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Proposal for Event Invicta Model United Nations 2.0

Of

“Project BIN”

Key Information:

Name of the Program: Invicta Model United Nations 2.0

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Venue Area:

Category of Beneficiary group: Students

Expected Number of participants: 150

Organized by: Youth Collaboration For a Change

Program Duration: 3 Days

Fee per participants: Rs. 3,000/-

Date: 29th June to 1st July, 2023

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Organization Details:

Youth Collaboration For a Change:

Youth Collaboration for a Change (YCC) is an organization dedicated to empowering young people and fostering positive change in various areas such as tourism, environment, cultural reformation, and youth empowerment. YCC believes in the potential of youth to shape a better future and strives to provide them with the necessary tools, resources, and platforms to make a meaningful impact. Here are some details about YCC and its focus areas:

1. **Tourism:** YCC recognizes the importance of sustainable and responsible tourism. The organization works on projects that promote eco-tourism, cultural exchange, and community development through tourism. YCC aims to raise awareness about the environmental and social impacts of tourism and encourages young people to become ambassadors for sustainable tourism practices.
2. **Environment:** YCC is committed to environmental conservation and sustainability. The organization undertakes initiatives to address pressing environmental issues, such as climate change, pollution, deforestation, and biodiversity loss. YCC conducts awareness campaigns, organizes clean-up drives, supports reforestation efforts, and advocates for environmentally friendly practices.
3. **Cultural Reformation:** YCC acknowledges the significance of cultural diversity and the need for cultural reformation. The organization works towards preserving and promoting diverse cultural heritage, fostering intercultural dialogue, and combating discrimination and inequality. YCC supports projects that encourage cultural exchange, intergenerational learning, and the preservation of traditional arts and crafts.
4. **Youth Empowerment:** YCC believes in the potential of young people to create positive change in society. The organization focuses on empowering youth through skill development programs, leadership training, mentorship opportunities, and entrepreneurship support. YCC encourages young individuals to become active participants in decision-making processes, advocating for their rights and amplifying their voices.

YCC operates through a network of dedicated volunteers, partner organizations, and strategic alliances. It organizes workshops, conferences, and community engagement activities to facilitate learning, collaboration, and innovation among young people. By fostering youth collaboration and providing them with a platform for action, YCC aims to create a sustainable and inclusive future for all.

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Project BIN:

BIN stands for "Built in Nepal." It is a project that aims to promote and support the development and growth of local industries and products within Nepal. The project focuses on encouraging the production and consumption of goods that are made or manufactured in Nepal.

The main objectives of the BIN project are:

1. **Economic Development:** The project aims to stimulate economic growth by supporting local industries and businesses. By promoting products made in Nepal, it seeks to create employment opportunities, boost local entrepreneurship, and contribute to the overall economic development of the country.
2. **Promoting Local Identity and Culture:** The BIN project recognizes the importance of preserving and promoting Nepal's unique cultural identity. By encouraging the production of traditional crafts, art, and other cultural products, the project aims to safeguard and promote Nepal's rich cultural heritage.
3. **Quality and Standardization:** The BIN project emphasizes the importance of maintaining high-quality standards for products made in Nepal. It works towards improving the quality of local products and ensuring that they meet national and international standards. This helps enhance the reputation of Nepali products and increases their marketability both domestically and internationally.
4. **Increasing Exports and Decreasing Imports:** One of the key goals of the BIN project is to reduce the dependency on imported goods and increase the export of Nepali products. By focusing on improving the competitiveness of local industries, the project aims to boost exports and reduce the trade deficit, thereby contributing to the overall economic stability of the country.

The BIN project involves various initiatives such as providing financial assistance, technical support, training programs, marketing and branding initiatives, and policy advocacy. It collaborates with local businesses, artisans, entrepreneurs, and relevant government agencies to create a conducive environment for the growth of local industries and products.

Overall, the BIN project plays a crucial role in fostering sustainable economic development, preserving cultural heritage, and promoting Nepal's local industries and products both domestically and internationally.

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Program Details:

Invicta Model United Nations 2.0 is a program designed to familiarize high school and bachelor's students with international norms, values, political systems, ideologies, and the Model United Nations (MUN) culture in Nepal. Model United Nations is an academic simulation of United Nations committees and agencies where participants represent assigned countries in various UN forums. Through this event, participants gain a deep understanding of international affairs, foreign policies, and pressing global issues while enhancing their public speaking and negotiation skills.

Invicta MUN is a 3-day conference scheduled for September 2022. The conference will commence with the Opening Ceremony on the first day and conclude with the Closing Ceremony on the third day. Invicta MUN aims to provide a unique educational experience that strikes a balance between quality education and a fun welcoming atmosphere. The program will feature engaging debates, discussions, and collaborative problem-solving sessions.

Objectives:

1. **To provide an equally fun and educational environment:** Invicta MUN aims to strike a balance between quality education and a fun experience. The program aims to create an engaging environment where participants can learn and make new friends.
2. **Raising the bar for MUNs:** Invicta MUN aims to set a new standard for the quality of Model United Nations conferences. The program focuses on maintaining a high level of quality throughout the three-day event, from the debates to the overall experience.
3. **Encouraging student participation and promoting the importance of their voices:** Invicta MUN aims to encourage students to share their perspectives on global agendas. In the age of the internet and democracy, it is crucial to teach the young generation that their voices matter and are as important as everyone else's.

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Committees:

1. United Nations Human Rights Council (UNHRC)
2. United Nations Women (UN Women)
3. Social, Humanitarian, and Cultural Committee (SOCHUM)
4. United Nations Security Council (UNSC)
5. United Nations Environment Assembly (UNEA)
6. Federal Parliament of Nepal (FPN)
7. International Press(IP)

Itinerary:

Day-1 (90's Wears)

S. N	Events	Times
1.	Arrival	8:00 to 9:00
2.	Opening Ceremony	9:00 to 10:30
3.	Lunch For committee	11:00 to 11:30
4.	Lunch for committee	11:30 to 12:00
5.	Committee Session-I	1:00 to 3:00
6.	High tea	3:00 to 4:00
7.	90's Decade Dance	4:00 to 7:00

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Day-2 (Cultural Wears)

S. N	Events	Times
1.	Arrival	8:00 to 9:00
2.	Opening Ceremony	9:00 to 10:30
3.	Lunch For committee	11:00 to 11:30
4.	Lunch for committee	11:30 to 12:00
5.	Committee Session-I	1:00 to 3:00
6.	High tea	3:00 to 4:00
7.	Cultural Fusion Gala	4:00 to 7:00

Day-3 (Prom Wears)

S. N	Events	Times
1.	Arrival	8:00 to 9:00
2.	Committee Session-IV	9:00 to 11:00
3.	Lunch For committee	11:00 to 11:30
4.	Final Committee Session	1:00 to 3:00
5.	Evening Tea with Closing Ceremony	4:00 to 5:00
6.	Romance Under the Star	5:00 to 7:00

Key Personnel:

The Invicta Model United Nations 2022 will be organized by a team of experienced students of the CBM College and Youth Collaboration For a change.

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Budgeting:

The budget has been prepared with no motive for profit and has been primarily focused on the participants of the program. By analyzing the number of participants and providing them with the best facilities for the success of the program, we have decided on the following main budgeting assets that include.

Service	Quantity	Rate	Amount (NRP)
Food	250	1000	2,50,000
Printing	N/A	N/A	100,000
Rose	80	100	8000
Decoration	3	5000	15,000
Miscellaneous	N/A	N/A	100,000
Stationary	N/A	N/A	30,000
Sound	3	6,000	18,000
Snack	250	300	75,000
Venue	3	N/A	1,50,000
Marketing	N/A	N/A	50,000
Transportations	10	1000	10,000
Total Expenditure:			802,500/-

Marketing and Promotion Strategy:

- Target Audience Identification:** Our market and promotion strategy for Invicta Model United Nations 2.0 and the International Cultural Exchange will focus on effectively reaching and engaging our target audience. The primary target audience for the event includes high school and bachelor's students who are interested in international affairs, global issues, and diplomacy. Additionally, we aim to attract students who are eager to enhance their public speaking, negotiation, and problem-solving skills.
- Online Presence and Social Media Campaign:** To maximize our reach and create a buzz around the event, we will develop a strong online presence and launch a comprehensive social media campaign. This will involve creating dedicated event pages on popular social media platforms such as Facebook, Twitter, Instagram, and LinkedIn. Regular updates,

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engaging content, and promotional materials will be shared to generate interest and encourage participation.

3. **Collaborations and Partnerships:** We will seek collaborations and partnerships with educational institutions, student organizations, and youth networks to expand our reach and tap into their existing networks. This will involve reaching out to schools, colleges, universities, and other educational institutions to promote the event among their students. Collaborative efforts can include guest lectures, workshops, and information sessions to create awareness about Invicta Model United Nations 2.0 and the International Cultural Exchange.
4. **Targeted Email Campaigns:** We will utilize targeted email campaigns to reach out to schools, colleges, universities, and student organizations. This will involve sending personalized invitations, event updates, and important announcements to key stakeholders who have expressed interest in similar events in the past or have participated in Model United Nations conferences.
5. **Print Media and Posters:** To ensure a comprehensive marketing approach, we will design and distribute visually appealing posters and flyers to be displayed in prominent locations within educational institutions and public spaces. Additionally, we will explore opportunities for coverage in local newspapers, magazines, and newsletters to reach a wider audience.
6. **Influencer and Ambassador Engagement:** Engaging influential individuals and ambassadors in the field of international affairs and youth empowerment will play a vital role in promoting the event. We will identify and reach out to notable figures, including diplomats, academics, and activists, who can endorse the event and help generate interest among their respective networks.

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7. **Word-of-Mouth Marketing:** Word-of-mouth marketing is a powerful tool, and we will encourage participants from previous events, local community leaders, and attendees to share their positive experiences and recommendations. Testimonials, success stories, and personal narratives will be collected and shared through various channels to build credibility and attract potential participants.
8. **Early Bird Registrations and Incentives:** To drive early registrations and create a sense of urgency, we will offer special discounts or incentives for participants who register within a specified time frame. This strategy will help create momentum and encourage students to secure their spots early, increasing overall event participation.
9. **Media Coverage and Press Releases:** We will proactively engage with local media outlets and distribute press releases to highlight the significance of the event, its objectives, and the expected impact on participants. This approach will help generate media coverage, raise awareness, and attract additional participants and stakeholders.
10. **Collaboration with Student Ambassadors:** We will establish a team of student ambassadors who will serve as representatives and advocates for Invicta Model United Nations 2.0. These ambassadors will actively engage with their respective schools and colleges, promoting the event through presentations, workshops, and personal interactions.

Sponsorship Opportunities:

Invicta Model United Nations 2.0 and the International Cultural Exchange provide an excellent opportunity for businesses and organizations to align themselves with a prestigious and impactful event. By becoming a sponsor, companies can gain visibility, enhance their brand image, and demonstrate their commitment to education, youth empowerment, and global issues. We offer various sponsorship levels to cater to the diverse needs and objectives of our potential sponsors. Below are the sponsorship opportunities available:

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Platinum Sponsor: As a Platinum Sponsor, your company will receive the highest level of Invicta Model United Nations 2.0 is a program designed to familiarize high school and bachelor's students with international norms, values, political systems, ideologies, and the Model United Nations (MUN) culture in Nepal. Model United Nations is an academic simulation of United Nations committees and agencies where participants represent assigned countries in various UN forums. Through this event, participants gain a deep understanding of international affairs, foreign policies, and pressing global issues while enhancing their public speaking and negotiation skills.

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1. visibility and recognition throughout the event. This includes prominent logo placement on all marketing materials, website, and event signage. Your company will also have the opportunity to deliver a keynote speech during the Opening or Closing Ceremony. Additionally, Platinum Sponsors will receive exclusive branding rights, premium exhibition space, and the opportunity to engage directly with participants and delegates.
2. **Gold Sponsor:** Gold Sponsors will benefit from significant brand exposure and recognition. Your company logo will be prominently displayed on event materials, including the website, banners, and promotional materials. Gold Sponsors will also receive acknowledgment during the Opening and Closing Ceremony and will have the opportunity to participate in panel discussions or workshops. Additionally, Gold Sponsors will receive exhibition space and the ability to distribute promotional materials.
3. **Silver Sponsor:** As a Silver Sponsor, your company will receive recognition through logo placement on event materials, including the website, banners, and program booklet. Your company will be acknowledged during the Opening and Closing Ceremony. Silver Sponsors will also have the opportunity to showcase their products or services at an exhibition booth and distribute promotional materials to participants.

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4. **Bronze Sponsor:** Bronze Sponsors will receive recognition on event materials, including the website and program booklet. Your company logo will be displayed on signage at the event venue. Bronze Sponsors will also have the opportunity to set up an exhibition booth to showcase their products or services and interact with participants.
5. **In-Kind Sponsorship:** We welcome in-kind sponsorships, where companies can contribute goods or services that are essential for the successful execution of the event. In-kind sponsors will receive recognition and exposure based on the value and nature of their contribution.

Benefits for Sponsors:

- Brand exposure and visibility to a diverse audience of high school and bachelor's students, educators, and community leaders.
- Opportunity to showcase products or services through exhibition booths.
- Enhanced brand image and association with a prestigious educational event.
- Access to a pool of talented and motivated individuals who may be potential employees or collaborators.
- Networking opportunities with other sponsors, educational institutions, and organizations.
- Demonstrated commitment to education, youth empowerment, and global issues.

We are open to customizing sponsorship packages to suit the specific needs and preferences of our sponsors. We invite interested companies and organizations to connect with us to explore mutually beneficial partnerships and discuss the details of each sponsorship level.

Your support as a sponsor will contribute to the success of Invicta Model United Nations 2.0 and the International Cultural Exchange, allowing us to provide an exceptional educational experience for participants and further our mission of fostering global awareness and diplomacy among youth.

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