



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

September 24, 2004



TABLE OF CONTENTS

ACKNOWLEDGEMENT..... 2
EXECUTIVE SUMMARY 3
RATIONALE BEHIND THE MEETING..... 4
PROCEEDINGS OF THE MEETING..... 5
DECLARATION..... 8



Enterprise Development Network

ACKNOWLEDGEMENT

We thank and acknowledge the dynamic participation of all the members who attended the meeting on Enterprise Development Network, September 24, 2004 and shared their views and perceptions and fervently interacted.



EXECUTIVE SUMMARY

Network meeting on Enterprise Development was organized on September 24, 2004 at FNCCI. A total of forty members attended the meeting.

Ms. Muna Shrestha moderated the meeting. Ms. Shrestha recapitulated on the previous Enterprise Development Network Meeting. Ms. Srijana Rana, Member Advisory Committee of EDN thanked FNCCI for providing the venue and also requested all the network member to help organizing the network forum.

Four presentations were made in the meeting. Ms. Ridhi Amatya, Bluebell Herbal Products, made the first one. The presentation was on – **How their marketing strategy improved**. The presentation focused primarily on the challenges based on importing raw material and providing appropriate market for the product.

The Second Presentation was made by Ms. Meena Shrestha, Director, along with Ms. Urmila Shrestha, FNCCI. The presentation was briefed on the introduction of FNCCI and their contribution towards women and enterprise development.

The Third Presentation was made by Ms Tamanna Hamal, General Manager, WEAN Cooperative. The presentation was mainly about the activities of WEAN Cooperative in the field of development of women entrepreneurs.

The Fourth Presentation was made by Ms. Hajuri Bista, an Entrepreneur and member, WEAN Cooperative. The presentation was based on how she and other women benefited being the member of WEAN Cooperative.

Towards the end, Ms. Jamuna Ulak, SNV/N volunteered to wrap up the forum. She appreciated the effort of Ms. Hajuri Bista and other participants. 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.



Proceedings of the meeting

1. Review of the previous Enterprise Development Network Meeting

Ms. Muna Shrestha, Networking Initiatives, Enterprise development Network moderated the Seventh Enterprise Development Networking meeting held on September 24, 2004. She greeted and welcomed the present participants and asked to introduce all the participants as well as the organizers team.

She reviewed the issues and decisions of previous six 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
- Marketing- Rural Urban Linkages as the theme for the Fifth EDN on July 16, 2004

As per the discussion held on Sixth EDN the thematic area for the Seventh EDN was finalized as the “Women and Enterprise Development”. The floor was given to the presenters on the Women Entrepreneurs.

2. “Ms. Ridhi Amatya, an Entrepreneur and Member (Women Enterprise Development Committee) presented on Bluebell Herbal Products”

Ms. Ridhi Amatya, an Entrepreneur and Member (WEAN) did the first presentation. After a brief introduction of Bluebell Herbal Products, she discussed about the challenges she had been facing due to the unfavorable political situation. Because of the unstable situation around the country, there is reduction in tourism. This leads to less consumption of their products. Also, there is no suitable lab to test the side effects of their product, for which they have to hire the lab in other countries. Their major problem being financial, they are unable to give advertisement in popular magazines and television.



Enterprise Development Network

At the end, she expressed her sincere gratitude towards Enterprise Development Network and FNCCI for giving her an opportunity to share her experience and issues.

Discussion Session:

Ms. Shyam Badan Shrestha congratulated Ms. Ridhi Amatya for receiving an International award for Business Leadership and Prestige. According to Ms. Shrestha, collecting raw materials from own country is a great thing. She wanted to know from which countries, is she importing raw materials? Also what is Aloe Vera called in Nepali and what was her effort in her research work?

Ms. Amatya proudly said that she has planted most of the herbs which she needs. Some of them are also ordered from the collectors of Kavre Palanchowk. But most of the time, they bring duplicate materials and expensive too.

The Nepali name for Aloe Vera is "Ghee Kumari".

Ms. Ira Acharya wanted to know how much the product exported is being appreciated?

Ms. Amatya said that they haven't exported their product in large scale. But, till date, the amount they have sent in places like Dhangadi, Chitwan, Butwal, Nepalganj etc. have been well appreciated.

Mr. Govinda Sapkota has planted a lot of herbs by himself. He wanted to know where he could test them?

3. "Ms Meena Shrestha, Director, FNCCI presented on Women and Enterprise Development."

Ms. Meena Shrestha, Director, FNCCI on Women and Enterprise Development made the Second Presentation. Ms. Shrestha discussed on the role of FNCCI in developing women entrepreneurs. Ms. Shrestha presented on how FNCCI is working for the contribution in Women and Enterprise Development.

Then Ms. Urmila Shrestha, FNCCI continued that FNCCI has been working since 1986 to improve social and financial status among women. For this FNCCI has been organizing workshops and training. According to Ms. Urmila, Networking helps in improving marketing strategy and quality of their product.



Enterprise Development Network

4. “Ms. Tamanna Hammal, General Manager, Wean Cooperative presented on Women and Enterprise Development.”

The Third Presentation was made by Ms Tamanna Hamal, General Manager, WEAN Cooperative. Ms. Hamal started her presentation with the mission of WEAN Cooperative and its objectives. Then relating the history of it she further discussed on the activities they have been organizing.

Discussion Session:

Mr. Binod K. Shrestha wanted to know that are the organizations Wean have helped sustainable at the present?

On this Ms. Hamal said that most of the organizations are very successful at the present but, WEAN herself is not sustainable yet.

Mr. Bipin Joshi asked what were the criteria to be a member of WEAN Cooperative?

Ms. Hamal clearly answered that women who have skill can join. Though their financial is not that strong but they help to promote their skill in every possible way.

On this Mr. Siddha Raj Pant added whether the member have to be man or woman?

According to Ms. Hamal, the person who is registered as member of the WEAN Cooperative have to be woman but even men can work together in that organization.

Mr. Eknath Khatiwada wanted to know how does the marketing of new products start? Do they risk on new products?

Ms. Hamal said that the new products are first kept in their own store to take feedback. And according to that they make the corrections and send to the market.

Ms. Ira Acharya wanted to know how do they manage the costing of those new products?

On this Ms. Hamal said that costing is done on the basis of understanding. The price should be neither too high, nor too low.

5. “Ms. Hajuri Bista, an Entrepreneur and Member, WEAN presented on HK Food Product Industry”

The Fourth Presentation was made by Ms Hajuri Bista, an Entrepreneur and Member, WEAN Cooperative. Ms. Bista started her presentation with the history of HK Food Product Industry. She further discussed on how they got training on costing, pricing, marketing etc from WEAN Cooperative. According to Ms. Bista, the best thing WEAN Cooperative taught was to work together.



Enterprise Development Network

Discussion Session:

Mr. Binod Shrestha (KUSOM) asked what was her planning and problems for the better production?

The main problem is the country situation and the rapid change in price of raw material.

The price of the product cannot be changed though there is change in raw material.

Pricing is very important factor to sustain in the market.

And the other major problem is that they have been importing the bottles to pack the pickle from India since there is no such factory in Nepal, which cost them much more.

Mr. Bipin Joshi wanted to know if she has given any training so far in the making of pickle?

On this Ms. Bista said that they haven't given any training since it was their initial stage.

But they have given training on packaging, promoting market and upgrading their product.

Meanwhile, Ms. Ira Acharya asked if she has created any successor if in case she is unable to continue her work further?

Ms. Bista said that she has not given the complete responsibility to anybody yet. But she thinks that now it's time to do so.

6. Key issues for enterprise development network

Towards the end, Ms. Jamuna Ulak, SNV/N volunteered to wrap up the forum. She appreciated the effort of Ms. Hajuri Bista and Ms. Ridhi Amatya including other participants. According to Ms. Ulak, EDN is a platform where we share problem, information, and experience. As the forum is for Small and Medium Entrepreneurs, it was felt that there was no need and also not possible to do it in hotel and requested other organization to help the network by contributing their inputs and share knowledge. She is really looking forward to get a sincere feedback from all the participants. And also appreciated as helpful all the articles and postings, which are being circulated in the network. She wishes all the best for the continuation of EDN forum.

Declaration

The next EDN will be held on November 26, 2004. The venue and topic for Eighth Enterprise Development Network Forum was decided on the theme – "Technology Transfer".