

1. Introduction

Nepal is an agricultural country having **66 percent people directly involved in farming** (Fao.org, 2019). It is famous from major crops production like rice, wheat, maize to cash crops like oilseed, potato, tobacco and so on. Despite being endowed with rich biodiversity, Nepal has a very fertile land which makes production of fruits and vegetables crops more diverse.

1.1 Organic Agriculture

Organic agriculture, is a farming tradition based on utilizing natural fertilities rather than using chemical based fertilizers and pesticides which degrades the soil and fertility of the land. **Due to its fertility, Nepal does not need to use any chemical fertilizers or pesticides** to grow crops especially hilly region which occupies 64% of total land of the country. Therefore, the trend for growing organic crops especially vegetables is increasing a lot in urban areas. People residing in urban areas are starting to learn about the benefits of organic products. Thus, the demands for organic crops have been rising in urban areas. Although people are willing to pay for organic products which cost more than inorganic products, there are not many companies or individuals supplying organic fruits and vegetables.

1.2 Market/Sector of organic farming

There is no definite policy for the pricing mechanism of organic products, yet in Nepal. Market places involved in organic farming, are seen to be run by individual farmers, entrepreneurs and cooperatives that are taking the practice forward as a remunerative enterprise. **For example, Mr. Prem Lama of Ashapuri Organic Farm, Sanga - an organic farm entrepreneur of Nepal**, is farming in about 5 hectares of land and selling about 300 kg of organic products daily and is generating Rs.500000 monthly. Besides Prem Lama, there are also other private companies working in partnership with local farmers like, Organic Village, Kheti Bazar, Organic World and Fair Future, bringing organic products from different parts of the country to Kathmandu Valley (Ansab.org, 2019).

1.3 Problems

In developing countries like Nepal, growth of organic production is very slow, and faces tremendous challenges. Growth of organic agriculture requires producers' and consumers' awareness, availability of infrastructures and consumers willing to pay. There is also no support from government in this sector. I want this project to be able to be fruitful for every individual whether it be a farmer, entrepreneur or any related person. This web application will like a hub for people involved in organic agriculture to know the situation of trending organic agriculture. Not just from business perspectives but to bring out some benefits to every possible farmer even in rural area, will be the target of this project.

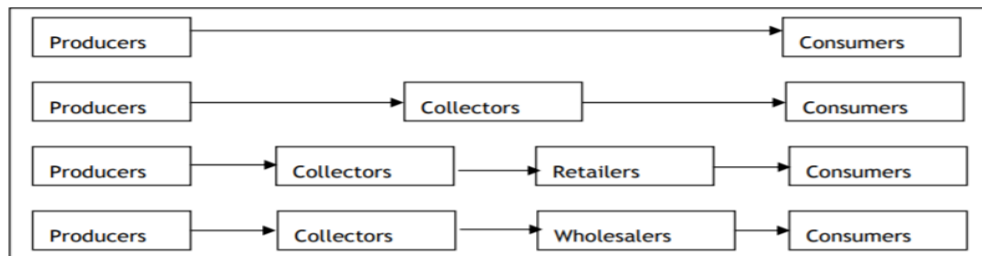


Figure: Common marketing channels for organic vegetables in the Kathmandu valley (Datta Bhatta, Doppler and Bahadur KC, 2009)

1.3.1 Impact of the project

Producer: First Priority in this project is for booking any registered organic product. Any consumer/end-user can visit the website, select the company and book the products.

Consumer: Second priority is for the company or individuals who wants to sell their products. So, any company or individual can visit the website, register their company and add their products.

Due to collectors, wholesalers and retailers, the market price of organic products also differs. Since people are willing to pay high amount of money for healthy food, the third parties like wholesalers, collectors or retailers take advantage of it. This web application can help minimize this problem. I am planning to add priorities to farmers in rural areas as well. Though farmers in rural areas do not use computers and internet, we can make proper use of it and help farmers also cherish the benefits of organic farming.

1.4 Solution

There are people who are doing organic farming but they are not seen or heard of. And there are also people who want to buy products but they do not know where to find one. This web application will be benefiting the producer by letting them register their farm. Once they register consumers will be able to book from the websites. For example, I live in Budhanilkantha, I visit the website and search any organic farm near me. Then I would like to see what products they sell and I can book them online. In this case we will be the third party and we can fairly let producers and consumers participate directly.

This web application can help not only producers and consumers but us and farmers. I am also planning to add a portal to make producers post their comments or messages, it can be very useful. Thus, we can see what kind of help the producer are looking for. When producers are commenting they can post if they have any waste they want to dispose - organic related products. Because these kinds of waste can be utilized for organic fertilizers. And we can help them sell. We have to search and know what kind of farmers are available so that we can deliver the message to them. We might be needing a research and development team. Similarly, we can also post that we can provide fertilizers, or so and so farmer is willing to sell such products so that any registered company can participate and buy.

Bibliography

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