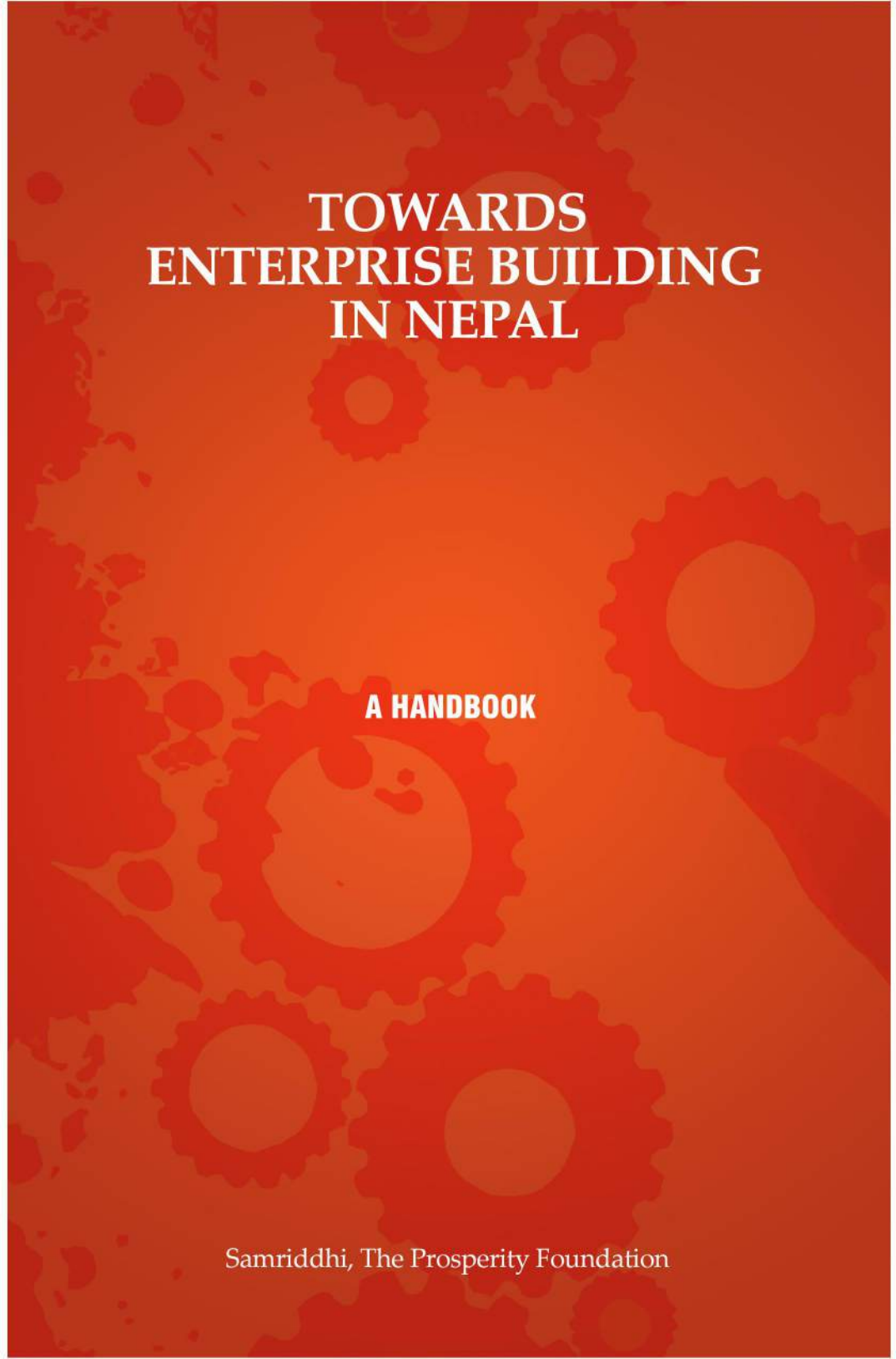




TOWARDS ENTERPRISE BUILDING IN NEPAL

A HANDBOOK

Samriddhi, The Prosperity Foundation

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2009



Samriddhi, The Prosperity Foundation
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60, Nirajan Bikram Margha, Minbhawan
PO Box. 8973, NPC 678
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Tel.: 977-01-691-1015
Fax: 977-1-411-5016

E-mail: info@samriddhi.org
Website: www.samriddhi.org

Edited by: Pranati Koirala, Program Manager
Design and Layout: Prabhat (David) Shrestha, Publications Manager

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Disclaimer

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TABLE OF CONTENTS

CONTENTS

Foreword	v
Acknowledgements	vii
Arthalaya : an introduction	1
Entrepreneurs' Club Report	5
Starting Up a Business : a toolkit	11
Entrepreneur's Story : Ms. Laxmi Sharma	17
कम्पनी दर्ताको संक्षिप्त विवरण	19
Entrepreneur's Story : Mr. Sujeev Shakya	25
Doing Business Report 2010	27
Entrepreneur's Story : Mr. Saurabh Jyoti	29
व्यवसाय गर्ने प्रतिवेदन	31
Entrepreneur's Story : Ms. Ambica Shrestha	33
The Success of Failure by Mr. Ashutosh Tiwari	35
समृद्ध कम्पनी बन्न के-के मात्र गर्नु परेन.... by Purba Sange Moktan	37
Succeeding as an Entrepreneur by Anand Tuladhar	41
"Arthalaya" from my Eyes by Neelam K. Dhungel	43
उद्यमीहरूका लागि सात बुँदे सूची	47
Entrepreneur's Story : Mr. Ichhya Raj Tamang	55
लक्ष्य : खुल्ला-बजार लोकतन्त्र	57
अर्थालय पछि..... by Rakesh Singh	63

Entrepreneur's Story : Mr. Gyanendra Lal Pradhan	65
Economic Freedom and Nepal by Swasti Thapa	69
The Real School & The Entrepreneurship by Neelima Raut	73
विश्व आर्थिक स्वतन्त्रता प्रतिवेदन	75
Arthalaya United by Saurav Sharma	77
Entrepreneur's Story : Mr. Ajay Ghimire	81
Economic Freedom Report	83
MCPU (Management-student Circle of Purbanchal University)	85
Moving Round the Cheese by Bibhu Gautam	87
Entrepreneur's Story : Mr. Gopal Sunder Lal Kakshapati	89
Letter to His Grandson by Fred I. Kent	91
Samriddhi, The Prosperity Foundation : an introduction	97

FOREWORD

For us the word Samriddhi says it all. Guided by the vision of a free and prosperous Nepal, we believe that Nepal does bear the possibility of being a prosperous country and these possibilities and potentials can be unleashed. But, one of the fundamental actions towards achieving this vision for Nepal is to start looking at what can expedite Nepal in being prosperous. Several interactions and brainstorming has led us to believe that one of the ways is to reinvent the entrepreneurial aspirations in each Nepali youth and equip them with knowledge and skills so that they become a job creator rather than a job seeker.

Therefore, one of the institutional priorities of the Foundation since its establishment has been to help Nepali youths to work towards creating a conducive environment for entrepreneurs. It is a proven fact that the entrepreneurs ARE the engine of a nation's economic growth. They are the one who generate ideas, take the risks, create jobs, pay taxes, maximize the wealth of a nation and earn profits with the invention of creative products and services. And, Samriddhi has been focusing its activities towards this end.

This handbook is an addition to the efforts of Samriddhi in promoting entrepreneurship in Nepal. It is largely based on Arthalaya-making sense of it all (School of Economics and Entrepreneurship) - one of the most popular and successful educational initiative of the Foundation. Therefore, the handbook builds on the experiences of faculties and graduates who have been a part of the 2009 batch of Arthalaya. Efforts have also been made to bring in relevant articles, opinions and stories to enable an intellectual discourse towards an entrepreneurial Nepal. Some tips for entrepreneurs have also been incorporated to encourage young minds and beginners help kick start with their ideas.

However, this is just a beginning. The handbook suffers several limitations and rooms for improvement. But, we are hoping this will be a point of inspiration for several of us to continue our vision and action to be an entrepreneur and for many others to be the facilitators of this great transformation- to a prosperous Nepal of entrepreneurs from a poor aid ridden country - in our own lifetime.

We would like to thank you for taking your valuable time to go through this book and request you for your comments and suggestions on it, so that we can offer you more and better next time. While we hope you an enjoyable reading, we would like to leave you with the deep and age old Nepali adage "Entrepreneurship leads to Prosperity – **Udhyayam Daridra Naasham.**" And yes, WE CAN!!

Robin Sitoula
Executive Director,
Samriddhi, The Prosperity Foundation

October 2009, Kathmandu.

ACKNOWLEDGEMENTS

I am very much grateful that I was given the chance and was trusted with the responsibility of putting together this handbook. I would like to express my gratitude to number of people for their support and contribution in making this possible.

First of all, I would like to thank Ms. Brooke Millis and the Centre for International Private Enterprise (CIPE) for the support in providing relevant materials and constant feedback on the book since its planning phase. My thank you goes to Mr. Robin Sitoula, Executive Director, Samriddhi, The Prosperity Foundation for his continuous support in putting things together and for writing a wonderful foreword for the book. A laudatory appreciation goes to Mr. Prabhat Shrestha, Publications Manager, Samriddhi, The Prosperity Foundation for designing and giving this beautiful shape to the book.

I would also like to thank Ms. Swasti Thapa, Program Assistant, and Ms. Shristi Khadka, Research Associate of Samriddhi, The Prosperity Foundation for helping me gather and organize the content of the book and appreciate their tireless efforts. I also express my gratitude to Mr. Niraj Khanal, who took the instant translation request and did a commendable job.

Most importantly, I would like to thank all the authors for their contribution without which it would not have been possible to publish this handbook. Thanks are also due to all the entrepreneurs and arthalaya graduates who happily consented in sharing their inspiring experiences and stories in this handbook.

My thanks also goes to GRT Press Pvt. Ltd. for the printing support.

And, last but not the least, thank you to the entire Samriddhi Team for supporting in every possible way. Cheers, to all !

Pranati Koirala

October 2009.

arthālaya

making sense of it all

School of Economics and Entrepreneurship



“ Arthalaya promotes transition of attitudes of people/youth from being job seekers to being job creators. For me this is a very important change.”

- Himadri Palikhe, Arthalaya Graduate, Batch of '09

Arthalaya-making sense of it all (School of Economics and Entrepreneurship)- is a five-day residential school organized by Samriddhi, The Prosperity Foundation. It aims to bring together young people for the purpose of familiarizing them with ideas on entrepreneurship and its relation to democracy and economic development. The program is residential in nature where usually 24 participants ranging from 18-28 years are selected through open application process. The youths from diverse backgrounds are exposed to not only the importance of entrepreneurship in economic reform but also the practical elements involved in pursuing a business. Variety of activities like guest lectures, outdoor games, debates/discussions, documentary screenings, field researches, simulation exercises and mock businesses are conducted during the five-day workshop. One of the attractions of the module is that each participant runs a business through out the school. It includes legal registration, accounts maintenance, taxation, and exposure to other business environment like general strikes and policy changes.

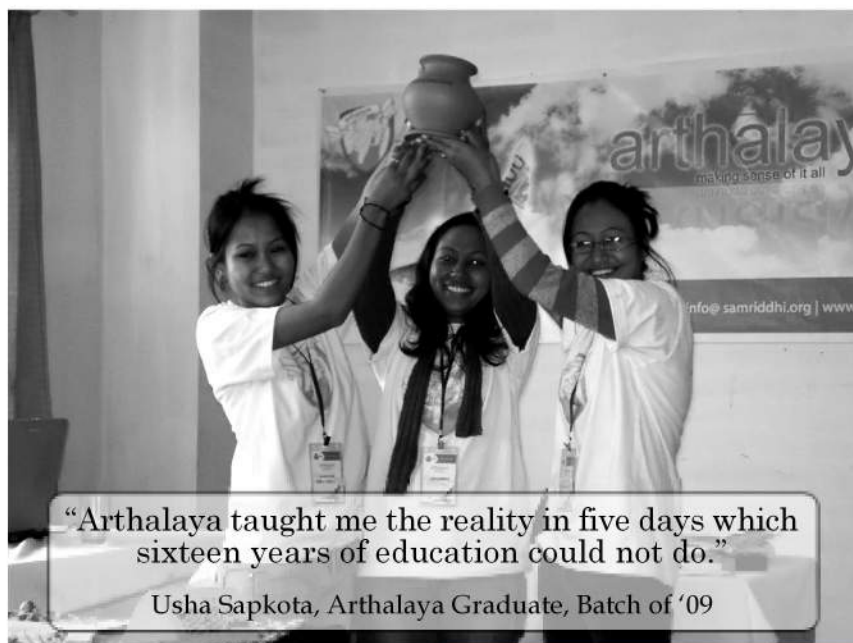
Some of the topics discussed in the workshop are Rule of Law , Role of the Government, Civil Society and Market in Economic Development, Democratic Governance and Transparency, Entrepreneurship, Policies and Legislations that Foster Entrepreneurship, Cultural Issues that Promote Entrepreneurship, Building

AN INTRODUCTION

Enterprise, Running a Business, Youth and Entrepreneurship in Nepal among others.

In 2009, a total of five such programs were organized providing 120 participants with first hand experience of running business and learning policy that effects the business environment. Programs were organized in Pokhara, Dhulikhel and Gokarna.

Following graduation, interested participants are supported in several forms to carry forward the skills and knowledge they acquired during arthalaya and share it with their friends and colleagues. Many of them have formed Entrepreneurs' Clubs in their colleges with support from their management. These clubs, are open to membership and are focused in further developing entrepreneurial abilities amongst their members. They are strictly non partisan and abide by "NO POLITICS PLEASE". The clubs act as an instrument for grooming future businesspersons by conducting various learning programs. Samriddhi supports the clubs by helping them formulate their strategies, generating cooperation from the university management, providing them with resources like resource persons, technical assistance and other required support. More details about the program and how to apply is available at the arthalaya section of www.samriddhi.org



"Arthalaya taught me the reality in five days which sixteen years of education could not do."

Usha Sapkota, Arthalaya Graduate, Batch of '09

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AN INTRODUCTION

Arthalaya Graduates (Batch of 2009)



January | Dhulikhel



February | Dhulikhel

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Entrepreneurs' Club Report

“

Entrepreneurs' Club is a gathering of a group of college students initiated by Arthalaya graduates.

”

Entrepreneurs' Club is a gathering of a group of college students initiated by Arthalaya graduates where the primary objective is to be able to promote entrepreneurship and enterprise building activities amongst students. Its main objectives are:

- To conduct discussions on issues affecting enterprise building in Nepal.
- To train fellow college students on the importance of entrepreneurship and discuss elements those define an entrepreneur.
- To hold interaction programs with entrepreneurs on a regular basis in order to discuss the know-how and experiences of establishing an enterprise.
- To network and collaborate with other like minded organizations and provide a platform for budding entrepreneurs to network and gain mentorship for their enterprise.

Typically, this club attracts those students who have the eagerness to learn and stay updated on contemporary issues. It is a gathering of 25 to 50 students in each college who apply for membership and become a part of the club.

As an outcome of the five schools (Arthalaya) conducted during 2009, various entrepreneurs' clubs have been formed. Some of the clubs and their activities are featured as follows:

01. Entrepreneurs' Club, Kantipur Valley College

Kumaripati, Lalitpur

This is the oldest of all the entrepreneurs clubs. Students from Kantipur Valley have been attending the school of economics and entrepreneurship since its first batch. This college falls under Purbanchal University (PU) and the students are in a network named Management students Circle of Purbanchal University (MCPU). Now as MCPU holds its presence in various other colleges, the Entrepreneurs Club activities here are organized and attended by students from different colleges. This club has been organizing programs in Kathmandu Don Bosco College, College of Information Technology (CIT) to name a few.

Featured Activity

Interaction on "Loans for Entrepreneurs"

Mr. Deepak K. Shrestha, Manager - Credit Consumer Banking of a reputed commercial bank in the country was the resource person for this interaction program. In this program, students learned about various entrepreneurs and how they were able to collect money for investments. The participants of the interaction program were business students and it was wonderful to see them utilize the available time and platform to put forward their queries.



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02. Creative Entrepreneurs' Club, Shreenagar Integrated College

Tansen, Palpa

Three students from this college attended Arthalaya in 2009. Entrepreneurs' Club was formed in July and they have been very busy with the club activities since then. The college management highly welcomed the idea of such a club and helped promoting it to the students. The town of Tansen resides on the beautiful hills of north western Nepal and boasts a long history for entrepreneurial efforts. This club has generated a lot of interest and enthusiasm to learn and discuss on new ideas and possibilities.

Featured Activity

Mission Fact Finding

The club members went around the town in groups to interview and learn about different entrepreneurs and their stories in this two-day activity entitled – Mission Fact Finding. After the first day, which was kept aside for field visits, the next day the groups presented their findings in front of other groups. This event helped the students improve their presentation skills besides further knowledge on the field.



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03. Entrepreneurs' Club, Crimson College of Technology

Butwal, Rupandehi

This college has a lot of faculties that students can choose from, and has built a foundation for their future. But, apart from the courses offered, the newly formed Entrepreneurs' Club has provided a platform for students where they can develop their capacities and understanding about the economic and business issues. Students have managed to find time for their club meetings and planning sessions despite of the busy academic schedule. The club members seem to be very much enthusiastic and promising in carrying out their club activities.



Featured Activity

After Arthalaya: Preview Workshop on Entrepreneurs' Club

This was a half day workshop held at the college premises by the members of the club. On the occasion, two entrepreneurs were invited as guest lecturers to help understand the concept and impact of entrepreneurs in the society. Mr. Giri Prasad Gaire, a local entrepreneur involved in agro-farming emphasized on the point that entrepreneurs create wealth and employment through their practices. Following that, Mr. Anil Pd. Shrestha, involved with Muncha Confectioneries and other several dealership, stressed on the fact that enterprises are being vital sources for a countries economy. Mr. Shrestha who is also a Board Member of Butwal Chamber of Commerce and Industries (BCCI) expressed the importance of young entrepreneurs and the need to nurture them. In this program, the club members also shared the idea and the need of entrepreneurs club in the college.

04. Entrepreneurs' Club, St. Xavier's Campus

Maitighar, Kathmandu

St. Xavier's College is one of the newer editions to the list of clubs. This club is currently managed by the students of Bachelors in Information Management (BIM). Two students from the college, who attended the 5th Batch of Arthalaya in September, initiated the club formation in the campus. Although the campus students have a wide range of other clubs to choose from, the Entrepreneurs' Club coordination team has managed to draw attention and bring in a lot of interested people together.

Featured Activity

Orientation Workshop on Entrepreneurs' Club

This workshop was organized by the Arthalaya graduates to put forward the idea of Entrepreneurs' Club in the college. The graduates presented what they learned and discussed during Arthalaya and explained why they wanted to carry the message forward. The workshop was also attended by the faculty head which provided an extra leverage to the workshop. The participants in the program seemed to be very much interested with the club idea and have agreed to carry out club activities with proper planning.



05. Informal Circle, Shankar Dev Campus

Putalisadak, Kathmandu

The students in Shankar Dev Campus have a different strategy to move ahead. With the zeal, commitment and enthusiasm to establish an avenue to foster entrepreneurship, the graduates in Shankar Dev have chosen to start in a friendly way and have termed themselves as an "Informal Circle". The idea is basically to move from informal discussions and meetings and set up the foundation for a strong impact. The students have been carrying out various educational activities to carry forward the message of the importance of entrepreneurship building.

Featured Activity

Docu-Talks

These Students in the circle have been occasionally organizing documentary screenings followed by discussion as a part of the series: Docu-Talks. The first screening of the series in the college was of The Call of the Entrepreneur, a 2007 documentary made by Action Institute, USA. The participants present in the screening shared that they were highly inspired by the stories of the entrepreneurs.



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Starting Up a Business a toolkit

“ The hardest part of starting up a business is to know what exactly you want to do. ”

Business start up is not easy unless you know the right kind of procedure. Starting a business requires you to analyze and prepare for list of activities. Understanding the basics of it is crucial. While every business is unique and comes with its own set of challenges and opportunities, there are some basic steps such as writing a business plan, proving the concept, raising capital, choosing a legal structure and most important - to consider when you should get started. Let's look into few common steps that you can follow:

01. AN IDEA

The hardest part of starting up a business is to know what exactly you want to do. You have to work on ideas i.e. innovative business ideas. Success in business can be guaranteed if you come up with an innovative idea which can be implemented.

02. RESEARCH AND FEASIBILITY STUDY

It is very important to conduct thorough research and study on the business idea to check whether it can be implemented with the available resources and with regard to the environment—political, economic, social, technological and so on. One of the easiest and cheapest ways for carrying out research is the internet. However, in Nepali context it might not be able to provide all the necessary information. So a look into the list of companies in the Registrar of Companies and Association of Cottage and Small Industries will give a general idea about the existing types of businesses in Nepal. It is also worthwhile to conduct a

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market survey by preparing a questionnaire relating to the concept of business in mind. Besides, informal conversations about the feasibility with family, friends, legal experts, environmentalists, target group and people from the business fraternity, will also be very helpful.

03. PREPARATION OF A BUSINESS PLAN

The next logical step is working on a formal and written sketch of the idea which has been researched. It's called a business plan. The business plan takes an entrepreneur from conceptual to operational phase. A business plan should clearly define the following:

- a) **A Vision Statement:** A complete vision of the business outlining the purpose and goals.
- b) **Human Resource Management:** It includes profile of all the people involved in the business from the entrepreneur to the employees. The profiles of the HR will largely determine the company's profile to outsiders like creditors, investors and customers.

“The business plan takes an entrepreneur from conceptual to operational phase.”

c) **Profile of the Business:** It comprises of the organizational structure, operation management, financial management, supply chain, intellectual property management and so on. It is also preferable to mention the authorized and paid up capital and present at least one year's cash flow statement with the business profile.

d) **Economic/Social/Environmental Assessment:** It is important to explain how the business will affect the environment, economic and social setting of which it will be a part.

e) **Marketing Strategy and Expansion Plans:** The plans which will ensure commercial success and sustainability of the business should also be explained. Besides, a brief explanation of its long term plans will also add value to the business plan.

“It is important to explain how the business will affect the environment, economic and social setting of which it will be a part.”

04. IDENTIFICATION OF FINANCIAL RESOURCES

Now, since the business is laid—at least in papers— one should start considering the possible sources of financing the business. If the business plan is brilliant there will surely be many modes for financing it. However, it also depends upon the type of the company— sole proprietorship, partnership or public. Some of the modes of financing are listed below:

- a. Self-financing
- b. Family and Friends
- c. Financial institutions like Banks, Finance Companies and Cooperatives
- d. Government and Organizational Loans like Nepal Industrial Development Centre, Ministry of Finance and Ministry of Labor and so on.
- e. Leasing Companies
- f. Venture Capital Funds
- g. Grants from bilateral and multilateral organizations like UNDP, ADB and WB.

“ If the business plan is brilliant
there will surely be many
modes for financing it. ”

05. REGULATORY AND LEGAL REQUIREMENTS

Businesses can be formal and informal. However, formal businesses require covering more regulatory and legal matters. It again depends upon the type of the company that you want to register. Under formal business structure there are basically three types of registration categories.

- i. Registration of Proprietorship Firm (Private and Partnership Firm)
- ii. Registration of Private Limited Company (Pvt. Ltd. Co.)
- iii. Registration of Public Limited Company (Pvt.Ltd.Co.)

The general steps to be undertaken to institute any kind of business legally in Nepal are as follows:

- a. Submit an application to the Company Registrar Office for checking whether the company name is available and acceptable.
- b. Develop and certify the Memorandum of Association (MoA) and Articles of Association (AoA) of the company from a professional (a lawyer).
- c. Submit registration form with an attached stamp to the Company Registrar Office, Department of Industry and Commerce comprising of an application and registration fee according to the company authorized capital.
- d. Finalize a company seal/rubber stamp for the company.
- e. Register with Inland Revenue Office, Ministry of Finance. Here the company must obtain VAT and income tax registrations, if required, simultaneously. It is

also necessary to register the company at the municipality/Village Development Committee (VDC).

- f. Enroll employees in Provident Fund.

“ one has to analyze trends in the
market and be able to launch his/her
product/service at the apposite
occasion ”

06. BUSINESS LOCATION, OFFICE SETUP AND ARRANGEMENT OF RESOURCES

The location and the necessary arrangements for setting up an office is another step. This, of course, largely depends upon the size and type of the business—manufacturing or service oriented. It will comprise of works like office furnishing, procurements of machineries and equipments, getting telephone and internet connections. At the same time recruitment of the right size and strength of employees for the office is also very important as the success of the business directly depends upon the performance of the human resources.

07. MARKET ENTRY

Even though all the steps are perfectly undertaken failure to hit the market at the right time in the right manner will negatively affect the success of any business venture. Thus, one has to analyze trends in the market and be able to launch his/her product/service at the apposite occasion.

Market analysis includes—marketing environment analysis, seasonality, demand analysis, target group analysis/ customer analysis and competitor analysis. Then after an analysis of the product/service of the company—for which SWOT (Strength, Weakness, Opportunity and Threat) analysis can be drawn—an action plan can be designed outlining what will be done by whom, when and how to launch and promote the product/service.



Ms. LAXMI SHARMA

Entrepreneur

“
Entrepreneurs are made, not born.
”

“Entrepreneurs are made, not born”. This statement holds true in case of Laxmi Sharma, a person from a humble lower middle class family of farmers. After learning from her numerous failures, Laxmi Sharma now is a proud women entrepreneur of Nepal.

At the age of five, she started working as a maid servant in the then royal palace, which she considers as her learning place, where she learned how to deal with people in proper manner. She later worked in a Russian diplomat's home where she learnt English language. She started making postcards in her leisure time and started selling it to foreigners with whom she worked. This was her first entrepreneurial venture. Later, she got an opportunity to go to India and take a mechanical training. After returning back to Nepal, she bought a three wheeler Tempo. For this, she got the financial support from her family. However, buying a tempo was difficult as the capital was not enough and banks did not extend her loan as she did not have property to pledge as collateral. Despite the difficulties, with constant effort, Sharma initially succeeded in her venture and soon she bought three more Tempos. But, she could not keep up with other difficulties such as the drivers of her Tempos began cheating her. Slowly the business started losing money and she finally was compelled to quit the business.

Sharma is not someone who loses hope so easily. She again went to India and took workshop training. She returned back and started a workshop in Kathmandu to maintain vehicles. The venture was a tough one as in a male dominant society; it was difficult for her to get her niche. People doubted her ability and tragically, this venture also failed leaving her with a burden of loan. But, the

failure did not bring down her zeal. She started Laxmi craft which produced handicraft products targeted to tourists. She designed and supplied the products as per the demand of the consumers which is one of the secret of her success. After two years, she began to manufacture buttons made from bones of domestic animals, wood, bamboo, seeds of some of the fruits, among others.

Although the business is good, Sharma says she faces the problem of non-payment of goods sold on credit and the political instability in the country is hampering her business. Despite of all the hurdles, Laxmi Sharma still has faith and is working hard to establish her niche. She is happy and satisfied with the fact that she is able to provide employment to so many needy people. She says that believing in oneself is very important, and commitment towards work is the key to success.

AFTER ARTHALAYA

THE GRADUATES SHARE THEIR STORIES



Sundar Bhandari

Arthalaya Graduate, Batch of '09

After coming back from Arthalaya I realized that it is important to be a job creator rather than job seeker. In our educational system we are taught to focus on getting a job after completion of our academics. The five day Arthalaya workshop taught me the importance of entrepreneurship in economic development of a nation. The workshop influenced me to start thinking about prospective business ventures. The importance of entrepreneurship and how youth should be involved in economic prosperity of a nation were the lessons I learned from Arthalaya.

To share my knowledge and learning I, along with my friends, planned to screen the documentary "Call of the Entrepreneur", in my college. To make the program more fruitful we called Mr. Karna Shakya, an inspiring entrepreneur to be our guest speaker. I want to extend my gratitude to Samridhi- The Prosperity Foundation for providing us with the DVD of the documentary. The screening of the documentary was very useful, and many aspiring youth got ideas about the importance of entrepreneurship from it.

कम्पनी दर्ताको संक्षिप्त विवरण

कुनैपनि कम्पनी दर्ता उद्योग वाणिज्य तथा आपूर्ति मन्त्रालय अन्तर्गत कम्पनी रेजिस्ट्रारको कार्यालयबाट हुन्छ। कम्पनी भन्नाले उद्योग व्यवसाय गर्न चाहने व्यक्ति अथवा समूहले कम्पनी ऐन २०६३ अनुरूप प्रा.लि तथा प.लि को रूपमा संस्थापन गरेका अविच्छिन्न उत्तराधिकारवाला एक स्वशासित र संगठित संस्थालाई बुझिन्छ। कम्पनीले व्यक्तिसरह चल अचल सम्पत्ति प्राप्त गर्न, राख्न, बेचबिखन गर्न वा अन्य किसिमले व्यवसाय गर्न सक्छ साथै यसले आफ्नो नामबाट नालिस उजुर गर्न सक्छ। कम्पनी विभिन्न किसिमका हुनसक्दछन्। जस्तै : प्राईभेट, पब्लिक र मुनाफा वितरण नगर्ने कम्पनी। यी कम्पनीहरूको किसिम पनि संस्थापक र शेयरवालाहरूको संख्या र व्यवसायको किसिममा भर पर्दछ।

तर्सथ, विभिन्न किसिमका कम्पनी दर्ता गर्नका लागि थाहापाउनु पर्ने कुरा र अन्य प्रमुख मुद्दाहरूको निम्नानुसार संक्षिप्त विवरण प्रस्तुत गरिएको छ।

क) प्राईभेट फर्म

१. प्राईभेट फर्म भन्नाले, एक व्यक्तिले उद्योग व्यापार व्यवसाय गर्ने फर्म मान्नु पर्दछ।
२. प्राईभेट फर्म दर्ता गर्दा तोकिएको ढाँचा र तोकिएको दस्तुर तिरी गर्नु पर्दछ।
३. प्राईभेट फर्म व्यापारिक फर्म भएमा वाणिज्य विभागमा दरखास्त दिई सो को पत्र साथ नेपाल चेम्बर अफ कमर्समा फर्म दर्ता गरि सो को सिफारिसको आधारमा वाणिज्य विभागमा दर्ता गरि प्रमाणपत्र जारी गरिनेछ।
४. दर्ता गरिएको म्याद समाप्त भएपछि त्यसको नविकरण प्रत्येक वर्ष तोकिएको दस्तुरका साथ गर्नु पर्दछ।

ख) सामेदारी फर्म

१. जो कोही व्यक्तिले एउटै नाम राखि कारोबारमा भाग लिन आपसमा कबुलियत गरेमा सोलाईसामेदारी सम्झनु पर्दछ।

२. साभेदारी फर्म दर्ता गराउनु पर्दछ । दर्ता गराउँदा आपसमा गरेको कबुलियत संलग्न गरि तोकिएको ढाँचामा, तोकिएको दस्तुर तिरी गर्नु पर्दछ ।

३. फर्म दर्ता गराउँदा फर्मको उद्देश्य हेरि उद्योग विभाग वा वाणिज्य विभागमा दरखास्त दिई व्यापारिक फर्म भएमा वाणिज्य विभागको पत्र लिई नेपाल चेम्बर अफ कमर्शमा फर्म दर्ता गरि सो को सिफारिसको आधारमा वाणिज्य विभागमा दर्ता गरि प्रमाणपत्र जारी गरिनेछ ।

४. साभेदारीको सहमती नभई अरुलाई साभेदार बनाउन पाइँदैन । कुनै एक साभेदारको मृत्यु भएको खण्डमा साभेदारी फर्म विघटन हुन्छ । साभेदारीहरु एक आपसमा जिम्मेवार हुन्छन् ।

५. प्रत्येक आर्थिक वर्ष समाप्त भएको ३५ दिन भित्र नविकरण दस्तुर तिरी फर्म नविकरण गर्नु पर्दछ ।

“ प्राईभेट कम्पनीमा १ देखि अधिकतम ५० जना सम्मको शेयरवालाहरु रहन सक्दछन् । ”

ग) प्राईभेट कम्पनी

१. प्राईभेट कम्पनी भन्नाले कम्पनी ऐन, २०६३ को व्यवस्था बमोजिम कम्पनी रजिष्ट्रारको कार्यालयमा दर्ता गर्नु पर्छ ।

२. प्राईभेट कम्पनीमा १ देखि अधिकतम ५० जना सम्मको शेयरवालाहरु रहन सक्दछन् ।

३. प्राईभेट कम्पनी दर्ता गर्दा कम्पनी ऐन २०६३ मा उल्लेखित व्यवस्था अनुसार प्रबन्ध पत्र र नियमावली तैयार गर्नु पर्छ र उद्योग भए उद्योग विभाग र व्यापारिक भए वाणिज्य विभागमा दर्ता गर्नु पर्दछ । साथै आन्तरीक राजस्व कार्यालयमा पनि दर्ता गरि स्थायी लेखा नम्बर लिनु पर्ने हुन्छ ।

४. प्राईभेट कम्पनीमा संचालक समिति रहने नरहने व्यवस्था गरि, रहने खण्डमा सो को कार्यकाल र बैठकको गणपुरक संख्या नियमावलीमा तोकिए बमोजिम हुनेछ ।

५. प्राईभेट कम्पनीको साधारण सभा आर्थिक वर्ष (हरेक वर्षको आषाढ मसान्त) समाप्त भएको मितिले तीन महिना भित्र लेखा परिक्षकको प्रतिवेदन तथा कम्पनीको नाफा नोक्सान तथा वासलातमा र लेखा परिक्षकको नियुक्ती बारे छलफल गरि निर्णय पारित गर्नु पर्दछ ।

६. प्राईभेट कम्पनीको शेयर खुल्ला बिक्री गर्न पाइँदैन ।

७. खारेज : ऐनमा तोकिएको अवस्थामा प्राईभेट कम्पनी खारेज हुन सक्दछ ।

घ) पब्लिक कम्पनी

१. पब्लिक लिमिटेड कम्पनी भन्नाले, कम्पनी ऐन, २०६३ बमोजिम संस्थापित पब्लिक कम्पनी सम्भन्नु पर्दछ ।

२. दर्ता : कम्पनी दर्ता गर्नको लागि तोकिएका ढाँचामा तोकिएको दस्तुर तिरी कम्तीमा ७ जना संस्थापकहरुले कम्पनी रजिष्ट्रारको कार्यालयमा निवेदन दिनु पर्दछ र उद्योग भए उद्योग विभाग र व्यापारिक भए वाणिज्य विभागमा दर्ता गरि प्रमाणपत्र लिनु पर्दछ । साथै स्थानीय आन्तरीक कर कार्यालयमा दर्ता गरि स्थायी लेखा नम्बर पनि लिनु पर्नेछ ।

३. पब्लिक कम्पनीमा कम्तीमा ७ जना र बढीमा जतिसुकै पनि शेयरवाला हुन सक्दछ र प्रत्येक शेयरको मूल्य रु.१००/- कायम गर्नु पर्नेछ ।

४. पब्लिक कम्पनीको आफ्नो प्रबन्ध पत्र, नियमावली र विवरण पत्र हुनु पर्दछ ।

५. कम्पनीको आर्थिक वर्ष समाप्त भएको ६ महिना भित्र साधारण सभा बोलाई संचालक समितिको प्रतिवेदन, लेखा परिक्षकको प्रतिवेदन, नाफा नोक्सान विवरण तथा वासलात तथा लेखा परिक्षक नियुक्ती र निजको पारिश्रमिक तोक्नमा छलफल गरि निर्णय पारित गर्नु पर्छ ।

“ पब्लिक कम्पनीमा कम्तीमा ७ जना र बढीमा जतिसुकै पनि शेयरवाला हुन सक्दछ र प्रत्येक शेयरको मूल्य रु.१००/- कायम गर्नु पर्नेछ । ”

६. संचालक समिति :

पब्लिक कम्पनीमा कम्तिमा ३ जना र बढीमा ११ जना रहेको एउटा संचालक समिति हुनु पर्दछ । जसको कार्यकाल ४ वर्षको हुनेछ र संचालक समितिको बैठक वर्षमा कम्तीमा ६ पटक बस्नु पर्दछ । यस संचालक समितिले कम्पनीको व्यवस्थापन तथा कम्पनीले गर्नु पर्ने कार्यहरुको निर्णय लिई कार्य सम्पादन गर्नेछ ।

७. खारेज :

पब्लिक कम्पनी ऐनमा तोकिएको अवस्थामा खारेज हुन सक्दछ ।

ड) पेटेण्ट

१. पेटेण्ट भन्नाले कुनै एउटा आविष्कार सम्झनु पर्दछ ।

२. दर्ता :

पेटेण्ट दर्ता गर्दा भए जतिको प्रमाण सहित तोकिएको ढाँ चामा, तोकिएको दस्तुर सहित निवेदन दिनु पर्दछ ।

३. अवधि :

पेटेण्टको अवधि ७ वर्ष सम्म कायम रहने छ र ७ वर्ष पछि यसको तोकिएको ढाँ चामा र तोकिएको दस्तुर तिरी ३५ दिन भित्र नविकरण गर्नु पर्दछ ।

च) ट्रेडमार्क

१. ट्रेडमार्क भन्नाले आफ्नो उत्पादित मालसामान अरुको मालसामानबाट छुट्याउने चिन्ह सम्झनु पर्दछ ।

२. दर्ता :

ट्रेडमार्क दर्ता गर्दा तोकिएको ढाँ चामा तोकिएको दस्तुर सहित उद्योग विभागमा ४ प्रति नमुना सहित निवेदन दिनु पर्दछ ।

३. अवधि :

ट्रेडमार्क दर्ता भएको एक वर्ष सम्ममा सो प्रयोगमा ल्याउनु पर्दछ र यसको अवधि ७ वर्षको हुन्छ । सो अवधि समाप्त भएपछि तोकिएको ढाँ चामा र दस्तुर तिरी नविकरण गर्नु पर्दछ ।

**ट्रेडमार्क भन्नाले
आफ्नो
उत्पादित
मालसामान
अरुको
मालसामानबाट
छुट्याउने चिन्ह
सम्झनु पर्दछ ।**

छ) प्रतिलिपी अधिकार (कपिराईट)

१. प्रतिलिपी अधिकार भन्नाले, कुनै व्यक्तिको आफ्नो रचना उपर हुने अधिकार हो ।

२. दर्ता :

प्रतिलिपी अधिकार दर्ता गर्न अनिवार्य हुने छैन, तर कसैले दर्ता गर्न चाहेमा तोकिएको ढाँ चामा रजिष्ट्रार समक्ष निवेदन दिनु पर्दछ ।

३. अवधि :

आर्थिक तथा नैतिक अधिकारको अवधि सो रचयिताको जीवनभर हुनेछ र मृत्यु पश्चात पनि सो मृत्यु भएको वर्षबाट पचास वर्ष सम्म संरक्षित हुनेछ ।

४. प्रतिलिपी अधिकार धनीले आफूले पाएको अधिकार मध्ये पुरै वा केही अधिकार लिखत रुपमा सम्झौता गरि अरुलाई हस्तान्तरण गर्न सक्दछ ।

ज) ग्राम ऐन २०८८

१. यो ऐन कुनै पनि प्रतिष्ठानमा लागु हुनेछ र प्रतिष्ठान भन्नाले कुनै उद्योग, व्यवसाय वा सेवा संचालन गर्ने उद्देश्यले प्रचलित कानून बमोजिम स्थापित दश जना वा सो भन्दा बढी कामदार वा कर्मचारी कार्यरत रहेको कुनै कारखाना, कम्पनी, संगठन, संस्था, फर्म वा तिनको समुह सम्झनु पर्दछ ।

२. नियुक्ती :

कुनै कामदार वा कर्मचारीको नियुक्ती गर्दा उनलाई एक वर्ष सम्म परिक्षणकालमा राख्नु पर्नेछ । यसरी नियुक्ती गर्नको लागि व्यवस्थापकले विज्ञापन गर्नु पर्नेछ । यसरी नियुक्ती गर्दा १४ वर्ष नपुगेका केटाकेटीलाई नियुक्ती गर्न पाईदैन ।

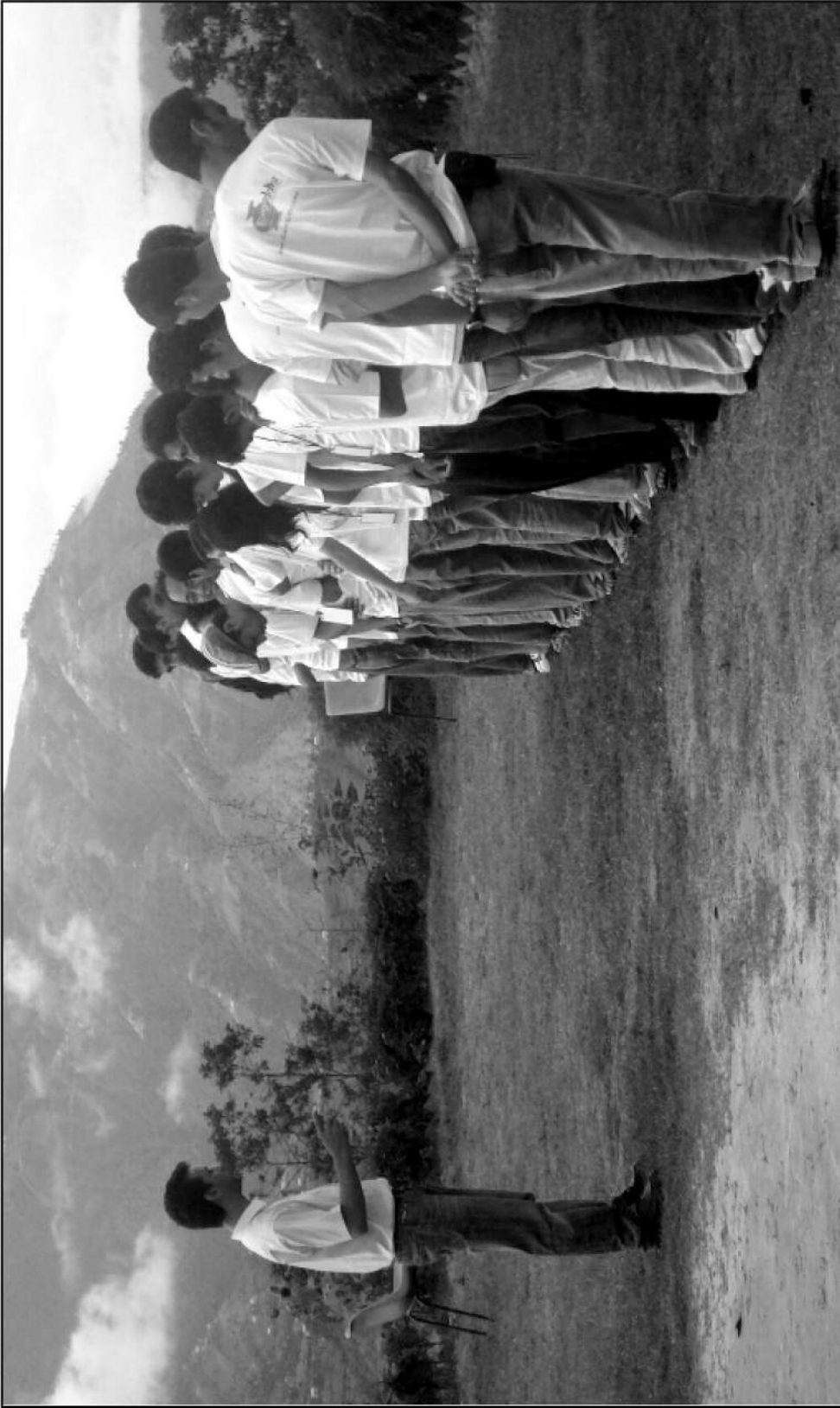
३. काम गर्ने समय :

प्रतिदिन ८ घण्टा वा सप्ताहमा ४८ घण्टा भन्दा बढी समय कुनै कामदार वा कर्मचारीलाई काममा लगाउनु हुँदैन र बढी समय काम गराउँदा बढी ज्याला दिनु पर्नेछ ।

४. आचरण र सजाय :

कुनै कामदार वा कर्मचारीको खराब आचरण वापत निजलाई सजाय दिन सकिन्छ ।

(Source: <http://nepal.smetoolkit.org/nepal/en/content/en/1641/Legal-Basics-in-Brief>)



Mr. SUJEEV SHAKYA

CEO, Beed Management



“Nepali youth are receptive to new ideas and are in search of platform where they create their own identities”

Chief Executive Officer (CEO) of “Beed Management” Sujeev Shakya is a Certified Chartered Accountant (CA) and holds a Diploma in International Marketing from Boston University, USA. An innovative corporate executive, he is the first one to introduce portfolio management services in Nepal through his company “Beed Management”. Perfectionist by nature Mr. Shakya believes in delivering business excellence.

Besides his entrepreneurial ventures, Mr. Shakya has been associated with reputed institutions like Nepal Trust for Nature Conservation, Department for International Development -Enabling State Program, Asian Development Bank (ADB), World Bank, Gesellschaft für Technische Zusammenarbeit (GTZ) as an advisor as well as a consultant. Shakya is also a passionate writer and is a regular columnist in ‘Arthabeed’ of Nepali Times.

Mr. Shakya is one of the pioneers from private sector working on Public Private Partnerships (PPP). PPP is a concept where public and private sector work jointly. He was rewarded with Hubert H. Humphrey Fellowship by the United States Department of State in 2002. He specialized in Public Private Partnerships during the Humphrey year.

Coming back to Shakya’s “Beed Management”, it is a management consulting and advisory service providing organization. The organization follows an open office culture where anyone can take the role of team coordinator. This provides a platform to each and every member of the organization to showcase their ability. He prefers to recruit fresh and young talents who are enthusiastic and have the willingness to learn. Sujeev Shakya opines that Nepali youth are receptive to new ideas and are in search of platform where they create their own identities. Through “Beed Management” Mr. Shakya is providing a platform for those young people who want to create their own identity. He believes in hiring people not on the

basis of their background but purely based on their capabilities. Unlike other organizations, 'Beed Management' focuses on proper grooming, and communication skills of employees. The open structure followed by the organization has helped to build confidence in people. Mr Shakya says that organization should encourage friendly working environment where employees can share their ideas and thoughts.

Apart from management consulting and advisory services, 'Beed Management' has begun its investment consulting and portfolio management services in stocks. The company offers various stock portfolio products based on risk appetite and investment objectives and provides total services to clients including Initial Public Offering services, portfolio review and custodian function.

Mr. Shakya says that entrepreneurship involves a lot of hardship. Although it looks easy, running a business is a tough task. He feels that although 'Beed Management' is doing well, still its growth has slacked due to lack of awareness on the side of the people. Still many Nepalese are not aware about the importance of making sound investment. People still have the belief that stock market and investment sector is just for rich people and organizations, which is not quite true. Mr. Shakya says that major challenge faced by his organization is changing the mind set of the people.

Mr. Shakya says that the prevailing political instability and uncertainty has also hampered the development of entrepreneurship. The uncertainty about property rights has been making people reluctant to invest. He says that if political stability is maintained then there is no stopping of development in Nepal. He thinks that Nepalese stock market and investment sector has lots of potential for growth. At present stock market is mostly concentrated among commercial banks and financial institution. And, investment sector is concentrated within organization and limited number of individuals. But, he says that slowly the trade is changing. Nowadays larger number of people have started showing interest in investment.

In future, Sujeev Shakya is planning to introduce products linked to real estate, commodities and other options for investment in Nepal. Mr. Shakya feels that growth is necessary for every organization. Growth not only leads to profit but acts as an incentive for working harder. He opines that, to develop entrepreneurship in Nepal the youth of the country should be properly guided. Nepali youths have a lot of potential, and if we are able to channelize those potential the development of Nepal is inevitable.

(Source: Republica)

2010 “DOING BUSINESS” REPORT World Bank

“ According to the Doing Business 2010, Nepal ranks 123 among the 183 countries of the world. ”

The **Doing Business Report** is produced by the World Bank annually which provides objective measures of business regulations and their enforcement across 183 economies and selected cities at the sub national and regional level. The ease of doing business index ranks economies from 1 to 183. For each economy the index is calculated as the ranking on the simple average of its percentile rankings on each of the ten topics covered in Doing Business 2010, i.e. exclusive of the electricity pilot data. The ranking on each topic is the simple average of the percentile rankings on its component indicators.

The ease of doing business index is limited in scope. It does not account for a economy's proximity to large markets, the quality of its infrastructure services (other than services related to trading across borders), the strength of the financial system, the security of property from theft and looting, macroeconomic conditions or the strength of underlying institutions. There remains a large unfinished agenda for research into what regulation constitutes binding constraints, what package of reforms is most effective and how these issues are shaped by the context on an economy. The Doing Business indicators provide a new empirical data set that may improve understanding of these issues.

According to the Doing Business 2010, Nepal ranks 123 among the 183 countries of the world. The countries on the higher rung of the index indicate that the regulation environment in those countries is conducive for business. The laws firms in the surveyed countries provided information about the regulatory environment in their jurisdiction which enabled to analyze the regulations. The ten indicators covered in the survey along with the respective score of Nepal are presented as follows:

Indicators that make up the ranking?

Starting a business (Nepal's score 87)

Procedures, time, cost and paid-in minimum capital to open a new business.

Dealing with construction permits (Nepal's score 131)

Procedures time and cost to obtain construction permits, inspections and utility connections.

Employing workers (Nepal's score 148)

Difficulty of hiring index, rigidity of hours index, difficulty of redundancy index, redundancy cost.

Registering property (Nepal's score 26)

Procedures, time and cost to transfer commercial real estate.

Getting credit (Nepal's score 113)

Strength of legal rights index, depth of credit information index.

Protecting investors (Nepal's score 73)

Strength of investor protection index: extent of disclosure index, extent of director liability index and ease of shareholder suits index

Paying taxes (Nepal's score 124)

Number of tax payments, time to prepare and file tax returns and to pay taxes.

Trading across borders (Nepal's score 161)

Documents, time and cost to export and import.

Enforcing contracts (Nepal's score 122)

Procedures, time and cost to resolve a commercial dispute.

Closing a business (Nepal's score 105)

Recovery rate in bankruptcy.

(Source: Doing Business Report 2010. International Finance Corporation. World Bank Group)

Mr. SAURABH JYOTI

President, Nepalese Young Entrepreneurs Forum (NYEF)



“ the laidback attitude of Nepalese have to change if we want to compete globally ”

Saurabh Jyoti is one of the prominent young entrepreneurs of Nepal. After completing his bachelor's in industrial engineering and management he joined his family business as a marketing person. He could have easily started at higher hierarchy but believing that work experience is needed before getting involved in one's business he started from the basics. People tend to think that working in a family business is easy but Mr. Jyoti feels that it's a tough job as you have so many people looking at your performance and evaluating it.

After having the work experience of many years now, Mr. Jyoti is the Director of Jyoti Group. He firmly believes that having a perfect balance between older and younger generation of employees is a must for the success of the business.

Experience of the older people is the asset for the organization whereas performance oriented young professionals bring energy. He says that it is very important to create sense of belongingness to motivate employees.

Beside Jyoti Group, Saurabh Jyoti is also involved in many other activities. He is currently the president of Nepalese Young Entrepreneurs Forum (NYEF), which is a group of young entrepreneurs formed in partnership with Federation of Nepalese Chambers of Commerce and Industries (FNCCI). The objective of forming this group is to be proactive and to be involved in the process of policy formation and pronouncement that are placed through various chambers. Mr. Jyoti strongly believes that youth are not just the leaders of tomorrow but of the present too, so they should be part of policy formulation that affect them.

NYEF aims at creating outstanding entrepreneurs through fellowships, idea exchange, trainings and advocacy among the Nepalese Youth. Through NYEF Jyoti feels that positive business thinking can be created among youths, which

in turn will promote and encourage entrepreneurship in Nepal. NYEF also works towards addressing the unemployment problem of Nepal by providing financial support to the people with innovative business ideas. It has also launched a program "Made in Nepal" to promote Nepali products and services in global scenario.

Situated between two most populous nations of the world India and China, Mr. Jyoti thinks that Nepal has got big market opportunity; it's just that we need to access it properly. More than focusing on large market share, Jyoti believes that Nepal should try to create its niche. It should try to identify its advantage and tap a niche for it. He feels that areas like, Tea and Coffee Farming, Floriculture, Leather Goods, Woolen and Pashmina Goods, Hydropower, Tourism, Health Services, Readymade Garments, Information Technology, Educational/Training Institutions, and Financial Services are potential areas for business in Nepal. Jyoti says that developing Nepal as a transit point will be very beneficial. For this, first, there should be infrastructure development, custom simplification, border logistics, and simplification of rules and regulations. He says, to achieve these Nepal's policy framework should emphasize on private sector involvement and the government intervention should be limited. The emphasis should also be given on export led growth. Mr. Jyoti is of the view that 100% foreign investment should be allowed in all sectors to enhance the capacity of the Nepali people.

Like a true entrepreneur, Saurabh Jyoti believes in striving towards perfection all the time. He also believes in team work and a transparent working system. He says the laidback attitude of Nepalese have to change if we want to compete globally. To develop entrepreneurship in Nepal he feels that colleges should introduce entrepreneurship in its curriculum so that students have broader choices and opportunities.

(Source: The Boss July-August 2004. The Boss March- April 2009. Presentation made by Saurabh Jyoti on NRN conference)

Mr. Jyoti thinks that Nepal has got big market opportunity; it's just that we need to access it properly.

20१० व्यवसाय गर्ने प्रतिवेदन विश्व बैंक

“ व्यवसाय गर्ने प्रतिवेदन २०१० अनुसार , संसारको १८३ मुलुकहरू मध्ये नेपाल १२३ औं स्थानमा पर्छ । ”

व्यवसाय गर्ने प्रतिवेदन (The Doing Business Report) विश्व बैंकद्वारा वार्षिक रुपमा निकालिने एक सर्वेक्षण प्रतिवेदन हो । यसले व्यवसायीक नियमहरूको लक्षित परिमाणहरू प्रदान गर्दछ र १८३ मुलुक/अर्थतन्त्र र अरु छानिएका सहरहरू भरि उप-राष्ट्रिय र क्षेत्रीय तहमा ती नियमहरू लागू गर्दछ । यस प्रतिवेदनमा व्यवसाय गर्न सजिलो देखाउने सुचाङ्कले अर्थतन्त्रहरूलाई व्यवसायीक वतावरणको आधारमा १ देखि १८३ सम्म सुचिकृत गर्दछ - कम अङ्कले व्यवसाय गर्न सजिलो र धेरैले गाह्रो बुझाउँछ ।

व्यवसाय गर्न सजिलो देखाउने सुचाङ्कको अभिप्राय सिमित हुन्छ । यसले अर्थतन्त्रको ठुला बजारहरूसँग गको निकटता , पूर्वाधार सेवाहरूको गुणस्तर (सिमा पार गरिने व्यापारसँग सम्बन्धित सेवाहरू बाहेक), वित्तीय प्रणालीको प्रबलता , चोरी र लुटबाट सम्पत्तिको सुरक्षा , समष्टिगत आर्थिक अवस्थाहरू वा त्यस अन्तर्गतका संस्थाहरूको प्रबलता बारे लेखा गर्दैन । अवरोधहरू हटाउन कुन नियमले सहयोग पुऱ्याउँछ , कस्तो खाले सुधारहरू धेरै प्रभावकारी हुन्छन् र यी मुद्दाहरू कसरी एउटा अर्थतन्त्रद्वारा आकारमा आउँछन् भन्ने कुराहरूको अनुसन्धान गर्न अझै बाँकी रहेको छ । व्यवसाय गर्ने सुचकहरूले एउटा नयाँ प्रयोगसिद्ध तथ्यको गट प्रदान गर्दछ जुनले यी मुद्दाहरू बुझ्नमा सुधार ल्याउन सक्छ ।

व्यवसाय गर्ने प्रतिवेदन २०१० अनुसार , संसारको १८३ मुलुकहरू मध्ये नेपाल १२३ औं स्थानमा पर्छ । यसको सूचिमा माथिल्लो तहमा रहेका मुलुकहरूले यी देशहरूको नियन्त्रीत वतावरण व्यवसाय गर्न अनुकूल रहेको देखाउँछन् । सर्वेक्षण गरिएका देशहरूका कानूनी संस्थाहरूले उनीहरूको प्रशासनमा रहेको नियन्त्रीत वतावरणको जानकारी प्रदान गरे जुनले नियमहरूको विश्लेषणमा सहयोग पुऱ्यायो । सर्वेक्षणमा प्रयोग गरिएका दश सुचकहरू र नेपालको क्रमिक अङ्क निम्न अनुसार प्रस्तुत गरिएको छ :

सुचकहरु

- १) व्यवसाय सुरु गर्न (नेपालको अङ्क ८७)
एउटा नयाँ व्यवसाय खोल्न लाग्ने प्रक्रिया, समय, लागत र न्यूनतम चुक्ता पूँजी ।
- २) निर्माण कार्यका लागि अनुमति सम्बन्धि (नेपालको अङ्क १३१)
निर्माण कार्यका लागि अनुमति, अनुगमन तथा प्रयोजन प्रयोजन प्राप्त गर्न चाहिने प्रक्रिया, समय, र खर्च
- ३) कामदारहरुको नियुक्ती (नेपालको अङ्क १४८)
नियुक्ती गर्दाको समस्याहरुको सुचाङ्क , समयगत कठिनाईको सुचाङ्क , अतिरिक्त कठिनाईको सुचाङ्क, अतिरिक्त खर्च ।
- ४) सम्पत्तिको दर्ता (नेपालको अङ्क २६)
व्यवसायिक घरजग्गाको नामसारी गर्ने प्रक्रिया, समय र खर्च ।
- ५) ऋण पाउन (नेपालको अङ्क ११३)
कानूनी अधिकारको प्रबलताको सुचाङ्क , ऋण सम्बन्धि जानकारीको क्लिष्टताको सुचाङ्क ।
- ६) लगानीकर्ताको सुरक्षा (नेपालको अङ्क ७३)
लगानीकर्ताको सुरक्षाको प्रबलताको सुचाङ्क : प्रकाशनको हदको सुचाङ्क , निर्देशकको दायित्वको हदको सुचाङ्क र शेयरहोल्डर सम्बन्धि सहजताको सुचाङ्क
- ७) कर तिर्ने (नेपालको अङ्क १२४)
तिर्नु पर्ने करको संख्या , कर तयार गर्ने, फिर्ता गर्ने र तिर्ने समय ।
- ८) सीमा पार गर्ने व्यापार (नेपालको अङ्क १६१)
निर्यात र आयातका लागि कागजपत्रहरु , समय र खर्च ।
- ९) करार लागू गर्न (नेपालको अङ्क १२२)
व्यवसायीक वादविवादको समाधान गर्ने प्रक्रिया , समय र खर्च ।
- १०) व्यवसाय बन्द गर्न (नेपालको अङ्क १०५)
टाट पल्टेपछिको प्रत्युपलब्धि दर ।

(स्रोत: डुईड बिजनेस रिपोर्ट २०१० , ईन्टरनेशनल फाइनेन्स कर्पोरेशन , विश्व बैंक समूह)

Ms. AMBICA SHRESTHA

Hotel Dwarika's

“women should not ask for reservations but equal rights and opportunity”

Ambica Shrestha, a prominent entrepreneur of Nepal is an influential personality for many young aspiring entrepreneurs. Woman of substance, Ms. Ambica Shrestha believes that capability does not depend on belonging to any gender. She opines that women should not ask for reservations but equal rights and opportunity. A firm believer of hard work Shrestha says that riches don't come overnight neither does success. She believes that just to dream is not enough, it is also important to fulfill the dream. And, for that you require perseverance, imagination and positive attitude.



Her marriage in an orthodox family did not stop her from working outside the house. As an entrepreneur Ms. Shrestha has worked in sectors like tourism, women welfare, academics, and international affair. She is also the acting honorary consul of Spain. Due to her inclination and knowledge of Nepalese culture and tradition, she also worked as the teacher of Nepalese culture at Lincoln School for few years. She is equally active in the Nepal Council of World Affairs.

Life was not easy for Ms. Shrestha. Her family members did not encourage her to work, and it took her years to convince them, especially her in-laws. After the death of her husband she continued working towards fulfilling his dreams of conserving Nepalese woodcraft through Dwarika's hotel. Dwarika's is a hotel established precisely to preserve Nepalese culture. It's not just a hotel but a successful attempt of reviving the tradition of "dachiappa", which is a traditional way of making carved bricks. Dwarika's heritage preservation efforts have been

credited for encouraging an architectural renaissance in Kathmandu. Ms. Shrestha worked hard to make Dwarika's not just a mere hotel but an experience in itself. Dwarika's policy to buy local goods is playing an influential role in promoting local products. Ms. Shrestha has also been focusing in corporate social responsibility. A percentage of the hotel profits are used to support women's education programs, rural schools, woodcarving training and other programs aimed at preserving Nepal's artistic heritage while also improving the lives of Nepal's underprivileged.

Besides Dwarika's Hotel, Ms. Shrestha is working towards women upliftment. She founded an international organization which helps women of over 83 countries of the world in various ways. She encourages young girls of today to work very hard and break the glass ceiling that the society imposes on them. She believes women can succeed if they work really hard. Sharing her four decade long experience, she says women have now become successful in many areas.

Ms. Shrestha has not only been focusing on women upliftment, but also the welfare of children. Her husband, Late Mr. Dwarika Das Shrestha had a vision to start a school at Pithuwa, a small place at eastern part of Nepal, which was accomplished by the effort of Ms. Shrestha. Now Dwarika Das Primary School is providing free education to local children of Pithuwa.

Ms. Ambica Shrestha says that entrepreneurship has lots of potential in Nepal, and its future depends on younger generation of the country. She is encouraged by seeing young aspiring entrepreneurs trying to make a positive impact on the society despite the depressing scenario of the country. Shrestha believes that changing the conventional mindsets of youngsters from being job seekers to job creators is important for development of Nepal. She firmly believes that young people should come out of universities not as employees but as entrepreneurs. She says that there are lots of possibilities in Nepal. Just a bit of innovation and imagination is needed. Hospitality, IT, Travel and Tourism are some of the areas she finds rewarding and worthwhile for investing time and resources. But for that, she feels it is important that country's situation stabilizes.

Ms. Shrestha says that to be a successful entrepreneur hard work and determination are essential. She opines that employee mindset tends to limit the vision whereas sky is the limit for an entrepreneur.

(Source: Thursdays with Entrepreneur's, and Internet research)

Samridhi, The Prosperity Foundation

The Success of Failure

Reviewing The Ten Commandments of Business Failure

by Ashutosh Tiwari

Donald R. Keough is the former president of Coca-Cola, and one of multi-billionaire Warren Buffet's long-time friends. Distilling decades-long business experiences and observations from around the world, he wrote The Ten Commandments of Business Failure last year. The clarity, the brevity and the sheer common sense that the book puts forth could very well make it a thinking CEO's version of The Elements of Substance for Business.



Keough starts by saying that most businesses fail when they quit taking risks. If Min Bahadur Gurung had not taken risks to grow his one-room store at Bhatbhateni to a string of supermarkets to serve expanding middle class customers who'd drive to go shopping in urban areas, he would not have been the success he is today.

In Nepal though, since the tolerance for and acceptance of failure is low, it's better to take risks when there is evidence that opportunities are indeed increasing. The boom in housing industry, for instance, has enabled the interested to take risks in selling housing-related services such as setting up real estate marketing, computer animation, interior design and the like.

Another one of Keough's commandment for failure is that companies view their reputation and products with a combination of such arrogance and ignorance that they isolate themselves from the changing realities of the marketplace. This failure succeeds on two levels. First, Keough advises that those who run the company surround themselves 'with a collection of advisers and staff who are paid to think you are wonderful'. Second, over time, this 'bring me no bad news or else I will get angry' culture isolates the company from facing the harsh truth: paving the company's road to failure. By most accounts, this sort of culture took root at the troublesome Nepal Development Bank, whose heads routinely struck terror into the heart of those who dared to voice concerns that they did not like.

Samridhi, The Prosperity Foundation

मनमा अर्कै किसिमको काम गर्ने सोच भएता पनि समयको पावन्दी तथा सिमित बजारले गर्दा पहिलो दिनमा दर्ता गरेको कम्पनी दोस्रो दिनबाट मात्रै सुरु गरियो । विज्ञापन र प्रचार प्रसारको हकमा भित्तामा, जीऊमा तथा स्पिकरबाट विज्ञापन गर्ने रणनीति अपनाईयो भने सेवाहरूको हकमा २० देखि ५० प्रतिशत सम्म कमिशन खाएर बीचको माध्यमको रूपमा काम गर्ने र त्यसको बापत उत्प्रेरणको रूपमा प्रत्येक दिन ड्युटि फ्री लटरी (duty free lottery) खोल्ने रणनीति पनि अपनाईयो । दोस्रो दिन खुबै चलेको यो रणनीति त्यसपछि प्रभावकारी होला जस्तो नदेखेपछि नयाँ कन्सेप्टको विकास गरियो , ग्राहकहरूलाई खाना पुऱ्याउने सेवा । हाम्रो सेवाबाट खुशी हुनेहरूले त गतिलो रकम टिप्सको रूपमा पनि दिए । तर यसबाट मात्र पनि अधि बढ्न नसकिने स्थिति देखिए पछि चौथो दिन हामीले मनोरञ्जनात्मक कार्यक्रमहरू देखाउँने टिकट बेच्न थाल्यौ । समृद्ध मनीको १० रुपैयाँमा जम्बो कोक पनि बेच्यौ । त्यस दिन थुप्रै टिकट बेचियो , तरपनि अबै खासै छुलाड मार्न सकिएको भने थिएन ।



दिउँसो खाना पछि घर सम्झिने क्रममा धुलिखेलको चिनो के लैजाने भनेर सोच्दै थिएँ , अचानक दिमागमा झिलिक्क बत्ती बल्यो - धुलिखेलको चिनो किनेर सबैलाई बेच्ने । मैले यो कुरालाई आफ्नो साथीहरू सामू राखें । सबैले भने - Nice Concept. One idea can change life , यसै भनेको होइन रहेछ । धुलिखेल बजारबाट ल्याएको पेन्टिङले सोचेभन्दा राम्रो व्यापार गरेपछि हाम्रो कम्पनीको आर्थिक अवस्था सुधिन थाल्यो । यसका साथै सहि समयमा सहि कदम चाल्न सकेकोमा गर्व महसुस भयो ।



छैठौँ दिन अर्थात अर्थालयको अन्तिम दिन, अलिकति बिसन्चो महसुस गरिरहेको थिएँ तर , व्यापार गर्ने जाँगर भने अबै मरेको थिएँ । व्यवसाय गर्ने थप एउटा नयाँ विचार मन आयो । जाँदाजाँदै , सबै साथीहरूसँग बसेर खिचेको तस्विरलाई धुलाएर Token of love को रूपमा रु. १० मा बेच्ने निधो गरियो । तत्कालको लागि आम्दानीको राम्रो श्रोतको रूपमा फाइदा लिन यस्तो व्यवसाय गर्ने विचार गरिएको हो । यसले हामीलाई अन्तिम दिनमा दह्रो प्रतिस्पर्धीको रूपमा उभ्यायो ।

अन्त्यमा , आफ्नो कम्पनीको सबै खाताको हिसाब मिलाएर हामीले हाम्रो व्यवसायको सम्पूर्ण नाफा नोक्सानको विवरण समृद्धि सरकारलाई बुझायौ । खुशीको कुरा त यो थियो कि हाम्रो कम्पनीले 'समृद्ध कम्पनी' (Prosperous Company of the Batch) को उपाधी प्राप्त गर्‍यो । यस बाट मेरो सिकाई भनेको 'Ideas matter, money doesn't matter' भन्ने पनि रहेको छ ।

बिहान देखि नियमित सेसनहरू चल्ने र ब्रेक समयमा मात्र व्यवसाय गर्न पाउने स्थिति अर्को गजबको पाटो थियो भने दिनहुँ परिवर्तन भएको अर्थालय सरकारको नीति तथा मजदुर संगठनहरूको बन्द हडतालले कहिले राहत कहिले दुख पनि दिएको थियो । तैपनि निरन्तर धैर्यताका साथ अगाडि बढियो । खुल्ला आँखाले वास्तवीक व्यवसायकै कल्पना गरियो । निदाउँदा सपनामा पनि व्यवसाय नै देखियो । अचम्मको दुनियाको सृजना भएको थियो अर्थालयमा ।

अर्थालयको ५ दिनको बसाईमा विज्ञहरूसँग विचार विमर्शका साथै साथीहरूसँग रमाईलो गर्दै संचालन गरिएको व्यवसाय साँच्चै नै धेरै फलदायी रहयो । अनि , आज यी सबै कुराहरू सम्झँदा यस्तो लाग्छ , समृद्ध कम्पनी बन्न के-के मात्र गर्नुपरेन....।



succeeding as an **Entrepreneur!**

by Anand Tuladhar

We want to work. We want to work for ourselves more than we want to work for others. But do we actually have that within us, to work for ourselves, to be an entrepreneur? What are the challenges? What are the risks? It's not just about doing a business and it's definitely not just about having a business degree from Harvard or Stanford. It's about having attitude and the drive to succeed in the business. Succeeding as an entrepreneur requires you to think and possess several key personal qualities such as to believe, change, compete, be motivated, and accept constructive criticism and even to innovate.



To succeed it is important to follow a defined path and to be committed in making things happen. Entrepreneurs need to be good while envisioning solutions to the challenges faced by the organization. Moreover, an entrepreneur sees opportunities rather than problems and success counts when you as an entrepreneur see the opportunity in front of you, figure out a way to acquire needed resources and then act to turn that opportunity into a reward.

Now, what are rewards? Rewards are the outcomes of planned behavior. These outcomes include **profit-** financial gain that is proportionate to personal achievement, **independence-** power to make own business decisions, **freedom-** escape from an undesirable situation, **personal satisfaction-** enjoyment of a satisfying way of life and **personal fulfillment-** contribution to the community. Thus, for achieving these rewards your entrepreneurial actions are paramount to the development of industry, economy and the country as they have the potential to create jobs, enhance the life style of people and contribute to the economic and social development of the country.

Success is hard to earn and in course of performing actions there comes a question of integrity. I have been often asked, how important is it for an entrepreneur? And, my instant reply to that always has been, "it is very important". Some entrepreneurs refer to shortcuts and tend to walk in the path of collapse. In such cases, their focus tends to shift from managing the business with the edge that ensures its initial success and the business falters. Henceforth, integrity refers to an uncompromising adherence to doing what is right and proper. Rotary International, a worldwide organization of business and professional leaders, has set a high standard for business conduct. It calls on its members to ask the following four questions when they prepare to make a decision about the things they think, say or do- 1) Is it the TRUTH?, 2) - Is it FAIR to all concerned?, 3) Will it build GOODWILL and BETTER FRIENDSHIP and 4) Will it be BENEFICIAL to all concerned?

business ideas are like music- tomorrow's hit song may be just a tune rattling around in someone's head today

So, now when you finally think of getting started with a business idea you may not find it an easy task. You have to realize that entrepreneurs are constantly starting up new and amazing businesses. In fact, it sometimes seems as though all the best ideas have already been taken. But, business ideas are like music- tomorrow's hit song may be just a tune rattling around in someone's head today. So, the best new businesses are yet to come and yours may be one of them. To identify your startup ideas, it is critical to determine whether an idea for a business actually represents a good opportunity. Many people have great ideas about new products or services but this does not mean that it is a good opportunity. To qualify as a good investment opportunity, a product or service must meet a real market need.

Hence, success ultimately depends on convincing consumers of the benefit of the product or service.

Mr. Ananda Tuladhar is the Managing Director of The Bluebird Departmental Store and The Bluebird Mall, Tripureshwor. He did his Masters in Management Studies (MMS) from University of Plymouth, Plymouth, United Kingdom. Mr. Tuladhar also works as a full time faculty member at the Nepal College of Management and as a visiting faculty member at the Ace Institute of Management. Till date, he has been effortful in sharing with the new generation of Nepalese students and professionals the many facets of entrepreneurial and management skills that he has gathered at various stages of his growth in the corporate world over a period of 30 years.

"Arthalaya" from my Eyes



by Neelam K. Dhungel
Arthalaya Graduate, Batch of '09

"Let me check how well you guys will get connected with each other in the coming five days", we heard a loud voice as we made a circle of twenty four. "It is an exercise that will let us know how strong a team you will prove". I along with other participants had just reached the venue of Arthalaya. 'I hardly know the names of two participants and this man wants to check how well all these strangers bond with each other in their first meeting?', my head was saying.

From that exercise, till the day we boarded the bus to return to Kathmandu, we had no time to think of anything else but business. It was the simulation exercise where we were entrepreneurs running businesses, competing with each other and consumers consuming the products of our competitors.





“not every industrialist is a son of a millionaire,
not every successful entrepreneur is a
Harvard graduate”

Not only that, there were participants attending the same sessions, friends - some sharing the same room while others partnering the same business and friends purchasing each other's products. We were allowed a recess but with serious task. We were to find partners among ourselves. Some serious business partners with whom we were to think about business, conduct it, earn money, make profit, and win the 'Company of the Batch' award in next five days. I talked to two groups and chose one betraying the other. I felt guilty for having talked to both of them and later dismissing the partnership with the former. However, I was able to convince myself thinking that it was the first lesson that I learnt.

I took the reference book that we were given and started going through it. It was then when I began to understand that this was all about entrepreneurship. They were teaching us to be able to do something on our own, to be able to rely on no one else but ourselves, they were teaching us to be able to live. We were given a checklist with multiple choice questions and asked to fill it. We heard a voice saying "This checklist my friends, gives us vision of what you are right now", we again heard the same voice "It is better if you remember what you have filled in here till the end."

In break times, everyone seemed to be busy selling products, services, ideas and many more. The whole place looked like a market where demand and supply played their respective roles. But, the breaks were not long. We were dragged into the hall for longer than we would expect. Every session was a treasure, every personality was a gem and everything they told was so truly encouraging that they awakened the entrepreneurs in us to work for the nation, to become someone.

The most important lesson that I learned was, not every industrialist is a son of a millionaire, not every successful entrepreneur is a Harvard graduate, not

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every business is a success, and on the brighter side, not every business is a failure. The prerequisite for every business be it inherited or self established, is hard work, determination, entrepreneurship and most of all, the love and willingness to conduct it. I made friends with more people and with the ones I thought I didn't like, and with those that I thought would never like me. I learned to adjust with twenty three different faces in a short span of time. Every task was as memorable as the other. There was a simple clue to every difficult task and the team that could find it was always the winner. The taste of success as a team was a different pleasure.

With a blink of an eye we were at the end of five days. We graduated from Arthalaya successfully. We just lived the most memorable days of our lives. Just before we boarded the bus, we had the last session of arthalaya. "This checklist my friends, will give us a vision of what you have become now", we were given the same checklist to fill that was given on the first session. We filled it again. To our surprise the answers that we chose just five days ago were entirely different from what we were picking right now. This school of entrepreneurship and economics taught us more than what we had expected. It changed the way we perceived the world, the nation and even ourselves. From that day onwards it definitely changed the way we were living our lives.



उद्यमीहरूका लागि सात बुँदे सूची

“ यदि तपाईंसँग आफ्नो पूँजी छैन र पनि तपाईं व्यवसाय सुरु गर्न चाहनु हुन्छ भने उचित सर्तमा ऋण लिनु राम्रो हुन्छ । ”

तल दिईएको सूचीले तपाईंलाई कुन उद्योगमा निवेश गर्दा हुन्छ र के तपाईं साँच्चै नै कुनै उद्योग सुरु गर्न सक्ने स्थितिमा हुनुहुन्छ भन्ने कुरा पत्ता लगाउन मद्दत गर्दछ। निम्न कारकहरूले तपाईंको सेवा प्रदान गर्ने वा उत्पादन सृजना गर्ने तत्परतालाई केलाउँछन् । कुनैपनि उत्पादन राम्रो वा नराम्रो हुँदैन, तपाईंको तयारीले यसलाई राम्रो वा नराम्रो बनाउँछ ।

१) पूँजी

सबै भन्दा पहिले चाहिने कुरा पूँजी हो । आफ्नो व्यवसायमा पर्याप्त आर्थिक साधन नभई सुरु गर्नु हुँदैन । तपाईंले आफ्नो पूँजी आवश्यकताको अड्कल गरिसकेता पनि केही लुकेका गतिविधिहरूले तपाईंको आर्थिक आवश्यकतालाई असर गर्न सक्छ । यस्तो स्थितिबाट जोगिन आफ्नो आवश्यक पूँजीलाई तीन गुणा बढी छुट्याउनु पर्छ जो तपाईंको सही आवश्यकता हो । यदि तपाईंसँग आफ्नो पूँजी छैन र पनि तपाईं व्यवसाय सुरु गर्न चाहनु हुन्छ भने उचित सर्तमा ऋण लिनु राम्रो हुन्छ । यदि तपाईंसँग कुनै आर्थिक श्रोत छैन र यदि भाग्यमा भर पर्नु भएको छ भने फेरि सोच्नुहोस् ।

प्रायः जसो उद्यमीहरूको निम्न आर्थिक श्रोतहरूमा पहुँच हुन्छ । तर विकल्पहरूको क्रम अनुसार नै तपाईंले पहिलो विकल्पलाई प्राथमिकता दिनुपर्छ ।

- निजी बचत

धेरै उद्यमीहरूले निजी वा पारिवारिक बचतबाट आफ्नो व्यवसाय सुरु गर्छन् । यो एक सुरक्षित माध्यम हो र यदि असफल भएमा यसले एकदमै कम हानी गर्छ । यस्ता बचतहरूले तपाईंलाई सावधानीका साथ नयाँ विचारलाई प्रयोगमा ल्याउन प्रेरित गर्नुका

साथै त्यस विचारलाई तौलिने मौका दिन्छ । नगद वा घर घडेरी जस्ता सम्पत्तिलाई बचतको रूपमा लिन सकिन्छ ।

- पारिवारिक बचत

- निजी तथा पारिवारिक सम्पत्ति (उदाहरणका लागि : जग्गा)

- समन्याय साभोदारी

त्यस्तो मानिस जो पैसा लगाउन इच्छुक छ र जसले तपाईंलाई आर्थिक प्रबन्धकको रूपमा स्विकार्न सक्छ त्यो वाञ्छनीय विकल्प हुन सक्छ । तर, तपाईंले त्यस व्यक्तिसँग पहिले काम गर्नु भएको छैन भने तपाईं दुई जना बीच राम्रो सहकार्य नहुन सक्छ । कुनै समन्याय साभोदरलाई सामिल गर्नाले पनि नैतिक खतरा निम्त्याउन सक्छ, किनकी त्यसमा तपाईंको आफ्नो पैसा दाऊमा लागेको हुँदैन, तपाईंले पैसा खेरा फाल्नु हुन्छ वा त्यस्तो गरेको देखिन सक्छ ।

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ऋण पाउने सम्भावनाले कुनै पनि व्यवसायलाई सुरु गर्न मद्दत पुऱ्याउँछ । यदि क्रेता कुनै ठूलो ब्याज दर भएको बैंक हो भने त्यसमा जोखिम बढी हुन्छ ।

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- साथीभाई तथा परिवारसँग लिईएको ऋण

- उपोभोक्ताको बैना

उपभोक्ताको बैना र आपूर्तिकर्ताको उधारो महत्वपूर्ण तथा विश्वसनीय आर्थिक श्रोत हुन् । तरपनि, यी श्रोतहरू तब उपलब्ध हुन्छन् जब व्यवसायले पहिलो खुड्किला पार गरिसकेको हुन्छ ।

- आपूर्तिकर्ताको उधारो

- बैंक तथा अन्य वित्तीय संस्था, तथा लघु वित्तीय संस्था ऋण पाउने सम्भावनाले कुनै पनि व्यवसायलाई सुरु गर्न मद्दत पुऱ्याउँछ । यदि क्रेता

कुनै ठूलो ब्याज दर भएको बैंक हो भने त्यसमा जोखिम बढी हुन्छ । बैंक पनि कुनै नयाँ व्यवसायलाई ऋण दिन हिचकिचाउन सक्छ । बैंकले कुनै स्थिर व्यवसायलाई प्राथमिकता दिन्छ जसमा पूर्व अनुमानित नगद प्रवाह हुन्छ । यस समयमा उद्यमीका लागि लगातार नगद प्रवाहको सपना हुन्छ । फलस्वरूप, बैंकबाट ऋण लिनु राम्रो विकल्प होईन । त्यसैले साथी अथवा परिवारका सदस्य सँग ऋण लिनु उचित हुन्छ । ऋण लिनु अगावै केहि सानो विश्लेषण गर्नु जरुरी हुन्छ । तपाईंको क्रेताले कति रकम कति समयको लागि दिन तयार हुन्छ ? ती व्यक्तिहरूलाई कहिले सम्म पैसा फिर्ता चाहिन्छ ? ती व्यक्तिसँग तपाईंको सम्बन्ध कस्तो हुनेछ यदि तपाईंले उनीहरूको पैसा व्यवसायमा गुमाउनु भयो भने ?

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यदि तपाईं त्यस्तो व्यक्ति हुनुहुन्छ जो कुनै पनि कदम अरुको निर्देशन अनुसार चाल्नु हुन्छ भने यहीबाट पढ्न छोडी दिनुहोस्, उद्यमशीलता तपाईंको लागि होइन, यसका लागि तपाईं स्वतन्त्र रहनु पर्छ ।

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२) व्यक्तिगत विशेषताहरू

उद्यमशीलता र उद्यमीको बारेमा छलफल गर्दा यो चर्चाको विषय हो । पूँजी कम भएमा विभिन्न श्रोतबाट यस समस्याको समाधान निकाल्न सकिन्छ तर यी विशेषताहरू नभएका खण्डमा हुने समस्या समाधान गर्न सकिदैन । यी विशेषताहरू निम्न अनुसारका छन् :

- स्वतन्त्र र आफ्नो मालिक आफै हुने एउटा बलियो आन्तरिक संकल्प यदि तपाईं त्यस्तो व्यक्ति हुनुहुन्छ जो कुनै पनि कदम अरुको निर्देशन अनुसार चाल्नु हुन्छ भने यहीबाट पढ्न छोडी दिनुहोस्, उद्यमशीलता तपाईंको लागि होइन, यसका लागि तपाईं स्वतन्त्र रहनु पर्छ ।

- नवीन पद्धति प्रति लगाव : कुनै उत्पादन, सेवा वा बजारमा नयाँ आयम थप्न सक्ने हुनुपर्छ

नयाँ कुरा ल्याउन आफूले इच्छाएको चालू व्यवसायको गहन अध्ययन गर्नुहोस् । सामिल गरिएका प्रक्रिया र पद्धतिलाई राम्रोसँग अवलोकन गर्नुहोस् । उत्पादनको जीवन चक्रलाई ध्यान दिनुहोस्, अन्तिम उपभोक्ता सम्म उत्पादन र वितरण गर्न

लाग्ने समयलाई अनुमान गर्नुहोस् । तपाईं केही कुरामा अबै सुधार गर्नुपर्ने देख्नु हुन्छ ? तपाईंले एउटै वस्तुको अन्य उपभोगिता देख्नु हुन्छ ? तपाईंले अन्य सम्भाव्य उपभोक्ता देख्नु भएको छ ? के तपाईं त्यही वस्तु अबै राम्रो वा सस्तो प्रक्रियाबाट उत्पादन गर्न सक्नु हुन्छ ? यदि माथिका प्रश्नहरू मध्ये कुनै एकमा तपाईंको उत्तर हो भने तपाईंको सोच नवीन छ । अब तपाईं गएर त्यस्तो वस्तुमा काम गर्नुहोस् जसमा थोरै फरक ल्याएर पनि धेरै नै सुधार गर्न सकिनेछ । बढाई छ , तपाईं अहिले नै उद्यमी हुनुहुन्छ ।

- विचार पुर्‍याएर जोखिम लिने व्यक्ति - जोखिमलाई सम्भाव्य इनामसँग नाप्न सक्ने खूबी

के तपाईं जोखिम लिन सक्नुहुन्छ ? तपाईं उद्यमी हुनका लागि जुवारी हुनु पर्दैन । धेरै उद्यमीहरू जोखिम-इनाम मिलाएर काम गर्छन् । यदि तपाईं सबै जित्छु वा हार्छु भन्ने सोच राख्नु हुन्छ भने त्यो तपाईंको जुवारी मानसिकता हो र उद्यम तपाईंको निम्ति होईन । त्यसैले जोखिम उठाउनका लागि तपाईंसँग अराजक र अनिश्चित स्थितिसँग लड्न सक्ने क्षमता हुनुपर्छ ।

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**यदि तपाईं सबै जित्छु वा हार्छु भन्ने सोच
राख्नु हुन्छ भने त्यो तपाईंको जुवारी
मानसिकता हो र उद्यम तपाईंको निम्ति
होईन ।**

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- साधन सम्पन्न : मानिस, अवसर र उत्पादनलाई जोड्न सक्ने क्षमता
साधन सम्पन्न हुनु एउटा प्रमुख कुरो हो तपाईं वरिपरि भएका मानिसहरू, तपाईंको कम्प्युटरमा भएका सूचनाहरू, नयाँ आविष्कारका समाचारहरू, अरुको खल्तीमा रहेका तर प्रयोग नभएको पैसा, कसैको समस्या ग्रस्त व्यवसाय, सबै साधन हुन् । एक असल उद्यमी सधैं साधन सम्पन्न हुन्छ तर यसको अर्थ आर्थिक रूपमा सबल हुनु चाही पक्कै होईन तर यस्ता उद्यमीहरू सम्भाव्य परिवर्तन र मिश्रण हासिल गर्न सफल हुन्छन् । साधन सम्पन्नता त्यस्तो क्षमता हो जसले समस्या पारिको अवसरलाई केलाएर आफ्नो सीप अनुसार अवसरलाई व्यवसायको नमूनामा परिवर्तन गर्न सक्छ ।

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**जुन क्षेत्रमा तपाईंले आफ्नो व्यवसाय सुरु गर्ने
मन बनाउनु भएको छ त्यही क्षेत्रमा केही समयका
लागि काम गर्नाले तपाईंको ज्ञानको सीमा अबै
फराकिलो बन्ने छ ।**

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३) व्यवसायको ज्ञान

व्यवसायको ज्ञान भन्नाले माथिल्लो तहका व्यापारीका बारेमा जान्नु पनि हो, यथावत् उत्पादन शृंखला र बजारको भुकावहरूलाई पनि व्यवसाय सुरु गर्नु अगावै नै बुझ्नु पर्छ । तर, यदि यी कुराहरू बारे पहिले नै बुझ्नु भएन भने आफैले खर्च व्यहोरेर शिक्षा लिनु पर्ने जोखिम आउन सक्छ जसले तपाईंको सपनामा नै असर पार्न सक्छ । जुन क्षेत्रमा तपाईंले आफ्नो व्यवसाय सुरु गर्ने मन बनाउनु भएको छ त्यही क्षेत्रमा केही समयका लागि काम गर्नाले तपाईंको ज्ञानको सीमा अबै फराकिलो बन्ने छ । जागिरले तपाईंलाई अरुकै खर्चमा पर्याप्त व्यापारिक ज्ञान तथा अनुभव दिलाउँछ । यदि जागिर खानु तपाईंका लागि विकल्प होईन भने त्यस व्यवसाय सम्बन्धि सर्वेक्षणको प्रारूप तयार गर्न लगाएर आफै सर्वेक्षण गर्नुहोस् । छनौट गरिएका व्यवसायी र तिनका ग्राहकलाई भेट्नुहोस् । उत्पादनहरू प्रति ग्राहकको सन्तुष्टताका बारेमा प्रश्न गर्नुहोस् नयाँ उत्पादनका बारे ग्राहकको धारणा लिनुहोस् । यसले तपाईंलाई व्यापारको बारेमा सम्पूर्ण जानकारी प्रदान गर्दछ ।

४) सीप

हरेक उद्यमीका लागि व्यापार सम्बन्धि प्राविधिक र व्यवस्थापन दुवै क्षेत्रको सीप हुनु जरुरी छ । प्राविधिक सीप भनेको तपाईंको व्यवसायको प्रविधि सम्बन्धि व्यवहारीक ज्ञान हो । यदि तपाईं उनेको कपडाको उत्पादक हुनुहुन्छ भने तपाईंले सिलाई/बुनाईका सामान्य कुराहरू जान्नु जरुरी छ । यदि तपाईं सफ्टवेयर निर्यातक हो भने, तपाईंले प्रोग्रामिङ जान्नु जरुरी छ । प्राविधिक सीप भनेको तपाईंलाई कस्तो कामदार चाहिन्छ , कस्तो नियमावली चाहिन्छ र सबैलाई एकै ठाँ उमा कसरी मिलाएर राख्ने जस्ता व्यवहारीक ज्ञानका कुराहरू हुन् ।

व्यवसाय सुरु गर्नु अगाडि सीपका तह र व्यवसाय सम्बन्धि ज्ञान हुनु उत्तिकै महत्वपूर्ण छ । यदि तपाईं सँग सम्बन्धीत सीप छैन भने, तपाईंले हासिल गर्नु पर्छ । तपाईं तालिम, कार्यशाला तथा गोष्ठीमा भाग लिनुहोस् । सम्बन्धित मानिसहरूलाई गएर

भेटनुहोस् । तपाईंलाई मन परेका उद्योगहरूको भ्रमण गर्नुहोस् । सूचिपत्रहरू जम्मा गर्नुहोस् । तपाईंलाई मिल्ने खालको नियमावली र सम्बन्धित कार्यालयहरूको बारेमा जानकारी लिन सम्बन्धित सरकारी विभागहरूको भ्रमण गर्नुहोस् । काम सुरु गर्नु अगाडि नै आफूलाई सक्षम बनाउनुहोस् ।

५) अनुभव

अनुभवको कुनै विकल्प छैन, विशेष गरि उद्यमीका लागि । तपाईंले व्यवसायीक सीपहरू औपचारिक शिक्षाबाट पाउन सक्नु हुन्छ र बजारको अनुसन्धानबाट व्यवसायीक ज्ञान पाउन सक्नु हुन्छ, तर अनुभवले तपाईंलाई भविष्यमा आफ्नो व्यापारमा त्यस्तै किसिमको वातावरणमा आफ्नो जिम्मेवारीमा कुनै बोझ बिना नै काम गर्ने अवसर प्रदान गर्छ । तपाईं हासिल गरेको पाठहरू नगुमाउन निश्चित हुनु पर्छ । आफूले सिकेका मुख्य पाठहरू लेख्न र साथी भाई तथा परिवारसँग बाँड्न नबिसनुहोस् ।

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उद्यमीका लागि परिवार र साथीहरूको सहयोग अति आवश्यक हुन्छ । आफ्नो परिकल्पना आफ्नो जीवन साथी र बालबच्चाहरूसँग बाँड्नुहोस् ।

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६) परिवार तथा साथीहरूको सहयोग

उद्यमीका लागि परिवार र साथीहरूको सहयोग अति आवश्यक हुन्छ । आफ्नो परिकल्पना आफ्नो जीवन साथी र बालबच्चाहरूसँग बाँड्नुहोस् । उनीहरूको प्रश्नहरू र जिज्ञासाहरूलाई चाँसो दिनुहोस् र उनीहरूलाई पहिलो दिन देखि नै आफ्नो काममा समावेश गर्नुहोस् । उनीहरूको सहयोग माग्नुहोस् र कदर गर्न नबिसनुहोस् ।

७) सञ्जाल र सम्पर्कहरू

तपाईंको पहिलो ग्राहक, पहिलो बिक्री र पहिलो नगद उत्पादनहरू साधारणतया पहिले कै प्रत्यक्ष र अप्रत्यक्ष रूपमा चिनेका सम्पर्कहरूबाट नै हुन्छन् । मानिसहरूमा पहिले देखि चिनेका व्यक्तिहरूसँग काम गर्ने बानी हुन्छ किनकी यसले उनीहरूलाई धेरै अप्रिय घटनाहरूबाट जोगाउँछ । ग्राहकहरू र आपूर्तिकर्ताहरू पहिलेका सम्पर्कहरूलाई लेनदेनका लागि मापदण्डको एउटा पाटाको रूपमा लिनुहोस् । तपाईं सम्पर्कको मार्फतबाट काम गर्नुहोस् र अज्ञान व्यक्तिहरूसँग भेट्ने आत्मविश्वास बढाउनुहोस् । यदि तपाईं आफ्नो

“ एक सफल उद्यमी हुनका लागि तपाईं ठूलो सञ्जाल भएको परिवार र साथीहरू लिएर जन्मिनु जरुरी छैन । आफ्नो बिक्रीको सञ्जालको विकास गर्नुहोस् । ”

उत्पादन आफूले चिनेका व्यक्तिहरूलाई बिकाउन सक्नु हुन्न भने आफ्नो उत्पादन मिश्रणलाई पुर्नअवलोकन गर्नुहोस् ।

एक सफल उद्यमी हुनका लागि तपाईं ठूलो सञ्जाल भएको परिवार र साथीहरू लिएर जन्मिनु जरुरी छैन । आफ्नो बिक्रीको सञ्जालको विकास गर्नुहोस् । व्यवसायीक गोष्ठीहरूमा भाग लिनुहोस् । समाजिक भेलाहरू र सम्पर्क बढाउने समारोहमा भाग लिनुहोस् । आफ्नो सम्पर्क बढाउनुहोस् र सूची तयार गरि व्यक्तिगत रूपमा पनि पहिचान बढाउनुहोस् । तपाईंले तपाईंको ग्राहक अथवा आपूर्तिकर्ताका रूपमा काम गर्न मन लागेको व्यक्तिको ढोका ढक्ढकाउने कारणहरू खोज्नुहोस् ।

(Source : How to start a business : A Guide for Women. Ali Salman . CIPE – Pakistan)

AFTER ARTHALAYA THE GRADUATES SHARE THEIR STORIES



Raju Shakya

Arthala Graduate, Batch of '09

Raju Shakya, graduate of Arthala was awarded the title of “Youth of the Year 2009”. A unique pageant which provides platform for young people to showcase their talent had 22 participants. The pageant focused on the talent, leadership quality and beauty-- not only in physical norms but also by appreciating the human character. Raju Shakya feels delighted to win this prestigious title. He says that he was very enthusiastic to participate in this competition. The pageant provided him with an opportunity to celebrate a wide array of life. He feels very happy to be a role model for youth and believes that youth are not only the pillars but the most creative force of society that bring change and lead nation in the most prosperous manner. Raju Shakya says that Arthala helped him by boosting his confidence level and enhancing his knowledge.

Mr. ICHHYA RAJ TAMANG

Civil Group Pvt. Ltd.

Born in a simple family of British Army in Okhaldhunga district of North eastern Nepal, Mr. Ichhya Raj Tamang is an engineer by profession. He did his hydropower engineering in the then Soviet Russia, which was the same place where his entrepreneurial life began.

During his student life, to support his expenses, he started selling Chinese goods in Russia which was his first step towards entrepreneurship. After returning to Nepal he started working as an engineering consultant. But, the ongoing civil war made his job very difficult. Later, he along with his 12 engineer friends formed a group and started Civil Cooperative which was later developed into a firm called Civil Group. The group currently operates Civil Homes Pvt. Ltd., Civil Merchant Bittiya Sanstha, Civil Saving & Credit Co-operative Ltd., Civil Business Complex Pvt. Ltd., Civil Trading Company Pvt. Ltd. and Civil International Consultant Pvt. Ltd. Apart from that, Mr. Tamang is also working as an assistant lecturer in Institute of Engineering, Pulchowk.

Tamang states that to develop entrepreneurship in Nepal, a positive attitude towards credits and brokers should be developed. Nepalese society considers taking credit or loans as a crime. But, according to him, this kind of thinking only hampers business environment. Fear of credit prevents people from starting new ventures and participating in the economy. Developing a positive attitude towards credits and brokers is a challenge as it is difficult to change people's attitude.

Mr. Tamang has also been involved in working towards bringing a real estate act in Nepal which would protect the real estate business from whimsical decisions of the government. The act was in verge of getting passed in the parliament but with the collapse of the government, its future is uncertain. According to Mr. Tamang, the changing and uncertain political scenario is a major challenge for entrepreneurs as their operation is adversely affected with the change in the government. He feels that potential investors lack investment opportunities in Nepal. He believes that Nepal can be a prosperous nation when impunity, strikes and political instability is resolved.





लक्ष्य : खुल्ला-बजार लोकतन्त्र

बजार अर्थव्यवस्था र लोकतन्त्रलाई पारस्परिक ढङ्गले लागू भएको स्वतन्त्रता र स्वतन्त्र संस्थाहरूको रूपमा व्याख्या गर्न सकिन्छ । यी स्वतन्त्र संस्थाहरू विश्व भरी भिन्न भिन्न रूपमा रहेका हुन्छन् तर यी सबै आधुनिक र स्वतन्त्र समाजका लागि आवश्यक छन् ।

बजार अर्थव्यवस्था के हो ?

धेरै जसो मानिसहरू बजार भनेको वस्तु र सेवाको किनबेच गर्ने थलोको रूपमा सोच्दछन् । वास्तवमा , स्वतन्त्र रूपमा साटासाट गर्ने सामर्थ्यता र व्यापार व्यवसाय नै एउटा मूलभूत स्वतन्त्रता हो जसले आधुनिक अर्थतन्त्र र त्यसको गतिशीलतालाई सबलीकरण गर्छ । यद्यपी , “बजार” लाई धेरै जसो सहज रूपमा लिएको पाईन्छ। साँचो अर्थमा विनिमय प्रणाली सहज पार्नको निम्ति बजारहरूको हेरचाह र तीनलाई व्यवस्थित गर्नुपर्दछ ।

बजार अर्थव्यवस्था एउटा प्रतिस्पर्धात्मक आर्थिक प्रणाली हो जहाँ सबैको लागि उस्तै नियमहरू हुन्छन् । बजारका नियमहरू अथवा संस्थाहरूले बजारका सहभागीहरूको आत्मविश्वास बढाउँछन् र कारोबार पुरा गर्न लाग्ने मूल्यहरू घटाउँछन् । बजारका संस्थाहरूले आर्थिक कारोबारलाई सिमित दायरा भन्दा माथि उठि विकासका लागि प्रोत्साहान गर्दछन् । यसका साथै , साना कारोबारले विशिष्ट र नविनता तिर लग्दछन् ।

संस्थाहरू के हुन् ?

संस्थाहरू मानवले बनाएको बाध्यताहरू हुन् जसले मानव अन्तरक्रियालाई संरचनात्मक बनाउँदछ । तिनीहरू औपचारिक बाध्यताहरू (नियमहरू , कानूनहरू , संविधानहरू) , अनौपचारिक बाध्यताहरू (चालचलनका मान्यताहरू , चलनहरू , र आफैबाट जारी गरीएको आचार संहिता) , र तिनीहरूको लागू गर्न सक्ने विशेषताहरूबाट बनेका हुन्छन् । तिनीहरूले समाजको संरचना र विशेष गरि अर्थव्यवस्थालाई पनि व्याख्या गर्दछन् ।*

नोट

*डग्लेस सि.नोर्थ, “ईकोनोमिक पर्फेमेन्स थ्रु टाइम,”
नोबेल प्राईज लेक्चर, डिसेम्बर ९, १९९३.

“सरकारको भूमिका उद्देश्य मूलक कानूनहरू (नियम) निमार्ण, बजार व्यवस्थाको समुचित व्यवस्थापन तथा सृजना गर्नु हो जसले व्यक्तिलाई र कम्पनीहरूलाई भ्रष्ट अभ्यासहरूबाट बचाउँछ ।”

बजार अर्थव्यवस्थाहरूको विशेषता निम्न उल्लेखित छन् :

अर्थ व्यवस्थाहरू स्वेच्छिक व्यक्तिहरू वा फर्महरूको मूल्यको स्वतन्त्र विनिमयबाट हुन्छ । वस्तु र सेवाहरूको विनिमयसँग सम्बन्ध भएको मूल्यको निर्धारण अनियन्त्रित मूल्य प्रणालीमा दर्ता भए अनुसार आयत र निर्यातले निर्धारण गर्दछ । अर्थतन्त्रमा यसको वैधानिकताको दावी के हो भने दुवै समूहहरू विनिमय प्रणालीबाट लाभान्वित हुन्छन् ।

फर्म, सहकारी, संगठन, र अरु आर्थिक गतिविधिहरूको विकास गर्न आर्थिक गतिविधिका लागि संघको स्वतन्त्रता व्यक्तिहरूका लागि कानूनले स्थापना र सुनिश्चित गरेको हुन्छ ।

आफ्नो सामाजिक आर्थिक पृष्ठभूमिको बावजुद पनि प्रत्येक व्यक्तिका लागि बनाईएको कानूनले निजी सम्पत्ति र उत्पादनको माध्यम दुवै माथि स्वामित्वको स्वतन्त्रता र विनिमयलाई सुनिश्चित गर्दछ ।

कानूनले आर्थिक गतिविधिको स्वतन्त्रता र सूचनालाई सुनिश्चित गर्दछ ।

प्रत्येक व्यक्ति र कम्पनीलाई बजार भित्र स्वतन्त्रता पूर्वक आउन कानूनले सुनिश्चितता दिन्छ ।

प्रतिस्पर्धाले कानूनी र व्यवस्थापकीय प्रणालीको काम गर्छ जसले बजारमा एकाधिकार व्यापारको रोक, मूल्य निर्धारण, सरकारी चरित्र र अन्य व्यवधानहरूलाई रोक्ने काम गर्छ ।

सरकारको भूमिका उद्देश्य मूलक कानूनहरू (नियम) निमार्ण, बजार व्यवस्थाको समुचित व्यवस्थापन तथा सृजना गर्नु हो जसले व्यक्तिलाई र कम्पनीहरूलाई भ्रष्ट अभ्यासहरूबाट बचाउँछ । कानूनहरू वस्तुगत र प्रतिबन्धक चरित्रको हुनु पर्छ (आदेश मूलक होईन) । कर प्रणालीलाई वस्तुगत तत्वहरूबाट लागू गरिनु पर्छ तर हरण गर्ने प्रकृतिको हुनु हुँदैन । सरकारको सेवा र सार्वजनिक वस्तुहरूमा पहुँच हरेक उद्देश्यबाट सबैलाई खुल्ला हुनु पर्छ ।

निजी क्षेत्र अर्थ व्यवस्था अनिवार्य रूपमा बजार अर्थ व्यवस्था हुन्छ भन्ने छैन । यदि निजी क्षेत्रका आर्थिक पात्रहरूको आचरण, भ्रष्टाचार र नातावादमा अल्झिरहन्छ भने त्यो बजार अर्थ व्यवस्था होईन । फर्डिनान्ड मार्कोशको नेतृत्वमा रहेको फिलिपिन्सको निजी क्षेत्र अर्थव्यवस्था एउटा राम्रो उदाहरण हो जहाँ नातावादले खुल्ला र इमान्दार प्रतिस्पर्धामा प्रभुत्व जमायो । नियमहरू सबै निजी पात्रहरूका लागि एउटै हुनु पर्छ ।

हस्तक्षेप नगर्ने (लासियाज फेरे) नीति नै बजार चलाउन पर्याप्त हुँदैन । सरकारले स्थिरता, निष्पक्ष कानून र नियमहरू सुनिश्चित गर्नु पर्छ जसले गर्दा अर्थ बजार प्रस्फुटित हुन सकोस् । बाध्यकारी नियम जसले सबै पात्रहरू माथि शासन गर्छ त्यस बिना व्यापार “क्यासिनो पूँजीवाद” हुन्छ, जहाँ हा व्यापार केवल सर्तको रूपमा मात्र हुन्छ – सर्त जुन मानिसहरूले पुरा गर्दछन्, कम्पनीहरूले साँचो कुरा गर्छन्, कामदारहरूले तलब पाउँछन्, र ऋणलाई सम्मानित गरिन्छ ।

“निजी सम्पत्ति माथिको अधिकारले सम्पत्तिका मालिकहरूलाई लगानी र तिनीहरूलाई आफ्नो सम्पत्तिमा सुधार ल्याउन प्रोत्साहन गर्दछ ।”

बजारका प्रमुख संस्थागत कुराहरू

सम्पत्ति माथिको अधिकार- निजी सम्पत्ति माथिको अधिकारले सम्पत्तिका मालिकहरूलाई लगानी र तिनीहरूलाई आफ्नो सम्पत्तिमा सुधार ल्याउन प्रोत्साहन गर्दछ । त्यसले उद्यमीहरूलाई नयाँ कुरा सुरु गर्न प्रोत्साहन गर्दछ । निजी सम्पत्ति माथिको अधिकारको बलियो प्रणालीले सम्पत्तिको मालिक र सम्पत्तिको विनिमय कसरी गर्न सकिन्छ र प्रक्रिया बिना हुने जफतबाट सम्पत्तिका मालिकहरूलाई कसरी बचाउने भन्ने कुराहरूको व्याख्या गर्दछ ।

सुरक्षित करारहरू – भरपर्दो करारहरूले विनिमयहरू र राष्ट्रिय तहका लगानीहरूलाई सजिलो बनाउँछन्, अझ बढि अपरिचितहरू माझ । करारहरूले पाउने सम्मानको आश्वासनले व्यापक रूपमा आर्थिक कारोबारहरूमा विश्वासको आधार बनाउँदछ । कानूनहरू र अदालतहरूले करारहरूको निष्पक्षताको सुनिश्चितता गर्दछ ।

बजार भित्र बाहिर गर्ने स्वतन्त्रता - खुल्ला बजारहरू प्रतिस्पर्धात्मक र नयाँ व्यापारका लागि खुल्ला हुन्छन् । सरकारले बजारमा प्रवेश गर्ने प्रक्रियालाई बढी नियमहरू वा आधिकारीक मोनोपोलीद्वारा राख्दैन, ननै निजी उत्पादनकर्ताहरूलाई

प्रतिस्पर्धामा अवरोध खडा गर्न दिन्छ । बजारमा प्रवेश गर्ने बाधाहरूलाई हटाईन्छ , एन्टी-ट्रस्ट ल लागू गरिन्छ , र नातावाद कृपावादलाई हटाईन्छ ।

सूचना प्रवाहमा स्वतन्त्रता - बजारको अर्थ व्यवस्थामा , नीतिहरू बारे सरकार स्पष्ट हुन्छ र आर्थिक सूचनाको प्रवाहलाई कहिले पनि रोक्दैन । व्यवसायहरू , मिडिया , नागरिक समाज संस्थाहरू , र नागरिकहरूको आर्थिक सूचनामा पहुँच हुनुका साथै नीति, अधिकार, र नियमहरूको ज्ञान पनि हुन्छ ।

विधिको शासन - माथि उल्लेखित गरिएका यी सबै बजारका संस्थागत कुराहरू विधिको शासनद्वारा अडिएका छन् । समानान्तर र स्पष्ट रूपमा कानून लागू गरिएको हुन्छ , र कानून अन्तर्गत नागरिकहरूसँग समान सुरक्षा रहेको हुन्छ ।

लोकतन्त्र के हो?

लोकतन्त्र भनेको जनताको प्रभुसत्ता भएको सरकार हो, त्यो भनेको “जनताको शासन”।

अधिकार तथा स्वतन्त्रता - लोकतन्त्रले नागरिक र राजनैतिक अधिकार साथ साथै, अभिव्यक्तिको स्वतन्त्रता, संघको स्वतन्त्रता, निजी सम्पत्तिको अधिकार, र सूचनाको स्वतन्त्रताको सम्मान गर्दछ । नागरिकले जीवनका हरेक पक्षमा स्वतन्त्रताको आनन्द लिन्छ ।

प्रतिस्पर्धा - सार्वजनिक अधिकारीहरूका र प्रतिनिधित्वको छनौट सबैमा लागू हुने स्थिर नियमद्वारा परिभाषित गरिएको खुल्ला प्रतिस्पर्धाद्वारा गरिन्छ । विचार, मत र नीतिहरूमा खुल्ला बहस गरिन्छ ।

सहभागिता - लोकतन्त्रको वैधानिकता र प्रभावकारीता राजनैतिक प्रक्रियामा विस्तारीत सहभागिताद्वारा प्रवाह हुन्छ । सबै नागरिकहरूसँग सहभागिताको लागि समान अवसर र थुप्रै समय हुन्छ ।

जवाफदेहिता - लोकतान्त्रिक सरकारहरू विधिको शासन र आधिकारीक जाँचको दायरामा हुन्छन् । नागरिक र नागरिक समाजले सरकारलाई उसको भूमिका र कार्यको जवाफदेहि बनाउन सक्छ ।

लोकतन्त्र भनेको जनताको प्रभुसत्ता भएको सरकार हो, त्यो भनेको 'जनताको शासन'।

“ असल शासन वा सुशासनको अर्थ जनता
प्रति उत्तरदायी, प्रभावकारी, जिम्मेवार भएको
शासन व्यवस्था हो । ”

असल शासन भनेको के हो ?

असल शासन वा सुशासनको अर्थ जनता प्रति उत्तरदायी, प्रभावकारी, जिम्मेवार भएको शासन व्यवस्था हो । यसले कुनै पनि निर्णयमा पुग्नु अघि सहभागिता मूलक पद्धतिलाई महत्व दिने गर्दछ । लोकतान्त्रिक शासन व्यवस्थामा लोकतान्त्रिक प्रक्रियाबाट प्रतिनिधित्व हुने गर्दछ र सरकार आफैमा लोकतान्त्रिक हुने गर्दछ । लोकतान्त्रिक शासन व्यवस्था त्यति बेला प्रभावकारी हुन्छ जति बेला आम नागरिकको हरेक प्रक्रियामा उल्लेख्य सहभागिता हुने गर्दछ ।

सर्वसाधारण र यीनका प्रतिनिधि समूहहरूसँग चुनाव भरि मात्र नभएर चुनावको बीचमा पनि निर्णय गर्ने प्रक्रियामा सहभागि हुने र प्रभाव पार्ने अवसरहरू हुन्छ ।

लोकतान्त्रिक विधिबाट चुनिएका जन प्रतिनिधिसँग जनताको म्यान्डेट पुरा गर्ने माध्यम र उत्प्रेरण रहेको हुन्छ ।

स्वतन्त्र न्यायालयले समान रूपमा कानून लागू गर्छ र विधिको शासनलाई मान्दछ । नागरिकहरूको कानून अन्तर्गत समान सुरक्षा हुन्छ र सरकार कानून भन्दा माथि हुँदैन

नागरिक सेवा पेशागत हुन्छ र चुनिएका अधिकारीहरू प्रति जवाफदेहि हुन्छ ।

कानून र नियमहरू स्पष्ट , समान हुन्छन् र खर्चलाई उच्छिन्ने सामाजिक फाइदाहरू प्रदान गर्छ ।

कानून निर्माण , त्यसलाई लागू गर्ने , र सरकारको भूमिका पारदर्शि हुन्छ । आर्थिक व्यवस्था र लोकतन्त्र बीचको सम्बन्ध ।

आर्थिक व्यवस्थाहरू र लोकतन्त्रहरू खुल्ला , खेलको नियमहरू र विस्तारीत स्वतन्त्रतामा आधारित प्रतिस्पर्धात्मक प्रणाली हुन् । तीनले साधारण मान्यताहरू जस्तै सहभागिता, पारदर्शिता, स्पष्टता, र अवसरको समानतालाई दर्शाउँछन् । यी दुई प्रणालीहरूको केन्द्रमा भने असल शासन रहेको हुन्छ । असल शासनले उत्तरदायी, उत्पादनकारी बजार व्यवहार र प्रभावकारी, वैधानिक लोकतन्त्रहरू दुवैलाई दिगो राख्दछ ।

बजारको अर्थ व्यवस्थामा, एउटा प्रतिस्पर्धात्मक निजी क्षेत्रले राज्यलाई विपरीत दबाव प्रदान गर्छ, राजनैतिक परिवेशमा सक्रियतालाई स्थान दिन्छ, र एउटा उत्साहजनक नागरिक समाजको सम्भाव्यवतालाई बढाउँछ। थालनी र जोखिम उठाउने एउटा उद्यमशील संस्कृतिले नागरिकको सहभागिता र नेतृत्वको राजनीतिक संस्कृतिको प्रचार प्रसार गर्छ। अझ, आर्थिक वृद्धि र अवसरहरू जुन खुल्ला बजारको कारण हुन्छ त्यसले मध्यम वर्गलाई सहयोग पुर्याउँछ, लोकतन्त्रहरूलाई उच्च जीवन स्तर प्रदान गर्न सहयोग गर्दछ।

एउटा लोकतान्त्रिक प्रणाली राजनैतिक स्थिरता, विधिको शासन, र सम्पत्ति माथिको अधिकारका लागि एउटा सबैभन्दा राम्रो सुनिश्चितकर्ता हो। यी सबै कुराहरू दीर्घकालिन आर्थिक वृद्धि र निजी क्षेत्र लगानीका लागि आवश्यक छन्। लोकतन्त्रहरूमा, प्रख्यात सहभागिता, अन्तरक्रिया, र जवनफदेहीतामा आधारित निर्णय गर्ने प्रक्रियाले निजी क्षेत्रबाट आर्थिक नीति निर्माणमा मान्यता सहितको प्रयासलाई स्थान दिन्छ। लोकतन्त्रहरूमा आफै बढ्दो वृद्धिलाई सम्हालन सक्ने, सबैका लागि आर्थिक अवसरहरूको प्रोत्साहन दिने, र मानवीय विकास सुचकहरूलाई बढाउन सक्ने क्षमता रहेको हुन्छ। लोकतान्त्रिक शासन वैधानिक, दिगो आर्थिक पद्धतिका लागि आवश्यक छ।

लोकतन्त्रहरूमा प्रख्यात सहभागिता, अन्तरक्रिया, र जवाफदेहीतामा आधारित निर्णय गर्ने प्रक्रियाले निजी क्षेत्रबाट आर्थिक नीति निर्माणमा मान्यता सहितको प्रयासलाई स्थान दिन्छ।

(Source: The CIPE Guide to Governance Reform. Strategic Planning for Emerging Markets. CIPE Partner Edition, 2009)

अर्थालय पछि.....

राकेश सिंह
अर्थालय, २००९

“म एउटा सामाजिक उद्यमी हुँ” - भन्छन् राकेश। २२ वर्षको उमेरमा आफ्नो पाईला उद्यमशीलता तर्फ बढाएका राकेश सिंहलाई समाजमा केही गर्छु भन्ने भाव भने धेरै पहिला देखि थियो। यसै अनुरूप उनले फोहोर व्यवस्थापनको कार्य सुरु गरेका छन्। अब तपाईं भन्नु होला यो उद्यम कसरी भयो? यसरी: राकेशले फोहोर मैला जम्मा गरेर त्यसबाट मलको उत्पादन गरि बेच्न फोहोर व्यवस्थापन प्रणालीको विस्तार गर्ने सोचको विकास गरे। उनी भन्छन् यो व्यवसाय मात्र नभएर यसले सामाजिक हितको पनि काम गर्नेछ। हाल नोबेल कलेजमा जनस्वास्थ्य पढिरहेका राकेशले चेन्ज फ्यूजन नामक संस्थाको सहयोगबाट उनको व्यवसायको लागि श्रोत जुटाउने मौका पाएका छन्।

यो व्यवसाय राकेशले यतिकै सुरु गरेका छैनन्। उनी भन्छन् - व्यवसाय गर्न त्यति सजिलो छैन। उनको उद्यमशीलताको कथा यस्तो छ - समृद्धि प्रोस्पेरिटी फाउन्डेसनले चलाएको आर्थिक स्वतन्त्रता र उद्यमशीलता सम्बन्धि “अर्थालय” नामक पाँच दिने कार्यशालामा चेन्ज फ्यूजन भन्ने संस्थाको बारे थाहा पाएपछि उनले आफ्नो यो व्यवसायको सोचलाई अघि बढाउने निर्णय गरे। अर्थालयबाट फर्केर उनले यसबारे आफ्नो वातावरण विषय पढाउने शिक्षकसँग सल्लाह लिए जसले उनको यस सोचलाई अझ बढि प्रोत्साहन दिए। राकेशले त्यसपछि यसबारे गम्भिर रूपमा विश्लेषण गरे र यो निष्कर्षमा पुगेकी यो व्यवसाय सामाजिक मात्र नभएर नाफाको रूपमा पनि राम्रो हुनेछ। त्यसपछि उनले चेन्ज फ्यूजनलाई एउटा व्यवसायिक योजना तयार गरि बुझाए र अरु ९ जना सहित अनुदान पाउनेहरूमा छानिए।

काठमाडौं सहरबाट प्रत्येक दिन ४५० टन फोहोर मैला निस्कने गर्दछ र यसको ७०% जैविक फोहोर हुन्छ जुनलाई मलको रूपमा परिणत गर्न सकिन्छ। अरु २२% लाई पुनः प्रयोग गर्न सकिन्छ भने बाँकी ८% फोहोरको मात्रै सहि रूपमा व्यवस्थापन

“ उनले चेन्ज फ्यूजनलाई एउटा व्यवसायिक योजना तयार गरि बुझाए र अरु ९ जना सहित अनुदान पाउनेहरूमा छानिए ”

“ अर्थालयले मलाई मेरो व्यवसायिक सोचको विकास गर्न मद्दत पुऱ्यायो ”

गर्नुपर्ने हुन्छ । यसरी राकेशले फोहोर मैलाको सहि व्यवस्थापन गरि मल बनाउन मिल्ने फोहोरलाई मल बनाई र पुनः प्रयोग गर्न मिल्ने चीजहरूलाई बेच्ने आफ्नो व्यवसायको प्रमुख सोच बनाए र यसका लागि एउटा योजना तयार गरे । यस योजनालाई उनले चेन्ज फ्यूजन मा बुझाए र आफ्नो व्यवसायको लागि स्रोत जुटाउन सफल भए ।

यो व्यवसाय गर्नका लागि मुख्यतया दुई वटा चुनौति रहेको उनी बताउँछन् । पहिलो त फोहोर जथाभावि फाल्न हुँदैन र त्यसको सहि व्यवस्थापन गर्न जरुरी छ भनी बुझाउन र मानिसहरूको मनस्थितिमा परिवर्तन ल्याउन निकै गाह्रो छ । दोस्रो, यसका लागि श्रोत जुटाउन निकै गाह्रो र अनुदान दिने संस्थाको माग अनुसार आफ्नो व्यवसायिक रणनीतिलाई परिवर्तन गर्न पनि एउटा ठूलो चुनौती हो ।

राकेश अहिले आफ्नो व्यवसायको सुरुवातमा रहेका छन् र भने जस्तो सहयोग प्राप्त भएमा भविष्यमा एउटा सामुदायिक स्वास्थ्य केन्द्र खोल्ने उनको ईच्छा छ । राकेशसँग ग सहि लक्ष्य तय गर्नसक्ने, विकल्पहरूको पहिचान गर्नसक्ने र विश्लेषण गर्नसक्ने क्षमताहरू रहेका छन् जुन एउटा उद्यमी सित हुनुपर्ने गुणहरू हुन् । आफू विज्ञानको विद्यार्थी भएता पनि अर्थालयबाट धेरै कुरा सिकेको उनी बताउँछन् । अर्थालयबाट उनले बुझे कि अर्थशास्त्र र व्यवसाय भनेको सबैका लागि महत्वपूर्ण कुरा हो । अर्थालयले उनीमा उद्यमशीलता बारे अझ बढी जान्ने कौतुहलता बढायो । उनी भन्छन् - “अर्थालयले मलाई मेरो व्यवसायिक सोचको विकास गर्न मद्दत पुऱ्यायो” ।



Mr. GYANENDRA LAL PRADHAN

Director, Hydro-Solutions Pvt. Ltd.

Mr. Gyanendra Lal Pradhan, a visionary entrepreneur is the Director of Hydro-Solutions Pvt. Ltd. An electrical engineer by qualification, he is a hydropower specialist. Mr. Pradhan has got recognition and appreciation for his contributions to the field of hydropower and clean energy. He has been awarded with prestigious Best Entrepreneur Award at the Boss Business Excellence Awards, and is the winner of the Manager of the Year 2006 Award.

Hydro Solutions Pvt. Ltd. is a rapidly expanding organization in hydropower sector providing integrated support to hydropower development. Presently Hydro Solutions is actively developing numerous projects with cumulative capacity of over 500 MW contributing to sustainable hydropower development in Nepal.

Mr. Pradhan started his entrepreneurship venture 18 years ago with 5 employees and now he is employing more than 100 employees. He says that entrepreneurship doesn't benefit an individual alone but the whole society and the country by creating employment opportunities and generating wealth. He opines that Nepal has got lot of potential in hydroelectricity. Being blessed with abundant water resource, and hydropower being the cheapest form of energy, Nepal can be prosperous by developing this sector. In fact, Nepal

Mr. Pradhan says that rather than being skeptical about foreign investment, we should focus on attracting foreign investment.

ENTREPRENEUR'S STORY

not only has potential to generate electricity, but ability to meet electricity demand of whole India and Bangladesh.

But, even with the mentioned potential, Nepal has not been able to utilize its resource properly. One of the reasons according to Mr. Pradhan is the misconception of locals. Locals think that the various projects that are undertaken in and around their areas affect their life in a negative way. But, Mr. Pradhan emphasizes that the construction of hydropower projects always improves the living standard of local people by providing electricity, roads and employment opportunity. Projects help to create a peaceful country by engaging every individual in construction works, and thus generating employment and income.

Mr. Pradhan says that rather than being skeptical about foreign investment, we should focus on attracting foreign investment. The foreign investment once invested in hydro projects become local investments as it is not possible to shift all the infrastructure of hydro electricity. He says that making environment investment friendly is very important.

Despite having lots of possibilities, Nepal still has to cross many hurdles for development of hydropower sector. Mr. Pradhan appreciates the growth achieved by China after Deng Xiaoping became the leader of China. He thinks every country needs visionary leader as Deng Xiaoping who is committed to the development of the country rather than their political interest or ideological dogma. He says that there is lack of visionary leaders in Nepal, who understand economics and the virtue of entrepreneurship.

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Mr. Pradhan emphasizes that the construction of hydropower projects always improves the living standard of local people by providing electricity, roads and employment opportunity.

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ENTREPRENEUR'S STORY

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Worry and do your best to change the things you can change and learn not to worry about the things you cannot change

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He says that environment for business in Nepal, is not secured enough. He himself is the victim of instable political condition of the country. His project of Butwal Hydropower Company (BPC) in Pyuthan was destroyed by the Maoist. Later, he went to Pyuthan to interact with the Maoists. He thinks the rebels had been mistakenly destroying the infrastructures and therefore, clear communication is needed for creating conducive environment for the development of infrastructures.

Mr. Pradhan says that to be a successful entrepreneur one should be able to think differently and be a day dreamer. Only when you dream of something you can work towards accomplishing it. He says it is very important to be independent, tough, creative and optimistic. An entrepreneur should always have a vision to drive an enterprise. He says it is very important to analyze past actions and keep learning from them while planning for the future.

Organizing capacity is another very important skill needed by an entrepreneur because Mr. Pradhan believes even the most capable entrepreneurs cannot go beyond certain level without organizational capacity. Organizing skills involve networking and connecting with people who are crucial to the success of the organization. According to him, partnership is a better form of business venture and competition between partners promotes the interest of the organization.

He encourages young entrepreneurs, to take some calculated risks and do something new rather than copying from someone as copying from someone always makes one inferior to the original entrepreneur. His philosophy in life is to “Worry and do your best to change the things you can change and learn not to worry about the things you cannot change”.



ECONOMIC FREEDOM AND NEPAL



by Swasti Thapa
Arthalaya Graduate, Batch of '09

Economic freedom is the new buzz word in many developed and developing nation. Many people believe that it is a tool which will magically turn their life and make them prosperous. Economic freedom is a situation where there is absence of coercion or constrain on production, distribution or consumption of goods and services. So, in the situation of economic freedom, a producer is free to produce the goods and services and place it in the market.

However, the consumer has the right to choose the product among those available in the market.

“ Economic freedom does not mean absence of regulation. ”

Economic freedom does not mean absence of regulation. In fact, for proper adoption of economic freedom regulation is a must. Rule of law is the state where there is existence of independent judiciary and equality of the law. All legal rules apply equally to everybody. In the absence of rule of law confusion and chaos is created which hampers economic growth of the nation.

Economic freedom advocates various issues and one of them is investment freedom. Nationals or foreigners have equal opportunity for investment. Investment freedom is a prerequisite for economic freedom. This provides an opportunity for a country to generate fund for investment, where as for an investor, it provides choice of country and area for investment. To make the atmosphere investor-friendly, the process and procedure should be brief and scientific.

Second important issue is the property right. Protection of personal property by

Limited government intervention facilitates efficient functioning of private sector. Efficient private sector is a must for economic growth.

the state is important in building conducive environment for investment. Many developing countries have transformed their economy by providing protection for the property earned by the investors. Socialist country like China has progressed significantly by allowing entrepreneurs to hold personal property.

Another important thing is that economic freedom advocates less government intervention. Limited government intervention facilitates efficient functioning of private sector. Efficient private sector is a must for economic growth. When there is less formalities from the government side, the investors feel comfortable to function; this motivates them for further investment.

Economic freedom emphasizes on free market. Free market means the market is not regulated by government but by the competitive force of market itself. Free market provides consumer with wide range of option. They have the opportunity to get better quality goods at a cheaper price. On the other hand free market attracts many foreign companies to play in the market if they can be competitive with domestic industry.

Developing countries want to have rapid progress and achieve economic freedom. For the progress, assistance from the developed countries is desirable. However, the aid provided by the developed country not necessarily has the positive impact and may increase dependency on the foreign assistance. Development of the competence within the country is needed even with the foreign assistance. Therefore instead of financial and technical assistance, now the form of aid needs to be changed to 'aid for trade', where the aid is utilized to develop competency and capability for trade. This programme emphasizes on the development of competent human resources and infrastructure. The most important single resource of developing country for achieving economic freedom is human resource.

Nepal's commitment for economic freedom is clearly stated by various policy statements. However, the country does not seem to be moving in this direction smoothly. Country's accession to World Trade Organization (WTO) means that the country has gone for free trade. There is no restriction in many sectors of service and goods for foreigners in Nepal. The country has also enacted 'Foreign Investment and Technology Transfer Act' to facilitate foreign investment in the country. On the regional level Nepal has further liberalized trade by joining trade associations like SAFTA and BIMSTEC.

Opening the market is both opportunity and threat. Opportunity is in the form of export. However, if we are not competent enough, it will bring more trade deficit, which means we become more dependent on foreign aid. To achieve economic freedom, Nepal needs to emphasize on achieving trade surplus, for which export should be enhanced, and import should decrease. To achieve this goal and economic freedom few things should be considered.

To minimize the corruption, Government of Nepal should make its operation transparent. However, corruption is also associated with economic status, and we should make effort to come out of this vicious circle.

An important component necessary for economic freedom is political stability. People can exercise their rights only when the nation is politically stable. Political stability gives confidence to the foreign investors to invest. As this situation is far from satisfactory in Nepal at present, we need to improve significantly in this respect, if we desire to move towards economic freedom.

Another important requirement for economic freedom is freedom from corruption. Unfortunately, the situation in this respect is deteriorating day by day and we rank 127th country among the countries most affected by corruption. To minimize the corruption, Government of Nepal should make its operation transparent. However, corruption is also associated with economic status, and we should make effort to come out of this vicious circle.

We cannot ignore the importance of focusing on duties rather than right for economic growth. Our industries are shut many days in a year; roads are frequently obstructed, just for the sake of fulfilling somebody's demand. We pay less attention to others rights, but are more concentrated on our own. This has a negative effect on our performance and productivity. This is another area where improvement is needed for our economic prosperity.

Despite all these hindrances, we have ample opportunities. Nepal is a resourceful country. We are land-linked to world's fastest growing economic countries, which provide us unlimited potentialities. We are rich in human resources. We are not only capable producing competent human resources, but also presenting educational sector as good service industry. Being blessed with diverse topography and climate, we need not emphasize the potentiality of tourism in the country. Water resource and hydropower is another area which can be pivotal for our economic development.

Economic freedom can only be achieved by economic prosperity. Nepal being rich in resources, can achieve the goal, if we are committed. We have large number of external donor partners to assist us to achieve the goal. Let us be rational in thinking and pay more attention on our duties and others right. Building a peaceful country is a must for economic prosperity which leads to economic freedom.

Our industries are shut many days in a year; roads are frequently obstructed, just for the sake of fulfilling somebody's demand. We pay less attention to others rights, but are more concentrated on our own.

The Real School & The Entrepreneurship



by Neelima Raut
Arthalaya Graduate, Batch of '09

The very first time I heard about Arthalaya was through my colleague. He didn't tell me much about what happens in Arthalaya. What he told was that I should participate in this workshop once. I heard that Samriddhi- The prosperity foundation changes the contents and courses every time to improve. So I thought since the September is the last workshop session for this year, I should be participating in this session. Luckily I was selected. When think of it now, if I had not attended 'Arthalaya', I would have missed this golden opportunity- Golden in the sense, it changed my views towards country's present situation, it developed my skills and instilled useful information and knowledge in my mind.

I had not expected that 'Arthalaya' would be that much practical. The workshop was as hard as the army officers training, but was much enjoyable and informative.



The very first day we were assigned to start a business, for that we had to register a company. We actually adapted the real life process of doing business. We had to register our company's name on registrar office and we were not allowed to do business other than company's main purpose. We had to pay the VAT. There were policy interventions.

Besides the business, the entire guest speakers cleared out our doubts and answered the queries. Every day we felt like the guest speakers were there to help us on doing our business. We realized our weakness and strength. We changed our business strategy every day according to the need and market situation and the information provided. For me, it was like doing the business in real sense because I had put my strength, knowledge and power to make our business successful one. We had to study other people's business to make ours a success. The strategies we changed every day were according to other business status and need. So it didn't only give us the chance to do the business with money but a good platform to know the pros and cons of the business world.

Personally, I didn't feel like it was just a platform to practice but I was feeling like as if I am doing the business in real sense and I have to make the profit for my living. May be, because of the same feelings my team succeeded to win in every assignment. And, I came to know that for the success of any business, one should be a team player. Besides that it had improved my leadership skills and taken my confidence level to the greater heights.

Now, I can say that I can be a good entrepreneur and I can create a successful business. It has changed my life and perhaps other Arthalaya participant's life as well. I am sure that after 3 to 5 years the names of some of the successful entrepreneurs will include the names of few Arthalaya graduates and I will be one of them.

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I had not expected that 'Arthalaya' would be that much practical. The workshop was as hard as the army officers training, but was much enjoyable and informative.

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विश्व आर्थिक स्वतन्त्रता प्रतिवेदन

“ २००९ वार्षिक प्रतिवेदनमा नेपाल गत वर्ष भन्दा एक स्थान तल भरि १२९ औं स्थानमा पुगेको छ ”

विश्व आर्थिक स्वतन्त्रता : २००९ वार्षिक प्रतिवेदनमा नेपाल गत वर्ष भन्दा एक स्थान तल भरि १२९ औं स्थानमा पुगेको छ । यो वार्षिक विश्व आर्थिक स्वतन्त्रता प्रतिवेदन फ्रेजर ईन्सटिट्यूटले प्रकाशित गर्दछ, जुन क्यानेडाको एक ठूलो थिङ्क टेङ्क हो र यसको ७५ वटा राष्ट्रहरू र प्रदेशहरूका स्वतन्त्र संस्थाहरूसँग सहकार्य रहेको छ ।

यस प्रतिवेदनले हडकडलाई पहिलो स्थानमा राखेको छ, त्यसपछि सिङ्गापुर रहेको छ भने तेस्रो स्थानमा न्यूजिल्यान्ड रहेको छ । यस अध्ययनमा संलग्न गरिएका १४१ शासनहरू मध्ये सबैभन्दा कम आर्थिक स्वतन्त्रता एकचोटी फेरि जिम्बाब्वेको रहेको छ, त्यसपछि म्यानमार, एङ्गोला र भेनेजुवेला । यो २००९ को प्रतिवेदन २००७ सालको तथ्याङ्कमा आधारित छ, त्यो सबैभन्दा हालको वर्ष जसको लागि विस्तृत तथ्यहरू उपलब्ध छन् ।

आर्थिक स्वतन्त्रताको प्रमुख तत्वहरू भनेको निजी विचार, स्वेच्छाले गरिएको व्यापार, प्रतिस्पर्धा गर्न स्वतन्त्रता, र निजी सम्पत्तिको सुरक्षा हुन् ।

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अनुसन्धानले के देखाउँछ भने उच्च स्तरमा आर्थिक स्वतन्त्रता भएको देशहरूमा बस्ने मानिसहरूले उच्च स्तरको समृद्धि, धेरै व्यक्तिगत स्वतन्त्रताहरू, र लामो समयसम्म जीवनयापन गर्न पाउँदछन् ।

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यस विश्व आर्थिक स्वतन्त्रता प्रतिवेदनले आर्थिक स्वतन्त्रतालाई प्रोत्साहन दिने नीतिहरूमा आधारित विश्व भरिका देशहरूलाई सूचिकृत गर्ने सुचाङ्कको सृजना गर्न ४२ वटा विभिन्न परिमाणहरूको प्रयोग गर्दछ । आर्थिक स्वतन्त्रताको प्रमुख तत्वहरू भनेको निजी विचार, स्वेच्छाले गरिएको व्यापार, प्रतिस्पर्धा गर्न स्वतन्त्रता, र निजी सम्पत्तिको सुरक्षा हुन् । आर्थिक स्वतन्त्रता पाँच भिन्न क्षेत्रहरूको आधारमा मापन हुन्छ : १) सरकारको आकार ; २) वैधानिक संरचना र सम्पत्ति माथिको अधिकारको सुरक्षा ; ३) असल पैसामा पहुँच ; ४) अन्तर्राष्ट्रिय स्तरमा व्यापार गर्ने स्वतन्त्रता ; र ५) ऋण, श्रम र व्यवसायको नियम । अनुसन्धानले के देखाउँछ भने उच्च स्तरमा आर्थिक स्वतन्त्रता भएको देशहरूमा बस्ने मानिसहरूले उच्च स्तरको समृद्धि, धेरै व्यक्तिगत स्वतन्त्रताहरू, र लामो समयसम्म जीवन यापन गर्न पाउँदछन् ।

आर्थिक स्वतन्त्रताको प्रमुख तत्वहरूमा नेपालको अङ्क (१ देखि १० सम्म जहाँ ठूलो अङ्कले उच्च स्तरको आर्थिक स्वतन्त्रता जनाउँछ) :

सरकारको आकार : ६.४

वैधानिक संरचना र सम्पत्ति माथिको अधिकार : ३.८

असल पैसामा पहुँच : ६.८

अन्तर्राष्ट्रिय व्यापारमा स्वतन्त्रता : ५.३

ऋण, श्रम र व्यवसायको नियम : ५.६

(श्रोत : विश्व आर्थिक स्वतन्त्रता : २००९ वार्षिक प्रतिवेदन, फ्रेजर इन्सटिट्यूट, क्यानेडा)

ARTHALAYA UNITED



by Saurav Sharma
Arthalaya Graduate, Batch of '09

More than a dozen of years of schooling were just focused on theoretical knowledge. The score depended upon how much we were able to bi-heart the course content and our views and opinions didn't matter. But, the teaching method of Arthalaya was scientific, which helped us to understand subject matter clearly. Arthalaya's teaching method was not limited inside a seminar hall. There was a simulation exercise where we actually had to open our enterprises and do our business among the participants.

Interaction with entrepreneurs like Anil Chitrakar, Ashutosh Tiwari, Anand Tuladhar, Sagar Onta and Kumud Singh, showed us the real picture about entrepreneurship in Nepal and abroad. The interactions helped me to know that entrepreneurship is all about creativity, smart ideas and ability to change the ideas into reality and that requires interest, hard work and sincerity towards the work.



AFTER ARTHALAYA



The simulation exercise was a great learning experience. We learned importance of market research, marketing strategies, motivation and de-motivation during profit and loss respectively. It was hectic as doing business occupied even our lunch and refreshment breaks. When I asked one of our resource person about free time and packed schedule, he replied, we are trying to show, "how people are living abroad and how lazy we are?" Then I realized, to be rich person or to have a prosperous country is not an easy task.

Field research in Sankhu bazaar was very fruitful. There we met a person, who used to be a truck driver, but later started his own restaurant, which is doing very well now. When I learnt that a simple person from village can start his own enterprise with his own initiative, it was a great inspiration to me. Many examples like this show us the real picture of entrepreneurship, which cannot be learned by just reading text.

The most important thing which I learned from Arthalaaya was about the importance of economic policies for the development of the country, especially, in country like ours where people only know about socialist and communist approaches. We came to know about free market which capitalist always support. Free market is only system which can help a country to seek development. When people talk

AFTER ARTHALAYA

about capitalist, people generally think poor being poorer and rich being richer but then it is important to understand that free market actually means prosperity to all. Case studies and the policy making and interventions were also a big learning achievement. We were given different case studies- which dealt with failure of the present policy of the government- and then we were supposed to make policy by ourselves. By discussing and debating we used to come to a result that government interventions and protections like subsidies, quotas, licensing sounds good but if we understand its impact these are the factors that cause imbalance in economy of the country. These types of actions discourage private companies and the competition among different companies. So, government should let market run without any protection or interventions.

Interaction with Advocate Dr. Bhimarjun Acharya was the most important learning that I got from Arthalaaya. While talking about free market and limited government, we should also focus on the role of government. Rule of law is the most important thing of all above which government should be responsible of. If there is no rule of law there will be a state of anarchy, like present state of Nepal. So, without rule of law any policies or any system of democratic government will not run properly.

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When people talk about capitalist, people generally think poor being poorer and rich being richer but then it is important to understand that free market actually means prosperity to all.

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Arthalaaya was full of knowledge, learning of many new ideas and policies, debates, discussions and interactions and actual learning with doing. Not to forget the fun part, the concert, dance party and the kings' casino with massage and 23 new faces living together, bonded like a family. I hope all schools in Nepal teach in a similar manner.



Mr. AJAY GHIMIRE

Founder, Ace Institute of Management and Ace Finance
CEO, Vibhor Bank

“Mr. Ghimire believes that lack of capital shouldn't be the constraint to entrepreneurs, what really matters is the idea and perseverance.”

A graduate from Massachusetts Institute of Technology (MIT), Mr. Ajay Ghimire is the founder of Ace Institute of Management and Ace Finance. Mr. Ghimire has also established Vibhor Bank and is currently the Chief Executive Officer (CEO) of the bank.

Mr. Ghimire says the right kind of education and knowledge that he got from MIT influenced him to become an entrepreneur. During his learning period in MIT he realized that education system should be the one where right knowledge is appreciated rather than right answer. Although he found this practice relevant in MIT, he didn't feel that the same prevailed in Nepal. He says, to emphasize on this very practice in Nepal, he established Ace Institute of Management which unlike the traditional Nepalese educational institutions focuses on practical and up-to-date education. He then went on to establish Ace Finance which focuses on the upliftment of entrepreneurs of Nepal. The Ace Finance supports the entrepreneurship activities in Nepal and other financial institutions in raising money. It also came up with the concept of apartments in Nepal known as the Ace Apartments.

To enrich his knowledge Mr. Ghimire later joined John Hopkins University to study public policy. During his course of education in this area, he learned one important lesson that “All you should do is create your own world and try to make it as better as possible and don't worry about anything else. Mr. Ghimire believes that lack of capital shouldn't be the constraint to entrepreneurs, what really matters is the idea and perseverance.

(Source: Internet Research)



ECONOMIC FREEDOM REPORT

“Nepal ranked 129, in the Economic Freedom of the World: 2009 Annual Report which is one step below the last year’s rank.”

Nepal ranked 129, in the Economic Freedom of the World: 2009 Annual Report which is one step below the last year’s rank. The annual peer-reviewed Economic Freedom of the World report is produced by the Fraser Institute, Canada’s leading economic think tank, in cooperation with independent institutes in 75 nations and territories.

The report ranks Hong Kong number one, followed by Singapore then New Zealand. Zimbabwe once again has the lowest level of economic freedom among the 141 jurisdictions included in the study, followed by Myanmar, Angola, and Venezuela. The 2009 report is based on data from 2007, the most recent year for which comprehensive data is available.

The Economic Freedom of the World report uses 42 different measures to

The cornerstones of economic freedom are personal choice, voluntary exchange, freedom to compete, and security of private property.

“

Research shows that individuals living in countries with high levels of economic freedom enjoy higher levels of prosperity, greater individual freedoms, and longer life spans.

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create an index ranking countries around the world based on policies that encourages economic freedom. The cornerstones of economic freedom are personal choice, voluntary exchange, freedom to compete, and security of private property. Economic freedom is measured in five different areas: (1) size of government; (2) legal structure and security of property rights; (3) access to sound money; (4) freedom to trade internationally; and (5) regulation of credit, labor and business.

Research shows that individuals living in countries with high levels of economic freedom enjoy higher levels of prosperity, greater individual freedoms, and longer life spans.

Nepal's score in key components of economic freedom (from 1 to 10 where a higher value indicates a higher level of economic freedom):

Size of government: 6.4

Legal structures and security of property rights: 3.8

Access to sound money: 6.8

Freedom to trade internationally: 5.3

Regulation of credit, labor and business: 5.6

(Source: Economic Freedom of the World: 2009 Annual Report, Fraser Institute, Canada)

MCPU

Management-student Circle of Purbanchal University

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MCPU is a group formed by student doing their Bachelors in Business Administration under Purbanchal University.

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Management-student Circle of Purbanchal University (MCPU) is a group formed by student doing their Bachelors in Business Administration under Purbanchal University (PU). The objective of this group is to jointly address the problems of students and focus on overall development of students as well as Purbanchal University (PU). The three members of MCPU: Ananda Jha, Ishwor Khanal, and Dwarika Thebe are Arthalaya graduates.

After Arthalaya the three graduates with the support of “Samridhhi, The prosperity Foundation” conducted two programs, a writing workshop and a documentary show. “Effective one day proposal writing” program was organized at Kantipur Valley College premises on 1st March, 2009. There were 25 students as participants from different colleges. “Samridhhi, The prosperity Foundation” had provided necessary stationary, material and support for this program.





Management related documentary “THE CALL OF THE ENTREPRENEUR” was screened at Kantipur City College, where there were a total of 150 participants from Kathmandu Don Bosco College, Kantipur City College, Lalitpur College, Kantipur Valley College, Himalayan White House College, and College of Information Technology and Engineering. The documentary and the resource person was provided by “Samriddhi, The prosperity Foundation”.

An interaction program was also conducted at College of Information Technology, on August 18, 2008. The interaction was based on the topic “Economic opportunity in Nepal”. Mr. Robin Sitoula, the Executive Director of Samriddhi, The Prosperity Foundation was the speaker.

“Effective Proposal Writing” workshop was more effective for management students and they said this was exactly what they were looking for. The documentary broadened their horizon about entrepreneurship.

Moving Round the Cheese



by Bibhu Gautam
Arthalaya Graduate, Batch of '09

“ Economic freedom is far more of a powerful freedom than the freedom to vote. ”

The cheese has always been there and everyone knows it. And, it's so obvious that everybody wants to taste it because of the unfathomed pleasure it offers. People from rich countries tasted it. More they tasted, richer they became. And, we too want to become rich. We too want to have a piece of it, don't we?

Rich countries (like most European nations, USA, Australia, etc.) discovered the value of the cheese. They permitted their people to have it as much as they wanted. They called it economic freedom. They implemented strong rule of law and ensured property rights. The state had no control over people's property. People earned and eventually the state became prosperous. Therefore, some people don't hesitate to say – ‘Economic freedom is far more of a powerful freedom than the freedom to vote.’

If they could make use of the cheese to become rich, then why haven't we? We too have the same share of cheese as them. Countries, like Malaysia, poorer than us, few decades ago have astoundingly improved their economy. How? They found the answer. Remove all the hurdles on the way to cheese, provide security to those who want a bit of the cheese and let them have as much as they want because more cheese they take, tastier it will become.

However, the threat to the cheese is also there. A big mouth, enough to swallow the cheese, was present there from the very beginning. It was discovered that the people in power wanted to finish the cheese. The countries on their way to richness made various efforts to close the mouth. But, in the case of countries

like (Myanmar, Bhutan, etc.), some people in power helped the mouth grow bigger. And, it led to poverty.

When we were in school, we read – ‘Nepal is a developing country.’ The generation that now goes to school read – ‘Nepal is an under-developed country.’ What made this sentence change? The answer is simple – Nepal was experiencing economic freedom to some extent before. Later, due to some kind of colored revolution, policy weakness, and lust for power, people enjoyed less freedom. Access to their cheese was limited. People started to see the cheese in the distant horizon, a place difficult to reach.

If the people in power really want the country to become prosperous, they should guarantee economic freedom. Access to cheese should be made easier. Let people decide what they want. Allow people to enjoy their freedom. Every individual knows what’s best for him or her. So they should be left alone. If done so, then they will pave their own way and eventually, will enjoy prosperity.

**Let people
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Mr. GOPAL SUNDER LAL KAKSHAPATI

Entrepreneur

**“satisfied employees are the productive
source of the business”**

A firm believer in hard work, Gopal Sunder Lal Kakshapati, started his entrepreneurial life by working in his family grocery shop. After completion of his schooling he started helping his brother in the family grocery store. This was the place where he learned how to deal with customer and the importance of customer satisfaction for long term business relationship. He says that interacting with different kinds of people is like taking management class. Knowing how to deal with an individual is the key factor in achieving and maintaining a long term relationship with your clients.

Mr. Kakshapati believes and practices that nothing in life is particularly difficult if one knows how to divide it into small jobs. He along with his brother opened a restaurant named “café de park” at Ratnapark, where he used to spend 18 hours a day during its initial stage. At that time people didn’t have the habit of eating outside, so it was difficult for him to attract people to his restaurant. To attract the mass, he chose a location which was of his advantage. The main reason behind selecting Ratnapark was that there was a bus station and a lot of people stopped there.

The major challenge that he faced was there were a lot of unskilled employees and it was necessary to train them. In fact, there were few people who didn’t even know how to read and write. Despite all the challenges, Mr. Kakshapati succeeded in his endeavor. It was the zeal and the desire to make things happen. He is now a proud owner of chain of restaurants i.e. Nanglo Café and Pub, Nanglo Bakery Cafés and Nanglo Cake Shop, Nanglo Chinese Room, Nanglo Deli, Cyber Kitchen and Nanglo West in Tansen and Butwal in the south-west Nepal.

Kakshapati believes that key to business success is employee satisfaction. Success to him is visualizing a goal and then achieving it, the goal does not always have to be big.

(Source: Boss magazine July-August 2007)



Letter to His Grandson

by Fred I. Kent

Mr Kent's grandson, then a schoolboy, was disturbed by the current fashion of disparaging the profit system. He had asked his grandfather to explain just how there can be a profit that is not taken from the work of someone else.

April 1942

My Dear Grandson:

I will answer your question as simply as I can. Profit is the result of enterprise which builds for others as well as for the enterpriser. Let us consider the operation of this fact in a primitive community, say of one hundred persons who are non-intelligent beyond the point of obtaining the mere necessities of living by working hard all day long.

Our primitive community, dwelling at the foot of a mountain, must have water. There is no water except at a spring near the top of the mountain: therefore, every day all the hundred persons climb to the top of the mountain. It takes them one hour to go up and back. They do this day in and day out, until at last one of them notices that the water from the spring runs down inside the mountain in the same direction that he goes when he comes down. He conceives the idea of digging a trough in the mountainside all the way down to the place where he has his habitation. He goes to work to build a trough. The other ninety-nine people are not even curious as to what he is doing.

Then one day this hundredth man turns a small part of the water from the spring into his trough and it runs down the mountain into a basin he has fashioned at the bottom. Whereupon he says to the ninety-nine others, who each spend an hour a day fetching their water, that if they will each give him the daily production of ten minutes of their time, he will give them water from his basin. He will then receive nine hundred and ninety minutes of the time of the other men each day.

which will make it unnecessary for him to work sixteen hours a day in order to provide for his necessities. He is making a tremendous profit – but his enterprise has given each of the ninety-nine other people fifty additional minutes each day for himself.

The enterpriser, now having sixteen hours a day at his disposal and being naturally curious, spends part of his time watching the water run down the mountain. He sees that it pushes along stones and pieces of wood. So he develops a water wheel; then he notices that it has power and, finally, after many hours of contemplation and work, makes the water wheel run a mill to grind his corn.

This hundredth man then realises that he has sufficient power to grind corn for the other ninety-nine. He says to them, “I will allow you to grind your corn in my mill if you will give me one tenth of the time you save.” They agree, and so the enterpriser now makes an additional profit. He uses the time paid by the ninety-nine others to build a better house for himself, to increase his conveniences of living through new benches, openings in his house for light, and better protection from the cold. So it goes on, as this hundredth man constantly finds ways to save the ninety-nine the total expenditure of their time – one tenth of which he asks of them in payment, for his enterprising.

This hundredth man's time finally becomes all his own to use as he sees fit. He does not have to work unless he chooses to. His food and shelter and clothing are provided by others. His mind, however, is ever working and the other ninety-nine are constantly having more time to themselves because of his thinking and planning. For instance, he notices that one of the ninety-nine makes better shoes than the others. He arranges for this man to spend all his time making shoes, because he can feed and clothe him and arrange for his shelter from profits. The other ninety-eight do not now have to make their own shoes. They are charged one tenth the time they save. The ninety-ninth man is also able to work shorter hours because some of the time that is paid by each of the ninety-eight is allowed to him by the hundredth man.

As the days pass, another individual is seen by the hundredth man to be making better clothes than any of the others, and it is arranged that his time shall be given entirely to his speciality. And so on.

Due to the foresight of the hundredth man, a division of labour is created that results in more and more of those in the community doing the things for which they are best fitted. Everyone has a greater amount of time at his disposal. Each becomes interested, except the dullest, in what others are doing and wonders how he can better his own position. The final result is that each person begins to find his proper place in an intelligent community.

Men tried to fix scenery and animals in drawings – and art was born.

But suppose that, when the hundredth man had completed his trough down the mountain and said to the other ninety-nine, “If you will give me what it takes you ten minutes to produce, I will let you get water from my basin,” they had turned on him and said, “We are ninety-nine and you are only one. We will take what water we want. You cannot prevent us and we will give you nothing.” What would have happened then? The incentive of the most curious mind to build upon his enterprising thoughts would have been taken away. He would have seen that he could gain nothing by solving problems if he still had to use every waking hour to provide his living. There could have been no advancement in the community. The same stupidity that first existed would have remained. Life would have continued to be a drudge to everyone, with opportunity to do no more than work all day long just for a bare living.

But, we will say the ninety-nine did not prevent the hundredth man from going on with his thinking, and the community prospered. And we will suppose that there were soon one hundred families. As the children grew up, it was realised that they should be taught the ways of life. There was now sufficient production so that it was possible to take others away from the work of providing for themselves, pay them, and set them to teaching the young.

Similarly, as intelligence grew the beauties of nature became apparent. Men tried to fix scenery and animals in drawings – and art was born. From the sounds heard in nature's studio and in the voices of the people, music developed. And it became possible for those who were proficient in drawing and music

to spend all their time at their art, giving of their creations to others in return for a portion of the community's production.

As these developments continued, each member of the community, while giving something from his own accomplishments, became more and more dependent upon the efforts of others. And, unless envy and jealousy and unfair laws intervened to restrict honest enterprisers who benefited all, progress promised to be constant.

Need we say more to prove that there can be profit from enterprise without taking anything from others, that such enterprise adds to the ease of living for everyone?

These principles are as active in a great nation such as the United States as in our imaginary community. Laws that kill incentive and cripple the honest enterpriser hold back progress. True profit is not something to be feared, because it works to the benefit of all. We must endeavour to build, instead of tearing down what others have built. We must be fair to other men, or the world cannot be fair to us.

Sincerely,
Grandfather

(Source : Kent. Fred I. 1942. Letter to a Grandson. Supplied by Leon Louw. Free Market Foundation. South Africa.)

Need we say more to prove that there can be profit from enterprise without taking anything from others, that such enterprise adds to the ease of living for everyone?

arthālaya
making sense of it all





PROSPERITY is
POSSIBLE
all it takes is
SOUND IDEAS

log onto www.samriddhi.org



Samriddhi, The Prosperity Foundation

Samriddhi, The Prosperity Foundation is a not-for-profit public policy institute registered under the Company Act 2063 of Nepal based in Kathmandu. After April 2006 movement which marks the re-emergence of political freedom in Nepal, Samriddhi was established with the vision "to have a free and prosperous Nepal where individuals can live a dignified life in a vibrant and democratic society with equal access to opportunities and respect for rule of law."

Samriddhi intends to work with policy makers, opinion leaders, entrepreneurs and the general public with the aim to bridge the gap that exists between them. Samriddhi has set few objectives that are congenial to the principles and practice of freedom i.e. 1) conducting research and generating ideas on the social , political and economic agendas, 2) lobbying and monitoring the implementation of basic social , political and economic rights , 3) educating , training and empowering public on active citizenry and 4) developing a comprehensive resource center for public use.

Therefore, Samriddhi has adopted a three-tier approach to achieve its mission of promoting ideas of civil, political and economic freedom, i.e through public policy recommendations (based on independent research), educational programs and public participation. Samriddhi conducts research on several public policy issues, generally on topics related to economics and political economy. The research activities are carried out to study the impact of policy on livelihood of the people. Besides this, Samriddhi also undertakes translation projects of international publications and books relevant to promoting economic freedom in Nepal. Samriddhi's educational programs are basically intended to increase public awareness about the importance and impact of public policies in daily lives of individuals and the development of the country. It's ongoing educational programs include arthalaya (School of Economics and Entrepreneurship), a five day workshop promoting the spirit and skill of entrepreneurship and sensitizing young people about economic freedom and policy regime, "Docu-talks" , a series of documentary screenings followed by discussions among students groups and clubs about rule of law, liberty and livelihood issues. Samriddhi organizes programs and events to advocate its ideas and sensitize the public about the ideas of economic freedom and importance of entrepreneurship along with impact of public policies. Samriddhi also holds occasional discussions, interaction with entrepreneurs, and is currently supporting the "Campaign for a 'livable Nepal'".



Samriddhi, The Prosperity Foundation
60, Nirjana Bikram Margha, Minbhawan, Kathmandu, Nepal
Tel.: 977-01-691-1015 | Fax: 977-1-411-5016 | info@samriddhi.org

www.samriddhi.org