

Samarth-NMDP, addressing systemic changes to enable vegetable export

December, 2016



Samarth-NMDP

- 📊 Nepal Market Development Programme
- 📊 5-year UK aid funded programme (Mar2012 - Mar2017)
- 📊 One year no-cost extension to Mar 2018 post earthquake/blockade (under discussion)
- 📊 Portfolios: Agriculture | Tourism & Media
- 📊 Approach: Market Systems Development (MSD)
- 📊 Objective: To increasing the incomes of 300,000 smallholder farmers and small scale entrepreneurs

Portfolio

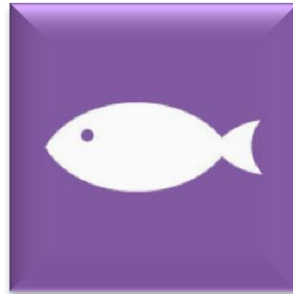
**Crop Protection
Inputs**



Dairy



Fish



Ginger



**Livestock
feed**



Mechanization



Media



Pig



Tourism



Vegetables




District Coverage

Legends

-  Crop Protection Inputs
-  Dairy
-  Fish
-  Ginger
-  Livestock Feed
-  Mechanization
-  Media
-  Pig
-  Tourism
-  Vegetables
-  GHT (Tourism)



Working Districts

- | | | | | | |
|--------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
|  Crop Protection Inputs - 8 |  Dairy - 17 |  Fish - 10 |  Ginger - 11 |  Livestock Feed - 3 |  GHT - 22 |
|  Mechanization - 16 |  Media - 5 |  Pigs - 11 |  Tourism - 8 |  Vegetable - 13 | |

Samarth Products and Services

Analysis and research to identify market failures and weaknesses

1. Capacity building

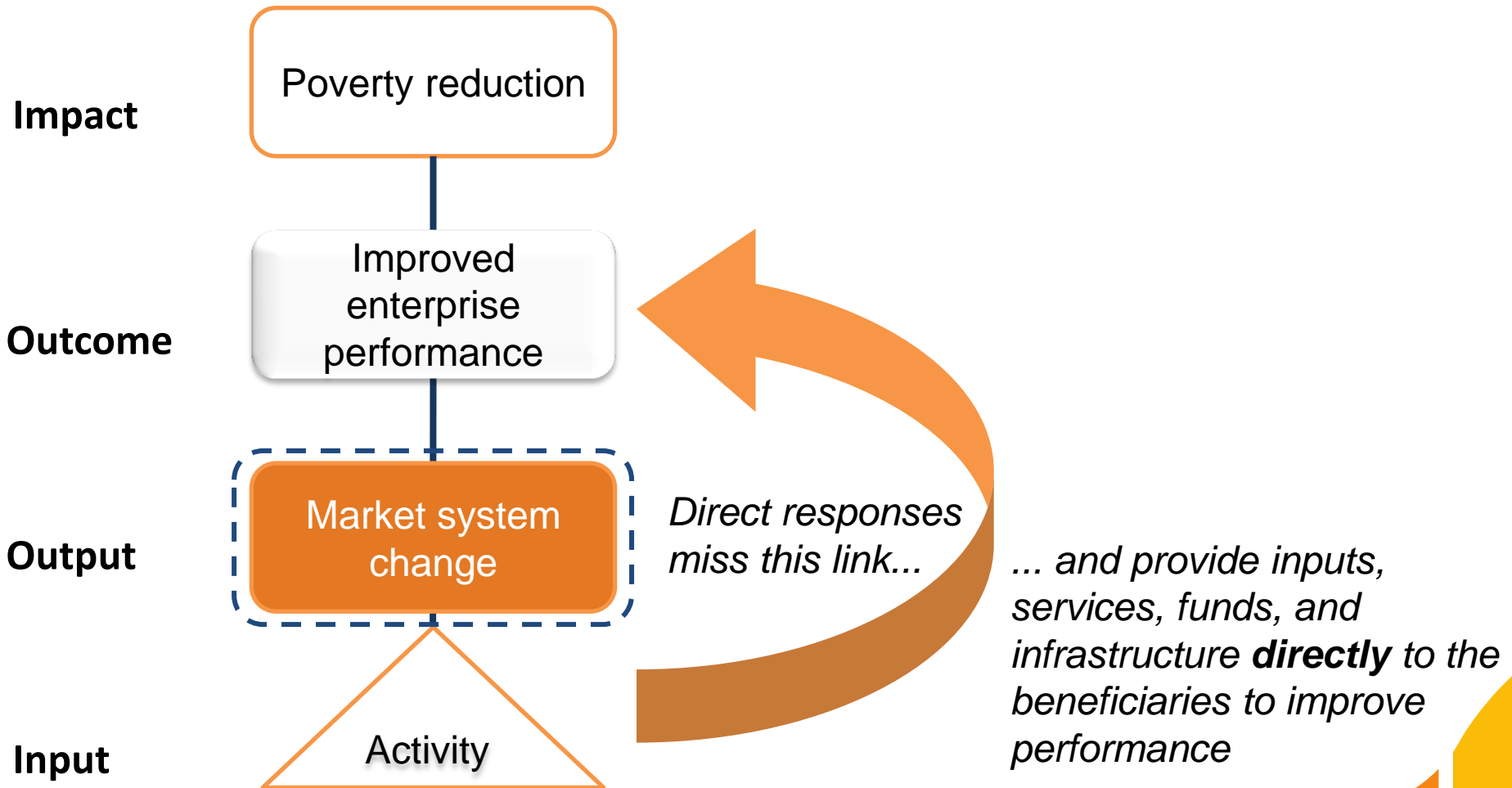
- Technical assistance/experts
- Broker market linkages
- Business environment reform/advocacy

2. Cost sharing and co investment in businesses




Approach: Markets Systems Development (MSD)

MSD Approach



Vegetable statistics

- **40% increase in vegetable cultivation** (MOAD, 2015)
 - **Vegetable sector has high commercialization rates 30-50% higher than maize and fruits**
 - **Vegetable farmers already sell 61% of the produce** (HVAP, 2011)
 - **High cost benefit ratio 1:3 than cereals 1:1.5**
(Bhandari, Bhattarai and Aryal 2015)
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Vegetables



Samarth is currently working on **market access, post-harvest loss reduction** and **branding of vegetables**

Market creation for quality vegetables

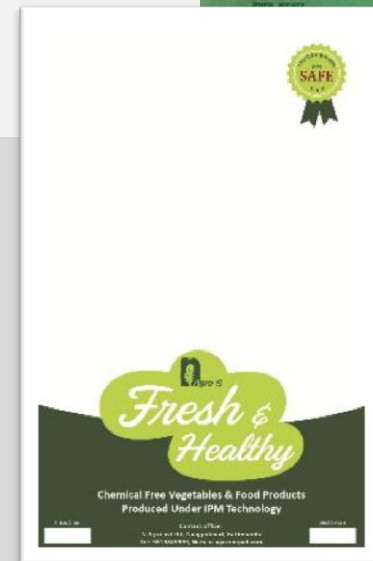
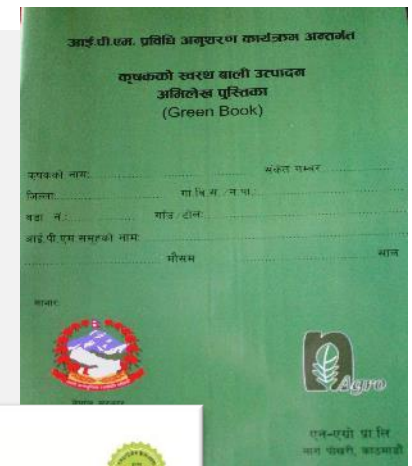
Working with the private sector to market integrated Pest Management (IPM) branded vegetables .

N-Agro is the first pvt. Sector to implement the green book and market IPM branded vegetables.

Post harvest loss reduction

Samarth is **working on the development of the reference guide** for quality standard to reduce post harvest loss.

FEVEN has agreed to adopt and implement the standard.



Vegetables



Market Access to smallholder farmers in most rural areas

Developed a feasible business model for private sector to develop new vegetable pocket areas. In Doti, Dadeldhura and Baitadi.

Research shows that 93% of farmers (554 household) increased their income by more than Rs. 15972 per year.




Sub-trader collecting vegetables in a collection point

Currently working in **6 districts** with **3 partners**

By Mar 2016, 29,650 farmers increased their yearly profit by GBP 28 each

Need for multi-stakeholder effort

Issue: High cost of production, aggregation and branding

- 15-30% post harvest loss
 - Fragmented supply chain and logistic system
 - Lack of facilities to adequately support quarantine, pest risk and SPS measures
 - Lack of incentives for private investments in developing marketing infrastructures/formalizing trade
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Thank you

