, Kalimati Fruits and Vegetable Wholesale Market Development Board was formulated on 13 February 1995 under the Development Board Act 1957.

With a view to manage the operations of the market in an organized way and ensuring planned development of agriculture marketing, the then his Majesty Government, Ministry and Co-operatives led by prime minister Ser Bahadur Deuba, had formulated new organizational set up "Kalimati Fruits and Vegetable Market Development Board 2002" having the main goal of uplifting the socio-economic condition of the fruits and vegetable producer farmers. The major activities of this market are: market operation and management; marketing information system development; marketing linkage development; coordination with various agencies and individuals; research and development; and facilities utilization and development.

The market area is spread over 2.25 hectares (45 Ropanis) of land, good trading facilities

like multipurpose shed and shed for wholesaling of fruit and vegetable; retailers and farmers market; fish market shed; cold room for 405 metric ton capacity; freezer room for 9 metric ton capacity; ice plant for 15 metric ton per day; fish market for 20 shops; and fruit and input shops for 12 shops. Recently, Nepal government has provided the responsibility of operation and management of Dharke collection center at Dhading district and Balaju market which is under construction at Kathmandu to the Board (KMC, 2011).

CHAPTER-V

Social and Economic Condition of the Women Traders of Kalimati Vegetable Market

Social and economic aspects of women traders of Kalimati vegetable market are gathered from the field work through semi-structured interview. They are analyzed and interpreted as below.

5.1 Social Condition of Woman Traders of Kalimati Vegetable Market

The data related to social aspects comprises their origin, home district of respondents, ownership of house in Kathmandu valley, age distribution of woman traders, literacy and education status, marriage, child caring, child education, involvement of woman traders in social activities, decision making role in their family, motivating factors to involve in this business, cooperation by family members for promoting the business and problem in the Kalimati fruit and vegetable wholesale market. Each of the aspects is precisely analyzed as per the need of the research objectives. The conditions are presented in different section.

5.2 Respondent's Place of Origin

Woman traders from different districts are involved in this business at Kalimati. Being the capital city of Nepal, people migrated from different districts in Kathmandu in order to seize or seek opportunities.

Table No. 5.1 Distribution of Respondents by Home District

Home District	Number of Respondents	Percentage
Dhading	9	30
Kavre	6	20
Gulmi	1	3.33
Dang	1	3.33
Chitwan	3	10
Nawalparasi	3	10
Sindhupalchowk	2	6.66
Sarlahi	1	3.33
Dolkha	1	3.33
Ramechchap	3	10
Total	30	100

(Source: Field Work, 2013)

In the process of searching an opportunity, they realized that the agricultural marketing business can be the best option than other and had started at Kalimati vegetable market. The highest numbers of respondents are from Dhading and Kavre district because these two districts are in close proximity to Kathmandu, accessibility of transportation and large quantity of vegetable available in these districts. These areas are also known as pocket area of vegetable production. Large numbers of farmer including women are involved in vegetable cultivation. It is attractive occupation because they can get cash money from it quickly. It is considered as bank balance. Initially they were involved in vegetable production and later they started business at Kalimati. Traders from far districts like Gulmi, Dang, Chitwan, Nawalparasi, Sindhupalchowk, Sarlahi, Dolkha and Ramechchap are also involved.

Among them 30 percent respondents are from Dhading. They became traders in the process of vegetable marketing on the highway at Dhading before they came to Kathmandu. Kathmandu is quite close for them and they got greater opportunity of situation analysis of

the both places when they visit family in the village and urban and they can apply the profession seasonally. Gulmi, Dang, Sarlahi and Dolakha are remote district in terms of Kathmandu. Their family and economic activities in the farm are some obstacles for them to be in Kathmandu. Lesser number of women has got opportunity to come in Kathmandu in comparison to Dhading and Kavre. Infrastructural development also makes differences on livelihood of the people. They are not familiarizing with marketing environment of Kalimati vegetable market. The different numbers on the basis of geographic and social environments are also some important factors to create socialization process for women. The sociological perspective of gender opportunity is their access on bases of development freedom from the family to apply the profession. Location and rural urban linkage of the family create opportunity for new options of livelihood. In other remote areas women are in severe food insecurity condition but they have many obstacles to initiate this profession.

5.3 Caste/ Ethnic Composition of Women Traders

Among women traders, majority of them are from Brahmin and Chettri caste. Many of them are educated but they do not hesitate to involve in this business.

Table No. 5.2 Caste/Ethnic Composition of Women Traders

SN	Caste/Ethnicity	Number of Respondents	Percentage
1	Brahmin	8	23.33
2	Chettri	6	20
3	Newar	5	16.66
4	Tamang	4	13.33
5	Dalit	4	13.33
6	Yadhav	1	3.33
7	Tharu	1	3.33
8	Sanyasi	1	3.33
	Total	30	100

(Source: Field Work, 2013)

The above table indicates that Brahmin and Chhetri caste groups are dominant caste ethnic groups in the Kalimati vegetable marketing business. Newar communities have their own trend of business. They like to start business in their own home or in their community. Kalimati market is dominated by higher caste group from its very beginning. Tharu, Madesi and Sanyasi constitute one percent per caste group. Their number is low because central bureau of statistics report (2012) shows they do not have significant population around valley. Another reason is their communities do not allow women to involve in public business as respondent said in an interview during field work. Though some of them have come up with the great degree of zeal to pursue their own business according to their choice.

Their male members also do not encourage them to start this business which is proved during fieldwork. Because of the lack of exposure practiced they do not have confidence to start independently. Tamang and Newar are major groups found around the valley. Brahmin and Chhetri came from Dhading, Chitawan, Kavre and Nabalparasi districts. District wise variation is created because of geographical distance.

5.4 Ownership of House at Kathmandu Valley

To observe the volume, Kathmandu residential have big investment and called wholesaler whereas majority of the traders on rent and they have retail marketing. The hierarchy among them represents class and their social and economic standards (in terms of gender empowerment retailers are more tactful and they have greater capacity of bargaining. Wholesalers' women do put much energy to convince the customers but retailers are talkative in this sense and apply loyalty on price behavioral skill and interpersonal relation. Sometime their behavior with the customers caused problem in their family relation. Five such traders told that their husband doubt upon their personal relation with the customer. According to them, they have felt that because of their husband's doubt over them, sometimes there occurs problem in relation between husband and wife).

Table No. 5.3 Ownership of House at Kathmandu Valley of Respondents

Ownership	Number of Respondents	Percentage
Own house	3	10
On rent	27	90
Total	30	100

(Source: Field Work, 2013)

The ownership of house in Kathmandu valley has the great concern in socioeconomic dimension in Nepalese context. Some of the traders' one-tenth i.e. 10% of the respondents have their own house in Kathmandu valley for their residence and most of the woman traders i.e.90% live on rent. Traders having their own house at Kathmandu valley involve in this marketing business, has been selected this business as the best opportunity cost in order to have more economic earning and ultimately to maintain social standard. According a respondent Sita Gharti of Rasuwa, those who have their own home in valley do not feel more problems in catastrophic situation such as Bandh, strike, fuel price hike, and even in the situation of loss of vegetables because they do not have to pay house rent for living. According to her, some of her friends have faced numerous problems because they live in rented house. Problems like house owner forced them to abandoned room immediately without giving chance to search new room, rent fair hike in short span of time, gate lock in the early evening, counting of shoes and sandal, ask for advance rent fair and even disturbance when owners walk producing noisy sound in the ladder.

5.5 Age of Women Traders in Kalimati Vegetable Market

The study intends to analyze the age of sampled woman traders. Age factor is very crucial in socio-economic analysis specially trader's assessment in agricultural marketing. The highest number of the traders is in the age group of 20-35 year. More of the woman traders having young age are involved in this business. This is because they have strength for all the physical works like carrying goods, weighing, lifting, loading and unloading, etc. which are the basic requirements to enhance the effective marketing business. Women above 45 year are found less in this business because of this age, they are unable to work hard which is

required for efficient marketing business. Some girls aged 12-19 are also helping their parents not as full time traders but as part time support when principal traders go for food and part time rest. Part time traders also make decision as their parents' suggestions and preliminary orientation of the vegetable market around Kalimati.

5.6 Literacy and Educational Attainment of Respondents

Table No. 5.4 Literacy and Educational Attainment Status of Woman Traders

Education	Number of Respondents	Percentage
Literacy status		
Literate	21	70.00
Illiterate	9	30.00
Total	30	100.00
Educational attainment		
Non formal Education	11	36.67
Under SLC	4	13.33
SLC pass	4	13.33
I.A and above	2	6.67
Illiterate	9	30.00
Total	30	100.00

(Source: Field Work, 2013)

Above table shows that, nearly 70% of the traders are literate and 30% are illiterate. In reference to educational attainment of the traders, more of the woman traders did not get formal education. This indicates that over all, there is unequal access and discrimination on educational environment. Whoever are deprived of school education, participated in adult education and some of them are learnt in their home by themselves. Among the traders getting formal education, women are not equal to get education above SLC and under SLC. The greater numbers of traders have got informal education.

According to the respondents, educated people always cannot find high standard job. Uneducated woman who have initiated such type of business at KFWWM, did not need any

educational qualification. Thus, women without education are also involved in this agricultural marketing business. The respondent specially unmarried girls having SLC and intermediate level education are involved in vegetable marketing business leaving other types of profession. There are only 6 traders above S.L.C. They started this profession because they have failed to find other work in the valley. One of them told that this is good occupation in terms of benefit and amount of investment. They can start this business with small amount of money. Nima Bisural from Dhading said that though it is profitable business it does not garner social respect and good social status. People and relatives think that "I am not able to get other employment opportunities and started this prestige less job. This is, as they assume, this profession is only suitable for the uneducated women. I have to face humility of unqualified in other fields". Rama from Kavre has completed S.L.C. before she got married. Her husband is Taxi driver. She started this business to sustain in Kathmandu. She is proud of entering this field. She saves cash amount without informing her husband for the case of emergency and future of the children. She is satisfied with trading of vegetables. She said that many have completed SLC level education which does not have more value in employment market. Vegetable marketing is independent and self making employment. So we should not have shame to work.

5.7 Marital Status and Age of Marriage

Marital status of the traders also makes differences in this profession. Usually parents are responsible for the all expenditure of the family members. It depends upon economic status and work motive of the family. After marriage women have greater responsibility towards family and their income counts in the family.

Table No. 5.5 Marital Status and Age at Marriage of Woman Traders

Marital Status	Number of Respondents	percentage
Single	3	10.00
Married	27	90.00
Total	30	100.00

(Source: Field Work, 2013)

Among women traders 90% of woman traders are married, whereas 10% are single or unmarried. Viewing the age at marriage, greater the numbers of women are married at the age of 14-20 year. They got early marriage. This means they did not get adequate decision making capacity in between 14 to 20 years. Even 10-15 years of the respondents have got so at early stage. In this marketing business, mostly the married women are involved because after marriage they are forced to seek some income generating activities in order to assist for sustaining their household expenditure. The study could not find any respondents to have married at the age of more than 25 years. Table no. 5.5 clearly shows the trading business and marital relation. As respondent said it is also matter of family reputation and social respect to let their unmarried daughter in this business.

5.8 Child Bearing Status

Two married woman traders did not bear child due to recent marriage. However, those who have child less than 5 years, need mother care, their family has been supporting.

Table No. 5.6 Distribution of Respondents by Child Bearing Status

Child Bearing Status	Respondents	Percentage
Have Child	25	83.33
No Child	2	6.67
Unmarried	3	10.00
Total	30	100.00

(Source: Field Work, 2013)

Among the married woman traders, 83.33% have their children, 6.67% women do not have yet and 10% of them are unmarried. The recently married women did not bear children. Rama (name changed) said that her husband doubts upon her behavior with the customers. Some time he interrogates her laughter and smile with neighboring male traders. It is hard to convince her husband to prove no extra marital affair with anyone as her husband always doubt. Vegetable marketing is a public relation business where she must have to talk, bargain and convince her client.

5.9 Household Responsibility.

These woman traders are fully satisfied with the business that they can earn from if for maintaining their livelihood.

Table No. 5.7 Status of Child Care and Household Chores of Woman Traders of Kalimati Vegetable Market

Status	Number of Respondents	Percentage
Herself	18	60.00
Husband	0	0.00
Mother-in-law	2	6.67
All together	10	33.33
Total	30	100.00

(Source: Field Work, 2013)

Women are supported by their family members especially by husband during the time of household chores, buying goods early in the morning and managing the marketed surplus. In Nepalese society, by default the entire household responsibilities like cleaning, cooking, fuel collection and child care, etc. are performed by women. The study reveal that, 60% woman traders are responsible to carry out all these tasks i.e. while; their husband facilitated in house hold work. However, 6.67% respondents said that it is performed by mother-in-law. 33.33% of the respondents are performing both the household chores and business activities. But there is no one who said that their husbands took the total share or responsibility of their household activities

5.10 Nature of Institution for Child Schooling

Child schooling and nature of institution are very important factor in socio-economic dimension in the changing context. Out of the 30 respondents, there are only 22(73.33%) woman traders who have sent their child to school. Among the 22(73.33%) respondents, 8 (26.66%) woman traders have sent their children in public and 6 (20%) respondents have sent their children in private school. 8 (26.66%) woman traders have sent their children in both the public and private school. Thus, the study found that woman traders enrolled their children in both private and public institutions to have better education. They realized

importance of education and worried about their children's education.

5.11 Involvement of Woman Traders in Social Activities

Among 30 women traders 25 (83.33%) women traders are involved in social, cultural and religious systems i.e. worship god, marriage and other social ceremonies. One (3.33%) is involved in social development works in society. Four (13.33%) are not involved in any activities. It shows that the traders are mostly involved on cultural activities other than development works.

5.12 Social Organization and Membership

Out of 30 respondents, 3 (10%) are involved in business, again 3 (10%) are involved in agricultural, and 3 (10%) are involved in other social organizations. The study reveals that, nearly 9 (30%) of the respondents are affiliated as a member in different social organizations and 21 (70%) are not involved in any organization.

The reason of low involvement of woman traders in social organizations is because of male dominance in Nepalese society in one hand (Rokka, 2066), they are very busy and do not have extra time beside this business in another hand. However, women were hesitated to participate in social organizations in the past; the trends of involving in social activities have been increasing in the recent days as social norms and values to look for women is changing in Nepali society. Basically, they are involved in business particularly in agriculture related marketing business and other agricultural organizations. More of them are involved as a member in different nature of associations of market related organizations at Kalimati and some are in other female groups.

5.13 Decision Making Role

Decision making (decision from Latin *decidere* "to decide, determine," literally "to cut off," from *de-* "off" and *caedere* "to cut") can be regarded as the mental processes (cognitive process) resulting in the selection of a course of action among several alternative scenarios. Every decision making process produces a final choice. The output can be an action or an opinion of choice (Mishra, 1994).

We need to understand that the more economically, socially, religiously and politically empowered the women becomes, the more confident she becomes in articulating her thoughts and more productive she becomes in her actions. This results in her getting involved in taking decisions for her family, the society, the country and the world along with her counterparts that is men.

To assure decision making role, women should be empowered in reality. For this to happen in reality the primary requirement is the social, economic, religious and political empowerment of women. Women have to come out of their homes and actively participate in reshaping the society. When women are empowered in all spheres of life with an equal opportunity and when she has the choice and opportunity to lead a publicly active life only then we can talk about a foundation being created for a collective change in the society.

The decision making role in most of the household is handled by male member in Nepalese society though there are some trends of female head household (World Bank, 2003). The study found out that decision making role in 26.66% woman traders household are dependent upon male in their family. They are illiterate and new comers in urban social setting. They are also bounded by traditional patriarchic norms and values.

The study shows that women involvements in vegetable marketing have led them to make self decision in their household. Before they involved in vegetable marketing women were in controlled and completely dominated by male i.e. husband, father or brother. When they started earnings from vegetable marketing decision making role in their household has changed subsequently. There are some fundamental reasons to take decision by themselves as they put their experiences during the fieldwork. The first one is they became economically strong then other family member of their household. The second one is when women started earnings from vegetable marketing their family member started to respect them in every regards. In Nepali society, it is undoubtedly true that if women are the source of income and are economically prosper in their household they are provided more respect and trust. Third reason of women's self decision is that they do not misuse their earnings as in fieldworks no women are found to have habit of playing cards, drinking alcohol outside

their home (but some of them use alcohol in their house in some ritual and cultural practices with their family members), entertainment and in other sectors of expenses. It proves that they have habit of saving earnings as much as they can as they all are involved in their own business.

Many women are economically prospering those who are involving in vegetable marketing but all the respondents are not free to make decision by themselves. The reason behind it is that they are forming stereotyped conservative society where decision is made by male only either husband or father or brother. In patriarchal society like Nepal, unmarried women are respected, even worshipped and provided high value but have numerous boundaries to control women. Male even deny taking advice from female and make own decision whatever they want. This study also found that still some women have come from such patriarchal society where women are just member of family without any decision making role but such number is minimum (26.06%).

The study reveals that vegetable marketing for women has brought up the changes in family nature and its size. Before women involved into vegetable marketing either they were from extended family or from joint family but when they began vegetable marketing in Kalimati vegetable market, women come out from extended and joint family and established nuclear family. Nuclear family is a small family where there are husband and wife and their unmarried child stay together in a single roof and sharing same kitchen. When there are only husband and wife in a house at that time there is more possibility of making decision by women as male do not always stay in a house. So, vegetable marketing have contributed for nuclear family and decision making role of woman.

Five woman traders make own decision in their house. The decision making process has been changed with some woman traders, about 43.33% traders have mutual understanding of both male and female becoming as the decision making body in the family. 13.33% woman traders have the mutual understanding of wife and husband in this decision making process in household work. So, woman traders just hesitate in front of her husband, mother/father-in-law for decision making and other lighted matter. It revealed that decision making is based on the economic contribution and type of family.

A Case of Sabitri
Vegetable Marketing Helps Me to Take Decision

I am Ranjita Thapa (pseudonym) from Bisaltar VDC of Dhading district. I am 30 years, married women having two children. My birth place lies beside highway at Gajuri. When I was 16 I have left school at class 9 and then I got married. After marriage, being unemployed, it was difficult to survive. Then my husband came to Kathmandu for driving. I started to produce vegetables on my family's land and sell on the highway. When I heard news of price of Kalimati vegetable market, it was double of Dhading. I was farmer as well as seller. It was difficult to cultivate vegetable on the field. Hard labor and risk of production always remain in the process of production. I came to know that middleman can earn as much as farmer by curtailing prices. Customers pay double price of producer's rate. Then I stopped producing vegetable and came to Kathmandu with the aim of vegetable marketing. My husband was also in Kathmandu. My parents and husband supported me by investing Rs. 15000 for the starting this business.

It was started in 2058 B.S. My husband was Taxi driver. I was pregnant first time at that time. My sister helped me for few months at the beginning. Then, I learnt to buy vegetable with farmers at villages and sale in the Kathmandu. Now I have at least Rs. 40000 kinds and Rs. 100000 cash at bank. I have learnt economic values, social and political issues of strike and its impact upon vegetable market. A frequent change of prices is another uncertainty to earn profit in this field. Even in a day price will change more than three times. So, vegetable marketing makes clever automatically. If you are not clever you can't be good businessman. My son is studying in class two in a boarding school. I have separate bank account where I have saved more than Rs. 250000 for the emergency. Idea of separate bank account was taught by this business. I have save this money for the sake of our future. We are four in the family. I earn Rs. 300 per day except strike. I was beaten and scolded by my husband and family members at the beginning because I couldn't able to follow each and every direction and order of them. But now I got respect from everywhere. I decide myself what to do and what not to do. I myself have decision making role in my house. I realized that economic strength is one pillar of social respect as well as free from violence. I can survive without support of my family members (based on interview).

CHAPTER-VI

Traders' Socio-Economic Empowerment from Vegetable Marketing

6.1 Social Empowerment

6.1.1 Vegetable Marketing and Gender Behavior

The indicators of social empowerment of women include the base of gender inequality, sex ratios, life expectancy rates and fertility rates which shows the general status of women in terms literacy, economic growth, availability of health care and birth control facilities, educational status of women, age at marriage, literacy rates and participation of women outside the home. Gender inequality is a worldwide phenomenon and leaving aside some nations, gender inequality base reflects very poorly for almost all major countries in the world. Sex ratio is against women in Nepal and even though life expectancy has gone up around the world including in Nepal it has not improved the overall status of women in much of the Nepal. Same is the case with fertility rates which have declined in Nepal but the positive impact of this change on women around Nepal is not as much as that was desired. Glaring gender gap exists in terms of literacy rates though it is narrowing across Nepal. The figures for female literacy rates are not at all encouraging in the study area.

The study reveals that gender discrimination behavior is decreasing slowly which is largely experienced by the vegetable women traders. When they started earning from vegetable marketing, socio-cultural practices to behave with marketing women have significantly changed. Vegetable marketing women have proved that if they got opportunity to work, they also can. Women can also handle the business properly with expected profit. Before women involved in vegetable marketing they were confined in the household chorus, taking care of child and serving their husband according to his need and aspiration. They must have to serve their father in law and mother in law as well as other members of her husband's house. Now, such behaviors have changed and they are being socially empowered, little gender discrimination and so on (based on field survey).

6.1.2 Experience of Social Violence by the Women Traders

Social Violence is the intentional use of physical force or power, threatened or actual, against a person, or against a group or community that either results in or has a high likelihood of resulting in injury, death, psychological harm, maldevelopment or deprivation. Rape, torture, physical assault etc are some example of social violence (Mishra, 1994).

Violence against women is a real fact which is not acknowledge as the real tragedy behind this crime in Nepali society. It totally shatters the women from the core psychologically as well as physically. Community development and feminist values are made an integral aspect of empowerment of women. Women need to be educated and made aware of their rights and they should be encouraged to stand united against the bias and discriminating social environment which directly and indirectly affects their psychological and physical self. Vegetable marketing women are not educated but found that they are aware of social violence. Many of them have experience of physical torture by their husband and else. Goma Tamang, a respondent, has experience of brutal assault by her husband immediately after her marriage. Even male traders at Kalimati vegetable market have tried many times to misbehave women traders physically and mentally i.e. trying sexual harassment, throwing stone in their stalls, use of vulgar words etc. When they became economically wellbeing from vegetable marketing such behavior are decreasing but not completely abolished. Their husband and other family member respects them now on. But it is not the case of all. Some women are still facing sexual violence and physical assault though they earn money from vegetable marketing (based o field survey).

6.1.3 Vegetable Marketing and Drinking Water, Nutrition and Shelter

Vegetable marketing is being an important tool to provide fundamental necessities to the women traders. Before they involved in vegetable marketing in Kalimati vegetable market there were no sufficient availability of health facilities, pure drinking water, nutrition and shelter for them. Drinking water is another important means of surviving. Vegetable women traders are able to use mineral water when they are in market but in their rented house they have to use boring as well as pipeline water provided by the house owner. Many women traders are now able to have nutrition food. Most of them have habit of eating fruits

collectively in the market as well as in home. 85% women are found having non-veg food habit and they buy meat from market once a week (based on field survey).

6.1.4 Women Empowerment through Vegetable Marketing and Educational Issue

Education and training for women is one of the major goals of social empowerment of women which need to be universally made applicable to all parts of the world. This will definitely enhance the awareness in women which in turn will increase her confidence. A confident and well aware woman would be able to tackle inequality and discrimination in a far better way than an ill-equipped and ill-trained woman. But on the other hand we have to accept the fact that women and girls never had equal access to education as men and boys have. Illiteracy is the highest among the female of the population. Women are far behind in terms of having gainful occupation or vocation because of lack of skills and education. There is an enormous gender gap in secondary and higher education. Moreover religious and caste equations have made things worse in many parts of the world. The work has to start at the grass root levels. The educational systems need to be made more accessible to women at grass root levels and they need to be revamped to include gender sensitive educational system which prevents sex stereotyping and discrimination. Social organizations can play a major role in universalizing education at the basic ground level. This can be achieved through increasing the enrolment and retention rates of girl child in the primary schools and offering quality education and skills to them so that they can stand up on their feet and live a dignified life (based on field survey).

6.1.5 Women Empowerment through Vegetable Marketing and Health Issue

Coming to the health of women we need to understand that women are facing very difficult times at all stages of their life cycle. It is sad to note that a section of our society is highly prejudiced against the girl child and in fact can be labeled as criminals of the highest order as they practice the heinous crime of female feticide. Then we have the problem of high infant mortality and maternal mortality and one of the major reasons for this being the early child marriages. Quality health care for women is not available in many parts of the world. Women's right to informed choice regarding her reproductive rights is another area which needs attention. Talking of reproductive rights women even doesn't have affordable choice of family planning methods. Education and awareness in this regard is nonexistent and

absent. Women are vulnerable to STDs and other endemic, infectious and communicable diseases. HIV/AIDS is another major problem. Women's traditional knowledge of health care and nutrition, alternative systems of medicine are actually underutilized and not recognized. It is necessary to recognize these alternative systems and integrate them with the main stream health care systems to make it work in tandem. This shall help in providing reasonable and quality health care for women.

Now, when they became economically empowered they have access on health. They have experience of going hospital many times themselves. Many of them are found to have use of contraceptives and controlling unwilling birth. Now many of respondents are pre-informed about their reproductive habit (based on field survey).

6.1.6 Social Empowerment of Women through Vegetable Marketing: Participation of Women in Political Activities

Women's empowerment cannot be complete without their equitable participation in politics. Women have special role to play in the area of politics. They can bring a wave of creative and generative energy in the field of politics. Today their participation is restricted and limited to very less numbers because of widespread discrimination at the basic education levels and lack of opportunities for pursuing higher studies. Reducing drudgery with the help of politics is another major area of importance for freeing women from the never ending domestic chores and making her contribute to the mainstream of the society.

It is found that vegetable women traders are not politically aware. They know the political parties of Nepal and their role and activities in Nepali society. Many of them do not know the philosophy of political parties. They know that they have rights of casting vote in election. No women are found in study areas that are involving in political activities (based on interview).

6.1.7 Political Commitment to Strengthen Women and Vegetable Marketing

No one is unaffected and untouched from political parties, state policies and political behavior in society. People's behavior, lifestyle, earnings, cultural practices food habit etc are directly and indirectly influenced by the political activities of the society. Regarding to

the vegetable marketing and women development there is no strong political commitment is found according to the women vegetable traders in Kalimati vegetable market. Agricultural development ministries have promulgated to provide subsidies and loan to those women who are willing to promote their business in agricultural sector but it is not concretely implemented. Political parties have also broadcasted their manifesto to uplift women from various aspects but they are imperfect to implement in practice. Vegetable women traders in Kalimati said that they are lacking proper marketing policies, public security, loan, subsidies, etc (based on interview).

6.2 Economic Empowerment

6.2.1 Status Analysis of Woman Traders

Economic factor is the driving force for human life as well as for society. The study intends to analyze the economic aspects from sociological perspectives that include occupation, trade and profit, Income and its mobilization, expenditure, Investment and saving, loan borrowed and working duration, wages and gender discrimination in wages, etc. The study intends to assess and analyze these aspects in following topics.

6.2.2 Previous Occupation and Place of Trade

Before starting the business in Kalimati, 16 (53.33%) woman traders in number had their farming as an occupation. However, 7 (23.33%) woman traders came from trade business in other place, 6 (20%) woman traders in number came from housewife and only 1 (3.33%) came from labour. The main reason of transforming the occupation into agricultural marketing business is the easy profession rather than farming and other works. This occupation deepens upon daily cash transaction.

Table No. 6.2 Previous Occupation of the Respondents

Previous Occupation	Number of Respondents	Percentage
Farming	16	53.33
Trading Business	7	23.33
Housewife	6	20
Labour	1	3.33
Total	30	100

(Source: Field Work, 2013)

They believed that economic transaction is proper niche of income and public relation. Without income they said it is difficult to survive in this expensive economic system. Education, health and entertainment of children cash play vital roles. Those turned vegetable traders thought it is more profitable with less effort but skill and knowledge of trading. It's an income generating and self dependent profession than that of housewife and farming profession. (16.66%) woman traders came from agriculture marketing business from inside the Kathmandu valley. 2(6.66%) of woman traders are from outside the valley. Those doing trade outside the valley shifted to the valley in seeking of earning better than outside.

6.2.3 Occupation of Respondents' Husband

In daily livelihood male occupation and his earning amount have the basic means with status. 14 (46.66%) woman traders husband are engaged in different business. 6 (20%) woman traders' husbands are unemployed or jobless because they are not well educated and are not getting jobs suitable to them. About 7 (23.33%) woman traders' husbands are doing service in different organizations in different positions form guard to officer level.

Table No. 6.3 Occupation of Respondents Husband

Occupation	Number of Respondents	Percentage
Jobless	6	20
Service in Different Organization (Guard, Helper)	7	23.33
Business	14	46.66
Total	27	90

(Source: Field Work, 2013)

Unemployed husbands are economically depending on their wives income. They assist to promote the marketing business directly or indirectly in their household work. They also help by taking care of children. In the same way, some woman respondents or traders whose husbands are engaged as employee in different organizations are also assisting marketing business. For the sake of extra income generating, husbands' occupation is very much important. Women of jobless husband said that they made major economic decisions in the family whereas women of jobholder husband said that their husbands merely asked when they decided economic activities.

6.2.4 Investment on Agricultural Marketing Business

Investment is the essential requirement to start any business specifically marketing business. Initially, woman traders had invested different amount in various forms either cash or goods in credit.

Table No. 6.4 Investment on Agricultural Marketing Business

Amount of Investment as Initial Cost	Number of Respondents	Percentage
10,000-15,000	18	60
12000	5	16.66
20000	3	10
Without Cash	4	13.33
Total	30	100

(Source: Field Work, 2013)

The study revealed that about 18(60%) woman traders have invested Rs.10, 000- 15, 000/- as initial cost. 5 (16.66%) woman traders have invested Rs.12, 000/- for their agricultural marketing business. 3 (10%) could not be found any woman traders who invested more than Rs.20, 000/- 4 (13.33%) of the woman traders started their marketing business from the very beginning. They started business without any cash amount, buying the goods from the producer farmers with half price and to pay in another term of goods buying and so on. The mode of payment was in installment basis.

6.2.5 Loan and its Sources

6 (16.66%) woman traders have been found as a loan taker from the co-operatives, relatives, friends and bank and 24(80%) woman traders have not taken loan. 3 (10%) women traders saved Rs 20 daily without informing their family members for their social security and emergency. This is because of the business required small amount of investment.

Table No. 6.5 Loan and its Sources

Sources of Loan	Number of Respondents	Percentage
Co-operatives	2	6.66
Friends	2	6.66
Relatives	2	6.66
No Loan Taken	24	80
Total	30	100

(Source: Field Work, 2013)

The main source of taking loan is from relatives and bank, then co-operatives and friends. 2 (6.66%) has taken loan from relatives and two from bank. Then 2 has (6.66%) taken from co-operatives and one from friends. Two (6.66%) woman traders have selected their source as relatives and bank because it is easy to deal. To get loan from bank is not easy task for illiterate women and for cooperative as they said are not good source because it has higher interest rate.

6.2.6 Sources of Marketing Goods

Large numbers of women have to involve both in domestic work and vegetable marketing.

They do not have much time to visit in villages to collect vegetable from farmers so they choose better option buying vegetable from wholesaler relatively cheaper price and sale in retail price in the same place.

Table No. 6.6 Sources of Agricultural Marketing Goods

Sources	Number of Respondents	Percentage
Wholesale	10	33.33
Farmer	4	13.33
Wholesale / Farmer	4	13.33
Middle man	1	3.33
Middle man / Farmer	11	36.66
Total	30	100

(Source: Field Work, 2013)

Most of the agricultural commodities are collected from nearest district production as Dhading, Gorkha, Chitwan, Kavre, Bhaktapur, Ramechchap, etc. and also from far districts as Jhapa, Morang, Sunsari, Siraha, Sarlahi, Udayapur, etc. 33.33% woman traders get goods from wholesale. 13.33% woman traders get goods from farmer, 13.33% get goods from wholesale or farmer, 3.33% get from middle man and 36.66% get from middleman or farmer. Their sources of buying vegetables depend upon their familiarity with wholesalers and easiness in terms of time and distance. 36.66% women collect vegetables from middle man and farmers because they are from pocket area of vegetable production. They have close relation with middle man and farmer of respective villages. They get vegetable cheaper price if they collect own village farmers.

6.2.7 Duration of Working Hour

More than 73.33% woman traders are devoted 12-15 hours in business because they have to work household activities. About 26.66% respondents or woman traders are engaged more than 16 hours a day in business work because they are supported by other family members for household activities. Traders have to devote long working hours this is because of loaded

heavy vehicles are permitted to enter inside the market centre between 2 PM to 7 AM. So, the traders have to come early in the morning to buy goods and business takes place up to 9 PM depending upon the season.

Table No. 6.7 Duration of Working Hour

Duration of Working Hour	Number of Respondents	Percentage
12-15 Hours a Day	22	73.33
More than 16 Hours a Day	8	26.66
Total	30	100

Source: Field Work, 2013

6.2.8 Quantity of Transaction and Profit Making

The quantity of transaction is normally dependent upon on the law of demand and supply. The transaction of commodities is directly proportional to profit making. When quantity of transaction increases the profit is also increases and vice versa. More than 30% woman trader have their daily traded amount of Rs.500-1,000/- and more than 46.67% woman traders have their daily traded amount of Rs.1, 000- 4000/-, while more than this amount Rs., 4000-8,000/- are traded by three woman traders.13.33% woman traders trade amount more than Rs.10, 000 wholesales have invested larger amount, volume and variety of vegetables. All the family members of wholesalers are engaged in this business therefore, they have higher transaction in comparision to retailers. Whereas retailer women traders make profit less than RS.1000 but it depends upon skills, variety, volumes of goods and they have not fully supported from their family members.

Table No. 6.8 Quantity of Daily Trade and Profit Making

Trade/Profit	Number of Respondents	percentage
500-1,000	9	30.00
1,000-4,000	14	46.67
4,000-8,000	3	10.00
>10,000	4	13.33
Total	30	100.00

(Source: Field Work, 2013)

A Case of Kamala
Earning is 3000 a Day

My name is Kamala Magar (Pseudonym is used). I came Kathmandu before three years from Nilkantha-5, Dhading with my father and mother along with two sister. We lost everything of our movable and immovable property because of the landslide due to heavy rainfall in Bhadra 2066. Then my father decided to leave home district and came here without any plan. We stayed in Marutol with the help of villagers.

My father decided to start vegetable shop in street near Asan. We supported him to carry vegetable from Kalimati vegetable market. After two years of being street vendors, my father started wholesale shop with the help of his friend in Kalimati vegetable market. After two month, unfortunately I lost father in an accident in Sindhupalchok when he was returning from Mude, Dolakha where he was gone to carry potato. My mother is 72 years old and she couldn't handle the shop here. I was in class 9 when I lost my father. Then after, I abandoned my study and started to handle the shop as I am the elder sister among two others.

Now I am earning around 3000 per day. Earning increases per day 4 to 5 thousand in some days. But it is seasonable. Sometimes I feel tension to lose all the vegetables during the regular strike and Bandh. I am worried about my study in these days (based on interview).

(Study shows that there are more than 7 women traders who earn more than 3000 per day. In particular season i.e. Dashain festival, Tihar festival, different Jatras of Newar community, earning increases sharply. Many respondents are found satisfactory from this business).

6.2.9 Control over the Income

Controlling of income and saving amount is very essential aspects in each family. The study intends to assess and analyze the controlling over the income and saving amount that earning from marketing business in Kalimati.

Below table shows that 66.67% woman traders have their own control over the income they have earned from the business. Eight percent of the respondents are not free to mobilize their earnings according to their wishes because their husbands have control to their income. To empower women, their husband must let them to make decision of their earnings. It indicates that if women are involved in income generating activities they can claim their right over the income to control and its utilization.

This table clearly presents that traders have controlled over the cash resources. Access and control over cash is one of the prominent bases of empowerment. It has multiple linkages with education, health political and economic aspects of the society. According to Punam, One of the traders said that economic security for women reduces the degree of conflict in the family and possible domestic violence upon them. But Rama does not agree with her because her husband has made cross checked for her sincerity of the work, extra marital relation and fairness. Most of them agree that economic empowerment made them independent and bold to make decisions themselves.

Table No. 6.9 Controlling Over the Income Achieved from Business

Person	Number of Respondents	Percentage
Myself	20	66.67
Husband	8	26.67
Mother/father-in-law	1	3.33
Others	1	3.33
Total	30	100.00

(Source: Field Work, 2013)

***A Case of Kunchhang
Economically Independent through Vegetable Marketing***

I am Kunchhang Tamang (Pseudonym) from Patleket VDC of Kavre District. I have passed SLC in 2060 B.S. from government school. Then I got married with a village boy named Santabir Tamang. Both of us were unemployed. He also passed SLC. There are 12 members in my family. It is difficult to fulfill our desires in such a large family. Then we decided to come in the Kathmandu in 2061. My maternal aunt has been doing same kind of vegetable marketing at the beginning and later on she has earned larger amount of money she opened a hotel at Chabel. I have visited many times to her and she has suggested me to start vegetable marketing anywhere in the Kathmandu. Then I decided to start at Kalimati because it is only one biggest wholesaler and retailer market in the valley. I have borrowed some money from my relatives and my husband also searched some. We had Rs. 10000 at the very beginning in 2062 B.S. We have faced many difficulties at the beginning. We learnt by observing and asking with other people. Price was fixed one of the leaders among us. We had same price of same kind of vegetable. After a year I had a baby. My husband kept on doing marketing on my absence. Then he has learnt driving and went to Malaysia in 2064. I am learning to be a business person. My family members did not support me. They forced me to return back to village .But I denied and started living by selling vegetables. These days I am earning Rs.200 to 300 profits per day by selling vegetables. My father in law blamed me extra marital relation with customer by seeing bargaining technique with customers. But my husband understood the technique of selling. I have saved Rs. 50000 in the bank. It is considered that educated person should not enter in this field but I don't agree because all educated person cannot find other job. I like this job because I feel independent doing this job. Before starting this business I had no ideas of political activities but now I understood political issues of strike and its consequences on society and economy. I have good relation with other people around here. This profession taught me to learn speaks with new person without hesitation. I do not agree with my family opinion women should not live alone. This profession encourages me to live alone without support of family. Educated person can learn marketing easily and quickly. I will not leave this vegetable marketing. Though it does not gain much social respect but I have been making money without much effort.

6.2.10 Share of Income in Family Expenditure

In the family, food, clothing, sheltering, education and health care are major expenditure sectors of expenditure. In this study, consolidating all these requirements, 14 (46.66%) of woman traders contribute to whole expenditure in their family, while 15 (50%) traders contribute only half; one woman traders contribute one-fourth portion of their family expenditure.

It is found that women have more responsibility in family expenditure basically in food and clothing for their children. Their husband saves their income and expenses in major area such as buying land, vehicles etc. Because of this practices, male exercise authority and control over the resources.

6.2.11 Mobilization of Saving

It seems that, the saving has not been utilized in productive sectors. They are not interested to increase the volume of the business because they said it is risky business. If they are not tactful their vegetable will be rotten. But bank deposit itself is regarded multiple purposes. Almost 27 percent either consumed or paid previous loan from profit of the marketing.

Table No. 6.10 Mobilization of Saving Earned from the Marketing Business

Profile	Number of Respondents	Percentage
Buying land	6	20.00
Buying jeweler	8	26.67
Bank deposit	8	26.67
Others	8	26.67
Total	30	100.00

(Source: Field Work, 2013)

Mobilization of saving should have been in right place that would have possibility of return. In Kalimati market, 26.67% of the woman traders utilize the saving in buying jewelers and

26.67% deposit in bank, and some 20% of the women traders have invested in land purchasing. Two of them bought land in outside valley whereas 4 (13.33%) of them bought rice field in home district. However, besides managing family expenditure, the respondents or woman traders are able to uplift their family standard to some extent from the business.

It is found that though vegetable women traders have been able to save and mobilize their income in various sectors like buying land, jewelry and keep depositing in bank. These sectors are not productive sector as well. Women are not found able to make investment in their education, awareness and skills generating sectors which can help women to empower socially and economically.

CHAPTER VII

Influencing Factors and Constraints to Involve in Vegetable Marketing

7.1 Business Experience and Reason for Starting the Business

Traders having comparatively long trade experience are mostly wholesalers and retailers. Wholesalers started business from very beginning as retailers and became wholesalers after equipping with trade experience

Table No. 7.1 Business Working Experience in Years

S.N	Experience year	Number of Respondents	Percentage
1	1-5 years	12	40
2	6-10 years	7	23
3	11-15 years	8	27
4	15 above	3	10
	Total	30	100

(Source: Field Work, 2013)

Among 30 woman traders 40% respondents have 1-5 years of experience. It means this business is new emerging and attractive sector for women. 23% have 6-10 years of experience, 27% have 11-15 years of experience and only 10% have more than 15 years of trading experience. This data shows that vegetable marketing sector is viable and women friendly.

The study reveals that even some of them have more than 15 years of experience in the vegetable marketing,

7.2 Reasons for Selecting Kalimati Area for Business

At first, majority of the woman traders were advised by their family, husband, friends and some have done self decision due to economy problem and for employment to start the business at Kalimati.

The study intended to analyze the reasons behind selecting especially Kalimati for marketing business.

Table No. 7.2 Reasons for Selecting Kalimati Area for Business

SN	Reasons for Selecting Kalimati	Numbers	Percentages
1	Business centre	16	53
2	Cheap vegetables	8	27
3	Safety	6	20
	Total	30	100

(Source: Field Work, 2013)

Due to the more transaction of agricultural commodities, about 53% woman traders selected this place for business, while 20% selected the place for the reason of more safety. Additionally, some woman traders i.e. 27% selected this place because here is easy to buy every item at the same place at cheap rate.

Woman traders have selected this market place due to availability of goods from different production pockets and places round the year in each season at the same place at reasonable price. Moreover, Kalimati vegetable market is famous for cheap and wholesale market. Goodwill of this market is also attracting factor for women traders here.

7.3 Supports from Family Members in Marketing Business

Vegetable marketing business which is perilous because of possibility of unnecessary and uncertain loss requires help and regular cooperation from their family member. The study found out that majority of the woman traders are supported by their family members particularly their husband or male one. 17 (56.66%) women traders have got support from their husband. Some traders have got support from their sisters and brother who are unmarried yet. Sarita, women traders in Kalimati vegetable market is always supported by her father and mother though she is married and her husband lives in abroad for job.

But, some women traders are found struggling themselves without support from anyone. Those traders who are helpless have to suffered and tortured by the truck driver, male traders, and street venders and even by the Byers.

Table No. 7.3 Types of Support from Family

SN	Types of Support from Family	Number of Respondents	Percentage
1	Buying and selling goods	10	33
2	Household work	11	37
3	Financial aspects	9	30
	Total	30	100

(Source: Field Work, 2013)

Woman traders who get support from family in business as financial are 30% and the family members are influenced by the benefit of this marketing business and supported in financial aspects. They realized that small amount of financial investment should have more economic return. For buying and selling goods there are only 33% whereas, 37% in household work who support woman traders. Directly or indirectly they got supported from the family.

7.4 Problems Faced by Woman Traders in Kalimati Pertaining to their Business

As being a woman involved in business, there is another major problem of taking fresh vegetable and fruit with farmer and middleman in different places early in the morning leaving their baby alone at home. The status regarding the problems faced by woman traders is found more but different in nature. Some major problems that women traders of Kalimati vegetable market have faced are as follows:

Table No. 7.4 Problems Faced by Woman Traders Pertaining to the Business

SN	Types of Problem	Number of Respondents	Percentage
1	Sexual Harassment	21	70
2	Over Bargaining	30	100
3	Attempt to Cheating	8	23.33

(Source: Field Work, 2013)

There are several problems faced by all traders not only by women. Particularly woman traders have to face more problems pertaining to their business.

The study shows that almost all respondents have faced every problems related to their business. Over bargaining problem is major problem that they have faced. This problem does not always suffer women only. It is the common problems for all traders. Still, women have more suffered form over bargaining than the male one. Twenty one percent women have pity experience of sexual harassment. They are sexually abused and exploited by the drivers, helpers of vegetable carrying vehicles, male traders, street vendors, brokers, farmers and buyers. They feel sexually unsafe in the late evening and early morning. Some of the respondents are suffered from the cheating attempt by the buyers.

7.5 Suggestions for Other Women to Involve in this Business

Most of the woman traders are satisfied in this business. This is one of the important professions to uneducated and illiterate and semi-educated and semi-literate women, as this is the major source of earning money and meets the household needs. Because of this business women have become able to provide education for their children, to maintaion health condition and to sustain other kinds of multiple needs. More than 86.66% woman traders suggest involving in this profession because it is very easy to carry out, it doesn't need academic qualification, even the illiterate woman can handle the business efficiently, no needing to invest large amount of money to start. About 13.33% woman traders feel that vegetable marketing is more difficult profession. They suggest not involving in such type of business because cash only comes in hand when there is demand in high amount. Middleman plays the vital role to determine the price of vegetable. Organized group of broker's syndicate is the major problem for women traders as broker controls over the activities in the market. It is more difficult to pay attention to buy vegetables early in the morning leaving the baby alone at home.

7.6 Traders Perception towards Kalimati Fruits and Vegetables Wholesale Market

Marketing management involves cleanness of market place, security of goods and traders, toilet and bathroom, loading and unloading, peacefulness, shade management, meeting hall,

storage facilities and so on. The study intended to assess and analyze the perception of women traders about KVVWM concentrating these issues. The study report shows that 12 woman traders feel as security which is the best aspect of the agriculture market. Similarly, 6 respondents have the perception of cleanness and 5 respondents feel taking care from market development committee. It was also found the positive view of the traders that they don't have to spend money for transportation of goods because woman traders get the goods at wholesale rate at the market place.

On the other aspects the research found about of worst side of KVVWM felt by respondents. About 17 respondents expressed their view as the dirtiness, and 7 respondents felt as the unsecured condition in this market. Additionally, it is also found that there is a system of taking fee for using of toilet, improper management of drinking water, stall rent is high, no medical facility in the market centre. They have demand of well facilitated storage so that the marketed surplus commodities can be stored.

A Case of Anita

I am Satisfied

I am Anita Giri (Pseudonym), 26, from Okhaldhunga. I, first time, came to Kathmandu before 5 years with my husband. He was porter in Kalimati Vegetable market in his initial days in here. After few months, he went to Malaysia as a factory labour. Then I became alone here. Nobody was with me to support. At the same time I met a 29 years old Sita KC of Kavrepalanchok district who was operating her vegetable shop inside Kalimati vegetable market. She advised me to join the same job she was doing. But to operate the vegetable market I didn't have enough money. There was no place to open shop too.

In 2064 BS Sita took me to the Kalimati vegetable market's management office to talk with the manager to provide me a place for shop. Then after establishing regular contact with the manager, he provided me a place where I could start my business. Since then I am happily running my business with more satisfaction. In Aashadh, 2069 I became able to buy land in Suryabinayak in four lakh. All those money was earned by me. My husband did not care me since the date he flee to Malaysia. Now, I am taking care of one brother and one sister in my room in Kuleshwor. How much do you earn money sometimes depends on the luck too I think. If I did not start this business with the help of stranger Sita, I could have gone to village and stayed there with no property. But in this day, I am quite happy living with my brother and sister taking more responsibility. Now I am thinking to marry soon.

CHAPTER-VIII

Summary and Conclusion

8.1 Summary

A study has been carried out on socio-economic condition of woman traders at Kalimati fruit and vegetable in 2013 with meeting main objectives of the socio-economic condition of woman traders in the market, to find out gender empowerment through vegetable market, their contribution and decision making role, economic involvement, social and educational consciousness in their family and society. The study has been carried out with 30 respondents of women traders. All Woman traders' were assumed to be the universe of the study, and simple random sampling technique was used to select the sample unit. The primary data was gathered from respondents using questionnaire set, semi-structured interview method and observation method. Secondary data were collected from various publications related to Kalimati market and others gender and farming related reports and journals. The field work was carried out in January 2013 and lasted February 2013.

The highest numbers of respondents are from Dhading and Kavre district because these two districts are in close proximity to Kathmandu, accessibility of transportation and large quantity of vegetable available in these districts. These areas are also known as pocket area of vegetable production. Large number of farmers including women is involved in vegetable cultivation. It is attractive occupation because they can get cash money from it quickly. It is considered as bank balance. Initially they were involved in vegetable production and later they started business at Kalimati. Traders from far districts like Gulmi, Dang, Chitwan, Nawalparasi, Sindhupalchowk, Sarlahi, Dolkha and Ramechchap are also involved.

Most of the woman traders i.e. 27 or 90% of them live on rented house in Kathmandu. The highest number of the traders is in the age group of 20-35 year. Viewing the literacy status, nearly 70% of the trader's are literate and 30% is illiterate. In reference to educational attainment of the traders, more of the woman traders did not get formal education. Among women traders 90% of woman traders are married, whereas 10% are single or unmarried. Viewing the age at marriage, greater the numbers of women are married at the age of 14-20 year. Married woman traders, 25 have their children, two women do not have yet and three

of them are unmarried.

Among them the 22 respondents, eight woman traders have sent their child in public and six respondents have sent their child in private school. Eight woman traders have sent their children in both the public and private school. The study reveals that, nearly 9 (30%) of the respondents are affiliated as a member in different social organizations and 21 (70%) are not involved in any organization. about 45% traders has mutual understanding of both male and female becoming as the decision making body in the family.

Vegetable marketing business which is perilous because of possibility of unnecessary and uncertain loss requires help and regular cooperation from their family member. The study found out that majority of the woman traders are supported by their family members particularly their husband or male one. 17 (56.66%) women traders have got support from their husband. Some traders have got support from their sisters and brother who are unmarried yet. Sarita, women traders in Kalimati vegetable market is always supported by her father and mother though she is married and her husband lives in abroad for job.

Before starting the business in Kalimati, 16 (53.33%) woman traders had their farming as an occupation. However, 7(23.33%) woman traders came from trade business in other place, 6 (20%)woman traders in number came from housewife and only one came from other different service fields. The study revealed that about 18(60%) woman traders have invested Rs.10, 000- 15, 000/- as initial cost 22 woman traders are devoted 12-15 hours in business

Five woman traders have been found as a loan taker from the co-operatives, relatives, friends and bank and 24(80%) woman traders has not taken loan. Three women traders saved Rs 20 daily without informing their family members for their social security and emergency. 14(46.66%) woman traders have their daily traded amount of Rs.1, 000-4,000/-, 20 woman traders have been controlling over themselves of their income from the business. In Kalimati market, 8 (26.66%) of the woman traders utilize the saving in buying jewelers and 8 deposits in bank. 12 respondents have 1-5 years of experience.

Due to the more transaction of agricultural commodities, about 53% woman traders selected

this place for business, while 20% selected the place for the reason of more safety. Additionally, some woman traders i.e. 27% selected this place because here is easy to buy every item at the same place at cheap rate.

Woman traders have selected this market place due to availability of goods from different production pockets and places round the year in each season at the same place at reasonable price. Moreover, Kalimati vegetable market is famous for cheap and wholesale market. Goodwill of this market is also attracting factor for women traders here.

Most of the woman traders are satisfied in this business. This is one of the important professions to uneducated and illiterate and semi-educated and semi-literate women, as this is the major source of earning money and meets the household needs. Because of this business women have become able to provide education for their children, to maintain health condition and to sustain other kinds of multiple needs. More than 86.66% woman traders suggests to involve in this profession because it is very easy to carry out, it doesn't need academic qualification, even the illiterate woman can handle the business efficiently, no need to invest large amount of money to start.

8.2 Conclusion

There were two specific objectives of this study. The first one was to analyze socio-economic condition of women traders and the second was to explore the processes of women empowerment through vegetable marketing.

Most of the women traders are found from low economic status in their initial days in vegetable marketing. They are not well educated, aware, and economically freed. Decision making role in the household was confined in their husband, father or brother. Perspective of society to look for them was not positive. There were lots of social and cultural taboos for women to enhance their economic prosperity. The study found that when they involved in vegetable marketing the situation has just changed now. They have started earning through vegetable marketing. Some of them have become able to buy house and land in their own ownership. Some other has buy ornaments and jewelries. Vegetable marketing helps them to

save money in the banking institutions. Perspective of society to look for women has also changed subsequently. Those who used to make criticism in their behaviors and knowledge have started to motivate now.

Vegetable women traders still hesitate to participate in social organizations; the trends of involving in social activities have been increasing day by day. Basically, they are involved in business particularly in agriculture related marketing business and other agricultural organizations. More of them are involved as a member in different nature of associations of market related organizations at Kalimati and some are in other female groups. However, women's participation and role in social sector has increased because of the vegetable marketing.

The study shows that women involvements in vegetable marketing have led them to make self decision in their household. Before they involved in vegetable marketing women were in controlled and completely dominated by male i.e. husband, father or brother. When they started earnings from vegetable marketing decision making role in their household has changed subsequently. There are some fundamental reasons to take decision by themselves as they put their experiences during the fieldwork. The first one is they became economically strong then other family member of their household. The second one is when women started earnings from vegetable marketing their family member started to respect them in every regards. In Nepali society, it is undoubtedly true that if women are the source of income and are economically prosper in their household they are provided more respect and trust. Third reason of women's self decision is that they do not misuse their earnings as in fieldworks no women are found to have habit of playing cards, drinking alcohol outside their home (but some of them use alcohol in their house in some ritual and cultural practices with their family members), entertainment and in other sectors of expenses. It proves that they have habit of saving earnings as much as they can.

It is found that women have more responsibility in family expenditure basically in food and clothing for their children. Their husband saves their income and expenses in major area such as buying land, vehicles etc. Because of this practices, male exercise authority and control over the resources.

Now, when they became economically empowered they have access on health. They have experience of going hospital many times themselves. Many of them are found to have use of contraceptives and controlling unwilling birth. Now many of respondents are pre-informed about their reproductive habit.

Vegetable marketing women are not educated but found that they are aware of social violence. Many of them have experience of physical torture by their husband and else. Even male traders at Kalimati vegetable market have tried many times to misbehave women traders physically and mentally i.e. trying sexual harassment, throwing stone in their stalls, use of vulgar words etc. When they became economically wellbeing from vegetable marketing such behavior are decreasing but not completely abolished. Their husband and other family member respects them now on. But it is not the case of all. Some women are still facing sexual violence and physical assault though they earn money from vegetable marketing.

Many women traders are now able to have nutrition food. Most of them have habit of eating fruits collectively in the market as well as in home. 85% women are found having non-vegetable food habit and they buy meat from market once a week.

The study reveals that gender discrimination behavior is decreasing slowly which is largely experienced by the vegetable women traders. When they started earning from vegetable marketing, socio-cultural practices to behave with marketing women have significantly changed. Vegetable marketing women have proved that if they got opportunity to work, they also can. Women can also handle the business properly with expected profit. Before women involved in vegetable marketing they were confined in the household chorus, taking care of child and serving their husband according to his need and aspiration. They must have to serve their father in law and mother in law as well as other members of her husband's house. Now, such behaviors have changed and they are being socially empowered, little gender discrimination and so on.

It is found that vegetable women traders are not politically aware. They know the political parties of Nepal and their role and activities in Nepali society. Many of them do not know the philosophy of political parties. They know that they have rights of casting vote in election. No women are found in study areas that are involving in political activities.

Vegetable women traders are found sexually abused and exploited by the drivers, helpers of vegetable carrying vehicles, male traders, street vendors, brokers, farmers and buyers. They feel sexually unsafe in the late evening and early morning. Some of the respondents are suffered from the cheating attempt by the buyers which show that they are not secured yet.

Access and control over cash is one of the prominent bases of economic empowerment. It has multiple linkages with education, health political and economic aspects of the society. It is found that economic security for women is the main reason to reduce the degree of conflict in the family and possible domestic violence upon them. Study shows that it is economic empowerment which made them independent and bold to make decisions themselves.

To conclude, economically soundness certainly helps but it is not a single path to empower women. They have to provide proper education, should leave free to make any kind of decision of their earnings, should provide social security, socio-cultural taboos shall alleviate etc.

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Annex A

Semi-structured Interview Schedule

1. Name of the respondent..... Home district.....
2. Basic information of the respondent and her family background

Caste ethnicity	Educational status	Family type	Family mem. No.	Resp's Age	HH head	Marital status	HH Land status	Women's land status

3. Do you have house or land in Kathmandu? Yes / No If yes.....house / land...
4. How long have you been living in Kathmandu?
5. At what age you got married?
6. How many children do you have?
7. How many children are going to school?
8. What types of school? Public school/ private boarding school/ Child care
9. Who makes decision decisions of schooling of children in your Family?
 - a. Myself b. Husband c. husband and me d. In-laws e. All of us
10. **Who play key roles of Child Care and Household Chores in your family?**

Herself	Husband	Mother-in-law	All together	Son-daughter	other
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11. What was your previous occupation and place?
12. Are member of any social and commercial organization? Yes/ No if yes name the organization.....

13. How did you decide to start this occupation?

.....
.....
...

14. Do you find any difference between before and after join occupation in your decision making role?

15. What is your husband occupation?

16. Where did you find your investment money?

a. bank b. parents, c. Relatives, d. Friends e. own family

17. Where do you buy your vegetable

a, wholesaler b, Farmers c, middleman d, middleman and farmer e, from all

18. How long have you been doing this business or experiences of this occupation?

a.1-5 year's b. 6-10 years c.11-15 years d. above 15 years

19. Why did you choose kalimati for your marketing destination?

a. Main vegetable market, b. cheap vegetable, c. safety d. many customers

20. Quantity of daily transaction?

a. 500-1000, b. 1000-4000, c. 4000-8000, d. above 10000

21. How much profit do you get daily?

22. Did you save regularly? Yes/No

23. Who control your income in your family?

24. What are areas of income investment?

a. Land/house buying b. jewelry c. Education d. Bank balance e. Means of entertainments.

25. Do you get support from your family members? Yes/ no

26. What kinds of support do you get from your family?
- a. Buying and selling vegetable, b. doing household work, c. financial support
 - d. psychological support
27. What problems did you face in your occupation?
- a. Sexual harassment b. over bargaining c. attempt to cheat d. other
28. What kind of support did you get from other traders in this place?
29. What is your perception towards women involvement in vegetable and fruit marketing?
30. Have you taken loan from anywhere? Yes/No
31. If yes, what was amount of loan?
32. What obstacles are you facing after your involvement in present occupation from your family members? Could you mention them.....
33. What are social and cultural obstacles to start this occupation?
34. Do you feel difference on your decision making capacity than before?
1. Increase 2, decrease 3, unknown 4, as it is
35. Are you called in meeting of vegetable traders? Yes/ No
36. What are advantages of this occupation for women?
- a
 - b
37. What are disadvantages of this occupation or women?