Observed of International Workers’ Day, 2016

LEAVE NO ELDERLY BEHIND
Elderly as an Emerging Workforce
Acknowledgement

Ageing Nepal is greatly obliged to ILO Nepal Office for the opportunity provided to conduct elderly focused campaign - “Elderly as an Emerging Workforce” - on the occasion of International Workers’ Day 2016. This is the first time in Nepal that organizations and individuals working for the rights of older people came out for street rally demanding recognition of their labour and their right to gainful employment. We would like to express our sincere gratitude to the following kind people and organizations that supported to make this campaign successful.

• Ms. Nita Neupane, Programme Officer of International Labour Organization (ILO) for taking Ageing Nepal as partner for the observance of International Workers’ Day, 1st May 2016.

• Mr. Milan Shrestha and Mr. Prakash Sharma, Project Coordinators of ILO for their valuable guidance and monitoring throughout the campaign.

• Ministry of Labour and Employment, Government of Nepal for their support and motivation for the campaign.


• Medias: Sagarmatha TV, Sagarmatha Radio 102.4MHz, People’s Review Weekly, and Himalaya Times daily along with more than 60 online news from Nepal and abroad that included Himalayan Times, Setopati.com, Chakrapath.com, New Kerela, Cambodian Times, DC Nepal, Myinforms.com, Gorkhapatra, e-kantipur
BACKGROUND

Globally, the ageing population (60+) is increasing in an unprecedented way. Ageing population accounts for about 13% of the world population today. Similarly, in Nepal, there were 1.5 million ageing population in 2001 and more than 2.1 million in 2011 which constitute 6.5% and 8.13% of the total population respectively. As per the national census of 2011, Nepal’s total population growth rate is only 1.35 whereas the growth rate of 60+ populations is above 3.5. This clearly demands including 60+ populations in the definition of national workforce.

This unprecedented demographic transition in the form of ageing population is emerging as a challenge especially in under developed countries. It has been estimated that by 2020, 25% of the labor force will be 55 and older and almost 17% will be 65 and older. But in Nepal, there is absence of any mechanism for ageing population to remain active and productive in employment and other income generating activities. Outdated stereotype, unconsciously bias and age discrimination are preventing older persons to go through retain, re-train and recruit process. Likewise, the process of “retirement” understanding as a cliff edge event prevents elderly to be active in productive activities. In Nepal, retirement age for civil servants is 58, for school teachers is 60, for university professor is 63 and for the lower ranks of military and police officer is 46–48, respectively. However there is severe lack of policy and programmes specifically designed to mobilize this skillful, knowledgeable, experienced and rapidly increasing population after retirement. It is high time also for Nepal and other countries to learn from Japan’s experience that was recently on BBC news entitled “Japan’s Retirees: Industrial Waste or a Silver Lining?” Follow the link: http://www.bbc.com/news/35859885?utm_content=buffer039aa&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer

There is lack of policy and programmes to engage elderly in employment activities after retirement in Nepal. Also there is absence of platform for intergeneration skill transfer. This might lead financial crisis due to shortage of labour force in the future.

In this context, Ageing Nepal in partnership with International Labour Organization carried out the proposed project activities to pressurize government authority for the formulation of policy and programme that open door for retirees to be active in gainful employment.

PROGRAMME OBJECTIVES

This proposal is deeply rooted in the UN Principles for Older Persons (http://www.un-documents.net/pop.htm) that needs implementation in the present framework of SDG2030. The campaign has following specific objectives.

- To pressurize government for the formulation and implementation of such policy which encourages elderly to be active and productive in their old age
- To bring the issue of older person as an emerging workforce in the forefront of national discourse.
To generate media coverage on the need to consider older people as emerging labour force.

CAMPAIGN THEME
Elderly as an Emerging Workforce.
SUMMARY OF THE CAMPAIGN ACTIVITIES

1. Formulation of Core Team for Planning and Supervision of Campaign Activities

Ageing Nepal team in partnership with International Labour Organization (ILO) Nepal office carried out various campaign activities to mark the International Workers’ Day, May 1, 2016. The campaign activities were completed under the planning and supervision of the following campaign team members:

a) Mr. Krishna M. Gautam, Team leader
b) Mr. Bhumidatta Poudel, Team member
c) Mr. Prakash Gautam, Team member
d) Ms. Sanju T. Magar, Team member
e) Ms. Rewa Dahal, Team member
f) Ms. Manisha Shakya, Team member
g) Ms. Rojina Rajak, Volunteer
h) Puja Daha, Volunteer
i) Pabitra Adhikari, Volunteer
j) Anjan Aryal, Volunteer
k) Supriya Shrestha, Volunteer
l) Rojita Ghimire, Volunteer
m) Dirisha Acharya, Volunteer
n) Astha Thapaliya, Volunteer
o) Garima Khanal, Volunteer
p) Mukesh Bogati, Volunteer

Each team member was assigned individual responsibilities to carry out the following activities as proposed earlier.

2. Networking

The campaign team established networking with a numbers of organizations for the campaign specially to conduct the mass rally on May 1. The organizations that participated in the campaign are:

- Astabhuja Samaj
- HelpAge International Nepal
- Hope Hermitage Nepal
- FIAN
- Siddhi Saligram Old Age Home
- K and K College
- Nepal Mega College
- Samridhi College
- Times International College

- Dibya Bhumi College
- Triton Collage
- Premier College
- Bihani Social Venture
- Golden Gate College
- Bibekshil Nepali
- MBM College
- Blue Diamond Society
- Sebac Nepal
3. Publication of Articles

Three articles in Nepali and English languages were published.

a) Articles in Nepali Language

An article entitled “Senior Citizens and Labour Market” by Mr. Bhumidatta Poudel, Programme Coordinator of Ageing Nepal, was published in the vernacular National Daily Himalaya Times on 26th April, 2016. The article heighted the changing trend of global population and its impact on labour market. Link of the article: [http://ehimalayatimes.com/2016/05/01/epaper/](http://ehimalayatimes.com/2016/05/01/epaper/)

Similarly, an article entitled “Changing Trend of Elderly Involvement in Income Generation” by Ms. Rewa Dahal, Campaign Team Member was published in a vernacular National Daily on May 1, 2016. The article presents clear picture of the increasing need to mainstream elderly in national workforce. Link of the article: [http://ehimalayatimes.com/2016/05/01/epaper/](http://ehimalayatimes.com/2016/05/01/epaper/)

It is estimated that about 100,000 readers were reached through these publications.
b) Article in English Language
An article entitled “International Labour Day and Changing Workforce” by Mr. Ajay Gurung was published in National Weekly People’s Review on 28 April. The article highlighted increasing need for older persons to join the labour market as labour market go on shrinking due to decreasing birth rate, increasing life expectancy and youth migration. It is estimated that the message of articles reached to about 50,000 readers through this newspaper.

4. TV Talk Show
An hour long TV Talk Show with Mr. Deepak Bohora, Honorable Minister for Labour and Employment, Government of Nepal, was arranged in, Sagarmatha TV. Hon’ble Minister talked about “Elderly in Workforce” in the programme. It is estimated that the message reached to about 6 million people through this television programme which was live broadcasted from 8-9 am on May 1, 2016. Link of the programme: https://youtu.be/UdLzDvW5VbU
5. Rally
   a. Preparation for Rally
      The following materials were prepared to conduct the mass rally as a major event of the campaign.

- **Banner**
  The rally was conducted under the following banner with the theme of “Elderly as an Emerging Workforce.”

![Main banner of the rally](image)

- **Pamphlets produced and distributed**
  Pamphlets with the message of needs of elderly in labour market and some of the essentials step to make them active in labour market was prepared and distributed in the rally.

![Pamphlets prepared and distributed](image)
**Placards Produced**
The following placards were prepared and demonstrated in the rally. The placards were also shared in the social media to spread message of the campaign.

![Placard Image]

**International Workers’ Day**
**May 1, 2016**

**SDG-2030 For Inclusiveness**
**Count Older Persons In Labour Force**

*International Labour Organization*
International Workers’ Day
May 1, 2016

Old Age Is Not Disability

International Labour Organization

International Workers’ Day
May 1, 2016

Older Workers: Get Organized, Get Power

International Labour Organization
International Workers’ Day
May 1, 2016

I am retired but not tired

अन्तर्राष्ट्रिय श्रमिक दिवस
में ९,२०१६

श्रममा हाम्रो संख्या बढ्दै छ
International Workers’ Day
May 1, 2016

Old Age Is Not Disability

अंतर्राष्ट्रीय श्रमिक दिवस
मे ९,२०१६

म सँग ज्ञान छ, सीप छ, अनुभव छ
International Workers’ Day
May 1, 2016

BE BOLD
EMPLOY THE OLD

अन्तरराष्ट्रीय श्रमिक दिवस
मे ९, २०१६

मेले चाहेसम्म काम गर्न पाउनु पर्छ
International Workers’ Day
May 1, 2016

Added Age, Added Ability

अन्तरराष्ट्रीय श्रमिक दिवस
मे १, २०१६

सिरजनशील सीपमा आव्दु हुन प्रोत्साहन गर
International Workers’ Day
May 1, 2016

GAINFUL EMPLOYMENT IS MY RIGHT

International Labour Organization

International Workers’ Day
May 1, 2016

Add Productivity To Added Life Expectancy

International Labour Organization
अन्तर्राष्ट्रीय श्रमिक दिवस
में १,२०१६

ज्येष्ठ नागरिकलाई काम देउ

आंतरराष्ट्रीय श्रमिक दिवस
में १,२०१६

म सक्छु म गर्छु मौका देउ
International Workers’ Day
May 1, 2016

Elders Are Resources To Fight Against Poverty

International Labour Organization

ACTIVE AGEING, ACTIVE ENGAGING

ज्येष्ठ नागरिकको श्रमको मुल्याङ्कन होस्।
नयाँ प्रतिष्ठित तालिम देउ।

हाम्रो सीप नँया पुस्तालाई दिन चाहन्छौँ।

सबै उमेर समूहलाई रोजगारीको अवसर देउ।

ELDERLY ARE:
- Resources to fight poverty
- Not cause for it

We can learn- Train us
We can work- Employ us
We can guide- Ask us

हाम्रो अनुभव तिम्रो जोश
उत्पादनमा उपयोग होस।
• Notice Card Prepared
To invite the networking partners and general public in the rally a notice card was prepared and shared in social media.

b. Conducted Rally
The rally of about 200 participants including the elderly and youth from more than 20 organizations were organized early in the morning of International Workers’ Day. The rally began from Shantivatika, Ratnapark to Bhadrakali temple at the center of Kathmandu metropolis.

• Inauguration Ceremony
The rally was inaugurated by 95 years old, oldest participant of the rally by cutting ribbon in Ratna Park, Shantivatika.

*The oldest participate (95 years old) inaugurated the rally by cutting ribbon*
• **Mass Rally Moved towards the Destination**
  After the ribbon cutting ceremony the mass rally moved towards the destination at Badrakali Temple.

  Mass rally moving towards Bhadrakali Temple

  Photo credit: setopati.com

• **Pamphlets Distributed**
  During the rally some of the volunteers were distributing pamphlets to general public to make them aware about the campaign and rally.

  Volunteer of the campaign distributing pamphlets
• **Ending Ceremony**
The rally ended at Bhadrakali temple. In the ending ceremony Mr. Krishna M. Gautam, Chairpersons of Ageing Nepal and Mr. Khemraj Upadhaya, Country Director of HelpAge International Nepal gave speech on the importance of International Workers’ Day in relation to the ageing population.
News about the rally was covered by more than 60 international and national mass Medias. Some of the news links are:

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<tr>
<th>S.N.</th>
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<th>Link of News</th>
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<td>Chakrapath.com</td>
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6. Workshop

- **Prepared and Shared Invitation Card**
  The campaign team prepared an invitation card for the workshop and shared through social medias.

  ![Invitation card prepared and shared for the workshop](image)

- **Conducted Workshop**
  A workshop on “Elderly is as an Emerging Workforce” was organized on International Workers’ Day at Hotel Himalaya, Pulchowk, Lalitpur. The workshop was chaired by a Representative Senior
Officer of Ministry of Labour and Employment, Govt. of Nepal, Mr. Jeevan Rai. Professor Balkumar KC (PhD) presented a paper on older persons as an emerging workforce. He highlighted that the integrated research should be conduct to dig out the real situation of elderly. About 40 participants from Government authorities, representative from I/NGOs, CBOs and academia participated in the event.
7. Video Released
A thematic video on “Retired but not tired” was released in the workshop “Elderly as an Emerging Workforce.” Later on the video was shared through the social Medias. Link of the video: [https://youtu.be/dfzc6rO4ctc](https://youtu.be/dfzc6rO4ctc)

8. Radio Talk Show
A half an hour long radio talk show with the representative Senior Officer from Ministry of Labour and Employment, Govt. of Nepal, Mr. Jeevan Rai was aired from Radio Sagarmatha 102.4 MHz on 5th May.

9. Used Social Media
The campaign team members used the following social media to spread the campaign message and to update the campaign activities.

Facebook: [https://www.facebook.com/AgeingNepalProudToBeOld/](https://www.facebook.com/AgeingNepalProudToBeOld/)
Twitter: [https://twitter.com/](https://twitter.com/)
No. of Postings: 17
People Reached: 6610

10. Summary Video Produced
In the end of the campaign, summary video of the campaign was produced. Link of the video: [https://youtu.be/8fWL9bwWwMU](https://youtu.be/8fWL9bwWwMU)
ORGANIZERS
Ageing Nepal
Ph: +977-01-4485827
Email: ageingnep@gmail.com
Website: www.ageingnepal.org
Face book: https://www.facebook.com/AgeingNepalProudToBeOld
Twitter: https://twitter.com/AgeingNepal

With support of
International Labour Organization (ILO) Nepal
E-mail: ilo@ilo.org
Website: http://www.ilo.org/global/lang--en/index.htm
Facebook: https://www.facebook.com/ILO.ORG/?fref=ts
Twitter: https://twitter.com/ilo