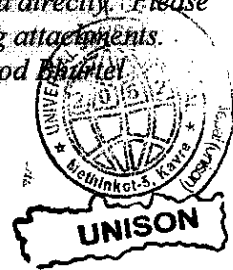


**IMPORTANT:**

Please summarize your project using the guide questions below. The Summary Sheet will be used in publications to describe the project, and in any information material to be provided to the Jury, Reviewers, and other potential donors.<sup>1</sup>

In describing your proposal, answer the questions clearly and directly. Please answer in English. The number of pages should not go beyond 30, including attachments. Long proposals run the risk of not being read thoroughly. For unison / Binod Bhattel

**Nepal Development Marketplace 2008**



**SECTION I: YOUR PROJECT PROFILE**

<b>Project Details</b>	
Proposal Number (provided by Nepal Development Marketplace 2008): 1113	
Title of your project proposal: Aarthik Bikas Ko Lagi Rosemary Tatha Krishi Ban Ra Nursery Ko Byawsayik Kheti	
Proposed title for your project banner at the Nepal Development Marketplace 2008 (50 Characters or less. Please use CAPITAL letters) <sup>2</sup> <b>COMMERCIAL ROSEMARY CULATIVATION FOR POVERTY AELLEVATION</b>	
Region of Implementation in Nepal: Mithenkot VDC Ward No: 5, Kavre District	
Total Project Cost: 1810000.00	
Amount requested from Nepal Development Marketplace 2008 (note: you cannot exceed the amount you have previously indicated in the concept paper):	In Words: One Million <sup>FOUR</sup> Eight Hundred Ten Thousand Only
	In Numbers: <del>1810000.00</del> 1410000.00
Primary Sector of your Proposed Project (please select only one):	
<input checked="" type="checkbox"/> Agriculture, Irrigation and Food Security	<input type="checkbox"/> Education
<input type="checkbox"/> Energy	<input type="checkbox"/> Health
<input type="checkbox"/> Information and Communication Technologies	<input type="checkbox"/> Infrastructure (Roads and Transportation)
<input type="checkbox"/> Small Business and Micro Enterprise Support	<input type="checkbox"/> Water and Sanitation
<input type="checkbox"/> Employment Creation	

**SECTION II: YOUR CONTACT INFORMATION**

<b>Applicant's Details</b>
----------------------------

<sup>1</sup> Your summary will be presented as you present to Nepal Development Marketplace 2008 team, hence any errors that would appear on the summary will be solely your responsibility.

<sup>2</sup> Nepal Development Marketplace 2008 team reserves the right to edit the title of your project banner to meet our space and design requirements.



Name Of Your Organization/Institution: Universal Sociogram-Nepal(UNISON)	
Classification Of Your Organization/Institution: NGO	
Describe your Organization (Minimum 50 words): <p>Universal Sociogram Nepal (UNISON) is non-profit making, non-partisan, non-political, non-governmental organization. It is engaged in community development activities particularly for the rural poverty alleviation and empowerment of rural poor through employment and self-employments generation. It has focused on commercial agricultural innovation for the socio-economic upliftment of rural poor. It is engaged on the commercialization of agro-forestry, herbal and nursery cultivation with high cash value.</p>	
Contact Person: Binod Kumar Bhurtel	
Title: Chairperson	
Address: Mithenkot VDC Ward No: 5, Kavre District	
Office Phone #: 011-680814	Mobile #: 9841262582
E-Mail: <a href="mailto:bbsee-unison@hotmail.com">bbsee-unison@hotmail.com</a>	

Name Of Your Primary Partner Organization/Institution: Sanjiwani Samrat Entire Effort Pvt. Ltd.	
Classification Of Your Partner Organization/Institution: Private Limited company	
Describe your Partner Organization's Role (Minimum 50 words): <p>As Primary Partner Organization, Sanjiwani Samrat Entire Effort Pvt Ltd will helps in the technical cooperation in the various fields of the proposed project. Firstly, it will help as the research and development consultant in the field of commercial production of Rosemary plant such as its nursery development, cultivation large in scale and disease control. Secondly it will also help as consultant in the products standardization and development of brand and patents of the product in the long run. Thirdly it will serve as the consultant and agent of the national and international marketing of the products.</p>	
Contact Person: Bhim Prasad Bhurtel	
Title: Corporate vice president	
Address: Kathmandu Metropolis ward no: 32, Maitidevi	
Office Phone #: 4261988	Mobile #: 9841287886
E-Mail: <a href="mailto:Bhurtel_bp@hotmail.com">Bhurtel_bp@hotmail.com</a>	



### **SECTION III: YOUR PROJECT DETAILS**

#### **Project Details**

##### **A. YOUR PROJECT SUMMARY**

The project is the pioneering innovation of commercialization of farming system in rural village of Nepal. Agriculture sector is key sector for the economic transformation of country. The world development report of World Bank 2008 also realized this fact after 26 year in case of Nepal. The rural poor can be uplifted through the income generation and employment creation in the agricultural sectors. For the employment and income generation in the rural area, the only way is to commercialization of cultivation of high valued products like cash crops like un-seasonal vegetables, herbal and fruits.

For this purpose the project is focused on the commercial production of Rosemary plant. Rosemary is an ever-green shrub of the mint family noted for the fragrance of its leaves. It bears shiny, dark-green leaves and small, pale-blue flowers. Rosemary is used fresh or dried as an herb for. The plant yields on oil used in perfumes. The dried leaves have been used in sachets as a moth repellent, and to brew tea to soothe stomachaches, headaches, Memory power and Blood sensuous. The rosemary belongs to the mint family *lamiaceae*. Its scientific name is *Rosmarinus officinalis*. Rosemary is a multipurpose useful herb.

There is increasing use of rosemary herbal in the hotels, restaurants, herbal medicine and perfumes industry of Nepal and abroad. There is huge possibility of market in Nepal. In the current day, it is being imported from abroad. So, the project has focused to produce the rosemary and nursery of other herbal plants in the local area commercially by which the employment and income generation can be made in rural areas. The sole goal of project is to produce high valued crop and made rural poor attract to this type of cultivation. The crops patterns should be changed from cereals to cash crops that only change the income and the employment patterns of the agricultural sectors of Nepal and rural poverty can be alleviated

### **SECTION IV: PROJECT QUESTIONS**

#### **Project Question 1**

What is the problem(s)/issue(s) your project is addressing? What are the causes of the problem? (maximum 500 words)

Nepal is poor country and more than 80 percent people depend on the traditional subsistence farming of the cereals crops. Due to this the agricultural production is very low and the resource is sub-optimally utilized with very limited marginal productivity of the land and labor. The rural poor are poor because they are poor in income as they have low income as the result low saving and low investment. There is lack of adequate technological innovation and lack of commercialization know-how and its efficiency and productivities. Due to which the agricultural products are not getting appropriate value.

The rural peoples are focused on the cereal crops farming which has low productivities as well as low market value of the products. The huge amount of labor force is employed in the low productive activities. The rural peoples are ready to adopt the innovated production technology and variety of commercially high valued products but there is lack of information regarding the product, technology how to use and the market opportunities here and abroad. There is lack of motivation and facilitation of the local peoples to adopt the commercial cultivation of cash crops.

The rural agricultural labor has low wage rate due to the lower marginal productivity of the land and labor due to the traditional crops farming system. If they motivated and facilitated, new technology can be adopted, new commercial crops can be cultivated by them.

The causes of the problem is lack of proper initiatives to motivate the rural people to adopt the new commercial farming system and the high productive technology by the government agency, development agency and the NGO and the civil society organizations.



### ***Project Question 2***

How does your idea address the problem(s)/issue(s) described above in terms of securing peace through development, delivery of basic services and expanding livelihood opportunities to rural population? (maximum 500 words)

The project will deliver the basic service in the rural peoples to expand the livelihood opportunities. The rosemary plant is high valued crop. All the rural peoples of the project area will be motivated for the cultivation of rosemary and other commercially valued herbs and agro-forestry products like thyme, mint, deal, seage, oregano, menthe, cheevs and chamomile etc. Rural peoples will be train how to grow these plants and the pre-harvest and post-harvest technology. The project implementing agency will serve as a facilitator, motivator and advisor. The project implementing agency along with the primary partner organization acts as the marketing agent of the products.

In the rural area is the problem is the lack of resources and opportunities. If there will be adequate recourses and adequate income there won't be any conflict among the local peoples. If there is adequate opportunity for the access to the resources and employment opportunities there will no conflict. Hence project address the problem in terms of securing peace through development of the agriculture and delivery of basic services, creating employments and expanding livelihood opportunities to rural population of project area.



### **Project Question 3**

How will you implement your idea? Describe in detail each of the activities/steps that your project will undertake to meet its objective(s). (maximum 600 words). Please provide a corresponding timeline in a separate sheet.

#### **Answer:**

The project is the new idea for the rural area. The ideas of the project will be implemented in following steps:

#### **Infrastructure development**

The project infrastructures development will be carried out for the first step. The following infrastructure and equipments will be prepared for implementation of the project. The infrastructure development activities will be started at the commencement of the project.

Shed : 2000 sq. ft area  
Green house: 1200 sq. ft. area  
Trust hall: 500 sq. ft.  
Stream plant: 500 kg. capacity per lot  
Drier house: 400 sq. ft. 5 steps  
Store house

The necessary tools and equipments will be purchase

#### **Group Formation :**

The local farmer's groups will be formed. There will be 100 groups. Each group is formed comprising 20 members. The gender balanced and proper participation of ethnic and indigenous community will be ensured in the process of group formation. The Group formation activities will be started at the same time of commencement of the project

#### **Motivation**

The group members will be motivated for group effort and then collective farming system and the reorientation of cash and high valued herbs cultivation. The motivation activities of the local participants will be started at the next month of the commencement of the project

#### **Training**

The necessary knowledge will be transfer by knowledge transfer training (KTT) for rosemary cultivation. The group members will be well trained in both pre-harvesting and post harvesting of the rosemary and other agro-forestry product. The Training activities of the local groups will be started at the third month of the commencement of the project

#### **Technical Support**

The seeds, mother plants, manure and other necessary chemicals will be provided by project as and when required. Technical support will be done in each and every step of project implementation. The technical supports activities will be run at through out of the project life.

#### **Advisory role will be played**

The necessary advice will be given to group members as and when necessary. The advisory activities for the local groups will be carrying on through out the project.

#### **Main nursery and Main farm Running**

The main nursery and main farm will be run by the project. This will be model for the motivation and training of the local farmers. The farm and main nursery will be established with commencement of the project.

#### **The marketing of the product.**

The marketing of the product will be carried out after production started. It will be started after 10<sup>th</sup> month of the project.



#### Project Question 4

How is your idea innovative or different from existing approaches that are addressing the problem(s)/issue(s) you have described in question one? Why did you choose this particular approach? To your knowledge, what on-going efforts exist in this area that addresses this problem? Has your idea been implemented elsewhere or in a different context? If so, where? What specific characteristics of your project idea demonstrate that you are applying a novel/pioneering approach? (maximum 700 word)

The rosemary plant is the exotic plant with high aroma and the medicinal value. It is perennial herb which once planted yields product for more than ten years continuously. It has high market price and high demand in domestic market as well as in international market. It grows at the marginal land and dried area with little water. That's why there is high possibility of the cultivation of the rosemary plant commercially. So that the cultivation of rosemary is first stands innovative idea since it is not cultivated commercially yet in Nepal.

Second the group and collective farming is also the innovative idea in the proposed area. There is no such previous effort has been made for the collective farming of the herbal product in the commercial value. From the limited capital and small land there is no possibility of the development of commercial production of such plant. If collective farming is done and there is a group effort is made than there will be possibility of the production of commercially feasible and adequate amount of the product for the market and that can compotator price may get from the products.

Third the rural poverty reduction can be done with income generation activities. For the income generation there should be income generating activities. For the income generating activities there should be adequate labor demand in the rural areas. Fro the adequate labor demand there should be farm activities through out the years. For labor demand through out the year there should be the perennial plant cultivation. Rosemary is such perennial plant which can be cultivated in the rural marginal land through out the years and produced the product through out the seasons.

The project addresses the problems of the rural poor farmers and landless labors of the proposed project area. It directly addresses the problem of the poor farmers and landless labors.

Yes of course, Sanjiwani Samrat Entire Effort Pvt. Ltd., private agricultural consulting firm, which is the primary partner organization of this project has successfully implementing a rosemary farm in sundarijal Kathmandu, with high profit margin. The context only different that the firm is run by private sector but other all situations are same.

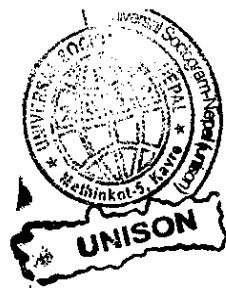
The proposed project is pioneering and novel one because it tires to translate the ideas and experiences generated by the private sector agricultural firm to rural community based collective and group farming. The long term target to develop the cooperative firms of the rural poor farmer and the landless poor.

#### **Project Question 5**

What is your/your organization's role in implementing the project idea? Provide a brief description of your/your organization's activities and experience in the area/sector of the project. What is the particular capacity of your organization in implementing the project idea? (Maximum 300 words)

The universal sociogram is the key implementing agency of the project. The project implementing organization will lead to motivate, facilitate and coordinate the project among the stakeholders. The chief administration of the project will be done by project implementing organization.

This organization has capacity to implement the proposed project because the project implementing organization has specialize knowledge and technical expertise in the pre-harvesting and post-harvesting of the herbal plant. It is more focused organization in small and community based agricultural project planning and implementation



### **Project Question 6**

Who will be proposed project team leader? This person will be the key contact person between Nepal Development Marketplace 2008 team and your project team. Describe the experience/background of the project team leader with regard to implementing the above mentioned project idea. Please enclose curriculum vitae of the proposed project team leader. (Maximum 200 words).

**Answer:**

Mr. Binod Kumar Bhurtel is the team leader of proposed project. Mr. Bhurtel has adequate technical expertise on the herbal cultivation and marketing. Mr. Bhurtel has 7 years experiences in the nursery and herbal farming in the past. Mr. Bhurtel is the farm manager of Sanjiwani Samrat Entire Effort Private Limited at Kavre district where the project is located. He has successfully implemented such project in the past in private sector organization and with technical support of the private sector Mr. Bhurtel implements the ideas at the community level.

Mr. Bhurtel has participated in the many training, workshops, seminar and dialogues and symposiums on the cultivation of herbal production and marketing. He has well traveled to the many places where new many agricultural innovations have implemented in both Nepal and India. A brief CV of Mr. Bhurtel is enclosed herewith this proposal.

ATTACHMENT:     Yes     No

### **Project Question 7**

What is the role of your primary partner organization in implementing the project idea? Please provide a brief description of your primary partner organization's activities in the area/sector of the project. What is the history of collaboration between your organization and your partner(s)? Is there a formal agreement for partnership on this project? Please enclose a copy of your agreement. (Maximum 200 words)

**Answer:**

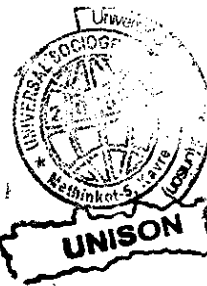
The primary partner organization will play key role in the course of the project implementation process. The primary partner organization is the private agricultural consulting firm established in 2005. It is engaged in technical advice to micro enterprise development based on agriculture innovations. The partner organization will help in the technical advice in the production process in the both of pre harvest and post harvest, product standardization and product marketing as and when necessary. Yes, there formal agreement has signed between primary partner organization and the project implementing organization.

### **Project Question 8**

Who are the principal beneficiaries of the project activity? Please describe the degree of acceptance that the project has among beneficiaries and the level of participation, if any, of the beneficiaries in the project. (Maximum 300 words)

The rural people of the project implementation area are the key beneficiaries of the proposed project. The poor class farmers the landless labors and the other rural poor are main target beneficiaries of the project. All the local people of the project are expected target beneficiaries. The priority will be given to the Landless, ethnic, Dalits and women of the disadvantages groups.

All the farmers will be participating as the share holder of the project. Similarly other peoples will participate as the wage earners of the project. Many neighboring villagers will participate to the secondary beneficiaries from which they can learn the project's objectives.



### ***Project Question 9***

What are the expected outcomes/results of your project? How are they measurable? How do these results/outcomes help your targeted beneficiaries? If possible, indicate how many beneficiaries your project expects to reach. How should Nepal Development Marketplace 2008 measure project success after implementation is complete? (Maximum 300 words)

**Answer:**

After the end of the project, the following benefits are expected from the proposed project;  
The collective and group based commercial crops cultivation capacity, habit and system will be developed in rural people of project area.  
The crops produce by the rural people will get competitive price and adequate amount of return  
The sustainable livelihood can be assured  
The new farming system yields more productivity higher than thrice from cereals crops farming with same amount of inputs like land, labor and capital.  
The project will create employment opportunities in agricultural sector in the rural area  
The project will generate high income of the rural peoples  
All the gender caste, ethnic people will be participate in the project  
It links the synergy with the environment agro forest and livelihood  
Protects the environmental degradation  
Promote the organic farming and motivate the reduction of pesticide and chemical fertilizer.  
The farmer will developed on their outer capacity on their won interest and capacity form which they can yield long term benefits.

The project directly benefited to the rural people where project is commerce. More than 2000 people will be directly benefited from the project.

The project benefit will be measure by using the benefit monitoring and evaluation (BME) system. The appropriate indicators will develop to monitor the impact of the project. The impact assessment will do. Before beginning of the project, there will be a baseline survey which will be carried out by implementing agency with help of independent consultant from the outside of the project. The benchmark data will be recorded. After the finishing of the project, the BME will be carried out again. Calculating the change in the indicators after and

### ***Project Question 10***

What characteristics of your project would you highlight to suggest that it is sustainable beyond the phase funded by Nepal Development Marketplace 2008? Please describe both organizational sustainability and financial sustainability, and indicate specific details (agreements from other donors, projected revenue flows) that can be verified to suggest that your project is sustainable and can leverage Nepal Development Marketplace 2008 funding. (Maximum 400 words)

**Answer:**

Beyond the phase funded by Nepal development market place 2008, the project will be sustainable because of the revenue generation of the project. The implementing organizations will generate adequate revenues from the project by selling seeds, plants, equipments and the product produced by it. The groups will be turn as the cooperatives in the long run or will be turn as the independent NGO as the organizational sustainability and financially it is run by its own revenue sources generated from the products. There should not be any further funding. Once the cycle starts, the project will run independently.



### ***Project Question 11***

What is the possibility of implementing your idea/project elsewhere (in different parts of the county)?  
(Maximum 200 words)

**Answer:**

There is possibility of the implementing our ideas in the different parts of the Nepal. The plant variety and nursery may be different but the concept of the collective and group farming of the agro-forestry and herbal products will be same. There are many herbs and agro-forestry plants with high medicinal, aromatic commercial values.

## **SECTION V: PROJECT COST QUESTIONS**

### ***Project Cost Question 1***

Briefly describe expenses in each of the categories that you have submitted in your proposal (total maximum-500 words)

**Personnel: 365000.00**

Team Leader	1*8500*12=102000.0
Asst coordinator	1*6000*12=72000.00
Administration / Finance Assistant	1*5000*12=60000.00
technicians	2*5500*12=132000.00

**Materials and Equipment: 620000.00**

power tractor: 1\*125000.00= 125000.00  
water pump: 1\*70000.00= 70000.00  
Spray Pump : 10\*2000= 20000.00  
Farming Tools : = 35000.00  
Stream Plant: 1\*250000.00=250000.00  
Dryer Plant: 1\*120000.00=120000.00

**Training: 145000.00**

100 group\*1450= 145000.00

**Logistic and Transportation : 150000.00**

**Logistics : 135000**

Tank : 2\*15000.00=30000.00  
Pipes :1000 meter\*20=20000.00  
Poly Bags: 300kg\*200=60000.00  
Mother Plant: =25000.00  
**Transportation = 15000.00**

**Others: 350000.00**

Construction cost of Infrastructure  
Shed=60000.00

Green House=70,000.00

Store House = 130000.00

Training hall= 90000.00

Evaluation/Information dissemination: 108000.00

General Administration/Overhead: 72000.00

Other Funding Sources: N/a

Total Nepal Development Marketplace 2008 funding requested: 1410000.00

Estimated Project Revenue (if applicable)

250000.00 Per year after completion of one year.

### ***Project Cost Question 2***

Please explain clearly any non-Nepal Development Marketplace 2008 funding that your project is receiving or will receive and indicate their contributions. To the extent possible, please indicate the names of the other donors and the amount they will be contributing to your project and what the funds would be used for. Please mention all fund sources that are anticipated but NOT confirmed as yet too. (maximum 250 words)

**Answer:**

There is no any non-Nepal Development Marketplace 2008 funding that the proposed project is receiving. There is no need of further funding from any other donor. Once the revenue generation will start, the project will independently run by the revenue generated by the project run farm and nursery.



### ***Project Cost Question 3***

If your project is generating any revenue from its activities, please describe. (maximum 150 words)

**Answer:**

The project run farm and main nursery will generate net revenue of the worth of 380000.00 per year for 10 years. The farmers of the project area will generate adequate amount of income as per their capacity and participation in the project. The agricultural labors will generate adequate amount of earning. The project has huge multiplier and spoil over effect by which circular income flow will be developed.

### ***Project Cost Question 4***

Please enclose your organization's audited current and a one-year projected income statement and balance sheet.

**Answer:**

A copy of audited income and expenditure statement and trial balance sheet is enclosed herewith.

## **SECTION VI: ADMINISTRATIVE INFORMATION**

### ***Administrative Information Question***

**1**

NEPAL DEVELOPMENT MARKETPLACE 2008 will only accept applications in English for review. If your proposal is in Nepali, please enclose the original version for reference. The Nepal Development Marketplace 2008 team will only review this to clarify any potential ambiguities in the English version.

ATTACHMENT:  Yes  No

### ***Administrative Information Question***

**2**

Have you ever received a grant from any World Bank grant program?

No  Yes

If Yes, indicate which one? The World Bank has a number of grant funding programs that work with small organizations (Small Grants Programs, Post Conflict Fund, InfoDev, Development Marketplace Global Competition, Country Innovation Days, etc.). If you have previously received funding from any of these programs for a different project, it will not prevent you from competing in the Nepal Development Marketplace 2008.



### **Administrative Information Question**

**3**

How did you find out about the Nepal Development Marketplace 2008? (maximum 50 words)

**Answer:**

I found out the Nepal Development Marketplace 2008 by the Email circulation by the World Bank Nepal's Public Information Centre (PIC). I regularly visit the PIC and hence I have given my Email ID on the entry registry kept by the PIC for visitors.

### **SECTION VII: REQUIRED ATTACHMENTS**

#### ***Attachments to be included:***

1. Applicable drawing.
2. Corresponding timeline.
3. Curriculum vitae of proposed project team available.
4. List of Project Management Team/Staff.
5. List of Board of Members of your organization.
6. Copy of formal partnership agreement
7. Audited current and a one-year projected income statement and balance sheet.
8. Your organization's and your partner's registration certificates.
9. Original version of your proposal (if written in Nepali).

***I certify that the information provided is true and correct. By signing this document, I confirm our organization's participation to the Nepal Development Marketplace on May 05, 2005.***

**Signature**

**Date 18 Jun 2008**