

Innovation in Nepal



Idea Studio

Nepal NCO
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Social Policy and Economic Analysis Section
UNICEF NEPAL



Preface

The Idea Studio was established as a new platform to turn promising ideas into practical solutions to the social issues facing communities across Nepal. The heart behind this initiative was found on the goal to unlock young people's potentials and ignite positive social changes. "Unlocking potentials" - this is exactly what we need to focus on in Nepal. UNICEF Nepal Country Office, Kathmandu University, Childreach Nepal, Meeting Point, and leaders of the private sector have joined forces in this new venture for the country. Together in partnership, I believe we can truly ignite positive social changes and unlock the vast potentials existing in this beautiful country. UNICEF Nepal is committed to supporting and working hand-in-hand with our partners to meet the challenges of today and shape a better future for Nepal. We hope Idea Studio continues to grow to become a success model not only in Nepal but also for other countries on how to facilitate socially inclusive and economically productive initiatives for youths and young people.

Tomoo Hozumi
Representative
UNICEF Nepal Country Office

Acknowledgments

This report documents the Idea Studio Nepal initiative, recollecting the experience from beginning to end. The report was prepared by Ko Woon (Cori) Park documenting the one year experience of this initiative, supervised by Amjad Rabi, Chief of Social Policy and Economic Analysis.

The Idea Studio conceptual framework was developed by Amjad Rabi including argumentation and the 5-step approach. Substantive inputs developing the marketing tools and outreach programs were contributed by Jiten Shrestha, Oshin Batas, Priyankah Shah, and Resha Neupane. The curriculum module used during the Idea Studio business incubator was developed by Rupesh Shrestha, and the design of this incubator space was sketched by Fine Design. Biographies of the shortlisted innovators were contributed by Jiten Shrestha and Mandira Tripathi. Rupesh Shrestha contributed the report on the implementation progress of the shortlisted ideas. All infographics and designing of this report were delivered by Ko Woon Park.

A number of organizations and individuals contributed extensive support in this initiative, acknowledged in this report.



Ignite Social Change &
Unlock Young Potentials
in Nepal

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Abbreviations

ADAP	Adolescent Development and Participation
CA	Constituent Assembly
AEPC	Alternative Energy Promotion Center
C4D	Communication for Development
CCH	Child Care Homes
BBA	Bachelor of Business Administration
CCWB	Central Child Welfare Board
ECD	Early Childhood Development
FNCCI	Federation of Nepalese Chambers of Commerce and Industry
FNJ	Federation of Nepali Journalists
GIS	Geographic Information System
HDI	Human Development Index
ICT	Information and Communications Technology
INGO	International Non-governmental Organization
IT	Information Technology
JE	Japanese Encephalitis
KUSOM	Kathmandu University School of Management
MBA	Master of Business Administration
MDG	Millennium Development Goal
MIC	Microsoft Innovation Center
MICS	Multiple Indicator Cluster Surveys
MOE	Ministry of Education
MOU	Memorandum of Understanding
MSFP	Multi-stakeholder Forestry Program
NDHS	Nepal Demographic Health Survey
NGO	Non-governmental organization
PSA	Public Service Announcement
PTA	Parent-Teacher Associations
SMC	School Management Committee
SMS	Short Message Service
SSMK	Saathi Sanga Manka Kura
UNESCO	United Nations Educational, Scientific, and Cultural Organization
UNICEF	United Nations Children's Fund
VDC	Village Development Committee
WASH	Water, Sanity, and Hygiene

01

Executive Summary

Despite difficult geographical terrains, prevalence of poverty, complexities in socioeconomic structures and a decade-long civil conflict, Nepal made great strides in the substantial number of areas for social development over the last few decades. At the same time, given the level of development it had set off, there is still a long way to go for a higher-level Human Development of the country. Nepal ranks 145 out of 185 countries according to the Human Development Index (HDI) as of 2014. Against this background, there has been an increasing recognition that the conventional approaches to development alone may not be sufficient to realize accelerated as well as equitable development and to capture the "demographic window of opportunity" when the demographic architecture of the country's population is young and the percentage of people able to work reaches its height. Innovative approaches with equity in mind could pave new and effective ways.

This case study is a complete documentation on the planning and execution of 'Idea Studio,' a new innovation initiative implemented in Nepal.

UNICEF Nepal Country Office collaborated with the central pillars of the society-government, academia, business houses, media, and development actors-with the ultimate objective to **ignite social change and unlock young potentials** to achieve sustainable development through social innovation. This goal was embedded in launching of the **Idea Studio**, a platform to turn promising ideas into practical solutions to the social issues faced in local communities. To illustrate the concept, if a girl from the remotest village has an idea to improve the agriculture business of her community but was unable or unwilling to come forward, she will have the opportunity to turn her idea into reality through Idea Studio. Conceptualized as a nationwide competition for all Nepalese, Idea Studio aimed to crowd source home grown innovative ideas with social cause that can be the next solutions to today's problems. It was this approach the government of Nepal recognized Idea Studio as an ideal model for change, and showed its leadership and support by taking action in creating a private equity fund to assist innovative ideas transform into real businesses.

Idea Studio followed a five step process: a) Outreaching for innovative ideas from all Nepalese, b) Shortlisting best ideas for mentorship and the chance to pitch to investors on national TV program, c) Mentoring the shortlisted innovators at the new Idea Studio business innovation incubator by renowned academicians and business leaders, d) Producing a national reality TV program to showcase the best ideas to the public and investors, and to win investment from the investors, and e) Implementing the invested ideas as the next sustainable solutions. Ideas submitted but not selected during the shortlisting process will be recorded and managed in the Innovation Idea Bank available for other existing participatory mechanisms at national and local levels.

Idea Studio was launched to public on June 26th, 2014. From its outreaching efforts, about 600 ideas were submitted from the urbanized regions to the remotest regions of the Country. Participants of all ages, background, and professions applied, including

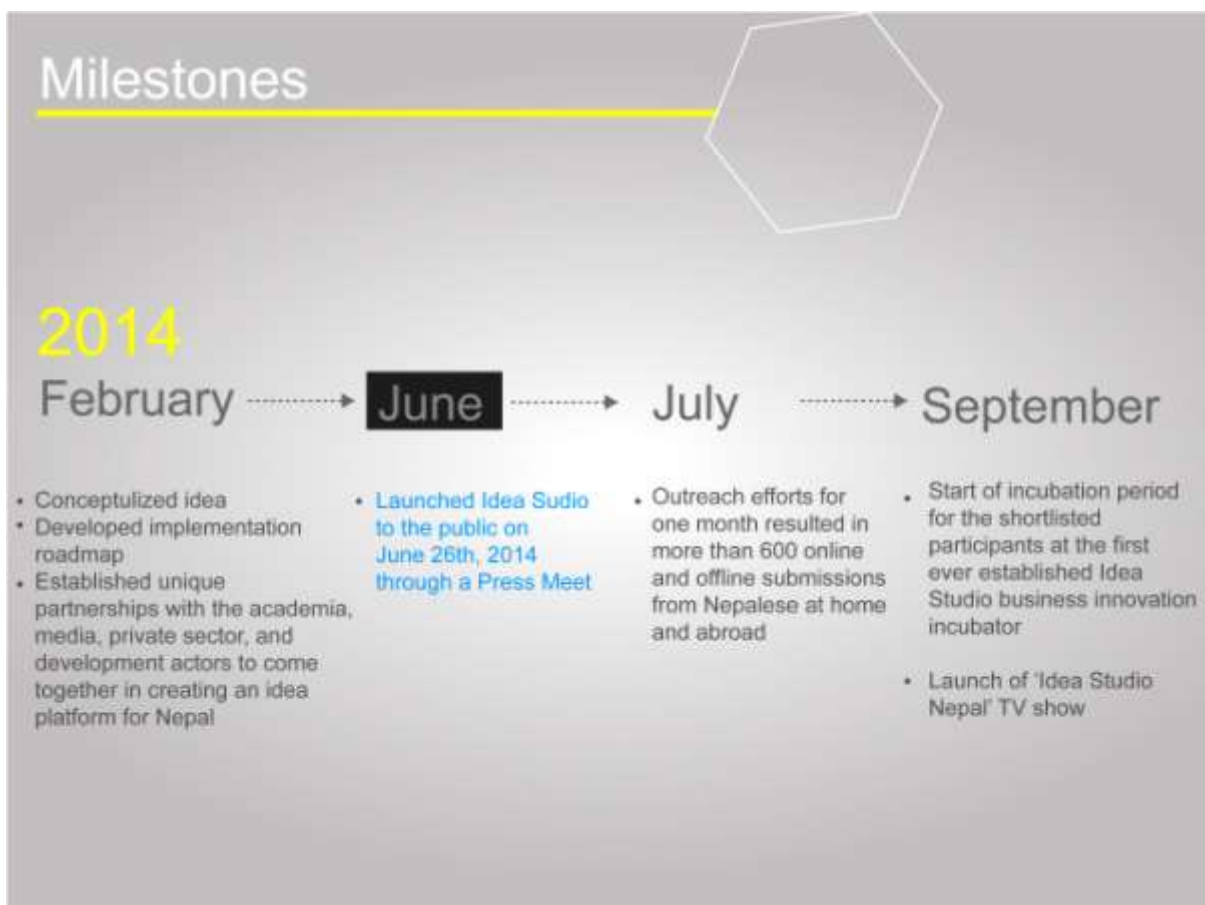
“Local innovators taking charge to solve social difficulties and problems through entrepreneurship is an ideal model not just to develop solutions but also to create jobs and stimulate the economy as a whole.

For this reason, the Ministry of Industry has taken necessary steps to create a private equity fund capitalized with 500 million rupees to assist these innovative ideas flourish..”

**- Rt. Hon. Minister
Mahesh Basnet,
Ministry of Industry-**

Constituent Assembly (CA) parliamentary member. Nationals living abroad also participated as well. Out of the 600 ideas, total 37 ideas that were innovative, creative, and sustainable were shortlisted for incubation followed by a 3 week mentorship program at the first business innovation incubator. Under the guidance of business leaders, professors, ‘ideators’ teamed up with MBA students and transformed their ideas from raw ideas into comprehensive business proposals. After the incubation period, innovators were fully geared to present their ideas on Television to socially responsible business leaders.

Idea Studio, the competition and platform open to all district, gender, age, culture, religion, social background, and people with disabilities, aspires to be a sustainable platform, and a symbol of hope that anyone can become an everyday hero for their community.



02

Background

Social innovation can be the key to find new solutions to the pressing challenges facing societies.

The experience of the past decades of accelerated economic growth in many countries shows that good economic performance is necessary, but insufficient. In 2010, global GDP was 10 times larger than in 1950 in real-term- an increase of 260 percent in per capita income. Yet despite of this 6 decades of strong economic growth, 1.4 billion people live on less than \$1.25 a day, 2.6 billion do not have access to adequate sanitation, 884 million people lack access to adequate source of water, 925 million suffer chronic hunger, and nearly 9 million children under the age of 5 die every year from preventable diseases¹. Not surprisingly, there has been a broad consensus that the conventional 'trickle-down' approach to tackle extreme poverty and access to fundamental rights have failed, or at best created unequal societies that are vulnerable to social unrest, violence, and political instability. The development targets of Nepal have largely been elusive as economic stagnation, political uncertainty, and socio-cultural hurdles keep preventing it from taking off. Nepal's development status, measured by the Human Development Index (HDI) of 0.540, is defined by its low rank of 145 out of 185 countries². If Nepal is to rapidly climb up the HDI ladder and graduate from its current status of a least developed country to a developing country by the year 2022, concerted efforts are required in economic and social development. In this regard, UNICEF Nepal has decided to focus its Country Program 2013-2017 on three challenging factors: policy, system, and societal. It envisions that by addressing these three inequity factors, all

children, adolescents, and women have access to education, health care, nutrition, sanitation, hygiene, safe water, protection, information, and other services necessary to fulfill their rights to survival, development, protection and participation.

Nepal's Window of Opportunity

The realization for the need to find new solutions to the challenges facing societies has led social innovation to take a central stage supported by decision-makers at the highest levels worldwide. This is coupled with the wave of technological advancements and the enormous expansion of the possibilities frontier brought about the new technologies. Governments nowadays are prepared more than ever to collaborate with the private sector and civil societies on new ideas in search for guidance and inspiration on how to scale cost-effective solutions to social problems. At the center of the emergence of social innovation movements worldwide are the young and motivated new generation. They are technological savvy, ambitious, willing to think differently, and willing to take risk. New initiatives are being launched all over.

¹ International Labor Organization (2011). Social Protection Floor: For a Fair and Inclusive Globalization. Geneva.

² United Nations Development Program (2014). Human Development Report 2014.

Locally grown ideas at times can be more effective solutions than outsourced ideas to tackle problems faced in local communities. The Idea Studio initiative believes age or social and economic background should not be limitations in sourcing socially innovative ideas that can lead to sustainable development. This process will follow a careful path from ideas selection

through nationally advertised campaign, orientation and skills development at the business innovation incubator mentored by renowned business leaders and professors, linkages with business partners to support with implementation, and put sustainable solutions in place.



If you want something new,
you have to stop doing
something old.

Peter F. Drucker

03

About the Project



03

Project Description

Idea Studio is a new platform to turn promising ideas into practical business solutions that have social dimension.

Concept

Idea Studio is a platform to turn promising ideas into practical social solutions. If a girl from the remotest village has a brilliant idea to strengthen the agriculture business of her community through an innovative method or product, but was unable or unwilling to come forward, she will be encouraged to turn her idea into reality through this platform. If this idea is shortlisted, it will be refined during a mentorship program and has the opportunity to compete for an investment broadcasted on national television. The effects of the television program will ignite the anticipated movement of encouraging entrepreneurship and stimulate young Nepalese to act on their dreams that helps their communities.

Idea Studio is different from other fragmented programs. The project is scaled out on a national scope, establishing a clear and complete value structure. This platform maximizes the opportunities for young innovators to see their ideas changing their communities. The linkages with the private sector are very visible. Mentoring by business leaders are key attractive points. These mentors are experts in their field, supportive, and willing to invest in promising ideas, which are all attractive points for innovators to understand the real-world issues. Further, innovators can learn the art of innovation tied with entrepreneurship by shaping their initial ideas into solutions to challenge the problems faced in the social sector. The television program will give innovators a huge lift to share their innovative ideas to the whole nation. This national exposure is expected to create a new wave of belief in the idea of entrepreneurship, social innovation, and discover the hidden potentials of the country.



Interview with **Amjad Rabi**

UNICEF
Chief of Social Policy & Economic
Analysis

"The Ideator Behind the Concept"

Q.1 What led you to come up with this concept?

When I conceptualized the 5-step model of Idea studio, I particularly benefited from UNICEF 4.0 paper and earlier work on trend scanning, especially the role of the private sector and the academia, the expanding middle class, and the demography trends. The 5-step model of Idea Studio operationalizes UNICEF 4.0. In the context of Nepal, half of the population was born after 1992. Prior to 1992, there were the 'west and the rest' as put by Hans Roseling. The west was advanced technologically, with enormous resources and superb education materials for science and technology. Now this is no longer the case. Young Nepalis are as much talented as any peers in Germany, USA, and Australia, just to name a few. They use the same software, textbooks, and access to unlimited information out in the internet. The technological gap has been bridged at a record speed. Nepal must benefit from this trend and translate it into sustained economic growth path that will lift millions of people out of poverty as we have seen it in our two neighboring countries China and India.

However, the international development sector continues to see people as subjects that need treatment. Just to clarify this, there is a tendency to analyze data on access to education or health, establish the pattern of those who are disadvantaged, research why they are behind, and then bringing solutions based on international experience. Idea Studio is a new paradigm that is built on the new trends discussed earlier. It focuses on identifying success from the very same disadvantaged communities, give them the chance to grow and flourish, along the way establish raw models for peers within their communities. It aims at identifying the special one percent of Nepal that can be the engine of change for the nation.

Q.2 What do you envision to result from this new initiative for Nepal? Igniting social change.

Q.3 What are the next steps with Idea Studio?

One of the great achievements of Idea Studio is its unique partnership. We worked with special leaders with amazing talent. I have no doubt that they will further take it to a new dimension. Personally, I see Idea Studio to become a financing mechanism that is open to small shareholders. The niche market is crowdsourcing innovative solutions. Shareholders are risk-takers willing to accept failure, in return they might have more than average return as well as contributing to better Nepal. This mechanism can bring best fund managers who are capable of identifying innovative approaches that are scalable.

The Idea Studio Model



Five-Step Process

1. First Step: Outreach

Idea Studio was designed as a platform to invite participation from all Nepalese. Message needed to be communicated to all prospective innovators that Idea Studio is a unique event and a once in a lifetime opportunity. The program's success depended on seeking out creative minds that will benefit from the special positioning Idea Studio intended to create. To ensure tapping into the most creative ideas and to reach a very large number of prospective innovators, a strategic and comprehensive promotion strategy needed to be in place.

Multiple promotion avenues were integrated to achieve this purpose. National media like television, radio, and newspapers were the main sources to reach population living in both urban cities and remote villages. With 83% of rural population ranking radio as number one information source³, FM radios was positioned as one of the core advertisement tool to reach furthest and widest to the target group.

Furthermore, outreach efforts through the Internet, particularly social media channels like Facebook were integrated. A dynamic website was available to provide detailed information and to be easily accessible from anywhere and everywhere.

Celebrity endorsement was an effective tool to create excitement and buzz around the initiative, especially to the target age group and an important channel to create publicity on national and regional levels. For this, celebrity Public Service Announcements (PSAs) were produced and broadcasted on national television channels and played as radio jingles via major radio stations.

Different types of offline events were simultaneously conducted. An appathon organized with Microsoft Innovation Center Nepal was held to find innovative solutions using technology for problems related to children in Nepal. The purpose of this event was to crowdsource innovative ideas from the young and technologically savvy segment of the population.

Also, a one day open house was held attended by over 2,000 prospective innovators to learn more about Idea Studio. The program was organized as an inspirational lecture series, where celebrities involved in supporting the Idea Studio initiative each came on stage to inspire the audience how their one idea and perseverance molded them to who they are today.

In addition, an intra-college competition was held in Kathmandu to primarily build awareness about Idea Studio among the core target audience, and also to use as an additional

³ Japan International Cooperation Agency, JICA. 2013. *Internal Ex-Post Evaluation for Grant Aid Project*

mechanism to crowd source ideas. Child clubs and district field offices were other channels to advertise the program to the target group and community in all corners of Nepal.

Additionally, creating a personal bondage was thought to help the prospective innovators to realize that their ideas and courage are taken seriously. Emails and call inquiries were responded promptly with personalized messaging. This nurturing and supportive environment attracted the kind of innovators that fit best with the program's values.

Outreach campaign was executed for one month, from the launch of Idea Studio on June 26th, 2014 until July 31st, 2014.

2. Second Step: Shortlisting

After the submissions deadline, a selection committee was formed to shortlist participants who will enter the next phase. Shortlisting process was divided into two phases.

Phase one involved in the screening of applications by a selection committee. The process followed a selection criteria that focused on ideas presenting new solutions to the existing social challenges, or existing solutions applied to new social challenges. Doability, creativity, and sustainability were key factors. About 60 candidates were shortlisted in this phase.

Phase two was the audition round. In a limited time, participants presented their ideas to four judges representing different industry sectors. The shortlisted innovators who passed these two phases entered the 3 week mentorship program at the business innovation incubator. The audition rounds were filmed and aired on the 'Idea Studio Nepal' TV program.

3. Third Step: Mentorship

The shortlisted innovators entered a three week intensive clinic, or mentorship program at the Idea Studio business innovation incubator. A state-of-the-art innovation incubator was established on the premises of Kathmandu University School of Management (KUSOM) to achieve this purpose.

This space was developed to accommodate and provide one on one coaching sessions with

mentors from the private sector and academia, preparing the participants for pitching their ideas to a potential business partner.

Here, innovators learned how to use a business model to brainstorm each part of their idea, and develop to see whether anyone other than themselves would want their 'product.' They sharpened their 'product' and the key selling points within the relevant business models to test assumptions and to iteratively improve possible solutions. Along the way, innovators received frequent feedback and intensive coaching from business and academia experts, as well as MBA students.

4. Fourth Step: TV Show

A 13 episode reality show titled 'Idea Studio Nepal' was conceptualized and produced. The Show aired in two of the biggest national TV channels on primetime.

On TV, the newly-coached innovators were given a 5-minutes opportunity to present their ideas to the carefully selected socially responsible business leaders. They needed their best skills to make a deal with one of the business leaders to foster the idea. If a business leader is in favor of the idea, he or she will propose a certain percentage of investment in that particular idea. There will be no winners or losers from this TV show, meaning no one is a first, second, third place winner. A winner is anyone who is lucky to win a deal from one of the business personalities.

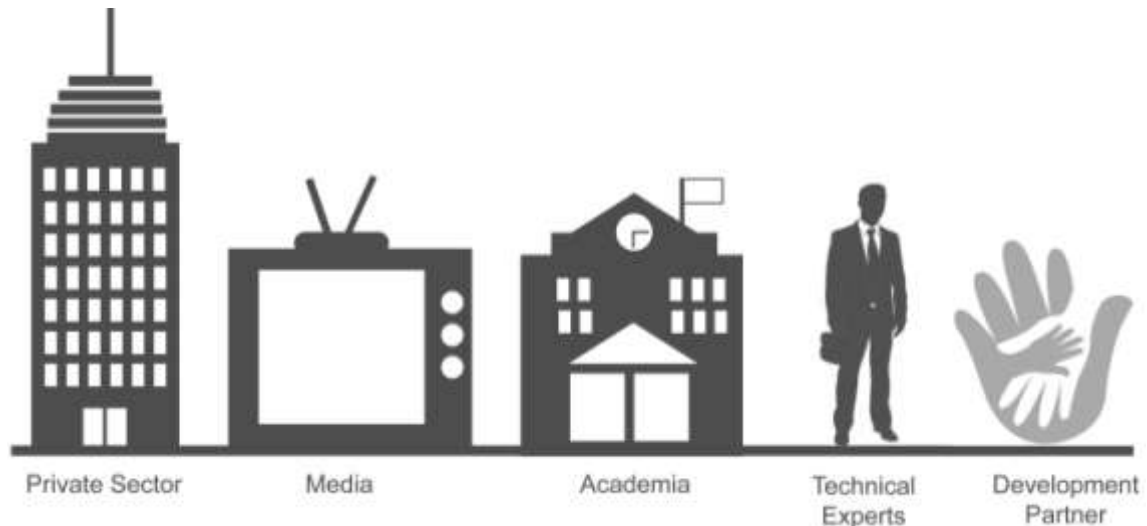
This is a critical stage and also provides a unique opportunity to create the sought nationwide social movement in favor of innovation and social responsibility. The selection of the socially responsible business leaders is a delicate balance. They must be well-recognized identities, representing the largest and most successful businesses in Nepal. CEOs of large corporations are particularly were sought after. The program gives them the opportunity to get free exposure and position themselves as socially responsible businesses to a wide national audience. They will be given the chance to bond with an idea that matches their values. In return, they must devote time and provide financial investment and mentorship to the innovators.

5. Fifth Step: Implementation

Once a business leader agrees to “invest in the idea” from an innovator, the business leader and innovator will agree on a work plan and the

level of engagement and support. Innovators will have the chance to know how to turn a great idea into a great company or product, market it and make it a viable social solution. The kick offs of these projects will be highly publicize

Unique Partnerships



For Idea Studio to be a successful and a sustainable platform, multiple partners representing the different pillars of the society needed to be involved. From outreach efforts to incubation, and to investment, a wide range of partnership collaboration was crucial to bring out the expected results of igniting social change and unlocking potentials.

First of all, while UNICEF Nepal developed this unique 5-step program, it needed an implementing partner who can understand the concept, and connect to the unique values of Idea Studio. The partner needed to be the communication bridge between UNICEF and other local strategic partners involved. For this role, it was important to discover an organization from the development sector that was ready to take risk and experiment with new innovative approaches.

Through careful consideration, Childreach Nepal was selected as UNICEF's main implementing partner for Idea Studio. Directed by Dr. Tshering Lama, a highly talented leader and an extraordinary networker, Childreach Nepal is a registered local charity and also a part of the global network of Childreach International. A Programme Cooperation

Interview with Dr. Tshering Lama
Childreach Nepal
Country Director

"The Incredible Networker and a Passionate Doer"

Q.1 What was the key factor that motivated the supporters of this initiative to be a part?

A number of parties joined in support of a platform that can unlock young potentials and ignite social change. Government showed priority in promoting entrepreneurship, celebrities acted to add value, academia put 'text into context' with knowledge creation and sharing, business leaders shared knowledge and sought opportunities to invest in new ideas, and the media interested in producing and broadcasting the first reality TV program of its kind in Nepal.

Q.2 When was the most meaningful moment for you?

One was meeting the UNICEF Nepal team and the opportunity to join as the implementing partner for this initiative. Most of all, witnessing the ideas through Idea Studio transformed in to real life business such as the poultry farm and free highway public toilet ideas were most meaningful.

Q.3 How do you think Idea Studio will be a beneficial platform for Nepalese?

Idea Studio has been a great initiative in setting an example in developing an entrepreneurship ecosystem in Nepal by developing a unique partnership model, and creating a platform for anyone. Endorsed by many actors in the society, this model can be used in the entrepreneurship development in Nepal. It is also a platform where anyone can come with ideas to make a wider contribution in their communities. This initiative will be of great benefit by sending the positive message with 'can do' spirit amongst Nepalese.


Agreement (PCA) was signed between Childreach Nepal and UNICEF Nepal Country Office in March 2014. Throughout the implementation process of the Idea Studio, Childreach Nepal strived to establish and link connections with the core pillars of the society.

Simultaneously and equally important was to find a partner in the academia sector. Idea Studio is a platform not only to share innovative ideas, but to nurture ideas that carry business values into practical business plans. An education institution who believes in the value of innovation and the passion to unlock these young potentials was sought for. A state-of-the-art business innovation incubator was to be established to provide the space and resources where this mentorship and nurturing will take place. Curriculum needed to be designed, and professors who were willing to dedicate time and energy in coaching amateur innovators into skillful entrepreneurs needed to be recruited. Kathmandu University School of Management (KUSOM) came on board for this role and the incubator was established on its premises. Furthermore, Memorandum of Understanding (MoU) was signed between UNICEF and Kathmandu University to collaborate in wide range of activities, including the promotion of a culture of innovation and entrepreneurship among young people.



Signing of the Memorandum of Understanding with UNICEF Nepal and Kathmandu University
UNICEF Nepal, Former Representative, Hanaa Singer (left), and Kathmandu University, Vice-Chancellor, Dr. Ram Kantha Makaju Shrestha (right) / © UNICEF Nepal / Sharmina Manandhar

Media partner was another critical partner to have on board. A dedicated media partner who believes in the impact of Idea Studio can bring on the society was sought after. This partner was to invest their time and financial resources in all media related activities. No financial resources were contributed from UNICEF or from other



Interview with Rupesh Shrestha

Kathmandu University School of Management
Assistant Professor, Marketing

"The think out-of-the-box Professor"

Q.1 How do you describe yourself?

A person working to transform education through **entrepreneurial education** and bringing about a **mind shift** in how we provide higher education.

Q.2 How do you think the Idea Studio incubator will be an advancement to Nepal's society?

The incubator at the university provides a platform for multi-sector approach to advance entrepreneurial education in Nepal. Through this platform, direct engagement between students, academicians and the members of the private and development sector is possible. The individuals interested in the development of entrepreneurship have an opportunity to collaborate. They can create new ventures by starting new business, create new knowledge through research and solve societal problems. The opportunity to start a new venture will eventually motivate the young generation to create jobs, wealth, and knowledge to help Nepal prosper socio-economically in the near future.

Q.3 Where do you see the incubator one year from now?

One year from now, I see the incubator being very active in assisting aspiring entrepreneurs to start more innovative businesses. It will also develop into a research center for entrepreneurial studies in Nepal.

partners. Prime responsibilities included producing and managing media campaigns, as well as the production and airing of the 'Idea Studio Nepal' TV show. Five of the major national broadcasting companies were interested in the initiative and each gave their pitch to UNICEF on their media direction if they were to be appointed as the media partner. It was important to have a media house who can deliver a wide coverage, but more important was to find a partner who understands the vision of Idea Studio to produce an exclusive TV Show. The partner who came on board was 'Meeting Point,' a media house who was genuinely eager to create such platform for Nepalese. Meeting Point handled all advertisement production, from filming of celebrity PSAs to airing them on national television, newspapers, radio jingles, etc. Meeting Point was also the sole producer of the TV program. Other broadcasting companies contributed in the initiative by allotting show time for the airing of Idea Studio Nepal, to increase nationwide reach and exposure.

Most of all, involvement from the private sector was crucial. Socially responsible business leaders were sought after who will be willing to invest in the innovative ideas. Their involvement is an encouraging statement to the future innovators or entrepreneurs that their ideas and efforts are taken seriously. Commitments can be through multiple outlets - contributing as mentors at the incubator, participating as a jury panel during the TV audition round, or seated as an investor during the final pitches on TV. In this context, some private sector involvement included Megabank, one of the national banks of Nepal, where they committed to invest in ideas from Idea Studio, and deeply engaged in the promotion activities.

Also, UNICEF collaborated with Microsoft Innovation Center Nepal in organizing an appathon for developing innovative solutions using technology around problems related to children in Nepal. Many more leaders from the

private sector volunteered to be involved in supporting the initiative in different shape and form.



Signing of the Memorandum of Understanding with UNICEF Nepal and Microsoft Innovation Center Nepal
UNICEF Nepal, Former Representative, Hanaa Singer (left), and Allen Tuladhar (right)/ © Tomoo Okubo



Rt. Honorable Minister Sunil Bahadur Thapa from Ministry of Commerce & Supply gives a keynote speech to shortlisted ideators / © Jiten Shrestha

I really like the motto "Soch dekhi uddhyog samma (from thought to industry)." As the Minister of Trade and Commerce I need to stress the fact that Nepal is a country whose trade deficit is even greater than the yearly trade volume, and this is due to the fact that we have not been able to support and encourage our local entrepreneurs. My ministry has been working very hard try to reduce this massive deficit and I believe that platforms such as Idea Studio is what Nepal needs to stimulate our productive capacity in order to increase exports and reduce imports.

**-Rt. Hon. Minister Sunil Bahadur Thapa,
Ministry of Commerce and Supply**

04

Outreach Strategy



04

Outreach Strategy

From radio, television, to Facebook, Idea Studio was promoted through a combination of promotion mechanisms to achieve maximum exposure.

A holistic marketing and media approach was formed to achieve maximum exposure to all regions of Nepal. Marketing and media plan were strategized and developed to achieve the following objectives:

1. Promote inclusive participation: Reach for participation from anyone and everyone across all geographic regions
2. Drive high number of idea submissions: Use of holistic marketing approach
3. Promote branding and messaging associated with the overall objectives of Idea Studio: “Ignite social change” and “Unlock young potentials” : Use consistent brand messaging reflected across all promotional materials

Snapshot

Outreach period	June 28th~ July 31st, 2014
Marketing goal	About 500 idea submissions
Target audience	Open to all Nepalese
Outreach channels	<ul style="list-style-type: none">• Online: Website, Social Media (Facebook, YouTube, Twitter)• Offline: Schools, child clubs, various events, field offices• Conventional Media: Radio, newspaper, TV

Market Segmentation

Demographic	<ul style="list-style-type: none">• Open to all nationals regardless of age• Open to all social background, gender, marital status, people with disabilities, religion, occupation, education and income
Geographic	<ul style="list-style-type: none">• Even distribution across urban and rural areas
Psychographic	<ul style="list-style-type: none">• Innovative• Daring• Risks takers• Creative• Looking for new opportunities• Community-conscious• Inventors• Society-conscious• Business driven mind• Variety seekers

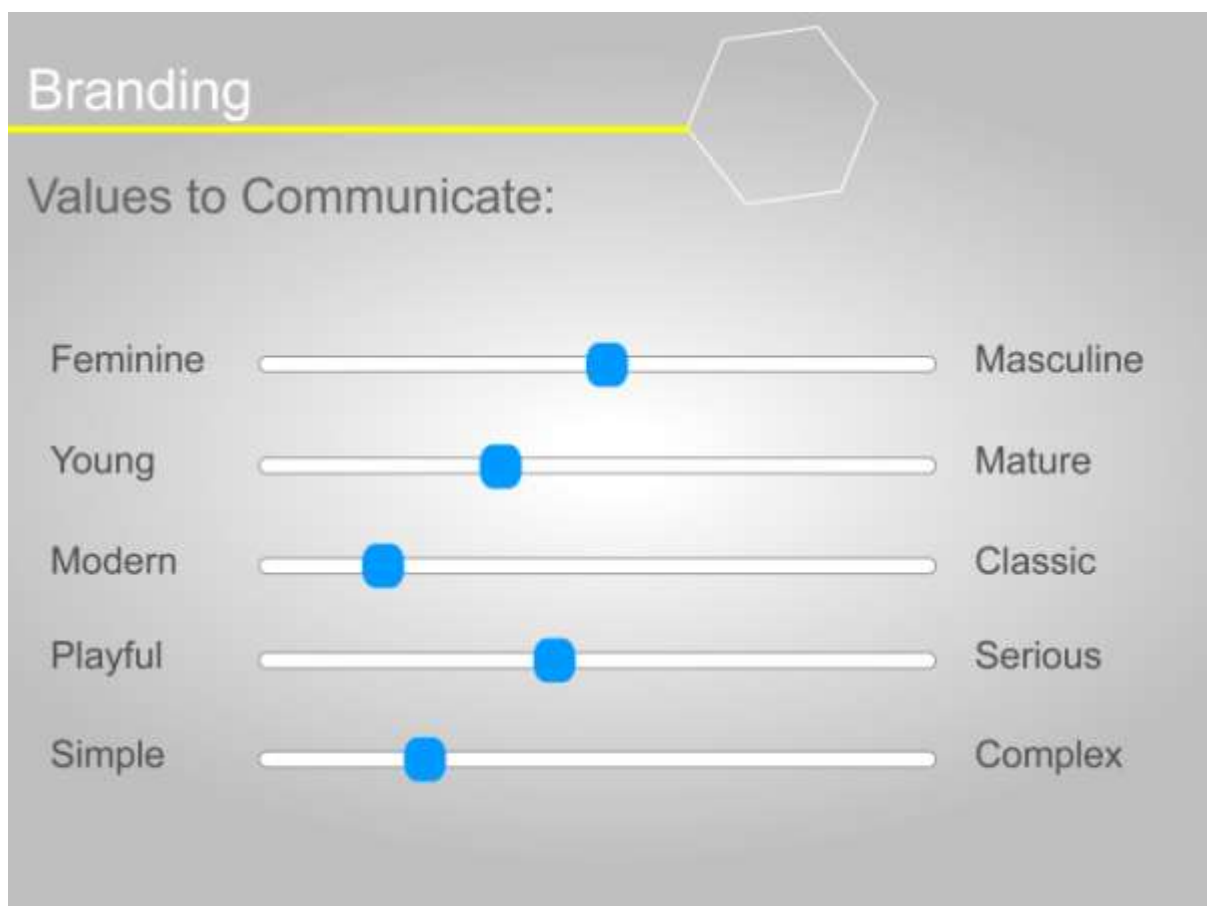
Branding

Naming

A brand name is start of the brand's story. The name of this initiative needed to clearly resonate the unique values and proposition the platform was promising. After rounds of brainstorming sessions, the name was decided **Idea Studio**. The name symbolically borrowed the concept of a studio, a worker's space where something is developed and established. It can be a space where an art is taught or studied and further developed. Idea Studio used this concept to stand for a space where ideas can be formed, developed, and realized. Also, the words 'idea' and 'studio' in English are spelled and pronounced the same in Nepal, which makes it a good positioning to be understood and recognized at home and abroad. With the name, the tagline "Soch deki udhyog summa ("From thought to business")" was also created and branded on the logo.

Design

Idea Studio logo and all promotional materials related with it needed a consistent look and feel to communicate a uniformed message. Logo was designed reflecting the following criteria.



Catchphrase

Following catch phrases needed be visible on all marketing and communications collateral to ingrain a deeper message of Idea Studio to the potential participants.

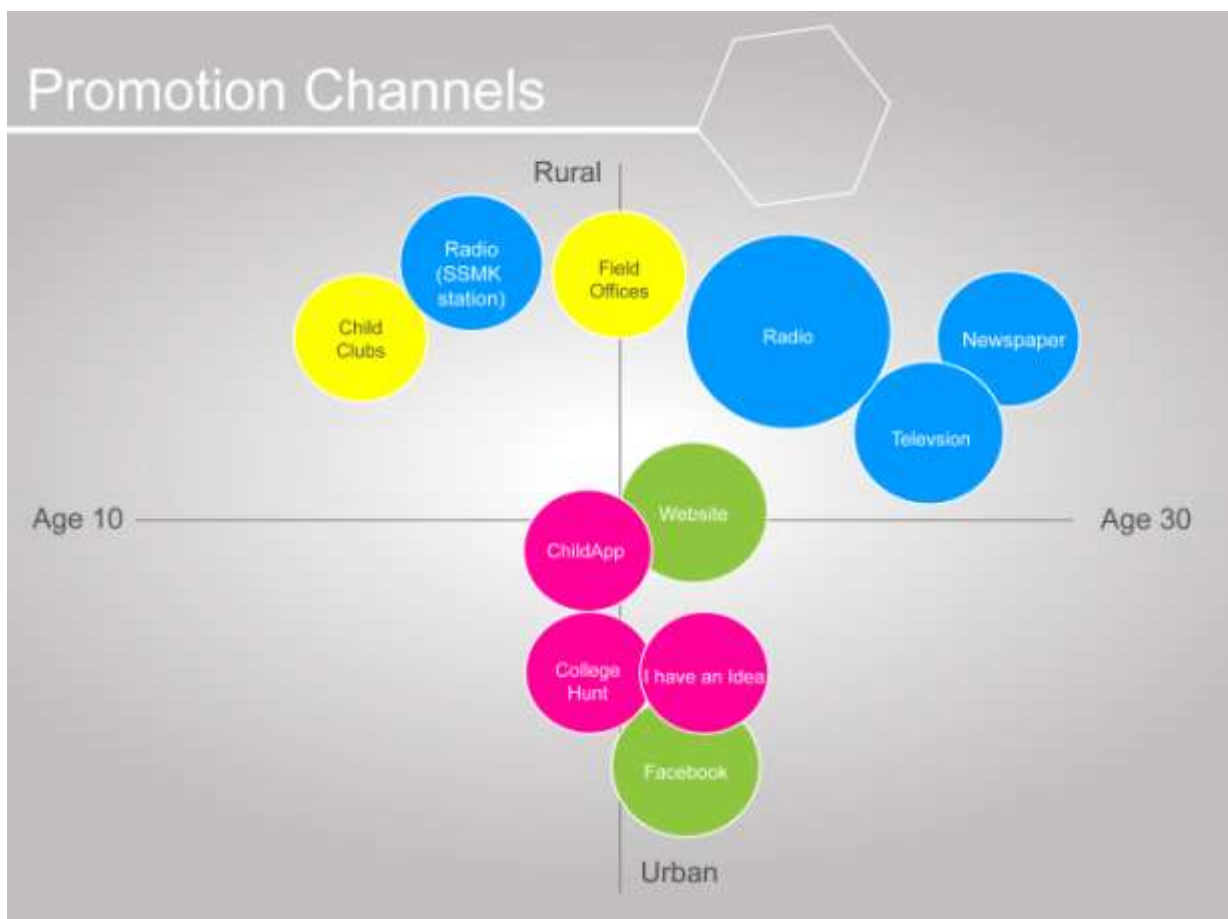
“**Ignite** social change”
“**Unlock** young potentials”

Promotion Channels

Outreach efforts was key in making Idea Studio a success.

Multiple platforms were interchangeably used to reach a wide coverage in a short period of time and to encourage Nepalese to participate with their innovative ideas. Traditional media was used to reach to the mass public. Facebook and Twitter were set-up and managed to reach out and interact with the young population.

Snapshot

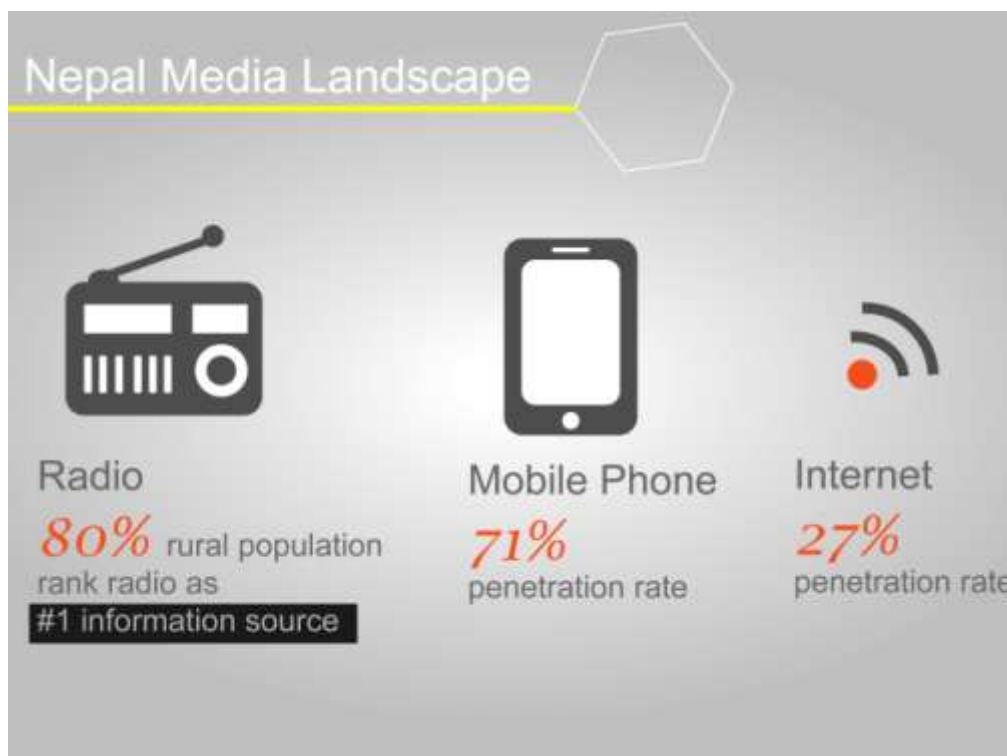


Media Assessment

A media assessment was conducted to make a strategic decision on the most effective communication channels to reach target audience. According to UNESCO 2013 Report on the 'Assessment of Media Development in Nepal,' Nepal had 3,408 registered newspapers, 515 radio stations, and 58 television channels. In November 2013, the internet penetration rate of Nepal was at 27%, mobile phone penetration rate 71%.⁴ As 60% of the population has no access to television programs, especially in the rural districts due to cost and shortage of electricity, 83% of the rural population ranked radio as their number one information source. Radio Nepal, the state-run broadcasting company, alone reaches 85% of the population.⁵ Newspapers was another reliable source of information that filled the void of internet and television in areas with limited access to both. Although many publications had internet presence, subscription services were rarely available. Most publications still rely on selling printed copies.

With the rapid penetration of internet, social media is on high demand. Nepal's social media/journalism community is also rapidly increasing - the community lists over 1,200 members, which majority (64%) are from outside Kathmandu Valley.⁶ An analytical research done by Alexa internet showed that Facebook was one of the top websites most visited in Nepal.⁷ Moreover, a study conducted by the Federation of Nepali Journalists (FNJ) on the use of social media by journalists found that 87.6% of the journalists in 71 districts used the internet to seek new information and a source for new stories. Out of them, 45.3% were in the 20-29 age group.⁸

The overall assessment gave insights on where to concentrate communication resources for the promotion of Idea Studio. To reach a broad population across Nepal, it was crucial to advertise through print media and mass media. Strong online presence was necessary as well with the rapid increase in internet penetration, especially among the younger generation.



⁴ UNESCO. Assessment of Media Development in Nepal 2013

⁵ Japan International Cooperation Agency, JICA. 2013. *Internal Ex-Post Evaluation for Grant Aid Project*

⁶ *Nepal Social Media Revolution on the Rise*. January 23, 2013

⁷ http://khabarsouthasia.com/en_GB/articles/apwi/articles/features/2013/01/23/feature-02

⁸ *Alexa - Top Sites in Nepal*. <http://www.alexa.com/topsites/countries/NP>

⁸ UNESCO. Assessment of Media Development in Nepal 2013

Mass Media

Celebrity Public Service Announcement(PSA)

Series of one minute public service announcements were produced to raise massive awareness on Idea Studio, and direct the audience towards participation in this social initiative. Six national celebrities who were well recognized and socially responsible participated as the celebrity ambassadors for Idea Studio.

- **Ani Choying Drolma**, Singing Nun and UNICEF Nepal National Ambassador
- **Paras Khadka**, Captain of National Cricket Team
- **Madan Krishna Shrestha** and **Hari Bansha Acharya**, renowned comedians and actors
- **Anil Shah**, CEO of Megabank
- **Deepuk Bista**, Olympian in Taekwondo

PSA Clip (All celebrities): <http://www.youtube.com/watch?v=LFILXCDanfM>

Ani Choying Drolma: <http://www.youtube.com/watch?v=YpHY9daoVnU>

Paras Khadka: <http://www.youtube.com/watch?v=iTc9dHIpO60>

PSA Shooting Behind the Scenes



PSA Shooting Site, Executive Producer of Meeting Point,
Amitesh Shah / © Priyanka Shah



PSA Shooting of Deepuk Bista / © Priyanka Shah



PSA Shooting of Ani Choying Drolma/ © Ani Choying Drolma

Television Network

Television networks were used as the medium to broadcast PSA advertisements during the promotion period of Idea Studio. PSAs were secured in 4 different channels and broadcasted daily. Particularly Nepal Television is the network most viewed with the widest coverage to all districts in the country.

In addition to the PSAs, interviews of Idea Studio team and advocates were broadcasted on several channels (Himalaya TV, Mountain TV, and Avenues TV). These interview series were intended to clearly communicate the message of Idea Studio to target audience- the motive, process, and expected outcome. Television was a strong medium that also portrayed every critical process of Idea Studio. A full coverage of the Press Meet that signified the launch of Idea Studio was aired 30 minutes during local news time, and started a powerful wave from the start of Idea Studio.

Channel	Program	Air Date	Air Time
Nepal Television	Before all news (10 spots per day)	June 28, 30 July 2, 4, 6, 8, 10, 12, 14, 16 ,18 , 20,22,24,26,28,30	7 am, 8 am, 11 am, 12 am, 2 pm, 4 pm, 7 pm, 8 pm, 10:30 pm & 11 pm
Nepal Television	Career Quiz	July 5, 12, 19, 26 Saturdays 8:45 pm July 6, 13, 20, 27 Saturdays 9:30 pm Sundays 3:10 pm	High school level quiz competition hosted by quiz master Mr. Robin Shrama; more than 200 schools participate in this show
News 24 Television	Career Horizon	July 5~ 31 Everyday 12:30 noon and 6pm	Nepal's first daily education program
Avenues Television	Beyond Horizon	July 5~ 31 Everyday 12:30 noon and 10pm	Daily Socio economic / business program
Avenues Television	Career Quiz	July 4, 11, 18, 25 Fridays at 9pm July 5, 12, 19, 26 Saturdays at 5:30pm	College level quiz competition hosted by GP Timalsena, more than 150 colleges participate in this show
Himalaya Television	All News 1 st break (14 spots per day)	July 1~31	7 am, 10 am, 11 am, 12 pm, 2 pm, 3 pm, 4 pm, 6 pm, 7 pm, 10 pm, 11 pm, 12 pm

Radio

Radio is the number one information source in Nepal, especially among the rural population.⁹ To maximize this media source, radio jingles of the PSA, as well as interviews of the Idea Studio organizers were constantly aired through a broad radio network across the country. 11 interviews featuring Idea Studio team and advocates were broadcasted on FM radios. Parallel with Television interviews, interviews through radio communicated a consistent messaging of emphasizing the importance of the initiative and making sure the process and intensions were communicated in a clear and effective way.

One of the radio channels, SSMK (Saathi Sanga Manka Kura), is UNICEF sponsored program that covers a vast region of Nepal by airing its program through 40 different broadcasting partners. It is widely known among the adolescents for its vast range of topics related to this age group. Aired once

⁹ Japan International Cooperation Agency, JICA. 2013. *Internal Ex-Post Evaluation for Grant Aid Project*

a week for 45 minutes, the program attracts about 8.4 million listeners in central and far-western/rural regions of Nepal. One of the unique positioning about the program is its youth participatory system. A toll free SMS and phone line is set-up where over 1,500 SMS texts and calls are received per episode. Idea Studio was featured in episode 681 of this show with an interview of Professor Rupesh Shrestha of KUSOM, one of the key partners of Idea Studio.

Radio Network	Air Time
Citizen FM 94 MHZ Maharajganuj	10 spots per day from June 29, 2014 ~ July 31, 2014
Mero FM 93 MHZ Dillibazar	10 spots per day from June 29, 2014 ~ July 31, 2014
SSMK (Saathi Sanga Manka Kura)	July 19, 2014 - Full episode dedicated to Idea Studio, including playing of Idea Studio radio jingle



Radio Interview at SSMK with Professor Rupesh Shrestha / © Priyanka Shah



Radio Interview at SSMK with Anil Shah, CEO of Megabank / © Priyanka Shah

Print Media

Newspaper Publications

Newspaper was another media source used to advertise Idea Studio through editorials and advertisements. Standard pictorial advertisements were regularly placed in major publications to advertise to call for submissions. Periodic editorials and news written by journalists were featured on the papers. These news featured major events and milestones in Idea Studio such as the Press Meet and promotion activities like ChildApp Appathon, I have an Idea open house, and the launch of Idea Studio business innovation incubator, etc.

Publication	Advertisements
Annapurna Post	60 cc color advertisement , 8 insertions
Nagarik Daily	60 cc color advertisement, 8 insertions

Internet

Website

A website in both English and Nepali was designed and launched to host information about the initiative online. Visitors can quickly learn about the initiative, as well as easily find information and resources on the program, eligibility criteria, rules, incubation program, and contact channels. Visitors can track real-time process and advancements in Idea Studio through image gallery, and through social media links. Interested participants can also download and submit their applications. With the

internet penetration rate rapidly increasing, many interested participants were able to access information mainly through website and Idea Studio Facebook page.

Also, official email contact for Idea Studio (info@ideastudionepal.com) was created to facilitate communication. As a result, majority of communication between the organizers and the participants happened through this channel.

www.ideastudionepal.com

Facebook

Nepal is highly focused on Facebook when it comes to social media marketing. With 4.1 million users in 2014, Facebook is one of the most popular communication networks in Nepal.¹⁰ Of the 4.1 million Facebook users, 3 million access Facebook from mobile devices. This is a significant growth, compared to 0.85 million users in 2011. The increasing trend proves the peak in internet penetration rate in Nepal.

The official Idea Studio Facebook page was launched June 27th, 2014 as a direct interaction channel to communicate real-time news and progress with target audience. In general, four types of Facebook updates were posted: videos, website links, photos, and real-time status on Idea Studio. Of those, video contents received maximum post clicks followed by real-time status updates. 50% of Idea Studio website visitors were from the Facebook page. Celebrities who engaged with PSAs supported with the promotion. Also, Facebook sponsored advertisements were used to drive more engagement to the page. Sponsored ads were on for five days from July 9th to the 13th. Followers of the Facebook page also actively participated by voicing their opinions, leaving questions, and sharing news to their networks, through this platform. Majority of these followers belonged to the age group 18-24.

www.facebook.com/ideastudionepal

YouTube

YouTube is an essential platform to share video clips online. Idea Studio Nepal channel was created to serve this purpose, as well as to build a solid online database for the next season of the TV series, 'Idea Studio Nepal.' YouTube channel was created to host celebrity PSAs, event footages, and each TV episode from Season 1. Owning an active brand, YouTube channel also helps to increase brand exposure on Google search results page.

www.youtube.com/user/IdeaStudioNepal

Direct Promotion

Direct interaction with potential innovators was crucial to increase engagement from this group. For this purpose, events of different types were incorporated.



Interview with
Priyanka Kumari Shah
Student Intern
Executive MBA, KUSOM

Q.1 What was your role in Idea Studio?
This question brings an excitement on my face as I recall the meeting I had with my Professor at University who had then asked me to come up with a marketing communication plan for "Idea Studio" as part of my semester project work. Having been assigned to work on this project has been an amazing experience and great learning for me. My involvement was mainly supporting Marketing Promotion & Communication, especially with social media.

Q.2 Most rewarding experience?
My role gave me an opportunity to understand the steps to follow for the promotion, essentials points to analyze, and also to handle with the deadlines and work pressure that did occur time to time. Another rewarding experience was to work with people with different competencies, to share my expertise, and get extraordinary knowledge from them as well.

Q.3 What did you learn most?
I learnt how the marketing communication takes place in a real world scenario. Prior to my involvement in this project, my knowledge on marketing communication was limited to the textbooks and classroom examples. This project helped me understand how new products

¹⁰ Aakartech. Facebook Ad Platform. <http://tech.aakarpost.com/2014/08/facebook-users-in-nepal.html>

ChildApp Appathon

Innovative ideas can be sourced through different channels, and one of them can be through technology. To crowd source innovative solutions from the young and technology savvy part of the population, the concept of an appathon was thought of. An appathon is a type of competition that aims to develop solutions to a problem using technology in a limited amount of time, usually between 24 to 72 hours. UNICEF Nepal, Microsoft Innovation Center Nepal, and Childreach Nepal joined hands in organizing the 'ChildApp,' appathon, seeking innovative solutions for problems around children in Nepal. This event was open to Nepalese of all ages with skills and interests in programming tied in with social interests. 10 problem statements such as birth registration, teacher absenteeism, water and sanitation, were selected and presented for the participants to take a challenge on. During the promotion period, special boot camp sessions were offered to the interested participants. At the boot camp, applicants learned developing skills in the Windows platform, and learned the problem statements in detail by sessions organized by UNICEF staff. College road shows were conducted to reach out to more talents in the urban area. Social media channels like Facebook and Twitter were also integrated. Indirect promotions through other special events hosted by Microsoft Innovation Center like 'TechMela 2014' was successful in getting the message out. The concept of 'ChildApp' was to have the final 5 teams from the competition to have direct access to go through the incubation program under Idea Studio, and eventually pitch their ideas to potential investors on 'Idea Studio Nepal' TV show.

I have an Idea

An opportunity to further explain and promote about Idea Studio to the direct target audience was necessary. A grand open house with the campaign title 'I have an Idea' was organized, attended by over 2,000 people mainly comprised of college students in Kathmandu. The objectives of this event was to inspire, motivate, and encourage potential innovators to step up and share their innovative ideas that can help change their society. 'I have an Idea' was designed as a speaker series, inviting 4 celebrities to talk about how holding onto their one idea have led them to who they are now. After each celebrity shared their story on stage, questions and answers session followed for the audience to share their comments and stories. By hosting an event of this type, this showed the audience that Idea Studio is a unique platform that is genuinely interested in the thoughts and ideas of the people, and that it is willing to hear and make a change out of it.

College Idea Hunt

College Idea Hunt was another type of promotion method to crowd source innovative ideas from colleges. Designed as an inter college idea competition, about 50 orientations were given to colleges throughout the Idea Studio promotion period. The idea was to have colleges compete with one another on the ideas they presented, and have the best 2 teams from College Idea Hunt to participate in the business incubation period and have the seats to pitch ideas on 'Idea Studio Nepal' TV show.



**Interview with
Ko Woon (Cori) Park**
UNICEF
Innovation Consultant
"The Creative Driver"

Q.1 What was your role in Idea Studio?

My primary role was planning and coordinating the overall implementation of Idea Studio between UNICEF and its partners. With background in Marketing and Communications in the private sector, I enjoyed most being involved in developing the overall marketing and outreach plan, as well as designing creatives related to Idea Studio.

Q.2 What was the key factor in successfully outreaching to various regions of Nepal?

The key was to provide easy and equal accessibility to information, urban and remote regions alike. Proper outreach channels needed to be set-up considering the environment of the region. For urban areas with easy internet access, social media and online channels were fixed sources for participants to seek information as well as to exchange their thoughts and ideas. For remote areas, strategic efforts were dedicated more through conventional media sources like the radio. Also, private sector branch offices, phonel lines, UNICEF field offices and childclubs were mobilized so that participants who needed more information can easily approach and access information without relying on the internet. Setting up these measures during the outreach phase definitely helped to receive ideas from all corners of Nepal and abroad.

The Launch

Idea Studio officially launched June 26th, 2014 with a Press Meet.

Press meet took place Thursday, June 26th, 2014 at Hotel Annapurna in Kathmandu. Over 130 dignitaries and guests attended the Press Meet. The celebrity ambassadors of Idea Studio: UNICEF Nepal's National Ambassador and singing nun Ani Choying Drolma, National Cricket Captain Paras Khadka, CEO of Mega Bank Anil Shah, and internationally acclaimed Taekwondo Player Deepak Bista were present. Dignitaries from influential business houses also attended. Professors and academicians from Kathmandu University as well as press were present.

Guests were impressed with the opening of the event with the PSAs of the six celebrities with their encouraging message for all of Nepal to participate with their one idea that can change lives and ways of their communities.

Chief guests of the Event – Ms. Hanaa Singer, former representative of UNICEF Nepal; Professor Subash KC, Dean of Kathmandu University School of Management – delivered their speech on the importance and the relevance of idea Studio in present socio-economic and higher education context in Nepal. Professor Rupesh K. Shrestha thoroughly presented on the concept and process of the Idea Studio followed by a questions and answers session between the panels and press.

Igniting change

A MULTI-STAKEHOLDER APPROACH IS SET TO CHANGE STATUS QUO

Nepal has tremendous untapped potential in its youth – a generation that is savvy, intelligent, aware, and ready to invest in impactful ideas. They are harbingers of social change wearing the lenses of innovation and forward thought.

at Kathmandu University School of Management comes across as a passionate individual on a mission. He says, "It took us an hour to convince Anil Keshari Shah of the merits of our vision. He is now a believer in our model." We are here talking about Idea Studio, the first-of-its-kind incubation centre in Nepal.

I am meeting Shrestha to understand the thought process that went behind the creation of this center. From what he tells me, this seems to be a fantastic model of multi-sectoral partnership to propel the commercialisation of an idea. "Do you know what kills an idea?" Shrestha asks. "It is the lack of the process and approach that curates and nurtures it. Our partners come from a variety of disciplines and bring together unique competencies. If you ask me, the incubation center feels like a model of entrepreneurship for me." I can see why.

He goes on to say, "The development partners – UNICEF and Childreach Nepal, not only were crucial partners during ideation, but bring along with them a depth of understanding of the social challenges and have supported the building of the centre. Their value is paramount to the entire process and we could not have taken this initiative forward without them. The academia represented in KUSOM, where Idea Studio is located, has so far been removed from the game thus far."

Shrestha adds, "The time was ripe to take a step forward in contributing to our country's growing entrepreneurial ecosystem taking advantage of

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Shrestha adds, "The time was ripe to take a step forward in contributing to our country's growing entrepreneurial ecosystem taking advantage of

dustries and will help the ideas germinate into industry-ready, investment-worthy businesses. The private sector will be involved during the incubation period to scout for worthy ideas and to select the most mature ones for funding. This entire process culminates in a reality television show where the business idea pitches are made on national television in front of potential investors. The entire process, from start to finish, is being documented by Meeting Point who is our media partner."

From the idea submission stage (submissions will have closed on July 31), to shortlist-

Sometimes all it takes, is to provide a platform that challenges their creative potential, listens to their ideas, provides expert support, and readies investors willing to invest in these innovations to make them financially viable business models. But we are clear that we will be supportive to ideas that benefit the greater society and are not limited by motives of profiting. Not that making profit is undesirable. But we want to see if these ideators are hungry enough to be agents of social change whilst earning profits."

Rupesh Krishna Shrestha, Assistant Professor of Marketing

the rich minefield of resources that we harbour. Our teaching staff and students present a formidable resource to be exploited for the benefit of businesses, in sharpening processes and methodologies for start-up management solutions."

He shares, "The technical experts, who comprise another important stakeholder, span in-

ing of the 300 plus ideas that have already been received, to the mentoring of the selected 30-40 ideas, unveiling them on national television channels, and then helping the businesses take their nascent steps into real-life, this innovative studio is all set to catapult the incubation scenario in Nepal onto an unprecedented level.

The author is Director of WriteHeavens, a specialised content planning and development company. He can be contacted via nisadi@writeheavens.com or [facebook.com/WriteHeavens](https://www.facebook.com/WriteHeavens)

startupbusiness

PRESS MEET
Launch Of
Idea Studio

Coverage of Press Meet on Himalayn Times Perspective

I have an Idea



I have an Idea event atmosphere / © Bisesh Sangat

I Have an Idea was an open house event to respect, promote and invest on the innovative ideas from Nepal. The event was to gather the youths of the nation to share the spark of ideas, add on positive energy, and join hands for a prosperous society under the belief that solutions to the problems faced in the society lie in their own hands.

Concept

‘I have an Idea’ was intended to build momentum for the Idea Studio competition. The event focused on inviting the next generation of leaders in Nepal, mostly college students, and motivate this group that future of Nepal lies in their hands by submitting ideas that can create social impact. Hosted in Nepal Academy Hall in Kathmandu July 13th, 2014, over 1,500 people from age group 18 to 35 attended the event. Event format was to invite four well-recognized and respected celebrities to speak about how each of their unique idea changed not only their lives, but also brought about changes in their society.

Program Sketch

Despite the scorching sun, students from different colleges and schools and the general public lined up to get the first-come first served entry passes. As the crowd started growing, the event started heating up. The gates opened from 2:30pm, and as the volunteers let the participants in, the atmosphere was full of dynamic energy. The program started 3:00pm with the CEO of Mega Bank, Anil Shah welcoming the crowd and asking them to stand up for Nepal’s ‘National Anthem.’ The crowd joined proudly singing the anthem, with lyrics shown on the dynamic backdrop creating a patriotic environment.



Crowd waiting in line to enter the 'I have an Idea' event / © Bisesh Sangat

Speaker 1.

Ani Choying Drolma, UNICEF National Ambassador and Nepal’s Singing Nun

From Idea to Song

Ani Choying Drolma’s story was purely inspirational. Ani, who is more famously known as the “singing nun” shared her personal story from childhood on how she was raised and the challenging moments of her life as a child. Ani shared moments from her life - both positive and negative that taught her to be courageous with every incident on her life’s journey. Undaunted and brutally honest, she stated that

whatever she came across in life has shaped her to become who she is today and challenged the audience to never give up, and not to dwell on the circumstance that can be seen as barriers in life. She added by saying one needs to imply their values and have strong desire to fulfill their dreams maintain inner prosperity. Her life story triggered strong waves of emotion, respect, and hope in every audience.



Ani Choying Drolma, UNICEF Nepal National Ambassador / © Bisesh Sangat

Speaker 2.

Paras Khadka, National Cricket Captain

From Idea to World Cup

As soon as the national cricket hero, Paras Khadka took stage, the audience roared with applause and everyone received him with a standing ovation. His underlined keywords were passion and teamwork. His relentless passion and great teamwork was what took the cricket team from a national stadium to World Cup. He encouraged the audience that no dream is too big. The national cricket team believed in their

dream, and reached to live their dream. When the speakers were asked during the panel discussion on how they deal with low moments in life, Paras responded that he never gets low. He explained there will be always someone better than you, so you should focus not on the surroundings, but focus on yourself getting better to that level or even more.



Paras Khadka, Captain of Nepal National Cricket Team / © Bisesh Sangat

Speaker 3.

Nisha Adhikari, Actress

From Idea to the Top of the World

Actress Nisha Adhikari shared her journey climbing Mt. Everest. She broke the general public perception of actresses being fragile, need to be cared, and more concentrated on their outer beauty. Her rigorous journey up Mt. Everest broke all this stereotype. Her unyielding will and determination to carry on the climb

despite shortage of oxygen, and physical fatigue helped her to be on the tracks, and finally reach the peak. She added that it was only she realized that the happiness from success is to be shared, and that being successful alone is meaningless. She motivated the crowd by saying that in life all that matters is how hard you hit and how hard you can get hit, wrapping up leaving this word: “It’s not that you can never give up, but you have to give up if need be and try again.”



Nisha Adhikari, Actress / © Bisesh Sangat

Speaker 4.

Anil Keshary Shah, CEO of Mega Bank

Idea Studio from Soch (Thought) to Udhyog (Business): Idea-training-financing

An admired and well respected figure, Anil Shah, the CEO of Mega Bank, was the host of the Event, and the last speaker of the Day. He poignantly shared wisdom and his reflections on life and living. Anil in his inspiring speech reemphasized and challenged the audience to get involved in Idea Studio. He emphasized that Idea Studio is all about job creators and not job

seekers, and that Idea Studio was looking for an idea, but the best idea. He explained the processes of Idea Studio, from submitting to getting mentored, and having the opportunity to be invested. He didn't forget to mention that the audience was not only Nepal's future, but also the present.



Anil Shah, CEO of Megabank explaining the flow of Idea Studio / © Bisesh Sangat

Q&A Discussion

The program closed with an hour long dynamic questions and answers session with the audience. The audience was keen on asking the types of ideas Idea Studio is seeking for, mentorship process, investment amount, opportunities to ideas not shortlisted, etc., and they were thoroughly answered by the panel.

I have an Idea campaign ended in success. Press coverage was good. Many TV channels reported the event on the news segment on Kantipur TV, Image TV, etc. News was also covered on national dailies like The Himalayan Times and Republica. Nepal's well reputed blogger, Lex Limbu, tweeted and wrote about his reflection on the event:

Other Promotional Activities

For I have an Idea event, thousands of custom designed "I have an idea" campaign bracelets were distributed to the attendees. A Facebook photo competition was held where the participant had to upload a photo with the bracelet and on Idea Studio. The person with biggest number of likes was rewarded to have their photo featured on the cover photo of Idea Studio Facebook page.



More stories about 'I Have an Idea' covered in UNICEF Stories:

Launch of Idea Studio attracts 1500+ young people to take part in shaping the future of Nepal

<http://unicefstories.org/2014/07/28/launch-of-idea-studio-attracts-1500-young-people-to-take-part-of-shaping-the-future-of-nepal/>



Interview with **Anil Shah**

CEO

Megabank

Q.1 Share your experience being part of the Idea Studio initiative.

Personally I think one of the best ideas that has been generated by this initiative is the 'Idea Studio' itself. In a nation where a majority of the population is youth and one of the major problems is the lack of gainful employment causing unprecedented migration out of the nation, an initiative like the Idea Studio that aims at producing 'Job Makers' rather than just job seekers is most certainly the need of the day.

Q.2 What was most fulfilling and about planning and implementing 'I Have an Idea?'

When I saw all the seats of the Nepal Academy Hall filled and people sitting on the aisles I knew we had taken off. The pin drop silence as the Speakers shared their stories and the comments and questions at the end was a validation that the initiative had taken root and was ready to break ground and grow. All the hard work of the numerous volunteers had been vindicated and our 'Idea' was now truly and fully an 'Initiative'!

"If you believe you have an idea which is going to change your life and the lives of those around you then you should definitely get involved! It would be amazing to attend I HAVE AN IDEA next year and hear the stories of you guys at home.

You can! We can! Lets make it happen!"

*– Lex Limbu,
One of the most influential blogger in Nepal*

ChildApp Appathon

Snapshot

Event Name	ChildApp, Innovative Solutions for Children																
Event Period	June 27th-29th, 2014																
Location	Kathmandu, Nepal																
Who	Developers, programmers based in Nepal capable to build and design applications																
Brief Description	UNICEF Nepal, Microsoft Innovation Center, and Childreach Nepal partnered to organize an Appathon to find homegrown technology-based solutions for the common issues related to children in Nepal such as birth registration, child marriage, and child protection.																
Objectives	<ol style="list-style-type: none"> 1. Crowd source innovative technology that is homegrown and applicable to the complexity of Nepal 2. Empower young developers to contribute their talents meaningfully for a better Nepal 																
Timeline	<table> <tr> <td>April 15, 2014</td> <td>Partnership formed</td> </tr> <tr> <td>April 20, 2014</td> <td>Event conceptualized</td> </tr> <tr> <td>May 1, 2014</td> <td>Promotion started</td> </tr> <tr> <td>May 15, 2014</td> <td>Presentation to stakeholders</td> </tr> <tr> <td>June 27-29, 2014</td> <td>Grand Appathon</td> </tr> <tr> <td>Aug 15-Sept 15, 2014</td> <td>Mentorship at KUSOM Idea studio (Business innovation incubator)</td> </tr> <tr> <td>Sept-Dec 2014</td> <td>Pitch app and business model on national TV</td> </tr> <tr> <td>Onwards</td> <td>Connect with UNICEF sections for further possibilities to scale</td> </tr> </table>	April 15, 2014	Partnership formed	April 20, 2014	Event conceptualized	May 1, 2014	Promotion started	May 15, 2014	Presentation to stakeholders	June 27-29, 2014	Grand Appathon	Aug 15-Sept 15, 2014	Mentorship at KUSOM Idea studio (Business innovation incubator)	Sept-Dec 2014	Pitch app and business model on national TV	Onwards	Connect with UNICEF sections for further possibilities to scale
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Onwards	Connect with UNICEF sections for further possibilities to scale																
Status	560 applicants applied to participate in the Appathon. 29 teams (100 applicants) were shortlisted to compete in the race. From the 3 days race, 5 teams were selected in the top 5 finalist category, and among them 1 st , 2 nd , 3 rd place winners were awarded. 1 st place went to 'Engineering ADDA' team with application on real-time water testing, 2 nd was 'Etechneers' with education application on interactive and virtual learning, and 3 rd place went to 'Rising Coders' with application on data collection and birth registration using both SMS/web technology.																
Competition website	http://www.micnepal.org/EventsActivities/ChildApp																

UNICEF Nepal Country Office, Microsoft Innovation Center Nepal, and Childreach Nepal collaborated in a partnership to identify the common issues related to children and help solve these issues through technology in the form of an appathon. Appathon is a type of competition where people who are excited about programming come together for a limited time (usually 24 hours to 72 hours) and collaborate to build a new application to solve an existing problem. Entrepreneurs, designers, students, and developers work in teams of up to three to four members to create web or mobile applications called “apps.”

ChildApp was initiated targeting the young technology crowd to develop innovative web, phone, desktop and game applications that can solve common problems related to children’s issues in Nepal such as birth registration, child marriage, vaccination, early childhood development, emergency risks, and more. The event aimed to crowd source innovative technology that is homegrown and applicable to the complexity of Nepal. Initial step was to organize an appathon where developers, designers, project managers and programmers come together for a given time of 72 hours to build prototypes of the innovative web or mobile applications that can be later implemented as working, sustainable solutions. The initiative hoped to further empower young developers to contribute their talents meaningfully for the better Nepal.

Process

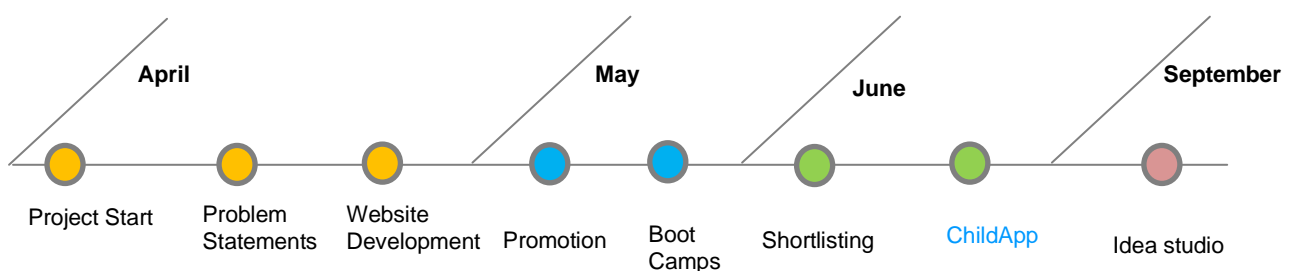
ChildApp was designed as a thematic appathon. Themes were based on the selected problem statements in various sectors. Developers, designers, programmers and technical people team up and compete against each other in an energetic race of programming to develop innovative applications that provides possible low cost and scalable technology. The Appathon targeted for participants to join in a 72 hours race to develop their solutions to develop best

solution for children. ChildApp was planned to be residential, 3 days and 2 nights. In the Award Ceremony, the first place winner team was to receive Nrs. 100,000 second place winner team Nrs. 50,000 and the third place winner team Nrs.10,000 as a reward for developing the best solutions. The best solution will be selected by the panel of judges on the basis of pitching and demos of the solution/prototypes that each team developed at ChildApp.



Planning

ChildApp project launched April 20th, 2014. During the 3 months of activities leading to the grand appathon, UNICEF played primary role providing domain expertise and Microsoft took lead with technical expertise.



Brainstorming session

As a start, UNICEF looked into the pressing problems around children in Nepal. An internal consultation session with the UNICEF Nepal Innovation Group, inviting section chiefs was conducted. Meeting objective was to receive feedback and insights on the first appathon attempted at UNICEF Nepal. Discussions also followed on deciding the types of problems to be addressed to the participants, or the developers to come up with a technology-based solution.

Each program section was requested to brainstorm one problem pertaining to their field and form a problem statement stating the challenges and the needful solutions. Problem had to be an existing problem and the bottlenecks to development.

Problem Statements

Each UNICEF Program Section was encouraged to identify and prepare a problem statement for ChildApp; a problem that is a bottleneck to the development in Nepal related to children, and one that can be enhanced with technology. The following were the problem statements developed by the sections. Also an open statement was offered to the participants as an open category where applicants can propose other problems they see as more critical to Nepal.

1. Birth Registration

Problem:

Registration of a child's birth is a critical first step towards safeguarding lifelong protection. For birth registration to be complete, birth reporting is a mandatory prerequisite. Without it, birth certificate cannot be granted. Birth reporting in Nepal follows a manual recording process of collecting basic information like child's name, date of birth, age and parent's name. Not surprisingly, births are not properly reported to the Village Development Committee (VDC) secretaries. Lack of birth reporting channel, especially among home deliveries in remote communities, is a nationally acknowledged problem. This situation adds pressure to the Government and VDC in planning for the delivery of basic services (e.g. immunization, child grant in Kernali districts etc.) as well as resource mobilization and budgetary allocation. Further, birth reporting can provide a powerful monitoring tool that helps to identify the number of birth in a certain period of time and compare with the number of birth registered officially. If there is a wide gap between the two, the VDC will be easily pinpointed and the secretary will be pressured to act. The Nepal Demographic Health Survey (NDHS) survey showed that only 42.3 percent of children under the age of 5 in Nepal have their birth registered. The impact of the lack of a birth certificate on the individual cannot be underestimated; it is a passport to protection and is required to access an increasingly wide range of services, entitlements and opportunities. Children who are not registered are excluded from many of the benefits of citizenship. A birth certificate can help to protect children from situations of exploitation and violence, such as child marriage and child labor, and achieve convictions against those who have abused a child.

Need:

Recent trends in the international environment provide opportunities for rethinking approaches to promote birth reporting / birth registration. Innovative measures to bring civil registration services to people have been evolving through the use of the newly-made available technologies. Such technologies simplify birth reporting procedure and deliver transparency, accuracy, record-keeping process, and efficiency. For example, electronic records and storage can replace paper-based records, and the use of mobile phone technology in remote rural areas needs to be further exploited. In fact, mobile penetration was at 71% in 2013, and smartphones have increased their market share annually by 20~25%. Internet penetration was 26% in 2013.

2. Water Testing

Problem:

While 85% of households in Nepal have access to safe drinking water (Nepal MDG – Progress Report), there is little control of the quality of water delivered. A survey conducted by the Environment and Public Health Organization in 2010 of water quality found that 65.5% of urban and 93.7% of rural sources of piped drinking water, usually considered the safest source of water, were contaminated by faecal coliform bacteria (Environmental and Public Health Organization).

The need to better control water quality in Nepal is constrained by two principal factors. Firstly, there is lack of trained professionals that have the equipment and are able to conduct basic water quality tests (turbidity, ph levels, temperature and faecal coliform bacteria presence), and secondly there is the absence of a central database to store and collect these water quality tests. Finally, there is no way to translate water quality information into actionable data to pro-actively respond to water quality crises and potential outbreaks. The biggest issue in data collection is a regular monitoring and timely information dissemination.

Need:

New application could be used to collect data of water quality in real time monitoring and identify potential poor water quality outbreaks.

3. Open Defecation

Problem:

The culture of open defecation in Terai district is widely accepted because of bordering country India where 52% of the world's population openly defecate. 26 million people in Nepal have access to toilets. However, 9 million people, 40% of the population, still don't have access, according to World Bank's report. In parts of the Terai or lowland areas, this number goes up to 75%. Government of Nepal has achieved remarkable progress in improving sanitation coverage in the last two decades. In 1990, only 6% of Nepalese had access to a toilet. By 2011, 62% had access, with the sanitation Millennium Development Goal (MDG) achieved ahead of the 2015 target. However, that achievement still leaves a large population—more than nine million people—without toilets. So the Government decided to aim for a new and more ambitious target—universal access by 2017.

Need:

Terai is the most vulnerable area of open defecation practices in Nepal. An application could be used to verify pre and post Open Defecation certification in Terai which will improve the government's monitoring system of pre and post Open Defecation declaration in Village Development Committees.

Examples can be SMS surveying tools: frontline SMS, GeoPoll, etc. One verification would be to reach household through child clubs and they will enter data on household toilets using proxy indicators, to see whether toilets have odor and look used. Take a picture with Geographic Information System (GIS) installed mobile phone. GIS installed phones will automatically record date, time and location of household toilets and send data to the Water, Sanity, and Hygiene (WASH) Coordination Committee (Village, District, and Municipality) and even create a map of toilets in Terai districts.

4. Children residing in Child Care Homes

The Central Child Welfare Board (CCWB) estimates that 15,215 children live in 797 registered child care homes (CCHs) in Nepal. CCHs are often referred to as orphanages however it is estimated that at least 85 per cent of children residing in these homes have at least one living parent (UNICEF-TdH 2008). Further, it is well established that staying in a CCH can have detrimental effects on children such as being more likely to suffer from poor physical health, reduced intellectual capability and social and behavioral problems compared to children raised at home or in foster care (Browne 2009). It has been recognized that a family environment is the best place for a child to grow up and policy initiatives of the Government of Nepal reflect this. To date CCHs have often been the only alternative to parental care and efforts now need to be made to place children residing in CCHs in the care of families. To do this comprehensive data on children residing in CCHs needs to be collected.

Problem:

The CCWB collects data annually on the number of children residing in registered CCHs. As mentioned above there are 797 registered CCHs in Nepal however of the 422 that are located in the Kathmandu Valley, data has only been collected from 181. This is largely due to lack of resource and comprehensive data collection system.

In addition, detailed information on children residing in homes is not available. This information is necessary in order to monitor and assess the situation of children residing in homes and to prioritize children for placement with families. Further, the CCWB have expressed an interest in strengthening their data collection systems however they need support in this regard.

Need:

It is important that data collection systems are improved to collect the following information from children residing in residential care homes:

- Date of entry to home
- Who placed the child in care
- Why the child was placed in care
- Gender
- Age
- Level of education
- Parental status (single orphan, double orphan etc)
- HIV infected or affected (CABA)
- Disability status
- District of origin
- Ethnic background
- Health status (affected by disease, stunting, etc)
- Conflict affected
- Birth registration

Data should be collected about children already in care and children entering care. In addition, there is no central list of CCHs registered with the government. Technology may also be used to collect details of CCHs renewing their registration each year so a centralized list can be maintained. Any data collected needs to be automatically populated and stored in a central database for access by CCWB staff. The CCWB does not have the capacity to input data collected into a database.

5. Children and Risk Awareness

Problem:

Children and youth constitute a significant proportion of the population in Nepal. For instance, children make up 43% and 55% of the 27 million people are under 25 years old (UNICEF 2011). The impacts of climate change which are largely intergenerational, will affect children more than adults. However, there is lack of meaningful participation in climate and disaster risk management since communities perceive children largely as passive recipients of services. Consequently, children are rarely involved in disaster preparedness, response and measures to mitigate climate and disaster risks. Where children have been engaged, the focus has been largely on upper primary students with a significant gap on interventions targeting lower primary students and those learning in early childhood development centers. Consequently, knowledge and awareness on disaster preparedness is very low amongst young children. For instance, less than 18% of children have the correct knowledge and understanding of climate change and its impacts (Plan 2012).

Need:

In order to create knowledge and risk awareness amongst students necessary to build a culture of safety and resilience, there is need to develop age specific and appropriate learning tools and materials. Such tools and materials should be child friendly, easy to use and able to convey appropriate messages on risk awareness and disaster preparedness. Some examples of applications or games can include the following:

- Applications for earthquake risk assessment at family and school level. The app should help the children to assess their family or school readiness or preparedness to disaster risk such as earthquake, floods and landslide.

Target Audience: Adolescents and youth with access to mobile phones

- Games for young children to teach them how to prevent hazards such as fire, floods, earthquake and landslides

Target Audience: Early childhood development and primary school children
The games can be designed for each hard or a combination of two.

6. Child Marriage

Problem:

Child marriage is increasingly becoming a priority concern at the global, regional and country levels with growing experience and evidence on the causes and consequences of the practice as well as what needs to be done to end it. Despite Nepal being signatory to a number of international charters and covenants that discourage child marriage (e.g. the Universal Declaration of Human Rights, Convention on the Elimination of all Forms of Discrimination Against Women, and the Convention on the Rights of the Child), and having supportive domestic legislation which defines the minimum age of marriage for boys and girls as 20 years without the consent of the parents and 18 years with parental consent, child marriage remains a key issue of concern. 29% of girls aged 15-19 years are married and 41% of Nepalese women aged 20-24 years were married before they turned 18 (Nepal Demographic Health Survey 2011). Among the married population, around 11% were below 15 years old by their first marriage (Nepal Census 2011).

Child marriage is a widespread issue throughout Nepal. Although there is some data available via NDHS and Multiple Indicator Cluster (MICS) surveys, overall there is a lack of comprehensive data and figures on the prevalence and hotspots of child marriage in Nepal. Knowledge about the growing trend in self-initiated marriage by young people and elopement is also lacking. What is needed is a tool that will help in the collection of data to map and pinpoint the hotspots of child marriage in Nepal. A mechanism for registering child marriages between adolescents below the legal age of marriage (18 years) would be particularly useful.

Need:

Although there is some existing data available from census, NDHS and MICS surveys, data collection systems are often weak or inconsistent. Information to be collected and maintained in a centralized database would be needed, and could be used to complement existing systems and work of the Ministry of Local Development's plan of action to improve birth and other vital registration systems, including the Ministry of Local Development, Population and Vital Event Registration System. The information needed on child marriages includes the following:

- Names of married wife and husband
- Ages of married wife and husband
- Date and place of marriage
- Chosen faith of wife and husband
- Name of religious leader who married the couple
- VDCs and districts of origin of wife and husband
- Ethnic background/s of wife and husband
- Birth registrations of wife and husband
- Names of parents of both wife and husband
- Levels of education of wife and husband (or if not applicable, reasons for not attending school)
- Occupations of wife and husband
- Names of children of wife and husband (or existing children from previous marriages)
- Health status of wife and husband

7. Immunization

Problem:

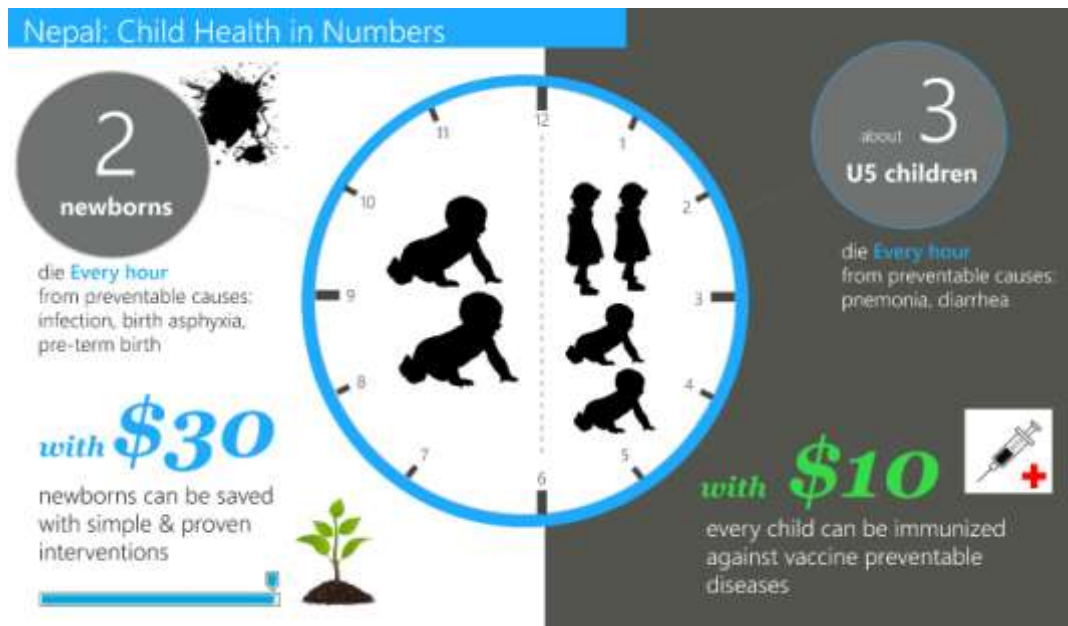
Immunization is considered as one of the most cost-effective health intervention. Immunization has not only reduced the burden of vaccine preventable diseases, but has contributed to achieving the Millennium Development Goal (MDG4) on child mortality reduction. Currently, the Government of Nepal provides vaccination against TB (BCG), diphtheria-pertussis-tetanus-hepatitis B and haemophilus influenza (DPT-HepB-HiB), poliomyelitis (OPV) and measles throughout the country and JE (Japanese encephalitis) vaccine in high risk districts through routine immunization. The routine immunization services are provided through health facilities (fixed clinics), private clinics, NGO or INGO clinics, urban clinics, outreach session and mobile teams in geographically inaccessible areas. All vaccines under NIP are provided free of cost.

Despite the strong routine immunization program in Nepal, the drop-out rate has remained as a challenge to immunize every children at proper time. Due to multiple doses of vaccinations, mothers or care givers sometimes easily forget to visit health facility to vaccinate their children at the right time. There is also lack of record tracking system to remind and manage the routine immunization schedule for children.

Need:

Due to the increasing coverage of mobile phone across all age groups in Nepal, there is a huge opportunity to use mobile technology to track vaccination schedule and provide detailed information of various vaccines for mothers or care givers.

We expect to have a mobile or computer-based application showing a tailored schedule of vaccination and effect of vaccines for the children with a reminder alarm. If mothers, primary care givers, or health workers provide date of birth information of a child, the application may automatically pull up show vaccination schedule with record-keeping function. Also, detailed description of the effects and importance of the vaccine may be provided, so that all children are not dropped out from routine immunization schedule and also mothers and care givers can make an informed decision on vaccination.



8. Fathers involvement in Early Childhood Development

Problem:

Children whose fathers have been involved in their upbringing from the beginning perform better academically, and show better social and emotional development. The parents of Nepal have tremendous knowledge about child rearing, but early stimulation of children is not practiced throughout all families. Traditionally caring for children is seen as the mother’s task in rural areas and parents in the urban context often face the challenge of having to earn a living with strict working hours and high levels of demand, so that spending time with their small children to play and cuddle can be forgotten. Generally fathers tend to understand playing with the young ones as the mother’s role only.

Need:

A supporting tool for fathers would be useful, which either gives them the chance to spend time with their children through a common play or raises their awareness on their role in bringing up their children to become happy and successful adults. This tool should provide opportunities to discuss existing practices and finding possible alternatives and address some insecurities that men might face in taking care (bathing, dressing, bringing to bed etc.) and playing with their small children.

The tool should creatively suggest ways how to increase father’s involvement from the start so that both parents can share the care work and show love and affection to the child in a same manner.

9. Teacher Absenteeism

Quality of education starts with teachers’ “warm body” inside the classroom. However, one of the issues that media has been raising regularly, as well as UNICEF’s monitoring report is on teachers’ absenteeism, meaning teachers missing classes, and on school opening days.

In October 2009, UNICEF Nepal contracted the Teachers’ Union of Nepal to undertake an assessment of seasonal factors impacting school attendance in selected schools of the Karnali zone in order to produce recommendations on strategies to reduce student and teacher absenteeism in the region. The study collected qualitative and quantitative data through focus group discussion,

interactions, structured questionnaires and school attendance registers from respondents including head-teachers, teachers, students, members of School Management Committees (SMCs) and Parent-Teacher Associations (PTAs), parents, community members, District Education Officers, Resource Persons and School Supervisors associated with 18 primary and secondary schools in the districts of Jumla, Humla and Dolpa.

Problem:

The main finding of the study mentioned above was that for schools in the region, approximately 83 schooldays are lost each year through absences linked to seasonal events. This is nearly 38 per cent lower than the government standard of 220 school-days per year. This does not include school-days lost for non-seasonal factors.

Students identified as most likely to be absent were children from poor families, followed by Dalit children, children from households engaged in agriculture or livestock-raising, girls, and children living far from school. The main seasonal factors cited for student absences were yarchagumba collection and harvesting/planting in May and June; temporary settlement away from school during the farming season also in May and June; hay-making in August and September; migration away from the Karnali region to avoid cold weather in December, January and February; and local festivals in February, May, August and November. Non-seasonal factors included family poverty meaning that children had to work to supplement family incomes rather than attend school; lack of parental awareness on the importance of education, especially for girls and children from Dalit families; teacher absenteeism; lack of child-friendly classrooms and teaching-learning practices, including lack of adequate weather protection; school located far from home, making it difficult for some children to reach school especially during adverse weather conditions; and untimely textbook distribution.

Teachers identified as most likely to be absent were those originating from outside the district, followed by those attending training and seminars or involved in higher education, local teachers, and female teachers. The main seasonal factors cited for teacher absences were early departure for vacations in September/October and December; late return after vacations in October/November and February; yarchagumba collection in May and June; involvement in farming activities during May/June, August/September and November; and migration away from the Karnali region to avoid cold weather in December, January and February. The main non-seasonal factors cited for teacher absences were poor management of teachers in schools, with no District Education Officer nor School Management Committee mechanism to regulate teacher absences; participation in teacher training, with no system for providing a substitute during these periods; involvement in secondary occupation such as trade or business, causing teachers to miss classes; and engagement in activities for Teachers' Union, political parties, or NGOs.

The main problems highlighted by study respondents in addressing student and teacher absenteeism included the lack of effective mechanism for supervising, monitoring and controlling student and teacher attendance; the lack of adequate teachers' positions in schools; inaccuracy of school attendance records; inflexibility in the development of individualized school calendars; the inability of School Management Committees to monitor student and teacher attendance in their schools; the lack of accountability for head-teachers and teachers; the lack of safe, weather-protected, child-friendly school facilities and teachers trained in child centered teaching-learning methodologies; and generally low awareness by parents/guardians of the importance of education and the need for regular school attendance.

One of the major recommendations from the study was to develop a strong regulatory and monitoring mechanism. Furthermore, it states that monitoring and supervision of the education system should be enhanced, with a system of assessment to review performance at each level. The District Education Officer should be empowered to strengthen school monitoring. School Supervisor positions should be filled, and made functional and effective. School Supervisors should be motivated with incentives and rewards, based on their performance.

Need:

While the above recommendation is ideal and will help to strengthen the system, it is necessary to think “out of the box” and bring a paradigm shift in the school monitoring system. Instead of duty bearers, it is time to seek the alternative and the key stakeholders, which are students, to monitor the school as well as the absenteeism of the teachers. Students come to school with a thirst for education. However, the continual pattern seen with absent teachers hinders this learning opportunity. To control this issue better, teacher absences should be closely monitored by students to secure their education. Rural areas like the Midwest and Terai districts struggle more from teacher absenteeism.

An application that uses technology to build a monitoring system usable by students to report on cases where teachers don't come to classrooms is needed.

With the applications, students should be allowed to keep record and report on three areas:

1. No. of days schools open
2. No. of days teaching or learning took place
3. No. teachers absent and no. of days they are absent and the reasons for their absence

10. Quality of Early Childhood Development Centers

Problem:

Early childhood is the time in every person's life that lays the foundation for growth, learning and development for the future and ninety per cent of the brain development takes place in the first five years. At this time it is extremely important for all children to get enough opportunities to gain knowledge through exploration and interaction with their family members and peers. In Early Childhood Development (ECD) centers, they are provided with opportunities to learn through stories, songs, dance and games based on child-centered learning methods according to their age and interest. In Nepal these centers play an important role in the transition to school, resulting in higher promotion rates at Grade 1 and lower dropout rates later on. Research has shown that children with ECD experience not only have higher literacy and numeracy skills, but also demonstrate enhanced social skills.

In recent years there has been an impressive expansion of ECD in Nepal. The gross enrolment rate has increased rapidly: from 39.4% in 2004 to 72.9% children (73.1% girls, 74.3% boys) in 2011. Data reveals that in the 34,174 ECD centers a total of 1,053,054 children are enrolled (506,731 girls) (MOE, Flash report 2012/13). However, these figures do not provide information on the actual learning situation of children and the quality of services. Field visits have shown that a relatively high number of under- and over-aged children are enrolled and it is also observed that children of grade one and ECD age are learning together in one room (with more than 30 boys and girls around). But children of grade one and ECD age have different requirements and facilitators lack the technical skills and knowledge to address the psychosocial aspects of so many young children at the same time. Combined with resource constraints and poor sanitation facilities there seems to be an overall poor quality of ECD centers in many cases, but no baseline data is available so far. All this is hampering the holistic development of children.

Need:

Information on the situation in ECD centers should be collected regularly and maintained in a centralized database. This would be needed to monitor the quality of ECD services and to inform further government and UNICEF activities. Data could be collected on for example:

- Name and location of each centre in a district
- Type of each ECD center (school based, community based, private)

- Number of schools having separate ECD room
- Toilet facilities available
- Number, age, sex, ethnicity of all children per center
- Number of facilitators per center
- Number of ECD centers providing mid-day meal
- Children in the centers obtained birth registration

ChildApp Promotion Activities

1. Boot Camp

Interested participants of ChildApp had the option to participate in free technical boot camps hosted in Microsoft Innovation Center office. Boot Camp was a three day session to learn various programming skills, as well as to be further briefed on the ChildApp problems by UNICEF domain experts. It was great opportunity for UNICEF colleagues to interact with the students, receive and answer to questions from the audience on the problem statements proposed for ChildApp. Most participants were interested in joining ChildApp for the opportunity to develop an application, but several students were genuinely interested from their passion for children's well-being in Nepal.

380 applicants who submitted applications for ChildApp were trained in the boot camp. Most were engineering students in college.

- First Boot Camp: May 5-May 7, 2014 at Microsoft Innovation Center
- Second: May 21-23, 2014
- Third: May 28-30, 2014
- Fourth: June 4-June 6, 2014
- Fifth: June 16-June 18, 2014



ChildApp bootcamp, during questions and answers session/ © Sonika Manandhar

2. College Outreach



ChildApp orientation at colleges / © Sonika Manandhar

ChildApp roadshows were held in colleges mainly in Kathmandu. Presentations were given on the nature of ChildApp, competition flow, and the proposed problem statements.

Period: May 1st 2014 ~ June 15th, 2014

3. Stakeholder Meeting

Meetings with domain and technology experts were conducted to receive insights and feedback, and to seek areas for collaboration.

Domain Experts

Partners and organizations working on issues related to children were invited to UNICEF office. A presentation was given to this group on the motives of ChildApp, as well as to seek opportunities on how we can further engage technology in solving the existing issues around children in Nepal. Organizations such as Save the Children, World Vision, World Education, SathSath, Women Lead Nepal Board, Yuwa, Global Action Nepal/National Campaign on Education for All, CWIN, and Terres des Homes attended the meeting.

Feedback from Stakeholders:

- Other problems stakeholders suggested to include: sexual abuse, trafficking, corporal punishment, school bullying, child abuse
- The applications should be linked to all existing tools available
- Some were interested to take the application forward that matches their interest, and wanted to commit in mentoring the teams to prepare them to make their product pitch
- Application should be user-friendly

Collaboration areas:

- Participate as volunteers and mentor the teams participating the Appathon. They can assist by providing further domain expertise and guidance to the teams on the problems the teams would be developing solutions for.

- Contribute a problem statement other than the ones identified
- Promote ChildApp Appathon to relevant parties

Technical Experts

Another session was organized with the technical experts at Microsoft Innovation Center office. Experts affiliated in the technology field were invited to have a roundtable discussion to give proper insights on the plan with ChildApp. Many were also interested in engaging and contributing their expertise and time at ChildApp mentoring teams.

4. Tech Mela 2014

Tech Mela 2014 was an event organized by MIC to create a platform where different Information Technology (IT) communities can network, as well as discuss on the future and high-end technologies of Microsoft and beyond. Amjad Rabi, Chief of Social Policy & Economic Analysis at UNICEF Nepal Office was invited to speak in the panel discussion on the theme, “Role, challenges, and issues of Information Technology in non-IT sectors.” While explaining the role of IT in UNICEF, it was an appropriate timing to introduce ChildApp, where technology can play pivotal role in solving the development issues around children in Nepal. ChildApp was also promoted through TV and newspaper interviews through this event.

5. Facebook Campaign

Facebook pages of all partners involved were actively used as promotional tools – cover photos and profile pictures were branded with ChildApp banners. Microsoft Innovation Center launched a Facebook campaign from May 16th, 2014 to the 2,600,000 target audience living in Nepal.

ChildApp Shortlisting

Total 560 applicants submitted applications to participate in ChildApp. Of the 560 applications, 380 were trained in the boot camps to be more equipped with technical skills, as well as to learn more about the problem statements. Of this pool, 102 young developers, programmers and designers were shortlisted to attend the 72 hours Appathon race, who then came together as 29 teams.

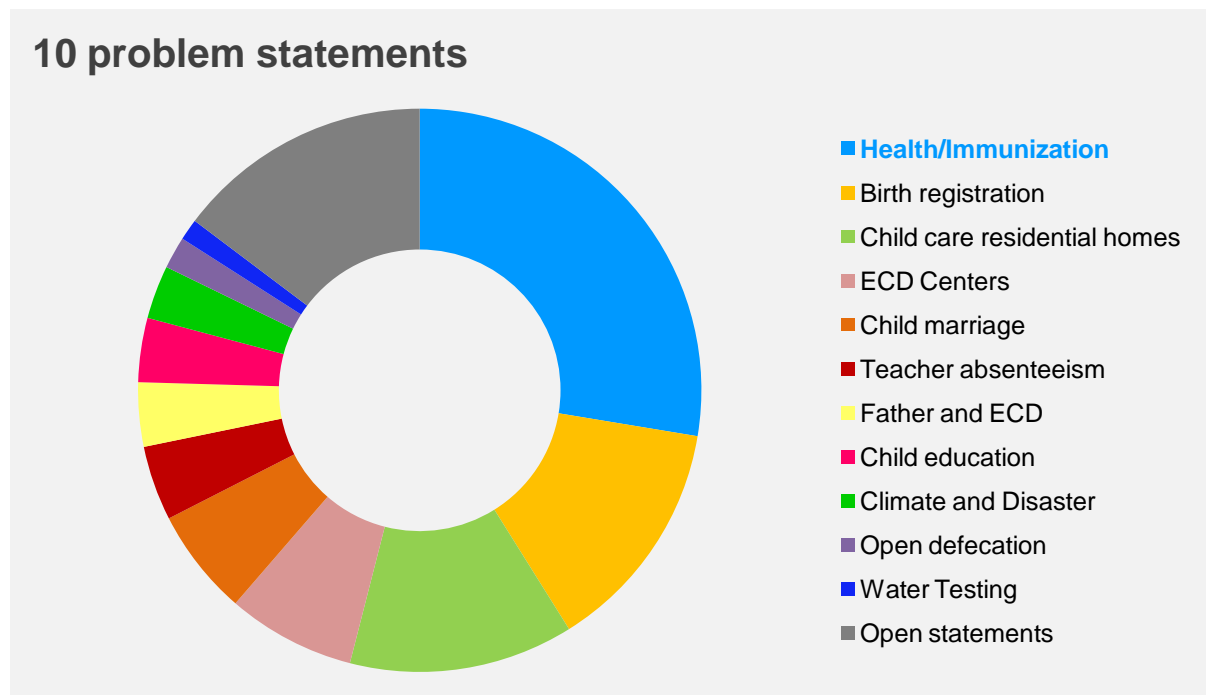
Judging Criteria:

- 1) Innovative concept**
 - How innovative is the concept?
 - How much does the solution improve upon existing solution alternatives?
 - How does the team aim to solve the existing issues of children with their app idea?
- 2) Skills**
 - Programming/Development Skills
- 3) Previous experiences in programming and development**
 - Previous participation in similar events
 - Previous projects

Problem Statements selected by applicants:

10 proposed problem statements:

Topic	Count
Child health/ immunization	45
Birth registration	22
Child care residential homes	21
Quality ECD centers for children	12
Child marriage	10
Teacher absenteeism	7
Father involvement in ECD	6
Child education	6
Climate & Disaster awareness	5
Open defecation	3
Water testing	2
Open statement	24
163 ideas	



Open Statements some applicants identified as problems to tackle:

- Street children
- Social development of autistic children
- Girl trafficking
- Marriage registration for love marriage problems (family pressure or runaway marriage)
- Emotional value
- Food problem in orphanages for orphans
- Donation to child care
- Information on child abuse
- Addressing different problems related to child protection such as: child labor, child abuse, child exploitation, etc. by providing transparency to larger mass and concerned authorities
- Child sexual abuse
- Education for disabled children
- Autonomous, distant as well as interactive learning
- Malnutrition
- First aid

- Encouraging children to be aware of environment and sanitation
- Infant mortality
- Finding foster homes and parents
- Child security from kidnappers
- Child sponsorship

29 teams shortlisted to compete in the Appathon

Team	Area	Solution Name	Description
Arion	Health	Khop for Hope	App for mothers and caregivers to remind immunization dates and to record previous vaccinations. Provides information on the nearest vaccination facilities, and allows interaction with doctors/health workers during vaccination day. Health workers can add updates and generate reports of the immunized children
CodeBuzzers	Child Protection, ADAP	Muskaan	Connects users and organizations to sponsor a child through organizations supporting orphans and street children
CodeGeeks	Education	Class Keeper	Keeps daily attendance record of students and teachers. Sends notifications to concerned authorities if any teacher is absent for long
Code Glutters	Health	cbing	Map-based app that locates nearby facilities dedicated to children welfare such as Montessori, child immunization center, child care centers, children hospitals, fun parks, child protection centers, and stores with children products.
Creative Mind	Health	Child Information System	Provides different statistics of children surveys (literacy, water availability, ODF, child marriage) that can be individually used and locate which parts in Nepal children are facing which problems displayed on google map.
creatu	Child Protection, ADAP	Catcherup	Upload photos/videos of vulnerable children and share with the concerned authorities and organizations. Also forum available to share information with other users registered in the network
Disaster Saver	Disaster Recovery	Disaster Saver	Game and web-based application for children to build awareness on the effects of natural disasters such as flood, earthquake, and landslides.
Easy Soft	Health	AAMA	A guide for mothers on the steps to take care of their child from pregnancy until five years and older. Features different learning methods such as games, painting, etc. App also checks whether the child is deprived of necessary health check-ups such as vaccinations and reminding parents such as vaccination schedule via automated SMS.
Emergency food	Child Protection	Emergency Food	Connects leftover food in hotels and restaurants with institutions helping orphans and children
Engineering ADDA (First place)	Water Testing	Paani	Tests safety of water by developing a sensor that can be placed in water and does real-time tracking of the Ph results and bacteria levels with location information.
Etechneers	Education	Interactive Virtual	Creates a virtual classroom where

(2nd place)		Classroom (IVC)	children can learn, interact, and build personality, confidence, creativity through interactive games. App uses Microsoft's Kinect device along with the program.
Freaks	Child Protection, ADAP	ChildHub	Collects data on vulnerable children – street children, lost children, orphans, and ones who went through child marriage. Users can send photos and information of them to organizations/concerned authorities. Also connects orphans to those interested in adopting a child
Gorkhali	Child Protection, ADAP	Sahayog	Provides a list of childcare centers and the information of children in these centers. If a person sees a helpless child on the street, they can send photo and upload them. This data will be sent to the childcare centers and help the child. Citizens interested in donation can easily send funding via mobile phones. If someone sees a child being abused, they can report to the right authority and keeping their anonymity. Feature also available for those interested in adoption.
Hyaptos	Education	Cabrito	Educate parents to understand their children's growth and to know about development milestones of their children.
Matina	Child Protection, ADAP	Save Your Child	Helps children to communicate in a less shameful way to their parents if they have been sexually abused. App will try to protect them from future incidents through features offered in it.
NepDragons	Water testing, ODF	Revelation	Keeps track and monitors ODF across the country through a designated center or via SMS. Users will be subscribed to a service where they will be alerted regularly for important immunization dates etc.
PHPR. PULCHOWK	Child Protection	Talkulator	A talking calculator mainly for the blind children. Performs simple tasks such as calculating additions, subtractions, multiplications by speaking and the calculator answering back with the answer. App can also be used as education tool for early age children.
Shisu Care	Health	Shisu Care	Provides information on child health such as nutrition, immunization, hygiene, and sanitation. Information on locally available food items to ensure managing a proper diet.
Soulmaintain	Health	Birth registration & Immunization	Online birth registration app. Able to register directly from hospital, health posts and home. Notifies users on upcoming vaccination dates and important notices on child health using an automated system.
TeamStriker	Health	Shayogi Haath	App that provides information on immunization, birth registration, and early childhood development information
Techgirls	Health	Pebia-Tech	Provides information on different health symptoms of various diseases and safe home remedies. Also gives malnutrition information and nutrition recommendations.
The CodeCrafters	Education	iVillage: Smart Learning Kit	Education kit that disseminates teaching materials in cost-effective way to the remote regions. Combines several sets of customized games, interactive learning

			modules for students and teachers. Assures proper and timely data transmission with regular updates and feedback.
The Conscientious	Health	Immune your Child	Allows parents to register one or more child's birthday, weight, gender, and location. Receives vaccination schedule for each registered child via mobile. See nearby vaccination centers, and also has "Request for Home Visit" feature, where concerned groups can visit the location to give immunization. Provides nutrient information as well based on age, gender, and weight.
The Rising Coders (3rd place)	Health	SMS Care	Gives information on the prenatal and postnatal care of mother and child. Makes birth registration easy with the use of SMS and the web. Once pregnant, SMS sends information to the server. Server sends back unique confirmation code to the sender. SMS sent to server at certain intervals with information on prenatal care. After birth, sender sends another SMS confirming birth of child with the code, date, and time.
The SPS TEAM	Child Protection, ADAP	We Care	Create a unique profile of a child by uploading photo and details. Relevant organizations and authorities in children welfare will have access. This app is to be used for assembling data and provide to these organizations and to prevent any violence against children.
Save the Child	Child Protection, ADAP	Save Child	Reports and registers vulnerable children or victims of abuse: child labor, child marriage, etc. Also informs news related to children and notifications of children related events. Provides educational information on the consequences of child marriage through audio/video aids
Valar Morghulis (Top 5 finalist)	Child Protection	Beautiful Minds	Provides assistance to children with autism. App features programs to help cope with social and communication barriers. The app assists parents to monitor their children's behaviour and to interact with them through the application.
WhyIt (Top 5 finalist)	Education	Haziri- A smart attendance system	Real-time monitoring system tracking teacher's presence in the classroom. System custom built on an electronic transceiver. The concerned authorities can access and check their presence-absence log through the application.

Grand Appathon - Program Sketch

ChildApp was held June 27th to June 29th, 2014 as a 72 hours race at Dhulikhel Lodge Resort in Dhulikhel, Nepal. 29 teams participated in the 3 day race and took the challenge to develop a working prototype during the limited time.

7:00am: Team arrivals

Participants arrived at the venue anticipating for the challenge they were about to face.

10:30am: Inauguration Ceremony

Participants were escorted to the Main Hall, where the inauguration session was about to take place. Chief Guest, Hanaa Singer, former Representative of UNICEF, enlightened everyone with her inspiring and motivation speech on “Yes, we can!” Audience roared at her powerful yet encouraging statements emphasizing the point that the participants are the future of Nepal.

An MoU signing took place between UNICEF Nepal and Microsoft Innovation Center Nepal. The two parties agreed to develop their collaboration in the areas of: creating a platform for IT population to share and develop technology solutions for the social challenges related to children in Nepal; contribution of technology resources in the Innovation Incubator for the Idea Studio to foster innovation and growth; mentorship of social innovators in areas related to information and technology; and the promotion of a culture of innovation and entrepreneurship among young people.

11:30am: Program Briefing

Once the teams were invigorated with the grand opening, they were briefed on schedule and rules. ChildApp shirts, name cards, and branded stationeries were distributed. Everyone was geared up for the 72 hours race.

12:15pm and onwards: Solution Development

The whistle blew announcing start of the race. The 29 teams split across the main hall, dining hall, and the garden to brainstorm, and plan for their 3 day strategy.



Teams focused in developing their applications / © Ko Woon Park

1:15pm: Speed dating with the Mentors

Mentors with domain and technical expertise were recruited for this Event. Professional experts from UNICEF, Childreach Nepal, Women Lead Nepal, as well as private sectors volunteered to dedicate their work hours and weekends to mentor the teams. About 30 mentors visited, staying up with the teams day and night, guiding them with knowledge and information. For example, a mentor from child protection or health provided domain knowledge on how the system is operated in Nepal on their area of expertise. A mentor from IT background gave guidance on programming part of the application development.

Before mentors were introduced to a particular team, a speed dating was organized between the team and a mentor. 30 mentors went around the table meeting each team for one minute, learning about their ideas and planned solutions, and decided on which team they will mentor for the day(s).

ChildApp

Mentors from UNICEF



Miku Watanabe, ADAP



Hyung Joon Kim, C4D/Health



Tomoo Okubo, Social Policy



Maija Liakka, Child Protection



Raju Maharjan, IT

Mentors interacting with teams / © Ko Woon Park

6:00pm: Tips on Presentation & Networking Skills

A session by Allen Tuladhar, the Country Director of Microsoft Innovation Center Nepal, the presentation was on how best to give a powerful pitch in a short time. Since the teams were expected to give a presentation and a demo in 5 minutes, this session helped the participants to be reminded of keeping their points focused and concise.

June 28 (Day 2)

After a long night thriving in endless team meetings, solution development and design, the unwavering spirit in developing applications continued throughout the second day.



Teams working to finalize their applications / © Ko Woon Park

7:00pm: Lantern lighting & Power Dance Time

The energy in the rooms peaked by this time. To help teams relax, the organizers planned a ceremonial event. Everyone gathered in the outdoor garden, and a representative from each of the partners lighted and flew a paper lantern sent high up in the sky, along with the dreams of everyone present. After the symbolic ceremony, the DJ turned up the volume inviting everyone on the dance floor. An hour long of power dance took place where participants shook off tension and had nothing but fun.

June 29 (Final Day)

10:00am: Pitch Fest

Judges from domain experts, private sectors took seats and were briefed on the judging criteria. Each team was brought in the pitching room one by one and had 5 minutes to pitch their idea and give a demo. Pitch Fest lasted until 2:00pm.



Pitch Fest where teams pitched their ideas to judges / © Ko Woon Park

3:00pm: Closing Ceremony

Closing ceremony took place to congratulate everyone's hard efforts. Closing speech was given by Hanaa Singer, former Representative of UNICEF, and Dr. Ram, the Vice Chancellor of Kathmandu University. The Singing Nun and UNICEF's national ambassador Ani Choying Drolma also congratulated the teams, and encouraged them to take the journey further to live their dreams.

The top 5 finalists, including the 1st, 2nd, and 3rd place winners were announced. 1st place winner received Nrs. 100,000, 2nd place Nrs. 50,000, and 3rd place Nrs. 10,000. All top finalists were awarded with tickets to go straight to the Idea Studio incubation program and the opportunity to pitch in TV show, without going through additional shortlisting process.

Award Ceremony



First Place: Team 'Engineering ADDA' (Milan Karki, Darpan Pudasaini, of Nepal Engineering College / © Tomoo Okubo



Second Place: Team 'Etechners' (Bibek Sharma Chapagain, Samira Sharma, Sanjita Sharma and Bikram Awale of National College of Engineering)/ © Tomoo Okubo



Third Place: Team 'Rising Coders' (Abhishek Paudel, Arun Kumar Agrawal, Manish Chandra and Nabin Bhattarai of Institute of Engineering, Pulchowk) / © Tomoo Okubo



After Closing Ceremony / © Sharmina Manandhar



App testing safe water wins at ChildApp Appathon

REPUBLICA
KATHMANDU, July 1

ChildApp Appathon, a three-day boot camp to develop child friendly apps, concluded on June 29 with the group 'Engineering ADDA' winning first place. Milan Karki and Darpan Pudasaini of Nepal Engineering College came up with an application that tests the safety of drinking water and displays the results with location information on a map. They were awarded with a trophy and a cash prize of Rs 100,000.

A joint initiative of UNICEF, Microsoft Innovation Center Nepal and Childreach Nepal, the boot camp was held in Dhulikhel from June 27. The objective was to develop original web, phone, desktop and game applications to solve common issues related to children.

After a careful selection, 200 applicants were chosen out of the 500 applicants for the camp. Next, 102 developers, programmers, and designers were shortlisted to be part of the competition where they worked in 29 teams.

The participating teams worked to develop applications on different important issues. According to the press release, water quality testing, information about vulnerable children, teacher absentee-



tes, educational package for children with autism, immunization as well as applications to aid pregnant women and mothers were some of the topics.

Experts from banking, child rights and technology sectors volunteered their time and expertise to mentor the 29 teams.

The second prize went to 'Etechners' comprising Bibek Sharma Chapagain, Samira Sharma, Sanjita Sharma and Bikram Awale of National College of Engineering. The team's application provides services such as virtual classroom and birth registration via SMS. They were awarded with a cash prize of Rs 50,000.

'The Rising Coders' took home the third prize of Rs 10,000. Abhishek Paudel, Arun Kumar Agrawal, Manish Chandra and Nabin Bhattarai of

the Institute of Engineering, Pulchowk Campus, developed an application which provides information about prenatal and postnatal care via SMS.

Two teams received honorable mentions at the competition: The 'Why?' team of Dipendra Shrestha, Krishna Parajuli, Prakash Aryal and Thakur Neupane focused on teacher absenteeism in their application, while the 'Vidar Morghulis' team of Anup Karki, Prasanna Kumar Gyawali, Aayush Kumar Chaudhary and Aman Kandel developed an educational package for children with autism.

The teams in the top five will next be part of 'Idea Studio', a mentorship program where they will receive training as well as investment to work toward converting their ideas into reality.

Press Coverage: *App testing safe water wins at ChildApp Appathon* / Tech Republica Today

Epilogue (1) Meeting the UNICEF Team

After ChildApp, all 29 teams participated in the Appathon were invited to UNICEF Nepal office to meet with the relevant program sections. Teams that developed solutions on immunization, child and maternal health, were introduced to the colleagues from Health section. Teams that developed solutions relevant to the topics of child labor, street children, met with colleagues from Child Protection and ADAP sections.

Meeting objectives were to give teams another opportunity to present their applications to the domain experts and receive valuable insights and feedback, and incorporate them when perfecting their applications. In addition, it was to explore whether the creative applications developed by the young generation can be actually placed as sustainable solutions. If sections should be further interested in the possibilities to scale the applications, they were welcomed to collaborate with the teams and integrate them into their existing programs.

Several program sections were interested in taking this further step. WASH colleagues were interested in inviting two teams from ChildApp (1st place winner on water testing, and another team who developed application to track and monitor open defecation) to present their applications in UNICEF Bangladesh office. Further, technical discussion is ongoing with the team to fine tune the product and implementation. Health colleagues are considering to support and fund for an application that can be scaled and be widely used. Social Policy hired one of the winning teams to rollout RapidPro software at its sponsored SSMK radio program.

Epilogue (2) Apps Launched on Windows Store

Teams were encouraged to take their prototypes further and develop into full working applications and launch on Microsoft's Windows Store. Some teams that finalized in taking the further step were the following.

Team: Etechners (2nd place winner)

Application Name: Interactive Virtual Classroom (IVC)

Area: Education

Description: Interactive Virtual Classroom is an application that creates a virtual classroom through which children can learn, interact and build up their personality, confidence and creativity.

The traditional method of teaching is not sufficient for the intellectual development of today's children. Bringing active participation in the classroom is growing to be more difficult. This is because knowledge through pencils and paper does not seem to motivate children. Although technology is advancing beyond our imagination these days, it is not effectively being used for educational purpose. Interactive Virtual Classroom (IVC) tries to focus on such problems seen in today's education system and develop modern, interactive learning methods. Through this app, learning is brought to life with active engagements and experiences for students.

IVC is primarily focused on exploiting the features of Game Based Learning (GBL). The

application helps children to learn with physical involvement using Microsoft's Kinect which makes learning fun and exciting. Using GBL, students will get a positive experience about learning, memorizing concepts, reinforcing and consolidating knowledge in a friendly environment and understanding the consequences of their choices. This kind of learning corresponds to "doing", "reflecting", "understanding" and "applying" with the help of interactive games. This App can be used in classroom as well as at home. Teachers can update the curriculum by themselves and can conduct their classroom without much difficulty. They can use it to improve children's comprehension and knowledge retention. This creates an interactive learning environment that

connects students with books and their contents in exciting new ways. Moreover it helps in the acceleration of the cognitive skills of children. IVC can also be used for educating children with disabilities to build their communication

and collaboration skills. Today, children are very curious about the technology from the early age and teaching them with the right technology can build up their personality and help them gain academic progress.



Team: Disaster Saver

Application Name: Disaster Saver

Area: Disaster Recovery

Description: Application to raise awareness for children and educate them on the effects and actions to take during natural disasters such as earthquakes, floods, and landslides. It is equipped with game and video tutorials easily showing and teaching how to be safe during natural hazards.

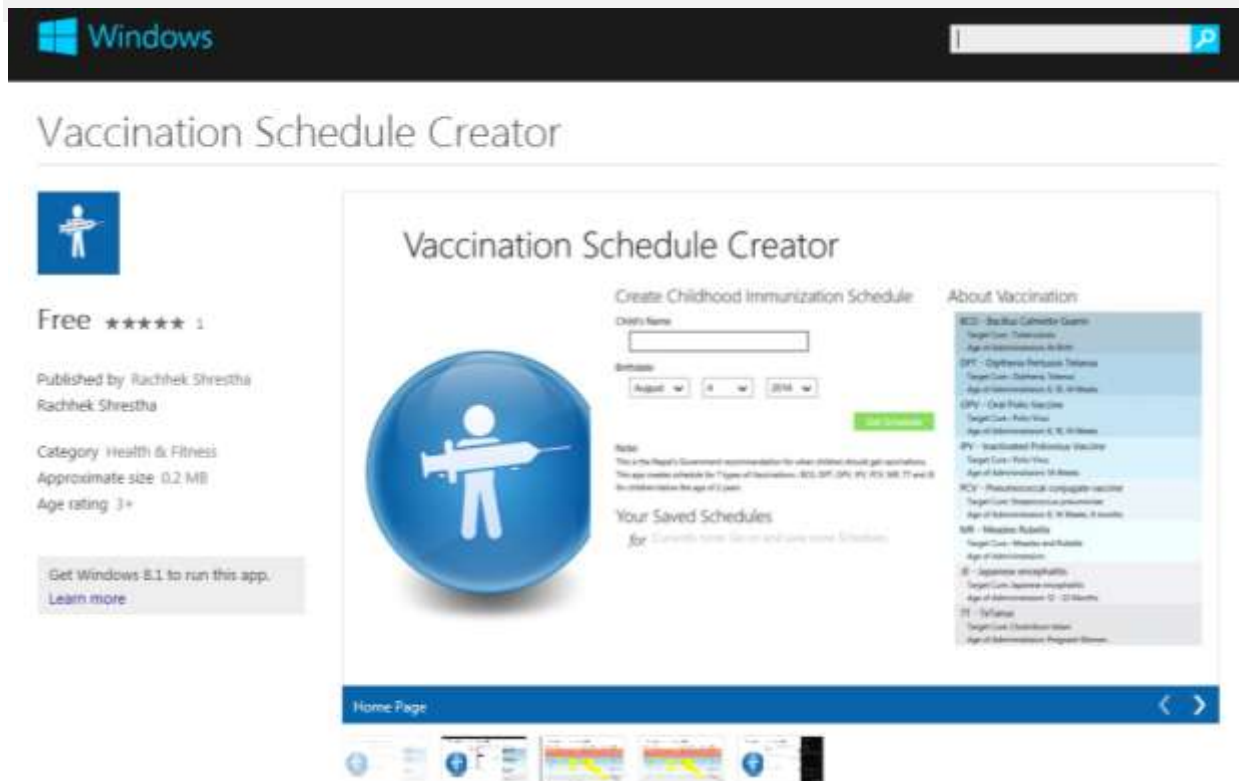


Team: Arion

Application Name: Vaccination Schedule Creator

Area: Health

Description: Application creates vaccination schedule for a newborn baby or children under age 2. users are able to find brief introduction to the different types of vaccines and their effects. The application automatically generates which days of the year the child needs to get vaccine.



College Idea Hunt

College Idea Hunt was an inter college idea competition under Idea Studio. The competition was designed as another outreach event, to further crowd source a variety of innovative ideas from Nepal's young potentials. Visits and orientations were made to about 50 colleges, mainly targeting students in their bachelors degree in business administration, business studies, computer science and information technology, as well as masters of business studies and business administration. About 50 students participated in each orientation sessions. Most colleges were supportive of the Idea Studio initiative, but also were reserved with their concerns that Idea Studio might be another new opportunity for Nepal but won't continue on.

College Idea Hunt was filmed and produced by Meeting Point, the media partner of Idea Studio, from beginning to end. The media house captured from outreaching to colleges, giving orientations, to the actual competition phase between colleges, and airing the competition on TV. 2 winners from this mini competition was promised to receive passes to go straight into incubation process of the Idea Studio.



Professor Rupesh Shrestha giving orientation to college students/ © Meeting Point

Visited Colleges

No.	College
1	Advanced College of Engineering and Management
2	Shankerdev Campus
3	Phoenix College of Management
4	Kings College
5	Everest College
6	National Development
7	Prime College
8	Texas
9	Nepal College of Information Technology (NCIT)
10	Ritz Management
11	Nesfield
12	SAIM
13	Kantipur Valley
14	DAV
15	Nagarjuna
16	ACE
17	APEX
18	Nobel College
19	KFA
20	Nepal medical college
21	KCMIT
22	International School of Tourism and Hotel Management
23	Nova
24	White House
25	British College
26	Thapathali Engineering Campus
27	KCM
28	Quest College
29	Universal College
30	Lord Buddha
31	Pulchowk Engineering
32	IIMS College
33	KIC
34	LA
35	IATA hospitality management
36	Presidential
37	NCC
38	Bernhardt
39	K & K (BSW)
40	K & K (BBA)
41	NCCS
42	Morgan
43	Southwestern
44	Padmakanya Campus
45	People's Campus
46	St. Xaviers
47	V.S. Niketan



Interview with **Oshin Batas**
Student Intern
MBA, KUSOM

Q.1 What was your role in Idea Studio?

I was involved in the Inter College idea competition, 'College Idea Hunt.' This event was done to collect innovative ideas for Idea Studio at large.

Q.2 Most rewarding experience?

Best part was giving orientation about Idea Studio to college students. Speaking in front of a mass public and encouraging them to do something was always in my bucket list.

Q.3 What did you learn most?

This project helped in developing my communication and people skills as my role involved in dealing with different types of personalities.

One Sentence about Idea Studio

Idea Studio is a boon to the aspiring entrepreneurs as well as to those who wants to bring positive change in their society.



Interview with **Resha Neupane**
Student Intern
MBA, KUSOM

Q.1 What was your role in Idea Studio?

I was involved in the intra and inter college idea competition part of Idea Studio. This competition was designed to provide another platform for students to present their ideas than going through the standard application procedure.

Q.2 Most rewarding experience?

When some people at colleges were first concerned, but later convinced about the concept of Idea Studio, and excited about organizing the orientation program.

Q.3 How is Idea Studio different?

It is a unique platform in Nepal as it provides a whole process starting from ideas selection to implementation. Idea Studio provides a complete package of mentorship, investment, and networking free of cost.

05

Shortlisting



05

Shortlisting

About 600 innovative ideas from Nepalese at home and abroad were submitted in hopes of changing the society for the better.

Shortlisting process immediately followed after the deadline for idea submissions. Number of application submissions were more than expected. About 600 ideas were received from Nepalese throughout the Country and abroad. This number exceeded the initial goal of 500 idea submissions that was set from the beginning of the competition, and a testament that the concept was received well by the target audience. Participants of all ages, status, social and economic background, including Constituent Assembly (CA) Parliamentary member participated with their single innovative idea that might help change the society.

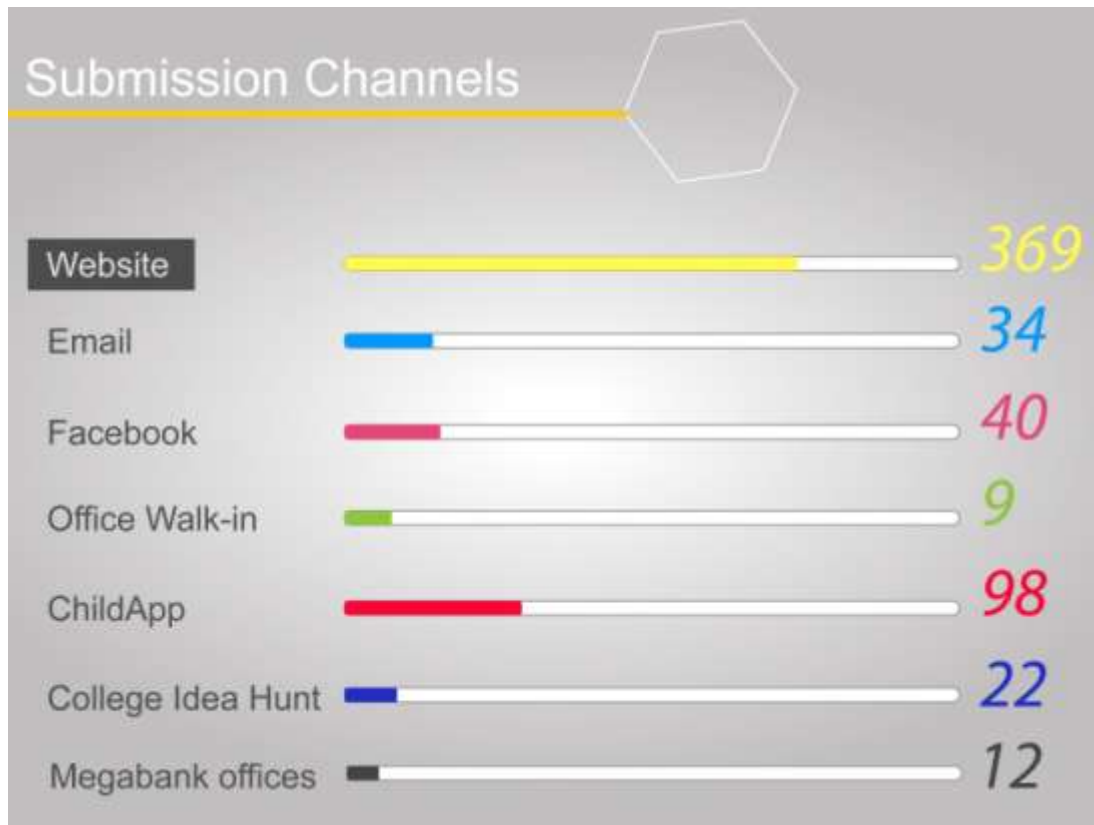
Shortlisting process followed a comprehensive criteria that focused on ideas with new solutions to the existing social challenges, or existing solutions applied to new challenges. Innovativeness, creativity, and sustainability were some key factors. Out of the pool of ideas, 63 of the most innovative and feasible ideas were shortlisted in Phase 1 by the Idea Studio Selection Committee. From this pool, about 30 ideas were further shortlisted for incubation through the audition rounds with a jury panel from various industry sectors like agriculture, health care, manufacturing, etc. Including the top 5 finalists from ChildApp and the 2 finalists from College Idea Hunt, total 37 teams were shortlisted for incubation at the Idea Studio incubator.

Idea Submissions

Outreach efforts through various promotion channels helped reaching out to Nepalese living in all corners of the Country and abroad. Main promotional channels the participants learned about Idea Studio were through radio, Television, and Facebook. Nationals living in countries like the U.S., Australia, India, and Malaysia were exposed through Facebook. Those living in urban and rural districts saw the promotion through mass media and mainly through Facebook. Even a participant from Humla, one of the most remote areas of Nepal, learned about Idea Studio through Facebook, showing the internet penetration rate in Nepal was higher and wider than expected. Phone calls were received from the rural districts of Nepal such as Jumla, Kalikot, Birgunj, Dailekh, Hetauda, and Narayanghat.

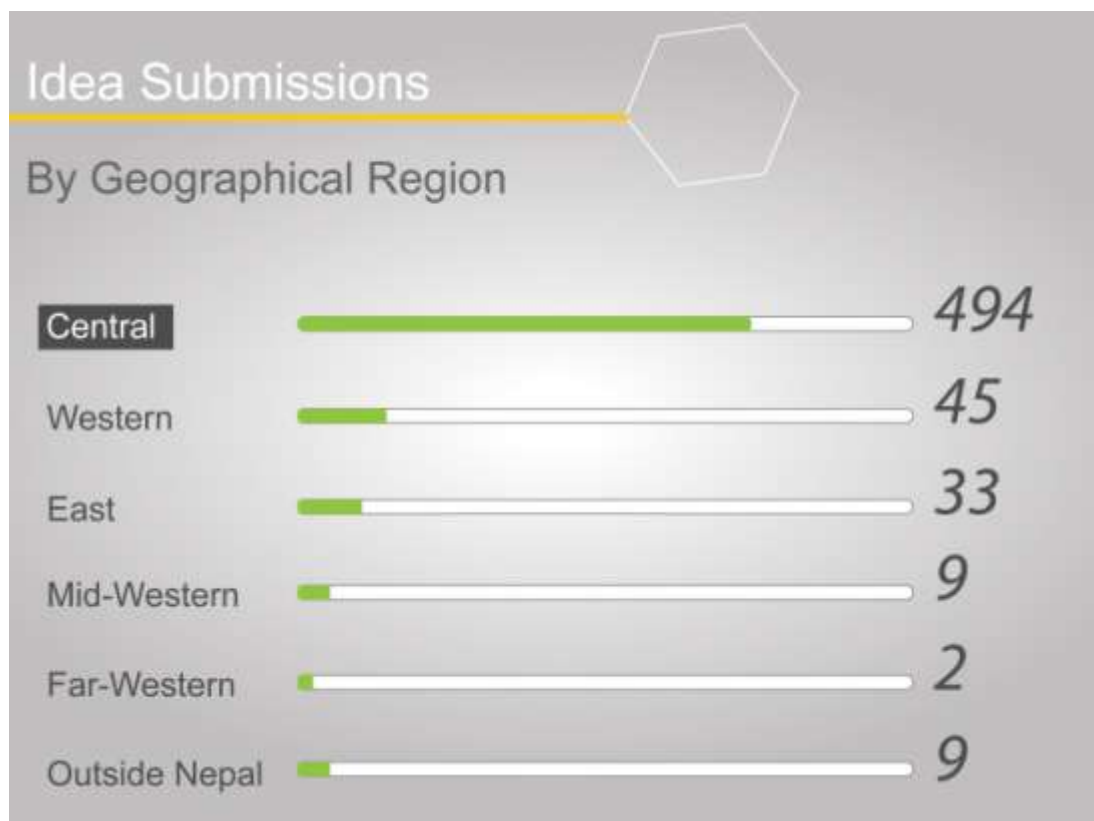
Submission channels

Majority of ideas were submitted through the Idea Studio website. Other channels used for submissions were through email, Facebook, office walk-ins, phone calls, Megbank district(branch) offices, and Idea Studio official website. Post box address was offered as well, but not many used this route for their application submissions. For illiterate participants, they were able to enter their ideas through the official phone line where a member of the Idea Studio team would transcribe and register the idea on their behalf.



Geographical Coverage

Majority of the submissions came from the Central region of Nepal like Kathmandu, Lalitpur, Bhaktapur, and Parsa districts. Interesting pattern observed was the ideas submitted by participants living abroad were focused on ideas pertaining to the Country, and those living in the cities submitted ideas on behalf of their villages.



Industry Coverage

Ideas were received relating to 24 different industry sectors. Majority of these ideas were in the areas of agriculture, waste management, and social entrepreneurship and primarily focused on solutions to the social and economic problems within the field. Almost 18% of the submitted ideas were agriculture-based concepts and 26% of the ideas submitted outside of the Kathmandu valley were agriculture-related.



Participants Occupation

From students to pharmacists, participants from various professions and occupations participated in Idea Studio. Encouraging observation point was the active participation from females. Many female entrepreneurs expressed their interests in Idea Studio and submitted ideas. Calls were also received from women living in different parts of the Country, showing their enthusiasm to participate. In fact, 20% of the participants of ChildApp were female, indicating the increasing number of women in technical fields.



Shortlisting Process

Phase 1: Application Review

a. Preliminary Screening

The first stage of shortlisting process was the evaluation of the submitted applications. Aside from ChildApp and College Idea Hunt, there were about 500 unique applications to review. A Selection Committee was formed to evaluate the applications based on the evaluation criteria. The main objective of this stage was to check if the idea submitted a) addresses social problem, b) innovative and original, and c) creative. Criteria used for evaluation follows:

- Does the idea address a social problem or an industry need or issue? What challenge does it solve?
- Is it a new concept or a variation of an existing idea?
- How different is it from other products or services already in the market?
- Originality of thought

b. Sorting

Ideas were sorted according to industries in the second stage.

c. Screening

A team of evaluators from the academia and business sector used a detailed criteria and score sheet to rate the shortlisted ideas according to the relevant industries. Based on the marks, the top 64 ideas were further shortlisted and given the opportunity to present their ideas in the audition round to a panel of judges.

Evaluation Criteria for Short listing – 3rd phase (screening)

Use the following ratings: 0=Poor 1=Somewhat Good 2=Good 3=Very Good

0	1	2	3
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Q. No.	Questions	Categories	%
1	Does the idea provide a strong financial impact?	Impact of the Idea	25
2	Does the idea provide a strong social impact?		
3	How is the idea different from solutions that are already available in public?	Creativity of the Idea	20
4	Is the idea an original, new concept, or is it a new combination or adaptation?		
5	How innovative and simple is the idea?	Marketability of the Idea	15
6	Can the product/service be clearly defined? How developed is the idea?		
7	Does the product/service address a significant customer problem? Will they be willing to pay?		
8	Does the idea have a competitive advantage in comparison to the existing solutions?		
9	Is it likely that this product/service will be profitable?	Bankability of the Idea	15
10	How much investment/start-up costs are required? (Is the entrepreneur clear about it)		
11	Does the business idea have relationships with the target customers?		
12	How difficult is it to enter the market?		
13	How big is the market? Is it growing? (If market is big and growing it is very good)	Riskiness	10
14	How much risk is there in the idea?		
15	How easy is it to address the risks?		
16	Is the implementation of the idea simple or complex?		

Phase 2: Audition Round

Pre-qualified innovators each presented their ideas to a panel of jury who scored the ideas following the criteria below. Main objectives of this round was to test the entrepreneurs' ability, seriousness, and

passion to execute and implement the ideas. Of the 64 candidates, the best 30 ideas were shortlisted for the 3 weeks incubation period at the innovation incubator, as well as the opportunity to pitch to their potential investors on the Idea Studio Nepal TV show. The audition rounds was captured on film and produced into the first few episodes of the TV show.

Q. No.	Questions	Categories	%
1	How enthusiastic is the participant about the idea?	Entrepreneurial readiness	15
2	How passionate is the participant about the idea?		
3	Is the participant serious about implementing the idea?		
4	Does the participant have the skills to run this business?		
5	Are skill gaps easy to fill with existing work force availability?		

Audition Set



Idea Studio Audition Set - Main stage/ © Ko Woon Park



Idea Studio Audition Set - Main stage/ © Ko Woon Park



Audition backstage with participants on stand-by/ © Priyanka Shah

Shortlisted Ideas

	Industry	Idea Owner	Name of the Idea
1	Agriculture	Ashmita Adhikari	उन्नत घाँस उत्पादन (Grass Production)
2	Agriculture	Balkrishna Sharma	कोदो फापरको प्रवर्दनात्मक परिकार विकास परियोजना (Buckwheat/Millet development project)
3	Agriculture	Birendra Bdr Aadi	राजधानी मा ग्रामीण ईलाकामा उत्पादीत खाध्य, फलफुल तथा जडीबुटी सामाग्रीहरूको संकलन तथा बिक्री केन्द्र (Fruits/Herbs sales center in rural areas)
4	Agriculture	Bishnu Maya Ghale	Mauri paalan (bee Farming)
5	Agriculture	Dipesh Aryal	Mushroom project
6	Agriculture	Dr. Bibek Bandhu Regmi	Commercial Rabbit Farming
7	Agriculture	Krishi Guru	Krishi Guru
8	Agriculture	Krishna Bdr Khadka	माछा प्रतिमा निरमान (Fish)
9	Agriculture	Madhav Timilsina	Kimu Farming
10	Agriculture	Nabin Karki	Insect Farming
11	Agriculture	Nima Sherpa	Chiraito and Mushroom Plantation
12	Agriculture	Pradip Kumar luitel	सन्स्थागत र व्यवसायिक नमुना कृषि (Agriculture business model)
13	Agriculture	Prakash Bajgain	Cattle farming and research in Tanahu
14	Agriculture	Rajendra Adhikari	Empowering locals through poultry farming
15	Agriculture	Ram Govinda Yadav	Community Fish Farming
16	Agriculture	Roshan Babu Ojha	Use of Earthworm in Field maintaining soil Fertility
17	Agriculture	Sanjaya Dhonju Shrestha	Silk Farming
18	Agriculture	Shital Gurung	वैग्यानिक कृषि ब्यावसाय मा जोड
19	Agriculture	Sibjan Chaulagain	ICT For Agriculture
20	Agriculture	TILAK BHANDARI	Expanding natural rubber agroforestry in the Terai region of Nepal.
21	Agriculture	Trilok Bhatta	Aloevera Farming
22	Disaster management	Pusp Raj Bhatt and Kapil Dev Bhatta	Saving Thousands of Lives : A Certain mega Earthquake
23	Education	Nisha Shrestha	READ Park
24	Energy/Waste Management	Ayush G.C/ Anjeena Chawal	Wind powere electricity
25	Energy/Waste Management	Kedar Sharma	Sajilo Chulo
26	Energy/Waste Management	Khusboo Gupta	G.V Micro Hydro Plant
27	Energy/Waste Management	Prasanna Shrestha	Pellitization
28	Energy/Waste Management	Sunil Babu Pant	Recycling Tyres
29	Entertainment	Sudan Basnet	COMICS NEPAL
30	Environment	Navaraj Neupane	Clean and Green Village : दुग्ध जन्य मिठाइ उत्पादन
31	Finance	Satkar Babu Adhikari	Throw Cash
32	Food and Culture	Karma Sangpo Gurung	restaurant training center and exchange
33	Food and Culture	Rusha Adhikari	Cafeteria Chain
34	Food and Culture	Suvash bikram shah	momo shop chain
35	Health Care	Dr. Araniko Pandey	Vision for Vision
36	Health Care	Dr. Suman	Health Mobile
37	Health Care	Raghu Rana	Snake bite situation
38	IT & Software	Anamol Rajbhandari	Mobile app based personalized tutoring with customized curriculum content in the Cloud.
39	IT & Software	Anish Shrestha	YELLOW NEPAL
40	Manufacturing	Daya laxmi Lama	Sunrise Powder
41	Manufacturing	Kishor Nepal	Parikalpana
42	Manufacturing	Nar Bhupal Magar	Bamboo
43	Manufacturing	Shreejana Timilsina	Chemical Fertilizer Producing Factory
44	Manufacturing	Sophia Sharma	Alcohol Free Sanitizer

45	Manufacturing	Sunil Maharjan	नेपाली ब्राण्डको तयारि पोशाक (Housework dress)
46	Media	Sumit Agrawal	Car Tainment
47	Mining	Mani Prasad Bhusal	Milki White Feldspar - Mining
48	Service	Anil Basnet	E-commerce and home delivery of grocery and vegetables
49	Social Entrepreneurship	Kalyan Subedi	Retirement Home, Assisted living or full assist living home
50	Social Entrepreneurship	Paribesh Koirala	Ek Soch Ek Kartavya
51	Social Entrepreneurship	Prerena Joshi	Old-age Recreation Center
52	Social Entrepreneurship	Shivaram Poudel	देश व्यापी सर्वाजनिक सौचालय बनाउने (Public bathrrom)
53	Social Entrepreneurship	Subarna Shakya	Leading, Training, Branding and effective analysis.
54	Social Entrepreneurship	Yugen Maharjan	Empowerment of the differently abled person- Electrical Vehicle project
55	Techology	Amrit Raj Nepal	Computer Temperature Controller
56	Techology	Madindra Aryal	Lets go Robotics
57	Techology	Vikram Sahani	SkyWifi
58	Tourism	Bhaskar Bhattacharya	KTM 360°
59	Tourism	Mr. Rudra Prasad Giri	MICOTAB (Mordern Integrated Comercial Organic Tourism Agro Business)
60	Tourism	Ram Krishna Dahal	Water Kingdom (Ocean Hotel)
61	Tourism	Saurav Sharma	Agro-tourism resort
62	Tourism	Yam Raj Kunwar	पर्यटनको बिकासबाट रोजगारी श्रीजना (Tourism development)
63	Transport	Ankit bhattarai	Mundre yatayat
64	Transport	Prashamsa Pokhrel	Electric train

Shortlisted Innovators

From intense rounds of shortlisting, total 37 teams including the top 5 finalists from ChildApp and 2 finalists from College Idea Hunt were qualified for the incubation program. All teams were notified to participate in the incubation program at the innovation incubator located in KUSOM. These teams would be trained for three weeks, ready to pitch their ideas to potential investors on the Idea Studio Nepal TV show.

Innovation Idea Bank

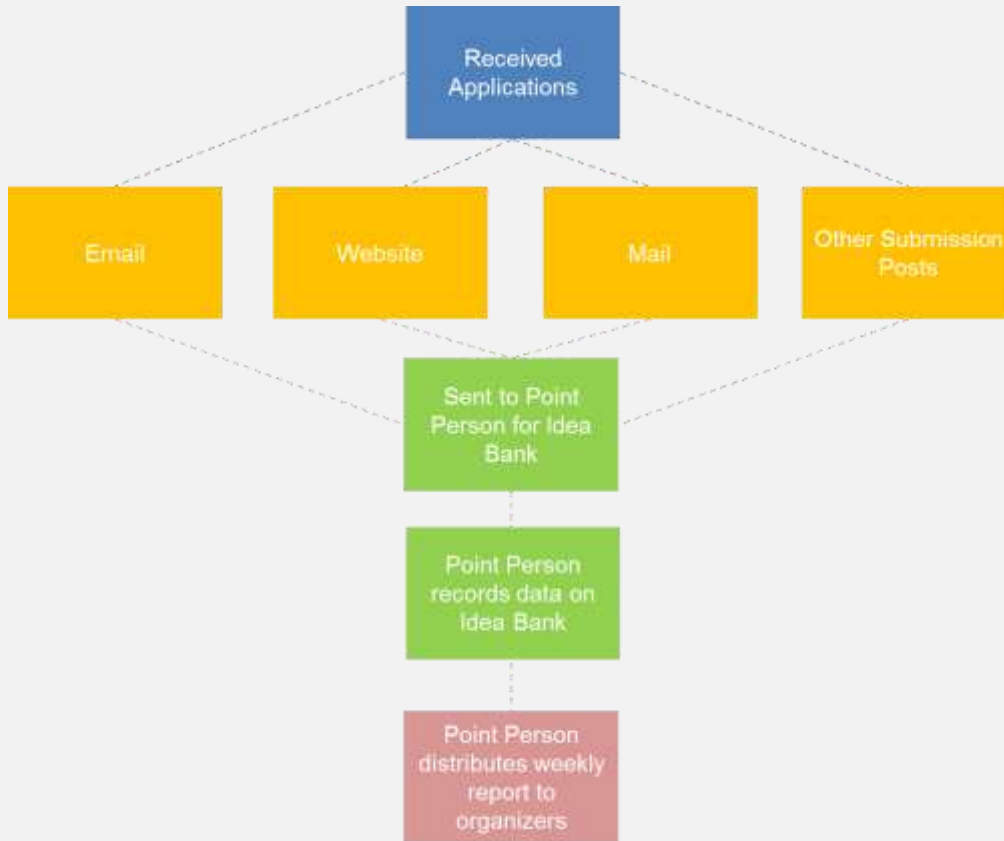
Innovation Idea Bank is a digital platform that stores and manages innovative ideas. It will be the central hub for storing, nurturing, and managing innovative ideas in Nepal, matchmaking ideas with the interested stakeholders.

Innovation Idea Bank was created as an online data space to store and manage innovative ideas submitted through Idea Studio. Ideas that were not shortlisted does not mean they are of less value or potential. They can be used for a better timing and purpose. The database will be stored and managed at the KUSOM innovation incubator and be an incredible resource for the center. A stakeholder who is in search of new ideas in improving agriculture practices may consult the Incubator for innovative ideas that are readily available. If there is a match in the Idea Bank, this idea can be linked to the stakeholder to see if it can be a viable solution.

The Innovation Idea Bank is to build and maintain a robust and credible data source. It will not be a one time project that will only hold ideas sourced through Idea Studio. Ideas sourced through other channels after the competition can also be stored in this database as well and be a sustainable research asset for KUSOM innovation incubator.

Innovation Idea Bank

Management Structure



06

Mentorship



06

Mentorship at Innovation Incubator

“The state-of-the-art incubation centre provides participants with theoretical and technical business skills that help them develop their models into reality. ” - Rupesh K. Shrestha, Marketing Professor, KUSOM

The Idea Studio innovation incubator was established with the objective to provide a state-of-the-art space and platform for nurturing the nation's prospective entrepreneurs, and to be positioned as the nation's focal research center for innovation. Named 'KUSOM Idea Studio,' the incubator provides a working space for innovators and experts from academia, the private, technical and development sectors, to collaborate and transform innovative ideas into socially-conscious business solutions. The 37 shortlisted innovators from Idea Studio are the first group to be working in this space. Before entering the incubator program, the innovator may only have an innovative idea and passion, but no plans on how to put forth the idea. They may have a vision to make a social and economic impact to change and transform the society, but no concrete plans on how to execute this vision in reality. During the incubation period, innovators learned how to put ideas into action, starting from conceptualizing their ideas and developing them into fine-tuned business plans.

Incubation Period

The incubation period under Idea Studio was a 3 week program. During this period, innovators master through an intensive curriculum to provide standard knowledge and skill enhancement modules. These modules are expected to shape ideas into comprehensive business plans.

Future Plans for the Incubator

The innovation incubator was designed not only to be used as a one time event, but gradually be developed and recognized as the national research center for innovation. After the season one Idea Studio competition, the purpose of the incubator will also change. At this instance the incubator will work as the office space for the entrepreneurs who would have won investment. This would be a transitional phase for the entrepreneurs to make the move from the phase of plan into action, which is starting a real business.

During this phase, the entrepreneur will have about 8-10 months to complete all the preliminary procedures and requirements that are necessary to establish a business. These services and assistance will be provided by the incubation center. This is the time they assemble their start up team, register their business in the government and tax office, broker deals with investors and loan providers. They will have meetings with various stake holders, suppliers, investors, customers that are crucial for the success of the business. During this phase mentors will be assigned to the entrepreneur to help and support them in networking, decision making, establish and running the business.

Incubator Space

Considering the above functions of the business incubator, it was essential to design the interior and the working atmosphere to reflect the following:

- Multi-usable facility to encompass the 3 week pre-incubation stage, and post-incubation stage

- Design to reflect innovative elements, warm, creative and at the same time “we mean business” message
- A temporary facility but excellent services, networking, mentoring and guidance – a conducive environment for the innovative idea to be polished – planned – execute into a flourishing business with in a time span of 1 year
- The designs should be on the line of minimalistic, frugal and sense of urgency concepts and not to forget the element of fun and relaxation.

Incubator Space

Idea Studio innovation business incubator was designed as functional and creative space to provide an environment best suitable for innovators to perfect their ideas into business solutions. The quality and design standard should emulate the global standards and examples of an innovative space like the creative offices of Facebook and Google.

The architect and designers recruited for the incubator also reflected what we aspired for the incubator to be: risk-takers, original, innovative, and creative. Idea Studio team spent numerous meetings with other established architect companies. These candidates were confident with their track record of designing national scale movie theatres and signature buildings. However, most of them missed the 'think out-of-the box' element when proposed the vision for the KUSOM Idea Studio. After multiple meetings, Idea Studio landed with a young and creative team of architects who were capable to deliver this space.

Design

The idea of the innovation incubator was to establish an open space that welcomes the atmosphere of both creativity and productivity.



Idea Studio business incubator 3D floor plan / © Fine Design

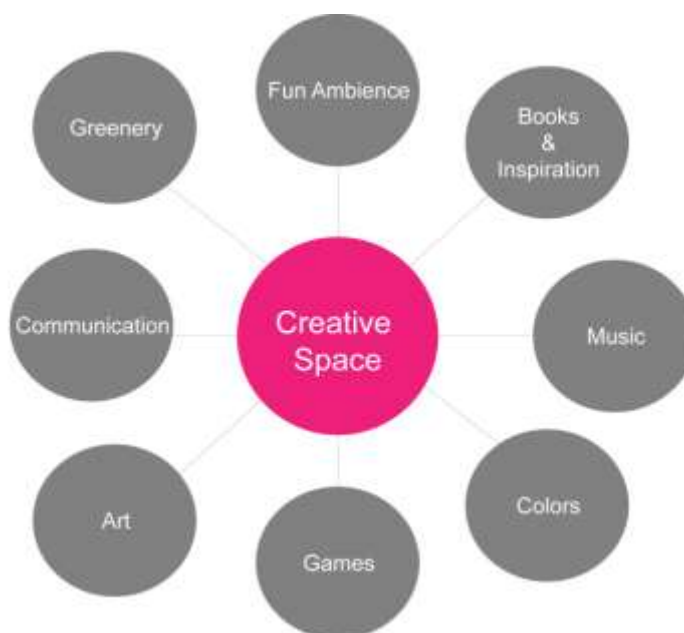
Creative Space

Investing in a creative working space is important to drive creativity. Alex Kjerulf, a Denmark-based consultant and a former entrepreneur in the IT industry stated, "If you come into the office and everything looks uniform, gray, bland and boring, your thinking tends to be that way. If you come into a place that's stimulating, your mind will become more creative."

In the creative space, the main concept was to create a space that depicts innovation, modern, and fun. The best way creative ideas are conceived is said to be through interaction. The seating in this space also used vibrant color combination. Simple and fun comfortable cushions and chairs were selected to decorate the space more relaxing and fun. On the wall shared with the staircase, two chasing human figured book racks were placed. These figures represent people chasing their ideas in this competitive world. Random hanging lights were installed in the ceiling giving an aesthetic appeal to the room.



Idea Studio business incubator 3D sketch / © Fine Design



Work Space

An open plan work space was put in place to give a vibrant atmosphere encouraging easy communication and dynamic interaction. The conference table in the center was designed as the map of Nepal. The shape was cut into unique puzzle pieces that when joined together, it forms the map of Nepal and when separated, each piece of the table can be efficiently used as individual desks. Closed door work spaces with glass walls were built in as well, when a more focused discussion and quiet time was needed.



Idea Studio business incubator 3D sketch / © Fine Design

Entrance Area

The entrance was decorated with the mix of cultural and modern elements. The silhouette of the skyline of Nepal was embedded on the surface of the reception desk, giving the impression of respecting Nepal's heritage, while maintaining a futuristic appeal to the space and design.



Idea Studio business incubator 3D sketch / © Fine Design

Transformation Phase

July 8, 2014 | Ceiling structures were placed and pipes installed



August 8, 2014 | Furniture production in progress
Wiring took place
Restroom in construction
Staircase close to being finished



* All photographs above contributed by Santosh Khadka

August 27, 2014 | Painting started on the walls
False ceiling structure in place
Wirings completed
Rooms divided



September 5, 2014 | Flooring started
Glass partitions added
Painting completed
Lighting structures placed



September 9, 2014 | Decor and interior completed
IT equipment set-up completed
Furniture in place



* All photographs above contributed by Ko Woon Park



* All photographs above contributed by Ko Woon Park



Interview with **Santosh Khadka**
Program Coordinator
Childreach Nepal

Q.1 Share your experience with the incubator development.

The whole incubator development was a great learning experience for me. First of all I did not have any experience with construction. The price quoted by the designer was ridiculously high. Then I researched and talked with different people, and figured out that it could be built in much lower price. I collected quotation from other construction companies and still the amount was not satisfactory. Then I approached different small contractors and shared my findings. I was asked to oversee the construction, and I took the responsibility.

Q.2 How did you feel when the incubator was finally established?

Once the incubator was ready to be showcased, and all the participants came in and were so amazed to see the place, the emotion was so overwhelming. I have never been so proud.

Q.3 As a young generation yourself, how do you think Idea Studio will be an innovative platform for Nepalese now and in the future?

I am a young Nepali, born and raised in Nepal. I feel Nepal has lot of potential and can do much better both economically and socially but personally the speed of development is slow. Youngsters see no future in the country, and lot of people want to leave the country and seek for better future abroad. If we are able to transform at least five ideas into industry through Idea Studio and at least one idea to a national level industry it can certainly provide hope to young generation of Nepal. They will sense something positive going in the nation. These ideators can in fact be a role model for the young generation and make them believe in themselves and say "Yes, we can do something in Nepal."

Inauguration Ceremony

Idea Studio inaugurated the first-of-its kind business incubation center, 'KUSOM Idea Studio,' at KUSOM on September 19th, 2014. Distinguished guests, including UNICEF Representative to Nepal Mr. Tomoo Hozumi, Vice Chancellor of Kathmandu University Dr. Ram Kantha Makaju Shrestha, UNICEF National Ambassador Ani Choying Drolma and others, along with shortlisted innovators gathered to celebrate the milestone of another advancement in the progress towards innovation and development. The inauguration started with the ribbon cutting ceremony to congratulate Idea Studio's new business innovation incubator.



Ribbon cutting ceremony for the Idea Studio Nepal's new business incubator center ©UNICEF Nepal/2014/CSKarki



KUSOM Idea Studio incubator inauguration with distinguished guests and shortlisted innovators/ © UNICEF Nepal/2014/CSKarki

"The hope, aspirations, and entrepreneurship that the Idea Studio can generate, along with solutions to the development challenges the country currently faces, we believe, will encourage more young Nepalese to stay and invest their skills and ideas in their own country," said Mr. Tomoo Hozumi, UNICEF Representative to Nepal. "This venture may well be considered a benchmark helping to shape a truly new Nepal."



UNICEF Representative to Nepal Mr. Tomoo Hozumi delivers his remarks at the inauguration of KUSOM Idea Studio / © UNICEF Nepal/2014/CSKarki

Curriculum

During the three week incubation period, innovators were paired with business experts from the academia and business world to shape ideas into working business models. The curriculum was designed to shape the innovators and their ideas to be better equipped for their grand pitch on national television program, in front of industry experts, prospective investors and business personalities.

Module 1 – Introduction to Entrepreneurship

- Why Entrepreneurship?
- What is an Entrepreneur?
- Entrepreneurial Self--Assessment
- What are the risks of Entrepreneurship?

Module 2 – Planning and Market Analysis

- How do I start the planning process?
- How do I start researching my market?
- Knowing your target market
- Assessing competitors
- Conducting market research

Module 3 – Preparing a Business Plan

- What does a business plan consist of?
- Writing an executive summary
- Market analysis
- Writing your industry description, outlook, and identifying your target market

- Market tests and lead times
- Competitive analysis and regulatory restrictions
- Writing a market analysis
- Sample market analysis

Module 4 – Preparing the Company and Team

- Company description
- Sample company description
- Organization and management
- The organizational chart
- Sample organization and management section

Module 5 – Marketing Planning

- Marketing and sales management
- Outline your marketing and sales management section
- Sample marketing and sales management strategy
- Service or product line
- Product development life cycle

Module 6 – Finance and Funding Planning

- Funding request
- Sample funding request
- Financial projections
- Financial projections advice
- What's a pro forma income statement, anyways?
- The basics of a pro forma income statement
- Sample income statement
- What's a pro forma cash flow projection?
- Sample cash flow projection
- Sample cash flow assumptions
- What's a pro forma balance sheet?
- Sample balance sheet

Module 7 – Preparation for the Pitch

- Presentation Skills
- The elevator pitch
- Sample elevator pitch
- Personality Development

Shortlisted Innovators

The following details the background stories of the shortlisted innovators trained in the KUSOM Idea Studio for three weeks incubation program.

1. Birendra Bahadur Aidi/ Trading in Kalikot



Birendra grew up in a resource abundant Kalikot region but always felt there was a lack of link between the resources and the market. While Kalikot has abundant fruits and herbs, farmers are not yielding enough due to the inaccessibility to basic goods. Birendra saw this as an opportunity and wants to be the link between Kalikot and the capital where he can set up a collection center and trade goods from Kalikot for essentials not available in the region. Local farmers can come and trade their goods for goods from the capital.

“While we have so much resources to offer, the people here still don’t have access to a notebook or a pencil. Goods like these are not readily available. What I want to do is to create a trading point where I can collect these goods and take them to the capital and then provide them with goods that otherwise are not accessible to them.”

2. Mani Prasad Bhushal / Milki White Feldspar Mining



Mani Prasad runs a ceramics business and has traveled outside Nepal to trade ceramics products. He has been importing raw materials for local production, but sees Nepal has number of resources that can be exported as well. While traveling for one of his business trips in Bangladesh, Mani stumbled upon a raw material not being used in products in Nepal - white feldspar, a distinct type of feldspar abundant in the Parbat region. He saw the business potential and plans to start a white feldspar mining business for export, as well as to use them in local production of other goods.

3. Amrit Raj Nepal / Computer Temperature Controller for Incubators



Amrit Raj Nepal comes from an engineering background and works at Break Even Private Limited, an engineering company. From many research, the company came with the idea to computerize the temperature controller in a child incubator. The digital setting will maintain a fair temperature for newborns without the presence of a medical professional. Although this technology is already being used in hospitals like Kathmandu Medical College, still many medical centers do it manually.

“There are hospitals and health posts all over Nepal but technology wise, we are still not up to the mark. If we can get our device to places where medical experts are not readily available, we can save many newborn.”

4. Yam Raj Kunwar / Tourism business for Khaptad Region



Yam Raj is a tourism researcher and the author of two books about different areas of Nepal from a tourism perspective. After extensive research in the Khaptad region, he believes this region is an unexplored gem that needs to be revealed. According to government statistics, there have only been around three hundred tourists who have seen parts of the Khaptad region,

which is surprisingly low considering the countless number of tourists visiting Nepal. One of the reasons may be its distant location in the far-west region of the country. Yam wants to start a tourism campaign targeting tourists by not only promoting the scenic beauty of Khaptad, but also train the locals on how to make the best out of the tourism business in this region.

“In the process of writing my book about Khaptad, I traveled extensively within the region. Despite our efforts, the government has done little for the region. I think tourism will give a good economic boost to the region.”

5. Suman Subedi, Binay Regmi, and Benu / Agricultural Retail Stores



Suman, Benu and Binay all come from MBA backgrounds. They wanted to use their business expertise in the agriculture business when they saw the need for better connectivity between farmers and consumers. Together they started “Krishi Guru,” a chain of agricultural retail stores across the city early this year and hope to open more. Their vision is to see Krishi Guru being set-up across the city in the form of retail stores that provide fresh vegetables as well as organic goods. Suman, Benu and Binay also want to diversify their products and also provide meat, fish and dairy products. Their vision expands to start production of organic produces and pesticide free vegetables, seeing the growing need in the city.

“Since Nepal is an agricultural country, we wanted our business to serve the sector. We not only provide quality produces but our stores also generate employment and further expansion will result in creating more job opportunities.”

6. Saurav Sharma/ Agro-tourism Resort



Saurav has an idea that mixes tourism with agriculture: agro-tourism resort catering to tourists looking to spend time in nature while also learning and helping to produce fresh agricultural goods that will then be sold in the market. He aspires the quality of his production to match international standards and wants to brand his goods for export. A refreshing twist to an ordinary resort style, visitors can see how the goods are produced while enjoying the organic food served to them. Saurav hopes the resort will be positioned as a market place to local farmers who will also receive training on how to grow organic goods. He visions this resort to be a model that will be followed by other tourism businesses.

“I have been in this business for quite some time. I am looking for sites for the resort and this idea is still in a development phase. With good financial support and the help of the Idea Studio, I am determined to make this work.”

7. Anil Basnet, Bishesh Shrestha/ E-commerce and home delivery of grocery and vegetables



Online shopping is also a rising trend in Nepal. As much as it is convenient to shop electronic goods and clothes online, shopping for fresh produces is equally convenient. Anil and Bishesh wants to open this option in Nepal by brining “Metrotarkari.com,” an online grocery offering a variety of local goods at very competitive price. They will also do free delivery service, delivering the order at the customer's convenient time.

A concept that was just recently introduced by Amazon.com in the United States with very limited services, Metrotarkari.com has the potential to

capture the growing but relatively unexplored online Nepali market. With the rising number of people using the Internet, Anil and Bishesh believe that Nepal is ready to shop online.

8. Milan Karki, Darpan Pudasaini/ Paani / 1st place winner from ChildApp (Team 'Engineering ADDA')



Urban development has led to the shortage of clean water in Kathmandu and other parts of Nepal. You can never be sure on how clean the water is. Sometimes you even question the water quality contained in mineral water bottles. The health effects of using and drinking impure water stretches far. Milan and Darpan, students of Nepal Engineering College, want to make sure you know what is in the water you use. The idea is to create a portable device that instantly shows the level of water contamination.

The device can be connected to your mobile phone, so that the information can be displayed and seen on your phone. They also want to create a database holding information for a certain period so that people who does not own this device can still monitor. The database will have information about the level of water contamination in your preferred locality. A simple information that could be so useful to people, Milan and Darpan hope that their idea will receive the financial boost that it needs as they are still in the research and development phase.

9. Sibjan Chaulagain / ICT For Agriculture



Sibjan is an electronic engineer by profession but he comes from a farming family and knows the everyday worries a farmer has to face to earn their living. He has an idea that will help farmers by using mobile phones. Titled “ITC for agriculture”, this idea is a SMS and mobile-based platform through which farmers have access to information that will assist them in making everyday decisions related to farming. For example, farmers can check the weather in a particular area, the amount of fertilizers to use, or the average price of agricultural goods, etc. Sibjan feels that the lack of knowledge on such basic information is the reason why most are unable to yield maximum profits from their farms.

“After finishing my degree in electronics engineering, I went back to my village and taught in a government school for a while. While helping my family with the farm, I realized that there needs to be some way farmers can know and learn some basic things to avoid making mistakes. This is why I think information technology can be of great help in agriculture.”

10. Sophia Sharma/ Alcohol Free Sanitizer



The youngest idea studio participant, Sophia Sharma is a 19 year old student doing her Bachelors in social work at Golden Gate College. A simple idea with a herculean task, Sophia wants to introduce alcohol-free hand sanitizers to the Nepali market.

“Alcohol based sanitizers are not that effective and cannot be used everywhere. We can also promote the use of local herbs through this idea. Hygiene saves lives, let us promote safe health as safe hands are needed for a safe nation.”

11. Prakash Bajgain/ Cattle Farming and Research in Tanahu



After spending few years working in Malaysia, Prakash returned home to Pokhara to find a job at home. After not finding a job, he started his own business in Tanahu. Prakash began a small goat farm which slowly grew with time. He started with 8 goats and now raising 30 fertile goats. He wants to expand his farm and meet the high demands of the goat market, not only in Tanahu but also in Pokhara. The demands become especially high around festival times, which is why Prakash sees the need to expand this business.

If he gets enough investment, Prakash claims he can raise up to 300 goats at a time and easily meet the demands of the local market in both Tanahu and Pokhara. Although a goat farm may sound relatively inexpensive compared to other ideas, it actually requires a lot of capital. The process involves not only raising goats, but also making sure they are delivered all the way to the market in Pokhara.

12. Sabita Shahi, Trilok Bhatta, Kiran Shrestha / Aloe Vera Farming



KFA business school students Sabita Shahi, Trilok Bhatta and Kiran Shrestha see a great future for aloe vera farming in Nepal. A plant that has many uses, aloe vera farming is relatively a new concept in Nepal. Sabita, Trilok and Kiran want to produce and sell aloe vera juice and also provide aloe vera jelly to cosmetic companies who use the plant in their products.

While aloe vera is commonly known to be an excellent cure for skin problems, not many know that it also has medicinal benefits when consumed. Aloe vera cleanses your digestive system and also strengthens your immunity. Even though you have an aloe vera plant in your garden, most people are unaware of how to use it. If successful, aloe vera plantations could generate a lot of income for households while also benefitting the environment and the society.

13. Rusha Adhikari, Suraj Shrestha / Cafeteria Chain



Most school canteens in Nepal are often criticized for their lack of quality and hygiene. They don't provide healthy food options and junk food is very common. Two BBA students from Quest International College have an idea that can improve the quality of food in schools and colleges across Kathmandu.

Rusha Adhikari and Suraj Shrestha want to turn school canteens into a cafeteria-style food place where students have a wider and healthier range of food choices, which will all be prepared in a hygienic manner. Rusha has already seen this idea being implemented in two colleges in Kathmandu and says it has been very successful so far. She thinks that this idea needs to be expanded and turned into a cafeteria chain. The chain will give the provision of healthy, hygienic food offered at an affordable price to students across the city.

14. Paribesh Koirala, Nisha Subba, Shubhechha Shrestha, Sona Manandhar and Sonam Chonden Lama / Rabbit Farming



Paribesh Koirala, Nisha Subba, Shubhechha Shrestha, Sona Manandhar and Sonam Chonden Lama put their idea as a “socially driven initiative” that aims to help households generate

income while benefiting the environment. An idea that started when they saw the opportunity that the Idea Studio had to offer, this group of International management students from the British College thought of introducing Moringa tree and rabbit farming, relatively uncommon in Nepal.

Few know the goodness of Moringa Trees. Their leaves are so rich in nutrition that its consumption could save millions from being malnourished. These trees also have a fast growth rate. On the other hand, rabbits breed very easily and don't require a lot of investment. Titled "Ek Soch Ek Kartavya", the idea may be small, but with large social and environmental benefits if it can be executed.

15. Ngima Sherpa / Chiraito and Mushroom Plantation



Ngima Sherpa has been farming corn, potatoes, mustard and peas for years but he hasn't seen the farms yield much profit. The farms have been giving a very consistent rate of return of 15 to 20% every year, not very profitable for the farmers in Bhojpur. After engaging in some research, Ngima has come with the idea that Chiraito and mushroom farming can be yield a lot more profit. Having already experimented growing Chiraito and mushrooms in his own farm, Ngima is confident that this will be a successful endeavor that will generate a good income for agricultural households. This is because mushrooms have a good demand while Chiraito also has medicinal benefits. Ngima wants to inform and train farmers like him in order to ensure that they get the most out of their farms.

"We see that a lot of men in our villages are going abroad because they are unable to generate enough income from their farms. I think if we find other ways to generate income through out farms, we can work here and not leave our country."

16. Anish Shrestha/ Yellow Nepal



Confused about where to eat out today? Don't worry, Yellow Nepal has you covered. Kathmandu city has a booming restaurant business and sometimes you don't know where to go. Anish Shrestha, a software engineer by profession, started his company "Yellow Nepal" and created a website and a mobile application that shows the best eat-outs in your preferred areas and gives tips on any deals happening in restaurants. While Yellow Nepal has already developed its website and mobile application, they want to reach out to a large number of people with the help of Idea Studio.

"We want to make it easier for foodies and restaurant goers to discover the places and the cuisines to eat. The technology bit we can do it easily but we need to work on marketing and letting people know that they can easily find places using a simple app."

Facebook: <https://facebook.com/yellownepal>

17. Nara Bhupal Magar/ Bamboo Trees



A real estate businessman, Nar Bhupal Magar is also an environment activist who wants to encourage the use of bamboos instead of woods. Simply because bamboos grow faster and can be replaced faster than other trees. Woods that are used for construction purposes and furniture come out of trees that take long time to grow and when they are cut, it takes even

longer time to be replaced. The rate at which trees are being cut is not matched by the rate at which it is being replaced.

By encouraging the plantation of bamboo trees, Nara Bhupal believes it can replace about 5,000 trees every year. In a country where landslides are the most common form of natural disaster, bamboo trees can prevent soil erosion with its strong roots.

18. Daya Laxmi Lama / Sunrise Powder



Daya Laxmi Lama worked as an administrative staff for 33 years in a government office. Since her retirement, she has been thinking of an idea, Sunrise Powder, washing powder for kitchen utensils. A simple experiment that grew into a small business, Daya started making a homemade powder when she tried to see if she could make Pitambar on her own. After getting good reviews from everybody who used it, she thought her powder could reach a wider number of consumers if manufactured on a commercial level. She also believes her product is good enough to compete with other export products, and wants people to use a product made from using local resources.

“I’ve had this idea for a while now. I’ve stopped making this powder but I want to do something with it. It’s a big task so I didn’t really have any hope it would get far but I think I can take it somewhere now (after coming to Idea Studio).”

19. Manindra Aryal / Lets go Robotics



In an age where technology runs the world, a developing country like Nepal is still far behind in the competitive technology market. Manindra, an electronic engineer by profession, has an idea that can take Nepal forward. His idea “Let’s go robotics” aims to give life to innovative student projects who create complex machines to make everyday lives simpler. Manindra believes that his idea can go far only when there is adequate investment to support the growth of technology in Nepal. If he finds large enough investment, he also wants to devote time researching for his dream project which is to one day invent a robot that can fly, swim and do work that humans are able to do.

“I studied electronic engineering. In the final year, every student has to create a product. Although they can show a demo of what the product can do, they can never take it to the market because they can’t find the resources to. Why don’t we invest in such products and make a name for Nepali technology?”

20. Shiva Ram Poudel / Public Toilets



Shiva Ram Poudel wants to solve a very basic but essential problem in Nepal, the lack of toilets in public places. Shiva used to help run a shop in a highway before he ventured out into making toilets in the Dhanding-Naubise route. The idea came to him when he was travelling with his family and happened to see a tourist guide taking a group of Chinese tourists to a secluded side of the road due to no toilets available. This made Shiva realize how important it is to have accessible public toilets. He wants to build public toilets not only in highways but also in crowded cities where lack of toilet is also a problem.

“I want to facilitate people with public toilets in streets and highways. This is a very basic problem and nobody is doing anything about it. If we charge even 5 to 10 Rupees for using a toilet, we can maintain it and have people look after it.”

21. Subhash Bikram Shah / Momo Chain Shop



If you're a Nepali, it's hard not to love momos. Subhash Bikram Shah is so passionate about his love for momos that he wants to base his profession around it. An experienced retail manager who worked in local and international retail chains like Himalayan Beans and Starbucks, Subhash wants to mass produce frozen momos and create a retail chain. He believes he can take the momo love to great heights not just in the country but also outside Nepal where the growing numbers of Nepalese living abroad crave to have momos that taste like home.

“Momo is my passion! I love momos! And I think there is great scope to create a retail chain because there is always so much demand for momos. I want to create a chain where momos will taste exactly how you expect it to be.”

22. Prerena Joshi/ Old-age Recreation Center



Prerena Joshi is an MBA graduate from the Ace Institute of Management. Her idea is to provide a place for the 60 plus age group, in the form of an old age recreation center called 'Club 60'.

“This idea comes from my personal experience. I have a 90-year ajaa (grandfather) who always complains about us not having enough time for him. He stays home with nothing to do. Sometimes he forgets to take medication and nobody is around the house during the day to remind him. There are many old people like him who are full of life but are very depressed in their old age. My idea caters to people like him. I want to open an old age recreation center where people like my ajaa can look forward to doing something everyday.”

23. Anamol Rajbhandari, Pranay Lama/ Linking Students to Tutors



Remote learning is one of the main problems in Nepal's education system. As a result, tutor lessons outside school is very common. Anamol and Pranay, both students themselves, realize this as a problem and want to make tutor teachers more accessible to students in Nepal. Their idea is to create a website and a mobile application where students can find private mentoring in their locality with just a click of a few buttons.

“This is something that we have gone through as students. There are about 24 lakh Internet users and about 14 lakh smart phone users in the country and these numbers are growing. We want to connect every teacher with every student.”

24. Bhaskar Bhattacharya/ KTM 360⁰



While trekkers in Nepal and from around the world are attracted to the mountains and the lush green hills, not many are aware of the great picturesque experience Kathmandu valley has to offer. Bhaskar Bhattacharya wants to do something about it. A biking and trekking enthusiast himself, Bhaskar and his friends started a trekking agency called Mission Pathfinder few years ago. He now wants to promote trails from Pulchowki to Changragiri.

"KTM 360 is a complete circuit trek around Kathmandu valley with philosophy of sustainability and eco-friendliness."

25. Bibek Sharma Chapagain, Samira Sharma, Sanjita Sharma and Bikram Awale / Interactive Virtual Classroom (IVC) / 2nd place winner of ChildApp (Team 'Etechners')



Interactive Virtual Classroom is a game application that creates a virtual classroom through which children can learn, interact and build up their personality, confidence and creativity. The traditional method of teaching is not sufficient for the intellectual development of today's children. Bringing active participation in the classroom is growing to be more difficult. This is because knowledge through pencils and paper does not seem to motivate children. Although technology is advancing beyond our imagination, it is not effectively being used for educational purpose. Interactive Virtual Classroom (IVC) tries to focus on such problems seen in today's education system and develop modern, interactive learning methods. Through this app, learning is brought to life with active engagements and experiences for students.

26. Abhishek Paudel, Arun Kumar Agrawal, Manish Chandra, Nabin Bhattarai / CHILD-DARTA / 3rd place winner of ChildApp (Team 'Rising Coders')



This application helps parents to be aware of prenatal and postnatal care of mother and child, and also makes birth registration easy with the use of SMS and web. How it works: when pregnancy is confirmed, an SMS is sent to the server. The server sends back a unique confirmation code to the sender. An SMS is sent to the sender at certain interval giving information about prenatal care. After the birth of child the sender sends another SMS confirming the birth along with the confirmation code, location, date and time of birth. Birth registration camps are organized at certain interval to confirm the birth and register the newborn child. Web-based application is used to keep a database of the children. Postnatal care tips are sent to the parents including various information about vaccination and check-up dates. Hospitals can access the database of children to edit records of each child.

27. Anup Karki, Prasanna Kumar Gyawali, Aayush Kumar Chaudhary, Aman Kandoi/ Beautiful Minds / Top 5 finalist in ChildApp (Team 'Valar Morghulis')

The solution aims to provide assistance to children with autism. This web application will help the autistic children to cope with social and communication difficulties. Also it will assist parents to monitor their children's behavior and the report of children's activity will assist them in interacting with their children. This application is intended to develop autistic children adjust in their social environment.

28. Krishna Parajuli, Dipendra Shrestha, Prakash Aryal/ Haziri – A Smart Attendance System/ Top 5 finalist in ChildApp (Team 'WhyIT')

This application is a real-time monitoring and confirmation system to check for teacher's presence in the classroom through custom built electronic transceiver system. The concerned authorities can access the presence-absence log through the application.



Ashish Piya : Student Mentor

Ashish is a final year BBA student studying finance. He volunteered as one of the student mentors in the Idea Studio business incubator program. He helped participants in creating financial plans for their business ideas.

“In the beginning, I was just curious about the Idea Studio and was hanging around. I was asked if I could help out some of the participants with planning financial goals . They have great ideas but may lack the knowledge and expertise. I helped them to implement their ideas in real life. I think the Idea Studio has helped me too. I’m very inspired!”

Mentors

Academia		
Anjali Chaudhary	Lecturer	Accounting and Finance
Binayak Malla	Lecturer	International Business
Binod K. Shrestha	Professor	Entrepreneurship
Pawan Jha	Assistant Professor	Finance
Rita Shrestha	Professor	Psychology
Rojan Baniya	Assistant Professor	Marketing
Rupesh Shrestha	Assistant Professor	Marketing
Business Gurus		
Ajit Bikram Shah	CEO	Lotus Holdings
Anil Chitrakar	Director	Himalayan Climate Initiative
Bal Krishna Joshi	Co-founder	Thamel.com
Barsha Shrestha	Deputy CEO	Clean Energy Development Bank
Govinda Gurung	Senior Executive Officer	Civil Bank
Hari Bhakta Sharma	CEO	Deurali Janta
Prabin Pandey	Executive Director	Shangri-La Hotel and Resort
Prajwol Ojha	Founder	Ojha and Associates
Rajendra Singh		Trade and Export Promotion Center
Raveena Desraj, Amit Shrestha		Mega Bank Credit Department
Samir Newa	Owner	Organic Village Nepal
Sashi Bhattarai	Chairman	Knowledge Holdings International
Suman Shakya	Executive Director	Smart Paani
Ujjwal Shrestha	Executive Director	Panchakanya Group
Yogendra Shakya	Executive Director	Ace Hotels and Resorts

07

TV Show




07

'Idea Studio Nepal' TV Show

Idea Studio Nepal TV Show is the first of its kind reality show in Nepal. A winner is anyone who can sell their idea to a business leader on the table.

Idea Studio Nepal show was conceptualized as a national reality TV show. After the three week incubation period, innovators were ready to appear on national Television to present their refined ideas to socially responsible business leaders, or the potential investors. These business leaders who are interested in the ideas can partner or invest in the idea to put sustainable solutions in place. A winner is anyone who can make a sell to one of the business leaders around the table. The Show hosted by nationally acclaimed celebrities, Malvika Subba and Vivek Singh Thakuri, was first aired on national television September 24th, 2014. Season 1 of Idea Studio Nepal is a 13 episode series divided into three progressing phases: audition round, incubation round, and the final presentation or the investment round. The audition round introduces the shortlisted candidates presenting a quick look of their ideas to a four person jury panel. Those qualified for the incubation round were featured in episodes 6 and 7 with their day to day activities at the KUSOM Idea Studio. Episode 8 to the final episode showcased these innovators pitching their perfected ideas and business plans to the potential investors.



Program Format

TV Show: Idea Studio Nepal

Broadcasting Channels:
Nepal Television - Wed, 9:30pm
Himalayan Television - Sat, 9:30pm


Episodes: 13 episodes

Program duration: 25 minutes per episode

Language: Nepali

First episode: September 24, 2014

Idea Studio Nepal Promo Clip: <http://www.youtube.com/watch?v=eZM5DvpZmC8>



Interview with Amitesh Shah
Executive Producer
Meeting Point

Q.1 What was the number one reason that led your team to be on board with the Idea Studio project?

There are many TV shows in the forms of competition and reality shows. However, the concept of Idea Studio has great power that can bring life-changing results, social transformation, and discover great entrepreneurs. Idea Studio carries the real meaning of reality show as it is the power of turning 'action into reality.' This meets our objective of building someone's career and realizing his or her dream.

Q.2 What is your expectation from the Idea Studio Nepal TV Show?

Our expectation is for the innovators to succeed in getting investment to justify our slogan, 'Sonch dekhi udyog - samma (From idea to industry).' This show will definitely create a strong brand in the future as we are receiving positive feedback from all industry sectors.

Program Sketch



Episodes 1 to 5 were the audition rounds, featuring 11 to 13 ideas per episode. Each participant was given 10 minutes to present their ideas followed by questions and answering time from the jury panel. The top 5 finalists from ChildApp Appathon, and the 2 finalists from College Idea Hunt joined from the incubation stage and introduced in the 5th episode.

Set design: The audition set was designed as a library room. On one end of the room, rows of books were staged and 4 sofas were placed in front of the books for the jury seat. On the other end, a 6-inch high runway stage was built for the participants to come up and pitch to the jury in front of them. Behind the backdrop, a passage for entrance/exit for the participants was paved, also used as an interview spot between the participants and the female host.

Previous Episodes:

<https://www.youtube.com/watch?v=3ikY6WtflDw>

<https://www.youtube.com/watch?v=IB9iIIGqUfI>

<https://www.youtube.com/watch?v=onmU9VNEr2Q>

https://www.youtube.com/watch?v=n_q7nuB3yEo



Candidates on stand-by to present their ideas to the jury panel/
© Priyanka Shah



Candidate interviewing after his presentation/ © Meeting point



Candidate presenting her idea to the jury panel/
© Meeting point



Episodes 6 and 7 covered innovators' time during the 3 week incubation period at KUSOM Idea Studio business incubator. The footage covered the transformation process from the primitive version of the idea to the finalization, where ideas are transformed into revenue driving business proposals. The episodes covered the day-to-day life of the participants in the incubator – from interacting with each other, to one on one mentoring sessions with the professors, MBA students, and so forth.

Set Design: Idea Studio incubator space



The last six episodes covered the final pitching by the innovators to the jury seeking investment. These participants were grouped by industry - agriculture, technology, tourism, etc. Each group pitched their ideas and ardently explained why they are the game changers in Nepal's society. Different from the audition rounds, the participants were allowed to use graphical displays in their pitch. The interested investors mostly from the private sector will have the chance to invest funds in ideas they see of value.

Set Design: The set was designed as a luxury living room. Backdrop on the participant's side had a stand-up wall with Idea Studio logo. On the opposite side of the room, a row of iron sofa was placed for the investors.



Final pitch shooting site / © Amjad Rabi



Final pitch shooting site / © Amjad Rabi

08

Implementation



08

Idea Implementation

Ideas equipped with long-term sustainable business plans that can boost community development are being implemented.

Every shortlisted idea was turned into professional business plans during the incubation period and reviewed by the business leaders during the final pitching rounds. Many ideas received positive feedback, and a number of these were selected for investment or to be supported in various ways to help unlock creative potentials. Once an investor decided to invest in an idea, innovators and investors agreed on a work plan and prepared to have the ideas implemented to put sustainable solutions in place.

All ideas submitted to Idea Studio will be stored in the **Innovation Idea Bank**, an online database to be monitored by KUSOM Idea Studio. If any stakeholders or interested investor inquires about ideas relevant to their topics of interest, KUSOM Idea Studio can run the database and match the innovator to the interested party. This way, no great idea will be lost but saved to be used for the right opportunity.

As of end of January 2014, the list below details the implementation progress of these shortlisted ideas and may be modified as innovators proceed in transforming their ideas in real business environment.

Prakash Bajgain

Goat farm

Prakash needed funds and a proper plan to build enclosures to house his cattle. Through the mentoring in Idea Studio he has been able to create a long term sustainable business plan to expand his operations. Rastriya Banijya Bank agreed to provide a loan of 50 lakh at a highly subsidized rate of 6% per annum. Possibilities are being explored whether Idea Studio microfinance program can be applied to his goat farming business.

GV Hydro

Micro hydro plant

Rabin Dhakal, Sagar Dhakal, Greejesh Prakash and Khusboo Gupta have been working hard to implement a pilot project to demonstrate the effectiveness of their innovative design. They were able to create a detailed business plan with financial forecasts during their time at the Idea Studio incubation center, and were able to acquire a grant of 15 lakh from AEPC (Alternative Energy Promotion Center). They will soon begin construction of the project at Sundarijal.

Mani Prasad Bhusal

White feldspar mining

Mani already acquired the license to extract white feldspar from the mine at Parbat region that is rich in resource. He created a detailed project plan after the incubation training period and presented his plan to the banks partnered with Idea Studio that agreed to finance the project during the operation stage. At the moment, Mani is in the process of preparing the environmental assessment report.

Shivaram Poudel

Public toilets

For a few years now, Shivaram has been very successful in running free highway restroom business. Despite his great success, he has not been able to reap the economic benefits since his projects were financed with personal loans at extremely high interest rates. Mentorship at Idea Studio helped him create a detailed project outline along with financial plans. As a result, he was able to secure material aid such as pipe and construction materials from Panchakanya group. Shivaram is currently trying to build another restroom in Dhalkebar, Janakpur along the east-west highway.

Prerana Joshi

Old-age recreation center

Prerana is looking for a suitable site to start her new venture. After showing her Siphah site to a number of engineers, they unanimously told her that a site renovation is not a practical solution. Prerana has been actively trying to resolve the location problem. One of the Idea Studio mentors and investor Mr. Ujjwal Shrestha from Panchakanya Group has agreed to assist Prerana in the renovation as well as provide medical assistance through Nidan Hospital. Idea Studio is also providing engineering and architectural assistance to renovate the site for Club 60.

Nara Bhupal Magar

Bamboo trees

Nar Bhupal has been trying to get funds to start his manufacturing plant in Birgunj. He developed a very attractive business plan during the incubation process, and was able to secure funding to purchase the land and building for the site. He is now looking for funding to acquire machineries for his factory. For this purpose, he created a proposal and submitted it to MSFP (multi-stake holder forestry program) and the Ministry of Forestry as his project will greatly contribute towards the reduction of deforestation.

Daya Laxmi Lama

Sunrise powder

Daya Laxmi, a local level entrepreneur, has been trying to promote her self-developed washing product for brass, silver and copper utensils. A number of investors are interested to invest in her project. Ujjwal Shrestha from Panchakanya Group has agreed to use his distribution channels to sell the product. Other investors have agreed to set up a small scale manufacturing plant to mass produce her formula at a cost effective rate to compete with other (mostly foreign) brands. The agreement is expected to be signed within a few months.

Krishi Guru

Agriculture retail stores

The team of Binay Regmi, Suman Subedi and Benup Poudel have been hard at work trying to expand their business. They were able to develop networks during their time at Idea Studio and now have started to supply fresh vegetables to Metrotarkai, another participant at Idea Studio. They are trying to move up a step in the supply chain and open a wholesale shop at the Kalimati vegetable market. This will allow them to get vegetables at a much cheaper rate thus allowing them to supply to a customer base in their locality. Through the help of Idea Studio, Krishi Guru is in the process of obtaining a collateral free loan to make this expansion a reality.

Birendra Bahadur Aidi

Trading in Kalikot

Through the incubation period, Birendra decided to scale down his future business model after he learned that his cost structures were not sustainable. He is currently trying to start his operations with only 3 types of products: brown rice, apples and beans. He also plans to barter the items with essentials for Jumla residents such as blankets and stationary. If the plan is successful in the medium run, he will expand to other items such as walnuts and sunflower seeds. Idea Studio will continuously work with Birendra to market these products from Jumla using its network.

Ngima Sherpa

Chiraito and mushroom plantation

Ngima is trying to expand his Chiraito cultivation from 20 ropanis to 200 ropanis. He is currently farming mushrooms in his hometown, Bhojpur. Idea Studio helped him to connect with Mr. Rajendra Singh from the Trade and Export Promotion Center who has given him valuable advice on how he can export them to China. Following the advice, Ngima is in the process of registering his company.

Rajendra Adhikari

Poultry farming

Rajendra Adhikari is trying to expand his poultry business. Idea Studio planned to create a multipurpose microfinance fund to boost his community based model. Mega Bank and Civil Bank both showed interest to finance his community based project to construct an egg hatchery which will include an incubator. During his time at Idea Studio Rajendra was able to develop his business plans and also obtain a business license to sell wild breed of chickens.

Metrotarkari

E-commerce and home delivery of grocery/vegetables

Anil Basnet and Bishesh Shrestha have been trying to work out a lower cost and a more efficient operation model to run their fresh vegetable delivery service. They partnered with another participant, Krishi Guru, to obtain their vegetables at low cost. Metrotarkari have been trying to acquire a delivery vehicle but was not able to put a down payment or collateral as a guarantee. Idea Studio is in the process of working out an agreement with Mega Bank to see the possibility of Idea Studio, as an entity, to assure the loan.

Madindra Aryal

Lets go robotics

Manindra is currently working under one of Idea Studio's mentors and investor, Mr. Bal Joshi, co-founder of Thamel.com. Although he was not able to secure investment for his research hub, he is very satisfied with the employment opportunity that he got as a result of participating Idea Studio incubation program.

Bhaskar Bhattacharya

KTM 360^o

Bhaskar is working with one of Idea Studio's investors, Mr. Yogendra Shakya, to develop his project. Mr. Shakya will be assisting him to develop his trail and send tourist groups in the circuit to promote its use. Bhaskar will also be designing a mobile application for hikers that will guide them along the trail and also highlight nearby attractions as well as facilities and services.

Saurav Sharma

Agro-tourism resort

Saurav is working alongside Mr. Yogendra Shakya to develop an agro-tourism model at one of Mr. Shakya's resorts in Nagarkot. Unfortunately, the soil tested negative for vegetable cultivation at Nagarkot, therefore Saurav and Mr. Shakya are looking for an alternative location to begin their project.

People don't buy what you
do; they buy why you do it.
And what you do simply
proves what you believe.

Simon Sinek

09

Lessons Learned



09

Lessons Learned

Developing a unique partnership, providing a complete value chain, and focusing on balanced incentive structure were some key success factors of Idea Studio.

Idea Studio was an innovative idea in itself. Its underlying intention to create a 360° platform that can turn promising ideas into business solutions was a new challenge that no organization has attempted before in Nepal. Idea Studio was successful in terms of bringing a new wave of courage to step up for an idea, new hopes for a promising and supportive society, and the curiosity to understand the link between innovation and entrepreneurship. Three key factors attributed in this thriving launch: building a unique partnership with the core pillars of the society, providing a complete value chain, and focusing on win-win for every stakeholder to get involved.

Success Factors

Unique Partnership

One of the key factors behind the successful implementation of Idea Studio was due to its strong and unique partnership formed from the very beginning. In order for the project to be a nationally owned sustainable platform, a reliable partnership was needed. There needed to be collaboration among the partners to fully execute this project at a national level. The partnership was to be formed with representations from each of the core pillars of the society, who were willing to make their investment in the hopes to ignite social change and unlock the young creative potentials of Nepal.

UNICEF Nepal recruited Childreach Nepal as an implementing partner for this unique concept given the shared values, willingness to take risk, and dynamic leadership. From the academia, Kathmandu University School of Management (KUSOM) came on board with its passion to support the creative talents of Nepal and to nurture them as the future entrepreneurs to drive Nepal's economy. From the media, Meeting Point brought their field expertise, resources, creativity, and network to promise publicity and quality media contents. Nationally acclaimed celebrities also invested their talents in the media production, volunteering to support the dreams and hopes of Nepalese with great potentials. Numerous business leaders invested time, resource, and knowledge in multiple ways - as mentors, investors, event organizers, juries, sponsors, etc. Students also built a strong muscle in this partnership by participating as volunteers with events under Idea Studio and teaming up with the Idea Studio innovators during mentorship at the innovation incubator.

Each partner brought their expertise to the table, as well as their time, skills, knowledge, and resources. The idea of 'investment' rather than charity, was a strong driving force behind Idea Studio.



Complete Value Chain

Idea Studio offers a complete value chain, from crowd sourcing ideas to nurturing them, and to help these ideas be implemented and sustained. Idea Studio is an open platform inviting all innovative ideas from anyone regardless of age, social and economic background, gender, or with disabilities. Ideas sourced are then nurtured through a comprehensive mentorship program at the business innovation incubator, incubating them to grow and mature as implementable solutions. These solutions are then not left alone, but given the opportunity to be invested by creating the connection between the innovator and the investor. Unlike other competitions with similar concept, Idea Studio provides the needed resources, space, and network for the entire lifecycle of an idea: from beginning to end.

Balanced Incentive Structure

Idea Studio is not the usual UNICEF-vendor relationship where UNICEF seeks services and in return pays for the services received. It is rather focused on creating a win-win formula for those engaged. With the exception of resources allocated to establishing the incubator physical space and for coordination, there was no money transferred from UNICEF. This simple fact assured to get only the right people on board. If a potential partner does not see what they can get by their involvement, Idea Studio is not for them. This factor enormously ensured the success of this initiative. For instance, the fact that the media partner invested their own resource urged them to work hard to recover costs through advertisement revenue, along the way maximizing viewership- a key success component. The more advertisement revenue, the more popular the show, and hence Idea Studio succeeds. Similarly, the private sector's willingness to invest in ideas stems from the need to showcase in a popular program that they are socially responsible and ready to invest in the future of Nepal. For the academia partner, it is an opportunity to give its students the real-life exposure as well as increasing the rank

and recognition of the school. For our implementing partner, it was an opportunity to differentiate itself and gain recognition, especially in a very crowded NGO field. For our student volunteers, gaining an experience like this invaluable and also a sellable item in their resumes and make them stand out in a very competitive employment market. Finally and most importantly, for our 'ideators', it is a life time opportunity to get mentorship at a renowned academic business school, enjoy TV publicity of their projects, and get investment to materialize their dreams.

In this context, it must be also pointed out that a common denominator across all stakeholders was the sense of responsibility and desire to contribute meaningfully to the development of Nepal.

Long-term Sustainability

Idea Studio was conceptualized following a snowball approach. It aimed at creating a core committed partners who identify themselves with the idea itself and the vision for the future of Nepal. This small group used its enthusiasm and networks to reach out to a wider crowd who shares the commitment and values. Idea Studio indeed progressed into a social movement. UNICEF's role was to ignite this movement through Idea Studio and strategically pulled back gradually allowing partners to take the lead and move forward. The long term sustainability of Idea Studio is guaranteed and based on two important factors:

- **Engagement of the Academia:** This was a key design principle of the concept of Idea Studio. From the beginning, UNICEF searched for an academic institution to host the physical Idea Studio incubator, document knowledge created, and fully institutionalize the initiative through its programs and within the faculty members' research and teaching. Students will use the platform to test ideas and challenge themselves to 'ideate' and get their ideas through a rigorous model testing and validation. The platform will be open to partners and communities to benefit for the wide services provided to move their ideas into full business proposals.
- **Media investment:** As mentioned earlier, a key success factor for Idea Studio initiative was the incentive structure including the Media partner's investment using their own resources. The set up costs were relatively high and it is extremely unlikely for the media partner to breakeven with one season. The media partner understood this well and it entered this with a long-term vision. It has already started discussing season two and lessons learnt for even a bigger show in 2015.

