

Report on the Interaction Program with Stakeholders to Promote Enterprise Eco-system for Traders

Background

Objective of the program is to make entrepreneurs aware and acquaint with facilitating and regulating organizations in Lalitpur metropolitan city – local government. This program is organized jointly by department of marketing and entrepreneurship in support of WCP of KUSOM and Lalitpur Metropolitan City in collaboration with Syasyah Samaj Yela.

Program Details

Date : 10th September (Bhadra 25), 2024 from 12 to 5 PM.

Total of 54 person representing their business organizations and associated organization participated in the program. 15 of them were the participants who participated in Design Thinking workshop conducted as WCP outreach program in January 9 to 10, 2024 in KUSOM. The rest were representative of Syasyah Samaj and women entrepreneurs associated with Lalitpur Municipality.

Program Structure

- Introduction of all the participants: The program started with an introduction of all the participants including faculty of KUSOM under the department of marketing and entrepreneurship, staff of Lalitpur Municipality and facilitator of Laxmi and Sunrise Bank.
- Report on the progress of individual participants of the design thinking and associated business problems: The second session was reporting of progress and problem faced by the participants of the design thinking program and other business people. They shared success of attracting customers and problem of getting access to finance and other supports from local government. Many innovative and eco-friendly products have been produced and but they expect supports for marketing of such products in domestic and international market.

- Presentation of bank's program to support small business: Laxmi bank presented about their banking services and loan application process for start-up and growth of the business in Lalitpur municipality area. The bank is in the process of joining MOU with the municipality.
- Presentation of the program of Lalitpur municipality in entrepreneurship development: This presentation include different training programs, subsidy and trade promotion activities through fair and local Saturday market place. They requested the participants for active participation for their benefits.
- Presentation of Inland Revenue office: This presentation includes the process of registration, registration of pan and vat.
- Interactions: All the presentations were followed by intensive questions and answer sessions in which entrepreneurs enthusiastically asked relevant questions relating to their businesses.

Concluding and Closing Remarks

In this session, KUSOM facilitator provided the summary of this program that interest and capacity of entrepreneurs is key for entrepreneurial success to get the supports and facilities of different programs offered by different agencies located in the municipality. President of Syasyah Samaj spoke about the need of individual efforts to interact with local offices to make productive use of resources available in the municipality. Deputy mayor of the municipality concluded that there will be many programs like this in the future for the benefits of the entrepreneurs in the municipality in the days to come.