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# Social Profit Network

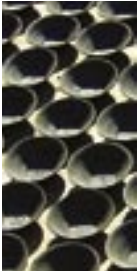
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## Anil Chitrakar

For 25 years, Anil has worked to improve the very fabric of Nepalese society. He strongly believes that social projects should be designed for economic, social and environmental sustainability. He also believes that systemic change happens only if local communities embrace and drive it themselves. He has used this philosophy to successfully mobilize Nepalese communities over and over again to act on initiatives ranging from preserving Nepalese history and culture, to re-engineering energy and water supplies, to reversing deforestation.

### Anil's background

- Trained in the United States as an engineer and energy planner.
- Helped implement the National Conservation Strategy for Nepal between 1990 and 1997.
- Developed an ecologically sustainable, major hydropower project for the country of Nepal. Less than 10 years ago, 90 percent of the population of Nepal had no electricity. Anil led a core team that successfully lobbied the World Bank to stop a major hydropower dam project on the Arun River. Instead, the team convinced the World Bank to implement a distributed-grid hydropower system that preserves the natural ecosystem, and will eventually produce enough excess power to export. Anil's idea will be built in half the time for half the cost of the original plan.
- Received an Ashoka Fellowship for launching Environmental Camps for Conservation Awareness (ECCA) in Nepal in 1987. ECCA mobilizes Nepal's youth to fundamentally change the way the Nepalese interact with their surrounding environment. From its launch, ECCA has been economically self-supporting by developing a series of entrepreneurial businesses to maintain funding. The resulting programs are responsible for reversing a major deforestation trend in Nepal, increasing the amount of protected forest by more than 60 percent. The country is now able to trans-locate several big-game species, including rhinos and tigers, for re-population elsewhere. Anil hopes that this model of reversing deforestation will be replicated worldwide.



# Anil's work with SPN:

## Kathmandu 2020

As with many cities in the developing world, Kathmandu suffers from a lack of sufficient infrastructure and services to accommodate a growing population. As a result, quality of life has deteriorated.



Local artisans are making a living preserving Nepal's cultural history.

Anil believes that children are the most powerful drivers of social change. Through a ground-breaking initiative called Kathmandu2020, Anil mobilized Kathmandu's youth to ask two questions of the entire Kathmandu Valley population:

- 1) In what kind of city do you want to live in 2020?
- 2) What will you do within the next two weeks to enable it?

Answering these questions has engaged literally thousands of people in Kathmandu to implement hundreds of community projects that affect infrastructure, education, career development, and the preservation of Nepal's historical and natural heritage. Progress is documented in the yearly Kathmandu2020 report, which is developed and distributed

by Kathmandu's youth and has become "official" documentation for social and environmental progress in the city. After its initial funding in 1999, Kathmandu2020 has also been economically self-sustaining.

### **Kathmandu2020's purpose:**

- Facilitate the development of a common vision for the Kathmandu Valley in 2020 among its institutions and residents
- Communicate and "seed" this vision as widely and deeply as possible
- Design and produce break-through solutions for key issues facing the Valley
- Train and develop a network of coaches, facilitators, youth leaders, committed NGOs and local citizens' groups to run and manage actual projects that deliver on the vision

**These are the components of Kathmandu2020's vision. In 2020:**

1. Kathmandu will be known all over the world as a major center for learning and culture.
2. 90 percent of the energy consumed in the Kathmandu Valley will be from non-fossil fuel sources.
3. No one will come to Kathmandu from different parts of Nepal for the sole purposes of getting a job in the government, educational opportunities and medical services.
4. The following will be maintained at their 1995 levels:
  - Residential population
  - Open spaces
  - Watershed and catchment area
  - Agricultural land
  - Forest cover
5. Only 10% of Kathmandu's solid waste will become landfill. The rest will be composted and recycled. People will separate biodegradable and non-biodegradable garbage at the household level.
6. All utilities and services for the Kathmandu Valley will be housed in one complex under unified management. The complex will distribute water, electricity and telephone services, and will house those responsible for managing the Valley's housing, roads, transit, tourism industry, and preservation of the Valley's cultural heritage and natural resources.
7. The residents of the Kathmandu Valley will pay for all services, enabling the community to be self-sufficient in every way. Donor projects will be non-existent in the Valley.
8. The Valley will continue to be a net producer of vegetables and food.
9. The Valley will be accessible via multiple routes including the Hetauda and Sindhuli roads. The point of entry to Nepal will no longer be Kathmandu, but Lumbini. Cargo flights to Europe will arrive and depart from Biratnagar.
10. The Valley settlements will be organized in self-reliant neighborhoods with all basic services available. There will be no need to travel across the Valley for anything, be it a good school or fish for dinner.
11. The core city of Kathmandu will be clearly demarked into two sections: the World Heritage City west of the Tundikhel up to the Bishnumati river and from Teku to Thamel; and the Commercial Business District east of Tundikhel up to the Dhobi Khola.
12. Both Patan and Bhaktapur will establish themselves in the global community as cities known for fine arts, history and culture.
13. While the tourism sector will continue to be a major source of income to the residents of the Valley, sports facilities catering to global tournaments will surpass tourism's contribution to the local economy. Cricket tournaments for the south Asian region will be held in Kathmandu.
14. The residents of the Valley will be happy, healthy, prosperous, and proud to belong to Kathmandu and to care for all its unique attributes.

The residents of Kathmandu have started more than 50 projects designed to bring Kathmandu2020's vision to life. Here are just a few:

**Training teachers to teach students about Kathmandu Valley**

Kathmandu's rich cultural and natural history—and issues facing Kathmandu Valley—are not taught well, if at all, in Kathmandu's schools, mainly because teacher training does not emphasize these areas. Kathmandu2020 is launching a program to remedy this and build students' knowledge. In addition, Kathmandu2020's program engages the local school system to get youth involved in creating and implementing projects in their own communities.

**Pairing schoolchildren with local heritage sites**

Kathmandu2020 has created an adopt-a-heritage-site program where local schools care for nearby heritage sites. In Nepalese terms, the schoolchildren become the “watch lions” for the site, responsible for knowing its history and keeping it clean and free of vandals. Through this program, Kathmandu Valley children will grow up with a real sense of ownership and pride in their heritage. Over 30 schools have already adopted sites.

**Teaching volunteers to take others on the heritage walk**

The Kathmandu Valley Preservation Trust (KVPT) has spent the past 10 years restoring monuments around the city. Kathmandu2020 is harnessing the knowledge that KVPT has gained over its years of work by creating a heritage walk that educates people on Kathmandu's cultural history through walking lectures. The program has fostered an appreciation for Kathmandu's heritage within both local and visiting communities.

**Solving issues along the Bagmati River**

In conjunction with the South Asia Regional Media and Governance Project, Kathmandu2020 is working to identify and solve issues in communities along the Bagmati River, including areas such as water access, waste management, and river governance.



## Worldwide Market Square and Crafted in Kathmandu

With the modernization and rising populations of developing-world cities, the ability to earn a living doing traditional artisan work has become increasingly difficult. Many ancient cities—even those deemed World Heritage Sites—are losing artisans to more mainstream jobs in government and services. Generations-old arts and crafts are disappearing quickly, along with the knowledge behind them. As a result, cultural heritage and the ability to repair damaged sites with authentic, traditional craft is lost. Anil’s and SPN’s latest ventures, “Crafted in Kathmandu” and “Worldwide Market Square” preserve the arts, crafts, and living heritage of World Heritage Cities.

The Worldwide Market Square has gone online to create an international marketplace for World Heritage Cities’ goods, allowing artisans to get paid a living wage for practicing traditions that go back thousands of years. Local artisans make it possible for World Heritage Cities to maintain vibrant arts scenes, thereby attracting visitors and enabling artisans to pass on their skills and knowledge to the next generation. Worldwide Market Square has also created a microloan fund to help local artisans continue their trades through initiatives such as opening a real-world store in Kathmandu to display and sell the local artists’ wares.

Crafted in Kathmandu is the first of the Worldwide Market Square websites. Its online marketplace sells handcrafted goods from the Kathmandu Valley to buyers around the world. Proceeds support the artisans themselves, who not only create the beautiful jewelry, paper, pottery, baskets, and other artwork sold on the site, but also contribute their skills and

time to renovating temples and other historic monuments, thereby preserving the daily rituals of Kathmandu’s ancient way of life.

World Market Square and SPN intend to replicate this model in World Heritage Cities everywhere. Our goal is to spread these types of economically self-sustaining marketplaces to World Heritage Cities all over the globe.

### **Crafted in Kathmandu’s mission**

is to preserve the living heritage of Kathmandu. We need to protect thousands of years of a way of life from becoming an archeological site where people pay tickets to see the buildings but not the life that permeated their walls. By working with artisans to construct a global network of markets for their beautiful products, we demonstrate that thriving communities can be maintained while perpetuating ancient traditions. The Crafted in Kathmandu model recognizes that providing access for local wares to marketplaces both local and worldwide can create enough resources to enable local residents to maintain their cities’ historical character and livability.



## Artists online at the Worldwide Market Square

[www.craftedinkathmandu.com](http://www.craftedinkathmandu.com)

### Ashok Chitrakar

Ashok Chitrakar's family has created ceramic wall reliefs and traditional statues for generations. His father, who is the repository of all knowledge of the family craft, is 81 years old and failing. Orders from Crafted in Kathmandu have made possible the cataloging of all his old molds, so that the full suite of family designs will pass to the next generation of artisans.



### Kanak Shakya

Kanak Shakya made hand-carved sterling silver dragons and lions as part of his family's traditional work. He is the last of his family who knew how to make the dragons, but had no money to buy silver and tools to learn the craft from his 80-year-old father. The Worldwide Market Square Fund provided a microloan that enabled him to purchase the tools and silver he needed to teach his sons to make the dragons. Two of his lions are displayed on the website.



### Uday Shrestha

Uday Shrestha's family makes handwoven fabric in Bhaktapur, Nepal. Local demand for these fabrics has declined and a trade that was once an important part of Kathmandu's economy is in danger of being lost forever. Working with Worldwide Market Square, Uday has developed a line of fabrics for table linens and home accessories that is being sold on the website and at the New York Gift Fair.

### Gopal Shrestha and Ujjwal Shrestha

Gopal Shrestha is a ceramic artist and art teacher who carries on his family's tradition of making black-fired pottery

using rice stalks as fuel. Ujjwal Shrestha runs a family lokta-paper business in Kathmandu. Working with Worldwide Market Square, Gopal and Ujjwal produced a collection of ceramic lamps with lokta-paper shades that were shown at the New York Gift Fair in January 2003. U.S businesses are starting to notice the collection. For example, Garnet Hill Catalog ordered 400 lamps for their summer 2004 catalog. With the proceeds, Ujjwal will improve the infrastructure of the paper factory to the benefit of all the local paper artisans, and Gopal will start construction on a new workshop.

### Shyam Badan

Shyam Badan is a primary school teacher turned artist. She researched natural fibers of plants indigenous to Kathmandu Valley, and now uses them to create baskets and fiber-grass mats, using traditional Kathmandu Valley designs.

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### SPN and Anil

- SPN provided seed capital for both Kathmandu2020 and Worldwide Market Square
- SPN introduced Anil to an expert in developing art-related marketplaces, who used his knowledge and connections to help Anil launch and scale the business
- SPN, along with the law firm Silk, Adler & Colvin, set up the Worldwide Market Square structure so that artisan marketplaces like Crafted in Kathmandu could be developed easily all over the world, yet be connected by a single entity
- SPN has been and continues to be involved in key strategies for developing and proliferating Worldwide Market Square
- SPN and Anil are working closely together to build the Sustainable Water Cycle Network
- Anil is deeply involved in designing and catalyzing the next era of growth for SPN as a whole