



# **Country Experiences: Highlights of the EIF Nepal Communication Activities and Results**

**EIF Asia Regional Workshop, Bangkok, 2016**

# Presentation Outline

1. Overview of EIF Nepal Communication Mechanism
2. Activities being carried out
3. Communication in Tier 2 Processes
4. Involvement of Stakeholders

# Modality and Actors in EIF Nepal Communication Process

- ✓ Communication strategy is in-built in both Tier 1 and Tier 2 project documents
- ✓ Regular reporting of the Project Progress and information to EIF-ES and TFM (UNOPS)
- ✓ Regular reporting the issues and achievements to the EIF Nepal Focal Point (Respected Secretary of Commerce)
- ✓ Discussion on the issues to be resolved in the implementation of the projects within the National Implementation Unit (NIU) under the effective leadership of NIU Chief (Joint Secretary of PITCD of the MoC)

# Continued...

- ✓ Communication to the Development Partners through the Donors' Group Meeting
- ✓ Quarterly, half-yearly and annual reporting of the Project to the Commerce Minister and the Office of the Prime Minister
- ✓ Reporting project processes to the EIF National Steering Committee and guidance of NSC being sought on a regular basis

# Continued....

- ✓ Regular interactions with the media through spokesperson (Press meet)
- ✓ Central and local level consultations with concerned stakeholders
- ✓ Training and awareness programs to the trade journalists and entrepreneurs
- ✓ Bilateral & regional-level interactions and consultations on trade issues; Nepal-India, Nepal-China, Nepal-USA etc.
- ✓ International: WTO, EIF-ES, UNCTAD, ITC

# Communication through Outreach Activities

- ✓ EIF Nepal NECTRADE Newsletter (bi-annual)
- ✓ NECTRADE Table Calendar (annual)
- ✓ Visualizing **NTIS 2016** through NTV (Artha ko Artha): 2 episodes already broadcasted, more under pipeline
- ✓ Airing Radio Program: Trade and Development (*Byapar tatha Bikas*) through Radio Nepal: 10 episodes
- ✓ EIF Trading stories on Ginger and Pashmina sector of Nepal
- ✓ Feedback taken from media
- ✓ Dissemination of information through website- [eifnepal.gov.np](http://eifnepal.gov.np)





## CARDAMOM

- Typically planted in areas where nothing else grows
- Dried cardamom keeps well so, minimal risks associated with physical loss during trade
- Nominal or zero tariff rates in most world markets
- Increasing commercial farming and improved processing technology
- High potential for market expansion
- Branding in niche markets



वैशाख २०७०

April-May 2013

आइतबार SUN	सोमवार MON	मंगलबार TUE	बुधवार WED	बिहीवार THU	शुक्रवार FRI	शनिवार SAT
१ नवी वर्ष २०७०	२	३	४	५	६ सप्तमी	७
८	९	१०	११ सोकायन दिन	१२	१३	१४
१५	१६	१७	१८ सिंह मङ्गल दिन	१९	२०	२१
२२	२३	२४	२५ May 1	२६	२७	२८
२९	३०	३१				

23 April Nepal became WTO Member, 25 April World Malaria Day, 26 April World Intellectual Property Day



## GINGER

- Possibility of inter-cropping with maize, bean and vegetables
- Fertile red soil and hill climate of Nepal highly suitable for producing ginger with excellent aroma
- Significant contribution to farmers' income and employment
- Increasing use by Ayurveda pharmaceutical industries in Nepal and India
- High potential for product diversification and value addition
- Government's classification of ginger as a high value crop and existence of supportive policies

## अर्घुवा

- मकै, भातमा र तरकारीहरू मिलेर काप्य भैने गर्ने गरिने
- सिगाट सुगन्ध भएको अर्घुवा सेतीका लागि उपयुक्त गरी माटो र हावापानी भएको
- विशालको आम्दानी र वैवाहिकी उल्लेखनीय योगदान पुगे
- नेपाल र भारतका आर्थिकीक औषधी उपोद्धारमा अर्घुवाको बढ्दो प्रयोग
- चम्पु निषिद्धिद्वारा र मूल अर्थीद्वारा उच्च समर्थन
- सहायता अर्घुवाको उच्च मूल्यको बढ्दो बजारको र माथोको नीतिहरूको व्यवस्था



Government of Nepal  
Ministry of Commerce and Supplies



Organization and Training for Economic Journalists

## Inside



Nepal RSC meeting for risk to single visit

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# EIF NEPAL NECTRADE Newsletter

Nepal Enhanced Capacities for Trade and Development (NECTRADE)

Volume 4  
Issue 3  
July-December 2013

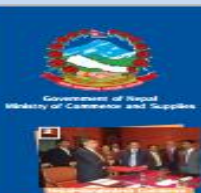
## Training in Trade in Services

"Since growth of services trade accelerates economic activities of the country and contributes to socioeconomic development, poverty alleviation and merchandise trade, all concerned should make coordinated efforts to develop and promote export potential sectors."

A training-cum-seminar on trade Presentations were made by Mr to get such concessions and facilities, as



EIF Nepal Focal Point, NTU Chief and other officials at the training programme on Trade in Services



## Inside



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# EIF NEPAL NECTRADE Newsletter

Nepal Enhanced Capacities for Trade and Development (NECTRADE)

Volume 5  
Issue 4  
July-December 2013

## Larcha Dry Port Construction Begins

Once the road is upgraded, it is expected to speed up and smoothen the flow of vehicles and people in the border areas and enhance the trade flow between the two countries.

Construction of the much-awaited Ashadi container depot (dry port) at Larcha, near Tanquep, in Sindhupalchok District, formally began on December 20, 2012. Commerce Secretary Mr Lal Man Joshi, and Chinese Ambassador to Nepal, HE Yang Houshan, jointly laid the foundation stone of the fifth dry port of the country. The port is spread over 54 hectares and can accommodate 150 containers and 85 small vehicles.

Similarly, Chinese Ambassador said the dry port would be a milestone of Nepal-China trade. Since the dry port is the priority of both governments, he expressed his hope that it would be completed in time.

The construction project is expected to ease bottlenecks for carrying the Nepal-China trade. According to the project, for which an agreement was signed in May 2012, the Government of People's Republic of China will fund the construction of a border inspection building and a cargo warehouse. The Chinese side also agreed to upgrade a 6.5 km road connecting the dry port to the border. The 13.8 million USD project,

which is expected to be completed in 26 months, also promises the construction of a 1.12 km long bridge over the Bhotekoshi River, which intersects the Ashadi Highway connecting the border to the capital city.

"Once the road is upgraded, it will speed up and smoothen the flow of vehicles and people in the border areas and enhance the trade flow and volume between the two countries," said Secretary Mr Joshi. Both governments have attached great importance to the project and done a lot of work to facilitate it over the past few years and now made it a reality. After the construction of the dry port, the customs office would be shifted to Larcha.



Commerce Secretary, Mr Lal Man Joshi, and Chinese Ambassador to Nepal, HE Yang Houshan, laying the foundation stone of the Larcha Dry Port



Government of Nepal  
Ministry of Commerce and Supplies



Organization and Training for Economic Journalists

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Organization and Training for Economic Journalists

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# EIF NEPAL NECTRADE Newsletter

Nepal Enhanced Capacities for Trade and Development (NECTRADE)

Volume 6  
Issue 5  
January-June 2013

## Gender mainstreaming in trade through women entrepreneurs

Women entrepreneurs are the main contributors to the national economy and they can greatly help in increasing exports and in adding value to Nepalese products

EIF Tier 1 (NECTRADE) Project of the MoC&S and the Federation of Women Entrepreneurs' Association of Nepal (FWEAN) jointly organized an interaction programme on June 12, 2013. The objective of the programme was to make Nepalese women entrepreneurs aware of the Nepal Trade Integration Strategy (NTIS) 2010 and other trade-related issues, thereby increasing women's participation in

Gyarsali, highlighted the important role of women entrepreneurs in improving trade performance. He suggested that women interventions were required, how the MoC&S could play a facilitating role and what additional support was needed to encourage women entrepreneurs.

The National Programme Manager of NECTRADE, Mr Buddhi Prasad Hlawong, made a presentation which



Participating women entrepreneurs at the interaction programme

women entrepreneurs for the effective implementation of NTIS 2010.

Vice President of FWEAN, Ms Rina Bhandari, made a presentation focusing on the initiatives taken by FWEAN in Nepal's trade, challenges faced by women entrepreneurs, ways to enhance women's competitiveness and FWEAN's expectations from the government. She stressed the need to government, small





वैशाख २०७१



April-May 2014



## Trade Mainstreaming

- ▶ Trade: Powerful tool for ensuring inclusive growth and sustainable development
- ▶ Trade: Positive relationship with GDP and development
- ▶ Trade mainstreaming: Integration of trade agenda in the entire policy cycle and development process of a nation
- ▶ Spreads from policy to activities and from central to local level among all actors
- ▶ Contributes to poverty reduction through income and employment generation
- ▶ Creates synergy in a country's overall development efforts
- ▶ Trade mainstreaming takes place mainly at three levels: Policy, Institutional and International Cooperation

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१४ त्रयोदशी 27	१५ चतुर्दशी 28	१६ जौशी 29	१७ प्रतिपदा 30	१८ द्वि. May 1 विश्व मजदुर दिवस	१९ तृतीया 2	२० चौथी 3
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साइत: व्रतबन्ध १८ र १९ गते । विवाह २, ३, ६, ७, ९, १८, १९, २५, २७ र ३० गते ।

अन्नप्राशन ५ र १९ गते । गृहनिर्माण ३ र २७ गते । गृहप्रवेश २७ गते ।

## व्यापार मूलप्रवाहीकरण

- ▶ व्यापार, समावेशी र दिगो विकासका निम्ति प्रभावकारी साधन ।
- ▶ व्यापारको कुल साहस्य उत्पादन र विकाससँग सकारात्मक सम्बन्ध रहन्छ ।
- ▶ व्यापार मूलप्रवाहीकरण, व्यापारसम्बद्ध बिषय र मुद्दाहरूलाई राष्ट्रको सम्पूर्ण नीति चक्र र राष्ट्रको विकासको प्रक्रियामा समावेश गर्ने ।
- ▶ व्यापार मूलप्रवाहीकरण, सबै पक्षहरूको नीति देखि कार्यक्रमसम्म र केन्द्रदेखि स्थानीय तहसम्म फैलिएको हुन्छ ।
- ▶ आयआर्जन र रोजगारी सिर्जनाबाट गरिवी निवारणमा सद्त पुर्‍याउँछ ।
- ▶ मुलुकको सम्पूर्ण विकासका प्रयासहरूमा गुणात्मक एवं सहकार्यात्मक उर्जा प्रदान गर्छ ।
- ▶ व्यापार मूलप्रवाहीकरण मूलत: तीन तहमा हुन्छ: नीतिगत, संस्थागत र अन्तर्राष्ट्रिय सहयोग ।



# Communication on Tier 2 Projects

- ✓ Ginger Project: MoAD, FAO, NGPTA, EIF ES, TFM and AEC
- ✓ Pashmina Project: EIF ES, TFM, ITC, NPIA
- ✓ MAPs Project: MoFSC, EIF ES, TFM, GIZ

# Communication.....



Chyangra Pashmina



Yarsagubma (Cordiceps)



Ginger Cultivation in Eastern Part of Nepal

## Training & Orientation of trade Journalists for ensuring effective communication to stimulate trade-led-growth



Training & orientation with trade journalist & local stakeholders



Training for trade journalists at local level



# Effective Communication through Involvement of Private Sector



Public private dialogues and joint capacity development program



National consultation with women entrepreneurs at central & local levels

- Meetings with Product Associations
- Support to Private sector: Honey, Tea, Gems and Jewelry

# Launching of NTIS 2016 by Hon'ble Minister for Commerce





# 15th Aid for Trade Donor Group Meeting



Sharing of NTIS 2016 priority potential exports and Action Matrix

# EIF National Steering Committee Meeting Chaired by Hon'ble Minister for Commerce and Co-chaired by Chief Secretary



Discussion between line ministries and private sector for successful implementation of NTIS 2016

**Thank You!**