

Analysis of drumstick (*Moringa oleifera* Lam.) value chain: a case of eastern Nepal

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Introduction

- Drumstick covers 114 hectares of land with 2,228 Mt of production from the Terai and eastern hills of Nepal.
- Drumstick is a potential crop for nutrition security, but the production is limited to backyard farming.

Study objectives

- To understand the roles and benefits of core value chain actors.
- To identify the problems faced during the production and marketing of drumsticks in eastern Nepal.

Methods

Study area	<ul style="list-style-type: none"> Siraha, Kalyanpur and Karjanha Municipalities of Siraha district, Madhesh Province. Selected purposively in the FY 2020/21.
Primary information	<ul style="list-style-type: none"> Drumstick producers (105), wholesalers (5), local collectors (5), petty traders/retailers (15), consumers (15) and input suppliers (3) Key informants interviews (7) and Focus group discussions (3)
Analysis	Mapping the value chain, identifying marketing channel, analyzing market margin and producer share, and prioritizing production and marketing issues

Results

Value chain actors

Input suppliers, drumstick producers, local collectors, distributors (wholesalers, retailers), and consumers.

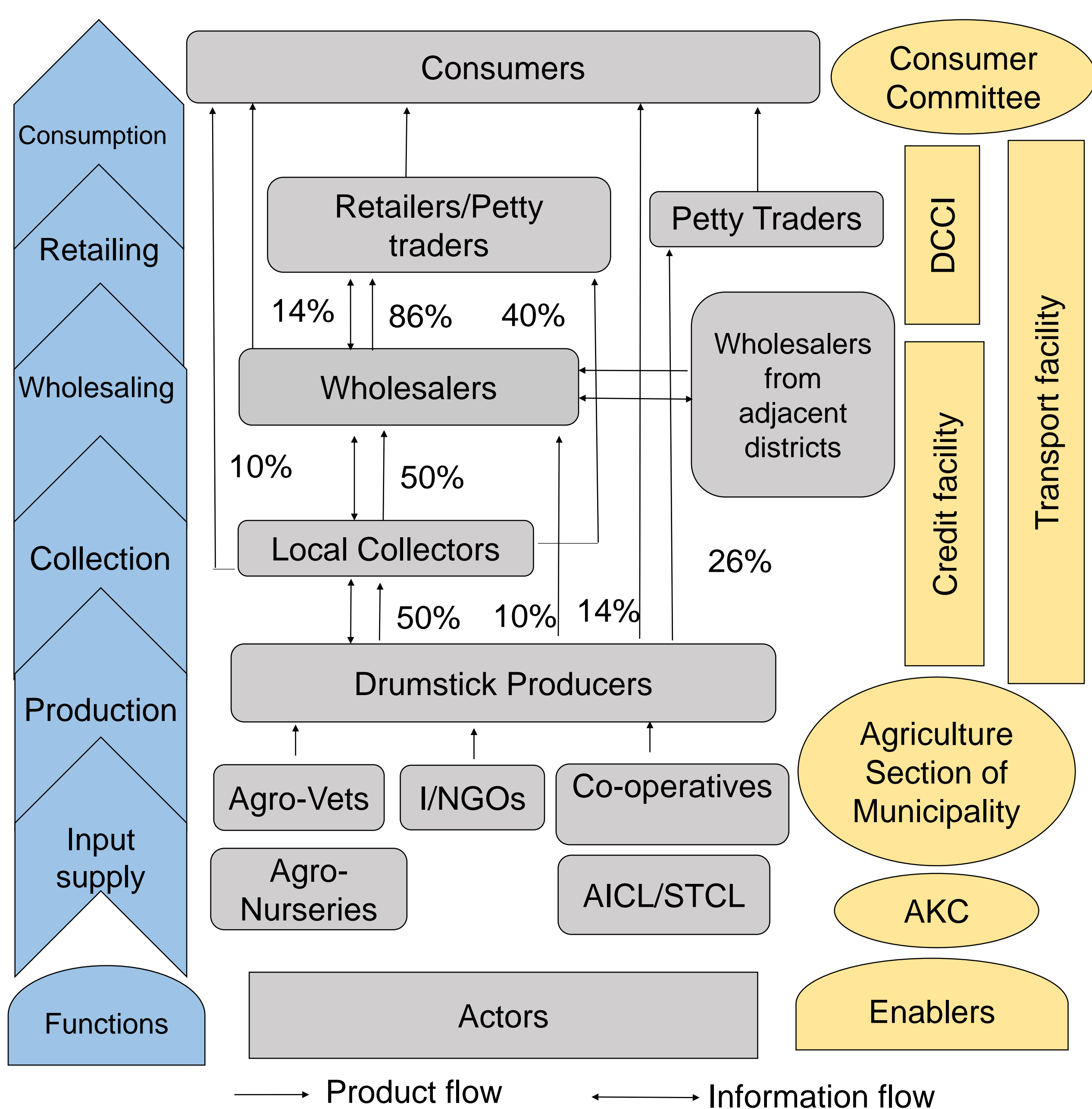


Fig.1: Value chain map of drumstick in eastern Nepal

Prominent marketing channel: “producers-local collectors-wholesalers-retailers-consumers”

- Marketing margin: NPR 60 per kg
- Producer’s share: 53.8%

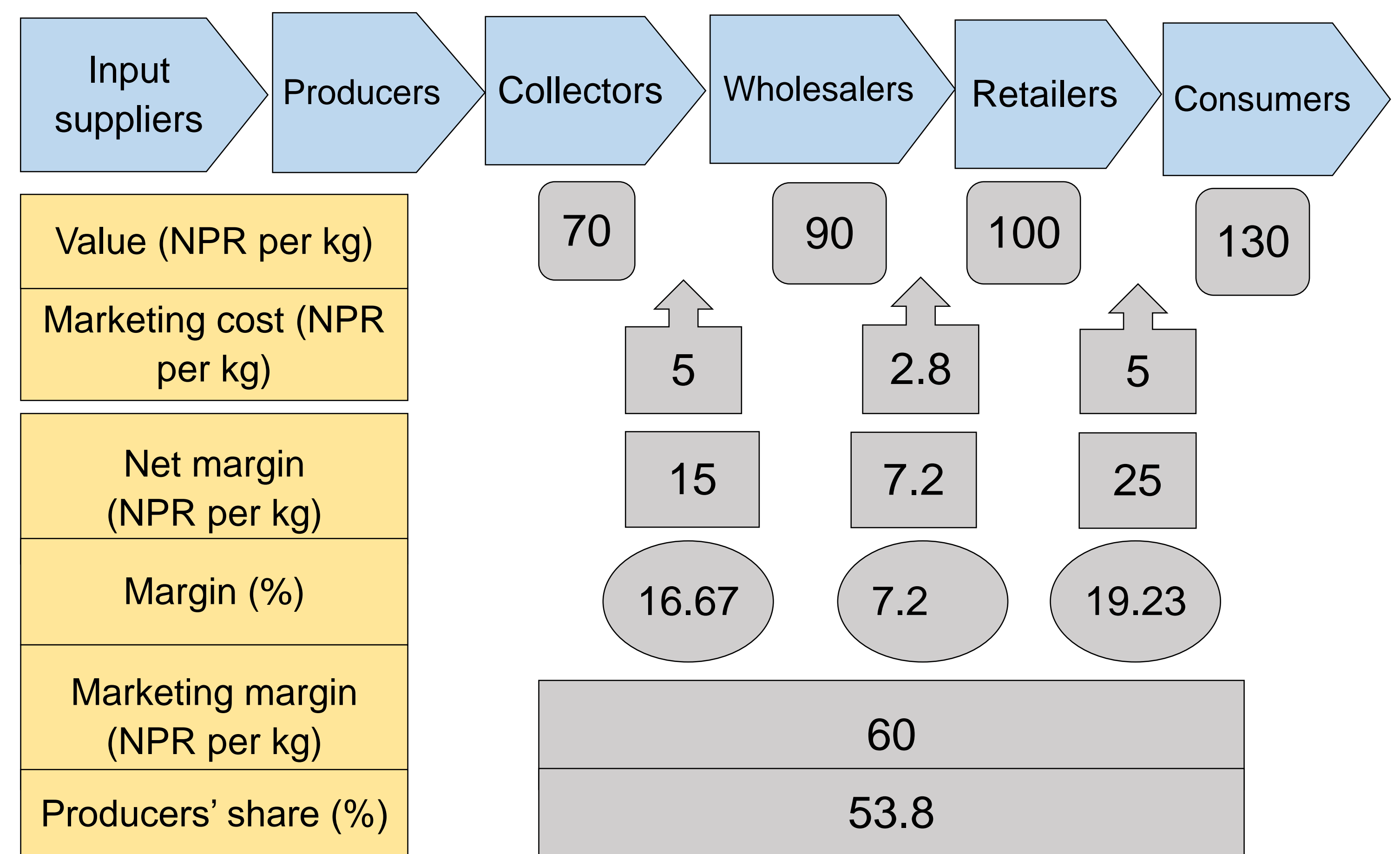


Fig. 2: Marketing margin and producer’s share of drumstick

Production and marketing constraints of drumstick

Table 1: Constraints faced by farmers during drumstick production

Constraints	Index value	Ranking
Incidence of diseases and pests	0.92	I
Less supply of quality inputs (appropriate variety)	0.67	II
Inadequate technical knowledge	0.54	III
Limited knowledge of how to use various parts	0.46	IV
Water logging	0.33	V

Table 2: Constraints faced by intermediaries in drumstick marketing

Constraints	Index Value	Ranking
Insufficient supply to meet market demand	0.82	I
High price fluctuation	0.80	II
Low self-life of the commodity	0.77	III
Poor coordination among the actors	0.35	IV
Limited value addition of different parts of crop	0.25	V

Conclusion

- Adequate technical assistance, availability of quality inputs, and value addition encourage farmers to commercialize production of drumsticks.
- Coordination among the value chain actors and enablers is required for proper market information and price control mechanisms to increase the producer’s share and strengthen the value chain of drumstick.

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