

Media is integrated into every part of our lives and in the last decade, has also become a key communication and business tool. In Nepal, the use of technology has also become widespread- 76% of people between 16-24 years of age carry smartphone devices^[1]. However, there is a difference between being a passive media consumer and being actively engaged as a media producer. It is the latter that allows for the power of media to be harnessed to the benefits of both individuals and communities. According to the World Bank, every 10% increase in internet penetration in a country results in a 1.3% increase in economic growth^[2]. When used effectively, these tools can create a variety of jobs across all sectors, especially across younger demographics. Integrating technology training programs into youth education also fosters sustainable livelihoods for communities with emerging technology and connectivity access.



76% of Nepalese youth between 16-24 years of age carry smartphone devices^[1]



Most youth in Nepal see themselves as consumers of media, not producers



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Our response

The Fig Tree Foundation funds Calgary-based international non-governmental organizations working on projects that are sustainable, transparent, efficient, and collaborative. The goal of these grants is to transform international development to create self-sustaining communities worldwide. To address the digital literacy gap in Nepal, the Fig Tree Foundation invested in Youth Media Nepal, a communication and education program started by the Kamala Foundation. The Youth Media Nepal project addresses the digital literacy gap by creating a Communications Hub which provides youth access to technology paired with media and business courses. Through this project, youth are empowered to produce photos, videos and media. Additionally, the students are taught how to apply this knowledge to create their own business ventures which benefit the community.

Funded Projects Dashboard

Location of project: Nepal



Project goals: Transforming youth from media consumers to producers

Roundtable Member: The Kamala Foundation
Year organization was founded: 2005
In-country partner: Almost Heaven Farms
Length of project: 2 years (2017-2019)

Proportion of project funded by FTF:



Grant amount: \$10,000 CAD

This project contributes to SDG's...

1 NO POVERTY



8 DECENT WORK AND ECONOMIC GROWTH



11 SUSTAINABLE CITIES AND COMMUNITIES



17 PARTNERSHIPS FOR THE GOALS



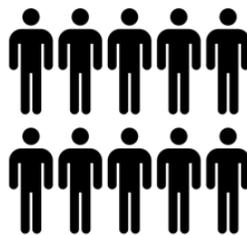


The Impact

Youth Media Nepal trained ten youth in the use of various media forms. With an equal ratio of girls and boys enrolled in the program, this project works toward equal opportunities to technology access which can be used to generate income. In 2018, the team of youth trained were hired by three nearby villages. Partnering with a local nonprofit, the students used their skills to assist with the surveying of regions affected by the 2015 earthquake. The ability to capture information on film has been a huge asset to surrounding communities and has generated the students \$9,800 CAD. This is enough profit to keep the project moving forward and pay the students for their work. Through this project, the youth of Nepal have not only learned business and media skills but utilized them for the benefit of the communities in their region in a time of need. As this project proceeds, the goal is for the ten youth originally trained to pass on their knowledge to their peers to ensure this program can be sustained.



In under 2 years, the students generated \$9,800 CAD from their work



10 students accessed media and technology training from Youth Media Nepal



The students contributed to surveying efforts in 3 villages



Click to learn more about the great work the [Kamala Foundation](https://www.kamala.org/) is doing around the world!

References

^[1] **Nepal Media Landscape Survey (2018) Sharecast Initiative Nepal**, <https://www.sharecast.org.np/224-2/>

^[2] **DataBank- World Development Indicators (2016) World Bank**. <https://databank.worldbank.org/Internet-Penetration-over-time/id/3bdec3cd>