

## TOPICS:

- 24th Annual General Meeting
- Launch of Fair Trade Products through Digital Platform
- Comprehensive Digital Marketing Workshops
- Session on Lean Canvas Model
- Virtual Workshop on Rights based approach and advocacy tools
- Objective Based Planning Workshop
- My Emotion Matters
- Virtual Session on Development of Marketing Plan
- Norec Exchange Program
- Enhancing Livelihood Resilience through Fair Trade
- Awards and Recognition

## 24th Annual General Meeting



*Mr. Chitra Bahadur KC, Chairperson, FTGN providing opening remarks*

The 24th Annual General Meeting (AGM) was held in Kathmandu on 18th December 2020. The AGM commenced with welcome remarks from Mr. Chitra Bahadur K.C., Chairperson where he shared the highlights of FTGN's achievements acknowledging the activities undertaken for promotion of Fair Trade movement in

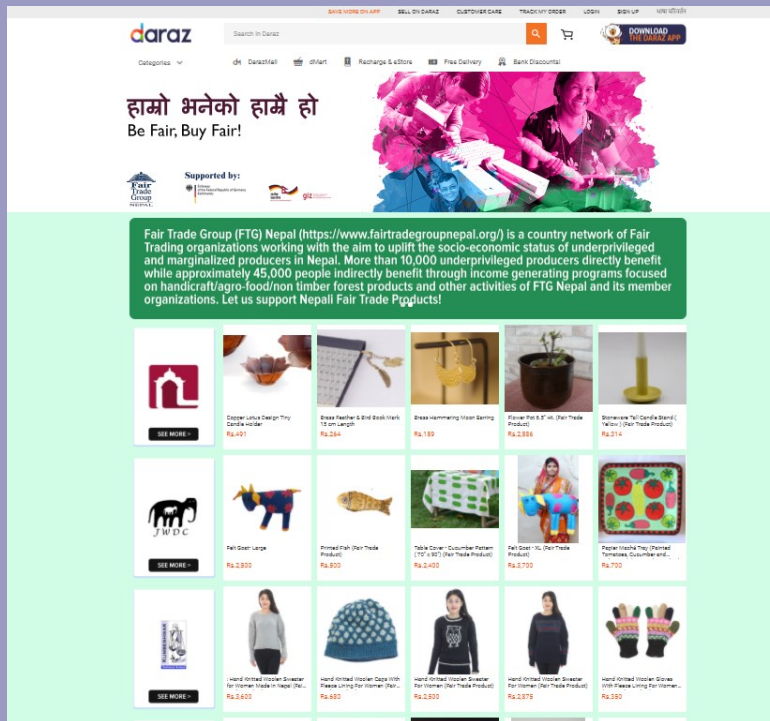
Nepal, networking, partnership and overall business performance of the members for the upliftment of socio-economic conditions of the producers and artisans.

The AGM endorsed the annual progress report of FTGN of the financial year 2076/77 and Operational Plan for the year 2077/78 presented by Mr. Kamal Narayan Shrestha, Secretary, FTGN and audited financial report of the year 2076/77 and budget for the year 2077/78 presented by Ms. Revita Shrestha, Treasurer, FTGN. The meeting was ended with vote of thanks by Mr. Kamal Narayan Shrestha, Secretary.

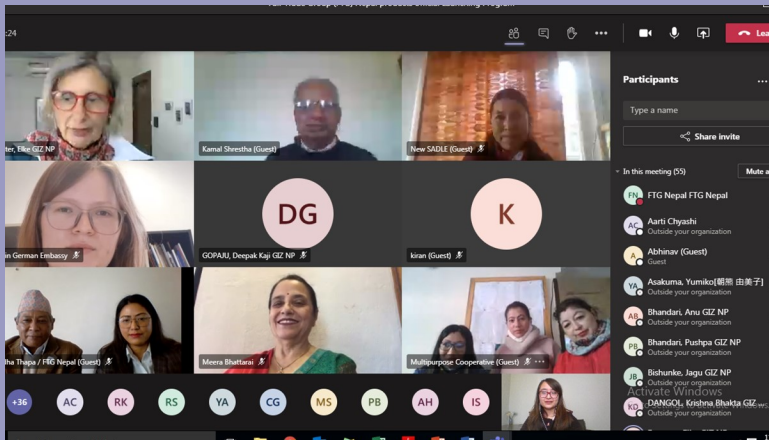


*The annual budget of FTGN being presented by Ms. Revita Shrestha, Treasurer*

# Launch of Fair Trade Products through Digital Platform



*Landing page of Fair Trade Group Nepal*



*Virtual screenshot taken during the launch program*

leading to the landing page of FTG Nepal and steps on making purchase. Mr. Chitra Bahadur KC, Chairperson of FTG opened the program with welcome remarks and Mr. Kamal Narayan Shrestha, Secretary of FTG concluded the event with vote of thanks. A total of 56 participants comprising of representatives from Embassies, Development Organizations, Government offices, partners and member organization attended the launch program.

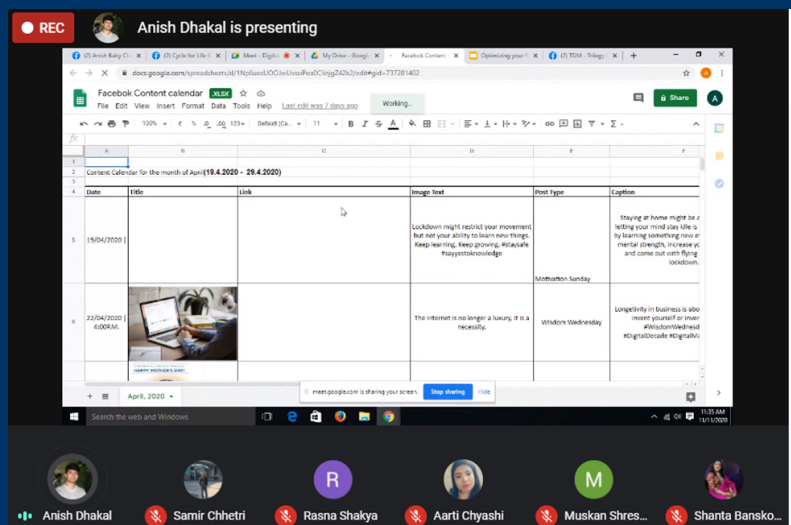
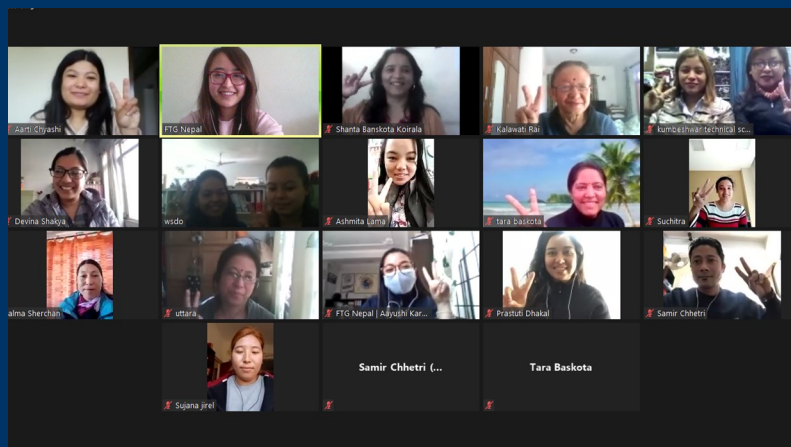
For years, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and Fair Trade Group Nepal has been jointly collaborating and organizing Fair Trade Christmas Bazaar with the objective of promoting Fair Trade and providing market access to members and associated organizations, producers. However with ongoing Covid-19 pandemic, the organizations sought for other alternative, innovative ways to promote Fair Trade Products i.e., through Digital Platform instead of the bazaar that calls for physical presence and crowd. In this connection, Fair Trade Products were launched in daraz.com.np, online shopping site through a formal Virtual launch event on 4th December 2020 with the slogan हाम्रो भनेको हाम्रै हो ! Be Fair, Buy Fair! During the launch, special video remarks by His Excellency the Ambassador of the Federal Republic of Germany, Mr. Roland Schaefer was delivered. Followed by this, Fair Trade Group Nepal presented on the journey and Information on the Landing Page in Daraz.com. Dr. Elke Foerster, Country Director, GIZ provided remarks and officially launched the landing page of Fair Trade Group Nepal with a run through guide on use of daraz app,

**The link to the dedicated page of Fair Trade Group Nepal:** [https://www.daraz.com.np/wow/camp/daraz/megascenario/np/campaigns/fair-trade?aff\\_trace\\_key=88a85a7bf65f48f5bf0734c75ce5e961-1608446287281-03304-edjPv](https://www.daraz.com.np/wow/camp/daraz/megascenario/np/campaigns/fair-trade?aff_trace_key=88a85a7bf65f48f5bf0734c75ce5e961-1608446287281-03304-edjPv)

# Comprehensive Digital Marketing Workshops

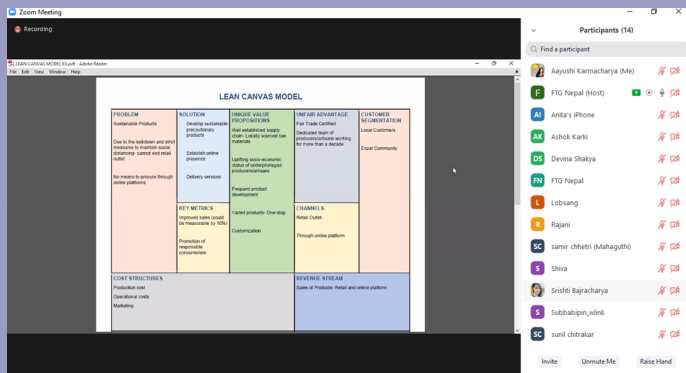
With the idea of promoting Fair Trade products through Daraz.com, an online shopping site, FTG Nepal organized Comprehensive Virtual Workshops on Digital Marketing for its members to capacitate them on the technical know-hows of digital marketing like content creation and management, Search engine optimization, digital advertising strategy, use of Google analytic tools, product photography etc. 25 participants from members participated in the workshops. The following workshops were conducted virtually:

- Digital Marketing
- Product Photography
- Content creation



Virtual screenshot taken during the workshops

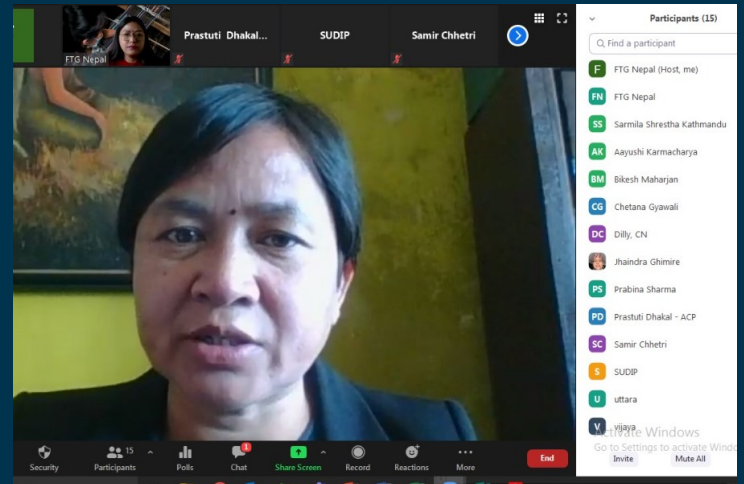
## Session on Lean Canvas Model



*Virtual screenshot taken during the session*

Virtual session on Lean Canvas Model was organized on 28th August, 2020. The program focused on development of Lean Canvas which is a perfect one-page format for brainstorming possible business models, the faster, more effective way to communicate business model with internal and external stakeholders. This session covered the components of the Lean Canvas- identifying problems and solutions; assessing the unfair advantage and unique value proposition delivered to customers by the enterprise; creative and applicable problem-solution approach; developing one-page business plan and rephrasing the business model as per the challenging environment. Dr. Sunil Chitrakar, Vice-Chairperson, FTGN and Secretary and Asia Representative to the Board of WFTO; Urusha Maharjan, Program Officer and Aayushi Karmacharya, Business Development Officer at Fair Trade Group Nepal facilitated the workshop. A total of 14 Participants from Member Organizations of FTG Nepal participated in the workshop.

## Virtual Workshop on Rights based approach and advocacy tools



*Ms. Sarmila Shrestha facilitating the virtual session*

Virtual Workshop on Rights based approach and advocacy tools was organized for FTG Nepal's staff and its member organizations to better understand different approaches to cater to needs of the producer groups and advocate for Fair Trade at local and national level. 2 hrs. session on Rights based approach was organized on 15th December and 2 hours session on Advocacy Tools was organized on 16th December. The workshop discussed the basic principles, element of right based approach and advocacy; tools and methodology for strategic advocacy; how to link right based approach in advocacy works; coordination and collaboration with stakeholders for effective advocacy etc. The workshop was designed to make participants engage in the discussions using an online tools.

20 participants attended the workshop. The workshop was facilitated by Advocate/ Public Interest Lawyer/ Human Rights activist Ms. Sarmila Shrestha. The program was supported by IM Swedish Development Partner.

## Objective Based Planning Workshop

Objective based Planning workshop was organized by FTG Nepal to review the Strategic Plan 2017-2020 and set short term goals and objectives for the plan 2021-2023. The workshop discussed on the progress and learnings of the Plan 2017-2020, Scenario of the Member organizations, FTG Nepal's Internal Status, Scenario of Export Trade & Business Environment in Nepal, Global Fair Trade Market Trend, World Fair Trade Organizations' Declarations/ Announcements and SDG 2030 etc. pertinent to Plan-



*Photo taken after the workshop*



*Ms. Padmasana Shakya, Advisor, FTGN sharing on the current status of Fair Trade in Nepal*

ning. Strategic Thrust areas for the new plan was identified during the workshop.

30 participants from FTG Nepal's Executive Committee, Secretariat and Members participated in the workshop on 18th December 2020 in Kathmandu.

The workshop was facilitated by Binaya Maharjan, Strategic planning and Management consultant and co-facilitated by FTG Nepal's Director Shradha Thapa.

The program was supported by IM Swedish Development Partner.

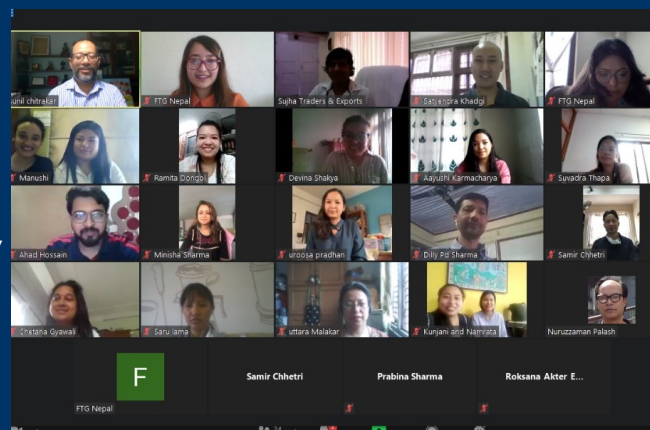
## My Emotion Matters



Virtual session on My Emotion Matters was organized on 25th September 2020. The Program aimed to understand how emotion affects work performance and relationships in the workplace; demonstrate how to ensure emotions that can be controlled and focused into greater 'task efficiency' and 'relational effectiveness'; and deliver a combination of insight, skills and abilities identified and practiced to enable individual to drastically improve their ability to grasp what is driving a particular situation and adapt their behavior to gain the most beneficial outcome. Mr. Sagar Satyal and Ms. Bhawana Shrestha, Co-Founders of My Emotion Matters facilitated the workshop. The session discussed and reflected on the ability to assess one's emotions- name our emotions and deal with it in order to improve one's self-awareness, self-management and social awareness and improve relationships. In order to self-reflect daily, the rose, thorn and bud concept was shared by the facilitator. A total of 26 Participants from Member Organizations of FTG Nepal participated in the workshop.

## Virtual Session on Development of Marketing Plan

A Two days Virtual Sessions on Development of Marketing Plan was held on July 24 and 28, 2020. The sessions comprehensively focused on the know-hows of development of a Marketing Plan relevant to SMEs and large organizations. The Sessions were run by Dr. Sunil Chitrakar, Vice-Chairperson, FTGN and Secretary and Asia Representative to the Board of WFTO. The participants of the workshop comprised of our member organizations, Norec participants from Bangladesh and representative from Norec partner organization- ECOTA Fair Trade Forum. A total of 24 participants actively participated in the sessions. The program was supported by NOREC.



# Norec Exchange Program

Fair Trade Group Nepal in partnership with ECOTA Fair Trade Limited is implementing 3 years Norec Exchange Program entitled “Nepal Bangladesh Exchange Program” from October 2019. The project is funded by Norec (Norwegian Agency for Exchange Cooperation), a Norwegian governmental body financing two-way mutual personnel exchange between companies and organizations in Norway and in the global South -countries in Africa, Asia and Latin America. The project prioritizes on the skills transfer and capacity building between FTG Nepal and ECOTA to enhance awareness about the Fair Trade movement for advocacy to raise awareness and common voice on trade injustices and imbalances of power in the conventional trade structures and for equitable trade through institutional development, enhanced productivity of Fair Trade member organizations in better product production, design and diversification through enhanced skills and knowledge, and enhance capacity on marketing on FT products by improved skills on management of retail FT outlets, FT Incubation Centre and increased out-sourcing linkages. FTGN will be focusing on dyeing, retail management, market access, paper and networking whilst ECOTA will be focusing on networking, market access, handicraft design, textile and paper.

## Norec Exchange Distant Learning– Sharing

**ACHIEVEMENT**

**MARKETING PLANNING PROCESS**

- 1. IDENTIFY**  
Step 1: Goal Identification  
Identify specific, measurable marketing goals: number of new clients, amount of new revenue, time allocation, marketing investment
- 2. ANALYZE**  
Step 2: Status Analysis  
Assess current marketing status and potential. Analyze strengths, weaknesses, opportunities and threats
- 3. SEGMENT & DEFINE**  
Step 3: Segment Market & Identify Client  
Define client services and areas of practice. Identify demographic, geographic, behavior, and psychographic characteristics of ideal client.
- 4. PLAN & SCHEDULE**  
Step 4: Activity Planning & Scheduling  
Create marketing activity portfolio including relationship building activities, content development activities and contact database management
- 5. IMPLEMENT**  
Step 5: Implementation  
Execute the plan with the help of such tools: marketing calendar, a marketing consultant and/or CRM software

CREATE, COMMUNICATE, & DELIVER VALUE TO TARGET MARKET WITH A PROFIT

For the first round of exchange, two participants from each consortium bodies were exchanged. FTG Nepal participant Mr. Sajal Hajara Paswan from New SADLE and Ms. Namrata Shahi from Sana Hastakala. Meanwhile, ECOTA participants Ms. Roksana Eaty Akter from Prokritee and Mr. MD Ahad Hossain from Golden Jute Product. Due to covid-19, the

participants repatriated back to their home country. After their return, the participants participated and enhanced their learnings through various remote learning sessions organized by FTG Nepal and ECOTA Fair Trade Limited on Retail Management, Marketing and Dyeing.

# Nepal Bangladesh Sharing Workshop



Nepal Bangladesh Sharing Workshop was organized on 9th October 2020 at Greenwich Village Hotel, Lalitpur. During the program, Program Officer Urusha Maharjan shared about the First Round of exchange highlighting the activities carried out during the first exchange with information on the Norec participants, the changes in the exchange modality due to covid-19 and adapting Remote Learning -sharing module due to

*Norec participant presenting on her experiences and learnings*

pandemic, the challenges and overall learnings and outcomes at the end of the round. Followed by this, Norec participants shared on the experiences, challenges, overall learnings during exchange in Bangladesh (ECOTA Fair Trade Limited) and during remote learning and sharing and how the learnings are being implied to the host organization upon repatriation to Nepal. Social distance and safety protocols was maintained during the workshop. 10 participants participated physically at the workshop whereas 16 participants participated virtually.



*Picture with virtual participants*



## Enhancing Livelihood Resilience through Fair Trade

FTG Nepal is implementing "Enhancing Livelihood Resilience through Fair Trade" project in partnership with IM Swedish Development Partner and its national partners- Jagaran Media Centre (JMC), Jus-tice and Rights Institute Nepal (JuRI) and local partners- Multi-dimensional Action for Development-Nepal (MADE-Nepal), Indreni Rural Development Centre (IRDC), Siddhartha Social Development Center (SSDC), Social Welfare Action Nepal (SWAN) and Society for Environment Education Development (SEED) in Gorkha, Kapilvastu, Nawalpur and Dang. The goal of the project is to contribute to poverty reduction through Fair Trade approaches.

Due to covid-19, most of the activities were rolled out between October - December 2020 ensuring covid-19 safety protocols.

- Two month Bag Making training and equipment support provided to 23 producer of Kapilvastu to enhance their technical skills to develop and refine their products and engage in production;
- Two month Moonj products making training provided to 30 producers of Dang to enhance their technical skills to develop and refine their products
- Capacity building training organized for producers in Gorkha and Nawalpur on Business Development service market, system to establish Fair Trade Enterprise. Amongst them 45 participants were Dhaka and Turmeric producers from Gorkha and 30 Ginger producers from Nawalpur who developed their business plan.



*Ginger producers of Nawalpur with FTG Nepal Board and local partner in Business Development Services Market System*



*Ginger processing training*

## Enhancing Livelihood Resilience through Fair Trade

- Carried out mapping of key market actors involved in value chain in coordination with local partners, CSOs, relevant government and non-government stakeholders and producer groups.
- Two days' workshop on market linkage and functioning organized in Dang with 33 participants representing stakeholders along with value chain actors (service providers, input suppliers, potential buyers) and representative from producer groups.
- Half day orientation on Fair Trade organized in Dang for 33 participants representing stakeholders along with value chain actors (service providers, input suppliers, potential buyers) and representative from producer groups to encourage and enable them to apply Fair Trade principles in their value chain, business practices.
- Workshop on Enterprise Selection for 30 Youths organized in Kapilvastu in coordination with SSDC, Kapilvastu.

## Awards and Recognition



*Manushi receiving National Productivity Award*

Our Member Organization Manushi was awarded National Productivity Award 2019, from Lalitpur Chamber of Commerce & Industry (LCCI) for their excellence in productivity.



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