

Concept Note: Forest-based product Exhibition on the occasion of the National Community Forest Day Celebration

1. Introduction

The Community Forest Day celebration is dedicated to raising awareness about the importance of forests, promoting sustainable forest management, and fostering a strong connection between the community and their local forests. This event will bring together residents, environmental organizations, local businesses, and policymakers to celebrate the vital role forests play in our lives and to encourage collective efforts in forest conservation.

The Forest-Based Product Exhibition aims to showcase the forest-based products derived from forest ecosystems. This event will highlight the importance of sustainable forest management and the benefits of forest products to the local economy and community. It will serve as a platform for local artisans, entrepreneurs, and communities to present their unique forest-based products and foster appreciation for sustainable forestry practices. The exhibition will showcase a wide range of ethical handicraft, agro-food, and non-timber forest products and live demonstrations mainly produced by marginalized and underprivileged women producers from different parts of the country through stalls of Forest-based entrepreneurs Groups.

2. Objectives

- **Raise Awareness:** Educate the community about the ecological, economic, and social importance of forest and forest-based enterprise
- **Promote Conservation:** Encourage sustainable forest management and conservation practices.
- **Strengthen Community Ties:** Foster a sense of community through shared activities and goals centered on forest conservation.
- **Support Local Economy and promotion of Forest-based enterprise:** Highlight forest-based products and businesses, promoting local economic development and forest based enterprise.

3. Event Details: Forest Based Product Exhibition and Product Stall

- **Date:** 2024 August 9
- **Time:** 10 am to PM
- **Venue:** Karki Banquet, Babar Mahal Heights, Kathmandu
- **Target Audience:** Residents, environmental enthusiasts, students, community leaders, policymakers, and businesses.

4. Activities and Feature

- **Interaction with entrepreneurs:** Sessions on topics such as forest conservation, sustainable harvesting/ production practices, production process, opportunity, and challenge.

- **Exhibition Stalls:** Display of forest-based products, information booths, and stalls showcasing local businesses.
- **Artisan Live Demonstration** –artisans' craftsmanship like wood carving, weaving clothes(Allo), pottery making, dhakiya making, etc will be demonstrated to inform about the local craftsmanship and inspire to preserve and promote our culture and nature through entrepreneurship.

5. Marketing and Promotion

- **Social Media Campaign:** Utilize social media platforms to promote the event, share updates, and engage the community.
- **Local Media:** Partner with local newspapers, radio stations, and television channels for coverage and advertisements.
- **Flyers and Posters:** Distribute promotional materials in strategic locations such as community centers, libraries, and local businesses.

6. Sustainability Initiatives

- **Eco-Friendly Practices:** Use biodegradable materials, minimize waste, and promote recycling during the event.
- **Sustainable Sourcing:** Highlight and support vendors who use sustainable sourcing and production methods.
- **Educational Initiatives:** Provide information on sustainable forest practices and the importance of conservation.

7. Budget and Funding

Budget Plan

S.N	Activities	Unit	Qty.	Day/times	Rate	Total Cost
	Exhibition Cost					
1	Travel Cost(Makwanpur)	Person	8	2	800	12800
2	Travel Cost Dang	Person	7	2	2500	35000
3	Local Travel(Ktm)	Person	17	2	1000	34000
4	Accommodation	room	8	3	1200	28800
5	Food and snacks	Person	20	4	1200	96000
6	Exhibition management Cost (Banner, Printing product)	Time	1	1	50000	50000
7	Communication	Time	1	1	1000	1000
8	Travel cost(Air) expert and Board members	Person	4	2	6000	48000
	Total Cost					305600
	Interaction Meeting with Entrepreneurs					
	Lunch Cost	person	25	1	1200	30000
	Travel cost	person	20	1	1000	20000
	Total Cost					50000

Total Activates Cost					355600
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8. Evaluation and Feedback

- **Post-Event Survey:** Collect feedback from participants and exhibitors to evaluate the event's success and identify areas for improvement.
- **Impact Analysis:** Assess the impact of the event on consumer awareness, forest conservation efforts, local economic and forest-based enterprise development

9. Conclusion

The Community Forest Day celebration is an opportunity to unite the community in the appreciation and conservation of our local forests. By engaging residents, promoting sustainable practices, and supporting local businesses, this event aims to create lasting positive impacts on our environment and community. We look forward to your participation and support in making this celebration a success.

Annex -1. Product Details and Activities Details

S.N	Product Name	District	Person	
1	Moonj	Dang	2	
2	Honey	Dang	1	
3	Sisno Power	Dang	1	
5	Salesperson	Dang	1	
7	Pottery	Dang	2	
8	Turmaric	Makhwanpur	1	
9	Soap	Makhwanpur	2	
10	Gundruk/ Pickle	Makhwanpur	2	
11	Wooden Craft	Makhwanpur	3	
	Live Demonstration			
1	Allo Weaving			
2	Wooden Craft			
3	Pottery			
4	Moonj			