



## DIGITAL STARTUPS IN NEPAL FROM PLANNING ACTION



**DIGITAL STARTUPS  
IN NEPAL  
FROM  
PLANNING TO ACTION**

### RESOURCE PERSON & CONTRIBUTORS

 <b>Hon. Mr. Nabindra Raj Joshi</b> Former Minister Ministry of Industry	 <b>Dr. Ram Kumar Phuyal</b> Member, National Planning Commission (GoN)	 <b>Mr. Prem Prasad Luitel</b> Director Department of Industry (GoN)	 <b>Mr. Suman Shakya</b> Co-Founder Nepal Entrepreneurs Hub (NEHUB)
 <b>Mr. Manoj Ghimire</b> Co-Founder/CEO Raralabs.com	 <b>Mr. Pravin Raj Joshi</b> CTO, Rooster Logic Digital Entrepreneur	 <b>Ms. Dibya Dali</b> Managing Director Digital Age Nepal Pvt. Ltd.	 <b>Mr. Ganesh Shah</b> Session Chair (Coordinator) Ex. Minister - Science and Technology

#### PROGRAM DETAILS:

**August 1, 2020,**  
Shrawan 17, 2077  
Saturday

**1.00 PM - 3:30 PM**  
Zoom Room Opens:  
12:45 PM



For participation, email your contact details | **Email : [samvaddigital@gmail.com](mailto:samvaddigital@gmail.com)**

Presented by:

### DIGITAL SAMVAD TEAM

Er. Ganesh Shah | Mr. Nidesh Maskey

Mr. Hempal Shrestha | Mr. Razan Lamsal

Compiled by: Ms. Simana Hitang



June 2021 | जेष्ठ, २०७८

[www.digitalsamvad.org](http://www.digitalsamvad.org)



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**The presentation and information provided by the Resource Persons and participants, compiled in this publication do not imply the expression of any opinion on the part of the Digital Samvad Team.**

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### SECTION - A: THE BEGINNING

#### Chapter I The Concept Paper

Public link for inputs of this collaborative document: <https://bit.ly/30fJWR4>

#### **Context:**

Nepal's entrepreneurial ecosystem has seen an upsurge in the growing trend of Digital Startups in the last one decade. After the formation of the first Constituent Assembly in 2008, these digital startups have sprung-up and offered their products and services both in volumes and values. The Government of Nepal has also brought in necessary plans, policies and programs for enabling these startups and creating a conducive environment for the growth and value creation. However, there exists a rift between these digital startups and the enabling institutions. The difference is even greater on the ground, where these plans are being executed.

This week on August 01, 2020 (Shrawan 17, 2077), the Digital Samvad team plans to host an open discussion on the topic "Digital Startups in Nepal from Planning to Action". It strives to transform this forum for initiating this discourse towards developing the digital ecosystem in Nepal through **Digital Samvad**.

#### **1. Introduction:**

A startup is a temporary organisation designed to search for a repeatable and scalable business model. Usually, startups spend more on developing, testing, and marketing their ideas. In this period, these handfuls of founders normally need one or several rounds of fundraising from external angel investors or internal team members before generating revenue. For digital startups, the main assets are linked to technological investments. Its value proposition is based on either an automated business process through the use of hardware and software; or exploitation of data to produce services; or delivery of online goods or services; or enabling transactions through their digital platforms and services.

Many digital startups have emerged and disrupted the traditional and orthodox model of business and the status quo in Nepal. It has contributed to and provided technological innovation, products and services for Nepal's digital ecosystem. However, recurring and persistent disputes, conflicts or stand-offs between these enabling institutions and the digital startups have many times interrupted the primary objective of digital transformation. Thus, there is the need for cohesive planning and execution to ensure that these disputes are mitigated, innovation, growth and sustainability is enabled and substantial contribution of the digital startups in the national economy is ensured.

## 2. Samvad Objective:

In the above pretext, the 16th edition of the Digital Samvad aims to:

1. Understand and map the actors and stakeholders of the digital startups ecosystem in Nepal,
2. Assess and learn from the experiences of digital startups in Nepal and elsewhere,
3. Develop and draw recommendations for cohesive action planning and re-starting digital startups in Nepal.

## 3. Key takeaway:

### 1. Questions/Issues to be Raised/Addressed:

- a. Status of digital startups in Nepal,
- b. Problems, challenges, apprehensions, and scepticism faced by digital startups in Nepal,
- c. The role of the government in facilitating and enabling the digital startup ecosystem in Nepal,
- d. Are funds and resources the key bottlenecks for digital startups in Nepal?
- e. <....please add any that you may want to ponder upon .... >

### 2. Related Resources / Library/Document:

- a. National Planning Commission [Startup Grant Directive and Procedure](#)
- b. NAST [Technology Development and Research Grant](#)
- c. Budget Provision for startups in Nepal
- d. *Articles*
  - New Business Age: [Startup Policy for Changing Entrepreneurial Scene](#)
  - Ratopati: [स्टार्टअप बिजनेसका लागि सरकारले दिन नसक्ने भयो अनुदान, २ प्रतिशत ब्याज लिएर ऋण दिने](#)
- e. <....please add any that you may want to share with others .... >

## 4. Resource Person/ Contributors:

1. **Hon. Mr. Nabindra Raj Joshi**, Former Minister, Ministry of Industry
2. **Hon. Dr. Ram Kumar Phuyal**, Member, National Planning Commission (GoN)
3. **Mr. Prem Prasad Luitel**, Director, Department of Industry (GoN)
4. **Mr. Suman Shakya**, Co-Founder, Nepal Entrepreneurs Hub (NEHUB)
5. **Mr. Manoj Ghimire**, Co-Founder/CEO, Raralabs.com
6. **Ms. Dibya Dali**, Managing Director, Digital Age Nepal Pvt Ltd
7. **Mr. Pravin Raj Joshi**, CTO, Rooster Logic, Digital Entrepreneur

## 5. Perspective Participants (Proposed):

1. Associated organizations:
2. Stakeholders from:
  - a. Ministry of Finance, GoN
  - b. NAST
3. Representatives from:
  - a. Women Digital Entrepreneur
  - b. Young Digital Entrepreneur
4. Domain Champions/Experts/Practitioner (Invited):
  - a. Mr. Prashant Poudel
  - b. Mr. Rupesh Krishna Shrestha

- c. Mr. Sixit Bhatta
- d. Mr. Narrotam Aryal
- e. Mr. Kavi Raj Joshi
- f. Mr. Rohit Tiwari
- g. Mr. Dibesh Giri
- h. Mr. Rishi Adhikari

## 6. Program Details:

**Topic: Digital Samvad 16- Digital Startups in Nepal from Planning to Action**

**Date:** 1st August 2020 (Shrawan 17, 2077), Saturday

**Time:** 1:00 - 3:30 PM (NPT), Zoom Room opens **12:45 PM** onwards

**Venue:** Online via Zoom @ <https://nren.zoom.us/j/67401216494>

**Zoom ID (Zoom Number): 674 0121 6494**

### *KINDLY NOTE:*

- *No password is required to join the Digital Samvad 2.0. Please connect using the above Zoom link / Zoom ID.*
- *The Zoom Room opens **03:45 PM** onwards and you are requested to join the meeting at least 10 minutes before the starting time of the digital samvad. While logging in, please turn off your video and mute your audio.*
- *Kindly provide your proper display Name while participating in the meeting (Your Role | Your Display Name (Designation | Organisation) | Your Country). If you want to disclose your organisation or designation, please do so within brackets after your Display Name or share about yourself in the chatbox.*
- *To share your views, please raise your hand in the participant list section and seek facilitators approval before speaking or write a message requesting for the same from the facilitator in the chatbox of the Zoom application.*



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### Chapter II The Samvad Design & Program Outline

Time (Mins)	Particulars	Remarks
00 - 05	Opening, Introduction, and Welcome.	Er. Ganesh Shah
05 - 15	The objective highlight of the 16th edition of the Digital Samvad.	Mr. Hempal Shrestha
15 - 25	<b>Samvad Base:</b> Base presentation on “Digital Startups to Digital Company- My encounters with national policies 2006-2020”	Mr. Manoj Ghimire
25 - 35	Base presentation on “Digital Startups Ecosystem in Nepal”	Mr. Suman Shakya
35 - 45	Key remarks on Startups and innovation Nepal; a planning perspective.	Hon. Dr. Ram Kumar Phuyal
45 - 60	Resource Persons sharing their inputs, opening remarks and sharing their insights briefly (3-4 mins each) on the samvad objective and issues raised.	Ms. Dibya Dali Mr. Pravin Raj Joshi Mr. Prem Prasad Luitel Hon. Mr. Nabindra Raj Joshi
60 - 90	<b>The Samvad:</b> Cross - Interaction and discussion between the resource persons and domain champions on samvad topic of Digital Startups in Nepal.	<b>Co-facilitated by:</b> - Mr. Hempal Shrestha - Mr. Razan Lamsal
90 - 120	Open floor discussion and follow-up samvad between the participants, domain champions and resource persons.	
120 -130	<b>Samvad Conclusion:</b> Resource Persons- Concluding Remarks (1 -2 minute each)	
130 -140	Summary of the Digital Samvad.	Mr. Razan Lamsal
140 - 150	Appreciation and Closing of the Interaction	Er. Ganesh Shah
150 Onwards	Zoom Group Photo Session - Screenshot followed by Open Mic - Zoom Networking session.	All Resource Person and Participants interact with each other.





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### Chapter III

#### Samvad Invitation & Communication

##### A. Invitation to Resource Persons and Participants

**Subject: Invitation to join Digital Samvad - an open round table on “Digital Startups in Nepal from Planning to Action” this Saturday @ 1:00 PM.**

Dear Sir/ Madam,

##### Greetings!

Thank you for accepting our invitation to join Digital Samvad - an open round table on “**Digital Startups in Nepal from Planning to Action**” this **Saturday, August 1st, 2020 (Shrawan 17, 2077)**, from **1:00 - 3:30 PM (NPT)** via Zoom **as a Resource Person**.

##### Program Details:

**Topic: Digital Samvad 16- Digital Startups in Nepal from Planning to Action**  
**Date:** 1st August 2020 (Shrawan 17, 2077), Saturday  
**Time:** 1:00 - 3:30 PM (NPT), Zoom Room opens **12:45 PM** onwards  
**Venue:** Online via Zoom @ <https://nren.zoom.us/j/67401216494>  
**Zoom ID (Zoom Number): 674 0121 6494**

This is the 16th edition of Digital Samvad where we try to spur discussion and draw lessons from the experience of our key resource persons and domain experts. We engage with the key stakeholders for conversation and dialogue to find insights for the way ahead to 'turn the sparks into a real opportunity to do things right for the future'.

Many digital startups have emerged and disrupted the traditional and orthodox model of business and the status quo in Nepal. It has contributed to and provided technological innovation, products and services for Nepal's digital ecosystem. However, recurring and persistent disputes, conflicts or stand-offs between the enabling institutions and the digital startups have many times interrupted the primary objective of digital transformation. Thus, there is the need for cohesive planning and execution to ensure that these disputes are mitigated, innovation, growth and sustainability is enabled and substantial contribution of the digital startups in the national economy is ensured. In this pretext, the 16th edition of Digital Samvad aims to:

1. Understand and map the actors and stakeholders of the digital startups ecosystem in Nepal.
2. Assess and learn from the experiences of digital startups in Nepal and elsewhere.
3. Develop and draw recommendations for cohesive action planning and re-starting digital startups in Nepal.



Kindly find attached herewith the concept note for your kind perusal. If you require assistance or need more information, please visit the Google docs: <https://bit.ly/30fJWR4>

We look forward to e-seeing you this Saturday afternoon!!

Kind Regards

### **Digital Samvad Team**

(Er. Ganesh Shah, Hempal Shrestha, Razan Lamsal, Nidesh Maskey, Suman Shakya, Ravi Phuyal, Brijendra Rochan Joshi)

- *PS 1. : We would like to thank everyone who attended our previous Digital Samvad, which was a tremendous success filled with engaging and productive discussions. If you want a recap of our last Samvad, kindly find the online document <https://bit.ly/3jefxKg> capturing the major highlights of the discussion.*
- *PS 2: NOTE: No password is required to join the Digital Samvad. Please connect using the link (Zoom ID) at least 10 minutes prior to the digital samvad time and turn off your video and mute your audio. Zoom Room opens **12:45 PM** onwards. Kindly provide your proper display Name while participating in the meeting. If you want to disclose your organisation or designation, please do so within brackets after your display name. To share your views, please write your message in the chat section AND ensure to enable hand raise sign in the participants' list section of the Zoom application to speak.*

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### SECTION - B: THE SAMVAD

#### Chapter IV

#### "Budgeting for Digitalizing Nepal" - The Samvad

##### 0. Samvad Summary (Nepali):

पछिल्लो समय नेपालमा केही नयाँ सोच र आइडिया सहित काम गर्ने युवाहरू बढिरहेका छन् । सिलिकन भ्याली, बैङ्गलोरमा दशकौंअघि शुरू भएको स्टार्टअप कल्चर नेपालमा शुरूवाती अवस्थामा नै छ । यकिन तथ्यांक नभए पनि नेपालमा विगत १० वर्षमा हजार बढी स्टार्टअपहरू जन्मिएका छन् । तर, धेरै स्टार्टअपहरू विभिन्न समस्या, लगानीको अभाव र सरकारी असहयोगका कारण पनि विलीन भएको अवस्था छ ।

आइडियादेखि उद्यमीसम्मको यात्रामा आउने थुप्रै समस्या र चुनौतीका बाबजुद नेपालमा केहिले उदाहरणीय सफलता पनि हासिल गरेका छन् । शनिवार डिजिटल संवाद नामक भर्चुअल डिजिटल संवाद कार्यक्रममा वक्ताहरूले डिजिटल स्टार्टअपको इकोसिस्टमको विकासमा सबै लाग्नुपर्ने बताए । नेपालमा स्टार्टअप सम्बन्धी सरकारको पोलिसी, योजना र प्रभावकारी कामको कमीले पनि उद्यमशीलताको विकास हुन नसकेको विज्ञहरूले औल्याएका छन् ।

डिजिटल नेपालको अभियान शुरू हुँदै गर्दा डिजिटल स्टार्टअपको आवश्यकता र यसको प्रवर्द्धनमा सरकारले काम गर्न सकेमात्र विकास दिगो हुन सक्ने पूर्वमन्त्री गणेश शाहले बताए । लगानीको मुख्य समस्या रहेको भन्दै शाहले बैंकहरू पनि स्टार्टअपमैत्री नभएको गुनासो व्यक्त गरे । यसैगरी पूर्व उद्योगमन्त्री नवीन्द्रराज जोशीले सरकारले इन्जोभेसन र प्रविधिलाई अझै बुझ्न नसकेकोमा गुनासो व्यक्त गरे । देश विकासको सपना देख्ने हो भने उद्यमशीलताको विकास र डिजिटल प्रविधिको प्रवर्द्धनमा सरकारले लगानी गर्नुपर्ने जोशीको भनाइ थियो ।

योजना आयोगका सदस्य डा. रामकुमार फुयालले पछिल्लो समय सरकारले विभिन्न योजना र पोलिसी निर्माण गर्दै उद्यमशीलतालाई केन्द्रदेखि स्थानीय निकायसम्म जोडिरहेको बताए । १५औं आवधिक योजनादेखि १९औं आवधिक योजनासम्म विभिन्न कार्यक्रम र रणनीतिमार्फत देशमा उद्यमशीलताको विकास गरेर समृद्ध नेपाल र सुखी नेपालीको अभियानलाई पूरा गर्ने फुयालले बताए । हजारौं स्टार्टअपहरूलाई र प्रतिशतमा सहूलियतपूर्ण ऋण व्यवस्था गर्दै इकोसिस्टमको विकासमा योजना आयोगले प्राथमिकताको साथ काम गरिरहेको उनको भनाइ थियो ।

१६औं शृंखलाको डिजिटल संवादमा बोल्दै उद्योग विभागका निर्देशक प्रेमप्रसाद लुङ्गेलले स्टार्टअपका लागि ५० करोड तत्काल लगानी गर्ने र ५ अर्बको कोष बनाएर बृहत् रूपमा उद्यमशीलताको विकासमा लाग्नेगरी काम भइरहेको बताए । अब आइडिया, कन्सेप्टलाई उद्योगसँग जोडेर अघि बढ्न युवाहरूलाई आग्रह गर्दै लुङ्गेलले ७५३ स्थानीय निकायमा नै कार्यक्रमहरू शुरू भइरहेको जानकारी दिए ।

डिजिटल स्टार्टअपका लागि शिक्षादेखि लगानीसम्म त्यत्तिकै महत्वपूर्ण रहेको भन्दै नेपाल आन्टरप्रेनर्स हबका सहसंस्थापक सुमन शाक्यले आन्टरप्रेनर्स इकोसिस्टमको विकासमा जोड दिनुपर्ने बताए । अवसर खोज्दै विदेशिरहेका युवालाई आकर्षित गर्न सरकारको स्पष्ट योजना र त्यसको सही कार्यान्वयन सहित एक्सनमा जान दिला भइसकेको शाक्यको भनाइ थियो ।

राराल्याब्सका सिइओ मनोज घिमिरेले सरकारको पोलिसी, वैदेशिक लगानी नै स्टार्टअपमैत्री नरहेको बताए । उनले भने, 'नेपालमा न सजिलै लगानी भित्र्याउन सकिन्छ न त यहाँको प्रडक्ट अन्तर्राष्ट्रिय स्तरमा विस्तार र बाहिर लगानी गर्न सहज छ ।' टेक्नोलोजिकल एण्ड पोलिसी इन्फ्रास्ट्रक्चरको कमी रहेको नेपालमा भारतको इन्डिया स्ट्याकबाट सिकेर पनि सरकार अघि बढ्नुपर्ने बताए ।

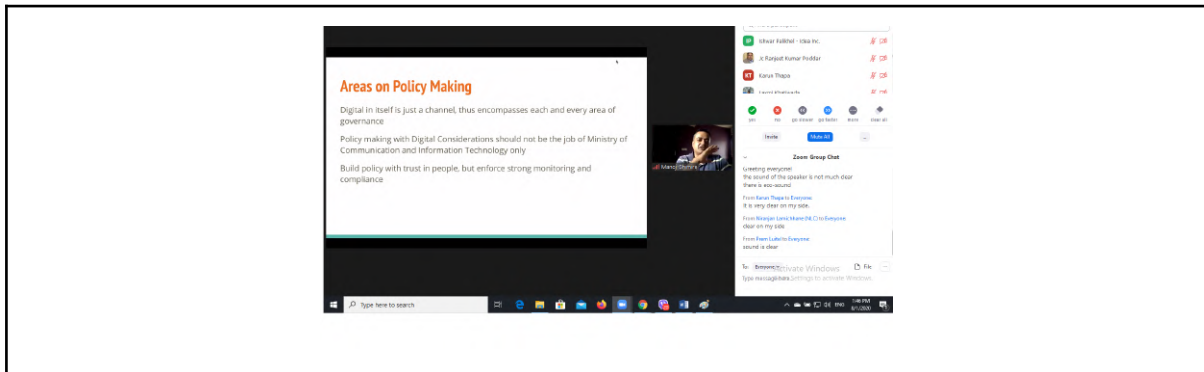
यसैगरी कार्यक्रममा वक्ताको रूपमा बोल्दै डिजिटल एज नेपालका प्रबन्ध निर्देशक दिव्या दलीले स्टार्टअपहरू आफै क्रिएटिभ र कन्टिन्युटी प्लान सहित अघि बढ्नुपर्ने बताइन् । नेपालमा अझै क्वालिटी आइटी रिसोर्स पर्सनको कमी भएको भन्दै उनले कोभिड-१९ ले आइटी र डिजिटल स्टार्टअपका लागि राम्रो अवसर भएको दलीले बताइन् । डिजिटल आन्टरप्रेनर प्रवीणराज जोशीले नेपालमा आइडिया, रिसर्च र इन्नोभेसनमा लगानी हुँदै नभएको कारण अहिलेसम्म विदेशी प्रडक्ट तथा सर्भिसहरूको हालीमुहाली रहेको बताए । सरकार आफै कम्पिटिटर जस्तो नभएर फेसिलिटेटर हुनुपर्ने जोशीले बताए ।

पछिल्लो समय नेपालमा नयाँ आइडिया र कन्सेप्टसहित कामहरू भइरहेको भए पनि सरकारले यसलाई बुझ्न नसकेको सहभागीको गुनासो थियो । सरकारले इन्नोभेसन र प्रविधिलाई रोक्ने नभई व्यवस्थित तथा प्रवर्द्धन गर्नुपर्ने विज्ञहरूले सुझाव दिएका छन् । सरकारले धेरै वर्षदेखि स्टार्टअप, च्यालेन्स, स्वरोजगार कोषजस्ता कार्यक्रम ल्याए पनि पार्टीका कार्यकर्ता पोस्ने भएको भन्दै अब त्यस्तो हुन नहुने भन्दै कार्यक्रममा सरकार तथा सम्बन्धित निकायको ध्यानाकर्षण गराइएको छ ।

स्टार्टअपका लागि योजना आयोगले २ प्रतिशतमा ऋण सहजीकरण गर्ने सरकारले उद्यमशीलताको विकासका लागि भन्दै केही समयअघि स्टार्टअपलाई ५० लाखसम्म रकम अनुदान दिने चर्चा चल्यो । सयौँ स्टार्टअपहरूले आवेदन दिए । तर, अहिले आएर योजना आयोगले स्टार्टअपलाई अनुदान नभई २ प्रतिशत ऋणमा रकम उपलब्ध गराउने तयारी गरेको छ ।

अर्थ मन्त्रालय, उद्योग मन्त्रालय र योजना आयोगको सहकार्यमा स्टार्टअपलाई ऋण दिने कार्यविधि अघि बढिसकेको योजना आयोगका सदस्य डा. रामकुमार फुयालले जानकारी दिए । डिजिटल संवाद कार्यक्रममा बोल्दै फुयालले गत आर्थिक वर्षमा ७६९ प्रस्तावहरू प्राप्त भएको र यसमा छनौट गरी ऋण दिने प्रक्रिया अघि बढिरहेको बताए । यसैगरी उनले अबको यस आर्थिक वर्षका लागि पनि प्रस्ताव आह्वान गरेर धेरैलाई यस क्षेत्रमा सहजीकरण गर्ने बताए । सरकारले तत्काल ५० करोड स्टार्टअपलाई लगानी गर्ने र ५ अर्बको कोष बनाएर निरन्तर सहयोग गर्नेगरी कार्य योजनाहरू ल्याइरहेको उद्योग विभागका निर्देशक प्रेमप्रसाद लुङ्टेलले जानकारी दिए ।

# 1. Samvad Knowledge Base



## 2. Samvad Highlights

### A. Samvad Banner:



**Digital** 16<sup>th</sup> Edition  
**samvad**  
an open round table

OR

**DIGITAL STARTUPS  
IN NEPAL  
FROM  
PLANNING TO ACTION**

#### RESOURCE PERSON & CONTRIBUTORS

 <p><b>Hon. Mr. Nabindra Raj Joshi</b> Former Minister Ministry of Industry</p>	 <p><b>Dr. Ram Kumar Phuyal</b> Member, National Planning Commission (GoN)</p>	 <p><b>Mr. Prem Prasad Luitel</b> Director Department of Industry (GoN)</p>	 <p><b>Mr. Suman Shakya</b> Co-Founder Nepal Entrepreneurs Hub (NEHUB)</p>
 <p><b>Mr. Manoj Ghimire</b> Co-Founder/CEO Raralabs.com</p>	 <p><b>Mr. Pravin Raj Joshi</b> CTO, Rooster Logic Digital Entrepreneur</p>	 <p><b>Ms. Dibya Dali</b> Managing Director Digital Age Nepal Pvt. Ltd.</p>	 <p><b>Mr. Ganesh Shah</b> Session Chair (Coordinator) Ex. Minister - Science and Technology</p>

#### PROGRAM DETAILS:

 <p><b>August 1, 2020,</b> Shrawan 17, 2077 Saturday</p>	 <p><b>1.00 PM - 3:30 PM</b> Zoom Room Opens : 12:45 PM</p>
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 <p>LIVE ON <b>f LWict</b> UNIG ↔ ICT</p>	 <p>TECHNICAL SUPPORT <b>NREN</b></p>	 <p>IN ASSOCIATION WITH <b>NEHUB</b></p>	 <p>JOIN US ONLINE <b>zoom</b></p>
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For participation, email your contact details | **Email : [samvaddigital@gmail.com](mailto:samvaddigital@gmail.com)**

