

Entrepreneurs from the Mid & Far West to feature on nationwide TV show

10 Entrepreneurs from the Mid and Far West of Nepal travelled to Kathmandu earlier this month for the chance to feature on the nationwide TV show, Idea Studio Season 2. After rigorous interviews, 7 finalists were selected by Idea Studio Nepal to feature their business ideas on TV.

The first episode will be broadcast this evening, 7:25pm on Nepal Television (every Monday) and 8:30pm on Avenues Channel every Saturday starting from 17th September.

These 5 minutes of fame are only the beginning. Idea Studio Nepal is a not for profit company that aims to foster entrepreneurship and employment countrywide by providing training, mentoring and access to investment. 30 applicants from across Nepal took part in a 5-week training programme offered by Idea Studio Nepal and Kathmandu University School of Management at Nepal's first business incubator before being filmed presenting their ideas to a panel of Business Gurus and television viewers across the country.

The support offered to applicants begins with the TV show. Idea Studio Nepal is building a network of entrepreneurs, linking applicants with sector experts who volunteer to help turn their ideas into credible business plans and support them to secure access to investment networks.

RAP3 CONNECT, a component of UK aid funded Rural Access Programme 3 is partnering with Idea Studio Nepal to bring this enabling platform for translating ideas and aspirations into real businesses to 5 core districts in the Mid and Far West of Nepal. RAP3 is a comprehensive poverty alleviation programme, which uses the construction of transport infrastructure as an entry point for delivering development through access to the poorest and most marginalized in remote parts of Nepal.

In Season 1 Idea Studio received 11 applications from the Mid West & Far West. In partnership with RAP3 CONNECT, Idea Studio Nepal Season 2 received 227 applications from the Mid & Far West, of which 211 were from RAP3 CONNECT districts.

The 10 successful applicants from the Mid and Far West submitted ideas ranging from animal husbandry, poultry farming and bee farming to sishnu production and ice-cream business expansion; demonstrating the diverse business opportunities in the region.

RAP3 CONNECT will go on to support all applicants from the Mid & Far West, running business boot camps in partnership with Idea Studio Nepal for every applicant from the region that put forward an idea.

Ms. Subhashini Chandran, RAP3 CONNECT Team Leader said, "We are inspired by the increased participation we have been able to facilitate in a short span of time in the Mid and Far West. RAP3 CONNECT is working with Idea Studio Nepal to increase interest and activity in the micro, small and medium enterprise sectors. We hope this collaboration will positively contribute to the social and economic development of the region."

Notes to editors:

- RAP3 CONNECT is funded by UK aid
- RAP3 CONNECT has committed core funding support to Idea Studio Nepal over three years.
- Idea Studio Nepal aims to strengthen local business environments and improve economic opportunities for people across Nepal, particularly the Mid and Far West, through a partnership with RAP3 CONNECT.
- RAP3 CONNECT support is offered for increasing the number of applicants from the region, particularly from women entrepreneurs and Disadvantaged Group (DAG) members, and to support viable businesses in RAP3 CONNECT focus districts (Achham, Bajura, Dailekh, Doti and Jumla).
- Idea Studio Nepal will be aired on NTV, Monday at 7.30pm and Avenues TV, Saturday at 8.30pm