Daayitwa Abhiyaan

Monthly Newsletter

July 2025

Inside

Daayitwa

- Mission Aasha 2025
- Growth Entrepreneurship and Employment Promotion (GEEP) Program
- Daayitwa Nepal Public Policy Fellowship 2025

Governance Lab

- The Kurākāni Kollective - Funding the Future
- Updates from Inclusion Economics Nepal

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- NAF Podcast : Leading Back Home
- Travel for Mission Aasha 2025 Begins!

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Mission Aasha 2025

Mission Aasha is a global campaign led by Daayitwa that aims to connect global champions of change with rural catalysts of hope for building an inclusive and enterprising Nepal. Through the Growth Entrepreneurship and Employment Promotion (GEEP) Program, Daayitwa, in collaboration with the provincial and local governments, Nepali diaspora and friends of Nepal, aims to boost rural entrepreneurship and employment, driving economic growth and prosperity.

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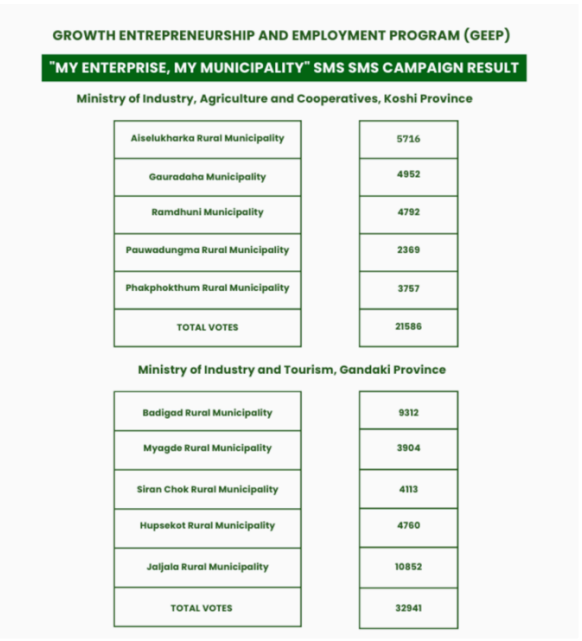
Growth Entrepreneurship and Employment Promotion (GEEP) Program

The GEEP Program is empowering 200 entrepreneurs to elevate their businesses through innovative technologies. Our "My Enterprise, My Municipality" SMS Voting Campaign concluded with over 57,000 votes from Nepal, showcasing strong community support for our entrepreneurs. Results have been shared on our social media platforms and via WhatsApp communities, ensuring direct communication with participants. Additionally, our Entrepreneurial Stories Series on Facebook highlights the transformative experiences of GEEP entrepreneurs, celebrating their contributions to local economic growth.

GEEP Entrepreneurs in their elements.



GROWTH ENTREPRENEURSHIP AND EMPLOYMENT PROGRAM (GEEP)

"MY ENTERPRISE, MY MUNICIPALITY" SMS SMS CAMPAIGN RESULT

Ministry of Industry, Agriculture and Cooperatives, Koshi Province

Aiselukharka Rural Municipality	5716
Gauradaha Municipality	4952
Ramdhuni Municipality	4792
Pauwadungma Rural Municipality	2369
Phakphokthum Rural Municipality	3757
TOTAL VOTES	21586

Ministry of Industry and Tourism, Gandaki Province

Badigad Rural Municipality	9312
Myagde Rural Municipality	3904
Siran Chok Rural Municipality	4113
Hupsekot Rural Municipality	4760
Jaljala Rural Municipality	10852
TOTAL VOTES	32941

"My Enterprise, My Municipality" SMS Voting Campaign concluded with over 57,000 votes from Nepal, showcasing strong community support for our entrepreneurs.

Daayitwa Nepal Public Policy Fellowship 2025

On July 22, 2025, the Daayitwa Nepal Public Policy Fellowship (DNPPF) team hosted a vibrant Networking Evening at Elements Restaurant, Baluwatar. With no formal speeches or structured agenda, the event created space for over 90 fellows, alumni, public leaders, policymakers, researchers, entrepreneurs, and changemakers to connect and find meaningful ways to collaborate.

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DNPPF 2025 Networking Evening -
No formal speeches or structured agenda, a space to connect and find meaningful ways to collaborate.

On July 6 2025, our fellows also had the incredible opportunity to present their research to Chief Secretary Mr. Ek Narayan Aryal at the Office of the Prime Minister and Council of Ministers (OPMCM). The session was attended by the Secretary of Governance Affairs, Joint Secretaries, and senior officials from various ministries. This high-level engagement allowed fellows to gain a deeper understanding of how youth-led, evidence-based research can inform national policy. Currently, the fellows are in their data collection phases of their research projects, conducting surveys, Key Informant Interviews and Focus Group Discussions to provide evidence-based and actionable policy recommendations to strengthen their final deliverables.

DNPPF 2025 Fellows present their research progress with the Chief Secretary Mr. Ek Narayan Aryal at the Office of the Prime Minister and Council of Ministers (OPMCM)

The Kurakani Kollective

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The dialogue shed light on rethinking philanthropy as a tool for justice, building trust between donors and grassroots changemakers, and designing experimental community-driven funding models

The session entitled “Funding the Future: Activating Nepali Philanthropy for Social Justice” took place on July 3rd, 2025. Ms. Bahar Kumar, a coach and facilitator, and Mr. Abhishek Jha, a legal expert, both self-described Concerned Members of the World, led the conversation.

In this session, Bahar and Abhishek explored how Nepali private donors can be mobilized to advance social justice through strategic investment. They introduced the bold idea of a “laboratory for social change philanthropy”, a space where community organizers, activists, and allies collaborate to drive transformative impact.

Bahar brings deep experience in coaching and facilitation, while Abhishek offers a unique perspective shaped by his background in law, governance, and political economy; both within Nepal and abroad. Their dialogue sparked lights on rethinking philanthropy as a tool for justice, building trust between donors and grassroots changemakers, and designing experimental community-driven funding models.

Inclusion Economics Nepal

Understanding Political Selection in Nepal

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Podcast with Nepalese Association of Florida

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Our Chairperson was recently featured in a podcast hosted by the Nepalese Association of Florida (NAF), where he was interviewed by NAF founder Mr. Niraj Shrestha. *"From Harvard to Home: The Mission Aasha Journey of Dr. Pukar Malla"*, the conversation highlighted Dr. Malla's inspiring leadership journey—from his early days as School Captain at Budhanilkantha and Elected President of the Harvard Graduate Council to his impactful roles at the World Bank, Intel, and grassroots movements across Asia and Africa. Now leading Mission Aasha 2025, Dr. Malla is on a 16-city tour across the U.S., Canada, and the U.K., sharing stories of hope, youth innovation, and rural transformation in Nepal while calling on the Nepali diaspora to unite in shaping Nepal's future.

Watch Full Podcast Here

Travel for Mission Aasha

We bid a warm farewell to Dr. Pukar Malla, Daayitwa's Chairperson, as he embarks on an inspiring journey across 16 cities in the US, Canada, and the UK to share the vision of Mission Aasha 2025. Through this tour, he will be raising vital support for the GEEP program, with the ambitious goal of raising $250,000 and organizing 100+ Impact Pioneers, 300+ Change Champions, and 2,000+ Friends. We send him our best wishes for a successful and impactful mission!

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If you have any queries, send us your email:
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