

# YEAR REPORT

2019

GLOCAL PVT. LTD.

## **GLOCAL PVT. LTD.**

Glocal is a business enterprise working in the areas of education, entrepreneurship and skilling. Glocal majors its work of expertise on training and development through Glocal After School, an online media named Glocal Khabar and adding to growth and development of entrepreneurship and youth through various projects like Glocal Teen Hero and Glocal International Teen Conference

### **Our Vision:**

We are here to redefine the way businesses work in isolation. We promote Collaboration and believe in creating business synergies.

### **Our Mission:**

We are there for enhancing the education experience. We plan, strategize and develop making synergy between corporates and academia for a better skilled and competent human resource by planning strategizing and developing through collaborations.

### **Our Objectives:**

Building the education systems that concentrate on building a hierarchy of skills. Developing the capacity of people at each level through facilitating, upgrading and enhancement of the existing set of skills.

We have been successful in accomplishing our objectives which encapsulates;

- Industry Academia Collaboration
- Teen Empowerment
- Promoting Youth, Education & Entrepreneurship

### **Steps to 5 year of Success:**

From the initiation of Glocal Khabar in 2014, Glocal has made its way to 5th year of success adding value to each year. Initiation of the concept of ECA Consultation in 2014 to different skill development and empowerment programs, 2019 for Glocal marks projects such as;

- Glocal Teen Hero / Glocal International Teen Conference
- CEO Unplugged
- Research project on “New Skills For Jobs”

### **Years of Achievement:**

2019 is the year that completes the fifth wonderful journey of Glocal Pvt. Ltd. We celebrated five years anniversary this year and we had commitment to make Glocal even bigger and better. We marked some great achievement for Glocal through its growth and success in various areas.

Glocal through its projects, and service has built up the trust and network from various corporates outreaching; Professionals/Corporates, International Organizations, Diplomats, Embassy, Youths and Educational Institutions. This marks out collaboration increment to be 43% and client increment by 55.25%

We believe in building up good relationship with people, be it through the courtesy of work in empowering youths, development in the education filed and promising for good service bring us to a prominent PR growth of 90.17%.

### **Awards:**

1. Nepal’s Best Brand Leadership Award,2018
2. Engage Award,2019

### **Social Media Analysis:**

Continues engagement with youths and people associated with the Glocal has resulted in the massive improvement in our social media analysis. We are delighted to share the social media analysis of this year that depicts increment in performance, followers, engagement growth to a total reach of 2.79 Million people.

Our engagement with people has been through many paths varying from competitions to training/workshop, Conferences, Interactions etc. which leads us to an achievement of more than 30000 people engagement. This mark our national reach to 40 districts and simultaneously international reach to 43 countries of 6 continents.

### **Pillars:**

The achievement and success of Glocal stands out in its 4 pillars that is;

- Glocal Khabar
- Glocal After School
- GTH/GITC
- CSR & Branding

### **Glocal Khabar**

Glocal Khabar is an online news portal that particularly focus on youths, education and entrepreneurship amongst other. This is a platform for things and activities accomplished by youths to present it to wide range of audience. Similarly, business startups are also facilitated for their online promotions by sharing news on their activities. In short, we share things that makes an impact.

### **Startup Stories**

Startup Stories is a definite platform featuring the startup entrepreneurs. With an objective let people browse and know about the list of startup people, their initiation, innovation and ideas created. The startup stories featured includes the field of service, manufacturing, agriculture, hospitality, events, entertainment, science and technology, tourism, handicraft, IT, etc. More

specifically, online ecommerce, retailing, food, hotel, event management companies, music production studio, farms, research companies, IT companies, bio-tech companies, etc. We were able to cover 42 Startup stories this year.

### **Youth Opportunities**

Youth Opportunities is that section where we provide opportunities for youth so that youths find latest opportunities and avail important educational contents for continued self-development. We have been able to share 323 opportunities to youths this year trying to aware about different youth development. Some of the opportunities shared were;

- Yunus and Youth Global Fellowship Program for Social Entrepreneurs
- International Excellence Scholarship
- Visual Development Internship at Disney
- Volunteering Opportunity at Beijing Olympic Winter Games
- Princeton University Fellowship
- Young Leaders access program in UNICEF
- Yale Greenberg World Fellows Program
- Global Youth Festival
- Asia Pacific Youth Camp in Indonesia
- Internship Opportunity at UNFPA Headquarter
- Glocal Teen Hero and Glocal International Teen Conference, etc.

### **Diaries**

Diaries is the section where youths share their experiences, insights, and knowledge over some incidents, etc. This section has been put ideally for the youths to communicate about what they have encountered and felt about and that can be shared to. There were more than 100 diaries that were published through Glocal Khabar. The diaries included their life experiences, festival feelings, their travel stories, food and beauty concerns, their emotional stories and also about their achievements. Glocal Khabar have successfully brought up the diaries from many youth and shared it to the people.

## Youth Dialogue

Youth Dialogue is a youth centric discussion session where different personalities are invited from different sectors to share about their initiation, experiences, challenges and motivations. The series was initiated by Glocal Khabar in order to conduct discussion on various themes and topics that are concerned to youth. Glocal Khabar presents Youth Dialogue was a 30-minutes live session and the live streamed through the official Facebook channel of Glocal Khabar. The live session was conducted once a week on every Thursday. Through the live session, we were able to get the viewers and 10 episodes were conducted as live. The discussion was made in various theme and topics related to Environment, Literature, Food, Agriculture, Mental Health, etc. Likewise, one episode of Youth Dialogue also featured top 6 Finalist of Glocal Teen Hero 2019.

With the need of this program, Khabar initiated Youth Dialogue in a bigger frame from December. Series was conducted in collaboration with Coca-Cola and named as - “*Coca-Cola presents Youth Dialogue by Glocal Khabar*”. The Youth Dialogue is conducted once a month in different colleges from December. Session was initiated with the first episode in NATHM College having discussion on the topic- ***Food, Drink and Identity: Prospects of Nepali Food Culture.***

## News

News has been a very important section in Glocal Khabar. Glocal Khabar has been covering general news that focuses on youths, business and education, featuring 1000 general news, 400 general events, news that are 300 post featured on the field of Education and Research. Many National and International news has been published through Glocal Khabar in regular basis. With the motive of informing Youth about the current affair, we regularly publish news. The news covered the Youth Achievement, Governmental Policies for Education, Environmental News, Sports, Tourism News highlighting Visit Nepal Year 2020, and also news about the Technology World.

## Media Partnership

As an online media, we have participated and supported many youth, businesses and educational event through the role of media partner. We have successfully partnered with 80 programs and shared their vision through the portal. Some of the media partnership events were;

1. 3<sup>rd</sup> My Skills My Symposium
2. 14<sup>th</sup> Inter-College Rotaract Running Shield Quiz Competition
3. Chelsea MUN
4. Global Entrepreneurship Bootcamp in Thailand
5. Launch of Blincubator- Blink Ventures
6. Project Udhyaami Ma
7. Investment and Economic Boot Camp- II 2019
8. Hult Prize, IOST 2019-2020
9. 15<sup>th</sup> Inter-College Rotaract Running Shield Quiz Competition
10. ICT Meet Up V 6.0

## GLOCAL AFTER SCHOOL (GAS)

***Glocal After School- Academy of Employability Skills*** is developed with the concept to develop what the market demands and creating exceptional and well skilled human resource through skills development programs bridging gap between industries and academia.

To cope with national need of skilled manpower, Glocal After School worked closely with educational institutions providing training and skill development courses that are not taught in academic classes in school/colleges. Alongside, we provided training and development programs to corporates finding skill gap in companies. For individuals and professionals, various trainings, seminars, conference, workshops were conducted.

## CEO Unplugged 2019

CEO Unplugged is a yearly event organized by Glocal Pvt. Ltd. comprising series of panel discussion where we try to establish a forum to discuss about contemporary business challenges,

opportunities and futuristic view with a sight of experiential learning to the newcomers in the business and students. In past years more than 60 CEOs have been a speaker for CEO Unplugged with more than 500 enthusiasts coming together for one object "*Today meets Tomorrow.*"

We have been successful in completing four editions of CEO Unplugged, where we had greater dimension embracing the business coalition for SDGs, Business eco-system, collaboration, startup ecosystems and the practice of skilled-based education.

The event gave students an opportunity to meet the mover and shakers of the different arenas of entrepreneurial world. It was a good opportunity to commute with future heroes and share their thoughts.

More than 100 aspirants participated in this highly anticipated event to network, learn, and share their ideas with the prominent entrepreneurs of the country and the topics for this year were as follows:

### **1. Future of SMEs of Nepal**

Addressing the challenges faced by Nepalese SMEs, the panel's main objective was to discuss how today's young entrepreneurs can uplift the scale of SMEs and contribute in the economic progress of the country. The first panel discussion comprised of panelist; Sunita Nhemaphuki, the Co-Founder of R&D Innovative Solutions; Sixit Bhatta, the CEO of Tootle; Sushma Sharma, the First Vice-President of NWC SME and moderator; Rohit Tiwari, CEO at Foodmario. The panel discussion vocalized the importance of scaling up the SMES and incorporating it with technologies to create a better economy and employability rate.

### **2. Business Coalition for SDGs**

There is a huge role of private sector in making the SDGs happen but so far, this has not been spelled out and it is important that we place a high priority in involving businesses in development efforts. This panel discussion makes the audience understand that the private sector is as an engine of growth which indeed is an intent that the private sector can contribute to the SDGs. The second



panel discussion comprised of panelist; Ambuj Singh, the Country Manager of Coca-Cola Nepal; Anukool Bhatnagar, the CEO and MD. of Nepal SBI Bank; Renaud Meyer, Country Director of UNDP; Sudhakar Jayaram, CEO at Nepal Medicity Hospital and moderator; Asish Thakur, Executive Director of Glocal Pvt. Ltd. The panel discussion ended with the conclusion that it's not the private firm that needs to be concerned about SGGs just for the sake of their CSR, in fact they should be accountable because without SDGs, the corporate worlds seem inward-looking.

### **3. Practice of Skill Based Education**

The panelist exchanged views on how Nepalese education lacks with the practical curriculum and drew attention over the need of soft skills in youth to be employable in the market. The third panel discussion comprised of panelist; Saurabh Jyoti, the Director of Jyoti Group; Ms. Diptee Acharya, the Director of Sanskriti International School; Samir Thapa, CEO of Silver Mountain and moderator; Udgam Khadka, Education Designer at King's College. The final panel discussion emphasized on the need of practical educations and skills to make students employable in the market. It also highlighted the need of upgraded curriculum to ensure quality education in Nepal.

### **New Skills for Jobs**

A research project named as “**New Skills for Jobs**” was conducted in collaboration of Vocational and Skill Development Training Center and Ministry of Labor, Employment and Social Security. Today's businesses and organizations are facing an unusual paradox of not having human resource up to their needs and at the same time there is unemployment in the country. As a result, there exists a huge skill gap in Nepalese market. Therefore, this study analyses the changing pattern of job in Nepalese market, the required skills to fulfill those jobs and types of training require attaining those skills. We got to understand what skills and trainings will contribute to economic activities, what are the requirements in the job market, what are the qualitative aspects of human resources and skill gaps in the industries and also found out what skills and trainings are required to fulfill the need of industries.

## **GLOCAL TEEN HERO 2019**

Glocal Teen Hero (GTH) is a platform that accolades the teenagers and hoist them by giving them an opportunity to share their initiation and creativity. Every year 1<sup>st</sup> September is marked as a big day of Glocal Teen Hero Nepal. The first-ever national program i.e. designed to recognize dedicated, passionate, and innovative teenagers from the nation. The event brings teenagers together to celebrate their spirit and value their worth.

GTH is a platform that is exclusively for the teenagers. We aim to empower the teenagers and give them an opportunity to lead their endeavors, bridge them to the industry leaders for collaborations, motivate them to dream big and always follow their heart and passion.

### **Objectives:**

We aspire to bring forth the ordinary yet, passionate, fantastic and change-making teenagers. More than a program or a project, GTH is a journey where every journeyer has an experience and learning worth sharing while also motivating their peers.

### **Years of Completion:**

GTH started five years back on 2015 targeting teenagers of Kathmandu valley only. In the second year, it reached to teenagers across nation with an activation program in different cities to reach out to teenagers directly. The third year marked the initiation of Glocal International Teen Conference together with Glocal Teen Hero. The fourth was a great continuation of the legacy. The fifth GTH was able to create a milestone with the maximum number of applications and the program was truly a successful one.

### **How we do it:**

GTH starts with a call for application in the first round. After that, Glocal's 20 under 20 are selected. The Finalists are selected before the Grand Award Gala. These Finalists go through the competency development trainings and grooming. At the end, the Glocal Teen Hero is announced amidst an Award-gala after the Glocal International Teen Conference on the same day. The evaluation is done through the submission of a document of evidence of work and interview by jury.

## **Activation:**

One of the outreach plans being the major medium for the direct reach to empowering teenagers was activation. The activation was held in 38 different cities of Nepal and thereby increasing year by year which lead us to accomplish in having 78 activations in the year 2019.

Through these activations we were able to have a direct reach to 60,000 teenagers and more through other online mediums and together we received 598 applications in 2019. The growth shows no. of application from 98 in 2015 to 281 in 2016 with a flow of 321 in 2017, 532 application in 2018 and 598 application in 2019. There was phenomenal response from the teenagers where we could see great involvement in of boys and girls where higher percentage of application received were male with 56.64% and female comprising of 43.36%. 2019 had application flow coming from all 7 provinces; higher percentage flow from province 3 (24%) followed by province 5 (17%) & province 1(14%).

## **Areas of Participation**

The growth of the project is seen through the flow of the interest and enthusiasm of the teenagers being involved in different areas and thriving to bring them out in light. This year, the zones of participation that were received from amazing teenagers all over the nation were;

Entrepreneurship (15.8%)

Social Activism (22.4%)

Child Right Activism (18.5%)

Media and Journalism (7%)

Health (5.1%)

Agriculture (4%)

Science and Technology (17.6%)

Environment and Conservation (6%)

Others (3.6%)

## **Partners and Supporters:**

From the commencement of Glocal Teen Hero to this date, the ability, works and enthusiasm has created a great impression in the society today. The stereotype for the teenagers being a child has now created a change in the society. This change in the teenagers and the recognition to these teenagers through this platform has increased the trust of the partners and supporters. Trusted by 5 partners in 2015 to 24 in 2016, bringing down 2017 to have 26 partners which has brought this project to gain trust by 32 partners in 2018. Likewise, we gained 34 partners in 2019 to support our event and our motive of empowering the teenagers and providing them ample of opportunities, and also for their recognition.

## **The project is already trusted by:**

Wai Wai, Nepal Tourism Board, Embassy of India, UNDP Nepal, Coca Cola, European Union, Honda, Embassy of United Arab Emirates, QFX Cinemas, Panchakanya Group, Soaltee Crowne Plaza, Turkish Airlines, Yeti Airlines, VOITH, Annapurna, Nepal SBI Bank, Prisma Advertising, World-Link, E-sewa, AYON, YUWA, FACTS Research and Analytics, Nepal Youth Council, VIEW YOUR CHOICE and other reputed partners.

## **Launch of GTH India 2019**

Glocal Pvt. Ltd. launched Wai Wai Glocal Teen Hero India on January 14, 2019 at Soaltee Crowne Plaza. Glocal Teen Hero is an initiation to bring out the teenagers who are doing something from the shadows and create a ripple effect of motivation and impart a message that a lot can be done by anyone and also to appreciate and recognize the teenagers. The event was organized by Glocal Pvt. Ltd. in collaboration with Embassy of India.

The purpose of the Launch Event of Wai Wai GTH India was to introduce about the project with a wider perspective to the audience and to raise awareness and understanding about the need of such project and the difference it makes to the lives of the teenagers by showcasing the stories of past teenagers. The event shared the news of a positive collaboration for the betterment of teenagers & youths, cross border and aware the people about the proud moment for the nation that something has been initiated from Nepal to flow towards India.

## **Glocal Teen Hero India 2019**

Glocal Pvt. Ltd. launched Wai Wai Glocal Teen Hero India on February 27, 2019, in Press Club, Guwahati. The event shared the news of a positive collaboration for the betterment of teenagers & youths, cross the border and aware the people about the proud moment for the nation that something has been initiated from Nepal to flow towards India. Previously on January 27, 2019 Wai Wai Glocal Teen Hero India was launched in Delhi. The event was organized on the presence of Asish Thakur- Executive Director of Glocal Pvt Ltd; Kajol Jha Thakur- PR Manager of Glocal Pvt Ltd, Project Lead- Glocal Teen Hero; Debashish Chakraborty, Senior Marketing Manager, CG India and Biswadeep Gupta, Managing Trustee, KRC Foundation.

2019 was the first year of GTH India where the initiation received over 137 applications from fascinating teenagers demonstrating diverse potential of often over-looked age group of people. The applicants had demonstrated their skills and expertise and made input from diverse field.

### **Areas of Participation:**

- Social Activism: 18.2%
- Engineering/Innovation: 17.6%
- Entrepreneurship: 16.7%
- Information and Technology: 15%
- Environment: 12.7%
- Media/Journalism: 9.5%
- Health: 6%
- Sport: 3%
- Others: 5.6%

### **Partners and Supporters**

The event had the support of Wai Wai as a Title Sponser, Supported by Nepal Tourism Board and Local Partner was CYDA, India.

GTH is a unique platform and aims to bring GTH to South Asian Countries by 2020. The event will offer an international platform for South Asian teenagers to recognize their initiation and creativity. Through GTH – Inspirational Teenagers from different countries will gather and collaborate to inspire the world.

### **GLOCAL INTERNATIONAL TEEN CONFERENCE 2019**

The third edition of Glocal International Teen Conference was held on September 1, 2019 in Nepal organized by Glocal Pvt. Ltd. Wai Wai Presents Glocal International Teen Conference is an opportunity for teenagers to authentically address issues that are important to them without having to overcome generational barriers. It's a platform for knowledge and experience where teenagers can learn about leadership, empowerment and social impact through a participatory and interactive environment with their peers from all over the globe.

#### **Objective:**

GITC is to help teenagers understand leadership and empowerment in today's environment. GITC provides opportunities for teenagers to share existing and generate new knowledge & perspective in the respective fields of discussion.

GITC also inspires the initiation of the teenagers across the globe; teenagers attend presentation sessions, interact with their peer teenagers through a panel discussion.

The conference encapsulates the concept of;

#### **Entrepreneurship**

Initiation was the major theme in the entrepreneurship panel of Glocal International Teen Conference 2019. The panel discussion was moderated by *Mr. Asish Thakur*, the Executive Director at Glocal Pvt. Ltd. The panelists of the session were: *Mr. Lakshay Chhabra* from India, 18 years old entrepreneur and co-founder of Jhutpat Logistics (*a local delivery and courier service*); *Mr. Iftekhar Ahmed* from Bangladesh, 17 year old inventor who invented 'Braille Board' and *Mr. Swornim Shrestha* from Nepal, a 19 year old entrepreneur and also one of the top 6 finalists

of Wai Wai Glocal Teen Hero-2018. The session highlighted the concept of entrepreneurship, its linkage with education, important aspects of being an entrepreneur and concluded with an idea of filling the gap between the society and entrepreneurship, by constantly making choices and prioritizing what we want to do rather than what society tells you to do

### **Socio-Perspective**

This panel discussion was moderated by Mr. Asish Thakur, Executive Director at Glocal Pvt. Ltd. who talked with 5 different individuals with different perspectives. The panelists of the session were: Mr. Prajesh Khanal from Nepal, an 18 years old Child Rights Activist and Glocal Teen Hero Alumni, Ms. Maodan Tohouri from USA- a 16 years old Social activist from California, Ms. Prasansha KC from Nepal – an 18 years old Child rights activist and Winner of Glocal teen hero 2018, Ms. Vidhi Kohli from India- a 17-year-old Activist and a law student and Mr. Cavin Dennis Tito Siregar from Indonesia- 19-year Social Activist who is also an Ambassador of the International Model United Nations (IMUN) and Global Youth Model United Nations (GYMUN). The session had a good discussion regarding the need and importance of skill-based education, environmental issues and campaigns, youth's perspective on social problems and also about the ways to overcome such issues. It was a fruitful discussion with different perspective of Youth.

### **Empowerment**

GITC was held with the Empowerment panel session, where the session deployed a speaker's stories and had an interactive discussion on "Teenager's Role and Participation on social issues. In order to influence a teenager from around the world GITC has marked a historical event by bringing a passionate teenager together to create a change in the world. The Empowerment panel session was moderated by *Ms. Ranju Darshana (Youth Leader of Nepal)* who created an empowering environment with five speakers from different countries. The speakers were: Shardul Deshmukh (19 years old Undergraduate Engineer Student from India), Iwo Adam Hachulski (17 years old Youth Activist from Poland), Vaibhav Nahata (17 years old Motivational Speaker from Nepal), Jennie Ebihara (18 years old Youth Activist from Japan) and Zafar Waseem (18 years old Social Activist from Pakistan). The panel discussion highlighted the importance of empowerment, youth issues in the present context, problems faced by youth during their journey of being an activist, and also discussed about how it feels to motivate and inspire many people through their work. The discussion was merely very interesting.

The Glocal International Teen Conference, 2019 officially started with the Opening Remarks by Mr. Asish Thakur, (*Executive Director, Glocal Pvt. Ltd.*), Mr. Deepak Raj Joshi (*CEO of Nepal Tourism Board*), Mr. Upal Majumdar (*General Manager of Soaltee Crown Plaza*) and Mr. H.E Sh Al Naabi (*Ambassador of UAE Embassy*).

The third edition of Wai Wai Presents Glocal International Teen Conference 2019 succeeded with a representation of teenagers from Nepal, India, Bangladesh, Pakistan, Vietnam, Poland, Japan, Indonesia and USA.

This year we welcomed a total of 100 Participants; 30 International and 70 National with a representation of public school, private school and many other interested teenagers from the nook and corners of country.

**Achievement:**

This year marked a great level of success and growth in terms of empowerment and motivating the teenagers in doing something that is impactful. We are getting involved with the teenagers nationwide, also worldwide and we are able to reach to 6 continents, with 72+ Total country Representatives around the world.

**Turkish Airlines Art Competition 2019**

Turkish Airlines in collaboration with Glocal Teen Hero Nepal 2019, an initiation of Glocal Pvt. Ltd had organized a themed art competition “*Turkish Airlines Art Competition – Flying to your dream destination*” among school students (age group 13-19). The objective of the art competition was to highlight student’s artistic talents through fine art. Over 46 different schools participated in the art competition, portraying and promoting their reflective and critical thinking regarding visual art.