



Co-funded by the
Erasmus+ Programme
of the European Union



South Asia

DESTINY

Buse, Vytautas, Tshewang Dorji, Sangay Choden, Nawang Dorji

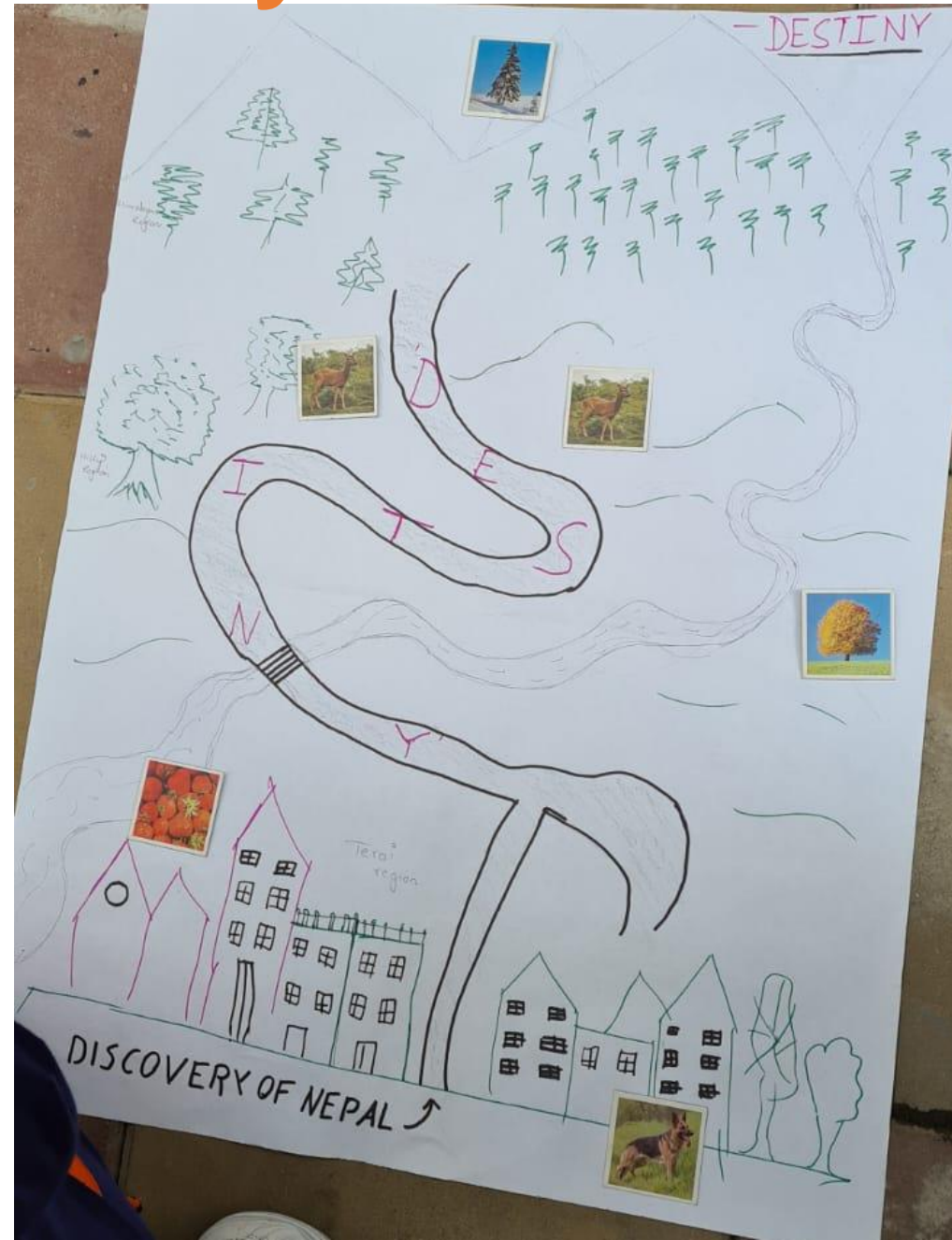
August 25, 2022
Nepal Engineering College
Changunarayan, Bhaktapur, Nepal



CONTENT

- Story of Our Team
- Current Situation
- Related Issues
- Goal
- Objectives
- Organization Structure
- Newari Architecture Fest
- Activities
- Map
- Project Plan
- Short term KPI's
- Plan of Impact
- Favourable Impacts to Achieve
- Summary

Story of Our Team



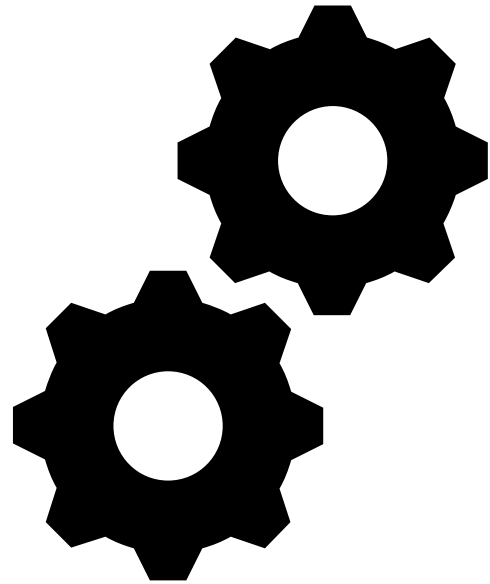
Current situation

Adobe Architecture in Kathmandu valley is a cultural heritage.

An earthquake in 2015 has damaged or destroyed a lot of traditional buildings.

People are more willing to adapt modern building design rather than rebuilding them in traditional Newari style.





Related Issues

- Lack of financial resources
- Difficult local policies
- Lack of awareness about the importance of Adobe Architecture
- Lack of understanding about the traditional Newari houses
- Lack of skilled craftsmen
- Lack of raw materials



GOAL

To Raise awareness on
Traditional Newari
Architecture

OBJECTIVES

- Promote awareness on traditional architecture and craftsmanship
- Raise awareness on financial opportunities
- Raising awareness on business opportunity and entrepreneurship
- Promote and enhance local tourism
- Promote awareness on local policy

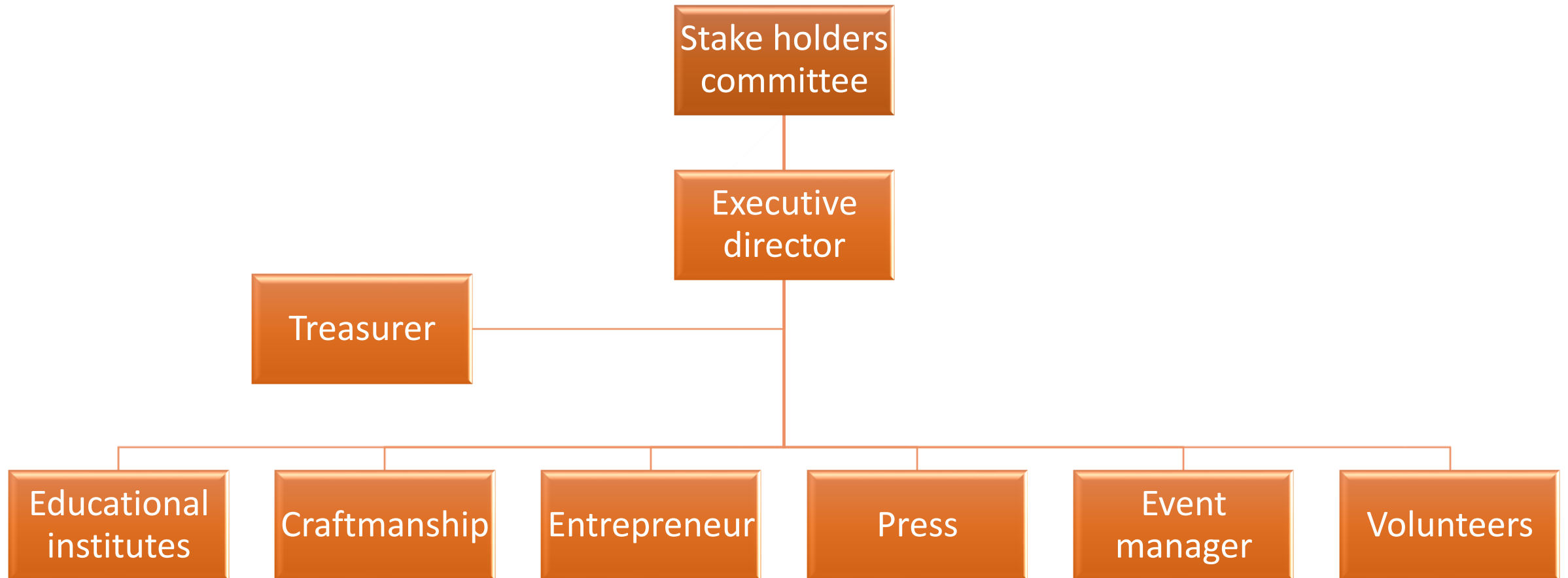




SOLUTION

Organization for festival
with continuity

Organization Structure



NEWARI ARCHITECTURE FEST

Stakeholders

Municipality
Business
NGOs
University/College
Experts
Craftman



Target Audience

Local house owners
Adults/Students
Children
Local Business owners
Contractors

Educational Activities



Talk Shows - Experts, Public Subjects, Scholars, Public Figures, Foreign Guests



Seminars – Experts, Public Subjects



Workshops - Local craftsmen, Students



Concert and Entertainment – Favorite and local Artist



Educational Activities for Kids - Teachers and Students



Games – Anyone who wants to participate

Activities



Talk Shows-

How to make money out
Of traditional houses

Importance of newari
architecture



Seminars

Processes of financial grants at
national/local level

Good Practises from around the World



Workshops

Wood Carving

Stone Carving

Pottery

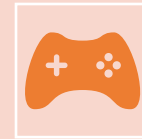


Concert and Entertainment



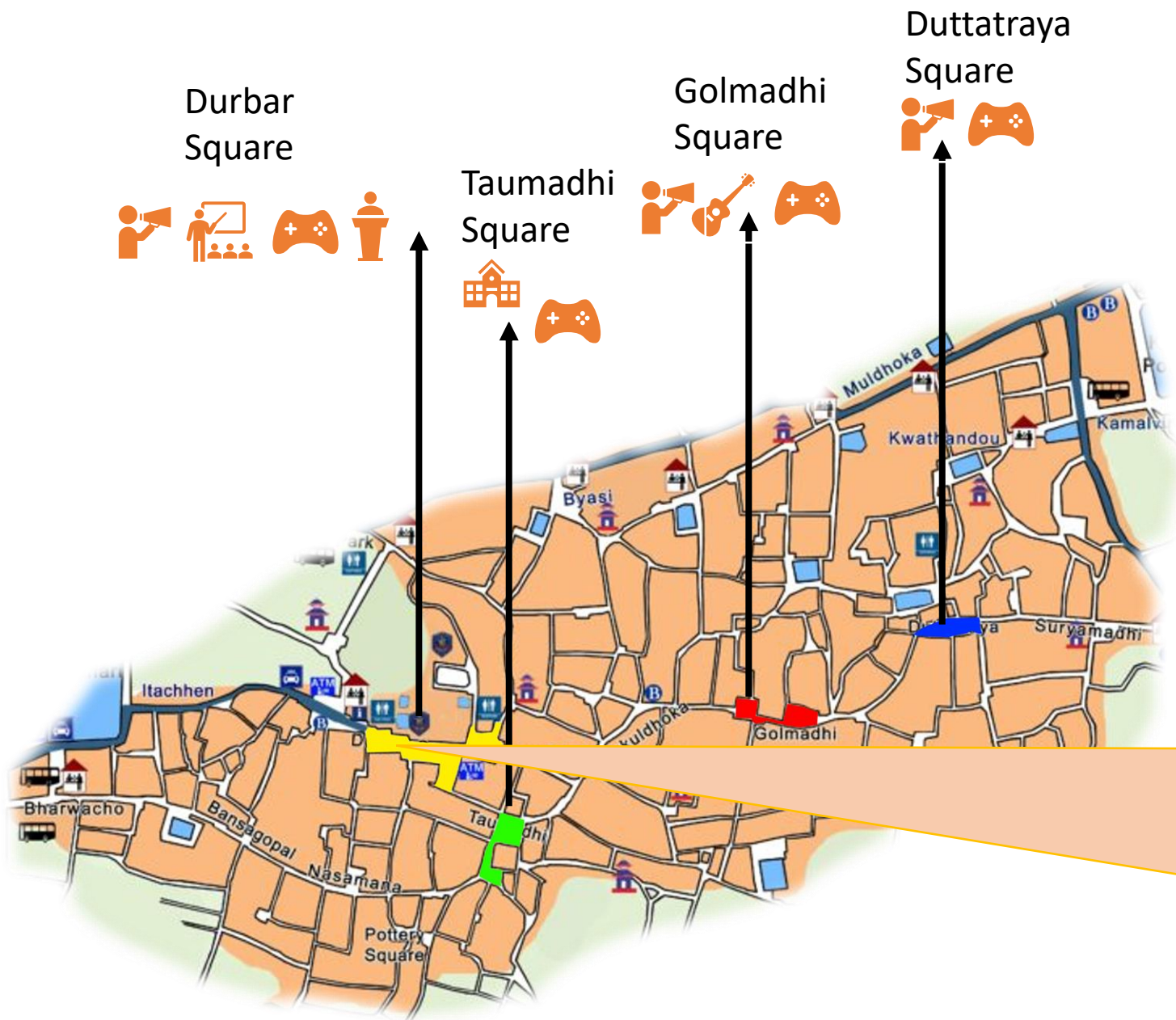
Educational Activities for Kids

Cartoon About Traditional
Architecture



Games

Story Game



DURBAR SQUARE

Opening Ceremony 09.00-10.00

Talk Show 10.15-11.00

Workshop 10.15-18.00

Seminar 11.15-12.00

Break 12.00-13.00

Story Game 10.00-19.00

1

Project pitch for stakeholders

Target audience: Stakeholders committee

Objective: To introduce the project and allocate stakeholders roles, responsibilities and potential benefits.

2

Project orientation for Local community group.

Target audience: Businessman, craftsman, scholars, educational institutes.

Objective: To highlights the projects importance and benefit towards the community.

3

Develop and disseminate strategic visual and audio advertisement.

Target audience: Local people, craftsmen, scholars, students, relevant officials, representatives.

Objective: Advertisement of the event, Information sharing, raising community awareness about the event/campaign

4

Event Implementation (Preparation, Monitoring, management, implementation)

Target audience: Local people, craftsmen, scholars, students, relevant officials, representatives

Objective: Advertisement of the event, Information sharing, raising community awareness about the event/campaign

5

Auditing

Target audience: Municipality, investors, event organization

Objective: to prepare financial report of the financial operations regarding event, to express financial situation of the event, to ensure financial transparency and reliability of the event organization.

6

Project Review/ recommendation meeting

Target audience: Event organization, Executive director, treasurer, auditor, few partners representative, and project managers.

Objective: review and analyse collected feedback and data, evaluate success of the event, reflect and initiate improvement strategy for future projects.

Short-term Event KPIs

Target Groups Participation.

- A number of participants of a specific target group and total number of participants.

Interaction of participants.

- Number of people interacting in workshops, seminars, discussions etc.

Qualitative interaction.

- People who respond that they would further involve into specific activities or would apply information in rebuilding processes.

Satisfaction rate of participants.

- A numeric evaluation (1-10) of the satisfaction about the event.

Continuity



Organization provides follow up help connecting citizens with relevant stakeholders



A website for sharing contacts, news, relevant information regarding preservation of traditional architecture



Expansion of events and educational activities in all of the heritage sites in Kathmandu valley

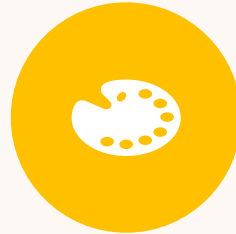
Favourable Impacts to Achieve



HIGHER PERCENTAGE OF
HOUSE REBUILT IN NEWARI
STYLE



HIGHER AMOUNT OF
SUCCESSFULLY ACQUIRED
FUNDINGS



MORE PEOPLE INVOLVED IN
TRADITIONAL CRAFTS



GUIDED CITY TOURS
IMPLEMENTATION



RISE IN TOURISM ACTIVITIES
IN NEWARI HOUSES
(HOTELS, TOURS ETC.)



Co-funded by the
Erasmus+ Programme
of the European Union

SUMMARY



South Asia

