

BUILDING DISASTER- RESILIENT COMMUNITIES

DIVERSIFYING GREEN ENTREPRENEUR LIVELIHOOD AT CHANGUNARYAN MUNICIPALITY

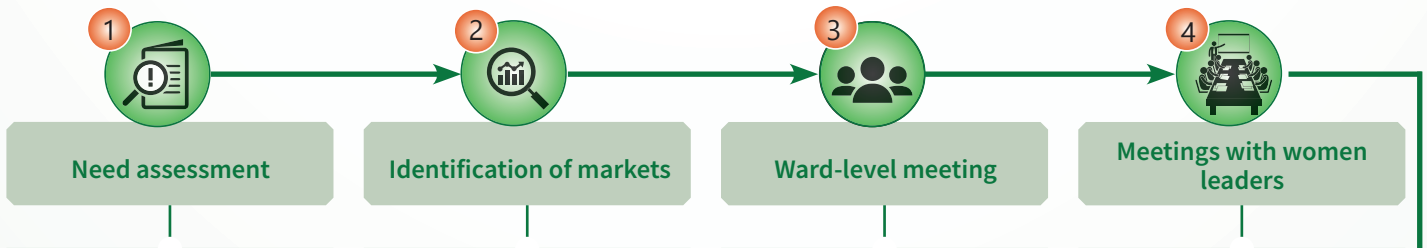
2024

A need assessment in urban areas of Changunarayan Municipality recommended promoting economic resilience to women-led start-ups by enabling their access to economic opportunities and leveraging digital platforms for market access. In the current urban landscape of the Municipality, women play a pivotal role in shaping their communities. Their resilience, resourcefulness, and determination are the cornerstones of communities' well being.

Realizing the need for building economic resilience in women green startups through better access to the market and supply chain, the

livelihood support component was integrated into the ongoing NEXUS project. The support aims to empower women's groups, fostering economic development, social cohesion, and sustainable development in the face of climate change. Through skill-building workshops, financial literacy, and entrepreneurial training, effort were made to empower women leadership. By harnessing their collective strength, we pave the way for inclusive growth, improved livelihoods, and a vibrant urban cityscape. The following sections document steps involved in the selection of women start-ups, branding, skill enhancement, networking, and marketing of their products.

Process: Market identification to the production



Interactions were carried out with officials and representative of ward/ community/municipality and analysis of available data.

Checklist prepared: service, businesses, formal and informal home-based workers, and current livelihood, initiatives for livelihood enhancement

Developed a list of women start-ups and identified the markets—goat farming, mushroom farming, soyabean and gundruk (fermented and dried vegetables), pickle, potato chips, pote (beads) and earrings, beautician training and sewing training.

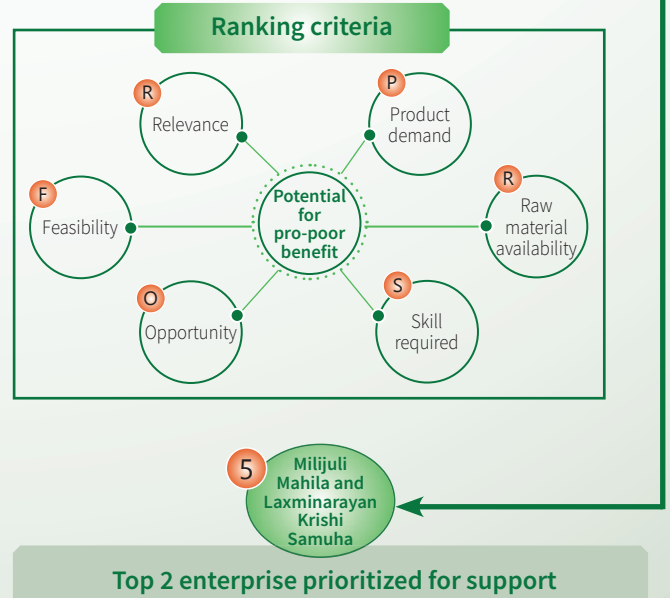
Ranked top 5 from the list of existing women-led business: 1. Sewing training, 2. Pickle, 3. Potato chips, 4. Goat farming and 5. Pote and earrings.

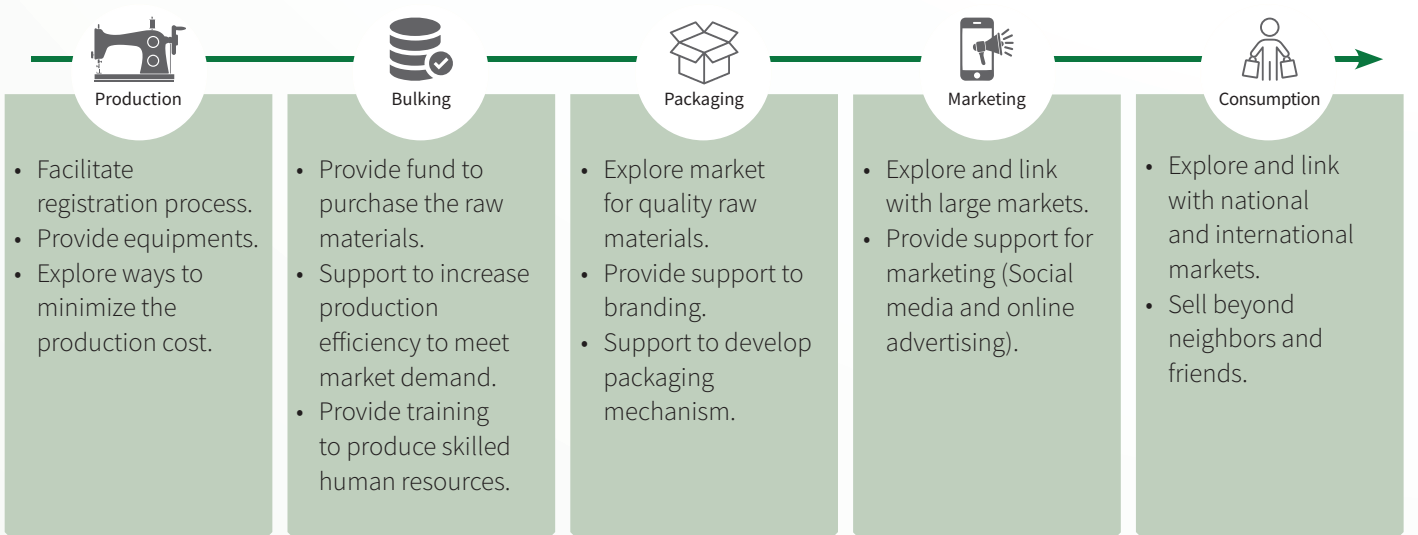
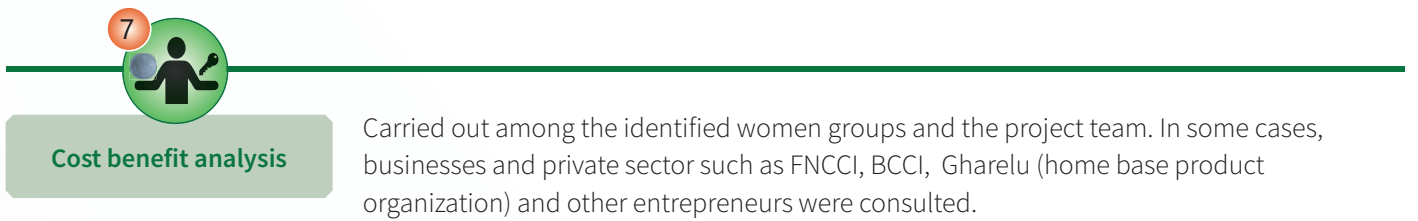
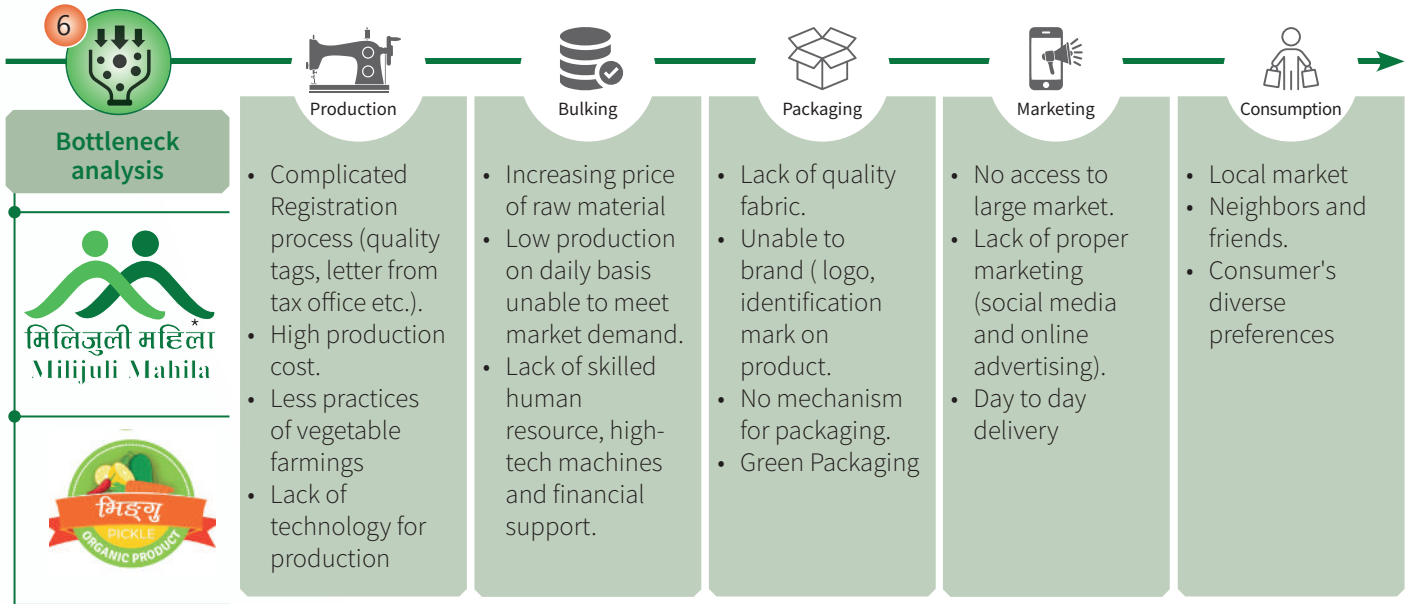
Example : Market mapping and scoring/ranking

हातेमालो महिला समूह फूलबारी टोल

Date: २०७९/०९/१६

S.N.	प्रभावको आधार (Relevance)	भाखा पालन Goat farming	श्याउ शेती Mushroom Farming	सबजी र सुन्तुल उत्पादन Soyabean and Gundruk	काचार उत्पादन Pickle	आलु चिप्स Potato chips	पोटे र डबर रिड Pote and earring	सुडीलियन सालिय Beautician training	सिलाई सुन्तुल सालिय Sewing training
1	संशोधनको लक्षित समुदाय महिला, साना किसान, युवा। संशोधन कृष्यमा सहभागी हुने अवस्था	१	१	२	४	४	१	२	२
2	संशोधन समुदायको ज्ञानमाथिमा सुनि हुने	१	१	२	४	२	१	४	४
3	संशोधन समुदायमा संलग्नता सुनिमा एउ अतिवर्ध हुने	१	१	२	४	४	१	२	२
4	संशोधन, साना तथा सीमान्तकृत उपभोक्ताको संलग्नता हुने	२	२	१	२	२	१	४	४
5	डीजिनोपारोनेको सभो सम्भावना भएको : वरान्त आम्दानी, पारिवारिक धन, तयार आम्दानी अति	४	४	१	२	४	१	४	४
6	सिन्धुवाका समुदायमा संलग्नता हुने	४	४	२	२	२	२	४	४
अवसरको आधार (Opportunity/Growth)									
1	बाजारको माग भएको	४	४	४	४	४	४	४	४
2	दलगत चलाउने अवसर भएको	४	४	४	४	२	१	४	४





Branding: The project successfully carried out branding of product using new logos. The branding logos are used in social media, advertisements and product promotion.



Action plan

- MoU to be done by (date)
- Total amount to be provided (Rs.)
- 20% contribution by Women Start-ups
- First installment (60% to set up office and purchase equipments)
- Second installment (40%
- Provide training todate
- Activities will be supervised by project officer
- Periodic monitoring done.
- Production starts by
- Submit report to ISET-Nepal on (date)

Exit strategy

The project will provide financial support in 2022 and continue capacity building/ training by 2024. The project will exit as follows:

2022

- MoU signed, purchase machines, raw materials.
- Provide training
- Production starts
- Branding/marketing/digital marketing
- Monitoring/mentoring/good governance
- Value chain linking

plan preparation

- Good governance and office management training
- Green/circular economy training
- Linking with larger market

2024

- Capacity building, training and marketing
- Post-Implementation review
- Feedback and support
- Regular meetings

2025

- Departure

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Negotiations

- Final meeting with local women start-ups to agree on cost/training and other support as well as other clause as per draft MoU
- Signing of MoU
- Grant support



Learnings

Not all business are smart to reach to production and marketing phase. The less active and passive ones have to be encouraged and motivated. Milijuli required less support as they started production and selling their products. However, Laxminarayan

Krishi Samuha required regular support to reach to production state and more time were invested to support this group. However, both of these required regular support and capacity building.

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Regular meetings

- Stimulating motivation and convincing them on production
- Exposure visits
- Ward chairperson facilitated process
- Cross learning
- Interaction sessions of the startups with the experts/successful entrepreneurs

Selected 18 women (Milijuli-8, Laxminarayan-10)

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Capacity building of selected women

- ◆ Capacity enhancement training (preparation of business plan, management and marketing)
- ◆ Training on production (invited Mayor as a chief guest)
- ◆ Linking with other women groups
- ◆ Support for the government registration process (assisted them to: draft letters, visit to the department of the quality, tax office, department of the cottage and small industries and Changunarayan Municipality, Bhaktapur Chamber and Commerce Industries (BCCI)
- ◆ Training on terrace farming, organic fertilizer, pesticide preparation and solid waste management for safe vegetables production
- ◆ Simulation/mock drills on possible disaster to the enterprises

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Provided small grants

Office support

- ◆ Financial support
- ◆ Management support
 - Preparation of logo, voucher and bills, letter pad, stickers, labels etc.
 - Branding and digital promotion
 - Exposure visit to similar enterprises
 - Linking with similar enterprises
- ◆ Equipments/materials support
 - Sewing machine, refrigerator, grinder mixer, utensils
 - Raw material (such as: oil, vegetables, ingredients)

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Plan preparation

Preparation of

- ◆ Business plan
- ◆ Business continuity plan

Exploring funding (I/NGO, municipality office, Department of the Cottage and Small Industries and Changunarayan Municipality, BCCI etc.)

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Production and marketing

- ◆ Pickle production begins
- ◆ Meeting with similar enterprises
- ◆ Market explored and selling in local events (KMC hospital, Nepal Red Cross Society, Big mart and fairs)
- ◆ Digital promotion(through social media)
- ◆ Enterprise branded and registered with the government
- ◆ Operational implementation
- ◆ Revisit business plan and business continuity plan

