



**Empowering  
Entrepreneurs  
and Industries for  
a Better Nepal**

# IEDI NEWSLETTER

May - August, 2017 · Year 20 · No. 2

## LOOKING BACK: IEDI'S ACTIVITIES

### Startup Programme

In the fiscal year 2073/74, Industrial Enterprise Development Institute (IEDI) started a new programme 'Startup' in its head office, Kathmandu. The objectives of this programme are as follows:

- identify and support five innovative entrepreneurs having high growth enterprise



- build long term collaboration with private sector to promote and develop entrepreneurship in Nepal
- create an environment for entrepreneurial eco-system between public and private sector for the purpose of promoting and developing entrepreneurship in Nepal
- replicate this programme in other IEDI locations in future

To materialize this concept, a committee was formed which consist of three professionals from IEDI; Mr Shree Ranjan Wasti, Director, Ms

Malina Shrestha Ranjit, Assistant Director and Mr Sundar Shyam Ghimire, Senior Business Promotion Officer and two from private sector; Ms Janaki Pradhan Shrestha, President, Women Entrepreneur Committee, Valley Province, Federation of Nepalese Cottage and Small Industry, and Mr Niraj Khanal, Cofounder/CEO, Antarprerana.

Following are the activities so far:

- Idea pitching and selecting participants (2 to 3 Ashar 2074) - 24 pitched their ideas, among them 18 (16 male and 2 female) were selected
- Orientation programme (5 to 7 Ashar 2074) - all 18 participants participated in the programme

### RESULTS

**52%**

**Business Started**

**31%**

**Business in Process**

**13%**

**Postponed the Idea**

**According to the  
Follow-up Report  
(Details in Page 3)**

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- Startup Boot Camp (11 to 22 Ashar 2074) - 15 (13 male, 2 female) participants completed the programme.
- There were 14 business ideas namely old age home, fish farming, chicken fresh house, hostel, Montessori school, dry cleaning, prefab house construction, fresh salad, Nepali daura suruwal, mental health club, puja utensil cleaning gel production, documentary making, woolen yarn production, hygienic chocolate production. Out of these business ideas, 5 were selected for intensive support. Those selected business ideas were prefab house making, fish farming, chicken fresh house, old age home and puja utensil cleaning gel.
- On Shrawan 4, 2073, a follow up meeting with these startup graduates was organized. During the meeting it was found that all individuals were involved in the process like searching the land, registering the business, participating in technical training etc. for starting their respective venture.
- In near future IEDI is planning to invite investors to invest in these startup graduates' projects.

## Entrepreneurship Development Orientation Workshop

IEDI hosted three orientation workshops in two locations during this period. These workshops were conducted in preparation of Entrepreneurship Development Training.

The objectives of these workshops were to familiarise participants on IEDI's activities and services, importance of enterprise and entrepreneurship, and motivate them to participate in EDP training. At the end of the workshops, participants who met the criteria and show keenness for the EDP training were selected.

Similarly, three Business Awareness Workshops were conducted by IEDI for the technical students of Kathmandu University, Pulchowk Engineering College, and Balaju School of Engineering. The participants of these workshops were electrical & electronic, mechanical, and civil engineering, and technology & innovation management students.

The main objectives of these workshops were to familiarise participants on IEDI's activities and services, importance of enterprise and entrepreneurship, and motivate them to be an entrepreneur not an employee.

## Entrepreneurship Development Programme (EDP) Activities

Over the last four months IEDI professionals have been busy in conducting seven Entrepreneurship Development Programme in different locations with different unique group of potential entrepreneurs. In this period IEDI cooperated and worked jointly with different new partners in different locations. IEDI ran EDP Training in conjunction with Fulbari Saving and Credit Cooperative, Jana Uthan Saving and Credit Cooperative, and Volunteer Initiative Nepal (VIN). The overall objective of the training was to provide essential knowledge and skills to motivate potential entrepreneurs to start their own enterprise. The major topics covered in these programmes were self assessment and disclosure, identification of business opportunities and selection of appropriate business, marketing, and business plan preparation. The methodologies used in these programmes were case studies, business games, group discussion, individual and group assignment and presentation.

## Start and Improve your Business (SIYB)- Training of Trainers (TOT) Programme

A ten days Training on Trainers (ToT) Programme on SIYB was conducted from August 10-19, 2017 in Surkhet.



The objectives of this programme were to facilitate participants: to improve their training skill, to create micro enterprises, to increase income and employment opportunities. The ultimate aim of the programme was to upgrade the socio and economic status of people they train. This programme was organized by Nawajeewan Multi-education Academy Pvt.Ltd., Surkhet. Altogether forty Entrepreneurship

Development Facilitator (EDF) students attended the programme including fifteen male.

## EDP Follow-up Workshops

Six follow-up workshops were conducted by IEDI for EDP graduates during this period. The objectives of the workshops were to assess the impact of training, identify their current business status and to provide counselling. 93 EDP graduates participated in these workshops. On the basis of these workshops, it was found that out of them, 52 percent have already started the business. Likewise, 31 percent were in the process of setting up their business, 13 percent have postponed and rest 4 percent have dropped the idea of starting their own business.

## Business Management Training

IEDI conducted seven business management training during this period. The major contents of these training included knowledge on marketing, salesmanship, book keeping, productivity improvement, and waste management.



The overall objective of the programme was to improve the existing business in different aspects i.e. market, production, organisation and management, and finance. During this training programme IEDI trainers discussed the problems faced by the participants and provided appropriate solutions. They also provided appropriate tools and techniques for their respective businesses.

## Business Management Training for Sanitary Pad Production

A three days training on business management was conducted to cooperative members of Panauti, Kavrepalanchowk district from July 17-19, 2017. The organiser of this programme was Fondazione Albero Della Vita Foundation(FADV),

a development cooperation programme of India. Thirty-five women who are members of Shree Mata Saraswati Saving and Credit Cooperative Limited and CORD (an NGO) staff participated in the



programme. The overall aim of this training was to enhance the entrepreneurship knowledge and business management skills of the participants. The contents of this programme were concept of enterprise including social enterprise, understanding entrepreneurship, market and marketing concept, market network, promotional strategies, quality control, concept of team building, time management, and analyze personal ability to develop confidence and motivation to manage social enterprise in a sustainable way. After this programme, it is expected the cooperative members and the staff of CORD will manage sanitary pad production unit properly.

## Training on Double Entry Book Keeping with VAT

A training event on Double Entry Book Keeping with VAT was conducted by IEDI, from August 9-13, 2017 in Kathmandu. The participants were the existing entrepreneurs engaged in different enterprises like poultry, tailoring, agrovet, tissue paper, pencil production, hardware suppliers, pharmacy, beauty parlour, old age home, restaurant, metal welding



workshop and fabrication, and soap industry. The objectives of the programme were to reinforce the importance of book keeping in business and to make the participants able to keep records under double entry book keeping system. ■

**QUICK STATS • ENTREPRENEURSHIP DEVELOPMENT PROGRAMME • MAY - AUGUST 2017**

IEDI Location	Event Type	Date	Training Location	Partner Organisation	Participant M F		Participant Type
Bharatpur	EDP Training	May 28 - Jun 6	Bharatpur, Chitwan	Fulbari Saving and Credit Cooperative	2	18	Potential Entrepreneurs
	EDP Follow-up	Jun 30	Ratnanagar Chitwan	Ratnanagar Chamber of Commerce	2	14	EDP Graduates
		Aug 11	Kawasoti, Nawalparasi	Jilla Samajik Udhami Sang	1	20	
Butwal	EDP Training	Apr 26- May 5	Kotihawa, Rupandehi	Jana Uthan Saving & Credit Cooperative	1	18	Potential Entrepreneurs
	Business Management Training	May 28 - Jun 1	Bhalbari, Rupandehi	Tilottama Chamber of Commerce	13	5	Existing Entrepreneurs
	EDP Follow-up	Jun 9	Kapilbastu	Self	3	12	EDP Graduates
		Aug 30	Kotihawa, Rupandehi	Self	1	14	
Kathmandu	Orientation Workshops	May 22	Kathmandu	N/A	19	5	Potential Entrepreneurs
		Jun 19	Kabresthali, Kathmandu	Volunteer Initiative Nepal	0	37	
	EDP Training	May 23- Jun 2	Kathmandu	N/A	11	5	Potential Entrepreneurs
		Jun 20-30	Kabresthali Kathmandu	Volunteer Initiative Nepal	0	20	
		Jun 25-29	Kathmandu	N/A	-	23	
		Jul 2-6	Kathmandu	N/A	-	23	
	Business Management Training	Aug 9-13	Kathmandu	N/A	8	12	Existing Entrepreneurs
		Jul 17-19	Panauti, Kavrepalanchowk	Fondazione Albero Della Vita Foundation (FADV), a Development Cooperation Programmes	0	35	
EDP Follow-up	Jul 6	Kathmandu	N/A	3	8	EDP Graduates	
Nepalgunj	EDP Training	May 3-12	Nepalgunj, Banke	N/A	8	11	Potential Entrepreneurs
	Business Management Training	May 22-26	Nepalgunj, Banke	Chamber of Commerce & Industries	8	8	Existing Entrepreneurs
Pokhara	Orientation Workshops	Jun 21	Pokhara, Kaski	N/A	9	16	Potential EDP Students
	EDP Training	Jun 22- Jul 1	Pokhara, Kaski	N/A	9	12	Potential Entrepreneurs
	Business Management Training	Jun 11-15	Pokhara, Kaski	Trekking Agencies Association of Nepal (TAAN)	19	3	Existing Entrepreneurs
	EDP Follow-up	Jun 2	Pokhara, Kaski		5	10	EDP Graduates

**QUICK STATS • REAP ORIENTATION AND REAP BOOT CAMP • MAY - AUGUST 2017**

IEDI Location	Event Type	Date	Training Location	Participant M F		Participant Type
Bharatpur	REAP Orientation	Jun 11-13, 2017	Bharatpur	18	3	Potential Innovative Entrepreneurs
	REAP Boot Camp	Jun 15-22, 2017	Bharatpur	17	3	
	REAP Follow-up	Aug 14	Bharatpur	15	3	
Butwal	REAP Orientation	Jun 11-13, 2017	Butwal	6	15	Potential Innovative Entrepreneurs
	REAP Boot Camp	Jun 14-20	Butwal	6	15	
	REAP Follow-up	Aug 22	Butwal	4	11	
Kathmandu	Start-up Orientation	Jun 19-21, 2017	Kathmandu	16	2	Potential Innovative Entrepreneurs
	Start-up Boot Camp	Jun 25-Jul 6, 2017	Kathmandu	16	2	
	Start-up Follow-up					
Nepalgunj	REAP Orientation	Jun 13-15, 2017	Nepalgunj	18	1	Potential Innovative Entrepreneurs
	REAP Boot Camp	Jun 16-23, 2017	Nepalgunj	16	0	
Pokhara	REAP Orientation	Jun 16-18, 2017	Pokhara	11	10	Potential Innovative Entrepreneurs
	REAP Boot Camp	Jun 20-27, 2017	Pokhara	11	10	

## Rural Entrepreneurship Acceleration Programme (REAP): A New Initiative

Having recognised unemployment problem and need of entrepreneurship development in rural Nepal, IEDI is focusing on rural entrepreneurship by introducing REAP through its branch offices at Bharatpur, Pokhara, Nepalgunj, and Butwal. This programme will identify and support innovative rural entrepreneurs who have high growth potential. REAP programme has two parts i.e. Orientation Programme and Boot Camp.

### Orientation Programme

The success of an entrepreneur depends on matching the enterprise and entrepreneurial capabilities of an individual. So this rural entrepreneurship orientation workshop is designed to equip the participants with entrepreneurial skill to start their own enterprise. This training starts with self assessment, development of entrepreneurial capabilities, and converts their ideas into appropriate enterprises. The objectives of the programme are to:

- make participants aware on rural entrepreneurship and business startup process.
- make participants able to know and develop their entrepreneurial competencies



- help participants to link and coordinate with the supporting line agencies

### Boot Camp

A business plan is a road map that provides directions to run business. Having a good road map helps to plan its future and avoid bumps in the road. The time spend in preparing business plan thoroughly and accurately is an investment that pays big dividends in the long run. The major objective of the Boot Camp is to develop business plan preparation skill among the participants. The other objectives are to:

- aware on business management function and develop managerial skill of participants.
- revisit the identified market.
- developing appropriate marketing strategy.
- identify the appropriate technology for the respective enterprises. ■

## IEDI NEWS

### वार्षिक समीक्षा एवं योजना तर्जुमा छलफल गोष्ठी

औद्योगिक व्यवसाय विकास प्रतिष्ठानद्वारा आर्थिक वर्ष २०७३/७४ को लक्ष्यअनुसार सम्पादन गरेका कार्यक्रमहरूको समीक्षा गरी चालु

आ.व. २०७४/७५ का लागि योजना गरेका कार्यक्रमहरूलाई बढी प्रभावकारी र नतिजामूलक बनाउने उद्देश्यले मिति २०७४ श्रावण ९ र १० गते वार्षिक समीक्षा एवं योजना तर्जुमा गोष्ठी सम्पन्न गरियो। नियमित कार्यक्रमका रूपमा आयोजना भएको सो गोष्ठीमा शाखा तथा केन्द्रीय कार्यालयका महिला कर्मचारी १७ र पुरुष कर्मचारी ३० गरी जम्मा ४७ जनाको सहभागिता थियो।

#### गोष्ठीको उद्देश्य :

- आ.व. २०७३/७४ को कार्ययोजना र सम्पन्न भएका वार्षिक कार्यक्रमहरूको प्रगति समीक्षा गर्ने,
- कार्यक्रम सञ्चालनका क्रममा विगतमा भोगेका र भविष्यमा आइपर्न सक्ने समस्या वा चुनौतीहरूबारे छलफल गर्ने,
- चालु आ.व. २०७४/७५ को लक्ष्यअनुसार गर्नुपर्ने तालिम तथा कार्यक्रमहरूका बारेमा छलफल गरी कार्ययोजना तयार गर्ने र
- प्रतिष्ठानले सुरु गरेका स्टार्टअप र ग्रामीण व्यवसाय प्रवर्द्धन कार्यक्रमलाई प्रभावकारी रूपमा सञ्चालन गर्न आवश्यक छलफल गर्ने।



#### गोष्ठीको मुख्य निष्कर्ष :

- उद्यमीहरूसँगको सम्पर्क, सम्बन्ध र सेवा विस्तार गर्दै परामर्श सेवालाई प्रभावकारी बनाउने,
- सबै प्रोफेसनलहरूले सुम्पिएको जिम्मेवारी समयमै सम्पन्न गर्ने र लक्ष्यअनुसार कार्य गर्न नसक्ने देखिएमा कारणसहित पूर्वसूचना दिने र
- प्रतिष्ठानको अनुगमन र मूल्याङ्कन कार्यक्रमलाई प्रभावकारी बनाउने। गोष्ठीको अन्त्यमा प्रतिष्ठानका कार्यकारी निर्देशकज्यूले सबै कर्मचारीलाई उत्प्रेरणा प्रदान गर्नुहुँदै गोष्ठीका निष्कर्षलाई आत्मसात् गरी सुम्पिएको जिम्मेवारीलाई गम्भीरताका साथ पालन गर्दै प्रतिष्ठानको सेवालाई थप प्रभावकारी बनाउन निर्देशन दिनुभयो।

### STAFF DEVELOPMENT

Ms Samita Shrestha and Ms Chetana Baral had an opportunity to participate in three weeks training programme on

“Empowering Women Through Entrepreneurship and Business Innovation in Bangladesh, Nepal & Sri Lanka” under Australian Award Fellowship Programme 2017 offered by Australian Government, Department of Foreign Affairs and Trade (DFAT) during May 7-21, 2017 in Australia. The programme was hosted & organized by University of Southern Queensland (USQ).

The programme was designed to familiarised participants on management of incubation centers, best practices on business startup, and sustanability of business growth.

In this programme various field visit and interaction sessions were held with entrepreneurs and different organisations who were working for business incubation centre, business start-up, providing co-working space to entrepreneurs, using effective modalities/practices in creating new entrepreneurs along with support mechanism for growth and sustainability. The acquired concept and knowledge were very much relevant and adoptable with some modification to Nepali context.

### BRIEF REPORT ON FOLLOW-UP VISIT IN IEDI BY AUSTRALIAN DELEGATES

Ms Lynda Brunton, Senior Administration (Projects), International Centre for Applied Climate Sciences and Logistic Manager

DFAT, Australia Awards Fellowship (AAF) Programme and Ms Joy Taylor, Founder of CANVAS, Coworking Space and the Member of Women in Rural, Regional and Remote Enterprises (WiRE) Programme were in follow-up visit in Nepal for ten days starting from July 19 to 28, 2017. As a part of their follow-up programme, they visited IEDI on July 20 and had a substantive discussion about Australian fellowship Programme and IEDI activities, and also discussed on the joint prospect of collaboration between the University of Queensland and IEDI with Executive Director, Mr Ananda Bahadur Shrestha and team.

They also interacted with the participants of three institutions [IEDI, Federation of Women Entrepreneurs Association of Nepal (FWEAN) and Women Leader In Technology (WLIT)] who participated recently in three weeks Fellowship Programme in Australia and had a very elaborative discussion on joint future project on empowerment of women living in and around outskirts of Kathmandu.

On the second half, Ms Joy Taylor gave the brief presentation to IEDI professionals on CANVAS and WiRE programme implemented in Australia. After the presentation, question answer session was held.

On July 24, the Australian Delegates visited IEDI trained four successful entrepreneurs in different locations of Kathmandu and Lalitpur Area. Following are the details of the entrepreneurs.

Entrepreneurs Name	Product	Place
Ms Rekha Aryal	Wollen Fabrics	Gairidhara, Kathmandu
Ms Laxmi Rizal	Sanitary Napkins	Sitapaila, Kathmandu
Mr Hirdayanarayan Chaudhary	Aurvedic Herbs Medicines & Cosmetics, Aurvedic Hospital	Kalanki, Kathmandu
Ms Beena Shakya	Handicrafts	Lalitpur

All the entrepreneurs highlighted about their success stories briefly. They also shared about the challenges and constraints they faced during their initial period and how they overcome to reached up to this stage. They also explained about their products, technology, production process, raw materials, and market. They were happy to receive the delegates in their premises and extended gratitude to IEDI for honouring them. The Delegates were very impressed with the entrepreneurs and services provided by IEDI.

## SUCCESS STORY

### A Successful Entrepreneur Rekha Aryal

Ms Rekha Aryal was born in Biratnagar in middle class farmer family. She did her bachelor's degree in humanities and social science from Tribhuvan University. She got married and settled in Kathmandu at Gairidhara. After her graduation she was looking for a job to be engaged and run her family smoothly. In the mean time she joined entrepreneurship development programme "New Business Creation (NBC) Training" provided by IEDI, the then Small Business Promotion Project (SBPP) in early ninety's. After completing the training she switched her mind and dedicated to establish a business. In 1994, she started her own business named "Sashi's Sweater Industries" at her own residence. The Industry



Ms Rekha Aryal



is producing knitted woolen sweaters, socks, caps etc., specially school and security guard uniforms. So far the business is running successfully and she is satisfied and very much thankful to IEDI. She participated in many other national and international training to sharpen her business skills and enlighten her passion towards her business. According to Ms. Aryal, NBC training was a milestone to switch her mind from service to business. She says "the training was very much interactive and impressive, I learnt to prepare

business plan which includes fix assets, raw material and other business related cost calculations. These aspects became a major calculations to establish and run the business smoothly. Marketing management, financial management, and training management were also important aspects of the training to run business successfully."

She started her business with the investment of Rs. 5,000 in 1994. At that time, her sales was Rs. 50,000 per year. After a year she expanded her business having loan Rs. 50,000 from Friends Forum Saving and Credit Cooperatine where she herself was a member.

At present the business is registered at Kathmandu Metropolitan City (KMC) and Inland Revenue Office to received her registration number and PAN respectively. The present investment of her business is Rs. 40 lakhs and sales is Rs. 80 lakhs per year. Including her twenty people are working in her industry. Today, she is not only the owner of Sashi Sweater Industry, but also the designer and trainer of woollen garments. She has already established herself as a successful entrepreneur. ■



### Advisor

#### Executive Director

Mr. Ananda Bahadur Shrestha

#### Directors

Mr. Shree Ranjan Wasti

Mr. Ishwari Prasad Sharma

#### Editorial Team

Ms. Malina Shrestha Ranjit

Mr. Biswo Nath Ghimire

Mr. Shivabol Chhetri

Ms. Chetana Baral

Mr. Ramesh Pokhrel

#### Important Addresses

##### IEDI Head Office

Tripureshwor, Kathmandu

Tel: 4261339, 4261469, 4266162/3

Website: [www.iedi.org.np](http://www.iedi.org.np)

E-mail: [iedi@mos.com.np](mailto:iedi@mos.com.np)

##### Executive Director:

[iedied@mos.com.np](mailto:iedied@mos.com.np)

**Marketing:** [iedimkt@mos.com.np](mailto:iedimkt@mos.com.np)

**Library:** [iedilib@mos.com.np](mailto:iedilib@mos.com.np)

##### Branch Offices

**Bharatpur:** Bharatpur-10, Chitwan

Tel: 056-520447

Email: [iedibharatpur@gmail.com](mailto:iedibharatpur@gmail.com)

**Butwal:** Butwal-10, Milanchowk,

Rupendehi

Tel: 071-545464

Email: [iedibt@gmail.com](mailto:iedibt@gmail.com)

**Pokhara:** Paryatan Marg, Nagdhunga,

P.O.Box: 162, Pokhara

Tel: 061-520504

E-mail: [iedipkr@gmail.com](mailto:iedipkr@gmail.com)

**Nepalgunj:** Nepalgunj-10, Sitalnagar

Tel: 081-520679

E-mail: [iedinpj@gmail.com](mailto:iedinpj@gmail.com)

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- Start Your Business
- Start-up Programme

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