



ENTREPRENEUR MELA 2025

Summary Report

Nepal–U.S. Alumni Network
(NUSAN)

www.nusan.org

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1. About Nepal–U.S. Alumni Network (NUSAN)

The Nepal–U.S. Alumni Network (NUSAN) is an umbrella organization of U.S. Government Exchange Alumni and U.S. Graduate Alumni from diverse professional backgrounds across Nepal. Established in 2017, NUSAN works in close collaboration with the U.S. Embassy in Nepal to engage alumni through meaningful programs, leadership initiatives, and community-based development efforts that strengthen alumni connections and public impact.

Registered as a non-governmental organization in Nepal, NUSAN operates across a wide range of thematic areas, including entrepreneurship, community development, women's empowerment, youth leadership, education, climate action, emerging technologies, digital rights, and innovation. The organization serves as a national platform where alumni connect, collaborate, and contribute their expertise toward Nepal's social and economic progress, while reinforcing people-to-people ties between Nepal and the United States.

2. Program Background

On the occasion of [Global Entrepreneurship Week](#), NUSAN organized Entrepreneur Mela 2024 with the support of the **U.S. Embassy Nepal**. As NUSAN's first flagship entrepreneurship-focused event, it successfully demonstrated strong interest from startups, small businesses, and ecosystem actors.

Building on the success and learning from the 2024 edition, NUSAN organized Entrepreneur Mela 2025 with sponsorship from [F1Soft Group](#), co-sponsorship from [Nabil Bank Limited](#), and partnerships with [Young Innovations](#), [Swotishree Gurukul IB School](#), [King's College](#), and [Studio Dentale](#). The event aimed to further strengthen Nepal's entrepreneurial ecosystem by providing startups and small businesses with a platform to showcase products, connect with customers, and engage with industry leaders and potential investors.

3. Program Objectives

The objectives of Entrepreneur Mela 2025 were:

1. To **strengthen and expand** networks among startups and entrepreneurs in Nepal.
2. To **provide a platform** for entrepreneurs to showcase their ventures, products, and innovations to a wider audience.

3. To **foster collaboration and knowledge sharing** among entrepreneurs, financial institutions, industry experts, and ecosystem partners to support business growth and sustainability.

4. Event Overview and Implementation

Entrepreneur Mela 2025 was successfully conducted on **Friday, 12 December 2025**, at the [International Club](#), Sanepa, as a full-day entrepreneurial exhibition and networking event.

A total of **36 businesses participated** through dedicated exhibition stalls representing diverse sectors. The exhibition space was professionally organized to enable direct interaction between entrepreneurs and visitors. Business owners presented their products and services, received real-time market feedback, and expanded customer outreach.

The event attracted over **500 participants and visitors**, including entrepreneurs, students, professionals, and members of the broader business community. Representatives from the U.S. Embassy in Nepal, including Ms. Erica Alexander, Cultural & Public Engagement Officer, visited the stalls and interacted with participating entrepreneurs.



Entrepreneur and Startups stall at the International Club



U.S. Embassy Nepal representative visiting the stalls

4.1 Networking Session

Following the exhibition, a structured networking session was organized by bringing together entrepreneurs, sponsors, business leaders, and U.S. Embassy representatives.



Networking Session

- Mr. Nikesh Balami, Secretary of the **Nepal–U.S. Alumni Network (NUSAN)**, opened the networking session with a brief overview of NUSAN’s initiative in organizing the Entrepreneur Mela 2025, followed by a welcome to the guest speaker for their remarks.
- Ms. Erica Alexander, Cultural & Public Engagement Officer at the **U.S. Embassy in Nepal**, delivered remarks emphasizing the role of entrepreneurship, innovation, and collaboration in driving inclusive economic growth.
- Mr. Santosh Neupane, Chief Growth Officer at **F1Soft Group**, shared insights on how the company's digital financial services support entrepreneurs in managing payments and business operations.
- Ms. Roshani Chand, In-Charge of the Branding and Communication Unit at **Nabil Bank Limited**, highlighted the bank's commitment to entrepreneurship through initiatives such as the Nabil School of Entrepreneurship, which provides mentorship and resources to startups.
- Ms. Pravina Amatya Shrestha, President of the **Nepal–U.S. Alumni Network (NUSAN)**, expressed her appreciation to all stakeholders, including the sponsor, business exhibitors, the U.S. Embassy representative, Executive Committee members, and the staff team, for their invaluable support in making the event a success.

5. Participating Businesses and Sectors

Entrepreneur Mela 2025 featured businesses from the following sectors:

- Accessories & Lifestyle
- Clothing & Fashion
- Food & Beverages
- IT & Technology
- Nepali Products
- Other Innovative Enterprises

5.1 Detailed List of Participating Businesses

S.N	Business Name	Business Categories
1	Scoop Basket	Accessories & Lifestyle
2	Kytso Crafts	Accessories & Lifestyle
3	Bamboo Bazar	Accessories & Lifestyle

4	Stitched Tales	Accessories & Lifestyle
5	CRAFT 2000	Accessories & Lifestyle
6	SAYMO Unique Sewa Garment	Clothing & Fashion
7	Didibahini Creations	Clothing & Fashion
8	Shiven Collection Pvt. Ltd.	Clothing & Fashion
9	Badare.beyou	Clothing & Fashion
10	Rekriti	Clothing & Fashion
11	RE-UP STUDIO	Clothing & Fashion
12	Tick Tick Bites	Food & Beverages
13	Urban Food Industries	Food & Beverages
14	Miraz Bakery	Food & Beverages
15	Banh Life	Food & Beverages
16	Meetho Chocolate	Food & Beverages
17	Sweet Fix	Food & Beverages
18	Engineers Vlogs (EV) Network	IT & Technology
19	Janaki Technology (Sparrow SMS)	IT & Technology
20	Kanoon AI	IT & Technology
21	Dlsurf	IT & Technology
22	Designer Duo Studio	IT & Technology
23	Flap Tech Pvt. Ltd.	IT & Technology
24	Sano Engineers	IT & Technology
25	Koikoi Artisanal Studio	Nepali Product
26	Namuna Agro Products (LekBesy)	Nepali Product
27	Sparśa	Nepali Product

28	Baneshwor Supply Center (Mandira Foods)	Nepali Product
29	Purnata	Nepali Product
30	Haapu Treats	Other Innovative Enterprises
31	Tavata Tea	Other Innovative Enterprises
32	Kleanit Upcyclers Pvt. Ltd	Other Innovative Enterprises
33	Acute Medcare Pvt. Ltd.	Other Innovative Enterprises
34	Beneath The Blueprint	Other Innovative Enterprises
35	Juneli Green Lifestyle	Other Innovative Enterprises
36	S.P.S. Allo Tatha Suti Kapada Udhyog	Other Innovative Enterprises

6. Media Coverage and Visibility

Entrepreneur Mela 2025 received online media coverage highlighting the event objectives and showcasing participating entrepreneurs. This contributed to increased digital visibility for the event, participating businesses, and supporting partners.

- **Media Link 1:** <https://khabarmandal.com/archives/2042>
- **Media Link 2:** <https://abhiyandaily.com/news/454661/nepal-america-alumni-network-nusan-fair-at-sa-nepa/>

7. Impact and Sustainability

Entrepreneur Mela 2025 contributed to:

- Increased market exposure and visibility for startups and small businesses
- Strengthened connections between entrepreneurs, financial institutions, and ecosystem partners
- Enhanced collaboration and networking opportunities within the entrepreneurial ecosystem
- Reinforced NUSAN's role as a platform for alumni-led economic and innovation-focused initiatives

By institutionalizing Entrepreneur Mela as an annual flagship program, NUSAN aims to sustain engagement, expand participation, and continue supporting entrepreneurship through partnerships, networking, and knowledge exchange.

8. Acknowledgement

The Nepal–U.S. Alumni Network (NUSAN) would like to express its sincere appreciation to all individuals and organizations whose support and collaboration made NUSAN Entrepreneur Mela 2025 a success.

NUSAN gratefully acknowledges F1Soft Group for serving as the principal sponsor of the event and Nabil Bank Limited for its co-sponsorship and continued commitment to nurturing Nepal's entrepreneurial ecosystem. We also extend our sincere thanks to our valued partners - Young Innovations, Swotishree Gurukul IB World School, King's College, and Studio Dentale - for their collaboration and support throughout the planning and implementation of the program.

We are deeply thankful to the U.S. Embassy in Nepal for its continued guidance, engagement, and encouragement of alumni-led initiatives, and especially to Ms. Erica Alexander, Cultural & Public Engagement Officer, for her presence and interaction with participating entrepreneurs.

NUSAN also acknowledges the participating entrepreneurs and business owners whose energy, creativity, and commitment brought the exhibition to life, as well as the volunteers, organizers, and NUSAN members whose dedication ensured the smooth execution of the event.

Finally, we extend our gratitude to all visitors and participants for their active engagement and support, which contributed significantly to the impact and success of Entrepreneur Mela 2025.