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GREENSHIFT

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National Launch of
GREENSHIFT NEPAL



EVENT REPORT

Green Shift Nepal





ABOUT GREENSHIFT NEPAL PROJECT

Green Shift: Circularity of Plastic Waste for Net-Zero Carbon Nepal (GreenShift Nepal) project is funded by the European Union to promote a just transition to circular economy. GreenShift Nepal is a four-year project which will be implemented in 9 municipalities – 3 in each of Bagmati, Madhesh, and Lumbini provinces. The project implementation is led by CREASION through the consortium partners Restless Development, and Youth Innovation Lab (YI-LAB).

GreenShift Nepal will work with waste enterprises, SMEs, CSOs of waste workers, youths, school children, and three tiers of government in the promotion of circular economy of plastics. The project intends to: build the capacity of waste enterprises to improve their plastic waste collection efficiency; support SMEs for the promotion of plastic alternative products and packaging; work with school children in generating knowledge and awareness; engage youths in leading advocacy and awareness campaigns; and enhance the capacity of three tiers of government for inclusive and evidence-based policies through active involvement of youths and CSOs of waste workers with the goal of moving towards the circularity of plastics.

ABOUT NATIONAL LAUNCH OF GREENSHIFT NEPAL PROJECT

The national launch of the project was organized by CREASION at Material Recovery Facility (MRF) of CREASION located in Bharatpur, Chitwan, on February 21, 2024. The event saw a total attendance of over 150 participants from various sectors, including government officials, international partners, academics, experts, green entrepreneurs, and youths actively engaged in plastic waste management and circular economy initiatives.



The chief guest for the event was Hon'ble Minister Masina Khadka from the Ministry of Forest and Environment, Bagmati Province. Special guests of the event included Prashant Bista, Mayor of Nepalganj Sub-Metropolitan City; Ganesh Shah, Former Minister for Environment, Science, and Technology; Eloisa Astudillo, Deputy Head of Cooperation at the European Union; and Anil Chitrakar, a notable social entrepreneur. Similarly, representatives from the European Union Delegation (EUD) and consortium partners, Restless Development and Youth Innovation Lab, attended the event. Furthermore, representatives from LOT partners, Wildlife Conservation Nepal, Impact Hub, and ADRA Nepal were also presented in the event to share about their work on circular economy and biodiversity conservation. Additionally, youths and school children were among the major stakeholders present at the event.

An entrepreneurs' corner was featured during the event, providing a platform for young entrepreneurs and groups to showcase their innovations and ideas that directly contribute to the promotion of the circular economy concept.





OBJECTIVES OF THE NATIONAL LAUNCH OF PROJECT

The goal of the national launch of the project was to bring together governmental sector, international partners, experts, green entrepreneurs, youths, students, volunteers and other major stakeholders that are committed to addressing plastic waste management and advancing the principles of circular economy.

The launch aimed at achieving following objectives:

- Inform major stakeholders about GreenShift Nepal project;
- Emphasize the urgency of plastic waste management and the significance of adopting principles of a circular economy in the current scenario;
- Highlight the roles that youth, children, and students play in achieving effective plastic waste management;
- Raise awareness about the different types of plastics and their unique characteristics prevalent in our daily lives;
- Encourage and promote the growth of green entrepreneurship within the sector;
- Provide networking opportunities for governmental, non-governmental entities, developmental partners, volunteers from Volunteer for Change (VFC) and students and teachers from existing waste smart schools and other stakeholders involved in waste management initiatives.



ORGANIZERS & CONSORTIUM PARTNERS



CREASION (Organizer)

Center for Research and Sustainable Development Nepal (CREASION) is a not-for-profit organization that was established in 2005. Since it was founded, CREASION has been a leader in environmental protection in Nepal through recycling, research, Emergency response and grassroots and circular economy related interventions.

As pioneers in the field of sustainable development, CREASION recognizes the profound significance of embracing the concept of Circular Economy as a pivotal step forward. CREASION also houses innovative, impact-based projects as well as a learning center for youth. CREASION's work is majorly centered around three thematic areas; Environment and Sustainability, Emergency Disaster Response and Youth Empowerment.



Restless Development

Restless Development believes that young people's collective power can lead through the world's greatest challenges. That is why thousands of young people globally are trained, mentored, supported, and connected to work together and solve some of today's biggest challenges. Restless Development is a nonprofit global agency, and its latest Global Strategy serves as the roadmap to 2030. The strategy guides work globally and across Hubs in India, Nepal, Sierra Leone, Tanzania, Uganda, Zambia, and Zimbabwe. Since 1991, the voices of young people from every caste, ethnicity, and religion in Nepal have been amplified by Restless Development to ensure that comprehensive sexual education is received, rights are claimed, gender-based violence and early child marriage are ended, and chhaupadi is eradicated.



Youth Innovation Lab:

Youth Innovation Lab (YI-Lab) works at the intersection of emerging cutting-edge technological tools and their applications by equipping youth and young professionals to solve emerging challenges in our community particularly to support Disaster Risk Reduction and Climate Change Adaptation (DRR and CCA). YI-Lab demonstrates effective collaboration with a wide array of partners, ranging from local to global, as well as national and regional stakeholders. The extensive qualifications encompass research, civic engagement, technology development, and data-driven advocacy.

Welcome Remarks

The event started with the warm welcome remarks from Sujata Koirala, General Secretary of CREASION. She welcomed the audience shining light on Project GreenShift and its collaborative objectives. She also emphasized on CREASION's path and effort for a just transition to circular economy and the need for a collective effort.

Further, she shared the stage with two Waste smart School student representatives, Sita Magar, and Subash Gharti Magar, who continued the welcome remarks by talking about waste smart school's contribution through various small efforts towards a cleaner and greener environment. They ended the welcome remarks by emphasizing on the importance of Youth and Children like them in ensuring a clean environment for a sustainable future.



Subash Gharti Magar, Student Representative



Sita Magar, Student Representative



Sujata Koirala, General Secretary, CREASION

Special Remarks



**Honble Minister Masina Khadka,
Ministry of Forest and Environment, Bagmati Province**

Minister Masina Khadka from the Ministry of Forest and Environment in Bagmati Province emphasized the need for everyone to work together to deal with plastic pollution. She was pleased with the joint efforts to manage waste and support waste workers in Nepal. She looks forward to seeing the project's positive effects and promises to help ensure its success. Khadka also confirmed the commitment of Bagmati Province to participate in the project and collaborate closely with CREASION and its partners.



Prashant Bista

Mayor, Nepalganj Sub-Metropolitan City

During the event, Mayor Prashant Bista of Nepalganj Sub-Metropolitan City highlighted the urgent need for initiatives like the GreenShift Project, particularly in regions like Nepalganj. He stressed the crucial role of youth in driving efforts towards a sustainable future for everyone. Mayor Bista emphasized the significance of projects that focus on environmental well-being and acknowledged the GreenShift Project as a positive step in that direction.



Ganesh Shah

Former Minister for Environment, Science and Technology

Ganesh Shah, the Former Minister for Environment, Science and Technology, brought attention to the often overlooked and marginalized role of waste workers in society. He emphasized that these individuals are essential for maintaining a clean environment, yet they are frequently subjected to humiliation, neglect, and lack of recognition. Despite their critical contribution to society, waste workers often work in hazardous conditions, receive low pay, and face social stigma.



Eloisa Astudillo

Deputy Head of Cooperation, European Union

In her remarks, Eloisa Astudillo, the Deputy Head of Cooperation of the European Union, highlighted the misconception that Nepal is a small country and explained that it is, in fact, rich in biodiversity, water, and other natural resources. She emphasized the significant impact of climate change on Nepal and underscored the EU's commitment to supporting the country in addressing these challenges. Despite its size, Nepal's environmental significance and vulnerability to climate change make it a priority for EU assistance. The EU has been a major supporter of Nepal in various areas, including climate change adaptation, sustainable resource management, and biodiversity conservation.



Nalini Paul

International Director, Restless Development

Nalini Paul, International Director of Restless Development emphasized the critical role that children and youth play in plastic waste management efforts. She underscored the importance of engaging young people in environmental initiatives as they are not only the inheritors of the planet but also have a unique perspective and energy to drive change. Paul also highlighted the significant contribution that NGOs, INGOs, and developmental partners make in advancing the circular economy. These organizations play a vital role in promoting sustainable practices, advocating for policy changes, and supporting community-level initiatives aimed at reducing plastic waste and promoting recycling.

Project Presentation

During the presentation on the GreenShift project, Yunish Ghimire, the project lead from CREASION, addressed components related to policies, green business, sustainable packaging, and the strengthening of civil society organizations (CSOs) for waste workers, along with discussing the projected impacts of the project. Sangita Maharjan, Programme Coordinator at Restless Development, provided insights into climate smart schools, youth advocacy grants, and the Tag Me app, elaborating on objectives and methodologies for each component under Restless Development's leadership. Sabin Dotel, the Waste Smart Fellowship Coordinator at Youth Innovation Lab, outlined the roles and responsibilities of waste smart fellows, who will be stationed in respective municipalities to assist in data collection and contribute to policy guidelines.



Yunish Ghimire
Project Lead, Greenshift Nepal



Sangita Maharjan
Programme Coordinator, Restless Development



Sabin Dotel
Waste Smart Fellowship Coordinator, Youth Innovation Lab

Furthermore, presentations were delivered by LOT partners including Wildlife Conservation Nepal, Impact Hub, and ADRA Nepal. Kabir Ratna Sthapit, the Team Leader at ADRA Nepal, introduced their project, Project Samvardan, focusing on biodiversity conservation, capacity building, support to CSOs, community-based enterprises, and policy advocacy. Furthermore, a joint presentation by Sanjeevani Yonzon, Director of Wildlife Conservation Nepal, and Padmakshi Rana, Executive Director of Impact Hub, highlighted their project 'Roots of Circularity: Introducing and Integrating Circular Economy in Nepal,' emphasizing efforts to promote circular economy principles.



Kabir Ratna Sthapit, Team Leader, ADRA Nepal



Sanjeevani Yonzon, Director, Wildlife Conservation Nepal
Padmakshi Rana, Executive Director, Impact Hub

Exhibition

During the event, eight exhibitors presented their innovative recycling and upcycling products at designated stalls. The exhibitors representing four provinces (Bagmati, Madhesh, Karnali, and Lumbini) showcased a variety of items crafted from sustainable materials like bamboo, jute, and hemp, offering eco-friendly alternatives to traditional plastics. Additionally, products made from recycled plastics, PET bottles, stones, and papers were featured, demonstrating effective solutions for managing plastic waste. With over 150 participants in attendance, many visitors explored the stalls and purchased environmentally friendly products, contributing to the promotion of sustainability.

Exhibitors Profile

The profile of the eight exhibitors at the event are as follows:



KleanIt Upcyclers

is a plastic upcycling company based in Kathmandu, Nepal that is dedicated to reducing plastic waste and contributing to a better environment. A solution to the current plastic waste crisis In Nepal. With a relentless passion for environmental stewardship, KleanIt Upcyclers is more than just a solution provider – they're catalysts for change, driving tangible progress towards a greener, healthier Nepal and beyond.



Kanduk Industry

hopes to be established as a pioneer in sustainable manufacturing in Nepal. By repurposing the humble banana trunks' fiber, Kanduk hopes to transform agricultural waste into eco-friendly products. By establishing production units in rural areas, Kanduk not only provides functional everyday products but also hopes to generate employment opportunities, empowering local communities in Karnali.



Eco-Sathi Nepal

is a lifestyle brand which mainly focuses on offering Eco-friendly alternatives to everyday products. Eco-Sathi Nepal wants to inspire and encourage people to make conscious and sustainable choices and to make people realize the power they have as a customer to make a difference in the world that they live in.



Mokshalaya Multipurpose

is a one-of-a-kind company that specializes in selling distinct gift items and packages. Their latest endeavor involves teaming up with various wards in Chitwan to repurpose waste materials into remarkable products. From captivating stone arts to practical bulb holders, charming bottle decors, timeless frames, and delightful pots, they're turning discarded items into unique gifts. It's a simple yet impactful way to breathe new life into waste while offering something truly special to customers.



Eco-Revive

is founded by a team of biotechnology students from Jumla, Eco Revive is a socially and environmentally conscious enterprise that aims to address the skin and hair care needs of individuals. Eco Revive plans to develop a product line using natural herbs, ingredients, and bio-enzymes- a natural and eco-friendly alternative to harmful chemicals usually found in generic beauty products. The brand's ambitions are twofold: providing pocket-friendly natural alternatives for self-care and addressing the spillover effects of chemicals in our water systems.



Agri Organica

is a company dedicated to addressing the issue of over-reliance on chemical fertilizers by offering a sustainable alternative. Leveraging the power of vermicompost, they provide a natural solution that surpasses the efficacy of traditional chemical fertilizers and pesticides. By utilizing cow/buffalo dung and organic waste from vegetable markets and kitchens, Agri Organica produces high-quality vermicompost and vermiwash with the assistance of earthworms. These organic products not only enrich the soil but also promote healthier plant growth, ensuring a more eco-friendly and fruitful approach to agriculture.



Lahar Srijana

is an organization on a mission to empower rural communities in Nepal by nurturing their latent skills and talents through vocational training initiatives. With a focus on unlocking untapped potential, they provide accessible opportunities for individuals to develop practical skills that can enhance their livelihoods and contribute to local economic growth. By harnessing the unique abilities of people living in rural areas, Lahar Srijana aims to foster self-reliance, cultivate entrepreneurship, and create a brighter future for all.

Closing Remarks



Aanand Mishra

Founder and President of CREASION

In the closing remark, Aanand Mishra, Founder and President of CREASION thanked everyone for participating in national launch of the GreenShift Nepal project. He highlighted that our education system needs reformation to adapt to drastically changing plastic landscape along with raising awareness for behavioral change. Furthermore, he emphasized that the presence of all relevant stakeholders in the event represents a collaborative effort to address the ever-growing problem of plastic pollution so that we can leave our future generation a better world where plastics are not part of the problem.



News Coverage

ABC TELEVISION NEPAL

इयुको सहयोगमा श्रीनशिफ्ट परियोजनाको शुभारम्भ, तीन प्रदेशको ९ स्थानीय तहमा परियोजना संचालन हुने

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The CEO NEPAL

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श्रीनशिफ्ट नेपालमा श्रीनशिफ्ट परियोजना सञ्चालन

'भयावह बन्दै छ प्लास्टिक'

अनिल ढकाल | खितबन

नेपालमा प्लास्टिकजन्य समस्याको प्रयोग हायाते बढेको छ। भन्सर विधानको तथ्याकानुसार नेपालले भन्दै ३ लाख ८० हजार टन प्लास्टिक र प्लास्टिकको सामान आयात गरेको छ। नेपालमा वार्षिक २०.७ किलो टन वातावरणमा प्लास्टिक चुहाचट हुने अनुमान गरिएको छ। जुन कुनै वार्षिक प्लास्टिक खपतको करिब ९ प्रतिशत हो।

नेपालमा वार्षिक करिब ६ अब ६ कडाङ एकाहं प्रयोग हुने प्लास्टिक भोला खपत गरिन्दछ। वार्षिक २० हजार मैट्रिकल आयात हुन्दै त्वार्थार्थ ६ दरमा मैट्रिकल आयात कामाडीमा खपत हुने गरेको छ। नेपालमा पारिवहन चार सर्व मैट्रिकल प्लास्टिकजन्य घोटार उत्पादन हुन्दै। नेपालमा वार्षिक करिब २० हजार टन बगावरको एकचोटि प्रयोग हुने प्लास्टिक भोला प्रयोग हुदै।

२०८६ सालमा करिब चार लाख टन प्लास्टिक आयात भएको थिए। त्वार्थार्थ १० वर्षांकी देखि भयो। प्लास्टिकको बढ्दो प्रयोगसँगै व्यापारमा जटिल बढै गएको छ। चुरोले दुध, गुडा, चूलेट, विस्कुट, चाउचाको खोलजस्ता प्लास्टिकजन्य घोटारले बढी समस्या बनाएको छ। प्लास्टिक नष्ट हुन चार मध्ये वार्षिक त्वार्थार्थको बढ्दो प्रयोगालाई व्यवस्थित गर्न नेपालका व्यापारिको अवधारणा अस्वीकृत तहमा पारिवर्तनीको स्थानमा बढाए गएको छ। हामीपछिका पुस्तालाई के उपराक दिने ? प्लास्टिकको हिमाल, प्लास्टिकको खोल डावार वार्षिकास र खडकको परियोजना सञ्चालन हुनेका। त्वार्थार्थ २०८६ वर्षमा नियन्त्रित भए, 'प्लास्टिकले देशमा खाइहोको छ। स्वरूप हामीमौलको उपराक तहमा बढाएको हो।' नीति नियन्त्रित व्यापारिको अवधारणा अस्वीकृत तहमा उपराक नष्ट हुन चार व्यवस्थापनको सुन गरिएको विवरणमा सुन आएको अनुसार तहमा बढाएको हो।

युरोपीय संघर्षको आर्थिक सहयोगमा चारवर्षी परियोजना सुन भएको हो। 'प्लास्टिक भयावह बढ्दै



भरतपुरमा आयोजित परियोजना उत्पादन कार्यक्रममा वामपार्टी प्रदेशका बन तथा वातावरणमन्त्री महिला बद्धकालीन प्रयोगालाई गरिएका छन्।

● अनिल

परियोजनाको भरतपुरमा आयोजित कार्यक्रममा वामपार्टी प्रदेशका बन तथा वातावरणमन्त्री महिला बद्धकालीन उत्पादन गरेको हुन्। यसै नहुन गरी प्लास्टिकको सञ्चालन बढाउन चाहनीपराको छ।

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किसिलालम्बन र रस्तेलाई डम्पलपर्सन र कुम्भेश्वर लालै परियोजनाको सञ्चालन हुने भएको छ।

तह ने उपराक नष्ट हुन चार व्यवस्थापनको सञ्चालन हुने भएको छ।

परियोजनाको माझम नै प्रभावकारी हो, उले भनेन, 'प्लास्टिक जलि देखा समयमा हो, त्वार्थार्थ २०८६ वर्षमा हो।' उले अनुसार हरेक पालिकामा विड्या तयार हुन्दून्।

३६ वटा विद्यालयमा सचेतनाको कार्यक्रम निर्माण।

युरोपीयों नेपालको प्रतिनिधि मण्डलको सहकारिता उपर्युक्त इलाइन अस्ट्रिडलोरो प्लास्टिक प्रारिषदको परिषद्वारा प्रयोगालाई नियन्त्रित भएको हुने बताइन्।

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Smart Club transforming students' perception of waste management

Himalayan News Service
Kathmandu, February 23

"I feel proud to have learned about waste management and becoming able to teach others how to do the same," said Aliya Shah, a 13-year-old seventh-grader at Shree Basic School in Bramhapur, Bharatpur Metropolitan City. She shared that she had previously considered it a waste of time to be involved in the 'Waste Smart Club at my school' initiative of CREASION Nepal.

However, after being a member of the club for 1.5 years, she has realised how crucial it is to manage and segregate waste to live in a healthy environment.

"Two years ago, CREASION Nepal initiated the Waste Smart Club at my school. I did not join it thinking there wasn't much to achieve, but now I am working as joint secretary of the club after realising the importance of the work being done and the transformation we have brought to our school," she told *THHT*.

Before, Aliya claims, her school had no proper concept of waste management. "We threw waste around carelessly. However, these days, we are well aware of the significance of cleanliness and waste management,"



(From right) Aliya, Kalyan, Subash and Sita, along with their teachers and Eloisa Astudillo, deputy head of EU, at the GreenShift project launch event by CREASION Nepal in its Chitwan Regional Office, on Wednesday.

ment," she shared.

"We have started recycling waste and using it in creative ways. We have separated it into biodegradable and non-biodegradable waste, and I did it at home too," she said. She further said, "I decided to make a bucket to hold pens after realising that I could use plastic bottles for something. I have also made a variety of ornamental items at home such as bangle collage by using waste materials. Additionally, we turn the waste into compost manure."

"Furthermore, we run a variety of programmes at our school, including quiz

competitions. We also educate our junior and senior students about waste management by instructing and assisting them to distinguish between biodegradable and non-biodegradable waste," she added.

Similarly, 15-year-old seventh-grader Kalyan Sunar of the same school said he had been a part of the Waste Smart Club for two years and had gained a lot of knowledge about waste management. "With the help of our friends and teachers, we recently cleaned a temple in our community and held a programme. We have been able to teach our younger

competitions. We also educate our junior and senior students about waste management by instructing and assisting them to distinguish between biodegradable and non-biodegradable waste," she added.

Similarly, 15-year-old

friends about it," he stated. "We reused the plastic instead of throwing it away. Upon realising that a healthy environment equals healthy people, we have planted trees in our schools and communities," he shared.

In the meantime, Sita Magar, 16, of Shree Chameli Devi Secondary School, Bharatpur, shared that she had been a member of the Waste Smart Club for five years and currently serves as the secretary of the club. According to her, CREASION Nepal's Waste Smart Club has been extremely beneficial.

"Being involved in it has taught me a lot. Prior to joining it, I thought it was insignificant, but the work it does has greatly inspired me."

Talking to *THHT*, she said, "We run a variety of programmes every Friday after the end of the first two periods. The capacity of younger children has improved. We have learned about the concept of Environment Circular Economy."

She further said, "It has transformed my school and me in terms of waste management. So, I want to be a part of it and work with it in the long run. Additionally, it is protecting the environment for our generation as well as the next."

A screenshot of the khabarhub.com website. The header features the logo 'khabarhub.com' with a blue 'H' icon, followed by the date 'Friday, February 23rd, 2024'. On the right side of the header are social media icons for Facebook, Twitter, YouTube, LinkedIn, and a search bar labeled 'Search...'. Below the header is a navigation menu with categories: HOME, NEWS, NATIONAL, INTERNATIONAL, BUSINESS, INTERVIEW, OPINION, FACT-CHECKING, HEALTH, MORE, UTILITIES, and Nepali. A 'TRENDING' section is visible on the left. The main content area displays a large article titled 'CREASION and EU launch GreenShift Project to foster circular economy in Bagmati, Lumbini, and Madhes Provinces'. To the right of this article is a 'JUST IN' box containing two smaller news items: 'TRC Bill to be presented in Parliament soon: PM Dahal' with an image of a man in a suit, and 'U.S. Embassy organizing Hip-Hop fair in Kathmandu' with an image of a person in a colorful shirt. At the bottom of the page are footer links for '5 Stories', social media icons for Facebook, Twitter, YouTube, and LinkedIn, and a font size adjustment section with 'A A A' and a magnifying glass icon.



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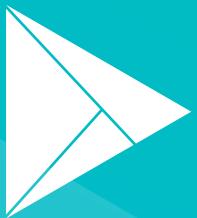


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