



**A REPORT
ON
SIXTH ENTERPRISE
DEVELOPMENT NETWORK
MEETING**

July 16, 2004

**Enterprise Development Network
G.P.O. Box: 3459, Kathmandu
Tel: +977-1-5530313, Fax: +977-1-5532013
URL: www.lotusopportunities.com.np/edn**



TABLE OF CONTENTS

1. ACKNOWLEDGEMENT..... 3

2. EXECUTIVE SUMMARY 4

3. RATIONALE BEHIND THE MEETING..... 5

4. PROCEEDINGS OF THE MEETING..... 6

5.DECLARATION: 10

6. ANNEXURES 11

I. LIST OF PARTICIPANTS..... 11



ACKNOWLEDGEMENT

We thank and acknowledge the dynamic participation of all the members who attended the meeting on Enterprise Development Network, July 16, 2004 and shared their views and perceptions and fervently interacted.



EXECUTIVE SUMMARY

Network meeting on Enterprise Development was organized on July 16, 2004 at Hotel Summit. A total of forty-five members attended the meeting.

Mr. Rajiv Pradhan along with Ms. Muna Shrestha moderated the meeting. Ms. Shrestha recapitulated on the previous Enterprise Development Network Meeting.

Three presentations were made in the meeting. Ms. Sudha Maharjan, Textile Producer, made the first one. The presentation was on – **How their marketing strategy improved**. The presentation focused primarily on the challenges before joining ACP and achievements after joining ACP of Kirtipur Weaving Group.

The presentation was continued by Ms Revita Shrestha, Asst. Programme Manager, Association of Craft Producers.

The Second Presentation was made by Mr. Ramesh Adhikari, National Programme Manager. Mr. Adhikari presented on - **Securing the right to sustainable livelihoods of rural and urban poor**. Mr. Acharya presented the importance of role of RUPP in strengthening Rural – Urban Linkages for enterprise development and improving the Public Service Delivery for Good Urban Governance.

The Third Presentation was made by Ms Sheela Nepali, an Entrepreneur (Dhankuta), RUPP. Ms. Nepali presented on how she got into the production of handicrafts and relating her experience on marketing in rural and urban areas.

Towards the end, Ms. Sanjita Pradhan, Program Manager of GTZ volunteered to wrap up the forum. She appreciated the effort of Ms. Sudha Maharjan and Ms. Sheela Nepali. According to Ms. Pradhan, sharing success stories build self-confidence in those who hear it. So, she wishes all the best for the continuation of EDN forum.



RATIONALE BEHIND THE MEETING

The fundamental philosophy of initiating this meeting was to recognize the significance of networking which is deficient in a country like Nepal, to play a pivotal role in creating effective networks and to get the network progressing and create an environment where commonalities would be identified and in the long run, working groups are expected to form.

Objectives of the enterprise development Network

During the first meeting on 12 September 2003, the following major objectives of the enterprise development network were identified:

- Facilitate sharing of experiences, ideas and information on enterprise development in Nepal;
- Support and coordinate lobbying and advocacy activities regarding enterprise development in Nepal;
- Facilitate identification of common interests and development of joint programs and activities related to enterprise development;
- Support knowledge exchange and development on strategies, methods and tools regarding enterprise development.



PROCEEDING OF THE MEETING

1. Review of the previous Enterprise Development Network Meeting

Ms. Muna Shrestha, Assistant Manager Networking Initiatives of Lotus Opportunities moderated the Sixth Enterprise Development Networking meeting held on July 16, 2004. She greeted and welcomed the presented participants and she asked to introduce all the participants as well as the organizers team.

She reviewed the issues and decisions of previous five Enterprise Development Network meetings. The following key agenda have been carried out previously:

- Defining vision and mission, objective and issues of enterprise development network during First EDN on September 12, 2003
- Experience and lessons form other facilitating projects on enterprise development during Second EDN on November 21, 2003
- Women and enterprise development, experiences of women entrepreneurs during Third EDN on Jan. 16, 2004
- Technology Transfer as the theme for the Forth EDN on March 19, 2004
- Public, Private & Civil society partnership as the theme for the Fifth EDN on May 14, 2004

As per the discussion held on Fifth EDN the thematic area for the Fifth EDN was finalized as the “Marketing - Rural Urban Linkages”. The floor was given to the presenters on the Marketing.

2. “Marketing- Rural Urban Linkages”- Ms. Sudha Maharjan, Textile Producer and Ms Revita Shrestha, Asst. Programme Manager, Association of Craft Producers

Ms. Sudha Maharjan, Textile Producer from Kirtipur Weaving Group, did the First Presentation. With a brief introduction of Kirtipur Weaving Group, Ms. Maharjan discussed about the challenges the group had to face before joining ACP and the marketing strategy. She learnt this work from her mother and very proved that she have taken it forward. The presentation was on how their marketing strategy improved after she joined ACP.

The presentation was continued by Ms Revita Shrestha, Asst. Programme Manager, Association of Craft Producers. She gave the brief introduction of ACP and its marketing



Enterprise Development Network

strategy. According to Ms. Revita, ACP is a child labor free organization and they encourage women entrepreneurs.



Discussion Session:

Mr. Sneh Sayami asked who were the board members in ACP? Who did the decision-making?

She answered clearly that the members were from associate companies, especially craft producers. But all craft producers are not in board.

Dr. Riddhi Bir Singh asked why was all the presentation about organization rather being about its products?

As the topic for the meeting being “Marketing” the presentation was also based on the marketing strategy of the organization. But there was information on the products as well. The products are basically of ceramic, allo, hem, and terracotta and as desired by the customers.

Mr. Surendra Pathak, Muan, asked what was the linkage of the presentation and marketing in Rural, Urban Areas?

Ms. Shrestha replied that, though the workers prepare the products from different places, the organization is responsible in collecting them. It makes the workers more convenient to sell their products.

Mr. Chabbi Lal Sharma asked what kind of transportation was used for such purpose?

The means of transportation was hired according to the need for which they gave transportation allowance.

Mr. Sharma added that the products made by some cast are in disappearing stage, but their products are still in demand. What is organization contributing in such case?

Ms. Shrestha answered that workers are always encouraged and given trainings if necessary.

It was asked why does the organization cut the salary of the staff for saving? Why this responsibility wasn't given to staff themselves or the group leader?

On this, Ms. Shrestha answered that if the saving was done by the organization, the workers are forced to save money, which is for their own benefit. They feel secured and bonded to work as well as with the organization. It is not necessary who makes the saving but the saving record must be submitted to the organization.

3. “Marketing-Rural Urban Linkages for enterprise development” - Mr. Ramesh Adhikari, National Programme Manager, RUPP

The Second Presentation was made by Mr. Ramesh Adhikari, National Programme Manager. Mr. Adhikari presented on - **Securing the right to sustainable livelihoods of rural and urban poor**. Mr. Acharya presented the importance of role of RUPP in



Enterprise Development Network

strengthening Rural – Urban Linkages for enterprise development and improving the Public Service Delivery for Good Urban Governance.

Mr. Adhikari further discussed about their partner municipalities in different development regions of Nepal. He presented the major components of RUPP Information & Communication Technology, Governance, Enterprise Development and Social Issues. He even presented a Poverty Reduction Concept through a chart.

Discussion session:

Mr. Eknath Khatiwada requested to make the concept of B2B clear?

Mr. Adhikari made clear that Business to Business concept is to cover national market. It was a joint venture with FNCCI. Like Ms. Sheela Nepali, they share information and demonstrate production and marketing as well. It improves as business friendly. The web address of B2B is www.b2b.com.np

Ms. Jamuna Ulak asked what was the motivation of the chamber?

RUPP works as an additional service sector from chamber. The main center is FNCCI and AEC. And the rest are local chambers.

According to Mr. Chabbi Lal Sharma the Rural Telecentre was established in 2003. His question was, how is the information updated through Telecentre?

Mr. Adhikari answered that the information is updated through Internet.

4. Presentation on “Marketing-Rural Urban Linkages” for enterprise development by Ms Sheela Nepali, an Entrepreneur (Dhankuta), RUPP

The Third Presentation was made by Ms Sheela Nepali, an Entrepreneur (Dhankuta), RUPP. Ms. Nepali presented on how she got into the production of handicrafts and relating her experience on marketing in rural and urban areas.

She further discussed about the challenges she had to face before becoming a member of Tole/Lane Development Committee. She shared how the women are benefited from the training provided by this committee.

Discussion Session:

Mr. Binod K. Shrestha Ms. Sheela Nepali what are the problems she is facing to fulfill her dream? Does she still need RUPP's support?

On this Ms. Nepali said that she does need RUPP. She has paid all the debt but the relation should continue. She feels that the help and guidance she got in the primary stage in the main thing.



Enterprise Development Network

Ms. Urmila Shrestha, Cottage and Small Industries Training Centre asked that before 10 – 15 yrs, getting Rs. 48,000/- was a big amount to start a business. Is there any way to get same kind of help from bank these days?

Ms. Nepali clearly answered that being member of Tole/Lane Development Committee was very recognized by the bank. The committee itself became the guarantee to sanction her loan.

5. Key issues for enterprise development network

Towards the end, Ms. Sanjita Pradhan, Program Manager of GTZ volunteered to wrap up the forum. She appreciated the effort of Ms. Sudha Maharjan and Ms. Sheela Nepali on presenting the success stories of their organization. According to Ms. Pradhan, sharing success stories build self-confidence in those who hear it. So, she wishes all the best for the continuation of EDN forum.

Declaration

The participants agreed upon the concept of Thematic Group. WWF is interested to work with Women and Enterprise Development.

Mr. Ramesh Adhikari said that he could see avenues to work together. Above all, Ms. Sheela Nepali's presentation was very encouraging. He wishes to share and learn more in future. He wishes good future to Enterprise Development Forum.

The next EDN will be held on September 24, 2004. The venue and topic for Seventh Enterprise Development Network Forum is yet to be decided.



ANNEXURES

I. List of Participants

S. No.	Name	Organization
1	Arjun Pudasaini	Cottage and Small Industries Training Centre
2	Anuj D. Joshi	SNV/ Nepal
3	Anish KC	Consultant
4	Anil Pathak	GTZ
5	Ashik Malla	Hot Nepal Technology
6	Bimal Parajuli	Free Lancer
7	Binod K Shrestha	KUSOM
8	Bhusan Pradhan	KUSOM
9	Braz Vaidya	Nepal Biotech Nursery
10	Chhabi Lal Sharma	
11	Dibya Tara Tuladhar	Annapurna HPC
12	Deepti Rajbanshi	Apex College
13	Eknath Khatiwada	SNV/N
14	Govinda Sapkota	CDECF
15	Gyanendra Paudel	Tuki Association Sunkoshi
16	Jamuna Ulak	SNV/Nepal
17	John Cunnington	RAP
18	Jhank Narayan Shrestha	RUPP
19	Kalyan Paudel	KBL



Enterprise Development Network

20	Dr.Krishna Khanal	
21	Lakshman Pun	CECI/UTTHAN
22	Manil Shrestha	GTZ
23	Nita Shahi	Kathmandu Trade Point
24	Nina Shahi	FTG Nepal
25	Prakash R S	Nepal Consult P. Ltd
26	Prabhat Sibakoti	Apex College
27	Rajiv Pradhan	Lotus Opportunities
28	Ramchandra Bhandari	RECAST
29	Rajeswor P Pant	CSIDB
30	Ramesh Adhikari	RUPP
31	Revita Shrestha	ACP
32	Riddhi B. Singh	IOE/CES/RD/CDES
33	Reema Shrestha	Lotus Opportunities
34	Sanjita Shrestha	GTZ
35	Sharada Rijal	Milan Garments
36	Srijana Rana	SNV/Nepal
37	Shalini Tripathi	TIPS/WINNER
38	Sudha Maharjan	ACP
39	Shyam Badan Shrestha	Nepal knot Craft
40	Sudip Paudel	Building Design Authority
41	Sneha Sayami	F-SKILL
42	Surendra P. Pathak	MUaN
43	Suresh Dhoj Shrestha	RUPP



Enterprise Development Network

44	Urmila Shrestha	Cottage and Small Industries Training Centre
----	-----------------	---