



REPORT



स्टार्टअप उद्यमी हाट बजार

HAAT BAZAAR

30 December 2021

Chamber of Industries Morang
Biratnagar, Province-1

सामकदार संस्थाहरु:



Aasaman Nepal





BACKGROUND

Chamber of Industries Morang has initiated a 18 month long Start-up and Innovation Program in Province 1 with the objective of playing a catalytic role in creating new business opportunities by facilitating & coordinating the access to technical, financial and other requirement to transform young people with innovative business ideas and concepts into entrepreneurs. With its long-term plan to develop and strengthen business ecosystem in Province 1, CIM is laying grounds for a relevant institutional set up to implement sustainable start up and innovations program through close collaboration between private sectors, university and government. The program is supporting 25 start-ups through this initial cycle. This program is implemented with the partnership of Purbanchal University, Kathmandu University, Manamohan Technical University, Nepal Agricultural Research Centre, Tarahara, Swiss Contact, Antarprerana Pvt. Ltd., Nepal Innovation Centre, Nabil Bank Limited, Nepal Youth Entrepreneurs Forum, Biratnagar Chapter, O.B. Media Pvt. Ltd & Aasaman Nepal.

The program consists of bootcamps, masterclasses and events to support Province 1 startups and aspiring entrepreneurs to start or scale up their business. Antarprerana has been supporting CIM in technically backing up the Start-up and Innovation Program and Swiss Contact has been supporting financially. As a part of this program, a "Haat Bazaar" event is conducted occasionally where the entrepreneurs/participants have to present their minimum viable product (MVP) of the business to the visitors and investors on the event.

OBJECTIVES

The program had been making contribution in entrepreneurship ecosystem in Province 1. The goal of this event was to bring startup companies engaged with the Startup and Innovation program and other local organizations to a common platform to showcase their initiative and assess MVPs, receive feedbacks, meet their mentors, potential investors, potential customers, potential suppliers, and potential partners and media personals. Such events help them to sharpen their communication and negotiation skills, get feedbacks on their products and services and most importantly get networking opportunities.

The specific objectives of the event were as follows:

- To make inter-connection with exhibitors and guest.
- To provide opportunity for both exhibitors and guest
- To identify exhibitor's market
- To get feedbacks, build relation good

The event was able to boost the confidence of entrepreneurs by providing a platform to showcase their business and products helping them to sharpen their communication and negotiation skills and most importantly get networking opportunities.



PROCEEDINGS

The Haat Bazaar was conducted on 30th December 2021 at the CIM premises, Biratnagar where all the entrepreneurs started gathering since 11:00 am. Each company were provided with their stall number so that they can find their stall and start setting up their table ahead. The event was from 1 PM to 5 PM therefore, visitors started gathering from 1 PM. CIM members welcomed important guests from the government organizations addressing the participants throughout the event.

around 450 guests visited the stall. In total 21 companies participated in this event where 16 participants of the Startup and Innovation Program and 5 other startups got opportunity to showcase their products and services in the Haat Bazaar event. The event hosted 21 companies where, 16 participants were from of the Startup and Innovation Program and 5 other local startups got opportunity to showcase their products and services. The companies were from different sectors such as agriculture and livestock, food, clothing, ICT service and manufacturing. Every visitor visited every stall conversing with them, learning about their business and some also purchasing their products. Startup and Innovation Program participants were provided with a registration sheet where they could record visitors' information for further networking. Mentors of the participants were present during the event and were monitoring their mentees performance.

The startups included Arohan Enterprise (Garment), Shitala Jhola Udhyog (Hand Bag business), Kalika BG Agro (Bioflock Fish Farming), Highland Organic Krishi (Kiwi farming and herbs), ProudPoshak.com (Tharu Cultural dress designing), Durdarshi Rautarani Adhunik Rabbit Farm, Dialsewa (online and app for all services), Ice Mould manufacturing, to name a few. The event accommodated more than 450 individuals from various organisations and the event highlight was a visit by Hon. Kedar Karki, Ministry of Internal Affairs & Law, Province 1, Mr Kosh Raj Dahal, Chief District Officer, Morang, Other local government organisations, CIM members, Golchha, Murarka Group, MM Group of Industries, K.L Dugar Group, Banks, University members, College students. Besides this, other local entrepreneurs, industrialists and many media houses also visited and captured the glimpses of the event. The event came to an end at 05:30 pm in the evening and the organizers bid goodbye to everyone with group photos.



CONCLUSION AND RECOMMENDATION



Conclusion

The event became successful in showcasing 21 Start Ups and their businesses and accommodating 450+ visitors from different sectors. The showcase got a good exposure in digital and print media with news report from various media houses. Every visitor who are working for the development of entrepreneurship were glad to see and have met the entrepreneurs at the same venue while the entrepreneurs were happy to find various groups of people at the event.

From the visitors and entrepreneurs participated in this event, we got the following recommendations:

- These kinds of event should be organized more often to give emerging entrepreneurs a chance and a common platform to validate their ideas and to test the market.
- These kinds of events are a great chance to meet with the investors and mentors and initiate business collaborations.
- The entrepreneurs are highly enthusiastic to participate in similar event.

Annex I: Attendance

S.N	Participants Name	Company Name	Contact no.
1	Ravi Kumar Gupta	Aarohan Enterprises	9802726875
2	Bikalpa Neupane	Nilgiri Organic Packaging udhyog	9807059094
3	Biswojit Pal	Biswanath Jalai Centre	9842059474
4	Sandip Yadav	Dial Sewa	9800901537
5	Aman Chaudhary	ProudPoshak.com	9804355969
6	Bidhan Chapagai	Bidhi Bidhan Agro Fram	9862122159
7	Milan Shah	Technican Suppliers Team Shop	9810521246
8	Kuber Dhungana	Kalika Biofloc Fish Farming	9860158787
9	Tara Devi Adhikari	Shitala Jhola Udhyog	9824920586
10	Sunil Dahal	Rajghat Mouri Palan	9842563441, 9820881211, 9812369479
11	Ful Kumari Ale	Bangur-Kalij Farm	9817763819, 9863686829
12	Mina Parajuli Koirala	Sanitary Pads production	9842828445
13	Ishwor Rana Magar	Organic Vegetables & Sauce Production	9842843910
14	Hemanta Bhandari	Jaibik Rabbit Farm	9840067463
15	Tshering Tenzing Sherpa	Highland Organic Herbs & Agro Farm	9851030391, 9741085640, 9821485688
16	Sarswata ,Krishna Bhattarai	Shree Hanuman Goat & Multipurpose Agro Farm	9842344673
17	Anuja Dahal, Article	M.A & Associates	9812318539
18	Vatsala Lohia, Sr. Audit Executive	P.L.A Business Solution	9842043500
19	Shreena Pokharel, DR Manager	Nabil Bank Ltd	9852070585
20	CIM	Startup and Innovative Program	
21	CIM	Skill Development Program	
22	CIM	CIM Business Clinic	
23	CIM	American Corner Biratnagar	
24	Swechha Adhikari	Antarprerana Pvt. Ltd.	9843989647
25	Gokul Karki	Mayur Digital Pre Press	9852035352
26	Yunesh Shrestha	Baari Coffee	9852026089
27	Suresh Moktan	Rongo's Momo	9811358375

Annex II: Media Coverage Links to the Digital Media Coverage



दैनिक अड्क १३८ २०७८ पुस १६ ग

स्टार्ट अप उद्यमी हाटबजार मेलामा भीड



विराटनगर (न्यू सुष्टि दैनिक)- सुनसरी-मोरङ औद्योगिक करिडोरमा उद्योग संचालन गरिरहेका ५ सयभन्दा बढी उद्योगीले बिहीबार स्टार्ट अप उद्यमी हाटबजारको अवलोकन गरेका छन् । मोरङका प्रजिअ काशीराज दाहाल, प्रदेश नं. १ सरकारका आन्तरिक मामिला तथा कानूनमन्त्री कंदा कार्कीदेखि उद्योगी व्यवसायीले हाटबजार मेलामा अवलोकन गरेर केही सामग्री खरिद गरे ।

संगठनले बेरोजगार युवा युवतीलाई उद्यमी बनाउने गरी १ दिने स्टार्ट अप उद्यमी हाटबजार गरेको हो । संगठन प्राइयाणमा १ बजेदेखि ५ बजेसम्म गरिएको हाटबजार मेलामा ५ सयभन्दा बढी उद्यमी तथा व्यवसायले अवलोकन गरे । मेलामा २० भन्दा बढी लताकपडा, खाद्यान्न, सूचना प्रविधिको स्टल थियो ।

सबै स्टलको उद्यमीले गर्म्भीतापूर्वक अवलोकन गरेको संगठनका अध्यक्ष सुबस्य प्याकुलले बताए । बेरोजगार युवायुवती विदेश पलायन भइरहेको अवस्थामा उनीहरूका क्षमतालाई उद्यमी क्षेत्रमा परिचालन गरेर उद्यमी बनाउने संगठनकै इतिहासमा पहिलोपल्ट स्टार्ट अप उद्यमी मेला गरिएको प्याकुलले बताए ।

सुनसरी-मोरङ औद्योगिक करिडोरमा रहेको उद्योगमा कार्यरत मजदुरका लागि चाहिने पोशाक, उद्योगीहरूले अन्यत्रबाट खरिद गर्ने गरेका छन् । तर हाटबजार मेलामा आएका उद्यमीहरूले आफ्ना उत्पादनको बारेमा जानकारी गराउँदा आवश्यक पोशाक त्यहीबाट खरिद गर्ने र बेरोजगार युवाहरूले बनाएका पोशाक विक्री गरेर आफैँपनि व्यवसायी हुने प्याकुलले जानकारी गराए ।

संगठनका कार्यकारिणी सदस्य तथा फुजिमा आयल कम्पनीका प्रबन्ध निर्देशक सुबोध कोइरालाले संगठनले आयोजना गरेको स्टार्ट अप उद्यमी हाटबजार मेलामा विक्रीका लागि राखिएका सामान अधिकश उद्योगीले मन पराएकाले युवा तथा युवती चाँडै उद्यमी बन्ने सन्देश दिएको बताए ।

Annex III: Some Pictures from the Event

