Request to Collaborate

on

ghumante
yuwa

Prepared by: La Garau Pvt. Ltd.
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Executive Summary

Kathmandu is rich in history and culture, yet many youths remain disconnected from its heritage. Traditional tourism incentives, such as cash prizes, are often insufficient to drive sustained engagement. **Ghumante Yuwa** aims to change this by blending gamification, local business partnerships, and cultural exploration into an interactive experience that encourages participants to actively discover their city.

Each week, a new area of Kathmandu will be unlocked, featuring QR codes linked to historical sites, local businesses, and engaging challenges. Nepali youth (16-29) will earn **discounts, freebies, and exclusive rewards** while competing for a grand prize pool of Rs. 6,00,000. More than just a game, Ghumante Yuwa is a **movement**— boosting local businesses, promoting tourism, and fostering cultural pride among the youth.

By integrating **transport discounts, data packages, and unique on-site activities** such as pottery-making and food challenges, we ensure a dynamic, engaging, and **repeatable** experience. With strong municipal and business collaborations, this initiative has the potential to create a lasting impact on how Kathmandu's youth and visitors engage with the city.

Ghumante Yuwa is not just about exploring—it's about **experiencing Kathmandu in a way that's never been done before.**

Target Audience: Kathmandu's Young Adventurers

Ghumante Yuwa targets tech-savvy youth (16-29) who love mobile gaming, adventure, and local events tied to tourism, culture, and community. We aim for 1,00,000 weekly players—4% of Kathmandu's population and 17% of its youth (~6,00,000). These engaged players offer partners a vibrant, growing audience.
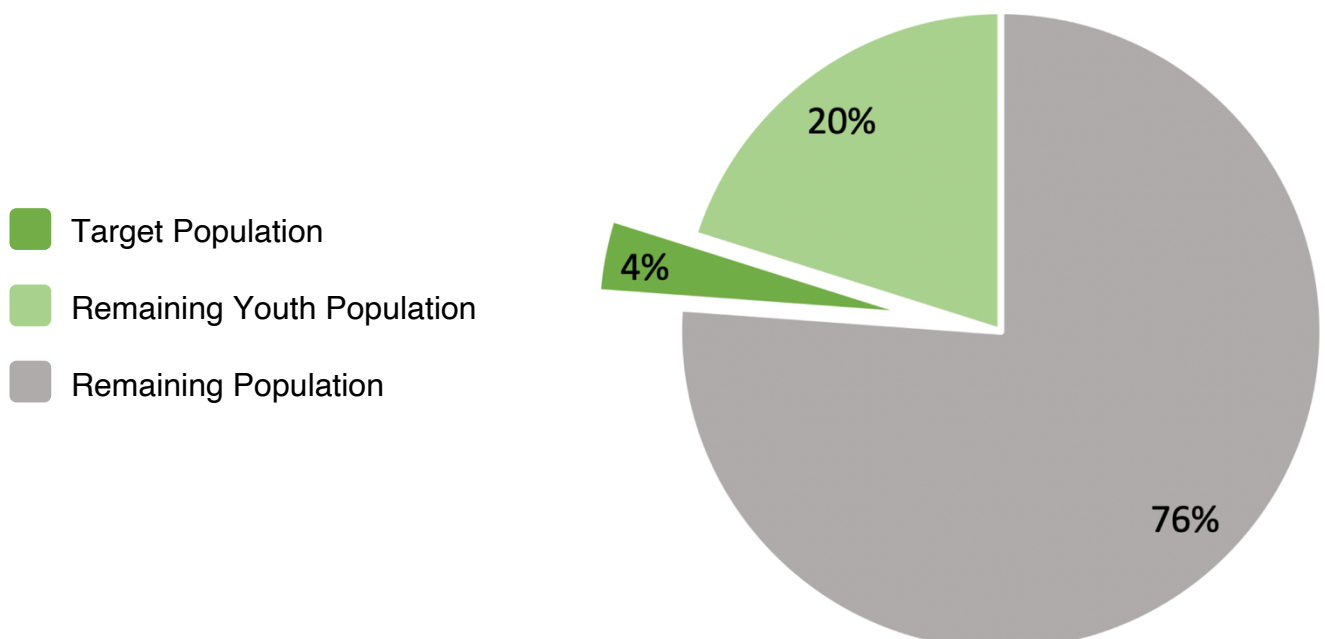
Source: Nepal Census 2021

Age Brackets	Male	Female	Total
25-29	104,411	110,709	215,120
20-24	114,788	111,872	226,660
15-19	105,984	91,043	197,027
Total	**325,183**	**313,624**	**638,807**

Total Population: 2,041,587

Target Population: 100,000

Remaining Youth Population: 538,807

Youth Population Breakdown

- Target Population
- Remaining Youth Population
- Remaining Population

Connecting with Our Audience

To reach our target audience effectively and foster a strong community around Ghumante Yuwa, we will leverage a multi-channel distribution strategy. These channels will help us deliver engaging content, encourage active participation, and maximize user interaction. The core distribution channels include:

1. Website (ghumanteyuwa.com)

The website will serve as the project's central hub. It will provide all essential information for participants, including:

- **Sign up, Gameplay and Updates:** All is planned to be done through the website at the initial phase A mobile application is in the second phase of the project.
- **Game Details:** Full breakdown of the scavenger hunt rules, how to participate, and important guidelines.
- **FAQ Section:** Addressing common questions to make the experience seamless for new participants.
- **Blog:** Regular blog posts covering updates, tips, and local business spotlights.
- **Partner Listings:** A directory of local businesses involved in the project, offering rewards or discounts to participants.

2. Social Media Platforms

Social media will play a critical role in building excitement and fostering a community atmosphere. Our strategy will focus on:

- **Instagram, Facebook, and TikTok:** These platforms will be used for promotional content, user-generated stories, and interactive posts to engage participants.
- **Live Updates & Challe**nges: We will host live events and mini-challenges on social media to encourage real-time participation and increase visibility.
- **Hashtags and User Content:** We will create a dedicated hashtag to track the game's progress and encourage participants to share their experiences. Highlighting user content will help build a sense of community and promote the project to new participants.
- **Influencer Partnerships:** We'll collaborate with local influencers and micro-influencers to reach a wider audience, particularly those within the 16-29 age group.

A Glimpse of Ghumante Yuwa
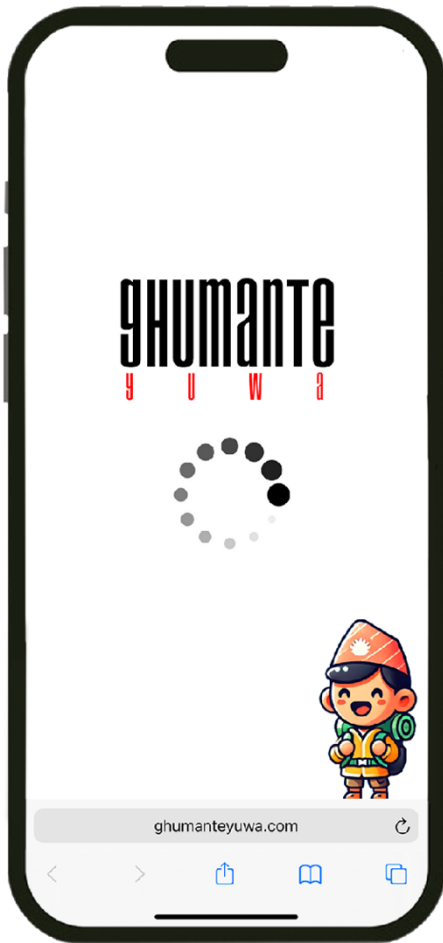
Web-app Concept

Ghumante Yuwa is currently planned as a web-based platform, ensuring accessibility across all devices via a browser. This allows players to jump into the adventure without needing to download an app. However, as the game gains popularity, we plan to develop a fully native mobile application for both iOS and Android.

Map Vision

Ghumante Yuwa is an interactive mobile app that transforms Kathmandu into a dynamic playground. The app features a digital map where players can discover various locations marked with QR codes. Scanning these codes unlocks challenges, trivia, or hidden clues, encouraging users to explore new areas while engaging with the city's culture and history. Each QR code interaction earns points, rewards, or progress toward exclusive in-game achievements. The app blends technology with real-world exploration for all players.

QR Code Scanning System

The QR code scanning feature is at the heart of Ghumante Yuwa's interactive experience. Players will use their mobile device's camera to scan QR codes placed at various locations throughout the city. Each scan unlocks a unique challenge, trivia question, or hidden clue, encouraging exploration and engagement with local landmarks, businesses, and cultural sites. The app will track scanned locations, rewarding users with points, badges, or exclusive in-game content. To ensure a smooth experience, the scanning system will be optimized for quick detection, even in low-light conditions. Future updates will enhance integration with tamper-proof QR codes and real-time validation to prevent misuse.
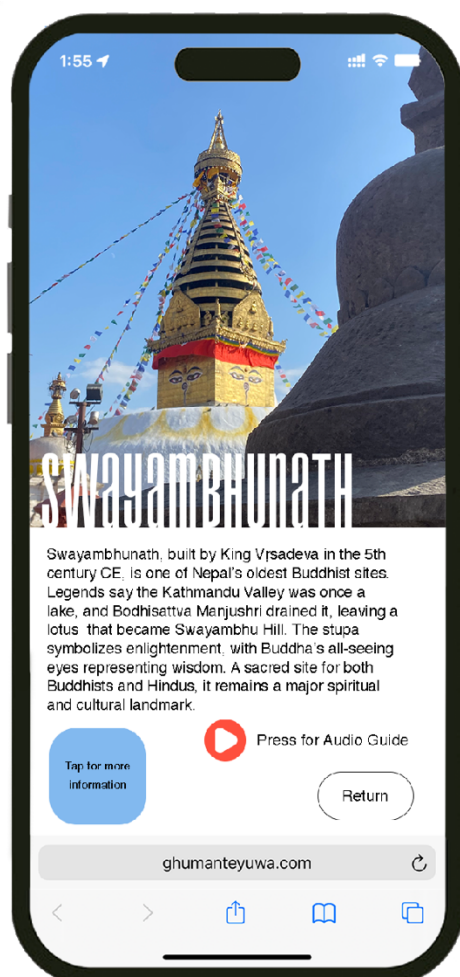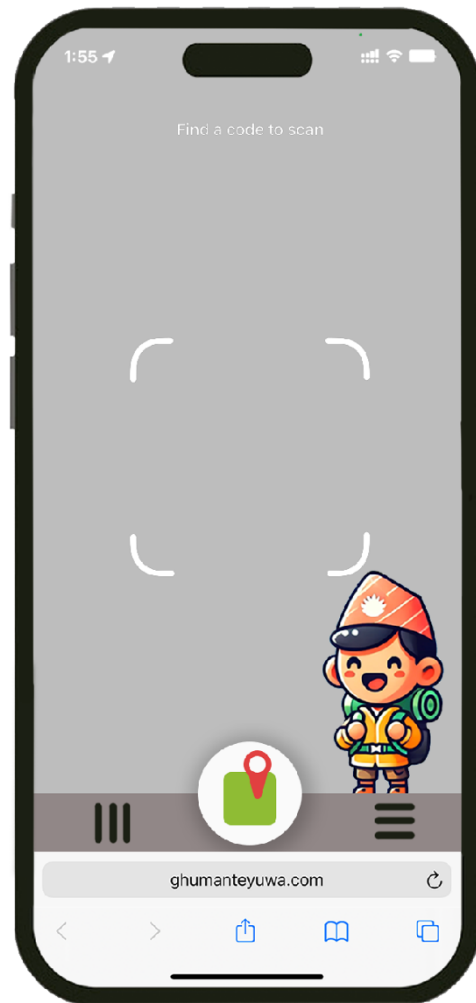
Post-Scan Experience

After scanning a QR code, players will unlock location-based content, including historical facts and cultural insights. Each scan earns points, badges, or in-game perks, with some locations offering special prizes, discounts, or hidden events. To enhance immersion, we'll integrate voice descriptions, providing an audio-guided tour for those using earphones. A dedicated section will offer in-depth details for those who want to learn more. As players progress, trivia challenges may be introduced as a reward mechanic, keeping the experience engaging. With leaderboards and time-limited events, every scan adds to an evolving adventure through Kathmandu.

Project Timeline

Ghumante Yuwa will launch after Tihar 2082 and run for 6 months, engaging Kathmandu's youth through a web and mobile experience. Here's our plan:

| Chaitra 81 | Jestha 82 | Kartik 82 | Mangsir 82 | Paush 82 | Chaitra 82 |
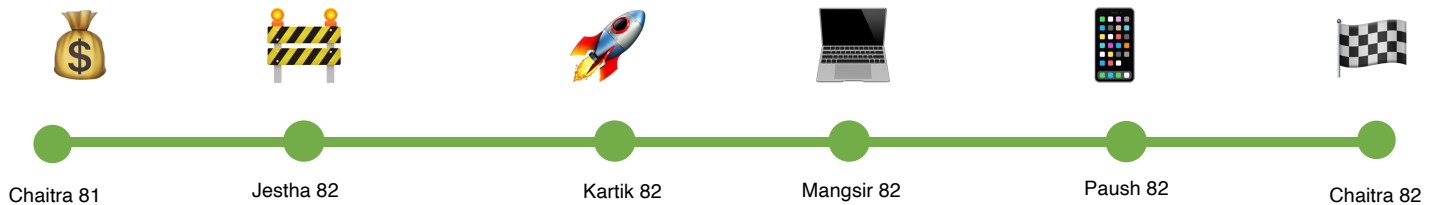
- **Chaitra 2081: Funding & Planning Kickoff**
  Secure funding, sponsors, and a developer. Finalize destinations for QR code challenges across Kathmandu.

- **Jestha 2082: Website Development Begins**
  Start building ghumanteyuwa.com with sign-ups, game rules, and partner listings for early visibility.

- **Kartik 1, 2082: Website Launch & Game Begins**
  Launch ghumanteyuwa.com and start weekly challenges—QR codes at historical sites and businesses drive engagement.

- **Mangsir 2082: App Development Starts (When Traction)**
  Begin rapid development of the iOS and Android app, leveraging website traction for a seamless transition.

- **Paush 2082: Mobile App Launch**
  Roll out the app with offline capabilities, boosting accessibility and engagement for players.

- **Chaitra 30, 2082: Season Finale & Impact Report**
  Announce grand prize winners (Rs. 6,00,000 – Rs. 10,00,000 pool), share impact metrics (e.g., player numbers, business footfall), and plan expansion.

How You Come In: Three Ways to Support Ghumante Yuwa

At Ghumante Yuwa, we believe in building strong, impactful partnerships that benefit local communities and contribute to the sustainable growth of tourism in Kathmandu. With the support of organizations like the **Kathmandu Metropolitan Office** and the **Nepal Tourism Board**, we're looking to expand our network of collaborators to help bring this exciting project to life. Here are three powerful ways your company can be involved:

1. Direct Funding: Fueling the Launch of the Project

Direct funding is essential for the successful initiation of Ghumante Yuwa. Your company's financial investment will help cover the core aspects of the project, from development to execution. Contributions can be allocated towards:

- **Game Development & Infrastructure**: Funding the creation of the mobile app, website, and other necessary digital tools that will provide a seamless experience for participants.
- **Marketing & Outreach**: Enabling us to drive awareness, attract participants, and engage with key influencers across multiple platforms.
- **Event Execution & Community Engagement**: Supporting the logistics, on-the-ground activities, and real-world challenges that will immerse players in the game and help them discover the city's hidden gems.

As a direct funder, your company will be featured prominently on the Ghumante Yuwa website, app, marketing materials, and social media channels, ensuring that your brand is associated with a high-impact initiative that promotes local tourism and youth engagement.

2. Collaborative Support: Contributing Products & Services

We understand that not every organization can commit to full financial support. However, your company can still play a vital role by providing in-kind contributions, such as products, services, or resources that will enrich the participant experience. This includes:

- **Product Donations**: Contributing items that can be used as rewards for game challenges—ranging from discounts, vouchers, branded products, or even unique experiences. These contributions will directly incentivize player participation and create excitement around the game.
- **Service Donations**: Offering space, technology, or expertise that helps the project run smoothly. This could include hosting game checkpoints at your location, providing event logistics, or contributing to any other operational needs.

Through collaborative support, your brand will receive valuable exposure, with your contributions being recognized across our digital platforms, marketing campaigns, and event activations. This is an excellent way to get involved without the need for direct funding.

3. CSR Contributions: Supporting the Community While Enhancing Your Brand

As part of your company's Corporate Social Responsibility (CSR) strategy, Ghumante Yuwa offers a unique opportunity for you to contribute funds without assuming the full sponsorship of the project. CSR contributions can be directed towards:

- **Targeted Funding**: Your donation can be allocated to specific areas of the project that align with your corporate values, such as supporting local tourism, sponsoring a game challenge, or funding outreach programs aimed at engaging underserved communities.
- **Brand Visibility & Recognition**: In return, your company will be acknowledged across various project touchpoints, including the website, mobile app, social media platforms, press releases, and marketing campaigns. Your company's logo and branding will appear prominently on materials related to the project, reinforcing your commitment to social good.
- **Enhanced Brand Reputation**: By supporting Ghumante Yuwa through CSR, your company will be seen as a leader in corporate social responsibility. This partnership enhances your brand's reputation as a supporter of community-driven initiatives, contributing to both local development and sustainable tourism.

For CSR contributors, the benefits are **twofold**: making a tangible social impact while enhancing your company's public image and aligning with a project that has the potential to reach thousands of participants across the city and beyond.

About च न गरौं!
Driving Innovation and Community Impact

La Garau aims to be a forward-thinking organization dedicated to creating projects that blend innovation with community empowerment. We focus on initiatives that inspire change, foster collaboration, and contribute to the sustainable development of local communities. Our mission is to create impactful solutions that benefit both individuals and businesses, driving positive change in Nepal.

As the driving force behind Ghumante Yuwa, La Garau is committed to revitalizing tourism, engaging youth, and supporting local businesses in an exciting and innovative way. We believe in the power of collaboration, and we're eager to work with like-minded partners who are passionate about making a difference.

By partnering with La Garau, you're not just supporting a project; you're helping create a positive impact in Kathmandu's tourism sector and contributing to the growth of the local community.

Get in Touch: Let's Make an Impact Together !

We would love to hear your thoughts and explore how we can collaborate to bring Ghumante Yuwa to life. If you're interested in learning more or have ideas you'd like to share, please don't hesitate to get in touch!

Contact Us:

Email: lagarauofficial@gmail.com

Phone: +977 9818445920, 9822791169

We'd be happy to answer any questions you might have or provide additional details about the project.

We'd Love to Meet in Person:

To discuss potential collaboration opportunities in more detail, we would love to arrange an in-person meeting. Please reach out to us to set up a time that works for you.

Let's work together to make Ghumante Yuwa a success and contribute to the vibrant future of tourism in Kathmandu!