

ABSTRACT

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Semester and year of admission: First, 2009 Major

Subject: Agricultural Economics

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Department: Agriculture Economics

Coffee is an important beverage of Nepalese farming communities having export potentiality for its unique characteristics as majority of coffee grown is organic and suitable throughout the mid hills. High demand of coffee and higher price, comparative to other crops in the international market lure farmers for its cultivation. However, export volume to international market is declining for the last five years due to low production and increase in consumption in local market. This study was carried out with survey among coffee producers, processors, traders and consumers. A total of 180 coffee producers from Kavrepalanchok and Lalitpur districts were interviewed randomly. Similarly, 60 Nepalese coffee processors and traders were studied randomly from Kavrepalanchowk, Lalitpur and Kathmandu districts of Nepal to assess the satisfaction level of processors and traders on coffee enterprise. Likewise, 120 coffee consumers including normal coffee consumers and restaurant owners were studied randomly. Structured and semi-structured instrument were applied for survey conduction after pre-testing. Secondary data were accessed from published materials. The results showed that majority of the farmers have access of market information system. The respondents were found satisfied with available price information with satisfaction index 0.18. Lack of irrigation facilities and havoc of coffee rust is major problem identified in the studied area and producers suggested there is need of irrigation channels to the coffee plantation. The coffee processors and traders were unsatisfied with the availability of the market price information (satisfaction index -0.26 for processors, and -0.06 for traders). The study also showed that the quality of coffee was the most important marketing information required by the traders. It is evident from the study that lack of organic certification was the major problem in the marketing of Nepalese coffee. In case of coffee consumers, foreign peoples were found to prefer foreign coffee in comparison to Nepalese coffee (p -value=0.000) and generally drink three cup per day (p -value=0.008) while Nepalese consumers drink two cup of coffee per day on an average. Majority of consumers were satisfied with Nepalese coffee but they have limited access with Nepalese coffee as being tendency of export.

सोधसार

नाम : योगेन्द्र कुमार कार्की

सेमेस्टर र भर्ना वर्ष : प्रथम, सन् २००९

मुख्य विषय : कृषि अर्थशास्त्र

मुख्य सल्लाहकार : प्रो. पूण्यप्रसाद रेग्मी

परिचय पत्र नं. : आर-२००९-ए.इ.सी.बी.-०२पी

उपाधि : विद्यावारिधि

विभाग : कृषि अर्थशास्त्र

व्यवसायिक कफी खेती नियतको दृष्टिकोणले प्रमुख खेतीको रूपमा विकास भइरहेको छ । मध्य पहाडी भु-भागमा खेती सुहाउँदो रहेको तथा यस क्षेत्रमा अर्गानिक रूपमा गरिने खेतीको रूपमा नयाँ पहिचान बोकेको छ । कफीको माग राष्ट्रिय तथा अन्तराष्ट्रिय बजारमा उच्च रहेको छ तथापि विगत पाँच वर्षमा नेपालको निर्यात घट्दो स्थितिमा रहेको छ, यसको मुख्य कारण उत्पादनमा कमी रहनु हो । यो अध्ययन कफी मूल्य श्रृङ्खला सँग सम्बन्धित उत्पादनकर्ता, प्रशोधनकर्ता, व्यापारी तथा उपभोक्ता सँग प्रत्यक्ष अन्तर्वाताको अध्ययनबाट जम्मा ३६० जनामा गरिएको हो । अप्रत्यक्ष तथ्याङ्कहरू प्रकाशित जर्नलबाट दिइएको हो ।

प्राप्त नतिजा अनुसार सबै जसो उत्पादनकर्ताहरू बजार सूचना सँग परिचित भएको पाइयो, जसमा सन्तुष्टि ०.१८ पाइयो । सिँचाईको अभावले गर्दा उत्पादनमा हास भएको पाइयो र सबै जसो उत्पादनकर्ताको गुनासो त्यही रहेको पाइयो । प्रशोधनकर्ता तथा व्यापारीहरूमा बजार मूल्य सम्बन्धि सूचनाबाट सन्तुष्टि भएको पाइएन । जसमा सन्तुष्टि -०.२६ र -०.०६ क्रमशः प्रशोधनकर्ता र व्यापारीमा पाइयो । व्यापारीहरूका हिसाबमा कफीको गुणस्तर नै मूल्यको आधार रहेको पाइयो । अर्गानिक प्रमाणीकरणको अभावले गर्दा नेपालमा उत्पादित कफीको व्यापारमा असर पुग्याएको ठम्याई रहेको छ । उपभोक्ताको हिसाबले विदेशी कफी प्रख्यात रहेको पाइयो र जसमा ३ कप कफी दिनुहुँ लिने उपभोक्ता बढी मात्रामा पाइए । नेपालमा उत्पादित कफीको निर्यात हुनुले यसको उपलब्धता नेपाल भित्र घटेको पाइएको छ ।