

## **Unilever Nepal, Bottlers Nepal, RAP3 CONNECT and Prabhu Bank collaborate to deliver training to Women Entrepreneurs**

Four organisations from the development, banking and private sectors are working together to enable women in the Mid and Far Western Development Regions of Nepal to establish small businesses. This month they came together to deliver training to 400 women entrepreneurs.

Unilever Nepal Limited (UNL) is continuing to invest to create women entrepreneurs through its rural direct-to-consumer 'Hamri Didi' initiative aimed to empower underprivileged women as change agents within their communities by providing them with knowledge on health and sanitation and sustainable income generating opportunities. To date, 400 women in six districts in the Mid and Far Western Development Regions have been appointed as Hamri Didis, in partnership with RAP3 CONNECT.

Bottlers Nepal Limited (BNL) (authorised bottler of the Coca-Cola Company) has joined the partnership to sell their products through this vibrant network of women micro-entrepreneurs. In addition, BNL has provided all 400 Hamri Didis with 5by20 training; 5by20 is The Coca-Cola Company's global commitment to enable the economic empowerment of 5 million women entrepreneurs across the company's value chain by 2020.

Rajnish Sharma, the Country Commercial Manager of Bottlers Nepal says, 'We continue with our aim of providing hope and support to the female retailers in Nepal, that their businesses can be profitable, no matter the size. I am extremely pleased about our collaboration with IMC Worldwide, through which we have been able to support in building capability of 400 women from the 'Hamri Didi' network, who's selling and merchandising skills have been enhanced to sell multiple products including ours. We are looking forward to being a part of the journey these independent women entrepreneurs are courageously commencing.'

Prabhu Bank Limited will provide loans to high performing Hamri Didis for scale-up capital and can offer efficiencies in the delivery and management of these loans due to their strong network of agents across the country.

200 women from RAP3 core districts Dailekh and Jumla attended training in Nepalgunj last week, receiving a certificate of completion from Mr Bimal Raj Khanal, Director Nepal Rastra Bank, Nepalgunj on 11 May and 200 women from RAP3 core districts namely Achham, Bajura, Dadeldhura and Doti attended training in Dhangadhi from 16 to 17 May, receiving a certificate of completion from Mr Kiran Pandit, Director Nepal Rastra Bank, Dhangadhi on 18 May.

The women received UNL and BNL product and sales training, BNL 5by20 training, financial literacy training and guidance on business registration.

Speaking during the graduation ceremony on 18 May Mr Pandit said, "Nepal Rastra Bank is delighted that the Hamri Didis are starting their own businesses" and advised them to "keep proper records of their transactions and mobilise cash and savings through financial institutions".

Notes to editors:

- RAP3 CONNECT is funded by UKaid and delivered by IMC Worldwide.
- RAP3 is a comprehensive poverty alleviation programme, which uses the construction of transport infrastructure as an entry point for delivering development through access to the poorest and most marginalized in remote parts of Nepal.
- Unilever Nepal Limited is one of Nepal's largest businesses and their mission includes promoting access to health and sanitation solutions for Nepalese people.
- Bottlers Nepal Limited is one of Nepal's largest businesses and their mission includes supporting the economic empowerment of women entrepreneurs. Under their 5by20 program, The Coca-Cola Company is committed to the economic empowerment of five million women globally by 2020, and as a part of the commitment in Nepal, Bottlers Nepal Limited has been imparting the 'Shopkeepers Training And Resources (STAR)' training to the women retailers since 2013.
- Prabhu Bank Limited is one of the fastest growing private sector banks in Nepal with deep rural market penetration, extensive direct and subsidiary products and services portfolios, entrepreneurial spirit and a commitment to improving Access to Finance for the poor, especially farmers and women.

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