

TABLE OF CONTENTS

LIST OF TABLES.....	III
LIST OF FIGURES	V
LIST OF ABBREVIATIONS.....	VII
1 INTRODUCTION	1
1.1 Research problem	1
1.2 Objectives.....	1
1.3 Research approaches	2
1.4 Outline.....	3
2 RICEBEAN: AN ORPHAN PULSE CROP.....	5
2.1 Pulses in human nutrition.....	6
2.1.1 Composition and nutritive value of pulses.....	7
2.1.2 Composition and nutritive value of ricebean in comparison with other pulses	9
3 CONSTRUCTION AND QUANTIFICATION OF A CONSUMER PREFERENCE INDEX (CPI).....	13
3.1 The hedonic equation	14
3.2 Literature review	16
3.3 Determinants of ricebean quality	18
3.4 Pre-test.....	23
3.5 Data collection: ricebean samples	23
3.6 Ricebean prices and characteristics	26
3.6.1 Nepal	27
3.6.2 India.....	30
3.6.3 Pooling the samples from Nepal and India	32
3.7 Outliers and omitted variables.....	34
3.8 Estimated coefficients of hedonic price functions	35
3.8.1 Regression results for Nepal	35
3.8.2 Regression results for India.....	37
3.8.3 Combining the samples from Nepal and India.....	39
3.9 Interpretation of estimated coefficients for the model of India and Nepal	40
3.10 The Consumer Preference Index for ricebean.....	42
3.11 The CPI calculator.....	43
3.12 Conclusion and discussion	44

4	MARKETS AND MARKETING OPTIONS FOR RICEBEAN	47
4.1	Frameworks for market description and analysis.....	49
4.1.1	Subsistence households	51
4.1.2	Market places	52
4.1.2.1	Transaction costs	54
4.1.2.2	Transport costs	57
4.1.2.3	Handling costs	58
4.1.2.4	Storage costs.....	58
4.1.3	Market channels	59
4.1.4	Supply chains	61
4.1.5	Generalized market	66
4.2	The toolbox	68
5	THE MARKET FOR RICEBEAN: A NICHE MARKET EMBEDDED IN THE MARKET FOR PULSES	71
5.1	The marketing system of pulses in India and Nepal	71
5.1.1	Pulse market and marketing in India.....	71
5.1.2	Pulse market and marketing in Nepal	81
5.2	Exploration of ricebean markets in India and Nepal.....	86
5.2.1	Market data collection.....	86
5.2.2	Surveys	88
5.2.3	Market agents and configuration of the ricebean channel.....	89
5.2.3.1	Farmers in India and Nepal	90
5.2.3.2	Intermediaries in India and Nepal	94
5.2.4	Major findings of ricebean marketing in India and Nepal	100
5.3	Discussion and implications.....	101
6	SUMMARY.....	105
7	GERMAN SUMMARY	109
8	REFERENCES	111
9	ANNEX	121