

## PREPARING POOR PRODUCERS FOR MARKET (3PM) PROJECT FACTSHEET



### PROJECT GOAL

Increase the economic capacity of poor producers to provide well for their children in Kailali district

### DID YOU KNOW?

-  Agriculture employs 66% of Nepal's population and constitutes 75% of the country's Gross Domestic Product.
-  Agricultural production depends heavily on the annual monsoon rains; between 2011 and 2016 the sector's growth rate was static at 2.41%.
-  About 60% of the farmers practice subsistence and mixed farming, with little to no knowledge of the market dynamics.

### PROJECT BRIEF

Budget: USD 550674






Timeline: April 2014-March 2017

Funded by: World Vision Hong Kong

Project model: Value chain approach

Target: 90 producer groups

### RESULTS

-  **75%** increase in net annual income per household within a year
-  **84%** increase in vegetable sales by mid 2017
-  **76%** increase in producer's knowledge and skills on production and marketing
-  **99%** increase in the mean income of women producers
-  Production of the farmers doubled (from 1,359 kgs of vegetables in Feb 2017 to 2,718 kgs per household in September 2017)

## PARVATI IS SELF-RELIANT

Learning from trainings provided under the 3PM project, Parvati scaled up her vegetable production and through assistance from local facilitators and fellow farmers, she met market agents and discussed the process of delivering her produce to the marketplace. Initially, she had to transport the vegetables either on a cart or with a bicycle. With time, a sense of trust was built between Parvati and the agents; the sellers now come to her directly for produce. "Following the increase in demand, I have been regularly supplying the vegetables to 12 market agents this year. I am a producer and it thrills me to know that I am valued," she beams. Along with tending over a 1.25 acre farm, she has also been looking after her family of five and managed to save NRs. 300,000 (approx 3,000 USD) at the end of last year. She looks forward to expanding her vegetable farm in the near future.



## PROJECT LOCATION

I Sub-Metropolitan and 5 Municipalities in Kailali District



## PROJECT APPROACH

The project strengthened the linkages of producers with the market. As a part of the project, market actors were identified and producers empowered with trainings to better engage with markets and service providers. Having identified the gap in the level of knowledge among the producers, market literacy classes were held targeting illiterate producers to bridge the gap. Producer groups were formed to build horizontal linkage among producers along with creating a sound vertical linkage with buyers and suppliers.

## KEY OUTCOMES

- Number of vegetable producers increased from 963 to 1,678
- 50 out of 87 producer groups shifted to commercial production; 30 groups shifted to semi-commercial production
- All producer groups registered with the Government



## CONTACT US

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