

OVOP News Update

OVOP and Bael

Bael – a kind of typical fruit that found in Nepal particularly in Chure – Mahabharat range at the elevation of 250 to 1200 metre high from the sea level has been included in OVOP program identifying as a special and export potential product of Nepal. Bael is naturally found in different districts of Nepal like Siraha, Saptari, Udayapur. Sunsari, Dhanusha, Dhankuta, Makwanpur, Chitwan, Rupendehi, Banke, Bardiya, Kailali, and Kanchanpur. However, the program has selected two districts viz. Siraha in the east and Bardiya in the west in order to develop marketing of Bael in the form of Bael squash.

The program has helped benefiting poor marginal local people in the selected area who used to collect the Bael from the forest. Similarly, it has helped establishing Bael processing unit and entrepreneurship development. For marketing promotion of Bael squash in the internal markets, the program has worked with two Bael producers i.e. Panchang Herbal Industry, Lahan in Siraha district and "Nava Durga Samudayik Sarbat Uddyog", Woralibazar in Bardiya. The Alternative Herbal Ltd. has working as market promoter between OVOP program and the Bael processors.

The table below shows the progress made in Bael sector in 2007/08 under OVOP program.

Bael/Siraha

Particulars	Unit	Position in FY 2063/64	Position in FY 2064/65	Remarks
1. Bael Collection	mt		71.531	Collection from Siraha, Saptari & Udayapur
2. Squash production	Bottle	45000	84000	
3. Farm gate Price	KG	6.00	6.25	

Bael/Bardiya

Particulars	Unit	Position in FY 2063/64	Position in FY 2064/65	Remarks
1. Bael Collection	mt		35	from different 17 community forest
2. Squash production	Bottle		21215	14,805 litres
3. Pulp Production	Jar		341	
4. Squash production from 341 pulp jar	Bottle		32395	

In coming days, the program aims at producing more qualitative Bael squash and also helps promoting market of Bael squash in the markets with additional brand name like "Saugat" along with "Marmelos". The program also helps strengthening the capacity of processing unit specially focusing on quality and hygienic factors.