

# PROJECT SACHETANA

## Final Report

October 27 2021



**MAINA DEVI FOUNDATION**

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SACHETANA

# Executive Summary

Project “Sachetana: Our Health, Our Responsibility”, organized by Maina Devi Foundation & UNDP Nepal with the support of China Aid, has been successfully completed. The project ran for a duration of four months from July 1 to October 31. During the project duration, a total of three challenges / competitions i.e. TikTok Challenge, Sachetana Poetry Competition, and Sachetana Challenge was run with a total participation of 777 people; 8 clean-up events were run in eight different parts of the country; four workshops were given to the volunteers; video/flyer circulation regarding Health Care Waste Management was done via social media handles of 300 volunteers. The total fund delivered for the project was NRS 3,117,000.

Total Social Media Outreach of Project activities	8,378,743
Total number of Volunteers	300
Outreach of Tik Tok Challenge	683,400
Outreach of Poetry Competition	300,000
Total Social Media Shares of Project Activities	<b>32,428</b>
Total number of participants in social media challenges	777

# Activities Highlights



## HCWM Post Circulation

- Flyers circulation for disseminating awareness about Health Care Waste Management
- Translated flyer circulation for reaching a larger audience

## TikTok Challenge

- 250+ videos related to Health Care Waste Management
- 6,85,000 views

## Sachetana Poetry Competition

- 167 registrations, 77 videos of poems
- 300000 audience reach

## Clean-up Events

- Clean-up Events at 8 places of the country
- 9 news coverage

# A. Introduction

Project Sachetana aimed to promote the safe management of the waste generated in communities in connection with precautions against COVID-19 & other infections in different levels within communities through digital awareness and physical actions.

Project “Sachetana: Our Health, Our Responsibility”, organized by Maina Devi Foundation & UNDP Nepal with the support of China Aid, is a four months-long project which aims to create awareness regarding health care waste management and responsible disposal through social media via digital mobilization of 300 volunteers from all 77 districts of Nepal.

The project, started from July 2021, and ran till the October 31. It included digital content circulation, Poetry Competition, TikTok Challenge, and Clean-up Events.

# B. Timeline

July 1- July 9	Project Planning
July 3 - July 9	Discourse with Stakeholder
July 10	Project Announcement
July 11- July 17	Call for Volunteers
July 18- July 20	Evaluation of Applications
July 21	Result Announcement
July 22- July 26	Confirmation of Volunteers
July 27	Orientation of Volunteers
July 31	Introductory Meeting with Incharges
August 4	Session on Gender Equality and Social Inclusion
August 7	Tik Tok Challenge Commencement
August 7, 8, 28, 29	Voice of Volunteers
August 12	Event on International Youth Day
August 12	HCWM Quiz Mania-I
August 13, 24, 31	Circulation of HCWM Posts
August 27	Session on Communicating with Impact

August 28	—————	Clean-up Godawari Bridge: Achham
August 31	—————	Completion of TikTok Challenge
September 3	—————	Announcement of Sachetana Challenge
September 4	—————	Clean-up Alok Nagar-Baneshwor
September 7, 27	—————	Circulation of HCWM Posts
September 8	—————	Result Announcement of TikTok Challenge
September 11	—————	Announcement of Sachetana Poetry Competition
September 19	—————	Clean-up Patan Durbar Square
September 24	—————	Province meeting
September 25	—————	Clean-up Dillibazar
October 6	—————	Clean-up Hetauda
October 8	—————	Clean-up Tikapur Park
October 9	—————	Circulation of HCWM Translated Post
October 9	—————	Clean-up Bulbul Taal-Surkhet
September 11-October 19	—————	Sachetana Poetry Competition: Preliminary Round
October 20	—————	Clean-up Nandegad-Achham
October 26	—————	Grand Finale of Sachetana Poetry Competition

# C. Activities

The activities for the Project Sachetana are explained in brief:

## 1. Preparation

### A. Project Planning

The project planning included paperwork for grant approval, meetings with UNDP, PRGP team and Youth Program Officer, formation of executive body and development of flyers, designs, writings, forms, trackers, evaluation framework, work calendar, along with the assessment of targets, and creation of work plan to formally kickstart the project.

### B. Discourse with Stakeholders

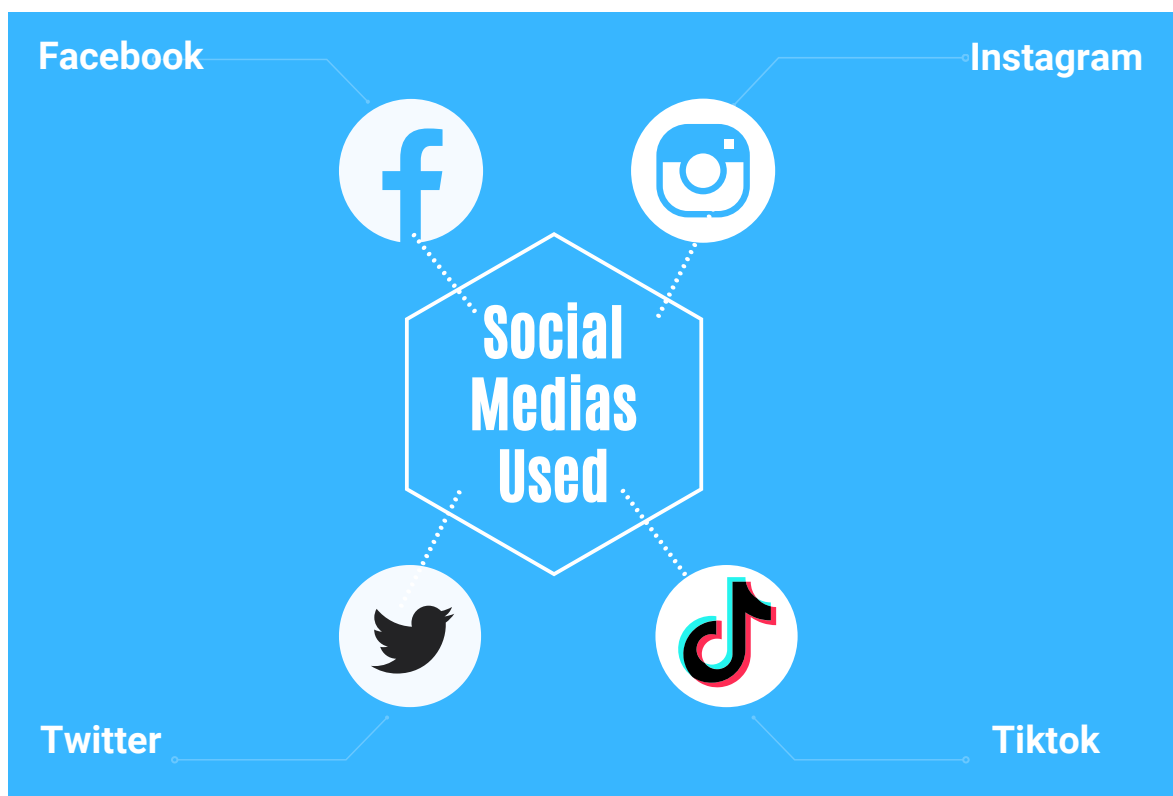
As Gender Equality and Social Inclusion (GESI) is an integral part of the project, we reached out to stakeholders to discuss methods and measures that can be included to achieve the GESI goals of the project.

On July 3, we had a meeting with more than 20 district coordinators of Blue Diamond Society (BDS), an organization working for LGBTIQ+ rights in Nepal regarding GESI. Likewise, we reached out to the Federation of Sexual and Gender Minorities Nepal - FSGMN, Colourful Shadows- an NGO working for the welfare of the visually impaired community, and local youth networks such as Rotaract, Leo clubs, etc through phone calls, and digital ways.



## 2. Project Announcement

Project Announcement was done via social media platforms viz Facebook, Instagram, Twitter, and TikTok of Maina Devi Foundation and KP Khanal, the head of executives, on July 10. Prior the Project Announcement, promotion of the project was done through agog posts.



# 3. Recruitment Process

## A. Call for volunteers

The call for volunteers was announced on July 11 in both English and Nepali language via social media handles of Maina Devi Foundation. It elapsed till July 17. The executive team reached out to stakeholders for the promotion of the recruitment process in marginalized communities.

## B. Demography of Applicants

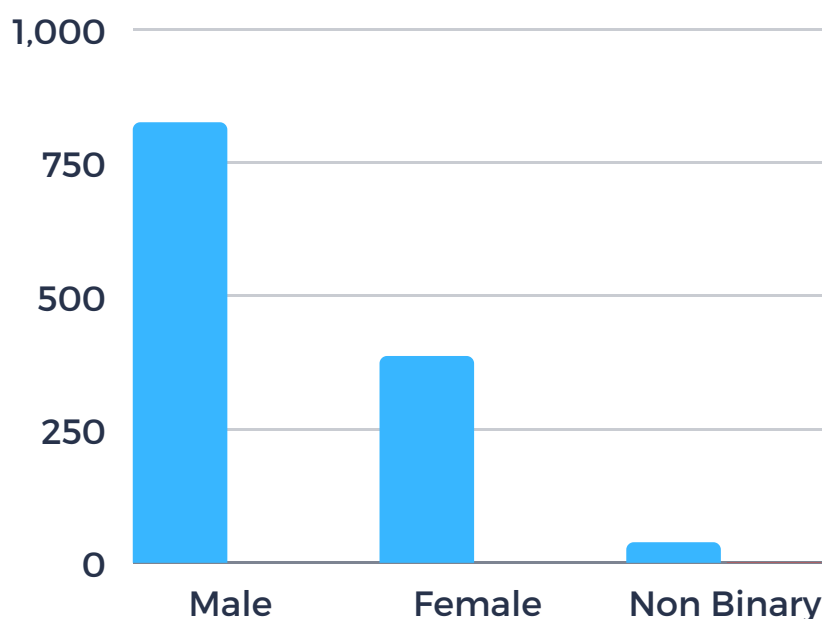
### Gender Distribution

Received number : 1243

Percentage of male : 66.34 %

Percentage of female : 30.91 %

Percentage of Non-Binary : 2.75 %



In total applicants of 1243, only 384 were female.

## Provincial Distribution of Applicants

Province 1: 10.68%

Province 2: 8.98

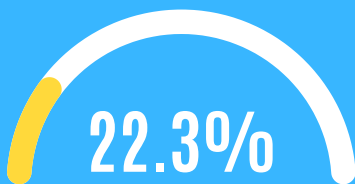
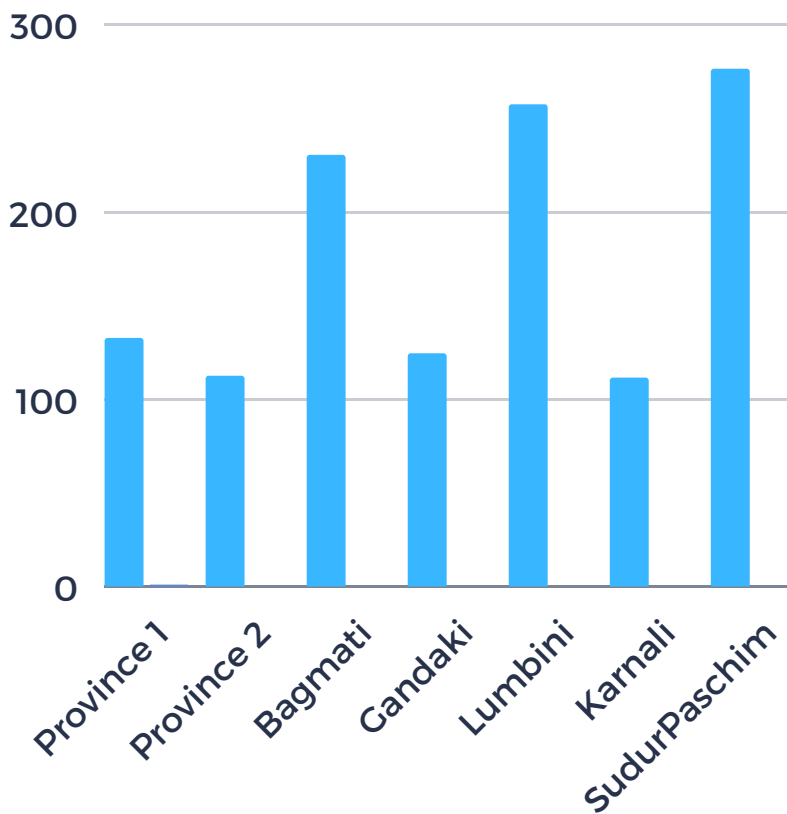
Bagmati Province: 18.53%

Gandaki Province: 9.95%

Lumbini Province: 20.71%

Karnali Province: 8.9%

Sudurpaschim Province: 22.25%



In total applicants of 1243, 277 were from Sudurpaschim Province, 2.5 times more than that from Province 2.

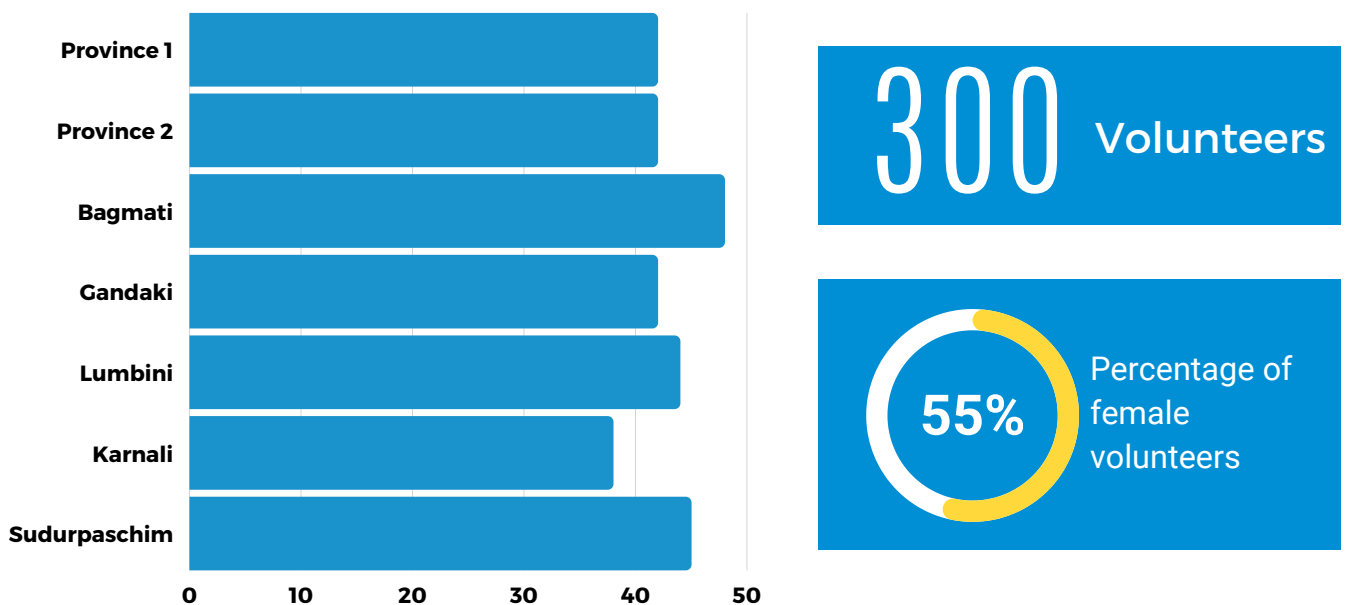
## C. Evaluation of Applicants

The applications were evaluated on the basis of their background, prior experiences, social media presence, and response to the asked short question by the executive team. Volunteer incharges lead the evaluation process of their respective provinces. During the process, Gender Equality and Social Inclusion were taken into special consideration.



## D. Demography of Volunteers

Only 300 volunteers were selected from the enormous pool of 1248 applicants. The 300 shortlisted applicants for the role of volunteer demonstrated the following infographics::

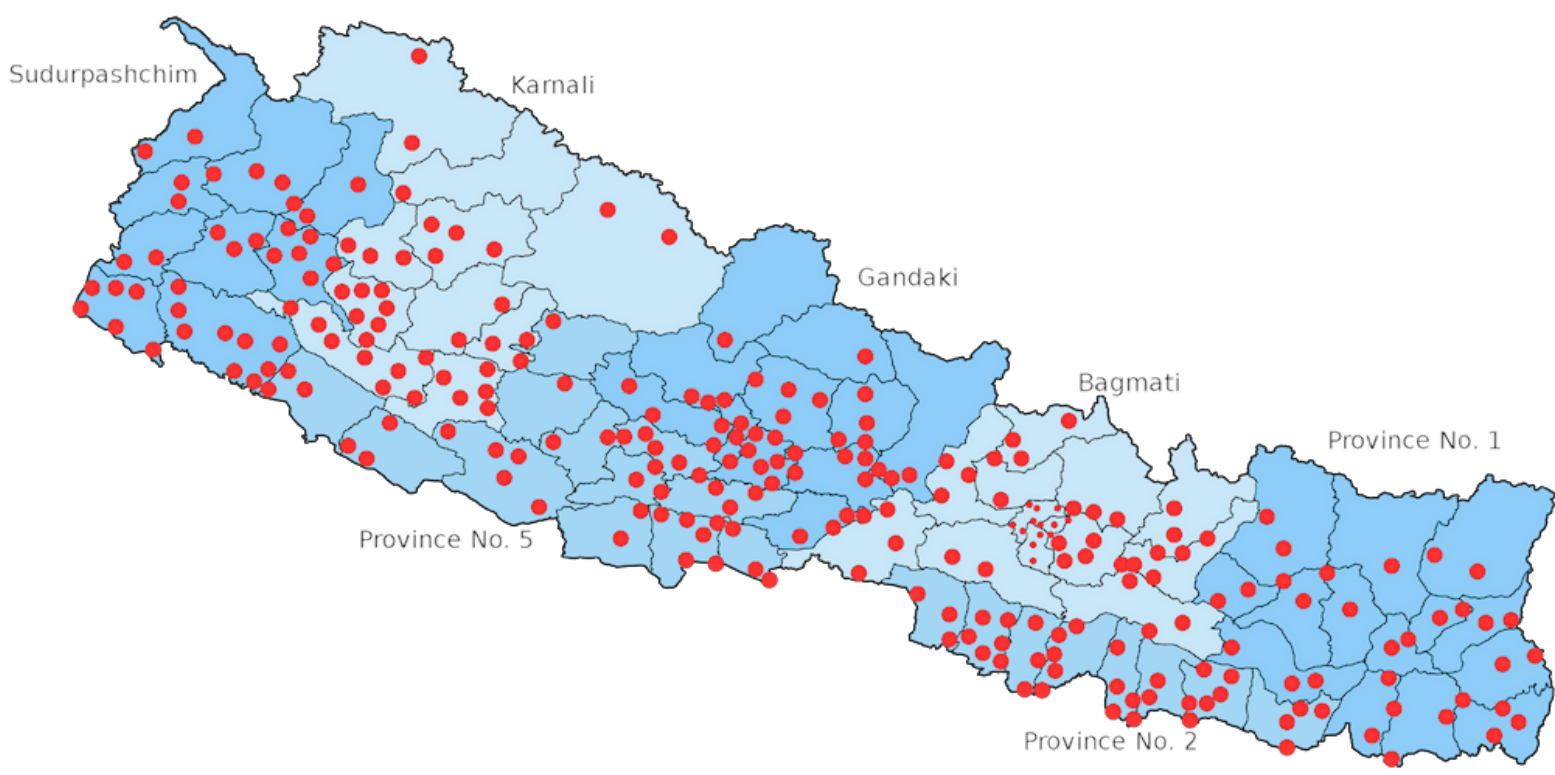


## E. GENDER EQUALITY AND SOCIAL INCLUSION

The project was successful to achieve gender equality and social inclusion with 55% female volunteers and 30% of volunteers from marginalized community including 20 LGBTIQ+ individuals, 15 people with disability, and 53 individuals belonging to ethnic minorities. The diversity of volunteers in the project ensured that the core message of the project was disseminated in every nook of the country. Moreover, it also fostered a understanding of cultural difference among volunteers.



# Distribution of 300 volunteers throughout Nepal



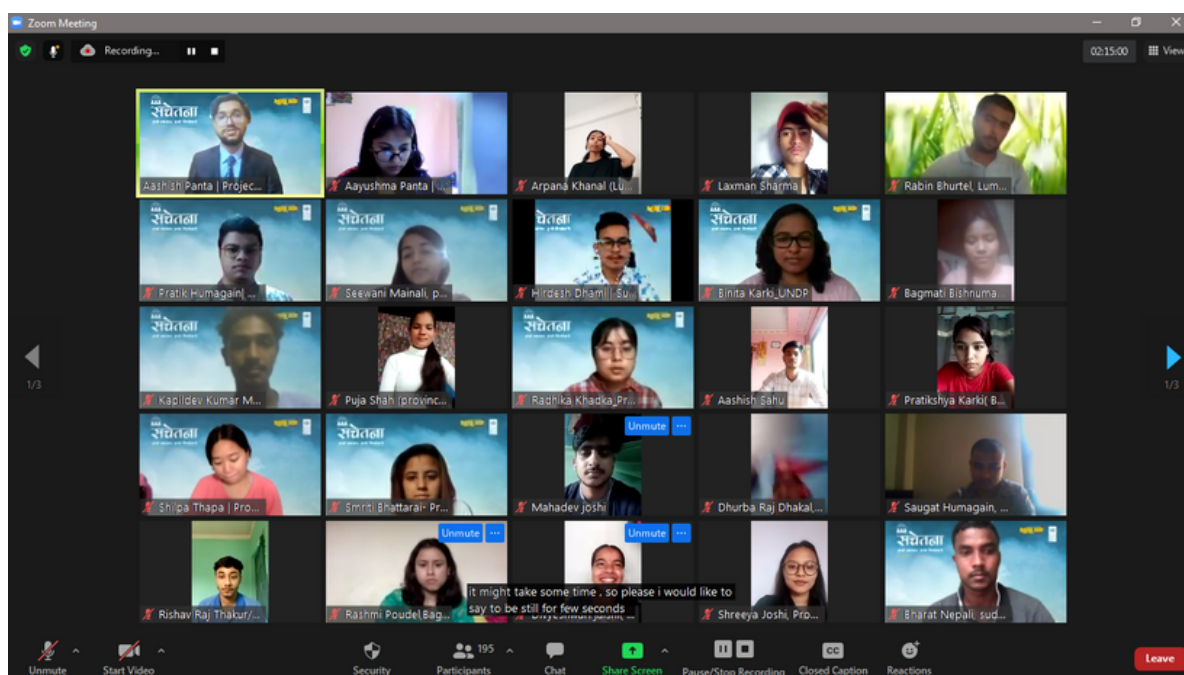
## F. Confirmation Process

Emails were sent out to the selected 300 to notify them about their selection. Afterward, they were also requested to confirm their position by replying to the email with an attachment of their identity document. The identity documents were used by the executive team to verify the information of the volunteers.

## 4. Orientation

Orientation of volunteers was conducted on July 27 in a zoom conference from 10:00 AM to 12:00 PM with an objective of awaring recruited volunteers about the project, its objectives, methodologies, and the responsibilities of the volunteers.

The orientation was held with the presence of youth activist, KP Khanal, the Founder and Chairperson of Maina Devi Foundation; Ayshanie Medagangoda Labe, the Resident Representative of UNDP Nepal; Dignitaries from Maina Devi Foundation & UNDP Nepal; 300 volunteers; 7 province in-charges; and the organizing teams.

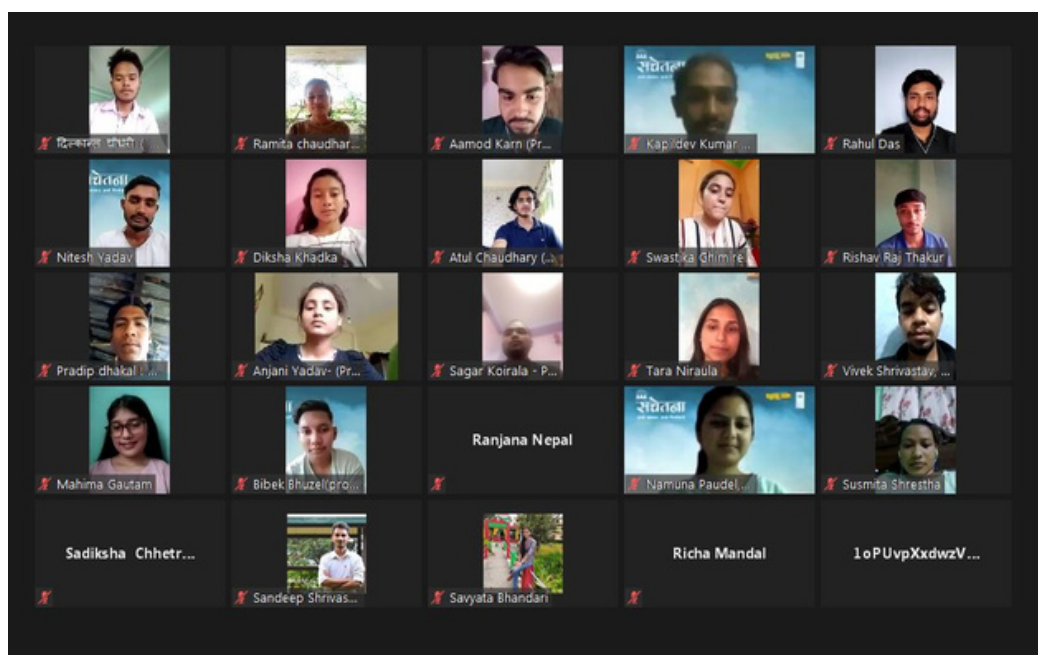


## 5. Introductory Meeting

An introductory meeting was conducted on July 31, 3:00 PM to 5:00 PM by the province incharges among the volunteers of their respective provinces. It was conducted as part of a monthly meeting in July with the objective of creating a platform for volunteers where they can make acquaintances.

The agendas of the meeting were :

- Introduction space
- Briefing of Roles and Responsibilities of Volunteers
- Briefing of Code of Conduct
- Q/A space





## 6. Session on Gender Equality and Social Inclusion (GESI):

A session was hosted on Gender Equality and Social Inclusion by Binda Magar, GESI Advisor at UNDP Nepal on August 4. The agendas of the session were:

- Introduction to GESI
- The importance of GESI
- The status quo of GESI in Project Sachetana



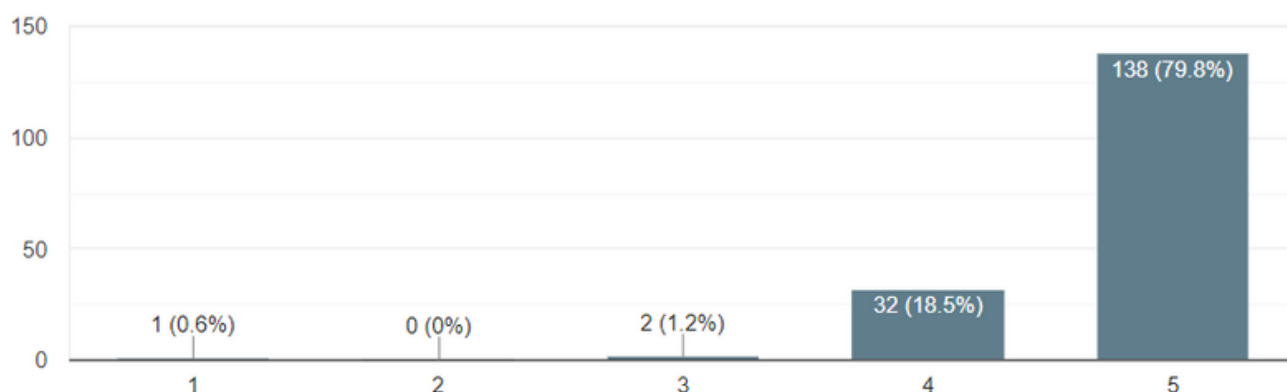
In a survey conducted after the session, we received a total of 173 respondents. The following data was found in the survey:

1. After the completion of the session, almost 80% of the volunteers rated the importance of Gender Inclusion and Social Inclusion in a project 5/5.

Out of 5, how would you rate the importance of Gender Inclusion and Social Inclusion in a project ?



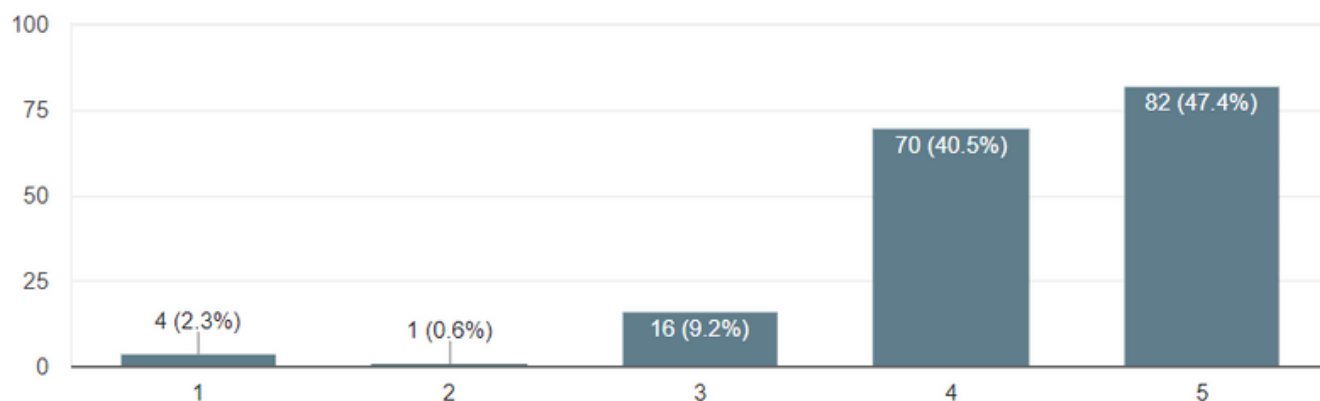
173 responses



2. After the completion of the session, almost 90% of the volunteers rated their learning about Gender Equality and Social Inclusion as either 4/5 or 5/5.

How much did you learn about Gender Equality and Social inclusion?

173 responses

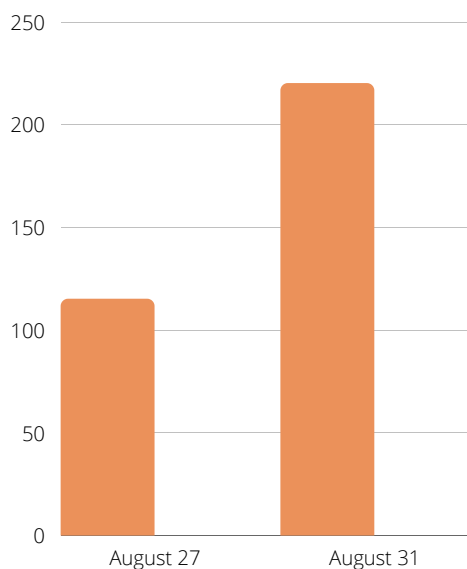


# 7. TikTok Challenge

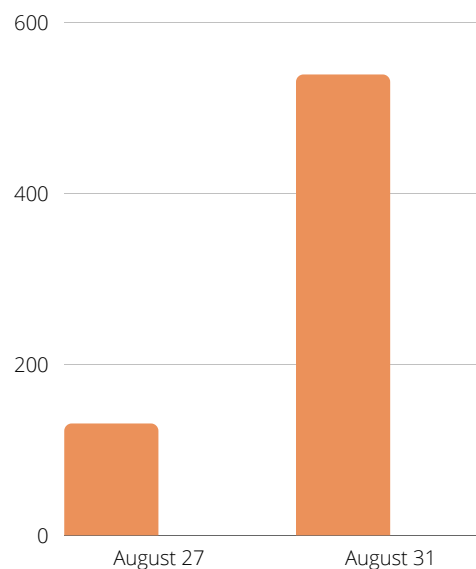
TikTok Challenge of Project Sachetana was commenced on August 7. Its central theme was Health Care Waste Management and was conducted with the motto: Create-Aware-Win. The announcement was followed by the promotion of the TikTok Challenge via social media handles of Maina Devi Foundation and K.P. Khanal, the executive head of the project.



The initial deadline of TikTok Challenge had been extended from August 27 to 31st August. By the end of 31st August, following extension achievements were achieved.



**No. of videos uploaded**

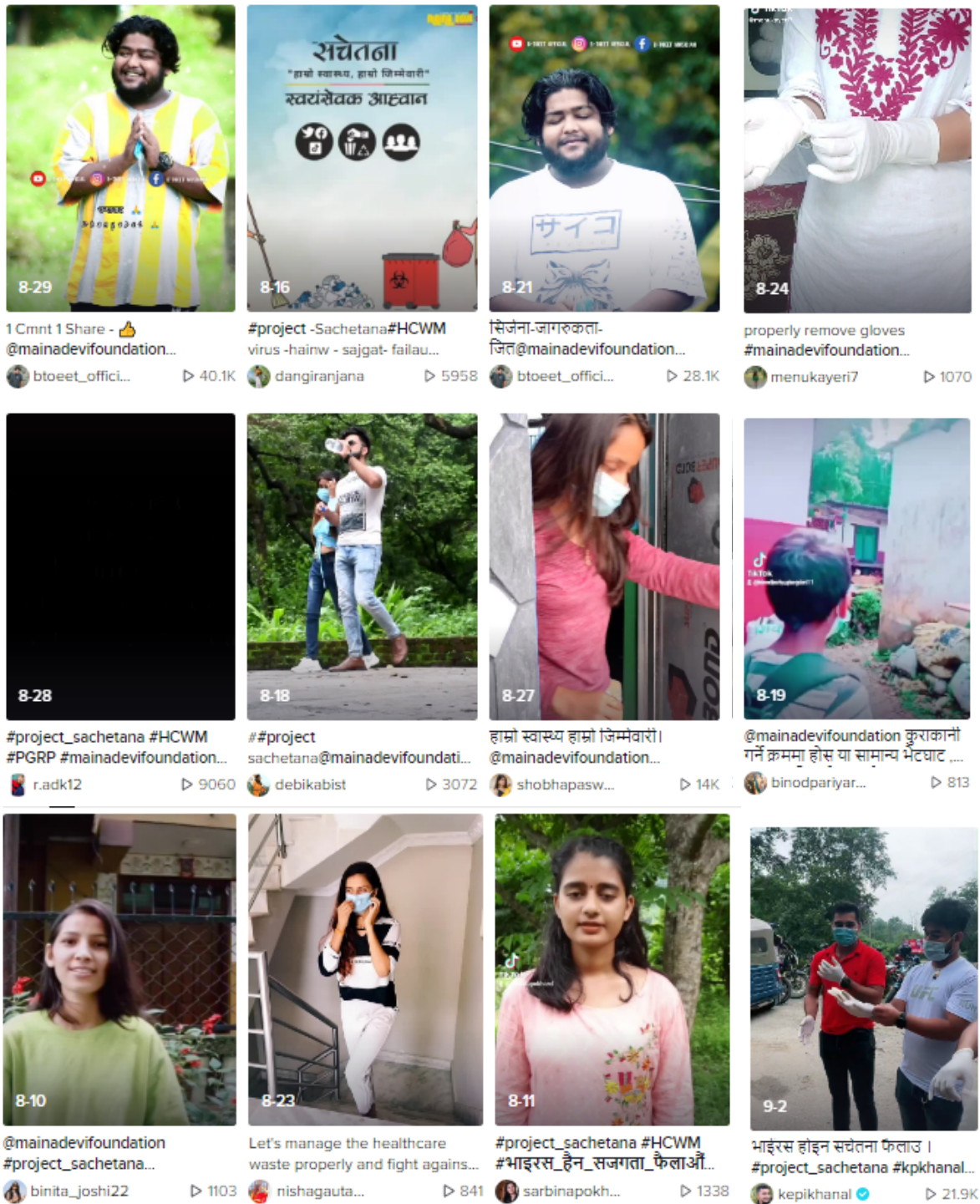


**No. of views (In thousand)**

The overall statistics as noted on October 26 that the TikTok Challenge achieved are:

- Total number of videos uploaded: 215+
- Total number of views under #project\_sachetana: 6,83,400

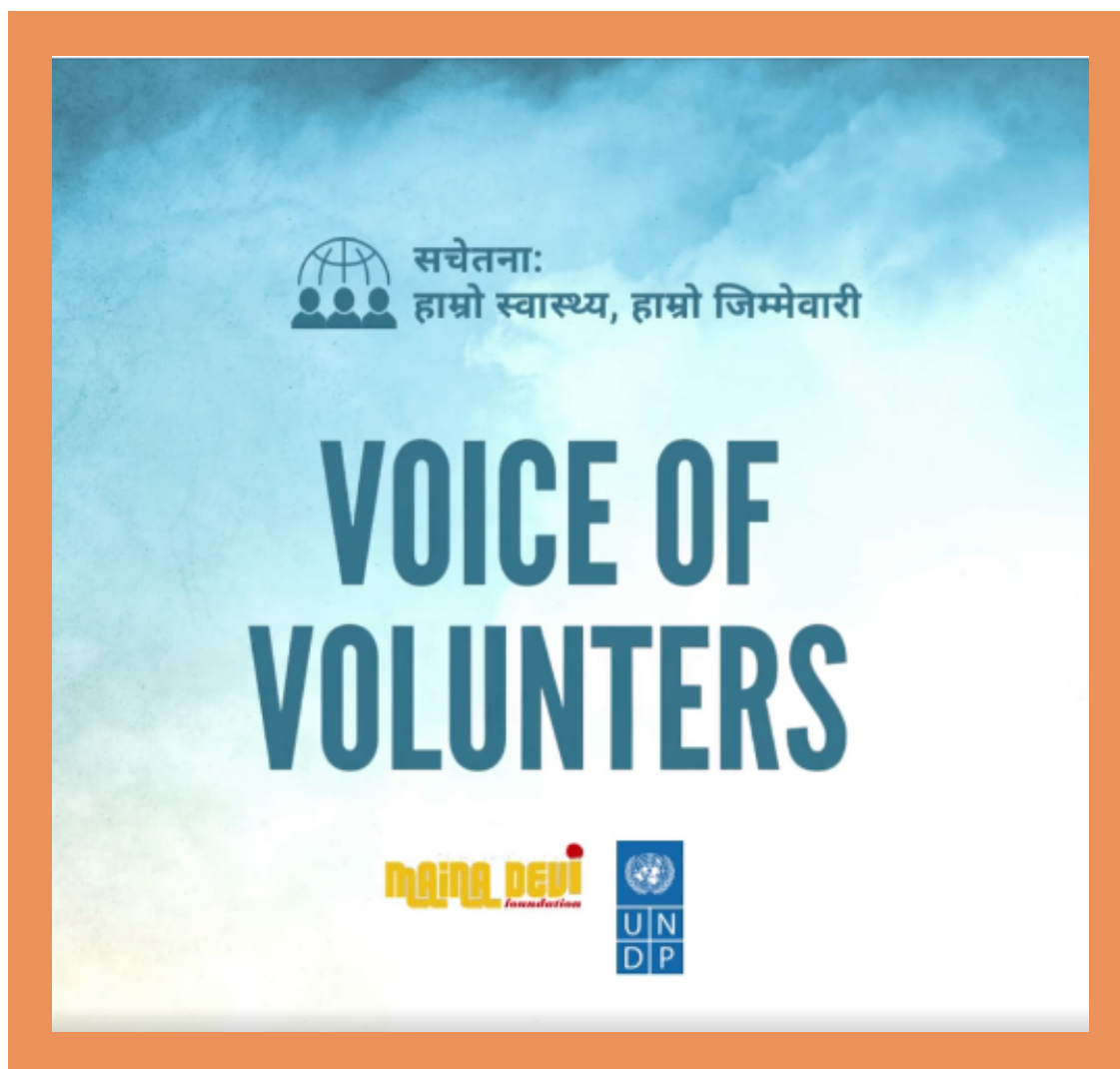
The winner, runner up and second runner up were provided award and gift hampers worth 10k,7k,5k and 3k respectively.



## 8. Voice of Volunteers

In Voice of Volunteers, different volunteers representing different provinces and districts of the country expressed their opinion on them being a part of the Project Sachetana, the importance of the project, and the significance of Health Care Waste Management. The voice of volunteers was published in three episodes and was published on the following dates: August 7, 8, 28, 29.

In a survey conducted, the most-liked post by the volunteers of Project Sachetana is Voice of Volunteers. Voice of Volunteers represented the diversity of the Project.





## 9. Event on International Youth Day

On the occasion of International Youth Day (12 August), an event was conducted: International Youth Day Interaction & Monthly Meeting, from 3 PM to 5 PM in the presence of the executive team of Project Sachetana; Binita Karki, Youth Program Officer of UNDP Nepal; and volunteers of Project Sachetana.

In the event, the volunteers expressed their opinion on “Why are youths ambassadors for change?” .Ms. Karki shared their personal inspiring story and the journey of being a youth icon.



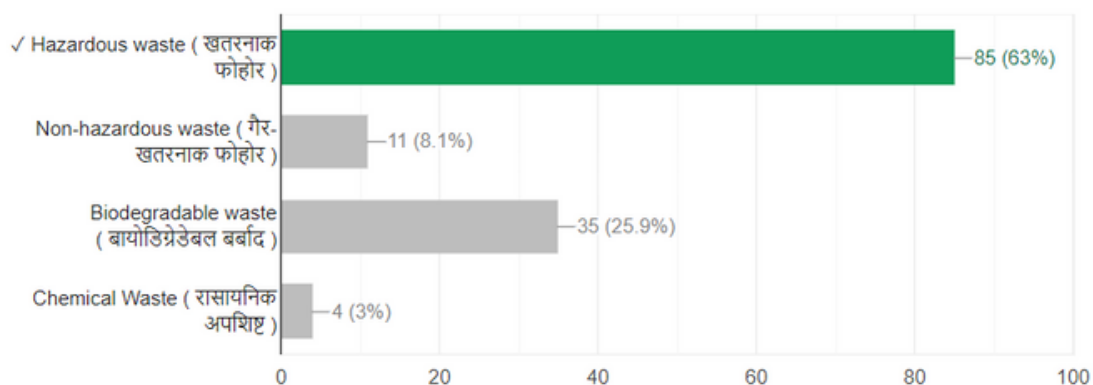
Fig: Event on International Youth Day

# 10. HCWM Quiz Mania-I

HCWM Quiz Mania-I was an initiative in Project Sachetana which was started with the purpose of educating the volunteers regarding Health Care Waste Management. In the event held on 12 August, the volunteers were shown various informative materials on Health Care Waste Management, and then, they were asked a number of questions related to it. The following questions were asked to the volunteers and their response has been shown in the chart followed. There were a total of 135 respondents in each of the following questionnaire.

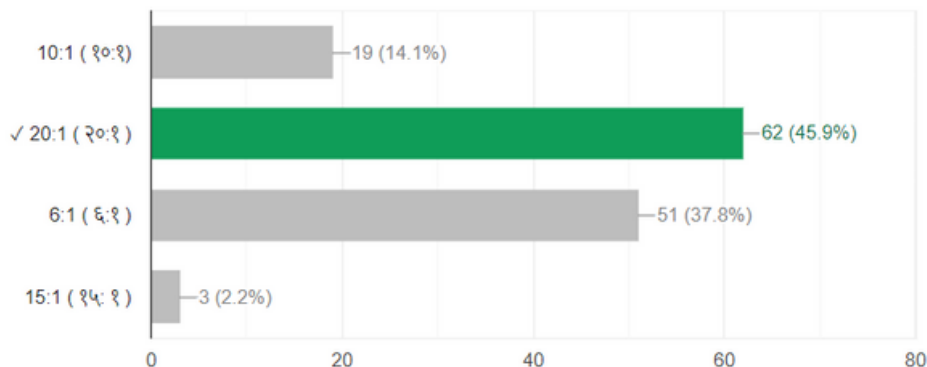
Which type of waste is the remains of food eaten by covid-19 infected person? ( कोभिड १९ संक्रमित व्यक्तिले खाएको खानाको अवशेष कुन प्रकारको फोहोर हो? )

85 / 135 correct responses



What is the minimum required ratio of people and toilets for home isolation and quarantine centers? ( घरको आइसोलेसन र क्वारेन्टाइन सेन्टरका लागि मानिस र शौचालयको न्यूनतम आवश्यक अनुपात कति हो? )

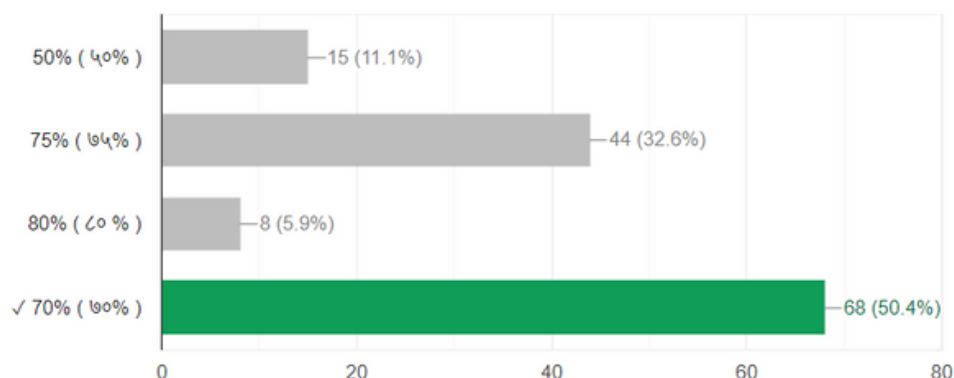
62 / 135 correct responses





We should use sanitizer with minimum \_\_\_\_\_ % of alcohol. ( हामीले न्यूनतम \_\_\_\_\_ % अल्कोहल भएको सेनिटाइजर को उपयोग गर्नु पर्छ । )

68 / 135 correct responses

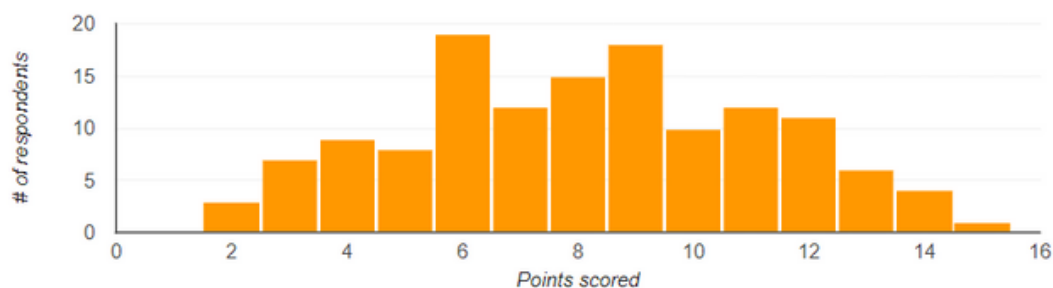


**Average**  
8.12 / 15 points

**Median**  
8 / 15 points

**Range**  
2 - 15 points

Total points distribution



The top three winners of HCWM Quiz Mania-I were: Aashish Bhattarai, Sushmita Pandey, and Kushal Naharki, who were later awarded with prizes.

# 11. Circulation of HCWM Posts

Posts on “What are Health Care Wastes (HCW)?”, “What are the main sources of HCW?”, “How to dispose of mask properly?” were circulated by social media handles viz. Twitter, Facebook, Instagram, and TikTok of Maina Devi Foundation on August 13, August 24, August 31, September 7, September 27, and October 9. The flyers were then shared by the volunteers, K.P. Khanal, and UNDP Nepal. Following the flyer on HCWM, materials were developed in four local languages, Maithili, Newari, Tharu, and Tamang, and then were circulated.

The statistics of each flyer is shown below:

HCWM Flyer 1:

Media	Total Audience Reach	Total Shares
Facebook	1,13,258	400
Instagram	403	NA
Twitter	9587	154
TikTok	1529	NA
Total	1,24,777	554

HCWM Flyer 1 Translated:

Media	Total Audience Reach	Total Shares
Facebook	82898	260
Instagram	409	NA
Twitter	8752	126
Total	92059	386

HCWM Flyer 2:

Media	Total Audience Reach	Total Shares
Facebook	76607	274
Instagram	369	NA
Twitter	7548	141
Total	84524	415

HCWM Flyer 2 Translated:

Media	Total Audience Reach	Total Shares
Facebook	67930	281
Instagram	451	NA
Twitter	8588	224
Total	76969	505

HCWM Flyer 3:

Media	Total Audience Reach	Total Shares
Facebook	76964	270
Instagram	358	NA
Total	77322	270

HCWM Flyer 3 Translated:

Media/Post	Total Audience Reach	Total Shares
Facebook	59930	203
Instagram	458	NA
Tharu HCWM Translated Twitter	1386	155
Tamang HCWM Translated Twitter	1314	154
Newari HCWM Translated Twitter	1428	152
Maithili HCWM Translated Twitter	1497	160
Total	66013	824

मैथली भाषा

आहाक मस्का स जीव जन्तुके हानि नोकसानी होब सके छई  
मास्कके उचित व्यवस्थापन कोना कारब?

- कानके तूफ स अप्पन मास्क हटाऊ / खोजू
- मास्कके आधा पाइर क तब मास्कके रोल करके लेल कानके तूफके प्रयोग कर
- ओइ मास्कके उचित डिस्पोजल इलाकमे राखू
- ध्यानपूर्वक बन्द कान्टेनर मे डिस्पोज(फेकू)

सचेतना: हाम्रो स्वास्थ्य, हाम्रो जिम्मेवारी

## स्वास्थ्यजन्य फोहोरयाउ मुख्य श्रोत त छु छु ख?

तहाहू व आच्याहाहू स्वास्थ्य संस्था त

झिगु छें

बस्तु भाउ चैक यागु ध्या

अनुसन्धान याउ ज्या

एक्युपंचर रक्त बैंक

एम्बुलेन्स

स्वास्थ्यजन्य फोहोर स्वास्थ्य संस्था नइ जक मजुप झिगु छें नं न प्याविइ। विशेष यान थो कोरोना माहामारी रवे छें सइ चोइपुइ कोरोना या पुइ बिरामी पिनीउ छें नइ झान् यको स्वास्थ्यजन्य फोहोर प्याविइ। थज्यउ फोहोर मेगु मेगु फोहोर सोयन यको खतरा जवीइ, अथे जक मजुप थज्यउ फोहोर खइ मे पिन्ना नपाइ रोग सरै याइगु जुई जुगुलिइ थज्यउ फोहोर याता बालाक व्यवस्थापन या म।

नेवारी भाषा

# HCWM POSTS

## स्वास्थ्यजन्य फोहोर भनेको के हो?

स्वास्थ्य सेवा प्रदान गर्दा निकालिने फोहोरलाई स्वास्थ्यजन्य फोहोर भनिन्छ। स्वास्थ्यजन्य फोहोर, स्वास्थ्य संस्थामा मात्र नभई हाम्रो घर बाट पनि उत्पादन हुने गर्दछ। मास्क, बिरामीको सम्पर्कमा आएको रगतको गज, कपास र अन्य बस्तु, रसायन, सिरिन्ज, आदि स्वास्थ्यजन्य फोहोर हुन्।

यसको उचित व्यवस्थापन नगर्नाले बिरामी र अन्य व्यक्तिको स्वास्थ्य, पशुपंजी, जीवजन्तु र वातावरणलाई नै असर पुर्‍याउँछ। यस्ता हानिकारक स्वास्थ्यजन्य फोहोरको उचित व्यवस्थापनमा ध्यान दिनु।

## स्वास्थ्यजन्य फोहोरको मुख्य श्रोतहरु के के हुन् ?

स्वास्थ्यजन्य फोहोर स्वास्थ्य संस्थामा मात्र नभएर हाम्रो घररूमा पनि उत्पादन हुने गर्दछ। विशेष गरी कोरोना माहामारीको बेला, होम आइसोलेशनमा बसेका बिरामीको घरमा स्वास्थ्यजन्य फोहोर उत्पादनको मात्रा बढेको छ। यी फोहोर अन्य फोहोर भन्दा हानिकारक हुनुमा साथै संक्रमणलाई फैलाउन सक्ने भएकाले यसको उचित व्यवस्थापन आवश्यक छ।

सचेतना: हाम्रो स्वास्थ्य, हाम्रो जिम्मेवारी

तामाङ्ग भाषा

## स्वास्थ्यजन्य फोहोर पाइबि ता सिम?

स्वास्थ्य सेवा पिन्बादेइ डोइबी अज्यबीतेइ अदोबी ग्युमा ता स्वास्थ्यजन्य फोहोर पइबामुला। स्वास्थ्यजन्य फोहोर स्वास्थ्य संस्थाचैकिनो डोइबा आहिन दिमनडचेनो डोइबा मुला। मास्क, पन्जा, नेब्वचे छुबी काला येन, रुवा तेइ रसायन, सुई गदे छाडमन स्वास्थ्य सम्बन्धी फोहोर हिम्बा।

चुत ज्याबले चिमअखाम्बचे नेब्बाताकिनो आहिन हि, न्याम्या, वस्तुमातेइ वातावरणतानी असर लबा।

सचेतना: हाम्रो स्वास्थ्य, हाम्रो जिम्मेवारी

## स्वास्थ्यजन्य फुहरके मुख्य श्रोत का का हो?

बरवार अोर छोइ स्वास्थ्य संस्था

हमन् घर

पशु चिकित्सकलय

अनुसन्धान कार्य

एक्युपंचर रक्त

एम्बुलेन्स

स्वास्थ्यजन्य फुहर, स्वास्थ्य संस्थामन केल नाइ होके हमन घरमन फे रहथ। खास् कइके कोरोना माहामारी समयमन, घरमनसे स्वास्थ्य जन्य फुहर उत्पादन धेर मात्रा मन बढलबा। यी फुहर अरे फुहरसे धेर हानिकारक रहथ। उहेमारे यकर उचित व्यवस्थापन अावश्यक बा।

थारु भाषा

# 12. Session on Communicating with Impact

A session was conducted on “Communicating with Impact” on 27 August from 4 PM to 5:45 PM through zoom platform exclusively for the volunteers. The session was delivered by Aayushma Basnyat from UNDP Nepal and Aashish Panta from Maina Devi Foundation. The agendas of the meeting were:

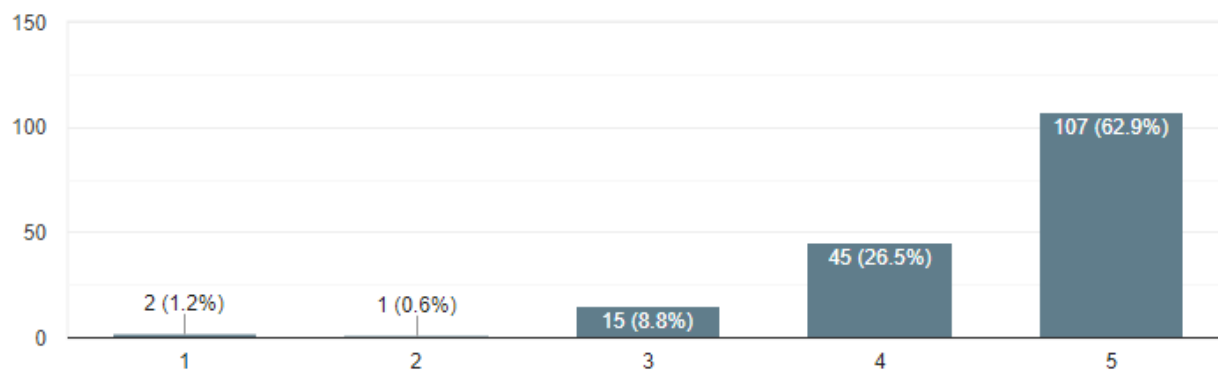
- Ways to disseminate awareness on green recovery in the community
- Usage of social media in Project Sachetana
- Protocols to be followed during the term of being a volunteer
- Ways to communicate effectively in Social Media
- Opinions of volunteers on the subject



In a survey conducted after the session, we received a total of 170 responses in each of the following questionnaire. The following data was found in the survey:

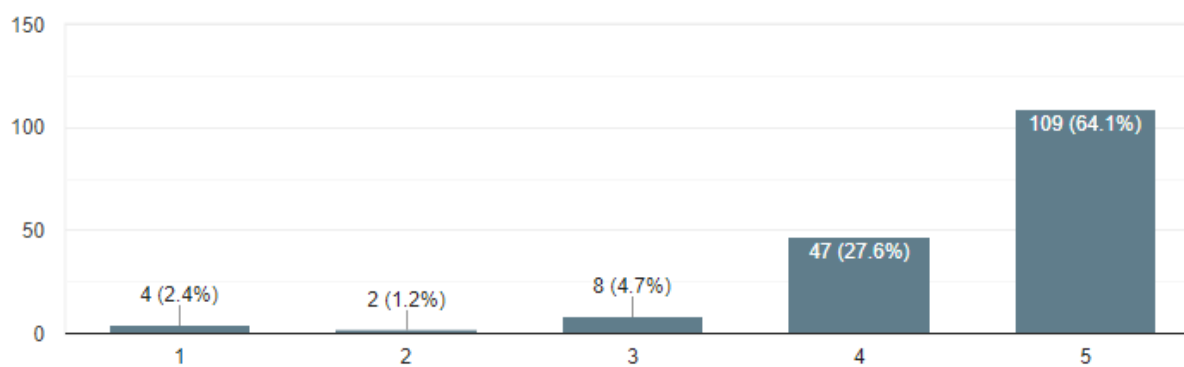
के तपाईं प्रभावकारी रूपमा संचार गर्दै हुनुहुन्छ? (Have you been communicating with impact?)

170 responses



तपाईंले प्रभावकारी रूपमा संचार गर्ने बारेमा कति जान्नुभयो? (How much did you learn about communicating with impact?)

170 responses



# 13. Clean-up Events under Sachetana Challenge

In Sachetana Challenge, conducted under the Facebook Challenge, 8 clean-up events were held. The clean-up events were held in Aaloknagar and Dillibazar of Kathmandu, Patan Durbar Square of Lalitpur, Hetauda Bazar of Makwanpur, Tikapur park and Godawari Pul of Kailali, Nandegad of Achham, and Bulbul Taal of Surkhet. The clean-up events were initiated by the volunteers and executive members of Project Sachetana and had the involvement of the general public. The main purpose of the #sachetanachallenge was to generate awareness regarding Health Care Waste Management, which was fulfilled.





# SACHETANA CHALLENGE





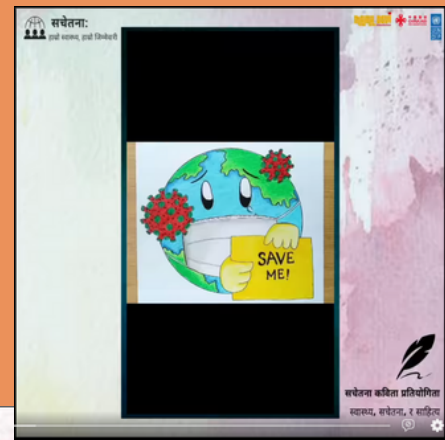
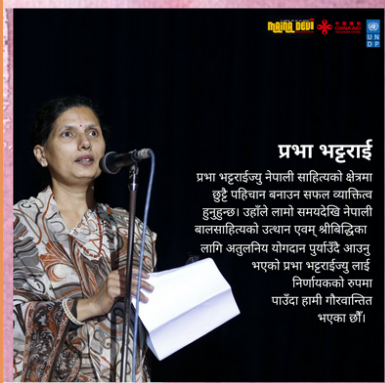
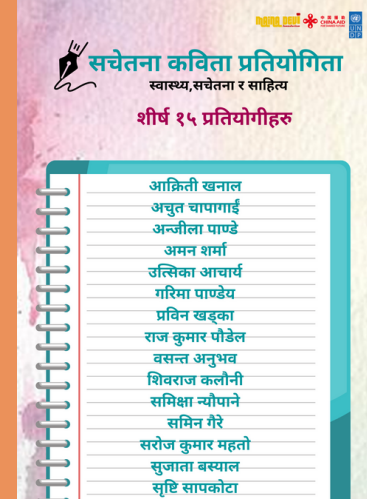
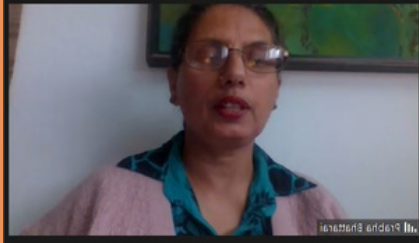
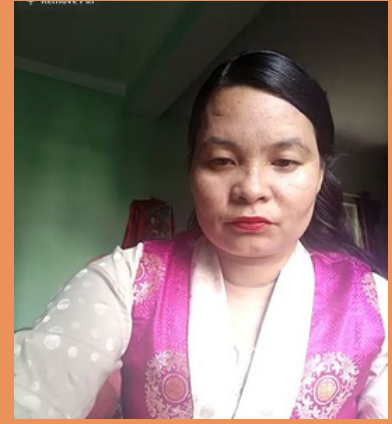
## 14. Sachetana Poetry Competition

Sachetana Poetry Competition was commenced on September 11, 2021. Participants had to write and narrate an original poem based on the theme “COVID-19 awareness and Health Care Waste Management (HCWM)” i.e. concerning COVID-19 and the effective way of disposal of masks, gloves, PPE, and other health care waste generated at households. The poems were published on the Event Page of the Facebook page of Maina Devi Foundation. The poetry challenge was conducted in two rounds: Round 1- Preliminary Round, Round 2-Grand Finale.

The preliminary round was held from September 11 to October 19. In the preliminary round, there were a total of 167 registrations and 77 participants. The top 15 participants were shortlisted for the grand finale by the panel of 4 judges. The finale was held on 26 October 2021 in the presence of head judges: Prabha Bhattarai and Manoj Bishwokarma, officials of Maina Devi Foundation and UNDP Nepal, and volunteers of Project Sachetana.

Winner, first-runner up, second-runner up and consolation award were awarded gift hampers worth Rs. 10,000, Rs.7,000, Rs. 5,000, Rs. 3,000, respectively.

The event page audience reach is 3,12,206.



26 OCTOBER

# D. Target Vs Achieved

INDICATORS	DATA SOURCE	TARGET	ACHIEVED	ACHIEVED (%)
1.Number of municipalities covered in the campaigns	1.1. Pictures, Recommendation letters, Videos and others	300	300	100 %
2.Number of Female Participation	2.1. List of volunteers engaged	150	154	103 %
3.Community Outreach	3.1. Number of new uploads in social media handles	144	309	214 %
	3.2. Number of Post Shares	16000	12939	80 %
	3.3. Number of Video Shares	8000	13318	167 %
	3.4. Number of Participants in social media challenges/contests	1000	777	77 %
4.Visibility and Communication	4.1. Number of hashtags used	2	9	450 %
	4.2. Number of materials developed in local language	32	26	81 %
	4.3. News stories	12	12	100 %
	4.4. Number of Challenges/Contests	3	3	100 %

## Remarks:

### 3.1.

The number of social media uploads was 309 during the project duration, 165 more than targeted. As the project went on, an unanticipated number of contents got generated including flyers, videos, and more.

### 3.2.

The number of post shares was 12939 during the project duration, 3061 less than targeted. The mobilization of volunteers was delayed due to the delayed timeline of the project. So, the shares in the month of July were only 12.26%. Although the remaining three months tried to cover the month of July, the target could not be met.

### 3.3.

The number of video shares was 13318 during the project duration, 5318 more than targeted. The number of video content exceeded the anticipated number. The live broadcasts of clean-up events were shared by a large number of people.

### 3.4.

The number of participants in social media challenges/contests was 777, 223 less than targeted. During the execution of the Facebook Challenge, one of the main festivals of Nepal--Dashain--fell due to which people could not participate in the challenge. Apparently, the targetted number of Facebook Challenge was vague and misappropriated.

### 4.2.

The number of materials developed in the local language was 26, 6 less than the target. The number of flyers of HCWM was less than anticipated. As consented, UNDP Nepal did not provide any flyers of Health Care Waste Management and Maina Devi Foundation itself could not produce enough flyers which resulted in a low number of translated materials.

# E. Challenges

01

## Delay in Timeline

The delay in the timeline of the project came as the first major challenge in project execution. The call for volunteers was delayed by around 15 days compared to the proposed timeline due to pending paperwork and project planning. Because of this, many indicators of the project targets were not accomplished.

In order to overcome this challenge, a new work plan and timeline were created, and the activities were adjusted accordingly.

02

## Tiktok Challenge Execution:

The TikTok challenge, which started on August 7, could not receive enough participants until the very end of the first deadline on August 27. It was mainly because a lot of users in TikTok found it difficult to create videos regarding Health Care Waste Management as tiktok is known to be a platform widely used for entertainment rather than for awareness. On the other hand, the videos made by popular creators for the competition also could not gain immense reach compared to their other videos. Likewise, a significant number of volunteers found it challenging to convey the message of HCWM via tik tok videos. In spite of the challenges, the executive team reached out to popular content creators, motivated and guided volunteers, and importantly extended the deadline till August 31 to make the Tiktok Challenge Successful.

03

### Inactivity of few Volunteers

Until the end of August, we were able to identify few volunteers who were regularly missing meetings as well as not sharing the flyers in social media. After our one-to-one interactions with them, we got to know that some of them were employed full time, and few others wanted to drop out from the project. Thus, we decided to replace them with applicants who were available in the reserve pool.

04

### Misappropriation of the number of manpower:

The initial number of executive members outlined for this project was too vague which resulted in misappropriations of the tasks allotted to the current executive members. When planning future projects, a greater degree of attention should be given to accurately planning the number of manpower required to run the project. In the future individual tasks should be broken down into greater detail, including sub-tasks, this will require a better understanding of the task execution and the project in general which will result in a streamlined project process and proper division of tasks.

# F. Innovations:

## Collaboration with Stakeholders to achieve GESI :

The executive team collaborated with stakeholders like Blue Diamond Society, Federation of Sexual and Gender Minorities Nepal - FSGMN, and Colorful Shadows in order to ensure gender equality and social inclusion prior to the call of application for volunteers. After successful discussion with stakeholders, the project received a good number of applications from marginalized communities, among which 20 LGBTIQ+ individuals and 15 people with disabilities were recruited. The collaboration was not envisioned in initial project planning but was later executed to achieve GESI.

## Implementation of clean up events :

The project proposal was drafted with all virtual activities. However, as the covid restrictions got gradually relaxed, the project management team decided to initiate the Sachetana Challenge which encouraged volunteers to conduct cleanliness of their surroundings to disseminate the message of HCWM, environmental sustainability and cleanliness. The innovation inspired the cleanliness of 8 different locations across Nepal with the engagement of local youths.

# G. Key Learnings:

## 1. Decomposition of Project Activities :

The decomposition of project activities into elemental components under the heading and subheadings of social media uploads, and social media challenges in terms of budget estimations, resources required, and activity timeline made them conveniently manageable, controllable, and executable. For instance, for sachetana poetry competition, a resilient action plan was drafted which broke down the entire event into small elements such as promotion, production, publication, evaluation, and results, which helped the executive team to execute the event effectively as well as to adapt to the changes in apparent planning. Therefore, decomposition of project activities is a good practice essential to implement projects based on social media where the number of activities and information generated can be overwhelming.

## 2. Communication between project management team and project monitoring team

The effective communication between the project management team (an executive team formed by Maina Devi Foundation) and the project monitoring team ( Youth Program Officer of UNDP and PGRP team) ensured realistic expectation settings during the early phase of the project and regular evaluation during the project execution. The weekly meetings helped to discuss and solve the problems at the earliest and catalyze innovation in the project. Therefore, frequent communication between the project management team and project monitoring team is a good practice to address queries and confusions at the earliest, set appropriate estimations, adapt activities schedule, and support innovative approaches in a project with a large volunteer body of 300 individuals.



# H. Expanding Opportunities for Youth

**Project Sachetana expanded opportunities for youth in the following ways:**

## **Youth Empowerment**

Under the project, activities such as workshops on Gender Equality and Social Inclusion, Health Care Waste Management, Effective use of Social Media and open discourse space on International Youth Day were conducted, which empowered youths by broadening their knowledge and providing training from experts.

## **Youth as agent of community resilience**

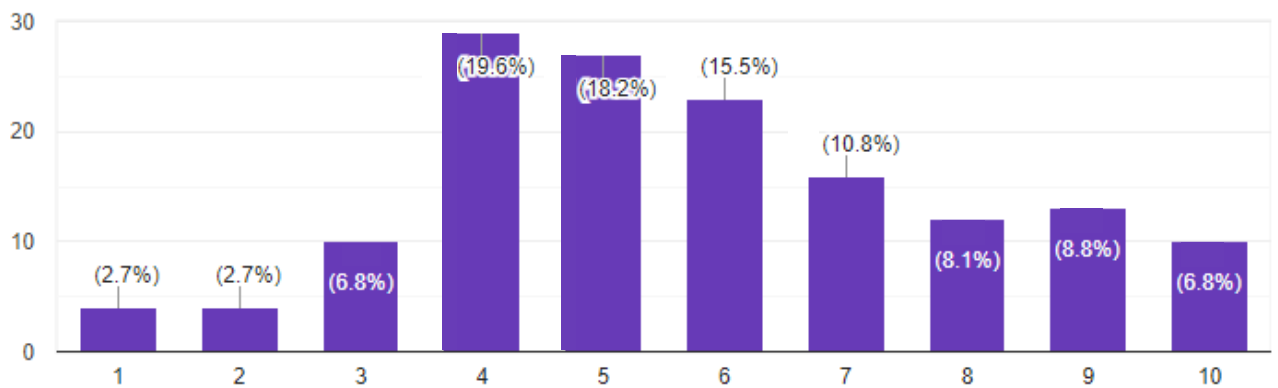
The major highlight of Project Sachetana is the engagement of 300 youth volunteers from diverse geography and background to disseminate awareness about HCWM to develop resilience against covid-19 at the community level.

# I. Post-project Survey

The 300 volunteers of Project Sachetana were asked to fill a survey. There were 297 respondents in the survey. The result of the survey demonstrates the result of the Project Sachetana which can be analyzed to construe the success of the project. Below is the result of the survey.

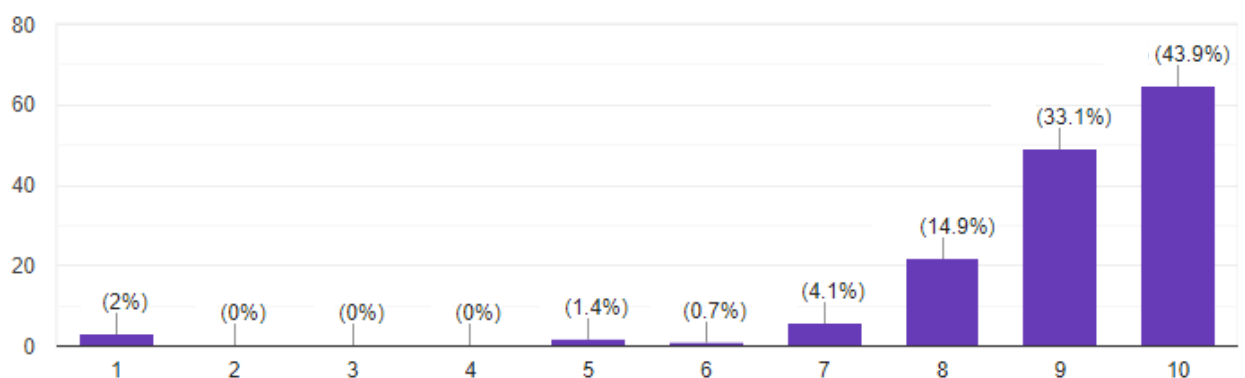
Before the project, rate your awareness about health care waste management.

297 responses



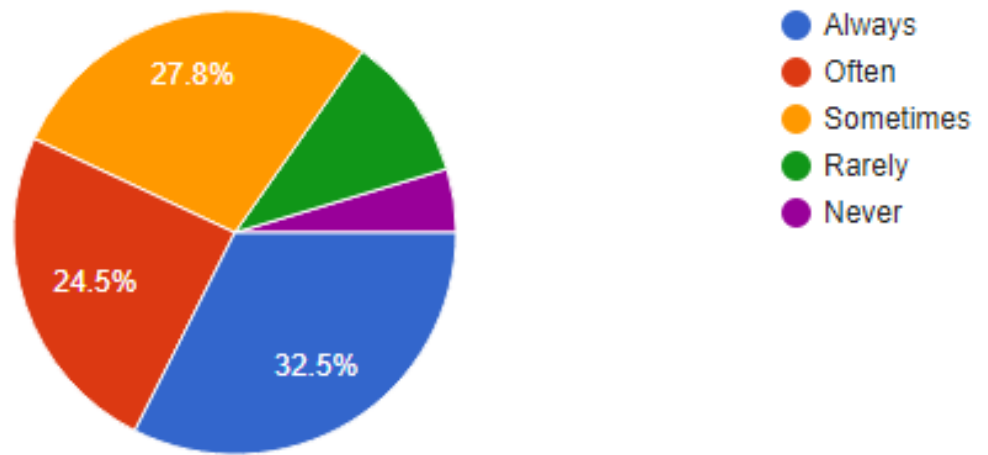
After the project, rate your awareness about health care waste management.

297 responses



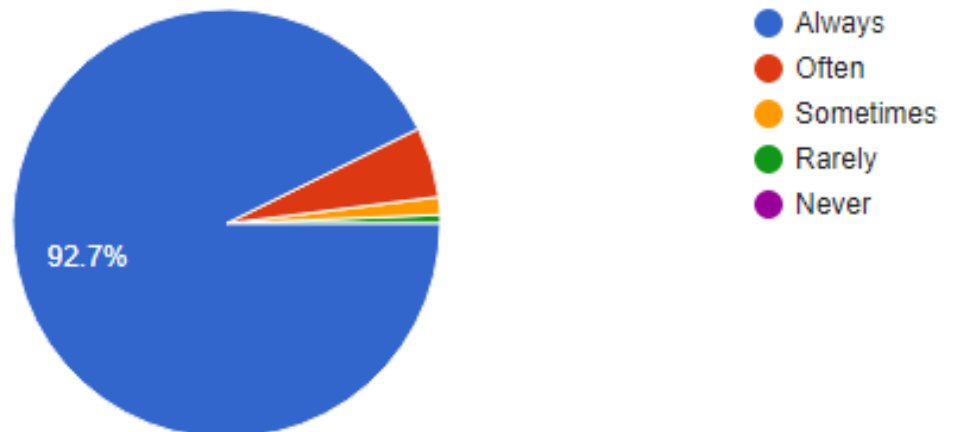
## Before the project, how often did you dispose your used mask properly?

297 responses



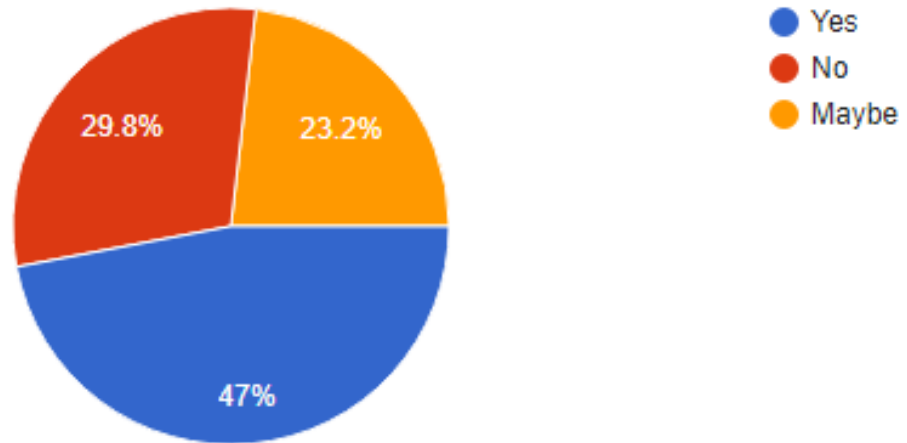
## After the project, how often did you dispose your used mask properly?

297 responses



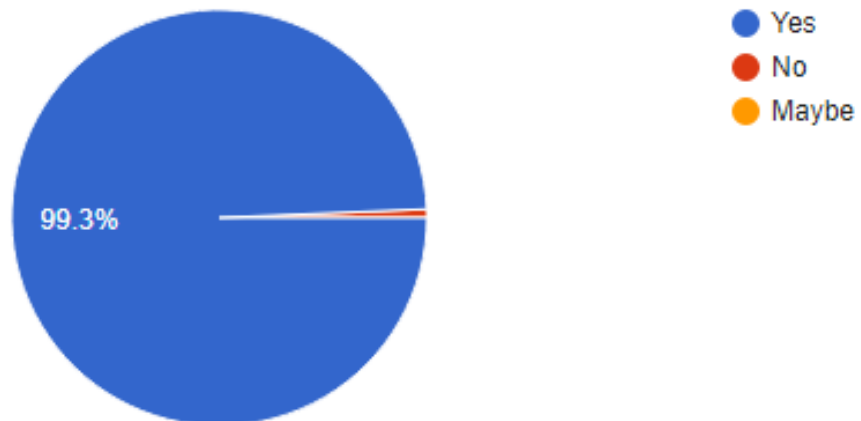
## Before the project, did you know how to dispose mask properly?

297 responses



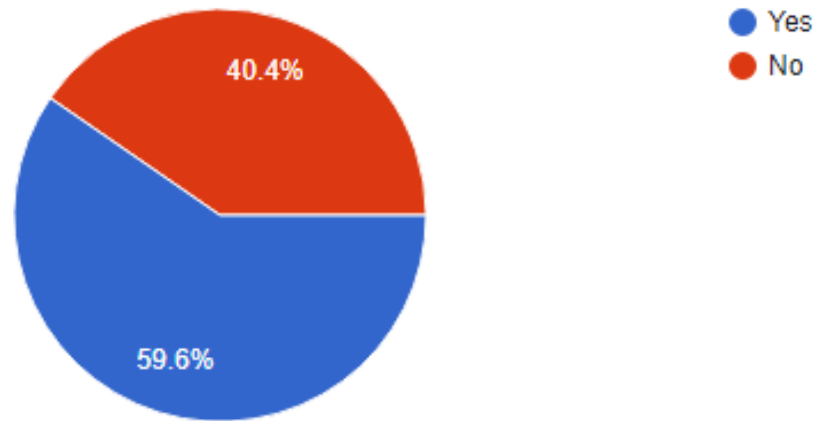
## After the project, have you learnt to dispose mask properly?

297 responses



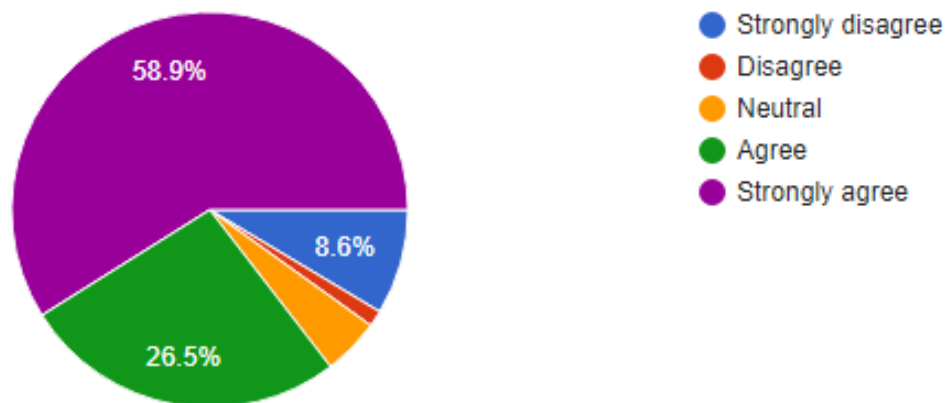
## In your community, is health care wastes like mask, gloves, etc managed properly?

297 responses



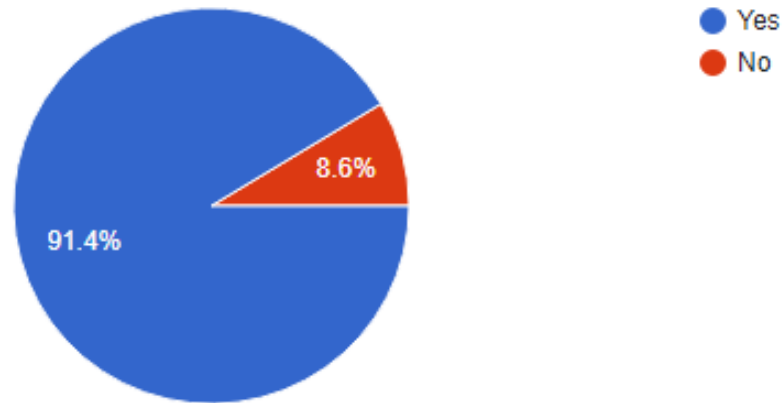
## "In Nepal, Health Care wastes should be managed properly in medical as well as domestic settings to stop further spreading of Covid-19". What do you think about this statement ?

297 responses



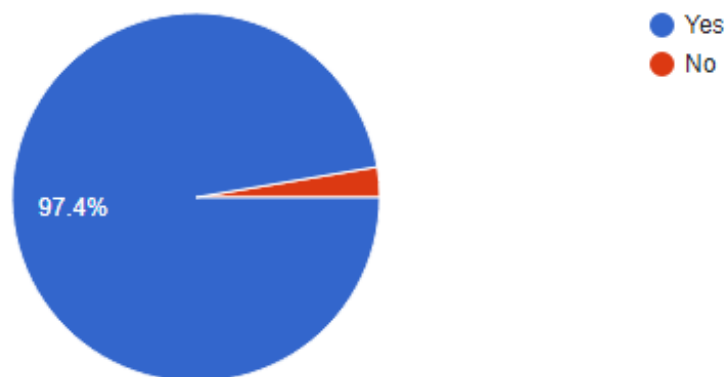
## Do you think people still do not have enough awareness about Health Care Waste Management?

297 responses



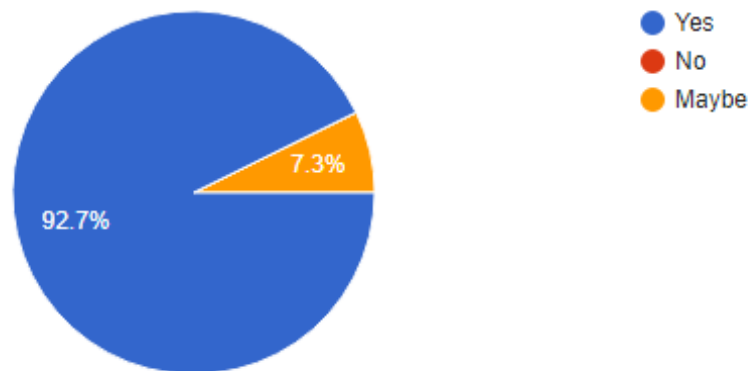
## After enrolling in the project, have you informed your friends and family about health care waste management ?

297 responses



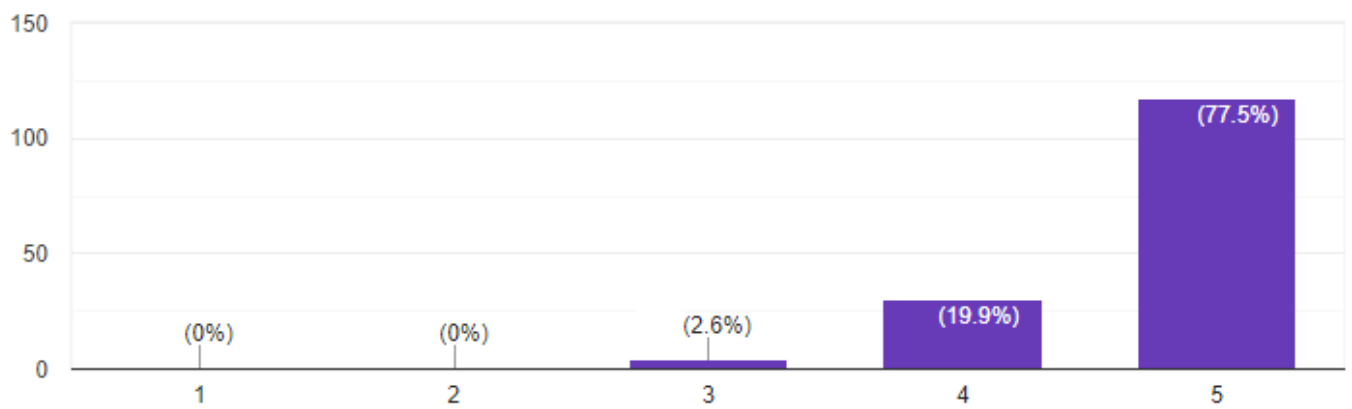
## Do you see yourself awaring people about Health Care Waste Management in the future?

297 responses



## In a scale of 5, how impactful do you think was Project Sachetana?

297 responses



# J. Expenditure

COMPLETED ACTIVITIES	FUNDS DELIVERED FOR THE ACTIVITY (IN GRANT CURRENCY)
Recruitment Process	NA
Orientation and Introductory Meeting	NA
Session on Gender Equality and Social Inclusion	NA
Tiktok Challenge	22,000
Voice of Volunteers	NA
Event on International Youth Day	NA
Communicating with Impact	NA
HCWM Quiz Mania I	300
Clean up Event	36,170
Mobilization of Volunteers	2,831,530
Creation of Flyers and Videos	192,000
Poetry Challenge	35,000
<b>TOTAL</b>	<b>NRS 3,117,000</b>



# K. Conclusion

The project has been completed successfully. It has incorporated some additional deliverables as outlined in the project description.

This report contained an overview of the project including a brief description of the project, timeline of the project, activities done during the project duration, and an overview of the progress.

Overall, the team feels the project has been a success. A great deal of knowledge has been gained about the status quo of HCWM in the country through this project, these lessons will be invaluable in future endeavors.

# PROJECT SACHETANA FINAL REPORT

Prepared by



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