

Activity No. 3.4 Organize exhibition for promoting cultural goods

Activity No. 3.4.1 Organize exhibition

A total of two exhibitions of the products produced by three producers' cooperatives organized in Kathmandu and Pokhara with 1144 (or F 453/M 691) people for three days in each location on 2-4 November 2012 and 14-16 December 2012 respectively.

Topics/activities covered

Main purpose of the exhibition was to raise awareness and exchange of indigenous cultures to promote indigenous cultures, cultural enterprise and cultural tourism. The exhibition also used as trading floor for the products of cooperatives.

The exhibitions were organized in associations with Tourism board and Nepal Ethnic Museum at the premises of Nepal Tourism Board on 2-4 November 2012 in Kathmandu and local entrepreneurs or creators of traditional knowledge passed enterprises of the Gurung community Pokhara Convention Center on 14-16 December 2012 in Pokhara.

More than 100 types of goods produced by three cooperatives were displayed for the promotion and sale as well. Some of them were 17 items of bamboo handicrafts (i.e. table clock, news holder, vessel, small basalt- decoration items, pen holder, honey, Chiuri products (i.e. soap and ghee products), mustard oil displayed by Praja Cooperative Ltd. Similarly, variety of thangkas, full sets of Tamang costume including a variety of accessories, etc. by Tamang Paramparagat Samuhik Uddhomi Cooperative Ltd; and a wide range of traditional carpets and blankets by Traditional Products Producer's Cooperative Ltd.

In the exhibitions, the cooperatives have displayed the sets of production equipment's of the traditional goods to share traditional knowledge and technologies to the visitors. Each cooperative has its own stall for display. Brief information of the products and related knowledge and technologies were shared to the visitors by the members or produces of the cooperatives. At the entrance, the project has its own stall to display the project brochure, journal, calendar produced by the project. The project stall served as reception and information desk of the exhibitions.

Banners of the project, cooperatives and photographs of project activities with visibility of the donor, implementing organization and the cooperatives were displayed in the exhibitions. A total of 1144 (or F 453/M 691) people from different backgrounds visited and got information about indigenous culture, cultural enterprise and cultural products. The number of the visitor mentioned above refers to only the number of those participants who have recorded their attendance themselves. It is fact that a large number of people have visited and got information about the exhibitions.

Reason for modification or delay

None (although, the exhibition originally planned for the years 2011 and 2012, and the activity was replanned for the year 2012).

Results

A total of two exhibitions of the products produced by three producers' cooperatives organized for three days of each in association with Nepal Tourism board and Nepal Ethnic Museum at the premises of Nepal Tourism Board in Kathmandu and with local entrepreneurs or creators of traditional knowledge passed enterprises of the Gurung community in Pokhara.

A total of 1144 (or F 453/M 691) people from different backgrounds visited and got information about indigenous culture, cultural enterprise and cultural products. However, a large number of people have visited and got information (the figure refers to only the number of those participants who have recorded their attendance themselves).



Cooperatives (left to right: the Chepangs, Tamangs and Gurungs) are displaying their products during exhibition in Kathmandu

The exhibitions were successful in raising awareness on the traditional knowledge and technologies based cultural entrepreneurship of livelihoods as a means of the promotion of indigenous cultures, cultural enterprise and cultural tourism.

The exhibition was also used as trading floor for the products of cooperatives. The records of the cooperatives showed that Praja Cooperative Ltd. sold its products worth NPR 371.000. Similarly, Tamang Paramparagat Samuhik Uddhomi Cooperative Ltd stands as NPR 246,000 and Traditional Products Producer's Cooperative Ltd. was the least seller, earned NPR 183000.

Exhibition is appeared to be a real platform for the cooperatives in building confidence to deal with different customers, raising awareness among people from different background, linkages with like mind individual and organizations, and trading floor for the products. Brief information on the exhibition is provided as:

Table 34: Brief information on the exhibitions for promoting cultural goods

SN	Execution date and location	Total no. of participants*		
		Female	Male	Total
1	November 2-4, 2012 Nepal Tourism Board, Bhirkutimandap, Kathmandu	119	273	392
2	December 14-16, 2012 Deependra Savagriha, Pokhara, Kaski	334	418	752
Total		453	691	1144

*figures represent only the number of those participants who have recorded their attendance themselves.