



**IMPORTANT**

Please summarize your proposal in a concise manner. The summary should not exceed 200 words. The summary should be in English. In describing your proposal answer the questions clearly and concisely. Please answer in English. The number of words should not be more than 200. Long proposals run the risk of not being read thoroughly.

## Nepal Development Marketplace 2008

### SECTION I: YOUR PROJECT PROFILE

Project Details	
Proposal Number (provided by Nepal Development Marketplace 2008): 970	
Title of your project proposal: Cultivation and marketing of medicinal and aromatic plants through community participation in Chitwan.	
Proposed title for your project banner at the Nepal Development Marketplace 2008 (50 Characters or less. Please use CAPITAL letters) <sup>2</sup>	
Region of Implementation in Nepal: Centre Development Region	
Total Project Cost: 1,494,350.00	
Amount requested from Nepal Development Marketplace 2008 (note: you cannot exceed the amount you have previously indicated in the concept paper):	In Words: 1,351,350.00
	In Numbers: Thirteen Lakhs fifty one thousand three hundred fifty only.
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

<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.

<input type="checkbox"/> Employment Creation	
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SECTION II: YOUR CONTACT INFORMATION

**Applicant's Details**

Name Of Your Organization/Institution: Dalit Study and Research Center	
Classification Of Your Organization/Institution: Non-profitable and Non Government Organization	
Describe your Organization (Minimum 50 words): Non-governmental and non profitable organization.	
Contact Person : Ram Singh Bishwokarma	
Title : President	
Address : Chitwan	
Office Phone #: 524959	Mobile #: 9845084649
E-Mail: <a href="mailto:crodnf@dnfnepal.org">crodnf@dnfnepal.org</a>	

Name Of Your Primary Partner Organization/Institution : Dalit NGOs Federation, Central Region committee	
Classification Of Your Partner Organization/Institution: This is a Non-profitable, Non Government Organization. It has more than 40 Dalit NGOs affiliated.	
Describe your Partner Organization's Role (Minimum 50 words): To support to complete the proposed project.	
Contact Person : Suresh Gajurel	
Title : Program Coordinator	
Address: Senepa, Lalitpur	
Office Phone #: 01-5529079	Mobile #: 9841341577
E-Mail: <a href="mailto:suresh@dnfnepal.org">suresh@dnfnepal.org</a>	

### SECTION III: YOUR PROJECT DETAILS

#### Project Details

##### A. YOUR PROJECT SUMMARY

Please summarize your project. (Word limits 250). You may include any applicable drawing in separate sheet if applicable.

The Medicinal and aromatic plants (MAPs) are strongly tied up with people's livelihood and also inextricably linked to natural biodiversity. A large number of poor people in the rural areas have been generating off-farm employment opportunities through the collection and sale of MAPs. There are species of MAPs in Chitwan in nature and it is a potential site for cultivation of high value MAPs. The cultivation of commercial MAPs can provide viable livelihood option for the marginalized rural communities. Marketing is a core factor which triggers societies for conservation, resources management and cultivation of MAPs. The marketing system of MAPs which generates ultimate benefit to the community is not well established at present. The market prices of MAPs are highly fluctuating e.g. in some occasion even collectors can't sell their products at all due to low or non-existent price. Thus there is a lack of linkage between companies and producers. Thus, this project will collaborate with Gorkha Ayurved Company and Alternative Herbal Product PVT Ltd. to assure the buying of product of the community. The commercial MAPs like Aswagandha, Kurilo, Nishodh, Seto Musli, Kalmegh, and Sarpagandha will be cultivated in the project site. Project will act as bridge between companies and producers and organize for buy-pack agreement between them. Following activities will be followed by the project: Awareness and capacity building training, Purchasing of seed, Establishment of demonstration plot, Nursery establishment and production of seedlings, Mass cultivation of MAPs, Scientific methods of harvesting and post harvesting training.

## 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 has been considered one of the richest countries in terms of medicinal and aromatic plants (MAPs) but the majority of people (ca. 42%) are still living below the poverty line. This is due to the fact that available biological resources have not been utilized scientifically and existing agricultural practices are rather traditional and unproductive. Although in the recent years, there is a growing concern about the diversification of agriculture by cultivating medicinal plants but efforts are still insufficient due to the lack of scientifically developed cultivation practices and harvesting techniques, lack of marketing linkage and weak legislation of the state.

The MAPs are strongly tied up with people's livelihood because these are the sources of medicine, revenue, employment and ecosystem values. MAPs and non timber forest products (NTFPs) are inextricably linked to natural biodiversity. Nepal has been a treasure vault for MAPs. A large number of poor people in the rural areas have been generating off-farm employment opportunities through the collection and sale of MAPs. There are species of MAPs and NTFPs in Chitwan as well, which have been used as food, medicine, fiber, gum-resin, etc. Among them some botanical species of MAPs are important from commercial point of view for rural economy. Thus MAPs can provide viable livelihood option for the marginalized rural communities.

Marketing is a core factor which triggers societies to conservation, resources management and cultivation of MAPs. The marketing system of MAPs which generates ultimate benefit to the community is not well established at present. Due to poor market linkage, people are selling the crude raw materials in the cheaper price which has increased carelessness upon the cultivation of MAPs. The market prices of MAPs are highly fluctuating e.g. in some occasion even collectors can't sell their products at all due to low or non-existent price. This is due to the fact that the marketing system is solely based upon the Indian traders and there is lack of linkage between farmers and Ayurvedic pharmaceutical companies. Although Nepal has potential resources of MAPs, it is surprising fact that Ayurvedic pharmaceutical companies are importing MAPs from India. Thus there is a lack of linkage between companies and producers. Thus, this project will collaborate with Gorkha Ayurved Company and Alternative Herbal Product PVT Ltd. to assure the buying of product of the community. These are manufacturer of herbal medicine, herbal tea, herbal food supplements and cosmetics. Project will identify some farmers to cultivate highly demanding MAPs like Aswagandha (*Withania somnifera*), Nishodh (*Oprculina turpethum*), Kurilo (*Asparagus racemosus*), Serpagandha (*Rauwolfia serpentina*), Kalmegh (*Androtraphis panicunapa*), Seto Musli (*Chlorophyllum borivilliam*), and Ghiukumari (*Aloe vera*) which are necessary for these companies. Therefore there will be a buy-packed agreement between companies and local farmers so that there will not be problem related to marketing for MAPs.

**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)

This project will focus in the hilly side of Chitwan district where there is domination of Dalits and Janjati population including Chepang. There is no enough food production to sustain their livelihood. The economy of the people is rather poor which could be one of the main causes of conflict, disharmony and illiteracy in the community. No peace and stability can be expected without economic development. Economy is also a core factor for development of the society. The economic development of the community could be achieved by increasing the production and selling of MAPs like Aswagandha, Kurilo, Nishodh, Seto Musli, Kalmegh, and Sarpagandha in the project site. The project will identify some progressive and marginalized farmers of Kaule, Lothar, Kabilas and Dharechok VDC of Chitwan to cultivate MAPs. There would be buy-packed agreement between farmers and companies. Such buy-packed agreement will maintain the sustainability among the growers of MAPs. The project will act as facilitator. These above mentioned MAPs are highly demanding in the Nepali as well as international market. The market prices of these MAPs vary from 250-1000 per Kg. These proposed MAPs have potentiality to generate income for local farmers so that people will focus their activities on cultivation and in doing so, they do not have waste their time in tea shops, playing cards and drinking alcohol. The farmers will have income to provide basic services such as paying fees for their school children, buying medicine when they become ill and buy enough food from the income of MAPs. This will lead to a favorable environment of education for children. This kind of positive impact of the project will spread other part of the rural population of district and will bring sustainable peace. Besides generating income these MAPs have potentiality to be used for their traditional healing on snakebite, cough, tonic, etc.

### **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.

The project will undertake following activities

- Development of Market linkage between farmers and Companies: purchase pack agreement is to be signed between companies and the representative farmers to assure marketing of the MAPs. The copy of purchase pack agreement will be submitted if necessary. Market orientation training will be provided to the farmers so that they will aware about sustainability of the market even after the phase-out of the project.
- Awareness and capacity building training: To create awareness among farmers for production of MAPs, the training on importance of MAPs and cultivation and post harvesting techniques will be provided to them. A 3-5 days training will be given. A long term vision of sustainable resources management also will be taught. Booklets, leaflets containing the conservation, sustainable harvesting activities will be prepared and distributed.
- Purchasing of seed: The seed of the proposed MAPs will be purchased and distributed to concerned farmers.
- Establishment of demonstration plot: In each village MAPs production, the demonstration plot will be established on the basis of available experiences, research and establish technology. The demonstration plot will be used as a sample or model to demonstrate how to cultivate: which may have possibility of multiplication in future. The demonstration plot will be established in the community forest or private land on the basis of availability of suitable land.
- Nursery establishment and production of seedlings: nursery will be established to produce seedlings of those MAPs by various techniques of vegetative as well as seed propagation. The seedlings will be planted in private land as well as in the community forest.
- Mass cultivation of MAPs: The selected MAPs will be cultivated in the private land of the farmers as well as community forest to fulfill the requirement of the Gorkha Ayurved Company and Alternative Herbal Product Pvt Ltd.
- Scientific methods of harvesting and post harvesting training: Advanced practical training established by research will be given to community. The experiences gained will be demonstrated in the field by creating demonstration sites.

**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 people of the proposed area are completely unaware of the potential uses and market value of the proposed MAPs species. Illegal collection and trading of some of the species and buying in low cost by outsiders are rampant in the area. Thus, this project will create an awareness and sustainability as well as uplift the livelihood of the people. Always, people look for something different and productive. Our traditional system of farming is not productive. Some times, it does not even cover the cost of labor. So farmers are disappointed. The cultivation of valuable MAPs with high market price and assurance of purchase pack agreement may encourage farmers for cultivation of MAPs. So, it is an innovative approach. Although Nepal is treasure vault of MAPs there is no proper utilization of the resources to uplift the economy of the farmers. This project has two folds benefits. One hand it will generate income to community by production of MAPs in the other hands it will supply raw materials to the domestic companies so that they should not depend on import of their raw materials from India. Thus it will contribute in the national economy. The buy-packed agreement between companies and farmers will create sustainable market linkage so that we have chosen this unique idea.

So far our knowledge is concerned, we have not found any institutions have started or going to start such activities to address these problems in proposed area. These kinds of approaches have been implemented in India and became successful. Whereas in Nepal, to create sustainable market linkage between producers of Lemongrass and resource users project called Business Development Service has initiated in Banke and Bardia.

However, the sustainable market linkage for proposed MAPs species has not been initiated so we believe and hope that this idea has potentiality to be up scaling in the other parts of the

**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)

To complete implementation of purposed project Dalit study and research centre will carry out following activates.

Development of Market linkage between farmers and Companies:

Awareness and capacity building training:

Purchasing of seed:

Establishment of demonstration plot:

Nursery establishment and production of seedlings:.

Mass cultivation of MAPs:

Scientific methods of harvesting and post harvesting training:

Dalit study and research centre have good relationship and approach with local focal persons (farmers) and specialist consultant to reach on project objectives.

**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).

Mr. Suresh Gajurel will lead the Project Team as Program Coordinator. Mr. Suresh Gajurel will be the key contact person between Nepal Development Marketplace 2008 team and proposed project team.

Mr. Suresh Gajurel has received BBS. He has been working as a program coordinator in Dalit NGOs Federation, Centre Regional committee. He has worked as coordinator in many several projects. Briefly experience/background will enclose in curriculum vita.

No

ATTACHMENT:    ✓  Yes

**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)

Primary partner organization will support the Dalit Study and Research centre to complete the project. Mainly, Dalit NGOs Federation (DNF), centre region office will lead monitoring part of proposed project. DNF and Dalit study and research centre has good relationship. Dalit study and research centre is affiliated in Dalit NGOs Federation since 2061 B.S. Dalit study and research centre is regularly supporting in program management of DNF centre regional project implementation.

**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 project will be focused on four hill side VDC of Chitwan district. These proposed VDC are Kaule, Lothar, Kabilas, and Darechok. There are mostly Dalits and Janajati people in these VDC so they will be principal beneficiaries. About 15-20 households of progressive farmers will be selected from each VDC to cultivate selected MAPs. The priority will be given to marginalized, honest and progressive farmers. About 400-600 individual farmers will be directly or indirectly will get benefit from the project. Majority of people living in the project site are poor but the area is potential to cultivate selected MAPs species with high market value. These species of MAPs could bring positive impact on the local economy of the community. So we believe that the level of acceptance upon the project will would high. Furthermore people are mostly unemployed so they are seeking work when a project will approach them they definitely like to participate.

### 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)

After completion of the project, the following output will be achieved.

- Sustainable harvesting of herbs will be promoted as a replacement for haphazard gathering,
- Illegal harvesting of MAPs from community forest and the public land will be controlled,
- Wider areas of private and public land will be used for potential herb cultivation and the natural habitats will be recovered by population of MAPs,
- The income generation activities of the community by cultivation and selling of MAPs will be increased,
- Import of MAPs from India will be replaced by raw material produced by farmers.
- Wild population of MAPs will increase in the natural habitats,
- Sustainable marketing system between farmers and company will be established,
- People will be aware of the conservation and management of MAPs which lead to increment of the conservation of overall biodiversity,

The followings are the indicators to measure the outcome or result of the project:

- Increased knowledge of harvesting and cultivation
- Operational plan of Community forest will incorporate MAPs
- More land will be available for experimentation/cultivation
- Increased the population of MAPs in the natural habitats
- Seed for cultivation will be available with community
- Community will be able to handle and store the seeds
- The number of nurseries will be increased
- Marginalized land will be utilized
- Income of the farmers will be increased
- Increased agro-diversification
- Seedlings will be available in the community
- Raw material production increased and company will be self sustained

More than 400-600 peoples will be directly and professionally involved in the cultivation/collection of MAPs and other NTFPs, NDM-2008 can measure the success of the project by field visit, interaction and interview with beneficiaries.

**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)

The project will facilitate to develop a linkage between companies and community; so that after the termination of the project, community will self-sustain. The farmers will be capable to cultivate MAPs and they will be familiar with post harvesting procedure and delivery systems. These companies need the raw material each year which will be supplied by farmers. Thus linkage between companies and producers will continue in the future. The farmers get income by supplying the MAPs to companies. The companies also will receive fresh and quality of raw materials so this mechanism will create mutual benefit to both groups. So there will be sustainability market linkage. Each year, on the basis of market price and quantity of raw material needed to companies, an agreement will be signed between farmers and companies. Thus this project will bring positive impact in the society and possibility of up scaling in the other parts of the country.

**Project Question 11**

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

The traditional agricultural practices are unproductive so it may not enough to sustain the livelihood for the society. We need to diversify our traditional agricultural practices by cultivating valuable MAPs. In Nepal there are various herbal base companies operating different parts of Nepal. If linkage between farmers and Ayurvedic pharmaceutical companies could be developed there would be possibility of sustainability on market. When it brings positive impact in the society it can be spread other parts of Nepal.

**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:**

Program coordinator 12months @18,000.00=2,16,000.00  
Botanist consultant 12 months @8,667.00 (Part time)=1,04,004.00  
Finance/Administration officer 12 months @8,333.00=99,996.00  
Nursery boy 12 months @5,000.00 =60,000.00

Total= 480,000.00

**Materials and Equipment:**

Seed/nursery/pesticide/fertilizer/Land on hire for demonstration 1,75,000.00  
Other necessary Equipment (water supply system, digging items) 30,000.00

This activities will run 4 VDC

20500.00\*4=8,20,000.00

Training: Awareness and capacity building training , Tea/Cookies/Booklet items/facilitator in 4 VDC at 2 times 70,000.00

Travel:

All staff and implementation team for 12 months 30,000.00

Others: N/A

Evaluation/Information dissemination: All Implementation team and NDM-2008 representatives 30,000.00

General Administration/Overhead: for 12 months 64,350.00

Other Funding Sources: N/A

Total Nepal Development Marketplace 2008 funding requested: 13,51,350.00

Estimated Project Revenue (if applicable) 27,000.6

**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)

N/A

**Project Cost Question 3**

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

11,400.00 from program coordinator (married).

1566.6 from consultant

Total revenue is 27,000.6

**Project Cost Question 4**

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

## 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 Word Bank grant program?

No  Yes

If Yes, indicate which one? The Word 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)

From advertisement in Kantipur National, Daily

## 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

Ram Singh Bishwokarma

President

Date 18 June 2008