



Marketing and Communications Support for Resurgence of Palpali Dhaka (TOR)

Palpali Dhaka, an indigenous hand-woven fabric that originated in Tansen at Lumbini Province, is on the path to revitalization and re-positioning in local and international markets. Since 2020, entrepreneurs, designers, buyers, consumers, and the government have been hard at work, carefully restoring the legacy of this heritage handicraft from diverse vantage points, including rejuvenating weaver interest and skills; as well as incorporating Palpali culture and traditions that have embodied this handicraft for generations.

Given the tremendous potential of this heritage for modern-day relevance and the continued appeal for identity-based high quality handcrafted collections, newly skilled artisans, designers, fair-trade entities and marketeers are engrossed in product planning, production, and marketing. Innovative techniques and tools are being developed with each new design that will symbolize the new **heritage; home-décor; and fashion collections**. Setting crafting norms for designs has been a painstaking process, with both artisans and the development teams contributing equally to make sure that the fabrics and products emerge true in spirit to its cultural origins. Nepali entrepreneurs are engaged with global players to embrace culture-based innovations, recyclable materials, and story-embedded products that will eventually continue to define the way Palpali Dhaka will relate to its innovative products of the future.

More recently, the revival of Nepal's arts and crafts is becoming a major priority for the Government of Nepal, with increased policy incentives being introduced to deem them as a major exporting industry of Nepal. This will contribute to increased foreign exchange earnings, and expedited employment generation and earnings for thousands of Nepali craftsmen, artisans, promoters, and businesses/entrepreneurs.

Supporting resurgence of Palpali Dhaka and several other exciting initiatives is the [UKaid Skills for Employment Programme](#) (सीप), a market-based skilling, job creation and linkages programme. UKaid सीप helped catalyze co-creation of and support for the Palpali Dhaka Association (PDA)—in coordination with the Lumbini Province Government and Tansen Municipality and other critical national and international market actors—to expand and improve skilling-based job creation and enterprise growth. These collective efforts have set in motion important constraint-addressing backward and forward market linkages, innovations, financing, and skilling for inclusive sustainability and prosperity of the Palpali Dhaka industry—for industry and artisans both. For more on this partnership: <https://bit.ly/3nStd23>

The first phase of सीप's partnership with PDA will culminate with two high-visibility engagements in Tansen and Kathmandu – tentatively on February 4, 2022. PDA with support from UKaid सीप, will bring together key national and international stakeholders, inclusive of designers, buyers/industries, media, and Government to convene, connect, and catalyze further market-creating visibility, linkages, and support for Palpali Dhaka. At the event, we will showcase the new and improved fabric designs and the unfolding innovations and impacts, while also reflecting on learnings, progress, and pathway for sustained and scaled jobs and growth for weavers and the industry.

Ahead of the Feb 2022 event, PDA with support from सीप, has the following marketing and communication products planned, for which we're looking to immediately recruit a short-term multi-talented up-and-coming communications expert. The period of period will stretch from December 2021 to January 2022. We can exercise flexibility in the structure of recruitment. If interested, please contact Archana Gurung Archana.Gurung@seepnepal.com and Stuti Basnyet stuti.basnyet@seepnepal.com asap.

Communications and Marketing Products Expected:

1. **Coffee Table-format CATALOGUE** (show book), *featuring fabric collection, and Palpali Dhaka's story*. Draft [Table of Content](#).
2. **New Revamped WEBPAGE** (palpali.com); integrate e-commerce + digital exhibition of the fabric (latter by Alternative Technology). *The content from the Catalogue is expected to feed into the webpage.*
3. **7 - 8 MINUTE VIDEO** encompassing the story, progress, impacts, and plans of PDA.
4. **Support for some aspects of Feb 4 EVENT COORDINATION** (mainly, media and celebrity engagement).