

## EVENT REPORT

### Storytelling Contest for Young Agri-Entrepreneurs



(मेरो कृषि उद्यमशीलताको कथा प्रतियोगिता)

30<sup>th</sup> December 2016 · Chitwan, Nepal



Prepared by

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Storytelling Contest for Young Agri-Entrepreneurs (#KisanKoKatha)

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## Executive Summary

Young Professionals for Agricultural Development (YPARD) Nepal and ActionAid Nepal, in support of NIMBUS, organized “Storytelling Contest of Young Agri-Entrepreneurs”, a national level competition among the Nepalese young (18-39 years old) agricultural entrepreneurs. The online application was opened from 20<sup>th</sup> October to 20<sup>th</sup> December 2016 and its finale was held on 30<sup>th</sup> December 2016 at Rampur, Chitwan, Nepal.

In this competition, the applicants had to send their story of agri-entrepreneurship along with 1 to 3 photos of their enterprise to take part. Submissions could be made through online form available at <http://storytelling.edumala.com> or by sending email to: [storytelling@edumala.com](mailto:storytelling@edumala.com). The applications were categorized in three categories namely - Motivating, Innovative and Social Impact. Separate competition was held in each category and individual winner was selected.

In total, 43 young agri-entrepreneurs from all over Nepal with very different and interesting stories of their agricultural enterprise took part in this contest. Among them 4 agri-entrepreneurs from each category i.e., 12 in total (4\*3 categories = 12 contestants) were shortlisted for the finale. The selection was done by an independent Jury Panel, which consisted of four members.

All the selected 12 finalists were brought to the onsite finale at Seminar Hall of National Maize Research Program, Rampur, Chitwan, Nepal where they made presentation of their stories in front of 70 people including judges, guests, contestants, and other participating local entrepreneurs, young professionals and students. The opening ceremony of finale was chaired by Mr. Dinesh Panday, YPARD Nepal representative and Dr. Ishwari Prasad Dhakal, Vice Chancellor of Agriculture and Forestry University was the Chief Guest.

Among the contestants, Mr. Bishnu Prasad Adhikari, the Owner of “Adhikari Cattle Farm” from Chitwan was awarded “Most Motivating Agri-Entrepreneur.” Similarly, Mr. Khyam Narayan Paudel, the Owner of “New Namuna Krishi Farm” from Pokhara, Kaski, was awarded “Most Innovative Agri-Entrepreneur” and Mrs. GyanKumari Pun, the Manager of “SainaMaina Samudayik Bakhra Palan tatha Nasla Sudhar Kendra” of Sainamaina Municipality, Rupandehi was awarded the “Agri-Entrepreneur with Best Social Impact.” All the winners were awarded with a Certificate, cash prize of NRs. 20,000 individually and agri tools as gift.

This program itself has been a new practice and a great achievement for developing youth agri-entrepreneurism in Nepal. Those stories are being shared all over Nepal through our different event media partners like Krishi TV, Krishak ra Prabidhi monthly magazine, etc, which is creating positive perception about agriculture is being developed in Nepalese youths. The excellent stories and experience sharing of those entrepreneurs will definitely lead other youths towards finding agriculture as an excellent profession and a way of life.

## Acknowledgement

The “Storytelling Contest for Young Agri-Entrepreneurs” was a venture of YPARD Nepal in promoting youth agri-entrepreneurism among Nepalese youths, by changing their attitude towards agriculture. The contest finale was held on 30<sup>th</sup> December 2016 at Rampur, Chitwan, Nepal. The satisfaction that accompanies the successful completion of this event would have been impossible without the support and guidance of those people and organizations who were involved directly or indirectly in this contest.

I would like to express my special thanks to YPARD Nepal representative for developing this concept and continuous dedication to make it a success. Similarly, I would like to express my special thanks of gratitude to our “Co-sponsor” of the event ActionAid Nepal, which uplifted the value of the contest to a greater height. Similarly, I would like to express my sincere thanks to NIMBUS, for being associated to this contest as “Prize Sponsor” and Aadhunik Krishi Kisan Sansar for providing gifts (agricultural tools) to the winners.

I am indebted to the organizing team members of this event- [Mr. Dinesh Panday](#), [Ms. Nikita Bhusal](#), [Mr. Deepak Ghimire](#), [Ms. Asmita Nagila](#), [Mr. Kiran Timilsina](#), [Ms. Shweta Adhikari](#) and [Mr. Suraj K.C.](#) for their tireless and continuous effort towards the grand completion of this contest. Similarly, my sincere thanks go to other YPARD Nepal local representatives [Ms. Swikriti Pandey](#), [Mr. Madan Poudel](#) and [Mr. Sujan Paudel](#) for their valuable contribution.

I am indebted to Mr. Santosh Joshi and his team, including Mr. Susanta Poudel for their massive helps and encouragements for success of this event from the very beginning. I would like to remember all the supporting partners, including Agriculture and Forestry University- DOREX, National Maize Research Program, District Agriculture Development Office (Chitwan). I am thankful to all our jury members and contestants whose time and effort was a great encouragement for us.

I am privileged to Dr. Naba Raj Devkota, Dr. Hom Bahadur Basnet, Dr. Mohan Sharma, Dr. Krishna Kafle, Mr. Ram Hari Timilsina, Mr. Shiv Narayan Choudhary (AAN), Dr. Shital Kaji Shrestha and Mr. Nischal Joshi (NIMBUS), Dr. Bed P. Khatiwada, Mr. Sangam Mahat and Mr. Milan Timilsina (Ujyaalo) for their help at different stages of contest. Similarly, I would like to express my gratitude towards all the volunteers, without whom, the contest would never have been accomplished.

I would like to remember Krishi TV, Krishak ra Prabidhi Magazine and Smart Krishi app for being our media partners. I would also like to express my sincere thanks to all other media who promoted our contest to reach a wide audience. Last but not a least, I am very grateful to [Ms. Jieying Bi](#) - YPARD Asia & Pacific Coordinator and [Ms. Emmie Wachira](#) - YPARD Communications Manager for their financial and technical supports.

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## 1. Organizations Involved

### A. YPARD

YPARD is an international movement by young professionals for young professionals for agricultural development. YPARD operates as a network, its global coordination unit (GCU) is hosted by Global Forum on Agricultural Research (GFAR) located in Rome, Italy. YPARD mission is to serve as a global collective platform through which young professionals can realize their full potential and contribute proactively towards innovative agricultural development. YPARD actions are to: 1. Building a strong network; 2. Giving youth a voice in policy discussions and debates; 3. Capacity building and information sharing, and 4. Promoting agriculture among young people.

#### YPARD Nepal

YPARD Nepal is a part of YPARD Asia & Pacific and YPARD Globally, and was established in 2012. The team includes a country representative and 44 local representatives: all young professionals from agricultural universities, research institutions, development sectors and farming communities. It is working on boosting youth's participation in agriculture, food and environmental issues in Nepal.

In 2013, YPARD Nepal organized YPARD Cafe and YPARD Awareness Program ([YPARD Awareness Campaign in Nepalese agricultural universities](#) and [Awesome event in Agriculture and Forestry University, Nepal](#)) to promote YPARD in Nepalese agricultural universities. In 2014, YPARD Nepal Family Farming Photo Contest ([Announcing the Winners of YPARD Nepal Family Farming Photo Contest](#)) and in 2015, National Youth Forum on Agro-based Entrepreneurship Development ([Promoting agro-entrepreneurship among the Nepalese youth](#)) were biggest achievement so far. Similarly, with the beginning of 2016, it has started "[EduMala Mentoring Program](#)" which is a blended online/offline mentoring program to build the interpersonal skills of Nepalese young agricultural professionals.

Currently, it includes 740 registered members on YPARD website (top 4th position globally), and 2830 members on [YPARD Nepal Facebook group](#). Besides its increasing membership and very strong network, it is equally active to increase its visibility in varieties of publication materials including electronic, printed and broadcasting media. For more visit YPARD Nepal official web-page: <http://www.ypard.net/country/nepal> and/or e-mail to Mr. Dinesh Panday, YPARD Nepal representative: [ypardnepal@gmail.com](mailto:ypardnepal@gmail.com).

### B. ActionAid International

ActionAid is a global federation working to end poverty and injustice with thousands of communities and millions of people across the planet. With 45 national members and country programs worldwide, ActionAid focuses the majority of its resources on working with the poorest and most excluded women, men and children – taking sides with them, making long-term commitments to advance their human rights and to transform the world in which their children grow up.



### **ActionAid Nepal (AAN)**

ActionAid Nepal is a member of ActionAid international federation. With an aim to become “locally rooted and globally connected”, AAN has legally registered its entity in the concerned Nepal Government’s authority. At the same time, for stronger international affiliation, ActionAid Nepal has transformed “Country Programme” to “Associate” member and will soon become an affiliate of ActionAid International.

After ten years of its establishment as a charity organization in the United Kingdom, ActionAid started working in Nepal in 1982. Based on the learning from its engagement in various sectors at various levels from grassroots to international AAN has evolved through various changes on approaches and working modalities in its 33 years journey of the fight against poverty and injustice.

Starting from charity-based work in the 1980s to improve the basic living conditions of the poorest people, AAN has now adopted a human rights-based approach with an aim to enhance the capacity of the poor and excluded people to claim and exercise their rights to live a dignified life. Our approach reaffirms the role of popular struggles, social justice movements, popular actions, community-based organizations and people’s organizations for rights conscientization and transformation of unequal power relations.

### **C. NIMBUS**

Much like the splendor of the nimbus cloud and the grace with which it changes shape, the story of NIMBUS shows a dynamic ability to manage change with exponential growth. The root of NIMBUS's success lies in its capacity to adapt and respond to market opportunities and to take risks. NIMBUS prides itself in strong communication and information flow both internally and externally. With focus on accountability and teamwork, NIMBUS promises delivery of commitments it encourages experimentation for innovation but with socially responsible approach. Its leadership quotes: “taking a risk is not about leaping in the dark; it is about seeing the potential when it is dawn. Be quick but don’t hurry.”

The NIMBUS story embodies the spirit of entrepreneurship and emanate from youth with ambition and vision, who wanted change and challenges. Farmers and dealers admire NIMBUS's efforts in integrating farmers in its production processes. Activities such as creating a technical team to support farmers and provide farmer training, establishing bird flu relief fund, a toll free helpline, and the Agro-warehousing project have contributed immensely in helping farmers improve the value of their produce.

Being socially responsible has long been at the heart of NIMBUS’s work culture. Activities like training to farmers related to poultry, cattle and maize and establishment of national level awards for veterinarian students of IAAS and HICAST can be taken as a commendable initiative in motivating students of agriculture. Similarly, employing girls from Maiti Nepal in its NKK demonstrates the philosophy and fundamental beliefs of NIMBUS’s social commitment. With a belief that enterprise can only develop successfully and be prosperous if all its stakeholders are prosperous and in a position to grow, are resilient to economic and natural shocks/disaster, NIMBUS started Shakti Helping Hand, to provide compensation to the farmers who suffered due to outbreak of bird flu, and Poultry insurance.

## 2. Background of the Event

[Agriculture](#) and allied business sustains the livelihood of farming communities in terms of [nutrition](#) and income. Nepalese agriculture system is mostly characterized by low level of investment and income with subsistence economy contributing less than a [third](#) in national gross domestic product. Lands are increasingly fallowed and youth are out migrating from rural villages to Middle East and are earning less than US\$ 200 a month. Clearly, our agriculture is struck in a situation where neither the current generation of farmers are ready to lead the professional movement, nor the youths are. In fact, most youths even do not believe that agriculture can be a [profession](#) at all and luxurious habits like social media and mobiles is keeping youths indoor and engaged in nonproductive activities.

This dire situation in Nepalese agriculture is, to some extent, relieved by the fact that a few progressive youths and professionals have come up with agri-entrepreneurship as their profession. Youths [returning](#) from foreign employment with experience and deep rooted desire to accomplish in own country is one positive aspect. With advent of new information, communication tools and technologies along with connection to the wider communities, the stereotype in agriculture is changing and new and innovative generations are interested in it. These energetic youths along with other farmers practicing this neglected business are doing well in recent years, but their experience remains undocumented. These stories of learning comprise both failure and success and involve process and methods for their outcome. Now, the production, storage and postharvest technologies are changing with changing market information and consumer's expectation. Numerous innovations are going around in terms of crop varieties, production methods, animal husbandry, nutrition and pest management strategies, marketing tools and ideas.

These simple innovations can be inspiring stories for others fellow farmers and help them to solve their problem and adding on innovation and bringing expertise in them. These innovations are tested and refined with years of testing and retesting in the local context and integrated smoothly into the existing farming system to make it economic, affordable and adoptable. For this, it is crucial to develop proper environment of experience sharing and motivate youths through examples of successful agri-entrepreneurs. Hence, a storytelling contest that can encourage youth participants to learn about agriculture related know-how technology to reduce risks and make them more comfortable to adopt new innovations and approaches in it seems like a necessity.

## 3. Objectives

The contest was organized to develop positive perception of agriculture among the youths in viable and socially recognized career path. The organizer envisions agriculture as a desired profession among the Nepalese youths and as a result in agricultural prosperity and development.

### **Specific objectives**

1. Identify and invite the most enticing youth who are running agri-enterprises and can serve as a catalyst to encourage others.

2. Provide common platform for young agri-entrepreneurs, policy makers, and interested others to develop a concept in agricultural entrepreneurship.
3. Help youths to develop an effective agri-business by mediating a link-up between successful entrepreneurs, policy makers, experts and fellow entrepreneurs.
4. Motivate the youths with the support of students and professionals to adopt agri-entrepreneurship through exemplary approach.

## 4. Program Timeline

- ✓ Call for application: 20<sup>th</sup> October 2016
- ✓ Application deadline: 20<sup>th</sup> December 2016
- ✓ Finalist selected and notified: 25<sup>th</sup> December 2016
- ✓ Grand finale: 30<sup>th</sup> December 2016, Rampur, Chitwan, Nepal.

## 5. Activities

Considering small yet crucial intervention, the organizer called for application from all interested Nepalese young agricultural entrepreneurs (aged 18 to 39) to participate in the 'Storytelling Contest for Young Agri Entrepreneurs', a national level competition which aims to bring in the entrepreneurs with the most innovative and motivating stories of youth enterprises with the best social potential and impact.

### 5.1. Application Procedure

To apply in storytelling contest for agri-entrepreneurs, one could submit the story (written in either English or Nepali language) about their enterprise and one to three images of enterprise [online](#) or sent to our email address: [storytelling@edumala.com](mailto:storytelling@edumala.com).

### 5.2. Application Categories

We were looking for agri-enterprise stories with these three main features: Motivating, Innovative and Social Impacts. Applicants could submit their stories in one of the above categories.

**5.2.1. Motivating:** The stories on this category were expected to encourage other youths in starting an agricultural enterprise. The motivation of the entrepreneur to come up with their enterprise, their struggle to overcome all the social, political, cultural and other hurdles while in starting phase, and most importantly, entice the youths to follow them in the path of agri-entrepreneurism.

**5.2.2. Innovative:** The stories under this category focused on how the innovative and technological approaches are incorporated in the agri-business system and their impacts on success of enterprise. These stories which could bring the possibilities of use and effectiveness of new technologies in commercialization of agriculture.

**5.2.3. Social Impact:** These stories were focused on the various positive social development and changes brought through agricultural development. They could include the exemplary



role played by the enterprise to change social perception towards agricultural professionalization.

## **6. Participants**

Following categories of participants could bring forward the applications and take part in the competition.

1. Young agri-entrepreneurs (18 to 39 years),
2. Representative of the enterprise, if entrepreneur is not available,
3. Representatives from organizations which have done remarkable work on youth agri-entrepreneurship.

Our priority was for those agri-entrepreneurs, who were at the beginning stage (not more than 4 years from the date of submission) with more encouraged to women and people from disadvantaged groups.

Our main target was for individual farmers (family farming) and farmers' groups in the community. Those who were 40+ years and running large scale agri-enterprises, they were participated in non-competition category.

In total, 43 young agri-entrepreneurs from all over Nepal applied in this contest with their entrepreneurial stories of agriculture in different categories.

## **7. Selection**

At first, all the submissions were validated by the preliminary selection committee which consisted of YPARD Nepal members. The qualified submissions (43 applications) were then judged by the Jury Panel which consisted of 4 members and 12 finalists, 4 in each category, were shortlisted. The name of Jury was as follows:

1. Mr. Shailesh Gurung- Assistant Professor at IAAS, TU (Aquatic Science)
2. Mr. Rajendra Jung Rayamajhy- High tech (net house) farming at Ratnanagar, Chitwan
3. Mr. Madhab KC- Beekeeper at Shree Swargadwari Agri Nepal Pvt. Ltd., Dang
4. Dr. Rajendra Devkota- Agri-scientist at FAO- Nepal

The details of the finalists of the contest were as follows:

S.N.	Name of Entrepreneur	Farm/Association, Address	Category
1.	Bishnu Prasad Adhikari	Adhikari Cattle Farm, Chitwan	Motivating
2.	Manoj Paudel	Kalyani Dharti Agro Farm, Nawalparasi	Motivating
3.	Asmita Panday	Laligurans Beekeeping Resource Centre, Nawalparasi	Motivating
4.	Khem Raj Paudel	Commercial Vegetable Production, Jhapa	Motivating
5.	Dipendra Aryal	Triputra Bagbani Farm, Syangja	Innovative
6.	Bidur Basnet	Dolakha	Innovative
7.	Khyam Narayan Paudel	New Namuna Krishi Farm, Kaski	Innovative
8.	Dipendra Rai	Commercial Poultry Farmer	Innovative
9.	Gyan Kumari Pun	SainaMaina Goat Farm, Rupandehi	Social Impact
10.	Sushil Aryal	Yuvaharuko lagi Namuna Bakhra Gau Abhiyan, Syangja	Social Impact
11.	Nasib Koirala	Commercial Fisheris Farm, Chitwan	Social Impact
12.	Sarah Sigdel	Bhotchaur Organic Agricultural Village, Sindhupalchowk	Social Impact

The shortlisted candidates were invited to the on-site grand finale which was held at Rampur, Chitwan on 30<sup>th</sup> December 2016.

## 8. The Grand Finale

### 8.1 Opening session

The grand finale of the event was organized at Seminar Hall of National Maize Research Program, Rampur, Chitwan. The opening session was hosted by YPARD Nepal's Local representative Ms. Asmita Nagila. The ceremony was started with chairing program by Mr. Dinesh Panday, YPARD Nepal representative and Dr. Ishwari Prasad Dhakal, Vice Chancellor of Agriculture and Forestry University (AFU), as the Chief Guest. Dr. Jay Prakash Dutt, Dean of Faculty of Agriculture of AFU served as the Special guest. Other guests were Mrs. Shomina Roy, Program Operational Manager of ActionAid Nepal and Mr. Santosh Joshi, CEO of Dream Work Solution.

Mr. Madan Poudel, Local representative of YPARD Nepal welcomed all the guests, contestants, other entrepreneurs, contestants and participants in the event. Mr. Anil Banstola, the Event Coordinator gave a speech about background of the event, its objectives, participants, selection methods used and thanked all the helping hands who were directly or indirectly associated with the contest. Mr. Shailesh Gurung, one of the judges of the contest highlighted the current dreadful scenario of Nepalese agriculture and how these few progressive youth agri-entrepreneurs could change this scenario. Mrs. Shomina Roy gave a key note speech about the role of ActoinAid Nepal in ending hunger and poverty through developing agri-entreprenurship.

Chief Guest, Dr. Ishwari Prasad Dhakal pointed out the importance of such events in developing positive attitude of youths towards professional agriculture. He also thanked the organizers for conducting such kind of event. Mr. Dinesh Panday wrapped the formal opening session with key note speech including overview about YPARD and YPARD Nepal, its past endeavors towards promoting youth agri-entrepreneurship and future planning in Nepal.

## 8.2 Informal Session

After a short break, the informal session was kicked off with the short video describing the contest. A short introductory video of NIMBUS was also played. Informal session was hosted by Mr. Anil Banstola where there was about 70 people in total.

During session, the floor was open for the finalists (contestants). Each contestant was given 10 minutes to present their entrepreneurial story. Listening to the stories was a great moment for all the participants, since they were bringing the real pictures of life of Nepalese agricultural entrepreneurs. After 5 contestants had presented their story, Mr. Kiran Bamanu presented about the importance of ICT tools in agricultural operations (project: [KrishiTools](#)) under non-competition category. Then, remaining 5 contestants presented their stories. The 2 finalists among the 12 couldn't attend the finale due to personal problems.

## 8.3 Closing session

The closing session of the event was Chaired by Mr. Dinesh Panday, YPARD Nepal representative while Mr. Khem Raj Dahal, the Patron of YPARD Nepal and Associate Professor at Institute of Agriculture and Animal Science of Tribhuvan University was there as Chief Guest.

Then the certificate distribution program was held. Certificate of Appreciation was awarded to all the volunteers of the contest. Similarly, all the participants were awarded the Certificate of Participation. Finally, the winners were announced in three different categories: **Mr. Bishnu Prasad Adhikari**, the Owner of "Adhikari Cattle Farm" from Chitwan as "**Most Motivating Agri-Entrepreneur.**" Similarly, **Mr. Khyam Narayan Paudel**, the Owner of "New Namuna Krishi Farm" from Pokhara, Kaski, as "**Most Innovative Agri-Entrepreneur**" and Mrs. GyanKumari Pun, the Manager of "SainaMaina Samudayik Bakhra Palan tatha Nasla Sudhar Kendra" of Sainamaina Municipality, Rupandehi as the "**Agri-Entrepreneur with Best Social Impact.**" All the winners were awarded with a Certificate, cash prize of NRs. 20,000 individually and agricultural tools as gift hamper.

The cash prizes for the winners were sponsored by NIMBUS. Aadhunik Krishi Kisan Sansar, Bharatpur has provided the gift hamper consisting of agricultural machineries to the winners. Finally, the program was formally wrapped off by Mr. Dinesh Panday, YPARD Nepal representative. Then group photo session was held outside the venue.

## 9. Winner's Profile

### 9.1 Motivating Agri-Entrepreneur

**Mr. Bishnu Prasad Adhikari**, the Owner of Adhikari Cattle Farm from Chitwan was the winner of Motivating Category and was awarded with the title of “**Motivating Agri-Entrepreneur.**”

#### Story

During the civil war time, unemployment and lack of opportunities forced many Nepalese youths to work in gulf countries like Qatar, Saudi Arabia, and Malaysia to earn their living at negligible salary. One among thousands of those youths was Mr. Bishnu Prasad Adhikari, who moved to the hot desert of Qatar as a taxi driver. But the situation was even worse there. Working in others' country never gave him any satisfaction. He decided to move back to Nepal by earning few amounts with which he could start his own business. But, there was great dilemma, what to do, where to invest? Finally, he started dairy business in Kathmandu. This was the start of entrepreneurship upon him.

But this dairy business didn't go as he thought. He had dreamt that selling milk produced by others was an easy job, but the situation was very different. It didn't pay back enough, so he also started working in casino. However, the dairy business developed his interest in agricultural sector. But, in those days, agriculture was considered dirty profession of illiterate people. Having interest in agriculture was one part, materializing it into a profession was a different one. Finally he defeated his own thoughts and started a cattle farm in Chitwan. Having had to face so many criticisms, he continued on this business and today, is one of the most successful cattle farmers of Chitwan.

Now, he has 41 exotic breeds of cows in his farm, and cultivates fodders and crops on 4 hectares of land. Many local youths and friends, who initially criticized him for choosing this profession, now, ask him the methods of starting a cattle farm and praise him openly. His saying on being an agri-entrepreneur- *“satisfaction is the biggest profit, which I have today from my cow farm. Dedicate towards your interest, success will always follow you.”*

### 9.2 Innovative Agri-Entrepreneur

**Mr. Khyam Narayan Paudel**, the owner of “New Namuna Krishi Farm” from Pokhara, Kaski, was awarded “**Most Innovative Agri-Entrepreneur.**”

#### Story

Driven by the dedication to serve the country in whatever the way possible, Mr. Khyam Narayan Paudel returned from Qatar, where he had been working for past six years. Before returning to Nepal, he also worked in India at call center for one year. A Sociology graduate from Tribhuvan University, Nepal, Mr. Paudel then started commercial vegetable production in 6 0.3 hectares of land in Pokhara.

From his experience from Qatar and India, he used some of the new innovative methods like Drip Irrigation and Plastic Mulching in Green Houses from the very beginning. Moreover, he also uses different Integrated Pest Managements like use of lures, trap crops and more in his

cultivations. These all has helped him to get the lucrative market for his products in the five stars hotels of Pokhara as well.

Being a young and educated farmer, today, he trains many local youths who are interested in commercial agriculture and encourage them to find agriculture a better option than the gulf, from his experiences. His saying on being an agri-entrepreneur- *“I am living a happy life, living in my own country with my family being a farmer and I’m fully satisfied. I request the youths to find agriculture as a way of life and enjoy it.”*

### 9.3 Agri-Entrepreneur with Best Social Impact

**Mrs. GyanKumari Pun**, the Manager of “SainaMaina Samudayik Bakhra Palan tatha Nasla Sudhar Kendra” of Sainamaina Municipality, Rupandehi was awarded the **“Agri-Entrepreneur with Best Social Impact”**.

#### Story

Mrs. Gyan Kumari Pun is one of the few leading female agricultural entrepreneurs of Nepal who own a goat farm and breeding center. A Management graduate from West London University, UK, Mrs. Pun started this agricultural entrepreneurship some about 3 years ago. Today she has a “SainaMaina Goat Farm and Breeding Center,” “Rupandehi Grass and Nursery” and “SainaMaina Cattle Farm.” She has been effectively managing all these farms with her own ideas and available technologies, with great support from her family members.

Today her farm includes around 300 goats, 11 cows and 27 species of fodders in her nursery. She sells her products all over Nepal. A local politician, writer and a journalist but, Mrs. Pun finds agriculture as the best option for her. She has been boycotting the traditional methods and following innovative always on her farm. Many people from the society have copied her and started the goat farms.

In such a situation where Nepalese female youths almost never find it easy to engage in commercial agriculture solely, she has been trying to prove herself as a role model for all the females, who want to excel in the field of agriculture. Her saying on being an agri-entrepreneur- *“agriculture is a slow paying profession, so don’t get distracted. Continue your dedication, one day you will kiss success.”*

## 10. Conclusion

The ‘Storytelling Contest for Young Agri-Entrepreneurs’ has been a great successful event despite being an extremely new approach in agri-youth entrepreneurship sector in Nepal. In this contest, total 43 young agricultural entrepreneurs from all over the nation took part, among them 12 were shortlisted for the finale. The finalists presented their story, along with their motivations, innovations, struggles, scaling ups and success or failures to all the participants including professors, farmers, policy makers and students as well.

The contest also served as a catalyst to develop network between successful agricultural entrepreneurs and other youths, including our onsite finale participants and others, who followed our event on social media (with official hashtag, #KisanKoKatha) and other different traditional media. A new positive mentality in farmers and youths has been developed about

how professional agricultural practices can be achieved by learning from those examples. The involvement of professors, experts and students were helped to establish a mutual relationship among farmers. Overall, the contest has been able to add more values for positive perception of agriculture as a profession to the youths and encourage them to embrace it as a way of life.

Lastly, I would like to thank Mr. Dinesh Panday- YPARD Nepal representative, all the members of organizing team, YPARD Nepal local representatives, ActionAid Nepal, NIMBUS, AFU-DOREX, DADO (Chitwan), volunteers, and all other stakeholders who were directly or indirectly related to this contest for its successful completion.

## Annex

### A. Abbreviations

AFU= Agriculture and Forestry University

AAN= ActionAid Nepal

DOREX= Directorate of Research and Extension, AFU

IAAS= Institute of Agriculture and Animal Science

NARC=Nepal Agricultural Research Council

NMRP= National Maize Research Programme

YPARD= Young Professionals for Agricultural Development

DADO= District Agriculture Development Office

### B. Financial Summary

#### Income

S.N.	Organization	Contribution (NRs.)
1	YPARD Nepal	140,000
2	ActionAid Nepal	100,000
3	NIMBUS	50,000
4	District Agriculture Development Office (Chitwan)	10,000
	<b>Total</b>	<b>300,000</b>



## Expenses

S. N.	Headings	Unit	Quantity	Rate (NRs.)	Total (NRs.)
1	Cash prize (for winners)	Lump sum	3	20,000	60,000
2	Website (call, upload submissions)				20,000
3	Promotion of the program (Press meet, media partners, printed medias)	-	-	-	10,000
4	Jury (travel allowance)	Number	4	5,000	20,000
5	Participants kits (+ bags)	Sets	20	1,500	30,000
6	Banner	Number	5	1,000	5,000
7	Printing Cost (Brochure, Token of love, stories, notice)	-	-	-	15,000
8	Food and accommodation items	20	2 days * 15,00	3,000	60,000
9	Venue charge	-	1 day	5,000	5,000
10	Venue Hall Management (Sound, Desk, Stall, power)	Set	1 day	5,000	5,000
11	Travel allowance (participants)	Number	20	2000	40,000
12	Certificates to participants/volunteers	Number	50	100	5,000
13	Volunteers expenses	-	-		5,000
14	Travel cost (for organizer)	-			10,000
15	Report preparation and publication	-	-	-	5,000
16	Management / Coordination				5,000
<b>Total</b>					<b>300,000</b>

## C. Event Photos

Photos Credit: Mr. Bhuwan Giri



Photo 1: Opening ceremony of the grand finale



Photo 2: Event Coordinator- Mr. Anil Banstola



Photo 3: Chief Guest- Dr. Ishwari Prasad Dhakal, Vice Chancellor of AFU



Photo 4: ActionAid Nepal- Mrs. Shomina Roy



Photo 5: YPARD Nepal representative- Mr. Dinesh Panday





Photo 6: Group photo of Organizing Team with Chief Guest and Jury



Photo 7: Prize distribution to Mr. Bishnu Prasad Adhikari, "Most Motivating Agri-Entrepreneur"



Photo 8: Prize distribution to Mr. Khyam Narayan Paudel, "Most Innovative Agri-Entrepreneur"





Photo 9: Prize distribution to Mrs. Gyan Kumari Pun, “Agri-Entrepreneur with best Social Impact”



Photo 10: Group photo of three winners of the storytelling contest





Photo 11: Winners & organizing team



Photo 12: Agri-Entrepreneurs and other participants in the finale of the contest





Photo 13: Jury- Mr. Madhav KC & Mr. Shailesh Gurung with Mr. Dinesh Panday



Photo 14: Group Photo of all the contestants, organizer team, volunteers and participants





**Photo 15: Organizing Team**

L-R: Mr. Kiran Timilsina, Ms. Shweta Adhikari, Mr. Dinesh Panday & Ms. Asmita Nagila (front)

L-R: Ms. Nikita Bhusal, Mr. Deepak Ghimire, Mr. Suraj KC & Mr. Anil Banstola (back)