

UKaid सीप Branding and Visibility Guidance for Partners

1. INTRODUCTION

Achieving the outcomes and impact of UKaid Skills for Employment Programme (सीप) and goals of the market-led partnerships catalysed by सीप, will require awareness, recognition, and support from the private sector, Government of Nepal (GoN), DFID, Nepali public (i.e. the clients our partnerships seek to serve), and other key stakeholders. In order to do so, सीप will look for support from its partners to adopt thoughtful, integrated Communications and Outreach strategy and plans that are local-market and context-specific – a crucial part of which will be following the proper DFID-aligned branding/visibility and publicity guidance.

As a part of the Grant Agreement signed between सीप and partners, it is important for the partners to follow the branding and publicity guidance mentioned under Clause 23, 24 and 25 under the Grant Agreement which states the following:

- **Clause 23:** *The Organisation agrees to acknowledge DFID's support in its annual report and accounts covering the period of the Project, and in any publicity, materials relating to the Project.*
- **Clause 24:** *The Organisation agrees to follow the guidelines with respect to the representation of DFID set out in DFID's leaflet "UK Aid Branding Guidance" (see Figure 1 and Annex I).*
- **Clause 25:** *DFID may refer to the Organisation and/or the Project in its publicity material but will be sensitive to situations where confidentiality is a particular issue.*

Section 2 of this document provides an illustration of the ways in which सीप's partner can communicate about its partnership with सीप among the people it serves i.e. clients and other key stakeholders. It outlines the branding and visibility guidelines for various communications tools and platforms that might be used as a part of the overall partner-led outreach and communications strategy and plan. Note: some partners might refer to these strategies and plans as marketing and mobilisation strategy and plans. Section 3 gives an overview of how we can be more inclusive while designing our campaigns; Section 4 outlines guidance for media engagement; Section 5 gives guidelines on impact story writing, and finally, Section 6 highlights communication material samples with appropriate branding and marking.

This document is intended to be dynamic and will be routinely monitored and updated to meet the specific opportunities and conditions of the partnerships.

Annex D: Corporate Identity and Publications Guidelines (DFID)

Introduction

The wording of this Annex is given as a general example of what is likely to be required.

D-1 Each Skills for Employment co invested project must use the UK aid logo on their programmes to be transparent and acknowledged that they are funded by UK taxpayers. Typically it will be wherever the partner's own logo and that of any other donor is displayed.

Branding

D-2 Partner organisation receiving co investment from Skills for Employment Programme must acknowledge the funding from UK government in all forms of communication such as interviews, press releases, public statements, on social media and other public communications. Partner organisation can acknowledge this by using the following wording.

"This project was funded with UK aid from the UK government " or "This project was funded with UK aid from the British people"

Visibility Statement

D-3 As a part of this co funding agreement Investment partner organisation need to produce a visibility statement, setting out how and where you will be recognising funding from the UK government on your programme outputs.

Subcontracts and Programme Delivery Partners

D-4 If Skills for Employment Programme co investment organisation is using any consortium partner in their project partner organisation must ensure that their consortium partner also know that the funding of their work is from the UK government and they should be committed to acknowledge this on the work they deliver.

Corporate Identity and Publications Guidelines (DFID) as stated in the Grant Agreement.

2. BRANDING AND VISIBILITY PLAN

Marketing and Communication Products	Use of UKaid and सीप logos	Use of Provincial Government's Logo	Specific Messaging and Guidance	Exceptions
Posters, Flyers, and Brochures	√	√	<p>For partnerships being implemented in Province 2 with the Provincial/local government's support, inclusion of Province 2 Government logo is recommended.</p> <p>For Province 5, logo to be included in a case by case basis depending on the nature and level of support and GoN ownership, and after approval from the concerned authority. Partner can seek guidance from सीप on this matter.</p>	In case of exceptions, recommend consulting with your Point of Contact (POC) at सीप.
Training Certificates	√	-	UKaid and सीप branding as well as branding of the Government to be determined on a case to case basis, depending on the market-relevance and market-led nature, need, and sustainability goals of the partnership.	Signatory from UKaid सीप not required.
Training Curriculum/Manuals	√	-		Any exceptions to non-inclusion of UKaid सीप logo on the front or back cover of the Curriculum/Manual will need to be discussed and agreed with सीप ahead of time. Should the rationale for non-inclusion in the front or back cover be strong and pre-agreed, UKaid सीप's support needs to be clearly outlined and acknowledged in the inside cover pages of the manual.
Jingles & PSAs	-	-	<p>The main message does not need to mention the support of UKaid सीप.</p> <p>At the end of the jingle/PSA, please add a tagline that acknowledges UKaid सीप's support (and Province 2 if it's being broadcasted in Province 2).</p> <p>Suggested Content: प्रदेश २ सरकार र यू.के. एड सीप को सहयोग मा ---- द्वारा संचालित</p>	
Paper Advertisements to Publicize Training Opportunities	√	√	For partnerships being implemented in Province 2 with the Provincial/local government's support, inclusion of	All the adverts (regarding training opportunities) being published need to have

Marketing and Communication Products	Use of UKaid and सीप logos	Use of Provincial Government's Logo	Specific Messaging and Guidance	Exceptions
			<p>Province 2 Government logo is recommended.</p> <p>For Province 5, logo to be included in a case by case basis depending on the nature and level of support from and ownership of the GoN, and after approval from the concerned authority.</p>	<p>UKaid and सीप branding. But this does not apply to vacancy announcements. Any exceptions to this will need to be pre-discussed and agreed with सीप.</p>
<p>Training Academy/Infrastructure</p>	<p>√</p>	<p>√</p>	<p>For partnerships being implemented in Province 2 with the Provincial/local government's support, inclusion of Province 2 Government's logo is recommended.</p> <p>In Province 5, inclusion of Provincial/local Government logos will need to be determined on a case to case basis depending on the nature and level of support from and ownership of the Government, and after approval from the concerned authority. सीप can provide guidance.</p>	<p>The branding need not be part of the partners' corporate branding, however they are required to give an overview of the partnership inside the training classrooms in the form of flexes or commemoration plaques.</p>
<p>Events Launch, Signing Ceremonies, and other key Public Activities</p>	<p>√</p>	<p>√</p>	<p>Partners are requested to have proper branding in all partnership-related events/trainings in the form of backdrop banners, standees, etc.</p> <p>For projects being implemented in Province 2 with the Provincial/local government's support, inclusion of Province 2 Government's logo is recommended.</p> <p>For Province 5, logo to be included in a case by case basis after approval from the concerned authority.</p>	
<p>Social Media Platforms</p>	<p>√</p>	<p>√</p>	<p>Partners are requested to have proper branding in all partnership-related content.</p> <p>For projects being implemented in Province 2 with the local government's support, then Province 2 Government's logo also to be included.</p> <p>For Province 5, logo to be included in a case by case basis after approval from the concerned authority. सीप can provide guidance.</p>	<p>All the social media posts need not have the UKaid सीप's logo; however, while posting about the partnership, partners are required to mention सीप's support.</p> <p>In case of exceptions, recommend consulting with your POC at सीप.</p>

3. GENDER EQUALITY & SOCIAL INCLUSION (GESI) AND SAFEGUARDING IN COMMUNICATIONS

GESI is integral to all UKaid सीप partnerships and efforts. GESI-sensitive communications and marketing tools, mechanisms, and language employed by सीप and our partners can go a long way in encouraging and enabling better participation of women, disadvantaged group, and people with disabilities in our work. Therefore, it is imperative to design our communication materials and campaigns equitably target these populations and integrate GESI-inclusive content.

Using gender-inclusive language means speaking and writing in a way that does not discriminate against a particular sex, social gender or gender identity, and does not perpetuate gender stereotypes. Given the key role of language in shaping cultural and social attitudes, using gender-inclusive language is a powerful way to promote gender equality and eradicate gender bias. (<https://www.un.org/en/gender-inclusive-language/>). For example:

- When faced with a situation describing people in general, consider alternatives to the generic “man” label.
- Avoid descriptions of jobs, roles or personal characteristics that reflect gender-specific stereotyping.
- When preparing photos, videos, brochures, slides or graphics for presentations, represent women and men actively participating in all aspects of life at home, school, work or within the community. Men and women can be shown in non-traditional roles such as women as plumbers or men as caregivers.
- Promote a balanced presentation of women in authority positions. Consider posture and positioning within a picture to help establish that this balance is present; for example, avoid portraying men behind desks and women standing to the side.
- It is important to ensure that animation or cartoons do not base their humour on gender stereotypes.
- A balance of images to reflect the population is recommended, such as representation of people from DAGs and differently-abled population.

As part of our commitment to GESI mainstreaming and safeguarding, सीप commits to promoting safety and health in communities/regions where our partners are active via skilling and related communication and marketing efforts aimed at trainees/target groups. We actively work with our partners to develop measures to prevent and respond to harm caused by sexual exploitation, abuse, harassment or bullying. The aim is to minimize the likelihood and impact of these actions towards both the people the programme is trying to help, and people who are working in the sector. We encourage our partners to integrate key information/messages regarding safeguarding policies and practices in their communication materials, to the extent possible. Examples of communication materials where key safeguarding messages can be incorporated include: posters/pamphlets, a dedicated safeguarding campaign, internal memos to orient and inform staff about safeguarding plans and policies for dissemination to a wider audience, and training curriculum. Integration and reinforcement of key GESI and safeguarding messages will ensure:

- All staff have access to, are familiar with, and know their responsibilities within those policy and practices.
- Design and implementation of partner activities in a way that protects people, especially the most vulnerable, from any risk of harm that may arise.
- Compliance with safeguarding efforts and goals including when recruiting, managing and deploying staff and associated personnel.
- Adequate and timely follow-up on reports of safeguarding concerns.

DFID and UKaid सीप defines safeguarding as a means of protecting peoples' health, wellbeing and human rights, and enabling them to live free from harm, abuse and neglect. In our sector, we understand it to mean protecting people, including at risk children, adults, from harm that arises from coming into contact with our staff, programmes or activities. Our partners make use of the partnership with us to develop their own safeguarding policies, which enable to them strengthen their brand value and image within their communities.

4. GUIDANCE ON ENGAGEMENT WITH MEDIA FOR PARTNERS

This section highlights some good practices for partners to employ during their engagement with media. For UKaid सीप, media is a key stakeholder given its ability to inform and influence opinions and perspectives of other stakeholders on topics and messages that are critical to the success of the partnerships and the industry/sector supported by सीप. Media also plays

a crucial role in generating goodwill and visibility for the important work of सीप and its partners. Partners are encouraged and invited to:

- Build strategic media engagement plans, mapping and identifying representatives and platforms/mediums that can best understand and support your interests/goals, serve as your champions, and help you reach your target group and stakeholders, including potential trainees, employers, and the GoN, with key messages and information.
- Draft standard key messages about the partnership so that you're able to clearly and consistently weave and reinforce your priority messages through your various communication mediums and efforts. Well-crafted and regularly reinforced key messages will help your audience remember and recognise your brand, understand why the work you're doing is important, and care about and support the work. सीप encourages partners to also think through your cornerstone messages, entailing the 'what', 'how' and 'why' triangle, to craft the three main pillars of a key message. Together, the message triangle can work together to form a coherent message and a common theme for all your communications. An illustration of the message triangle for UKaid सीप follows below.

UKaid सीप's key messages follow below, covering the 'what', 'how' and 'why' of our work. *Note: Some of the numbers provided below will be updated by सीप on a monthly basis. We encourage partners to check-in with सीप if you plan to cite the numbers in particular in your communication products/mediums.*

- **What:** UKaid सीप is brokering transformational partnerships with diverse Nepali private and public institutions to propel growth in priority sectors – commercial agriculture, light manufacturing, tourism, ICT, and construction – by expanding quality market-led skilling and migration management initiatives that improve incomes and productivity for people, firms, and industries in Provinces 2 and 5.
- **What (on overarching progress and impact):** To date, UKaid सीप has catalysed 12 market-led partnerships with the potential to equip and empower nearly 27,000 Nepalis with quality, market-relevant skills, improved livelihood, and access to financial and migration services by 2020 and a total leverage commitment of over GBP 3.5 million from partners.
- **How:** सीप uses a Challenge Fund mechanism to support market stakeholders with co-investment and technical assistance aimed at catalysing scalable, sustainable multi-sectoral partnerships, leveraging private and public capital, and introducing innovative skilling and migrant management models
- **Why:** UKaid सीप aims to accelerate progress and unlock barriers for delivery of accessible, affordable services by increasing and improving skills, incomes, and access to reliable migration and financial services for at least 90,000 Nepalis by 2022, while also enabling growth for firms/industries and strengthening Nepali institutions and systems.
- **Why (additional context):** UKaid सीप, unveiled in April 2019, builds on DFID's commitment to Nepal's political and economic transformation, including support for federalism, transformational growth and constitutional rights with the power to leave no one behind.

- If you have plans of engaging with the media and/or if you receive media coverage, please share the information with सीप. In the same vein, if you are approached by the media regarding your partnership with सीप, please inform the सीप team in a timely manner to keep us in the loop, and if useful, to jointly strategise response plans. At सीप, we're always keen to highlight the good work being done by our partners – mobilising social media, Quarterly Newsletter, website, events, blogs, media, and other platforms – and welcome information shared.
- Refrain from divulging information outside of the partnership scope. Any सीप related queries should be directed to the Communications Lead or your POC at सीप.
- Any press release going out about the partnership should mention your collaboration with UKaid and सीप's support. It is always a good idea to share press release drafts with सीप's Communications Lead, for review and advisory, before it goes out to the media.

Social Media Engagement

Media engagement is not confined to traditional media anymore, and शीप encourages partners to highlight, cross-promote, and engage in strategic discourse via social media platforms as well. At शीप, we regularly use [Twitter](#), [Facebook](#), [Instagram](#), and [LinkedIn](#) as our preferred social media platforms given the presence of and reach it has among our key stakeholders: the GoN, private sector, civil society, media, DFID and other donors/INGOs, and last but not the least the Nepali public – the clients we wish to serve and support through our partnerships.

Guidance on the type of content शीप considers social media worthy (samples follow in the next section) follows below, which we would welcome from our partners so that we can promote the important work you are doing, and the impact created.

- Examples of content शीप is looking for:
 - Posts showing action-oriented skilling engagements and other partner activities of target group/clients being serviced (e.g. borrowers receiving service from bank partners);
 - Portraits and stories, along with quotes, from job seekers (such as migrants & returnee migrants) who've successfully been placed in jobs or served by bank and ethical recruitment partners;
 - Short photo stories of the target group (e.g. job seekers, SMEs, farmers, worker, borrowers, returnee or aspiring migrant and/or their families) supported by the partnership—illustrating the change and impact in their lives now.
 - Collaborations you've established with other market stakeholders – showcase the support being received e.g. from Government, employers, academic institutions etc. and resources being leveraged;
 - Highlight your good practices – e.g. on GESI, trainee mobilization, employer engagement, Government engagement – to encourage wider adoption by other market stakeholder or peers in the industry;
 - Profile your partners and champions – people and institutions whose support and engagement is crucial for the success of your work. This could include individuals and/or institutions in the Government, media, civil society, private sector etc.
- Create informative and interesting content. While doing so, use simple, and consistent messages that resonate with the public.
- Visual content (images, videos, and graphics) is more helpful to telling stories than text laden format. We recommend developing photo stories, simple infographics, short videos, and maintaining stock of powerful images.
- Explore the use of local language content to broaden engagement with audience that may not necessarily be fluent in English.
- Develop a small number of initiatives tied to key themes/priorities/programs that invite deeper engagement and user-generated content.

5. IMPACT STORY GUIDELINES FOR PARTNERS

Highlighting Our Impact

An impact story describes **how** UKaid शीप partners are making a difference in in the lives of the people, communities, and industry they support and service—and **why** that difference matters. It is beyond narrating specific events or activities undertaken as part of the partnership, rather it describes the positive change and progress materializing as a result of the partnership more broadly. You can also write an impact story about activities or innovations that are particularly noteworthy and significant, even if the partnership is in an earlier stage or mid-way through implementation, because there will be important efforts, learning, progress, and goals to describe. Such impacts can be framed as 'case studies'.

These stories should be specific – they should relate with specific challenges, actors, solutions, and outcomes. Stories can be of different types and they can show the impact of the partnership in a particular household, community or industry. Stories can also describe the innovations or the potential impact the partnership will have throughout the intervention period and thereafter. It can also highlight the knowledge and learning generated and the 'ripple effect' thereafter in scaling or replicating the specific activities, innovations, or business models.

The best success stories are human interest led and illustrates how the partnership has improved people's lives or made a difference in that community or on raising productivity and growth for the industry i.e. accelerating transformation of the

industry. In order to communicate the stories effectively, we need to ensure that these stories are not mere programme descriptions, but a real-life example of the good work of our partnership through the lens of the people affected by them.

Outline

The story should follow the outline below: (typical word limit: 1,000 words)

Title: A good title is short, simple, jargon-free, and has impact.

Body: The first paragraphs should showcase the challenge or market constraints encountered and the context of partnership i.e. explain why the partnership with UKaid श्रीप is important. Start with the challenge, problem, issue or opportunity that the partnership aims to address. Then, clarify who the story is about by adding a human-interest angle— who is experiencing this problem and how would they benefit if it was solved? Alternatively, if you're highlighting an innovation or market-led activities or collaborations forged with other market stakeholders (e.g. Government of Nepal), explain what is noteworthy about the effort and why it matters. In other words, what is at stake for a person, community, or the industry? (250–300 words)

Initiative: Describe what the partnership has done to address the challenge or market constraints mentioned above. Showcase the strategy and timeline of actions. A quote or two from the job seeker and/or other partners, whose story you will be highlighting, will add weightage to the story. (250–300 words)

Key Result/Insight/Interesting Fact: Describe the key results, insights, learning, and other interesting facts stemming from the partnership. (100–150 words and/or in the form of infographics)

Impact - How did this make a difference?

Provide a short summary of the actual change (on knowledge, attitude, skills, livelihoods, system improvements, practice, or policy) that took place and how this can lead to large-scale impact for larger number of people, industry writ large, or at system level. Provide quantitative measures, where possible and use simple graphs or tables to illustrate a point. (200–250 words).

Additional Guidelines:

- **Quotes:** Provide 2-3 quotes of 50-words each from different people and partners that bring a different perspective to the story (including name of person, age, background, location, etc.). These could be account from a single jobseeker or a group of people or partners who talk about how the intervention has made a tremendous difference in their livelihood, community, behaviours/attitudes, policies, investment, etc.
- **Photographs:** Photographs bring a story to life. The photo should be colorful, depict action, capture people's attention, and feature a main character prominently. Please attach only a .jpg, .bmp, or .gif file with at least 300 dpi (dots per inch) resolution. Please include the photographer's name, organization, and 10–20-word caption for the photo.
- **Jargon-free Writing:** Translate technical jargon such as “capacity building” to “skilling” or other words that everyone understands and try to break down development concepts in the same way. These stories are written for the average reader – for your mother and father, a government representative, a person on the street – as well as for fellow development and private sector experts.
- **Avoid acronyms:** If you can describe it in real words, do so on first reference. Acronyms can be used later but should be avoided as much as possible.
- Tell stories that showcase a sustainable change. Don't tell stories that could represent a one-off success or that aren't connected to a larger narrative or solution.
- Do create emotional/personal connections that bring viewers into the scene.

Finally, you can use the **checklist** below to ensure your story meets the criteria outlined and is ready for sharing.

S.No	Question to Consider	Yes	No
1	Is the story interesting to your target audience?		
2	Does the story explain what new insights the programme brings? What is the main lesson learned from this story? Does the story describe a key insight on what works and what doesn't and something that future programmes could build on?		
3	Does the story describe the outcomes and the people who are benefitting? What changes – in skills, knowledge, attitude, practice, or policy – has the research brought, and who is benefitting from these changes?		
4	Does the story make a compelling point that people will remember? Does the story show how the programme makes a difference to improving livelihoods and generating employment?		
5	Does the story provide an interesting fact that people will remember? For example - how, for the first time ever in a factory's 20 year history, women are now being employed as a result of the partnership.		
6	Does the story explain what kind of impact this innovation or technology could have if scaled up?		
7	Does the story show which partners contributed and how?		
8	Does the story include quotes?		

6. ILLUSTRATIVE SAMPLES

Examples of logo placement in any marketing materials:



मर्ना खुल्यो



एम.ए.डब्ल्यू. एकेडमी फोर स्किल डेवलपमेण्ट (MAW Academy for Skills Development) को आयोजनामा जनकपुरमा **JCB** हेमि इक्विपमेन्ट अपरेटर र **JCB** हेमि इक्विपमेन्ट मेकानिक्स ट्रेनिङ्ग लिन चाहने व्यक्तिहरूको लागि नेपाल सरकारको प्राविधिक शिक्षा तथा व्यावसायिक तालिम परिषद् (CTEVT) तथा **JCB** को पाठ्यक्रममा आधारित तालिमहरू सहूलियत शूलकमा सञ्चालन हुने भएको हुँदा इच्छुक व्यक्तिहरूले यथाशिघ्र सम्पर्क गर्नुहुनको लागि अनुरोध गर्दछौं ।

तालिमहरू:	तालिम अवधि:
१. हेमि इक्विपमेन्ट ब्याकहो लोडर	१ महिना
२. हेमि इक्विपमेन्ट एस्केलेटर	१ महिना
३. हेमि इक्विपमेन्ट मेकानिक्स	४ महिना

आकर्षणहरू:

- अन्तराष्ट्रिय मान्यता प्राप्त संस्था **JCB** बाट प्रमाणीकरण हुने ।
- तालिममा सिमुलेटर (Simulator) को प्रयोग गरी सिकाइने ।

आवश्यक कामजातहरू:

- नेपाली नागरिकताको प्रतिलिपी २ प्रति
- पासपोर्ट साइजको फोटो ४ प्रति



JCB अपरेटर प्रोफेशनल सेन्टर, सिवरी रोड, जनकपुर
 काठमाडौं, नेपाल
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सीप तथा ज्ञान केन्द्र

KNOWLEDGE & SKILL DEVELOPMENT CENTER

रोजगारी
रोजगारको अवसरवता श्रवणार सीप तथा ज्ञानकेन्द्रको विकास गरी रोजगार वातावरणमा सहजिकरण गरी दिने ।

उच्चशिक्षिता
नविन सेवाको विकास, विविध साक्षरता तथा व्यवसायिक योजना निर्माण गर्न मद्दत गर्ने तथा विभिन्न स्थ संस्था संग सहजिकरण गरी उच्चशिक्षिताको सृजना गर्ने ।

उत्पादन तथा मूलापान सुद्धि
प्राप्त व्यवसायिक तालिम तथा सृजनर उद्घाटन तथा गुणाका बृद्धिको लागि प्रयोग तथा सहजिकरण गर्ने ।

सीप तथा ज्ञान

दक्ष तथा अनुभवी व्यक्तिहरू द्वारा कि-सन तथा कृषी कार्यहरूका लागि सीप तथा ज्ञान विकास सबबिध व्यवसायिक तालिम तथा सृजनर प्रदान गर्ने ।



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रोजगारीको सुवर्ण अवसर

रोजगारीको लागि सीप

नेपाल धामी उत्पादक संघको संयोजकत्वमा दक्ष प्रशिक्षकद्वारा तालिम मगरई तालिम पछिको रोजगारी उपलब्ध गराउने हुँदा अवसरको समुपयोग गरी उचित तालिमको लागि इच्छुक नेपाली भारतीयक समक्ष दरसमस्त आवेदन गरिनु ।

विशेषताहरू:

- उद्योगले दक्ष प्रशिक्षकबाट प्रशिक्षण माराउने ।
- तालिम पढेवाले सम्बन्धित कार्यमा उतिर्णलाई उद्योगले रोजगारी उपलब्ध गराउनेछ ।
- तालिमको अवधिमा समेत उचित पारिश्रमिकको व्यवस्था रहेको छ ।
- पासपोर्ट मर्ना कृषी शूलक लाग्ने छैन ।
- संबन्धकोष, उपदान, विमा लगावत जस्य सुविधाको व्यवस्था भएको ।
- महिला तथा पुरुषको समि जसम जसम कि-शूलक आवश्यकता व्यवस्था भएको ।
- शैक्षिक योग्यता छ कक्षा उर्नीर्ण भए हुने ।
- १८ वर्ष देखि ३५ वर्ष उमेर भएकाहरूले सम्पर्क गर्न सक्ने ।
- सामाजिकता प्रमाणपत्रको प्रतिलिपी २ छ प्रति जोडा मर्ना हुने ।
- इटाईरी समात बजार (दरती) बाहिर भएवाट परिवार सहित हेरामा बसेर पनि काम गर्न सकिने ।
- अमेर टाईम (OT) को व्यवस्था भएको ।
- हाईवे (सडक) समि उद्योग भएवाट सहज यातायात र जाउन जान सजिलो भएको ।

प्रशिक्षणहरू:	पहिलो चरणका रिपनिङ्ग अपरेटरहरू - विभिन्न तरहका मटेरियल ह्याण्डलर, क्लिन्डर, पि-रिपनिङ्ग, रिपनिङ्ग, पोपट-रिपनिङ्ग	प्लिकिङ्ग र डिभिन्ड मर्ना अपरेटर
डाई हाउस अपरेटर	सिफ्ट शूपरभाइजर	बहु क्रीशल सुपरभाइजर

महिला तथा सीमांकृत समूहलाई विशेष ग्राहयता



पता:
 रिवाइस रिपनिङ्ग मिल रिपनिङ्ग
 इटाईरी-१३, बजार, सुनसरी (नेपालको २ नं. मर्ना)
 सम्पर्क नं.: ०१-५२०२१, ०२-५२०२०
 मो.नं.: ९७७०१०२०२१ (रेखा कृषा विमला)

सहकार्य




नेपाल धामी उत्पादक संघ

Examples of event branding



Example of Certificate



Example of Commemoration Plaque



Examples of Impact Stories/Human Interest Stories & Testimonials

Turning the Tide: Triveni Spinning Mills Employs Women for the First Time in 20-year History

“I jumped at the opportunity to work at the Mill given the job security it can provide,” says 26-year-old Saraswoti Gurung, a new recruit at Triveni Spinning Mills in Bara, Province 2. Until recently, this opportunity was not open to women. “As a woman, you couldn’t even think of working at Triveni even though it’s been one of the largest factories, and employer, in our area.” Like Saraswoti, majority of women across the country, cannot access work in factories – which traditionally, is still considered to be a “manly” profession.

The Government of Nepal (GON) has introduced policies that encourage women’s participation in light manufacturing sector like yarn, handicrafts and other micro-enterprises. For example: industries owned by women can benefit from 35% discount in registration fees, and firms can avail income tax exemption depending on the number of employees as well as the number of women, disadvantaged groups, people with disabilities they recruit and also have subsidy loan provisions. Additionally, the Province2 Government, led by its Chief Minister Lal Babu Raut, has been the most pro-active province in championing the cause of women and girls in the country. The Chief Minister’s *Beti Bachao Beti Padoo* campaign has received rave reviews. Yet, according to Central Bureau of Statistics (CBS, 2014), only 18% were women out of the 195,000 people employed in the manufacturing sector.

The Partnership

In November 2019, the Nepal Yarn Manufacturer’s Association (NYMA) and UKaid Skills for Employment Programme (सीप), came together to co-design and co-invest in a multi-factory initiative aimed at enabling quality skilling, employment, and productivity for at least 3,777 workers and the factories. Closing the gender gap by challenging longstanding stereotypes and sensitizing business owners, managers, and supervisors – across all levels – on gender equality and social inclusion (GESI) to shift mindsets and facilitate increased participation and retention of women is a crucial element of this partnership.

“The widespread assumption, and practice at factories until recently, is that most of the jobs in the manufacturing sector are specifically designed and created for men,” explains Uttam Gautam, Project Manager at NYMA. The key entry barriers for women, as per a [GESI Analysis](#) commissioned by सीप in 2019, includes relocation challenges, absence of supportive services, sexual harassment, and limited negotiating capacity. Gautam added, “unfortunately, there are only few employers willing to provide flexible and appropriate working hours and support services to address these social and cultural barriers.”

These dynamics are changing under the leadership of NYMA’s Chairperson, Pawan Golyan, who owns Reliance Spinning Mill, one of the largest and the most progressive spinning Mills in the country. Over 40% of the workers at Reliance are women, and there are separate provisions for accommodation for staff families including female staff. Golyan is determined to scale this further and encourage replication of the good GESI-enabling practices at the other factories.

With support from सीप, NYMA along with four partner factories – Reliance Spinning Mills, Triveni Spinning Mills, Jagadamba Spinning Mills and Tricot Industries – aim to ensure at least 50% representation of women. This is the first time that four large industries have come together, formally, to build a partnership geared towards achieving common goals and accelerating progress for the larger good.

The Impact:

“NYMA and सीप’s positive impact is already visible,” emphasized Kriti Shree Giri, Project Coordinator at NYMA. Triveni Spinning Mills, the second largest spinning mill in Nepal with more than 1,800 employees, in its 20-year history, had never employed women. This, largely



because of a “it hasn’t been tried before” mindset and lack of gender-friendly factors at the factory.


At Triveni Spinning Mill, the first batch of 18 women were onboarded for training, and subsequent employment, in January 2020. The factory is going through a cultural and structural transformation to hire as well as enable retention of more women. Mindsets and practices at the factory have started shifting, highlights Rajendra Nath, General Manager at Triveni Spinning Mills, noting, “Triveni Spinning Mills is not only opening its doors for women now, but has also created special security arrangements, built gender-segregated bathrooms, hostels for accommodation, and changing rooms to ensure women have access to basic services during work hours, and remain committed to the factory.” The Management, with support from सीप, is also upgrading their training spaces and introducing a GESI policy, for the first time, to incentivize and support women with success at work.

“The yarn industry has the potential to double production and create more than 500,000 new jobs over the next five years,” shared Chairperson Golyan during a recent engagement with industry stakeholders in Kathmandu. “Increased engagement and retention of women can go a long way in raising productivity and production levels at the factories by slowing, or even reversing, worker turnover, which is a huge challenge for the firms.” A firm-level survey by सीप in 2018 showed that on average 100-150 workers leave the factories each month, which requires 300-400 new replacements—affecting optimal production.

सीप’s partnership with NYMA is geared towards addressing skill gaps and workforce demands of the yarn and knit wear industry, while also enabling growth of the yarn industry and garment value chain industries. The technical assistance and co-investment from सीप is supporting the factories with strengthening of worker productivity, efficiency, retention as well as income levels, while also supporting the factories to establish stronger HRM practices, especially in regard to hiring women and people from disadvantaged groups.


To date, 1,034 people have been skilled out of which 874 have been placed in jobs at the four factories. While Covid-19 has slowed down the activities, the factories are hopeful of picking up the momentum once the lockdown subsides and market rebounds. In addition to international exports, NYMA, in partnership with सीप has also begun serving new domestic markets in Nepal like in Tansen, Palpa, to support the revival of the Palpali Dhaka industry — another initiative supported by सीप — with backward linkages to ensure regular supply of quality yarn.

Reflecting on her time at the Triveni Spinning Mill, Saraswati shared, “I’m motivated to show up and do my best at work every day. I am now focused on spinning and aim to move to the company assures us of their commitment towards women workers’ safety, and I hope to see a lot more women here on the factory floors one day.”



"I realized that an impaired leg does not mean impaired chances. Now, I can provide for my younger brothers and sisters and can also put savings aside for a new home."

.....
Lexmi Maqar
Weaver, Artisan Village, Sarlahi



रोजगारी सर्भिस प्रा. लि., UKaid Skills for Employment Programme को साकेदारीमा आयोजित २० दिने अकाउण्टिङ तालिम पछि, प्रशिक्षणार्थीहरू मध्ये एक: **अनूता बोहरा** हाल सिटिजल प्राविधिक शिक्षालय (नेपालगंज)मा अकाउण्टेन्ट पदमा कार्यरत छिन्। यस रोजगारको कमाईबाट आफ्नो २ भाइहरूको शिक्षामा लगावी गरी रहेकी छिन्।

उनको सवार्पण र मेहनत प्रति हाम्रो अभिवादन ।

Examples of Social Media Posts

Skills for Employment Programme
@SEEP_Programme

86-year old Purna Maya Maharjan & her late husband co- founded one of the first Dhaka enterprises in 1959. Now, along with her son and other Dhaka entrepreneurs, she wants to revive the Palpali Dhaka industry by skilling women & adopting sustainable business models. @DFIDNepal

"I am happy that through the Association we can continue giving employment to our sisters here, who are the heart of the industry."



.....

Purna Maya Maharjan
President, Palpali Dhaka Association

Sagar M Maharjan
12:06 PM · Mar 23, 2020 · Twitter Web App

View Tweet activity

2 Retweets 15 Likes

Skills for Employment Programme @SEEP_Programme · Mar 23
Replying to @SEEP_Programme

For more on how @SEEP_Programme is supporting the Association to generate gainful #employment women, click here: seepnepal.com/Partnerships.h... #March #WomensMonth #EachforEqual #IWD2020 ♀



Skills for Employment Programme Nepal - सीप
Published by Ayusha Nirola [?] · March 4 at 4:50 PM

Last week we hosted a diverse, inclusive group of stakeholders from across the #crafts & #fairtrade system together for a conversation on building market-based solutions for #skilling, #job creation, and sectoral growth in #Nepal. This was an opportunity for the group to share, learn, network, and foster #collaborations.

Special thanks to our panelists Anouk Tamrakar of Timro conceptstore, Shyam Badan Shrestha of Nepal Knotcraft Centre, Pawan Golyan of Golyan Group, Prabal Saakha of Hamro Bazaar, Umesh Nawa of Laxmi Bank and Robin Amatya of Sabah Nepal.

#collectiveimpact #partnerships #innovation #सीप #skillsforemployment




"I have worked hard to get here, to become the best version of myself; and I want young girls from the Terai community to know that they too can work in the field of tech!"

.....

Jyoti Singh
Programmer, Janakpur

15-year-old Jyoti is proud to be recognized as one of the youngest programmers of Nepal. She has also received a scholarship as part of सीप's partnership with Genese Cloud Academy and Girls in Tech Nepal to pursue her interest in the ICT sector.





7. DFID'S VISIBILITY GUIDELINES



UK-aid-branding-guidance-May-2018.pdf