



**REPORT  
ON  
TWENTY THIRD  
ENTERPRISE DEVELOPMENT  
NETWORK FORUM**

**April 28, 2008**

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## **1. ACKNOWLEDGEMENT**

On behalf of Enterprise Development Network (EDN), we would like to thank the resource persons of Twenty Third-EDN Forum Mr. Anish Shrestha – CEO of Knowledge Synergy, and Mr. Pawan Kumar Shrestha.- Lead Manager cum Business Project Manager, It Offshore Nepal P. Ltd. for taking their time from their busy schedule and sharing their experiences. And we would also like to thank our guest for the day Ms. Bhawani Rana, Chairperson of Women Entrepreneurship Development Committee and Executive member of FNCCI.

We also would like to show our sincere gratitude towards Women Entrepreneurship Development Committee/FNCCI and Tips/WINNER for hosting 23<sup>rd</sup> EDN Forum. Along with that we also would like thank all our participants who actively took part in Twenty Third EDN forum.



## **2. PROCEEDINGS OF THE MEETING**

### **2.1 Program Overview**

The Twenty Third Enterprise Development took place at FNCCI building, Teku on 28<sup>th</sup> April 2008. The theme of the forum was “**Information Technology and The Enterprise**” (see annexure 1 for the program schedule).

Mr Anish Shrestha, CEO of Knowledge Synergy presented on the topic Information Technology, its tools and importance in Enterprise where as Mr. Pawan Kumar Shrestha, Lead Manager cum Business Project Manager, It Offshore Nepal P. Ltd shared his experience on the Practices of IT in Enterprises.

Information Technology (IT) has become one of the major phenomenon in Nepal today. Each and every organization is accessing their day-to-day activities easily with the help of Information Technology (IT). Being the part of 21st century’s world, Nepalese Enterprises could not avoid the application of IT in any business. Due to the need of making people aware about the current developments of IT and its application, we came up with the theme “Information Technology and The Enterprise” which can be beneficiary to an entrepreneur.

### **2.2 Mr. Anish Shrestha, CEO of Knowledge Synergy P. Ltd**

Before starting the presentation, Ms Bhawani Rana, Chairperson of Women Entrepreneur Development Committee welcomed all the participants.

Mr Anish Shrestha, CEO of Knowledge Synergy P Ltd. was the first presenter during the program. At the beginning of the program, he defined what Information Technology (IT) is all about and its growing importance in today’s world.

He said that today’s world has been changed into the world of IT with the development of computers, different software, Internet, intranet and many other IT equipments which made the life easier to live. As the topic being based on the Enterprise, he suggested entrepreneurs to utilize the development of IT like: office package excel, word, powerpoint, tally etc which can easily automate the daily operation smoothly and without much hassle.

Further he shared the utility and effectiveness of MIS that is explored targeting upper and middle level manager as decision support system. Besides MIS there are DSS (Decision Support Report on Twenty Third Enterprise Development Network Forum, April 28, 2008



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System), Expert system, Data ware housing system. He also shared about E-commerce and E-government. Regarding E-commerce, Nepal is also stepping towards E- business to meet and overcome the challenges of globalization. In Nepal there is no provision regarding cyber law. Here he stressed that for the development of E-commerce, there should be parallel revolution in E-government. He gave the example of India, which is following E-government recently, and Korea, which is ranked in fifth position in respect to the E-government.

At the second phase of presentation he shared the ideas, experience and practices of Glocal Nepal, the complete business encyclopedia. According to him, Glocal Nepal is the online and offline business encyclopedia that was launched on 17th November with an objective to easier accessibility of business information to everyone that needed such information through this website. He said that including handicraft entrepreneurs all other businessman and non-businesspersons could easily flow the information through Glocal Nepal. At the ending he finished up his presentation by adding that Nepalese entrepreneurs lack online presence.

### **Discussion**

**Question:** One of the participants from Nabin Paper raised the question on how long will Glocal Nepal exist?

**Answer:** On such query he answered that most of the website designing companies are not into existence as committed, whereas incase of Glocal Nepal, it will run for years and will keep update about the members information.

**Question:** Ms Bhawani Rana, FNCCI raised a question on how many members have registered in the Glocal Nepal website till date?

**Answer:** On such query, he said that Glocal Nepal website is in the initial phase and have access of only 160 members information till date. Most of the members are from tourism, handicraft and health care sectors.

**Question:** How the website is sustaining? Or Is it easy to make and regulate environment in Nepalese context?

**Answer:** In this regard Mr. Anish Shresthe stressed in marketing and direct linkage as a tool to promote the Glocal Nepal in Nepalese Entrepreneurs.

**Question:** How the Glocal Nepal website is different then phone directory and do the government supporting on it?

Regarding this query, Mr. Anish Shrestha said that the website Glocal Nepal includes all the information about the member, there is no text boundary so they had given the name of encyclopedia.



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Update is necessary for regularity said by Mr. Shrestha, and mentioned to add more feature in business encyclopedia in near future. Further he added that the government seem inactive in providing the required resources to IT sectors and even to enact IT related laws and regulation as compare to foreign countries government.

In addition to that, Bhawani Rana suggested Mr. Anish Shrestha to coordinate with FNCCI for needed support.

### **2.3 Mr. Pawan K Shrestha, Lead Manager cum Business Project Manager, It Offshore Nepal P. Ltd, sharing his experience**

Mr. Pawan Kumar Shrestha, Lead Business Development Manager, HWB Nepal was the second presenter during the program. Before starting his presentation, he mentioned that he initiated his career working in a Trekking Agency at Thamel for three years where he faced different challenges in online business, which made him strong to overcome challenges and turn them into opportunity.

He explained that every small or medium enterprise use computer but they never use it for business purpose. People are still using the traditional 4ps of marketing and never thought about drawing into new direction by adding new features. For eg. place could be changed in to Internet and website, similarly promotion could be done through search engines, directories, affiliated marketing websites and link exchange.

He shared in developing countries like Nepal people are still in the boundary of imagination where they are dreaming of online selling of product, website becoming school, online tests instead of paper exams and attaining online meetings but incase of developed countries they are implementing it. We make systems but we do not implement them that is the reason why we are in a position of backwardness. So here he stressed on stop being imaginative as we could also make our world a digital world. He gave few example of organizations in Nepal which are using websites for promoting business but still correct way of online business need to be adopted that would results in profitable business and they are handicrafts business, travel business, hotel business, carpet and garment business, tea and other cash crops business.

During his presentation he explained that website and business are interlinked in today's business world. Website plays a crucial role of media where it transacts information in form of Internet advertisement. A suitable site and a suitable web page are selected for more intelligent advertisement. And the biggest challenges we will face if we unable to bring potential customer or if the site is not visible by our customer. He showed a statistics where there are over 400 trekking agencies in Kathmandu valley, more than 600 trekking agencies in Nepal, more than 1000 trekking websites in



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Nepal and among such less than 5 trekking websites are doing business via Internet. The prime reason lagging behind this is lack of IT awareness, lack of investment, lack of knowledge, lack of content engineering, misleading by IT culprits and lack of search engine optimization.

At the end of the presentation, he advised entrepreneurs in order to capture existing and potential buyer through website, suggested to create an attractive website with good domain name, full information, content engineering, better search engine optimization and regular monitoring and updating.

### **3. WRAP UP**

Ms Medina Shakya on behalf of Lotus BizPort wrapped up the forum saying that both the presentation has been extremely fruitful to all the participants.

Towards the end Ms. Medina Shakya thanked TIPS/Winnner and WEDC/FNCCI for sponsoring the Twenty-third forum. Also, she thanked the resource person and all the participants for giving their time to attend the forum.



#### 4. ANNEXES

##### Annex 1: Program Schedule

"Information Technology & Enterprise"

23rd Enterprise Development Network Forum  
**(April 28, 2008, Monday)**

Venue: FNCCI, Meeting Hall, Teku,  
Ph: 4262061 / 4262218

**Kindly hosted by Tips/Winner and Women Entrepreneurship Development Forum/ FNCCI**

Venue: FNCCI, Meeting Hall, Teku, 4262061 / 4262218

##### Program Schedule

TIME	SESSION
2:30 – 2:40	<b>Registration</b>
2:40 – 2:45	<b>Welcome and Overview of the discussion</b>
2:45 – 3:15	<i>Presentation By Anish Shrestha</i> <ul style="list-style-type: none"> <li>▪ Introduction: Information Technology</li> <li>▪ Tools of Information Technology</li> <li>▪ Importance of IT in Enterprise</li> </ul>
3:15 – 3:35	<b>Question &amp; Answer/Discussion</b>
3:35 – 4:05	<b>Presentation by Mr Pawan Krishna Shrestha</b> <ul style="list-style-type: none"> <li>▪ Experience Sharing</li> <li>▪ Practices of IT in Enterprise</li> </ul>
4:05 – 4:25	<b>Question &amp; Answer/Discussion</b>
4:25 – 4:30	<b>Moderator Wrap up</b>



**Annex 2: List of Participants**

SN	I	F. Name	L. Name	Designation	Organization
1	Mr.	Bishnu			Nabin Paper
2	Ms	Sunita	Shrestha	Enterpreneur	WEAN Cooperative
3	Mr.	Rabin	Bajracharya	Operation Manager	Lalit Mandpa Travel and Tours
4	Ms.	Urmila	Tamrakar		Peegannani Handicrafts
5	Mr.	Min Narayan	Dangol	CEO	Rahisha Crafts
6	Mr.	Bed Raj	Gyawali	Enterpreneur	New Reliable Export Import
7	Ms.	Radhika	Maskey	Account/Adm Officer	FTG Nepal
8	Ms	Geeta	Shrestha		Empower International
9	Mr	Abhiskar	Shrestha		A Plus Business Link
10	Mr	Amogh	Dhakwa		Nepal Craft Gallery
11	Mr	Dinesh	Shakya		
12	Mr	Sanish	Maharjan		
13	Ms	Sumati	Tuladhar		
14	Mr	Rosan	Kansakar		Lhapsa Concern
15	Ms.	Raisha	Dangol	Manager	Rahisha Crafts
16	Ms	Malati	Bajracharya	Proprietor	Nature Food Industry
17	Mr.	Sarju Baba	Shrestha		Sampada Fashion
18	Ms	Radha	Shakya		H.B Crafts
19	Mr	Bishnu	Dhakal	Senior Officer	FNCCI
20	Mr	Ashik	Malla	COO	Hotnepal Technology
21	Mr	Vijay	Basnet	CEO	Hotnepal Technology
22	Ms	Kalpana	Pant	Senior Officre	FNCCI
23	Mr	Jeevan	Kansakar	Director	FNCCI
24	Mr	Surendra	Shahi		Third World Crafts
25	Ms	Rajani	Tamrakar		
26	Ms	Kalpana	Shakya	Proprietor	Buddhist Treasure Int'l
27	Mr	Suresh	Maharjan	IT Support	Openentry
28	Mr	Arun	Shrestha	Senior Officer	FNCCI