A Brief Report on

action/2015 (FfD)

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A Brief Report On
action/2015, FfD
July, 2015

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Major Highlights

Total Media Mobilization

Total people reached with media: about 50% of Nepal’s population of 30 million (9 million reach: multiple reach with double counting)

FM radio station: 5
Print media: 2
Television programme: 3

Social media

Total number of posting: 21
Total people reached with social media: 5,000
Share: 70

Produced IEC Materials

Stickers: 500
Posters: 100
Caps: 100
Pamphlets: 2000

Produced Videos

Interview with Government Authorities: 3
No. of video produced: 2
SECTION ONE

Preparation and Production

The necessary materials were prepared to conduct the planned activities.
1. **Group formation**

Ageing Nepal team formed a core group of professionals as well as volunteers to complete the planned activities for the campaign. The team consisted of the following members:

Mr. Krishna M. Gautam, Team leader
Mr. Bhumidatta Poudel, Member
Mr. Prakash Gautam, Member
Ms. Sanju T. Magar, Member
Ms. Lea Frei, Member Volunteer
Mr. Ajay Gurung, Member
Mr. Binamra Luitel, Member
Mr. Suraj Pant, Member
Ms. Manisha Sapkota, Member

Each member of the team was assigned individual responsibility. All were focused in the assigned sector and carried out the planned activities.

From the left: Ms. Lea Frie, Mr. Binamra Gautam, Mr. Suraj Pant, Mr. Bhumidatta Poudal, Mr. Krishna M. Gautam, Ms. Sanju T. Magar and Mr. Ajay Gurung
2. Preparation Planning and Production

Ageing Nepal action/2015 team produced various material to organize the campaign.

a. Banner

All the campaign activities was accomplished under the following banner.

![Banner Image]

b. Posters

The team design a posters with different slogan to paste in different public places for awareness.
POVERTY IS CONTAGIOUS: TREAT THE SICK TO PROTECT YOURSELF

POVERTY KILLS THE RICH
SAFETY IN EQUALITY: GIVE SPACE

BORN TO LIVE EQUAL
BURNING FUEL BURNS ALL, YOU INCLUDED

GO CYCLING, DO RECYCLING
End Poverty

YOU CUTTING
TREES CUTS
MY FAMILY
TREE
action/2015

Financing for Development for ALL ages by ALL ages

action/2015

Preserve Natural Resources and Eco System
c. Stickers

Stickers with different slogans were designed to spread the message of action/2015.

- Safety in Equality: Give space
- Born to live Equal
- Buring fuel burns all, you included
- Go Cycling Do Recycling
Poverty kills the Rich

Keep your promises • Tackle tax injustice • Fund fairly

RS

action/2015

finance our future

RS

#ACTION2015

action/2015

Financing for Development

Preserve Natural Resources and Eco System

action/2015
d. Pamphlets in Nepali Language

Team also produced a pamphlets in Nepali Language.
e. Caps

The team produced a cap with the message for the campaign.

f. Placard

Preparation of placard with message designed specially for street rally and other mass movement.
g. Body banner

Team designed body banner with the message.
SECTION TWO

Activities completed

A month long activities were carried out. The detail information about the campaign activities are as follows:
1. Formulation of Advisory board on July 3

Ageing Nepal formed Advisory Board to oversee all activities of campaigning for action/2015. Following are the members and their respective positions in the Board.

a) Chairperson: Prof. Pushpa Kamal Subedi Ph.D., Representative of Central Department of Population Studies, Tribhuwan University, Kathmandu

b) Member: Mr. Jhabindra Pandey, Representative of the Ministry of Health and Population, Chief Govt. of Nepal.

c) Member: Ms. Meera Sherchan, Chief of Senior Citizen’s Unit, Representative of Ministry of Women, Children and Social Welfare, Govt. of Nepal.

d) Member: Mr. Jibram Bhandari, Chairperson of National Society of Free Journalists Nepal

e) Member: Mr. Krishna M. Gautam, Chairperson of Ageing Nepal

f) Member: Mr. Bhumidatta Poudel, Programme Coordinator, Ageing Nepal

Mr. Krishna M. Gautam briefed all present on the overall objectives of action/2015 (July-September), role of the Advisory Board and suggested respective positions for all present. The group unanimously agreed for Prof. Pushpakamal Subedi to chair the Board for the project period till the end of September.

The Advisory took following decisions in its first formal meeting.

- Agreed to meet in the third week of July, August and September to review the work completed in the month and approve the plan of activities for the next month.

- The Board assigned Mr. Bhumidatta Poudel, Member Secretary to the Board, to:
a. Assume full responsibility for proper implementation all planned activities for action/2015.
b. Keep all Board members in constant communication and call on the support of Board Members as and when needed.
c. Keep minutes of all meetings, oversee resource mobilization and keep all members updated on the planned and completed activities in relation to the implementation of action/2015.

- The Board approved the work plan for action/2015 presented by Mr. Poudel.

People reached through social media: 354
2. Activities of 4th July

Launching of action/2015 campaign
Ageing Nepal team launched action/2015 activities on 4th July simultaneously in four districts of Nepal. The details about the launching:

a. Kathmandu District
Chairperson of National Society of Independent Journalist, Mr. Jibram Bhandari was briefed on action/2015 objectives and process at Ageing Nepal office to mark the launching of action/2015.

Mr. Krishna M. Gautam handover the campaign material to Mr. Jibram Bhandari Chairperson of National Society of Independent Journalists Nepal.
b. Lalitpur District

The team of campaign organized a balloon ceremony in Lalitpur District to mark the launching of the campaign on 4\textsuperscript{th} July. A banner of action/2015 was hoisted with balloons in Lalitpur district.
c. Kaski District (Pokhara)

action/2015 campaign was launched in Kaski district by organizing paddy transplantation programme on the occasion of National Paddy Transplantation Day.

A group of farmer participated in the launching programme of action/2015 campaign.
d. **Kavre District**

The campaign team of **action/2015**, visited different local areas of Kavre District with the message of **action/2015** to mark the launching programme. The team pasted pamphlets and stickers in major area of Kavre district.

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**Number of people reached through social media about launching activities: 871**
3. Activities of 5th and 6th July

a) Visited different city centers

The members of action/2015 visited different city centers of Kathmandu and Lalitpur districts on 5th and 6th July with the message of action/2015. They also distributed pamphlets and caps. Similarly posterizing and pamphleting were done in different major city centers of the two districts.

- Kathmandu
• Lalitpur

Team member posterign near the motorcycling parking

Mr. Ajay Gurung distributing pamphlets

People reached through social media: 243
b) TV talk show

On 6th July the Honorable National Planning Commission member prof. Govinda Nepal, Ph.D, gave an interview about the government preparation to move with the world in achieving SDGs in National Television. Link to the video: https://youtu.be/oBf4eQGgasY

4) Activity of 7th July

- Walked with elephant

Ageing Nepal team with elephant walked displaying placard with message of action/2015 on 7th July.
5) Activity of 8\textsuperscript{th} July

(a) Participated in a Workshop of NGO Federation of Nepal

Mr. Krishna M. Gautam and Mr. Bhumadatta Poudel represented Ageing Nepal in a workshop on “\textbf{Financing for Development}” organized by NGO Federation of Nepal in Kathmandu district on 8\textsuperscript{th} July 2015. The Objective of the workshop was to inform participants on the importance of FfD in relation to SDG and solicit suggestions of the participants for drafting a petition to submit to the Minister of Finance for presentation in Addis Ababa. Representatives of more than 25 prominent civil society organizations participated in the workshop and submitted their suggestions.
(b) TV Talk show

Mr. Dipendra Chhetri, former governor of Central Bank of Nepal and former member of National Planning Commission gave an interview in Sagarmatha Television on 8th July about the current planning and budgeting pattern of the government changes required to get prepared for achieving SDGs.

Link to the video: [https://www.youtube.com/watch?v=EslxV7028NI](https://www.youtube.com/watch?v=EslxV7028NI)

6) Activity of 9th July

- **Organized workshop on Role of cooperatives for Financing for Development**

Ageing Nepal team organized a workshop on the Role of Cooperatives in Financing for Development at Babarmahal, Kathmandu in partnership with Upalabhi co-operative on 9th July. On the workshop Upalabhi Co-operative invited the key decision maker of different co-operatives whereas Ageing Nepal
team presented a conceptual paper for discussion on financing by cooperatives for attaining SDGs. The workshop was conducted with the following banner:

A workshop on
Role of cooperatives in Financing for Sustainable Development Goals (2016-2030)

Date: 9th July, 2015
Time: 14:00 to 17:00
Venue: Sap Falcha, Babarmahal

Some glimpses of the day:
• About 40 decision maker of National and local cooperative participated in the workshop.
• People reached through social media : 114
7) Activities of 10th July

- Handed over letter to Finance Ministry

The team visited Ministry of Finance and handed over a petition letter to undersecretary of Finance Ministry on 10th July as suggestion for the government to present in Addis Ababa.

A letter presented to the Finance Ministry, government of Nepal, as suggestion to present in Addis Ababa
• **Miking in the city area**

Ageing Nepal team hired two cars to go across the cities centers of Kathmandu and Lalitpur districts to spread the message of action/2015.

• **Miking in Kathmandu district**

• **Miking in Lalitpur District**

- About 1.5 million people of 2 districts reached with action/2015 messages.
- People reached through social media: 279
8) 11\textsuperscript{th} July

The team of Ageing Nepal carried out 2 different activities on the 11\textsuperscript{th} July to create public pressure on political leaders and bureaucrats to support the agenda of SDGs in the coming two major events at Ethiopia and New York.

a) Street Rally

Ageing Nepal organized a Street rally in Kathmandu district. About 200 people participated in the rally. Team also distributed the IEC material to general public during rally.

Preparing for the rally
b) Released Launching Video

The team released the Campaign launching video of Kaski on 11\textsuperscript{th} July. 
https://youtu.be/EFmRdAsgYBg

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\textbf{People reached through the social network: 154}
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\textbf{c) Signature Campaign}

The team organized signature collection campaign at public places to make general people aware of the significance of action/2015.
d) Radio Talk show

Mr. Krishna M. Gautam gave an interview in five radio programmes about the action/2015 campaign and Sustainable Development Goals.

• Radio Sagarmatha
  
  Mr. Gautam gave about 15 min. interview in Sagarmatha FM, the oldest community radio of Nepal on 11th July.
  

- About 800 signature were collected.
- People reached through social media: 286

It is estimated that the programme was reached in 2.5 million listeners through this radio station.
• **Radio Audio**
  An hour interview in Radio Audio FM on the action/2015 campaign and SDGs.
  www.aradioaudio.com

  **It is estimated that programme reached to 2 million people.**

• **Radio Paribartan**
  About 15 min. talked about action/2015 campaign and Sustainable Development Goal in Radio Paribartan, a community Radio.
  http://radioparibartan.com.np/

  **It is estimated that 1.5 million people reached through the programme.**
• **Radio Sungava**
  An hour interview in Radio Sungava.
  
  **It is estimated that 1 million people reached through this radio programme**

• **Citizens FM**
  An hour talked in citizens FM 94 MHz.
  
  **It is estimated that 2 million people reached through this programme**

## 9) Activity of 12th July

### a) Meeting
Ageing Nepal team organized a meeting with prof. Kiran Dev Bhattarai, Ph.D. 
Mr. Bhattarai was briefed about the action/2015 and gifted Cap, Pamphlet and stickers.
b) Released a Video on Poverty
Ageing Nepal released a video on poverty as a part of action/2015 Campaign on 12th July. [https://www.youtube.com/watch?v=sTwQgryIy94.](https://www.youtube.com/watch?v=sTwQgryIy94).

People reached through social media: 161

c) TV talk show
Former Deputy Prime Minister and Finance Minister Mr. Bharatmohan Adhikari gave an interview about FfD on Sagarmatha, National Television on 12th July. Link to the video: [https://www.youtube.com/watch?v=jlDUrIrNju](https://www.youtube.com/watch?v=jlDUrIrNju)

10) Activity of 13th July

a) Article in Nepali
An article on “Investment in Sustainable Development” prepared by Mr. Bhumidatta Poudel was published in National daily, The Himalaya Times Daily on 13th July. The article reflects challenges to meet Sustainable Development Goals and need for investment.

People reached through the social media: 109
11) Activity of 14\textsuperscript{th} July

Briefing
Ageing Nepal team briefed about the action\textsuperscript{2015} campaign to Mr. Kuber Sharma, Former Minister. Team also provided IEC materials.

12) Activity of 15\textsuperscript{th} July

a) Discussion Session with Senior Citizens Group
Ageing Nepal team organized a discussion session with \textit{Gaushala Senior Citizens Group} on 15\textsuperscript{th} July. The team with elderly discussed on strategies for reducing poverty in old age, inclusion of senior citizens in societal development programmes and protecting environment.
- 25 elderly were participated in the discussion session.
- People reached through the social media: 213
b) English Article


People reached through the social media: 522

13) Activity of 18th July

A Poetry Recitation Session

A poetry reading session was organized in co-operation with Nobel Co-operative as a part of action/2015 campaign on 18th July. On the day, the team members distributed IEC materials and Cooperatives members shared their experience and thoughts on realizing SDGs.
14) **Use of Social Media**

Ageing Nepal team used the social media like facebook, facebook pages and twitter to spread the message of action/2015.

No. of Posting: 21
No. of People reached: 5000
No. of Share: 70

**Summary Video**