

Improving dietary diversity by exploring retail outlets: A supply-push and demand-pull strategy for sustainable nutrition ecosystem

Jajarkot and Salyan, Nepal

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Sushil Raj GHIMIRE
Program Manager – Food and Nutrition Security
Welthungerhilfe

NEPAL AGRICULTURE & NUTRITION CONTEXT

- Over 60% population is engaged in agriculture sector
- Chronic food insecurity is major issue as stunting is high (approximately 40%)
- The poor in Nepal remain overwhelmingly rural.
- Gender disparities persist in Nepal; for example, only 34.9% of women are literate as opposed to 62.7% of men
- Food security remains the national priority for decades, but country yet to achieve the significant results
- 24.4% population are landless in Nepal
- Seasonal migration, remittance, cash crops and livestock are major sources of household incomes

Outcome of Welthungerhilfe Project in Salyan

APPROACH/ METHOD:

NERP, SIFS, LANN, VALUE CHAIN

EVIDENCE:

PARAMETER	BASELINE	ENDLINE
DD Score	5.2	8
Income change ration	1	1:76
Diversified crop production	NA	Over 50% HHs
Production increase	1,368Kg/ HH/yr	1,800Kg/ HH/yr

Outcome: Jajarkot case study

- The DD score increased from 3 to 4.5
- More fruit and vegetable types offered to sell and 25% more customers visited shop
- The total amount of fruits and vegetable sold increased by 30%
- Sell of egg and meat (chicken included) doubled
- No affect on price fluctuation

Conclusion

In a context like rural Nepalese hilly areas, supply-push + demand-pull strategy with appropriate mobilization of market actors can be an effective, sustainable and scalable approach while objective is reducing the malnutrition

THANK YOU!