



## E-COMMERCE COPING THE CHANGE TO CHANGING THE MINDSET



on

### E-Commerce Coping the Change to Changing the Mindset

#### RESOURCE PERSON & CONTRIBUTORS



**Mr. Netra Prasad Subedi**  
D.G. (Department of Commerce)  
Supply and Consumer Protection (GoN)



**Mr. Amrit Man Tuladhar**  
Founder  
Muncha.com



**Mr. Gyanendra Khadka**  
CEO  
Gyapu Marketplace



**Mr. Sangam Singh**  
CEO,  
NepXpress Cargo and Courier



**Mr. Jashisha Gupta**  
CFO  
Daraz Nepal (An Alibaba Group) (TBC)



**Ms. Nikita Acharya**  
Co-Founder  
Ugbazar.com



**Mr. Madhav Timalsina**  
President  
Consumers Right Investigation Forum



**Mr. Ganesh Shah**  
Session Chair (Coordinator)  
Ex. Minister - Science and Technology

#### PROGRAM DETAILS:



**July 18, 2020,**  
Shrawan 3, 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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## **E-Commerce coping the change to changing the mindset**

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### **SECTION - A: THE BEGINNING**

#### **Chapter I The Concept Paper**

*Public link for inputs of this collaborative document: <https://bit.ly/3jefxK>*

#### **Context:**

The e-commerce in Nepal is at a nascent stage and represents an underexplored market. In the year 2000, Amrit Man Tuladhar, the fourth generation member of the Muncha House family business, went live with his paradigm-changing muncha.com. Despite the e-commerce market getting crowded day by day where smaller startups established at a rapid phase and trying to earn their place, Nepal lacked far behind from developing a resilient e-commerce ecosystem and mainstream it as the modus operandi for trade and commerce within-country as well as across the borders. The recent outbreak of the COVID-19 has put e-commerce service providers in somewhat advantageous positions and created a genuine need for e-commerce operations. However, the challenge remains how this short term coping mechanism can be transformed into sustained change for the e-commerce industry in Nepal. What interventions are needed from the different actors of the e-commerce ecosystem to hallmark its trust, and win over the hearts and minds for sustained growth of the e-commerce mindset of the Nepalese society?

On July 18, 2020 (Shrawan 03, 2077), the Digital Samvad team is planning to host an open round-table discussion on the topic “E-Commerce coping the change to changing the mindset”. It strives to transform this forum for initiating this discourse towards developing the digital ecosystem in Nepal through **Digital Samvad**.

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

The brick and mortar model of trade and commerce had served the general needs well for centuries. The possibilities to create virtual stores and marketplace connected with real-world brick and mortar, embedded with its capability to communicate, collaborate, and transact has provided an opportunity for changing solutions for trade and commerce. With the origin of different forms of online transactions like E-commerce (1970s), M-commerce (1990s), D-commerce (late 1990s), and many emerging models have transformed how business is done locally & globally through the internet. E-commerce has made buying and selling stuff online easy and possible within clicks.

Some of the current leaders of e-commerce and marketplace in Nepal are undoubtedly Daraz, SastoDeal, Muncha, Hamrobazaar, Thulo.com, Socheko.com, Gyapu, Foodmandu and many more companies are following these trends. They have been able to attract and serve the needs of the early adopters of the change curve. However, the larger section of the Nepalese society has been compelled to acquaint with the E-commerce service providers only due to prolonged lockdown situation (movement) and health safety associated with maintaining the physical distance (crowd) that is the core foundation of the brick and mortar marketplace. It is still to become the key factor of convenience and trust which are two major pillars on which any trade and commerce stand upon. E-commerce transactions require strong legal protection and regulation as well. Provisions of quality control, respect of customers rights, data privacy, return and refund systems and payment solutions all have to be regulated by law. Strong legal foundations would also help the emergence of converged commerce (C-Commerce) as a resilient outcome of the COVID-19.

## 2. Samvad Objective:

In the above pretext, the Digital Samvad aims to:

1. Develop a broader understanding and mapping of the E-Commerce ecosystem in Nepal.
2. Accentuate and pin the comprehensive underlying factors for successful operation and sustained growth of the E-Commerce business in Nepal.
3. Recommend measures to transform E-Commerce business serving the needs of the people to an industry contributing towards the growth of the national economy.

## 3. Key takeaway:

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

- a. What interventions are needed from different actors of the e-commerce ecosystem to hallmark its trust, and win over the hearts and minds?
- b. *<...please add any that you may want to ponder upon .... >*

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

- a. *<...please add any that you may want to share with others .... >*

## 4. Resource Person/ Contributors:

1. **Mr. Netra Prasad Subedi**, DG, Department of Commerce, Supply and Consumer Protection Management (DoCSM), Government of Nepal (GoN)
2. **Mr. Gyanendra Khadka**, CEO, Gyapu Marketplace
3. **Mr. Sangam Singh**, CEO, NepXpress Cargo and Courier
4. **Mr. Amrit Man Tuladhar**, CEO Muncha.com
5. **Mr. Jashisha Gupta**, CFO at Daraz Nepal (An Alibaba Group) (TBC)
6. **Ms. Nikita Acharya**, Co-founder, Ugbazar.com
7. **Mr. Madhav Timalina**, President, Consumer Right Investigation Forum

## 5. Perspective Participants (Proposed):

1. Associated organizations:
  - a. Government, Ministry of Industry and commerce
  - b. Department of Industry
  - c. FNCCI
  - d. CNI
  - e. E-Commerce Association - a private organization
2. Stakeholders from:
  - a. Government
  - b. nepalfood.gov.np

- c. Private companies - e-commerce
  - d. Payment gateways/digital payment services
  - e. Banks
3. Representatives from (online shopping):
- a. Daraz
  - b. Muncha
  - c. Thamel.com
  - d. SastoDeal
  - e. Gyapu
  - f. Smartdoko
  - g. Thulo.com
  - h. Foodmandu
  - i. Foodmario
  - j. Urban girls
  - k. Metrotarkari
  - l. Fuche
  - m. Hamrobazaar
  - n. Socheko.com
  - o. Shopmandu
  - p. Kirana
  - q. Kathmandu organics
  - r. Pasma
  - s. Merojobs
  - t. Choicemandu
  - u. Meroshopping.com
  - v. Gajabko.com
  - w. Bhatbhatenionline
  - x. Ktmplaza.com
  - y. Idx.com.np
  - z. Neostore.com.np
  - aa. Kitabyatra.com
  - bb. Cake9.com
  - cc. Cakemandu.com
  - dd. Ordersathi.com
  - ee. R&D,
  - ff. Reddoko
  - gg. Meroshopping
  - hh. Okdam
4. Representatives from (payment solutions ):
- a. e-Sewa
  - b. IMEPay
  - c. Khalti
  - d. SCT
  - e. CG pay
  - f. Moco
  - g. Cellpay
  - h. Connect IPS
  - i.
  - j. Banks - Card Department/ Digital Banking Department (or related)
5. Domain Champions/Experts/Practitioner:
- a. Mr. Sixit Bhatta, Founder, Tootle
  - b. Mr. Anil Basnet, Metrotarkari
  - c. Ms. Zenisha Moktan, Retail Director at IMS Group (TBC)
  - d. Mr. Anil Basnet, CEO, Metrotarkari

e. Mr. Manohar Adhikari, Foodmandu

## 6. Program Details:

**Topic: Digital Samvad 15- E-Commerce coping the change to changing the mindset**

**Date:** 18th July 2020 (Shrawan 03, 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.



## E-Commerce coping the change to changing the mindset

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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 15th edition of the Digital Samvad.	Mr. Hempal Shrestha
15 - 25	<b><u>Samvad Base:</u></b> Base presentation on “E-commerce in Nepal Opportunity Beyond the Hype”	Mr. Gyanendra Khadka
25 - 35	Base presentation on “Building Digital Ecosystem”	Mr. Jashisha Gupta
35 - 45	Base presentation on “Ecommerce and Logistical Challenges”	Mr. Sangam Singh
45 - 55	Base presentation on “E-Commerce and Legal Frameworks”	Mr. Netra Prasad Subedi
55 - 70	Resource Persons sharing their inputs, opening remarks and sharing their insights briefly (3-4 mins each) on the samvad objective and issues raised.	Mr. Amrit Man Tuladhar Ms. Nikita Acharya Mr. Madhav Timalisina
70 - 90	<b><u>The Samvad:</u></b> Cross - Interaction and discussion between the resource persons and domain champions on samvad topic of E-Commerce in Nepal	<b><u>Co-facilitated by:</u></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><u>Samvad Conclusion:</u></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.





## **E-Commerce coping the change to changing the mindset**

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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 “E-Commerce coping the change to changing the mindset” this Saturday @ 1:00 PM.**

**Dear Sir/ Madam,**

**Greetings!**

Thank you for accepting our invitation to join Digital Samvad - an open round table on “E-Commerce coping the change to changing the mindset” this **Saturday, July 18, 2020 (Shrawan 03, 2077)**, from **1:00 - 3:30 PM (NPT)** via Zoom **as a Resource Person**.

#### **Program Details:**

**Topic: Digital Samvad 15- E-Commerce coping the change to changing the mindset**

**Date:** 18th July 2020 (Shrawan 03, 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 15th edition of Digital Samvad where we try to spur discussion and draw lessons from the experience of our key resource person 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'.

Some of the current leaders of e-commerce and marketplace in Nepal are undoubtedly Daraz, SastoDeal, Hamrobazaar, Muncha, Thulo.com, Socheko.com, Gyapu, Foodmandu and many more companies are following these trends. They have been able to attract and serve the needs of the early adopters of the change curve. However, the larger section of the Nepalese society has been compelled to acquaint with the E-commerce service providers only due to prolonged lockdown situation (movement) and health safety associated with maintaining the physical distance (crowd) that is the core foundation of the brick and mortar marketplace. It is still to become the key factor of convenience and trust which are two major

pillars on which any trade and commerce stand upon. In the above pretext, the Digital Samvad aims to:

1. Develop a broader understanding and mapping of the E-Commerce ecosystem in Nepal.
2. Accentuate and pin the comprehensive underlying factors for successful operation and sustained growth of the E-Commerce business in Nepal.
3. Recommend measures to transform E-Commerce business serving the needs of the people to an industry contributing towards the growth of the national economy.

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/3jefxKg>

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

Kind Regards

**Digital Samvad Team**

(Er. Ganesh Shah, Hempal Shrestha, Razan Lamsal, Nidesh Maskey)

- *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/3qioKPB> capturing the major highlights of the discussion.*
- *PS 2: NOTE: Please connect using the link (Zoom ID) at least 10 mins. 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. To share your views, please use the chat function and raise your hand in the participants' list to speak.*

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## E-Commerce coping the change to changing the mindset

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### SECTION - B: THE SAMVAD

#### Chapter IV

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

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

"E-Commerce coping the change to changing the mindset" राष्ट्रको डिजिटलीकरणको लागि सबैभन्दा आवश्यक पक्षहरू मध्ये एक हो। सोही कुरालाई मध्यनजर गर्दै पूर्वमन्त्री गणेश शाह, वाणिज्य, आपूर्ति तथा उपभोक्ता संरक्षण व्यवस्थापन विभाग (DoCSM), नेपाल सरकार (GoN) लगायतका विभिन्न क्षेत्रका प्यानल सदस्यहरूसँग यस विषयमा आधारित वार्ता भएको थियो जसमा नेत्रप्रसाद सुवेदी, नेपएक्सप्रेस कार्गोका सीईओ र कुरियर संगम सिंह, मुन्चा डट कमका सीईओ, दराज नेपालका सीएफओ जशीषा गुप्ता, UGBazar.com का सह-संस्थापक, उपभोक्ता अधिकार अनुसन्धान मञ्चका अध्यक्ष माधव तिमिल्सिना थिए। श्री गणेश शाहको अध्यक्षतामा भएको सत्रमा श्री असगर अलीद्वारा सञ्चालित प्रस्तुति सहित ई-कमर्स मार्फत मानसिकता परिवर्तन गर्न आवश्यक पर्ने समस्या, प्रवृत्ति, समाधान र नीतिहरूमा केन्द्रित थियो।

शनिवार डिजिटल संवाद कार्यक्रममा बोल्दै ई-कमर्सका अभियन्ता तथा सरोकारवालाहरूले सरकारी नीति नियम स्पष्ट र दूरगामी हुनुपर्ने बताए। पछिल्लो समय नेपालमा प्रविधिलाई कानूनले रोकन खोजिएको भन्दै इन्नोभेसन पहिला कि कानून भन्ने कुरामा विवाद हुने गरेको देखिन्छ। अबको समयमा इन्नोभेसन र प्रविधिलाई कानूनले रोकनेभन्दा पनि व्यवस्थित गर्नुपर्ने विचार पूर्वमन्त्री गणेश शाहको छ। उनले आर्थिक विकास र समृद्धिका लागि पनि अब सरकारले इन्नोभेसन र ई-कमर्सलाई प्रवर्द्धन गर्न सहयोग गर्नुपर्ने बताए।

नेपालमा अहिले सयौं अनलाइन शपिड तथा ई-कमर्स कम्पनीहरू सञ्चालनमा छन्। ई-कमर्स कम्पनी सञ्चालनमा समेत सहज वातावरण बनाएर व्यवस्थित गर्नुपर्ने कुरामा सहभागीहरूको जोड थियो। सरकारले पनि पछिल्लो समय डिजिटल कारोबार र अनलाइन शपिडलाई प्रवर्द्धन गरिरहेको अवस्थामा यस क्षेत्रमा काम गरिरहेका कम्पनीहरू उत्साहित भएका छन्। यस क्षेत्रमा विदेशी लगानी भित्र्याउन सहज भइदिए अझ धेरै कम्पनीहरू नेपाल आउन सक्ने सम्भावना छ। केही दिन अघिमात्र सस्तोडिल कम्पनीले १ मिलियन डलरको लगानी थपेको छ भने दराजले नेपालमा करोडौं लगानी गरिरहेको छ। डिजिटल पेमेन्ट सेवामा पनि अहिले दर्जनौं कम्पनीहरू काम गरिरहेका छन्। राइड शेयरिङदेखि डिजिटल सेवाका अन्य धेरै क्षेत्रमा नयाँ इन्नोभेसन सहित प्रविधि विस्तारको क्रममा छ। सरकारको दूरगामी पोलिसी, लगानी, प्रोत्साहन भएमा यो क्षेत्र नेपालमा चाँडै फस्टाउने डिजिटल संवादका सहभागी तथा सरोकारवालाको विचार रहेको छ।

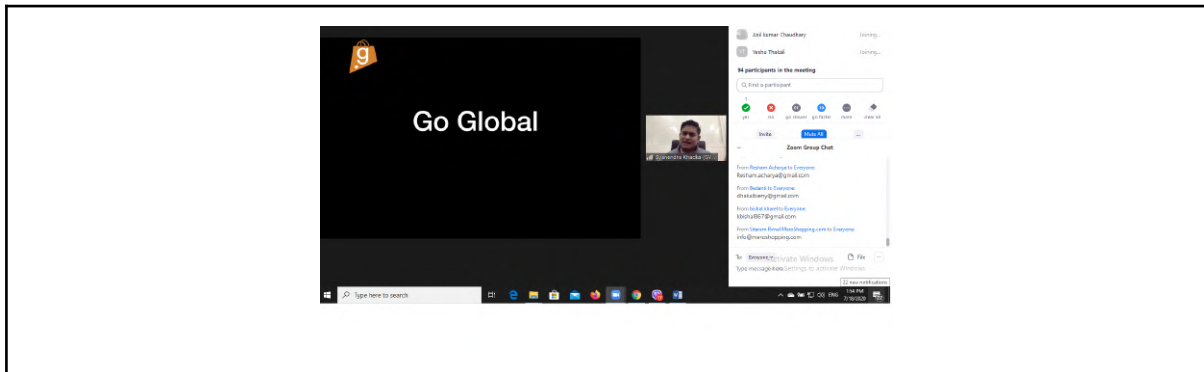
## **Samvad Summary (English):**

“E-Commerce coping the change to changing the mindset” is one of the most needed aspects for the digitalization of the nation. Taking the same thing into account, a talk based on the topic was held with panelists from various domains including names such as Former Minister Ganesh Shah, Deputy General at Department of Commerce, Supply and Consumer Protection Management (DoCSM), Government of Nepal (GoN) Netra Prasad Subedi, CEO at NepXpress Cargo and Courier Sangam Singh, CEO at Muncha.com, CFO at Daraz Nepal Jashisha Gupta, Co-Founder of UGBazar.com, President at Consumer Right Investigation Forum Madhav Timalina. The session was chaired by Mr. Ganesh Shah, along with a presentation facilitated by Mr. Asgar Ali focused on the problems, trends, solutions and policies required to to change the mindset via e-commerce.

Speaking on the Digital Samvad program on Saturday, e-commerce engineers and stakeholders said that government policy rules should be clear and far-reaching. Lately, there seems to be a controversy over whether the law is trying to stop technology in Nepal before innovation. Former Minister Ganesh Shah is of the view that innovation and technology should be managed more than the law. He also said that the government should now help in promoting innovation and e-commerce for economic development and prosperity.

There are now hundreds of online shopping and e-commerce companies operating in Nepal. The participants emphasized on the need to create a conducive environment for the operation of e-commerce companies. Companies working in the sector have been encouraged by the government's recent promotion of digital commerce and online shopping. If it becomes easier to attract foreign investment in this sector, more companies are likely to come to Nepal. Just a few days ago, Sastodeal Company added an investment of 1 million dollars, while Daraz is investing millions in Nepal. Dozens of companies are now working on digital payment services. From ride sharing to many other areas of digital services, including new innovations, technology is expanding. Participants and stakeholders of digital dialogue are of the view that this sector will flourish in Nepal soon if the government has a far-reaching policy, investment and incentives.

# 1. Samvad Knowledge Base



## • 2. Samvad Highlights

शनिवार डिजिटल संवाद कार्यक्रममा बोल्दै ई-कमर्शका अभियन्ता तथा सरोकारवालाहरूले सरकारी नीति नियम स्पष्ट र दूरगामी हुनुपर्ने बताए । पछिल्लो समय नेपालमा प्रविधिलाई कानूनले रोक्न खोजिएको भन्दै इन्नोभेसन पहिला कि कानून भन्ने कुरामा विवाद हुने गरेको देखिन्छ । अबको समयमा इन्नोभेसन र प्रविधिलाई कानूनले रोक्नेभन्दा पनि व्यवस्थित गर्नुपर्ने विचार पूर्वमन्त्री गणेश शाहको छ । उनले आर्थिक विकास र समृद्धिका लागि पनि अब सरकारले इन्नोभेसन र ई-कमर्शलाई प्रवर्द्धन गर्न सहयोग गर्नुपर्ने बताए ।

सरकार आफैले लकडाउनको अवधिमा विभिन्न खाद्यान्न र अन्य सामग्रीहरू सर्वसाधारणका लागि अनलाइनबाट विक्री वितरण गर्न थालेको छ । काठमाडौं र कर्णाली क्षेत्रमा ई-कमर्श सुरु गरिएको र अन्य क्षेत्रमा पनि विस्तार गरिने वाणिज्य, आपूर्ति तथा उपभोक्ता संरक्षण विभागका महानिर्देशक नेत्र सुवेदीले बताए । सरकारले ई-बिजनेस सम्बन्धी नयाँ ऐन ल्याउने तयारी गरेको भन्दै उनले ऐन मार्फत ई-कमर्शको बजार व्यवस्थित गर्ने, डेटा सेक्युरिटी तथा प्रोटेक्सन गर्ने कुरामा जोड दिए । सुवेदीले डिजिटल संवादमा बोल्दै निजीक्षेत्रले गरिरहेका प्रयासलाई प्रोत्साहन गर्दै सरकारले समन्वयकारी भूमिका खेल्ने र भर्चुअल मार्केटप्लेससँगै डिजिटल कारोबारलाई प्रवर्द्धन गर्ने बताए ।

कार्यक्रममा कार्यपत्र प्रस्तुत गर्दै गयापु मार्केटप्लेसका सिइओ जानेन्द्र खड्काले लकडाउनको समयमा नै कम्पनी स्थापना गरी काम सुरु गर्दा पनि ३० हजारभन्दा बढी सामानहरू अर्डर लिएर डेलिभर गरिसकेको बताए । छोटो समयमा नै ठूलो कारोबार भइरहेको अवस्थालाई हेर्दा नेपाली उपभोक्ताहरू ई-कमर्शका लागि तयारी अवस्थामा रहेको खड्काले बताए । विश्वमा नै यो ठूलो सम्भावनाको क्षेत्र भएको र यसमार्फत देशको आर्थिक, सामाजिक अवस्था परिवर्तन गर्न सकिने भन्दै उनले सरकारले तत्काल पोलिसी ल्याएर ई-कमर्श व्यवस्थित गर्दै प्रवर्द्धन गर्नुपर्ने धारणा राखे । इन्नोभेसनलाई कानूनले छेक्न नसक्ने भन्दै विश्वबजारमा नेपाली ई-कमर्श तथा आइटी कम्पनीहरू विस्तार हुन सक्ने ठूलो सम्भावना रहेको हुँदा स्टार्टअपलाई सहयोगको जरुरी रहेको समेत उनले औल्याए ।

**A. Samvad Banner:**



**Digital** 15<sup>th</sup> Edition  
**samvad**  
an open round table  
on

**E-Commerce**  
**Coping the Change**  
to Changing the Mindset

**PROGRAM DETAILS:**

July 18, 2020,  
Shrawan 3, 2077  
Saturday

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

**LIVE ON**  
f **LWICT**  
LIVE WITH ICT

**TECHNICAL SUPPORT**  
**NREN**

**IN ASSOCIATION WITH**  
**GLOBAL SPARK**

**RESOURCE PERSON & CONTRIBUTORS**



**Mr. Netra Prasad Subedi**  
D.G. (Department of Commerce)  
Supply and Consumer Protection (GoN)



**Mr. Amrit Man Tuladhar**  
Founder  
Muncha.com



**Mr. Gyanendra Khadka**  
CEO  
Gyapu Marketplace



**Mr. Sangam Singh**  
CEO,  
NepXpress Cargo and Courier



**Mr. Jashisha Gupta**  
CFO  
Daraz Nepal (An Alibaba Group) (TBC)



**Ms. Nikita Acharya**  
Co-Founder  
Ugbazar.com



**Mr. Madhav Timalisina**  
President  
Consumers Right Investigation Forum

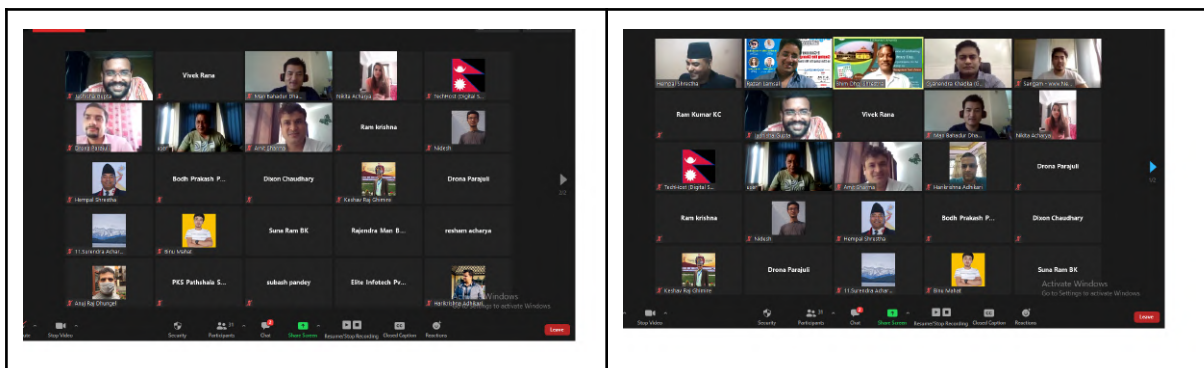


**Mr. Ganesh Shah**  
Session Chair (Coordinator)  
Ex. Minister - Science and Technology

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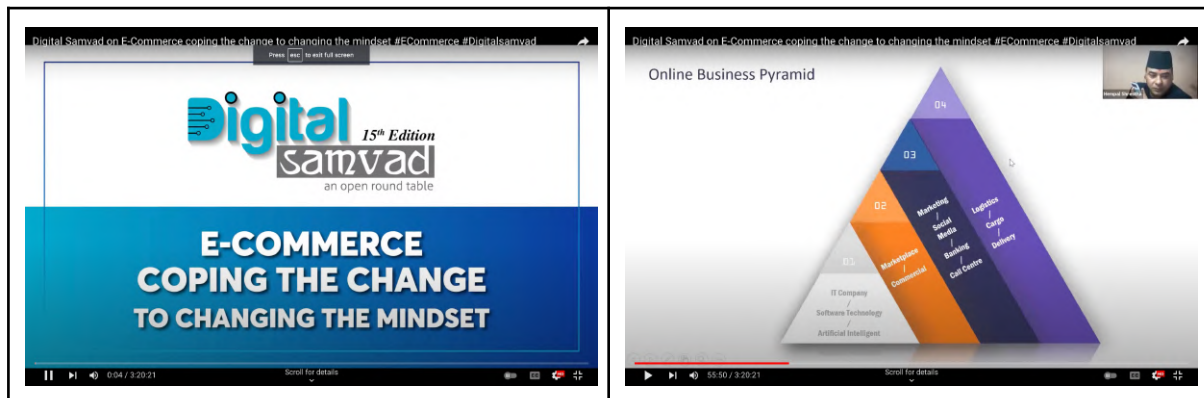

For participation, email your contact details | **Email : [samvaddigital@gmail.com](mailto:samvaddigital@gmail.com)**

**B. Samvad ZoomShots:**



**ZoomShots from the Main Event on ZOOM | Digital Samvad 1.0**

## C. Youtube Shots



## D. Samvad Interactions, Comments, Feedback and Suggestions

*Note: No edits, spelling corrections or modifications have been committed to any chats, views, or opinions. All the interactions, suggestions, feedback, and comments are presented as it is.*

- 13:03:29 From Dipendra Punmagar : namaste to all
- 13:04:27 From bishal kharel : namaste
- 13:05:03 From Ramita Shrestha : Namaste 🙏
- 13:05:04 From Chandra Prasad Timsina : Namaste to all
- 13:05:16 From Niranjana Patel : Namaste everyone
- 13:06:39 From Chhabi Pokhrel : Namaste everyone from jhapa
- 13:06:55 From Netra Subedi To Hempal Shrestha(Privately) : I joined already
- 13:07:04 From dinesh belbase : namaskar everyone from KTM
- 13:07:21 From Netra Subedi To Hempal Shrestha(Privately) : request to give me to present after few other views
- 13:08:59 From Urja Chawal : start of conversion should be
- 1) registration of ecommerce ?
  - 2) who can run ecommerce ?
- 13:16:33 From Prakash Khatiwada : नेपाल मा इकमर्स भन्ने बित्तिकै वेबसाइट बनाए जस्तो गरेर २-४ ओटा सामान राखेर सेल गर्नु भनेर बुझ्ने या कसरि बुझ्ने? अथवा फेसबुक वा इन्स्टाग्राम मा प्रोफाइल बनाएर सामान बेच्नेलाइ इकमर्स भनेर बुझ्ने? खास नेपालमा चै इकमर्स प्ल्याटफर्म के हो?
- 13:25:18 From Prakash Khatiwada : Exactly Gyanendra Dai! First Priority is Costumers Satisfaction!
- 13:31:23 From Laxman Gautam : इकमर्स उध्योग सम्बन्धी बहस र छलफल हुनु अत्यन्तै खुसिको कुरा हो । जबकी बिश्वमै महामारीको रुपमा फैलिएको कोरोना (COVID-19) को कारण नेपाल सरकारले जारी गरेको लकडाउनको दिनदेखी नै ग्राहक सेवामा लागि परेको इकमर्स कम्पनीको कुनै प्रतिनिधित्व नहुनु भनेको दुःखद कुरा हो । अवश्य पनि सबै क्षेत्रमा सबैको प्रतिनिधित्व हुन सम्भव नहोला तर हालको अवस्थामा यस किसिमको छलफलमा sastodeal.com को पनि प्रतिनिधित्व हुनु जरुरी थियो कि?
- 13:32:18 From Prakash Khatiwada : Yeah! Laxman Ji :) I am also seeking for them here!



13:34:26 From Hempal Shrestha To Gyanendra Khadka (GYAPU.COM)(Privately) :  
@Gyanendra Khadka, can you please try to conclude within 2 minutes

13:40:02 From Niranjana Patel : voice ayena

13:40:21 From SEO Company Nepal (Prakash) : Voice Break (Mute Chha hajur ko  
Gyanendra Dai)

13:40:46 From Ram Kumar KC : namaskar!

13:41:37 From Suraj Raj Wagle : documents haru share garam hola sabai jana, sabai  
presentation and google documents

13:42:41 From Hempal Shrestha : @Suraj sir, All, we will be sharing all the  
presentation and the report though the google docs and pdf report as well. Please do share  
your emails with us if you want us to send you the reports as attachment

13:43:10 From Suraj Raj Wagle : suraj267@gmail.com

13:43:15 From Suraj Raj Wagle : thanks

13:43:27 From Ram Kishor Rawal : hritik.rawal@gmail.com, karnali Pradesh surkhet

13:43:38 From SEO Company Nepal (Prakash) : seocompanyinnepal@gmail.com  
(Prakash Khatiwada)

13:44:00 From Bhim Dhoj Shrestha : bhim.shrestha@cdlis.tu.edu.np

13:44:09 From Khadak Bohara : kb42bohara@gmail.com

13:44:10 From Chhabi Pokhrel : pokhrelchhabi72@gmail.com, jhapa

13:44:15 From Man Bahadur Dhanha Magar : mb.dhanha@gmail.com

Please send me the presentations in this email address

13:44:19 From Suman Neupane : 2001sumanz@gmail.com

13:44:33 From Purushottam Maharjan : puruttamji@gmail.com

13:44:34 From Ganesh Pokharel : ganeshbabupokharel@gmail.com

13:44:34 From subash pandey : suvaspandey2054@gmail.com

13:44:41 From Laxman Gautam : goallaxman@gmail.com

13:44:49 From Hempal Shrestha To Jashisha Gupta(Privately) : Sir, youre  
presentation is next would request if you can try to present in best time possible

13:44:56 From bishal kharel : download link ict fb page ma post gardinu hola

13:45:12 From Judha Rawal- PeaceWin Bajura : peacewin.judha@gmail.com

13:45:44 From Binita Karki : kbinita57@gmail.com

13:46:14 From (Yeti)Rachindra Raj Panthi : wppremier786@gmail.com

13:46:36 From Resham Acharya : Resham.acharya@gmail.com

13:48:05 From Bedanti : dhakalbieny@gmail.com

13:48:11 From bishal kharel : kbishal867@gmail.com

13:49:58 From Sitaram Rimal MeroShopping.com : info@meroshopping.com

13:54:30 From Ram Kumar KC To Hempal Shrestha(Privately) : Sir Namaste happy to  
gain such programs

13:55:09 From Dixon Chaudhary : dixonchaudhary7@gmail.com

13:55:20 From Urja Chawal : giving speech on same thing over and over.. another  
guest speaker plz

13:55:21 From CP Timsina : timsinacp@gmail.com

13:55:29 From bishal kharel : well said sir

13:55:35 From Ved Kafle : Very relevant issues have been raised by Gyanendra ji.  
These issues need to be resolved soon by joint efforts from the government and private  
sectors.

13:57:48 From Bigyan Shrestha : Very good insight from Gyanendra ji, Founder and  
CEO of Gyapu. 🙌🙌🙌❤️❤️🙏🙏

13:57:58 From Samir Lohani To Hempal Shrestha(Privately) : sir can you send the recorded meetings to lohanisamir2@gmail.com  
i am having interrupted internet

14:02:10 From Man Bahadur Dhanha Magar : mic off vayeko xa uhako

14:02:36 From Ram krishna : yes, Very nice insight from Gyanendra ji,

14:02:37 From SEO Company Nepal (Prakash) : Voice Break Slr

14:02:53 From Man Bahadur Dhanha Magar : Mic off xa

14:02:55 From Netra Subedi To Hempal Shrestha(Privately) : mike on garna lagaunu

14:02:58 From Netra Subedi To Hempal Shrestha(Privately) : off hola

14:02:59 From Man Bahadur Dhanha Magar : unmute the mice

14:03:19 From SEO Company Nepal (Prakash) : Informative and Researchable insight from Gyanendra Dai :) Well Said Dai!

14:04:33 From Man Bahadur Dhanha Magar : eco aairaxa

14:04:49 From Bedanti : echo is coming

14:04:52 From Man Bahadur Dhanha Magar : uhako mic unmute garera bolda hunxa hola ni zoom mai

14:05:37 From Ashok Khadka : What a jugad !!!

14:06:11 From Dipendra Punmagar : nayanepal303@gmail.com

14:24:22 From Samir Vajracharya : Are you collecting goods from sellers or sellers are delivering their orders up to your warehouse?

14:25:29 From Hempal Shrestha To Netra Subedi(Privately) : @Netra sir I am giving you co-host now and you should be able to share your screen for the presentation. I will request for your presentation after Sanagm's presentation, is that okay sir

14:25:57 From Netra Subedi To Hempal Shrestha(Privately) : sure

14:26:03 From Hempal Shrestha To Netra Subedi(Privately) : thanks sir

14:26:03 From Netra Subedi To Hempal Shrestha(Privately) : may I share my ppt now?

14:26:06 From Netra Subedi To Hempal Shrestha(Privately) : to you

14:27:15 From Hempal Shrestha To Netra Subedi(Privately) : After Sangam has completed his presentation, you can send me a pdf copy of your presentation as backup

14:27:29 From Hempal Shrestha To Netra Subedi(Privately) : my email is hempalshrestha@gmail.com

14:27:46 From Netra Subedi To Hempal Shrestha(Privately) : ok

14:28:55 From Hempal Shrestha To Sangam - www.NepXpress.com(Privately) : Sir, may I request you to kindly brief your presentation now

14:29:41 From Netra Subedi To Hempal Shrestha(Privately) : did you get the ppt

14:31:56 From Hempal Shrestha To Netra Subedi(Privately) : Sir I got the presentation, we might need to check if your audio is working okay else we will have backup plan as well

14:36:29 From Netra Subedi To Hempal Shrestha(Privately) : I am listening now

14:36:37 From Hempal Shrestha To Netra Subedi(Privately) : okay sir

14:51:15 From Sitaram Rimal MeroShopping.com : Please share e business law draft

14:52:56 From Hempal Shrestha To Amrit Tuladhar(Privately) : Sir, I will request for your input after Netra sir ko presentation - is that okay sir,

14:53:15 From Amrit Tuladhar To Hempal Shrestha(Privately) : Sure.

14:53:48 From Hempal Shrestha To Amrit Tuladhar(Privately) : thanks sir, so my question will be like you started it, where do you find yourself now bhanera and what has COVID push you, huncha sir?

14:54:50 From Amrit Tuladhar To Hempal Shrestha(Privately) : Ok.  
14:55:25 From Hempal Shrestha To Amrit Tuladhar(Privately) : thanks sir  
14:56:14 From Nikita Acharya : nikita@ugbazaaa  
14:56:31 From Nikita Acharya : \*nikita@ugbazaar.com  
14:58:09 From Razan Lamsal : @sitaram sir We will share e business draft after program with report.  
15:00:46 From Drona Parajuli : gradually Nepal is on the way to digitalization we can assume based on the keen interest and dedication to the digital orientation of young business person and concern authorities.  
15:01:56 From Bhim Dhoj Shrestha : @Netra Subedi ji, nice presentation. The Dept should be more active for the flawless implementation.  
15:03:02 From Amrit Tuladhar To Hempal Shrestha(Privately) : You need to unmute me. The host has to allow.  
15:03:18 From Netra Subedi To Hempal Shrestha(Privately) : yes we can do with support from all side  
15:03:39 From Gyanendra Khadka (GYAPU.COM) : ceo@xceltrip.com  
15:04:12 From Bigyan Shrestha : bigyan@gyapu.com  
15:04:34 From bishal kharel : sir plz speak louder  
15:04:54 From Anil's iPhone : anil@metrotarkari.com  
15:05:32 From Suna Ram BK : cpplamjung@gmail.com  
15:06:24 From Hempal Shrestha To Nikita Acharya(Privately) : Nikita ji, I will come to you after Amrit Sir, will and I will ask you as to what is your experience of the eCommerce sector as it is evolving now in Nepal and where do you see yourself in 2-3 years, huncha  
15:06:26 From Hempal Shrestha To Nikita Acharya(Privately) : ?  
15:11:36 From Hempal Shrestha To Madhav Timalisina(Privately) : @Madhav sir, I will come to you after Nikita ji, and My question will be something like this  
15:12:56 From Hempal Shrestha To Madhav Timalisina(Privately) : We have heard all the sector from the eCommerce industry actors, where is the Customer , and how are they treating and getting treated in the eCommerce Sector, is that okay sir?  
15:13:49 From Madhav Timalisina To Hempal Shrestha(Privately) : OK SIR  
15:13:52 From Hempal Shrestha To Madhav Timalisina(Privately) : thanks sir  
15:22:14 From PKS Pathshala Store : officialpksstore@gmail.com  
15:23:04 From subash pandey : aeyenepal@gmail.com  
15:26:58 From Bodh Prakash Pradhan : pradhanbodh@gmail.com  
15:28:08 From Ananda : adhikari.anand1@gmail.com  
15:32:57 From Drona Parajuli : dronasundar.parajuli@gmail.com  
15:35:26 From Anuj Raj Dhungel : news.anuj@gmail.com  
15:35:38 From Bhim Dhoj Shrestha : @Netra Subedi ji! Pls make sure that Khadya Sansthan ko on-line delivery system must be continued now onwards also.  
15:36:02 From Aman Shrestha : amanshresthas@gmail.com  
15:36:14 From Netra Subedi : sure, we are serious on it  
15:37:16 From iPhone : bhandarirajan2008@gmail.com  
15:37:40 From Komal Prasad Khanal : komalprasadkhanal587@gmail.com  
15:38:21 From Hempal Shrestha To Sangam - www.NepXpress.com(Privately) : Sangam sir there is a question for you  
15:38:35 From iPhone : bhandarirajiv87@gmail.com  
15:39:01 From bishal kharel : i have a question  
15:39:13 From Dixon Chaudhary : dixonchaudhary8@gmail.com

15:45:00 From Netra Subedi To Hempal Shrestha(Privately) : aba conclude garda ramro hola jasto lagyo

15:45:41 From Jashisha Gupta To Hempal Shrestha(Privately) : Ram Kumar KC

15:45:43 From Bhim Dhoj Shrestha : @Netra Subedi ji, Govt. should support e-commerce organizations, because as compared to other retail [physical] shops, e-commerce org have fully billed sales, possibility of not loosing tax by govt even in a small sale.

15:46:50 From Netra Subedi To Hempal Shrestha(Privately) : bringing them to formal economy is one important task from our side

15:49:52 From Suna Ram BK : अन्य बणिज्य फर्म जस्तै गरी ईकमर्सलाई पनि वाणिज्य फर्ममा दर्ता गरि संचालन गर्न सकिन्छ कि यसको लागि छुट्टै दर्ता प्रक्रिया हुन्छ ?

15:50:36 From Samir Lohani : is there possibility for the e-commerce giants like amazon, ali express to come and become establish in nepal? if it is possible then how can our companies survive?

15:51:45 From Bhim Dhoj Shrestha : @ Kavi Raj ji, rightly said. this activity [e-commerce] may revitalize the Postal Services of Nepal. @ Netra Subedi ji!

15:53:34 From Netra Subedi To Hempal Shrestha(Privately) : we will bring postal office to the discussion next time

15:54:19 From Netra Subedi To Hempal Shrestha(Privately) : Nepalese postal network is widespread

15:54:56 From user : Sir yo hamile sano online kholda wholeseller bata bill paunu garo xa paye pani kam mulya ko painxa tara hami le BILL diyera turnover tax tirne kunai system xaina sir ?

16:04:07 From Kavi Raj Joshi : kavi@mns.com.np

16:17:19 From Kavi Raj Joshi : @Gyanendra Ji, won't the cost of operation be too high for a private postal service to operate? On the other hand, the government postal service has been there for a long time, which doesn't seem to be full functional & tech integrated at all?

16:19:27 From Kavi Raj Joshi : However, it might be a good option if there's a PPP model possible with the govt postal service.

16:20:23 From Gyanendra Khadka (GYAPU.COM) : @kaviraj ji, I don't think it will be very expensive but this can be a better revenue model since every home needs this service. And they can partner with commerce platform for exchange, drop and delivery purpose as well. If private sectors can take over those government owned postal services or partner for swift service, this can be very helpful

16:23:28 From Amit Sharma : It was indeed a great insight about possibility, opportunity and collaboration. Huge potential for Nepal. <https://www.linkedin.com/in/amit-sharma-09646531/>

16:24:57 From Hempal Shrestha : Dear All Resource Persons and respected Participants, kindly do re-visit the Short public link for live Google docs: <https://bit.ly/3jefxKg> for updates from today's discussions and final report publication open for everyone

16:26:09 From Hempal Shrestha : if someone wants the report in their inbox please do share your email, who have already not shared yet

16:27:07 From Samir Vajracharya : samir.vajracharya@gmail.com

16:27:53 From Bhim Dhoj Shrestha : One session should be on ride sharing/ Pathao, Sarathi, etc. in the near future I think.

16:28:25 From Bhim Dhoj Shrestha : Thank you Hempal Ji, Razaj ji and all resource persons and participants.

16:30:10 From Gyanendra Khadka (GYAPU.COM) : Search Results  
Web results

why not another session on “Bridging The Gap: The Future Of E-Commerce Funding”

16:31:09 From Gyanendra Khadka (GYAPU.COM) : Or “ Bridging The Gap: The Future of Startup Funding”

16:31:17 From Hempal Shrestha : @Gyanendra sir, that is a definatly a great conent to dwell into, and have a great discussion

16:32:59 From Razan Lamsal : Thank you so much for your active participation

16:34:22 From Samir Vajracharya : Very informative. Thank you organizers.

16:35:04 From Man Bahadur Dhanha Magar : Thank you very much for this wonderful session

16:35:33 From Harikrishna Adhikari : thank you everyone

16:44:47 From Ram Kumar KC : This program has enhanced e-commerce , a new way of life

16:44:58 From Ram Kumar KC : thank you all

## **F. Samvad Sankshep:**

At the culmination of the samvad, Mr. Razan Lamsal, co-host of the Digital Samvad 1.0 presented the Samvad Sankshep on E-Commerce coping the change to changing the mindset. He compiled the thoughts and issues shared during the Samvad as presented as below:

1. Ganesh Shah
  - For economic development and prosperity too, the government should now help to promote innovation and e-commerce
2. Netra Subedi
  - Encouraging private sector efforts, the government will play a coordinating role and promote digital business along with the virtual marketplace
3. Gyanendra Khadka
  - By setting up the company at the time of the lockdown, more than 30,000 items have been ordered and delivered
  - Considering the large turnover in a short period of time, Nepali consumers are preparing for e-commerce
4. Amrit Man Tuladhar
  - Although it initially targeted Nepalis living abroad, Nepali consumers are now accustomed to online shopping and e-commerce.
  - The next days will be easier as Lockdown has also helped in expanding the market of e-commerce and the government is also moving towards this.



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## E-Commerce coping the change to changing the mindset

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### SECTION - D: THE WAY AHEAD

#### Chapter VI

#### Samvad Way Ahead

##### A. Samvad Niskarsa (English):

- For economic development and prosperity too, the government should now help promote innovation and e-commerce
- E-commerce companies should be managed by creating a conducive environment
- If the government has a far-reaching policy, investment, encouragement, this sector will flourish in Nepal soon
- Lately, there seems to be a controversy over whether the law is trying to stop technology in Nepal before innovation
- Nowadays, innovation and technology should be managed rather than stopped by law
- The government is preparing to bring a new act related to e-business
- Encouraging private sector efforts, the government will play a coordinating role and promote digital business along with the virtual marketplace.
- Saying that innovation cannot be stopped by law, there is great potential for Nepali e-commerce and IT companies to expand in the world market, so startups need support.
- Delivery and courier services need to be made more systematic and digital literacy needs to be increased among consumers
- E-commerce companies should be managed by creating a conducive environment
- If there is a far-reaching policy, investment and encouragement of the government, this sector will flourish in Nepal soon

##### Samvad Niskarsa (Nepali):

- आर्थिक विकास र समृद्धिका लागि पनि सरकारले अब आविष्कार र इ-कमर्स प्रवर्द्धनमा सहयोग गर्नुपर्छ
- इ-कमर्स कम्पनीहरूलाई अनुकूल वातावरण सिर्जना गरेर व्यवस्थित गर्नुपर्छ
- सरकारको दूरगामी नीति, लगानी, प्रोत्साहन भएमा यो क्षेत्र नेपालमा छिट्टै फस्टाउँछ
- पछिल्लो समय नेपालमा प्रविधिलाई कानूनले रोक्न खोजिएको भन्दै इन्नोभेसन पहिला कि कानून भन्ने कुरामा विवाद हुने गरेको देखिन्छ
- अबको समयमा इन्नोभेसन र प्रविधिलाई कानूनले रोक्नेभन्दा पनि व्यवस्थित गर्नुपर्ने
- सरकारले ई-बिजनेस सम्बन्धी नयाँ ऐन ल्याउने तयारी गरेको

- निजीक्षेत्रले गरिरहेका प्रयासलाई प्रोत्साहन गर्दै सरकारले समन्वयकारी भूमिका खेल्ने र भर्चुअल मार्केटप्लेससँगै डिजिटल कारोबारलाई प्रवर्द्धन गर्ने
- इन्नोभेसनलाई कानूनले छेक्न नसक्ने भन्दै विश्वबजारमा नेपाली ई-कमर्स तथा आइटी कम्पनीहरू विस्तार हुन सक्ने ठूलो सम्भावना रहेको हुँदा स्टार्टअपलाई सहयोगको जरुरी रहेको
- डेलिभरी तथा कुरियर सर्भिसलाई अझ व्यवस्थित गर्नुपर्ने र उपभोक्तामा डिजिटल लिट्रेसी बढाउन आवश्यक रहेको
- ई-कमर्स कम्पनी सञ्चालनमा सहज वातावरण बनाएर व्यवस्थित गर्नुपर्ने
- सरकारको दूरगामी पोलिसी, लगानी, प्रोत्साहन भएमा यो क्षेत्र नेपालमा चाँडै फस्टाउने



