Chapter - I

INTRODUCTION

This Chapter indicates the nature and scope of the thesis, significance of the subject for the Nepalese economy, the objectives of the study, the sources of data, review of literature, methodology adopted, Chapter arrangement as well as their contents.

Chapter - II

FRAMEWORK FOR FERTILIZER MARKETING DECISION IN NEPAL: THE UNCONTROLLABLE VARIABLES

This Chapter discusses the significance of:

(i) The physical environment
(ii) Economic environment
(iii) Cultural and social environment
(iv) Political and Legal environment and the
(v) Existing competitive business situation which are the uncontrollable variables constituting the framework for marketing decisions both at the Macro and Micro levels.
Chapter - III

FERTILIZER MARKETING SYSTEM IN NEPAL:
CONCEPT, FUNCTIONS, INSTITUTIONS,
AGENCIES AND CHANNELS.

This Chapter discusses the concept, functions, and system of fertilizer marketing in Nepal as well as the marketing institutions, agencies and Channels.

Chapter - IV

FERTILIZER DEMAND, USE AND CONSUMPTION:
TRENDS, PROBLEMS AND ECONOMICS.

This Chapter deals with the problem of estimation of demand, pattern of consumption and use of fertilizers both regional and national, trends in consumption, economics of fertilizer use and consumption, the pull factors affecting demand, effect of the open border with India and the economic effect of the Indian fertilizer market on Nepalese fertilizer market.
Chapter - V

FERTILIZER PRICING, PROMOTION AND ADAPTATION

This Chapter critically reviews and analyses the pricing and promotion policies of HMG of Nepal and the steps initiated and incentives provided to promote and adapt fertilizer use by Nepalese farmers.

Chapter - VI

ANALYSIS OF FERTILIZER SUPPLY:

PROCUREMENT AND MARKETING OF FERTILIZERS IN NEPAL AND THE RELATED COST

This Chapter discusses the problem of availability of fertilizer and product mix as well as all aspects of marketing such as packaging, storage, transportation, distribution and sale, and marketing costs. It also discusses the prospects of reduction of marketing costs.

Chapter - VII

FERTILIZER POLICY AND STRATEGY OF NEPAL: A CRITICAL REVIEW

This Chapter contains a critical review and analysis of major issues pertaining to fertilizer
policy and strategy of Nepal and changes therein over the years.

Chapter-VIII

EVALUATION OF FERTILIZER MARKETING

MANAGEMENT IN NEPAL

This Chapter discusses the problem of assessment and evaluation of the fertilizer marketing management in Nepal and the scope for improving efficiency of fertilizer marketing management.

Chapter-IX

SUMMARY AND FINDINGS

In this Chapter are presented the summary, findings and recommendations of this study, Chapterwise in their serial order.