

Prosperity, Pride, and National Integrity: Asta-Ja for Economic Revolution in Nepal

Presented to:

Asta-Ja Inauguration, December 24, 2008

Kathmandu, Nepal

Presented by:

Durga D. Poudel, Ph.D.

*The Founder of the Asta-Ja Framework and the
International Coordinator*

Asta-Ja Abhiyan, Kathmandu, Nepal

Acknowledgement

Google and internet

Those who have put their pictures in the internet that I have used

Asta-Ja Office Staff, Kathmandu, Nepal

Asta-Ja Family, USA

Global Economy



New York City



London



Tokyo-Japan



Australia



Singapore



Bangkok

Fossil Fuel Based Economy



<http://i2.photobucket.com/albums/y32/efros2/roundabout.jpg>



http://www.chinadaily.com.cn/china/2007-04/18/xin_37040418063186922441115.jpg



<http://cruises.simsfamtrav.com/carnival/Dream/carnival-dream-endering.jpg>



http://farm2.static.flickr.com/1360/1438885268_e43754faf1.jpg

Comparing with our neighbors

- China has the third largest economy in the world after the United States and Japan with a nominal GDP of US\$3.42 trillion (2007)
- China's per capita income has grown at an average annual rate of more than 8% over the last three decades
- The IT sector in India has become the biggest employment generator especially amongst young college graduates.



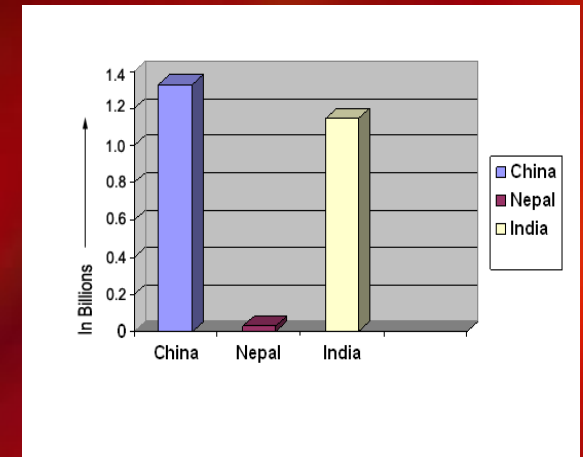
Comparing with our neighbors



Bird Nest



Long-March II-F



India's IT Market

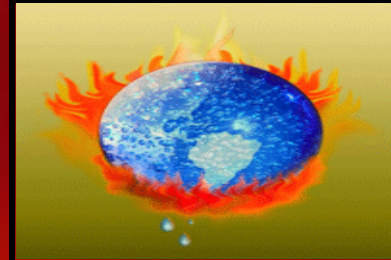


Mission Chandrayaan-1 to the Moon

China: 1,330,044,605
India: 1,147,995,898
Nepal: 26,427,399

Global Economic Environment

- Globalization
- Global Climate Change
- Information Technology
- Energy, Water, Land, Food
- Cultural Change
- Equity, social fabric
- Peace and harmony
- Economic Crisis



Environment, Health and Poverty



Qinghai River, along the Yangtze near Chongqing in Sichuan Province, is polluted by a paper mill. (China)



Helicopter Spraying Almond Orchard, CA



decaturnmetro.com/.../

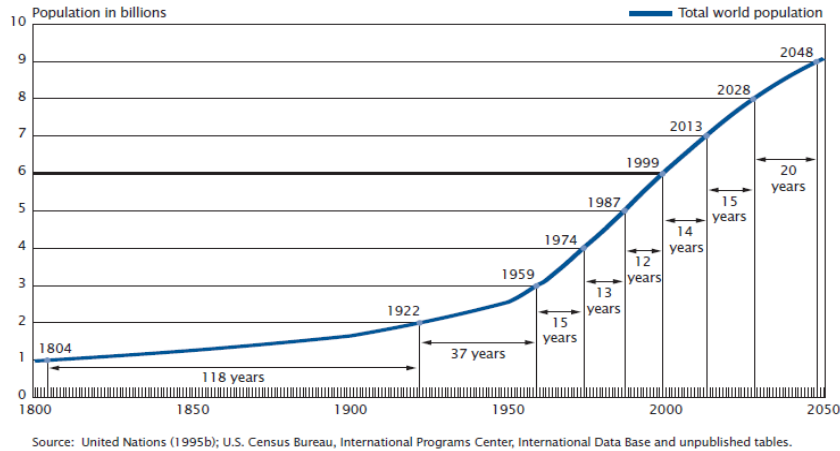


Fire on the Cuyahoga River 1969, Ohio

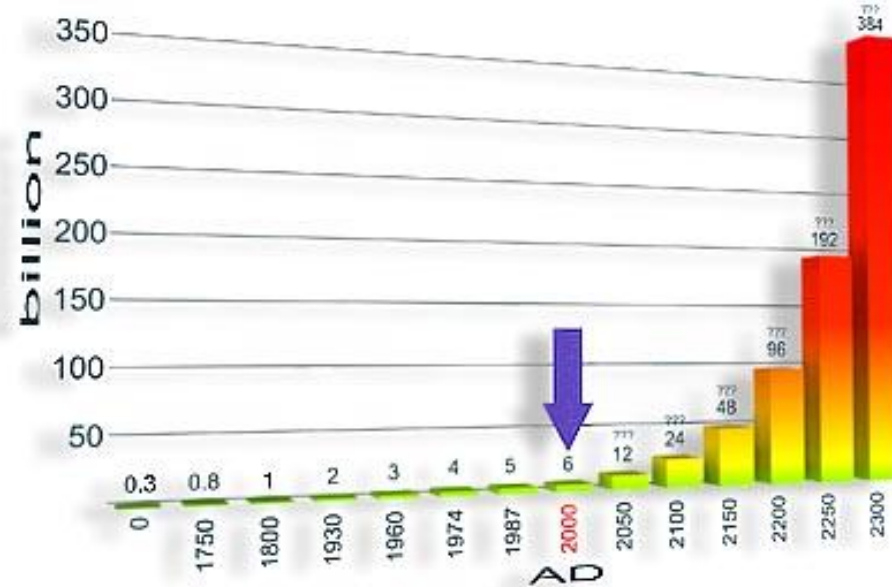
Ref www.corbis.com

World Population Growth

Figure 1.
Time to Successive Billions in World Population: 1800-2050
The sixth billion accrues to world population in record time!



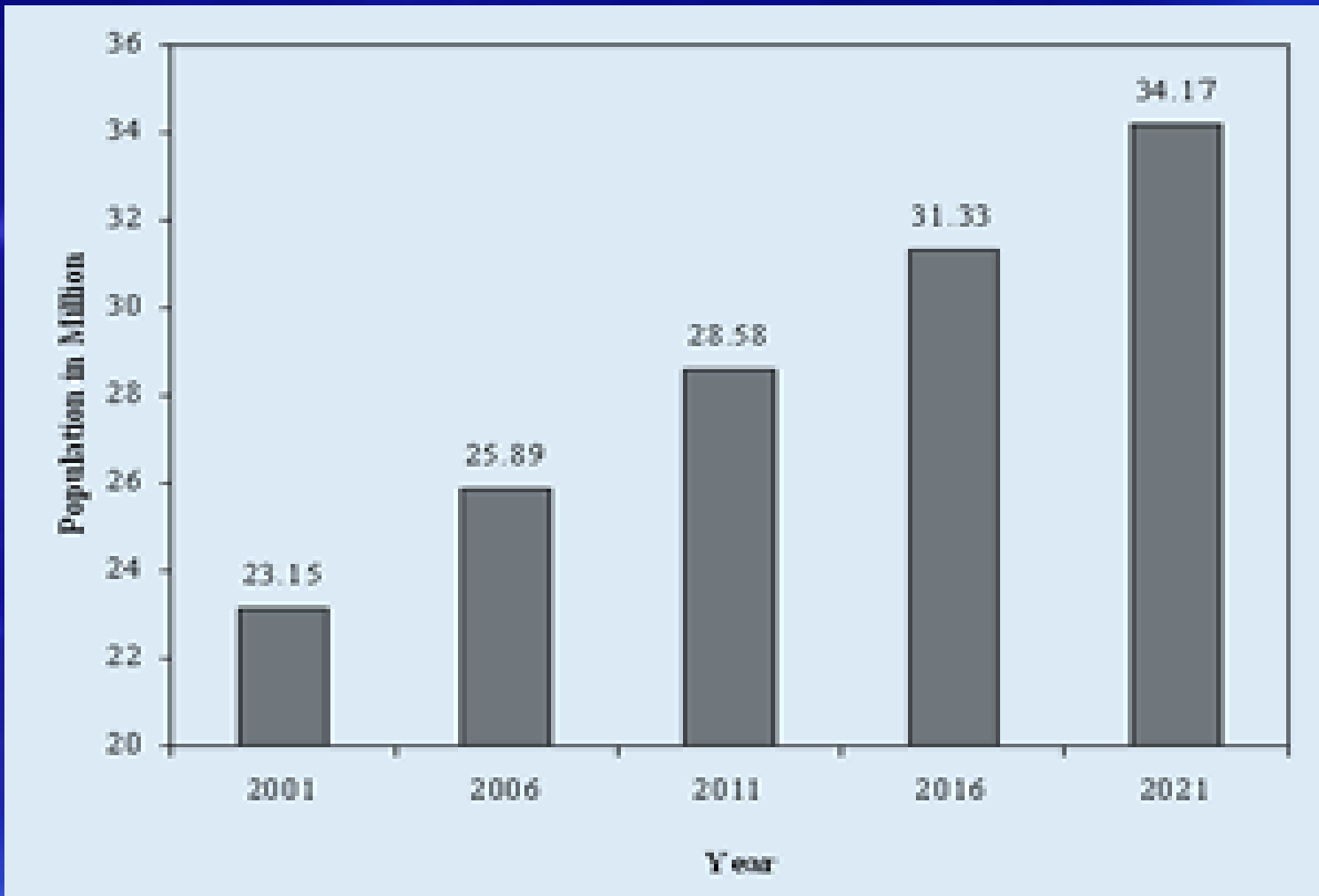
Source: United Nations (1995b); U.S. Census Bureau, International Programs Center, International Data Base and unpublished tables.



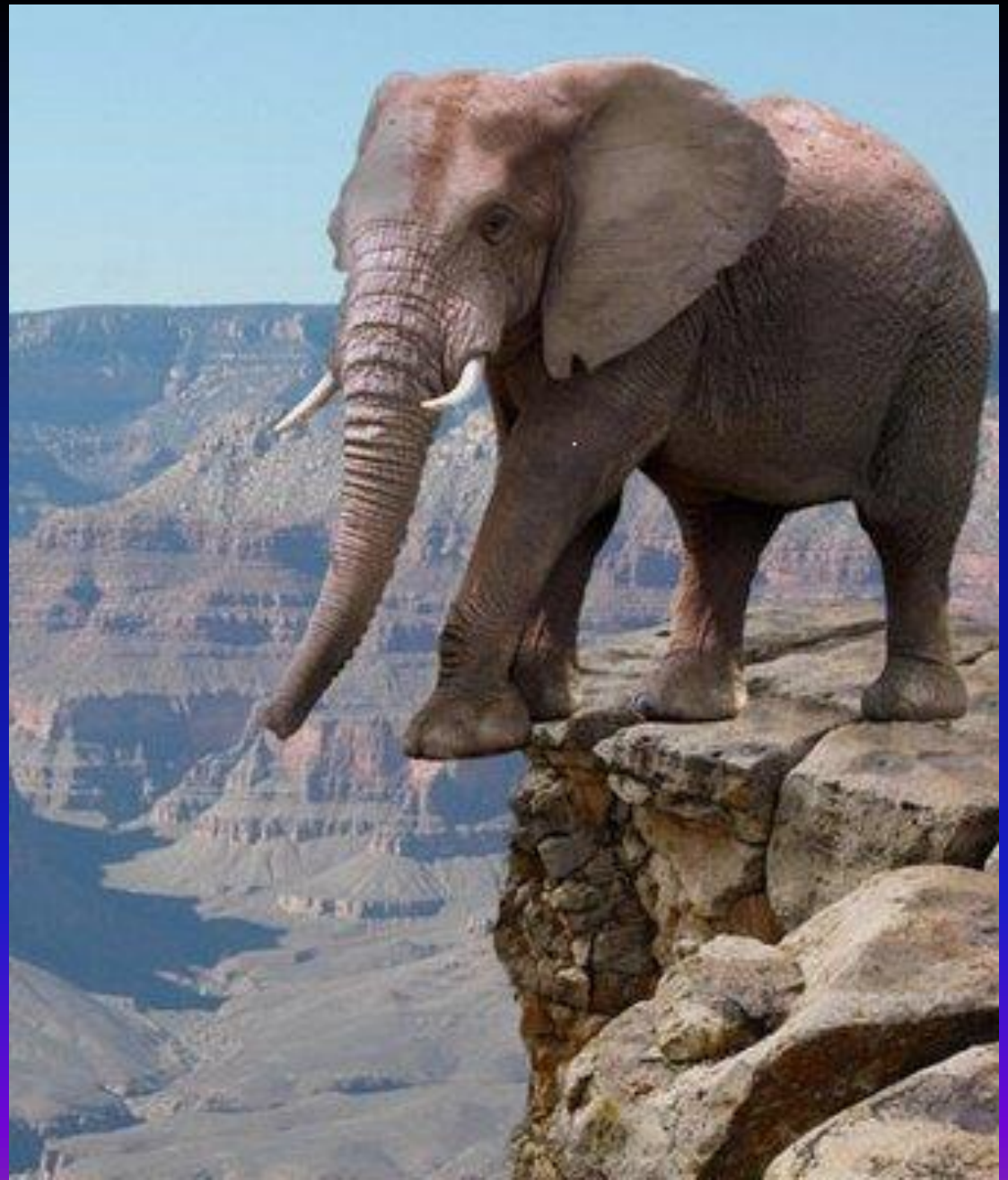
In the last 200 years we have caused more damage and destruction on this planet than in the previous 7 thousand years. Countless species of animals and insects becoming extinct, thousands of species last year alone, and millions of hectares of rain-forests.

If we continue at the present rate of destruction / consumption, the years 2100 and beyond look very bleak indeed (www.edu.ue-foundation.org/worldpop.html)

Nepal's Population Growth



**Global
Economy
Standing
on a
Precipice**



The Era of Historic Economic Transformation

- Lighter industries
- High-tech products
- High knowledge and skills
- Distant services
- Wholesome food and drinks
- Green products
- National security



Foundation for Economic Transformation

- Renewable resources-based
- Environmental considerations
- Social justice and equality
- Quality life and pride
- Sustainable development

Asta Ja for Sustainable Economic Transformation

- Jal- Water
- Jamin- Land
- Jungle-Forest
- Jadibuti- Medicinal and aromatic plants
- Janasakti- Manpower
- Janawar- Animals
- Jarajuri-Plants
- Jalabayu-Climate



Jal (water)

- **83,000 MW Capacity**
- **42,000 Economically Feasible**
- **600 MW Current Installed Capacity**
- **3,000 MW Nepal's Demand**
- **39,000 MW for export**
- **Groundwater**



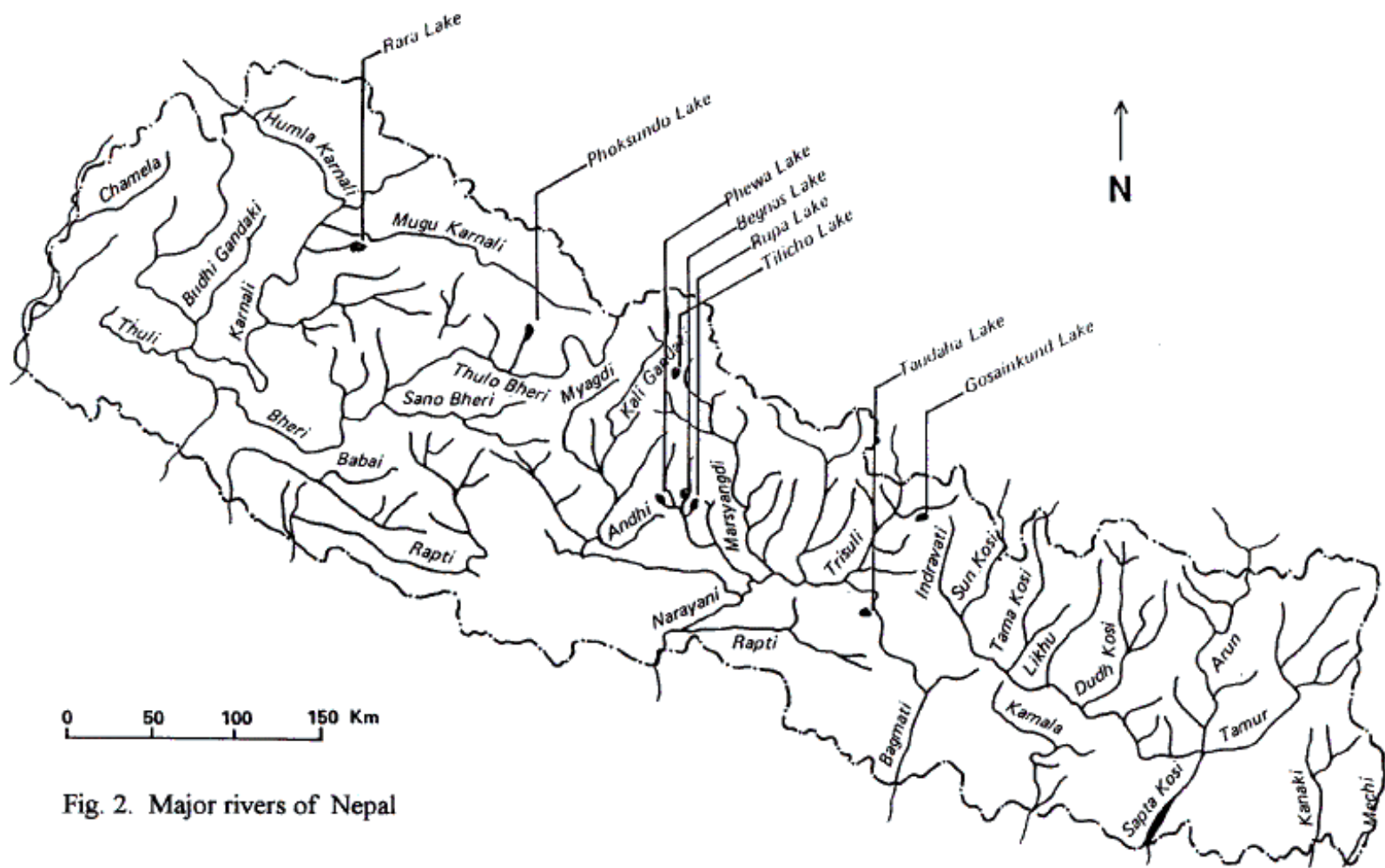


Fig. 2. Major rivers of Nepal



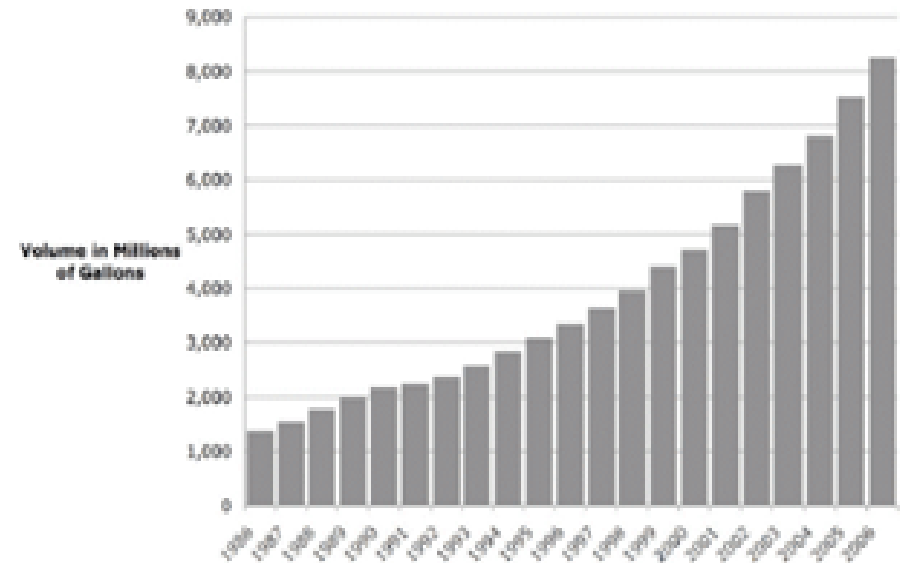
3,300 glaciers in the Nepalese Himalayas contain 2,300 glacial lakes



Bottled Water

- Increasing demand for bottled water in many countries like India, China, Taiwan, South Korea, Japan and other gulf countries
- From hydroelectricity and bottled water Nepal can earn 100s of millions of dollars annually

Sales of Bottled Water (1986-2006)



Source: Beverage Marketing Corporation, as reported in Beverage World, 2007.



Consumption of Bottled water

Table 1. Consumption of Bottled Water, Total and Top 10 Countries, 2000 and 2005

Country	2000			2005		
	Total Volume (million liters)	Share of Global Consumption (percent)	Consumption Per Person (liters)	Total Volume (million liters)	Share of Global Consumption (percent)	Consumption Per Person (liters)
United States	17,955	16.5	61.6	28,651	17.4	99.2
Mexico	12,464	11.5	124.3	18,861	11.5	179.7
China	6,012	5.5	4.7*	12,901	7.8	9.9*
Brazil	6,838	6.3	39.0*	12,252	7.4	65.8*
Italy	9,251	8.5	160.4	11,145	6.8	191.9
Germany	8,427	7.8	101.8	10,581	6.4	128.4
France	7,456	6.9	126.2	8,424	5.1	139.1
Indonesia	4,314	4.0	20.2*	7,633	4.6	33.3*
Spain	4,221	3.9	105.6	5,923	3.6	147.1
India	2,157	2.0	2.1*	6,177	3.8	5.6*
All others	29,391	27.1		41,982	25.5	
Total	108,517			164,530		
Global average			17.9			25.5

Source: International Bottled Water Association.

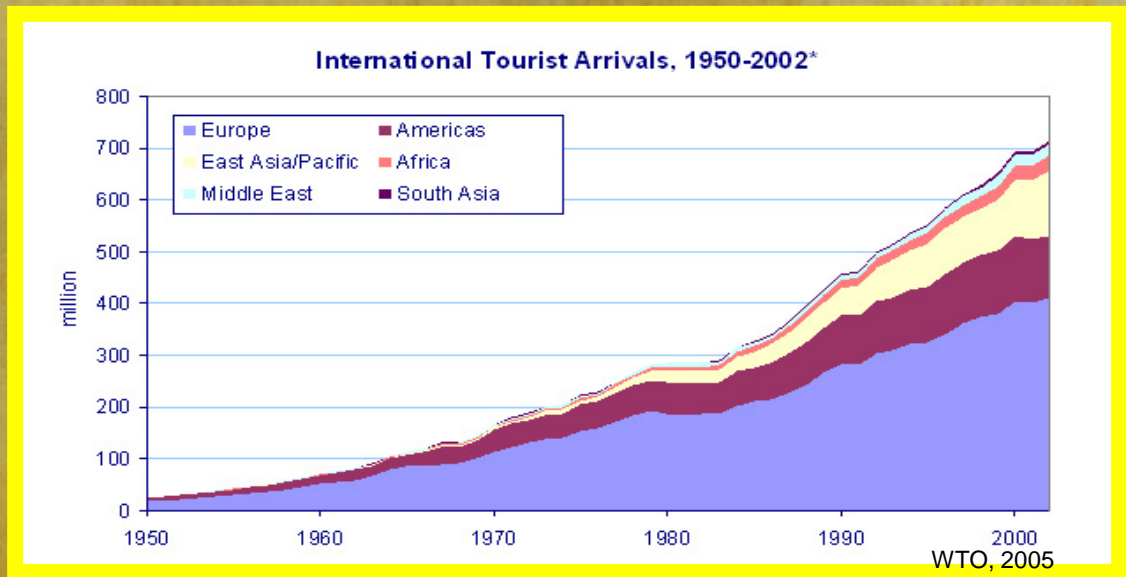
* These numbers are not directly available; they were calculated with population data from the U.S. Bureau of the Census.

Jamin (land)

Phulchoki Iron mine -
10 million tons of iron
31 copper mine sites,
Natural gas, Marble,
Pyrite, Gems,
Limestone, Magnesite,
Gravel and rocks,
Sand



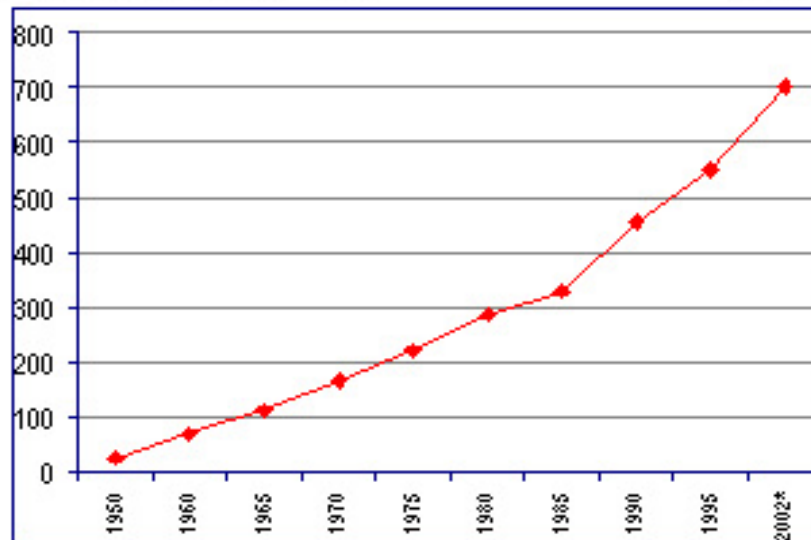
Global Tourism



World: Inbound tourism

International Tourist Arrivals

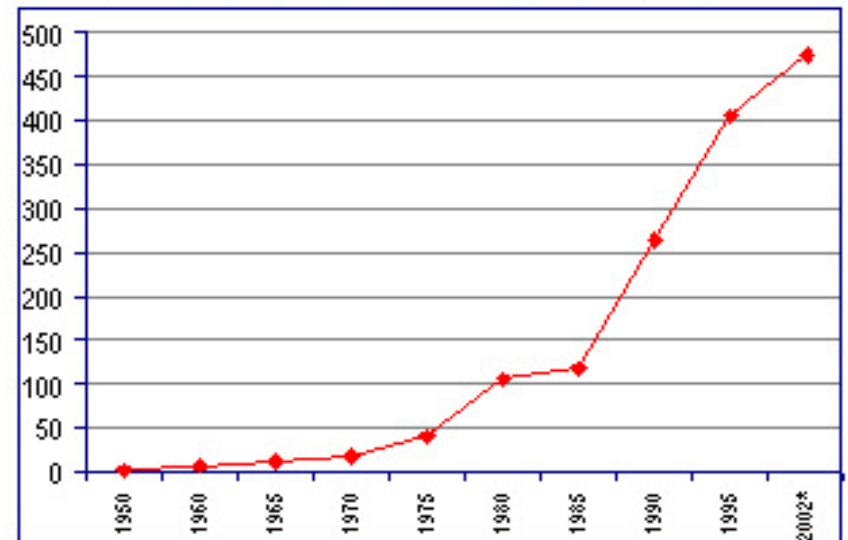
(million)



World: Inbound tourism

International Tourism Receipts

(US\$ billion, current prices)



Source: World Tourism Organization (WTO) ©

Major Tourism Destinations

World's Top Tourism Destinations (absolute numbers)										
Rank	Series	International Tourist			Change		Market share 2002*	Population 2002 (million)	Arrivals per 100 of population	
		Arrivals (million)			(%)					
		2000	2001	2002*	2001/2000	2002*/2001				
World		687	684	703	-0.5	2.7	100	6,228	11	
1	France	TF	77.2	75.2	77.0	-2.6	2.4	11.0	60	129
2	Spain	TF	47.9	50.1	51.7	4.6	3.3	7.4	40	129
3	United States	TF	50.9	44.9	41.9	-11.9	-6.7	6.0	288	15
4	Italy	TF	41.2	39.6	39.8	-3.9	0.6	5.7	58	69
5	China	TF	31.2	33.2	36.8	6.2	11.0	5.2	1,279	3
6	United Kingdom	VF	25.2	22.8	24.2	-9.4	5.9	3.4	60	40
7	Canada	TF	19.6	19.7	20.1	0.3	1.9	2.9	32	63
8	Mexico	TF	20.6	19.8	19.7	-4.0	-0.7	2.8	108	19
9	Austria	TCE	18.0	18.2	18.6	1.1	2.4	2.6	8	228
10	Germany	TCE	19.0	17.9	18.0	-5.9	0.6	2.6	82	22
11	Hong Kong (China)	VF	13.1	13.7	16.6	5.1	20.7	2.4	7	227
12	Hungary	VF/2	15.6	15.3	15.9	-1.5	3.5	2.3	10	158
13	Greece	TF	13.1	14.1	14.2	7.3	0.9	2.0	11	133
14	Poland	TF	17.4	15.0	14.0	-13.8	-6.8	2.0	39	36
15	Malaysia	TF	10.2	12.8	13.3	25.0	4.0	1.9	23	59
16	Turkey	TF	9.6	10.8	12.8	12.5	18.5	1.8	67	19
17	Portugal	TF	12.1	12.2	11.7	0.6	-4.1	1.7	10	116
18	Thailand	TF	9.6	10.1	10.9	5.8	7.3	1.5	64	17
19	Switzerland	TF	11.0	10.8	10.0	-1.8	-7.4	1.4	7	137
20	Netherlands	TCE	10.0	9.5	9.6	-5.0	1.0	1.4	16	60
21	Russian Federation	TF	7.0	7.4	7.9	5.3	7.3	1.1	145	5
22	Saudi Arabia	TF	6.6	6.7	7.5	2.1	11.7	1.1	24	32
23	Sweden	CE/T	2.7	7.2	7.5	160.5	4.3	1.1	9	84
24	Singapore	TF	6.9	6.7	7.0	-2.8	4.0	1.0	4	157
25	Croatia	TCE	5.8	6.5	6.9	12.2	6.1	1.0	4	158

Source: World Tourism Organization (WTO) ©

WTO, 2005

(Data as collected by WTO September 2003)

Jamin (land)

From tourism,
minerals, gravels and
sand, marble, etc.
Nepal can earn 100s
of millions of dollars
annually



Jungle (forest)

From Forest resources, timber, plywood, paper, furniture, etc. Nepal can earn 100s of millions of dollars annually



Jadibuti (medicinal aromatic plants)

- Nepal's plant diversity is enriched with so many plant species.
- From herbs Nepal can earn 100s of millions of dollars annually.



Janawar (animals)

- Live animals, meat, milk and cream, natural honey, and animal fats are some of the major export items from Nepal.
- From animals, milk, cheese, hides and skins, furs, eggs, meat, etc. Nepal can earn 100s of millions of dollars annually.



Jarajuri (plants)

From fruits,
vegetables, and
other crops
Nepal can earn
100s of millions
of dollars
annually.



Florida firm has 1 million jatropha seedlings in ground as jatropha begins take-off in US

April 7, 2008

In Florida, [My Dream Fuel](#) has 1 million [jatropha seedlings in the ground in Hendry County](#), and is planning to open a 150,000 sq ft seed crushing unit to produce jatropha oil for the US market. The company is also promoting its seedling product to farmers, to switch to jatropha production for their marginal lands. Sunshine Biofuels is exploring the establishment of a biodiesel production facility in Collier County to process the oil. a start-up company formed two years ago to build an alternative fuel plant.



<http://www.biofuelsdigest.com>

Jalabayu (climate)

With agro ecological advantages, high altitude research, vegetable seeds, flowers, theme parks, vacation resorts, etc Nepal can earn 100s of millions of dollars annually.

Retirement homes/second home.



Janasakti (manpower)

Students enrollment
2005/2006 (CBS, 2007)

Ag. and Animal Science - 373

Engineering - 661

Sanskrit - 1,024

Forestry - 1,570

Science and Technology - 4,559

Hum. and social sci. – 13,343

Medicine – 32,879

Law – 41,740

Management - 55,712





Janasakti (manpower)

From skilled
manpower and
industries such as
health, IT, education,
music, film, tourism
Nepal can earn 100s
of millions of dollars
annually.



Assessment of Asta Ja

Asta Ja	Assessment	Approaches
Jal- Water	Rivers and streams, lakes, glaciers, snow peaks, groundwater, discharge, floods, hydrology, hydroelectric capacity	GIS, RS, GPS, Cross Sections, Aquafer Systems, Rating Curves, Water Quality, Gauges, modeling, surveys, ANN
Jamin- Land	Fragmentation, productivity, mining, land use types, tourism sites, soil quality, land ownership, conservation, border issues	Land capability, GIS, RS, GPS, Mine Surveys, Tourism surveys, Geological surveys, Geo-statistics

Assessment of Asta Ja

Asta Ja	Assessment	Approaches
Jarajuri - plants	Diseases, Pests, variety, yield, production, marketing, processing, agro-industries, production zones	Breeding, IPM, database, cropping system research, field trials, marketing research, crop modeling, GIS
Jalabayu - climate	Climate change, impacts on resources, adaptation, trends, linkages, weather forecasting	Observation network, modeling, impacts study, adaptation research, extreme weather

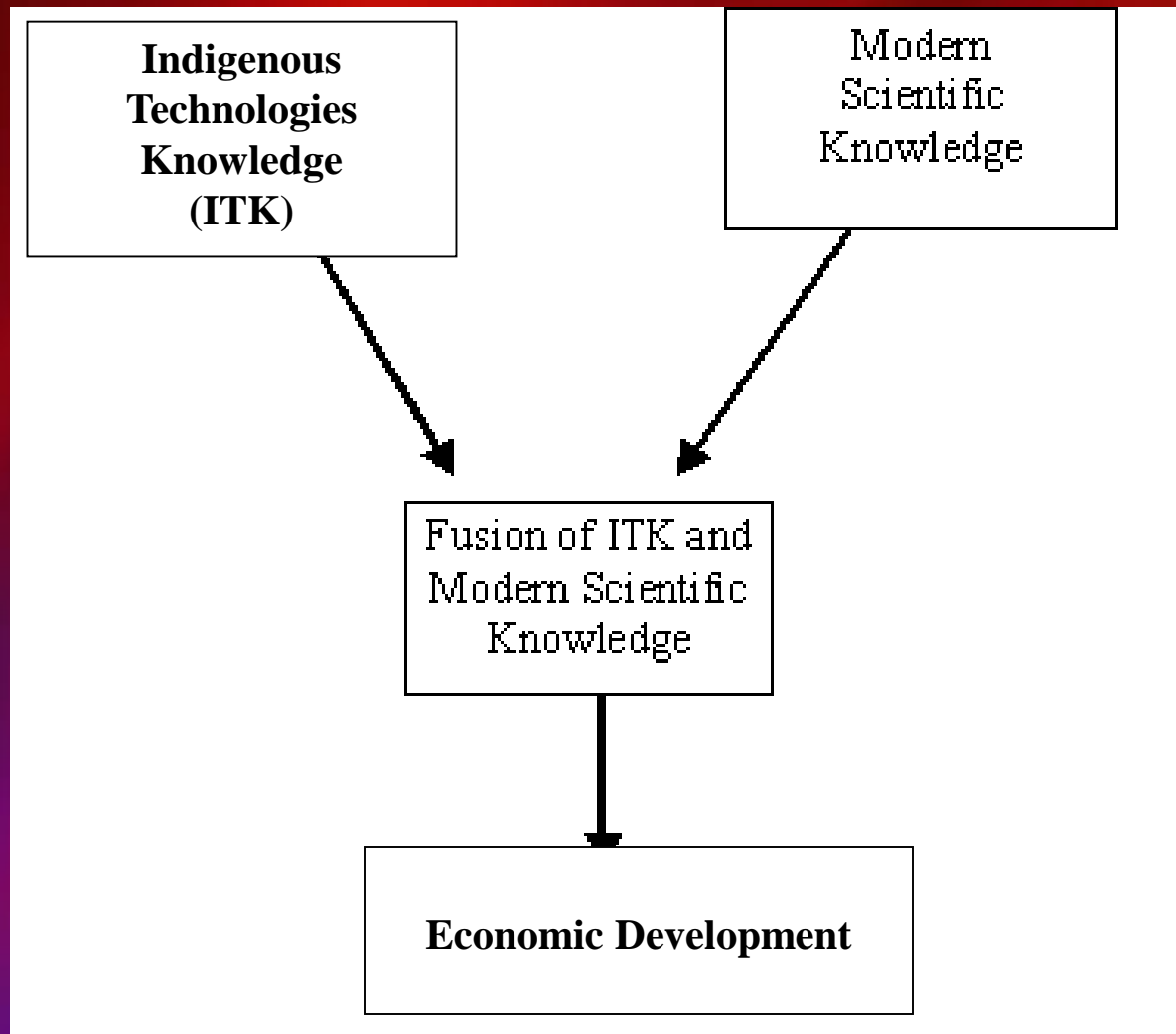
Assessment of Asta Ja

Asta Ja	Assessment	Approaches
Jungle-forest	Forest Cover, Changes, Problems, Sustainable Harvest, Reforestation, Conservation, Preservation, Community Forestry	Forest Mapping, Productivity assessment, Non-timber Products, Diseases, GIS, Invassive plants
Jadibuti – medicinal and aromatic plants	Identification, distribution, commercialization, ecology, chemical analysis, market potential, production zones	Mapping, field/ green house study, chemical extraction, market survey, ecological research, GPS, propagation

Assessment of Asta Ja

Asta Ja	Assessment	Approaches
Janasakti	Population distribution, migration trends, Academics, Research skill, ITK	School enrolment, Manpower, Survey, Skill Development, Statistical Analysis
Janawar	Productivity, diseases, management, wild life, breeding, pests, production, zoos, game fishing, bird watching, production zones	Genetic improvement, database, wildlife, surveys, production and management research

Indigenous technology knowledge and modern scientific knowledge





ओषधिर्नामरूपाभ्यां जानते ह्यजपा वने ।
अविपाश्चैव गोपाश्च ये चान्ये वनवासिनः ॥
चरक संहिता सूत्रस्थान १-१२०
(१०००-५०० ई.पू.)

The shepherds, forest dwellers and local indigenous people know the proper use of plants by their name and characters.

Charak Samhita Sutrasthan 1-120
(1000-500 B.C)



Economic Analysis

Social Accounting Matrix (SAM)

Flows of economic transactions. Expenditures and receipts.

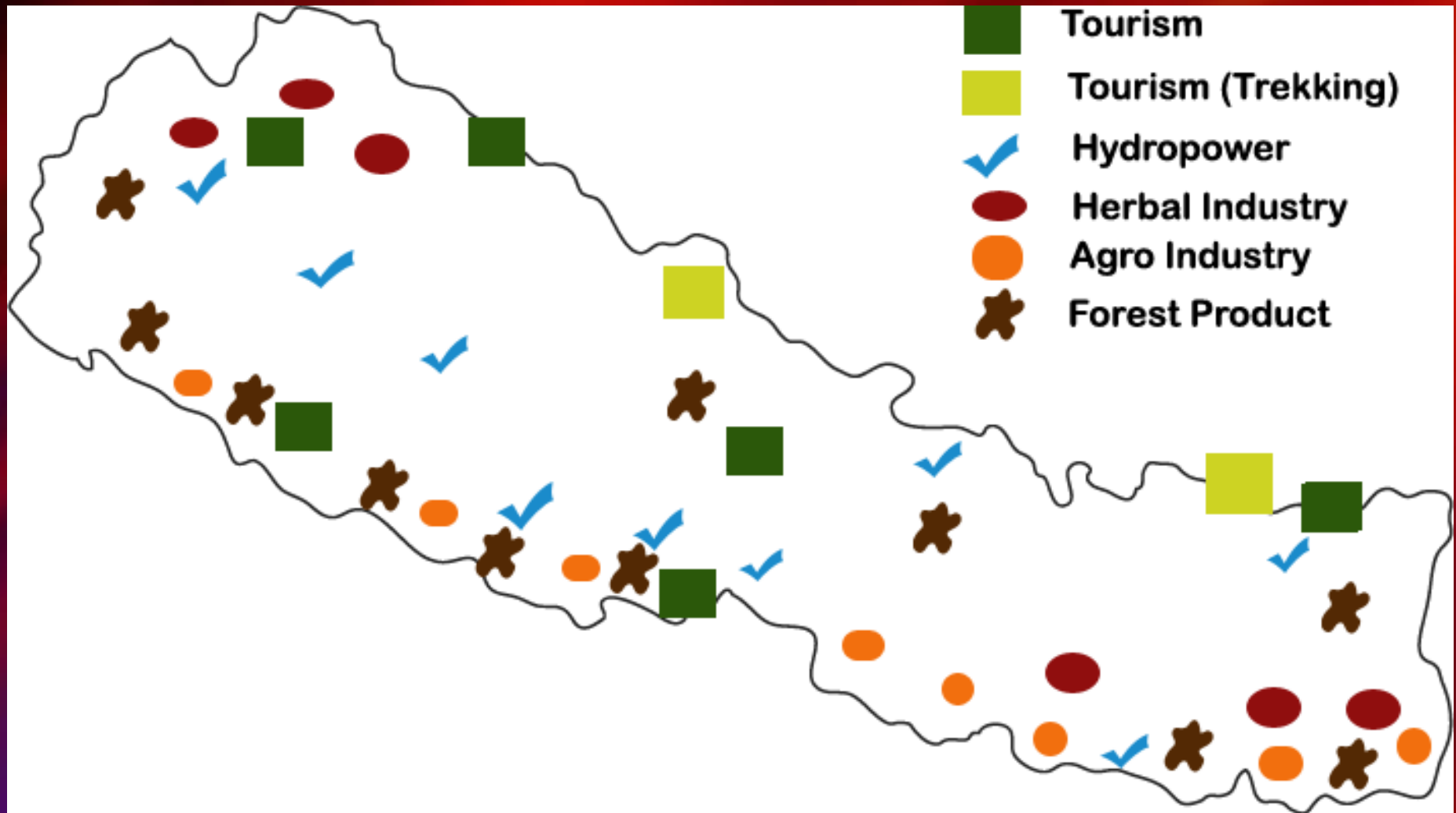
Input Output Analysis

Inter-industry relations in an economy.

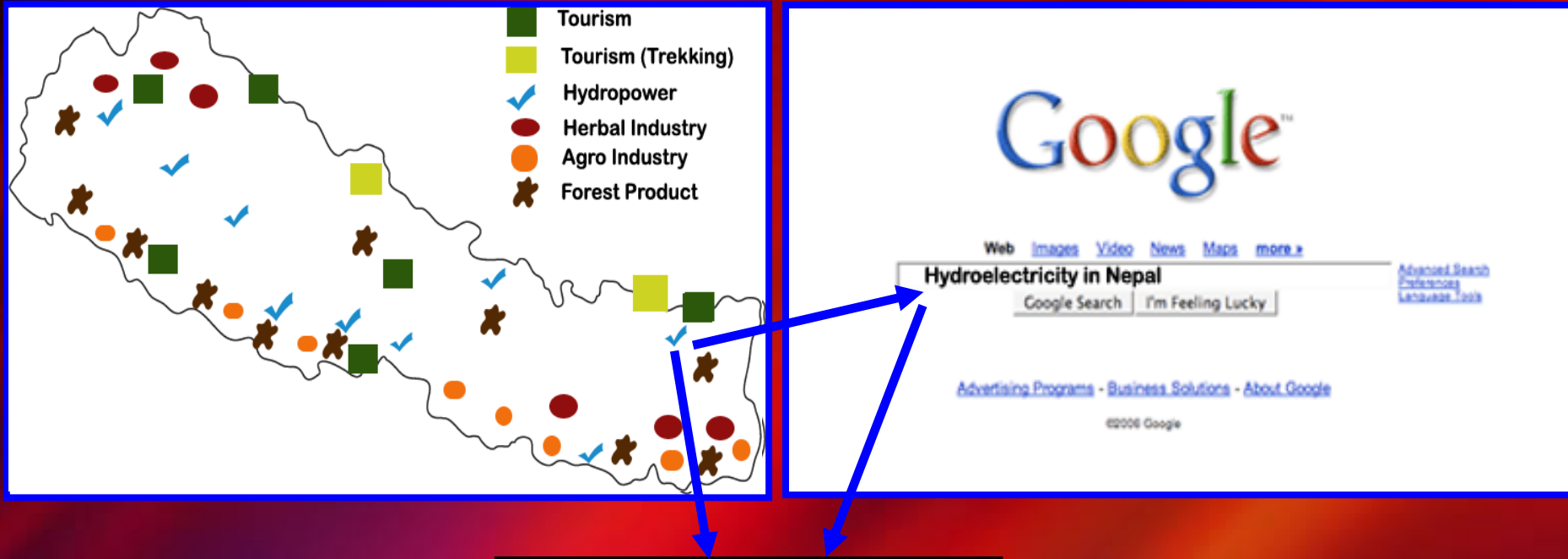
Linkage Analysis

Forward linkages and backward linkages

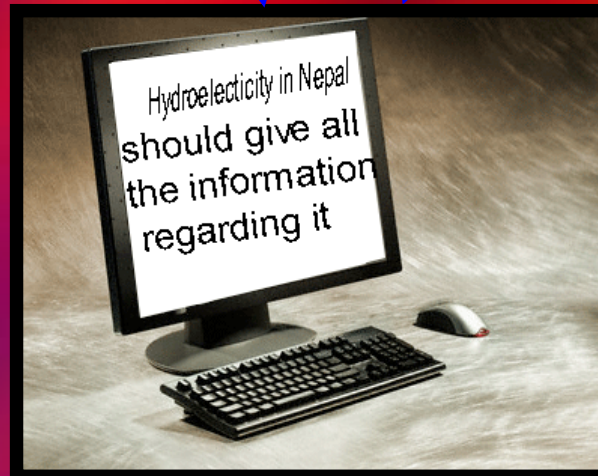
Nepal Investment Map



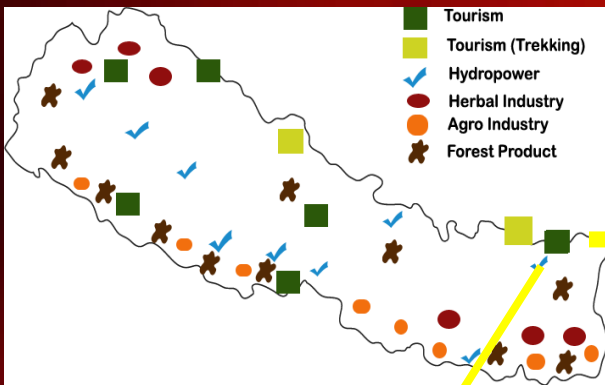
Nepal Investment Information System (NISS)



- Biophysical
- Socio-economic



- Institution
- Policies, laws, regulations, taxes



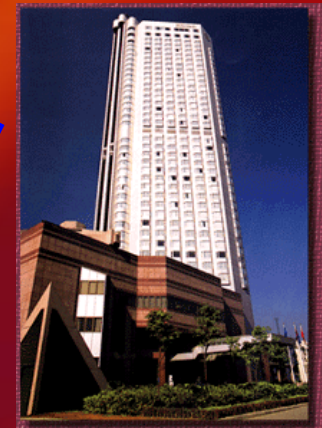
The Vincent Group, USA
www.tvhgusa.com/



Ambassadors



Nepal Investment Bank



CINDIC, Hong Kong
<http://www.cindic.com>

Asta Ja

Abhiyan

Nepal

नेपाल सरकार
गृह मन्त्रालय
जिल्ला प्रशासन कार्यालय
काठमाडौं

निर्णय मिति २०६४/०३/११
दर्ता मिति २०६४/०३/११
दर्ता नं. ५३४ (५३५)

प्रमाण-पत्र

श्री अध्यक्षज्यू,

अष्ट ज अभियान, काठमाडौं

अष्ट ज अभियान, नेपाल नामक संस्था, संस्था दर्ता ऐन २०३४ को
दफा (४) बमोजिम मिति २०६४/०३/११ मा दर्ता गरी यो प्रमाणपत्र
दिइएको छ ।

स्थानीय अधिकारीको सही:-

पूरा नाम:-

दर्ता:-


स्थानीय अधिकारी

टिप्पणी:- यो प्रमाणपत्र हरेक आर्थिक वर्ष भित्र नवीकरण गर्नु पर्ने छ ।

Objectives

- **Sustainable natural resources development, utilization and management**
- **Achievement of fast-paced economic growth**
- **Building a sustainable, prosperous, equitable, and just society**
- **The enhancement of environmental quality through the framework of Asta-Ja**

Asta Ja Abhiyan Nepal, Board



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Mr. Lok Krishna Bhattarai



Vice-Chairman
Constitution Expert
Mr. Chandra K. Gyawali



General Secretary
Mr. Nilkantha Tiwari



Secretary
Mr. Yadav Thapaliya



Treasurer
Chandrika Thapa Magar



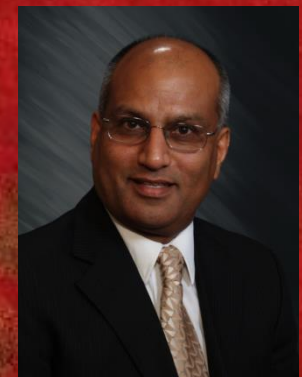
Member
Pharsuram Bhurtel



Member
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UNB, Canada



Member
Prof. Deerga Adhikari
UL Lafayette, USA



International Co-ordinator
Prof. Durga D. Poudel
UL Lafayette, USA

Asta-Ja Advisory Board

Dr. Devendra Raj Pandey

Mr. Padma Ratna Tuladhar

Dr. Sundar Mani Dixit

Asta-Ja Abhiyan Nepal: Growing List of Life Members

Dr. Basu Sharma, NB, Canada

Mr. Bhim Karki, Dallas, Texas, USA

Dr. Deergha R. Adhikari, Louisiana, USA

Dr. Durga D. Poudel, Louisiana, USA

Dr. Bijay Karki, Louisiana, USA

Dr. Krishna Poudel, Louisiana, USA

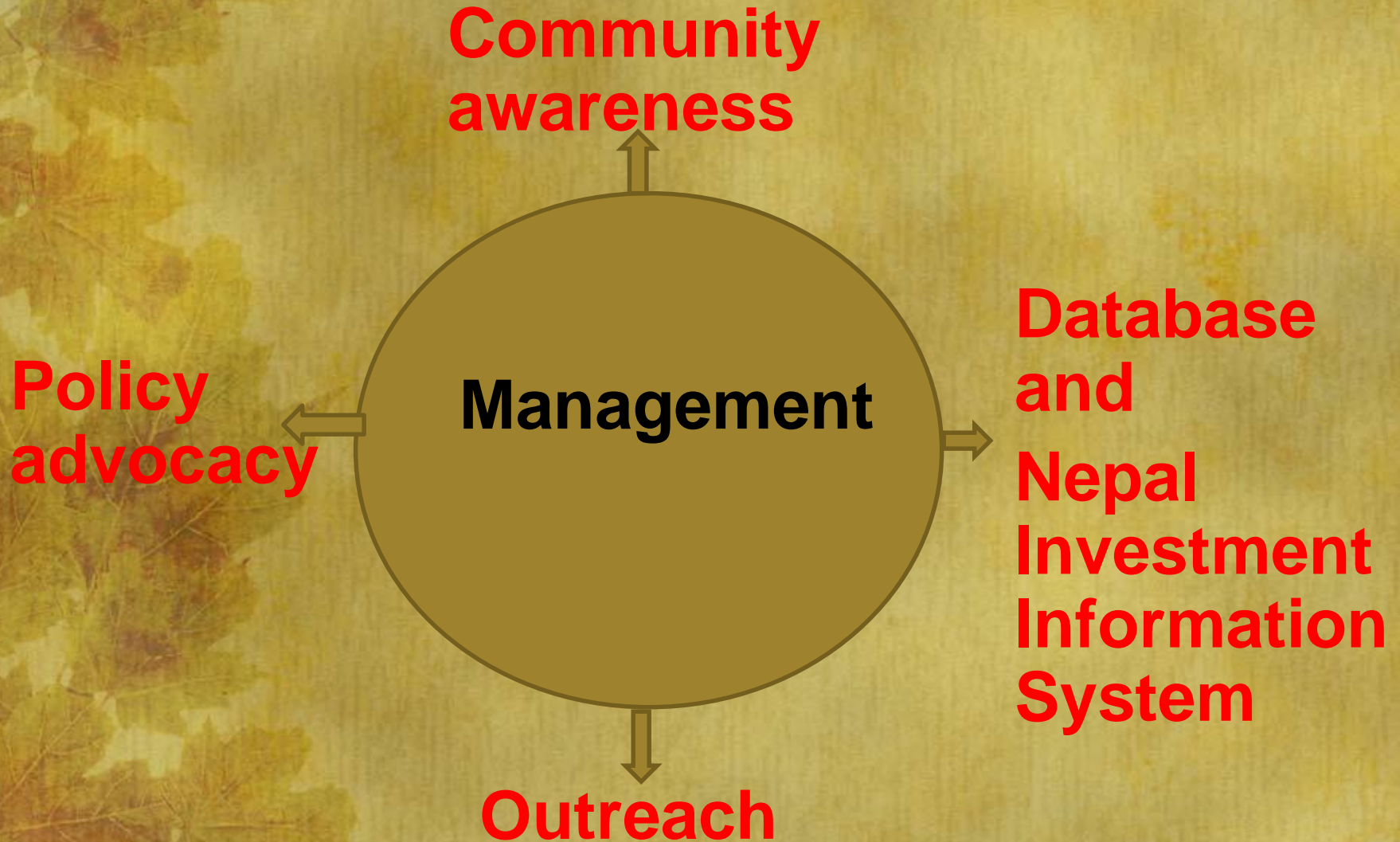
Dr. Dilip Panthee, North Carolina, USA

Mr. Shankar Gautam, Florida, USA

Dr. Khusi Ram Tiwari, Florida, USA

Asta-Ja Abhiyan Nepal

Five Components



Asta-Ja Awareness and the Management of Asta-Ja at Community Level



Community Forestry



Community Planning



Community Herb Garden



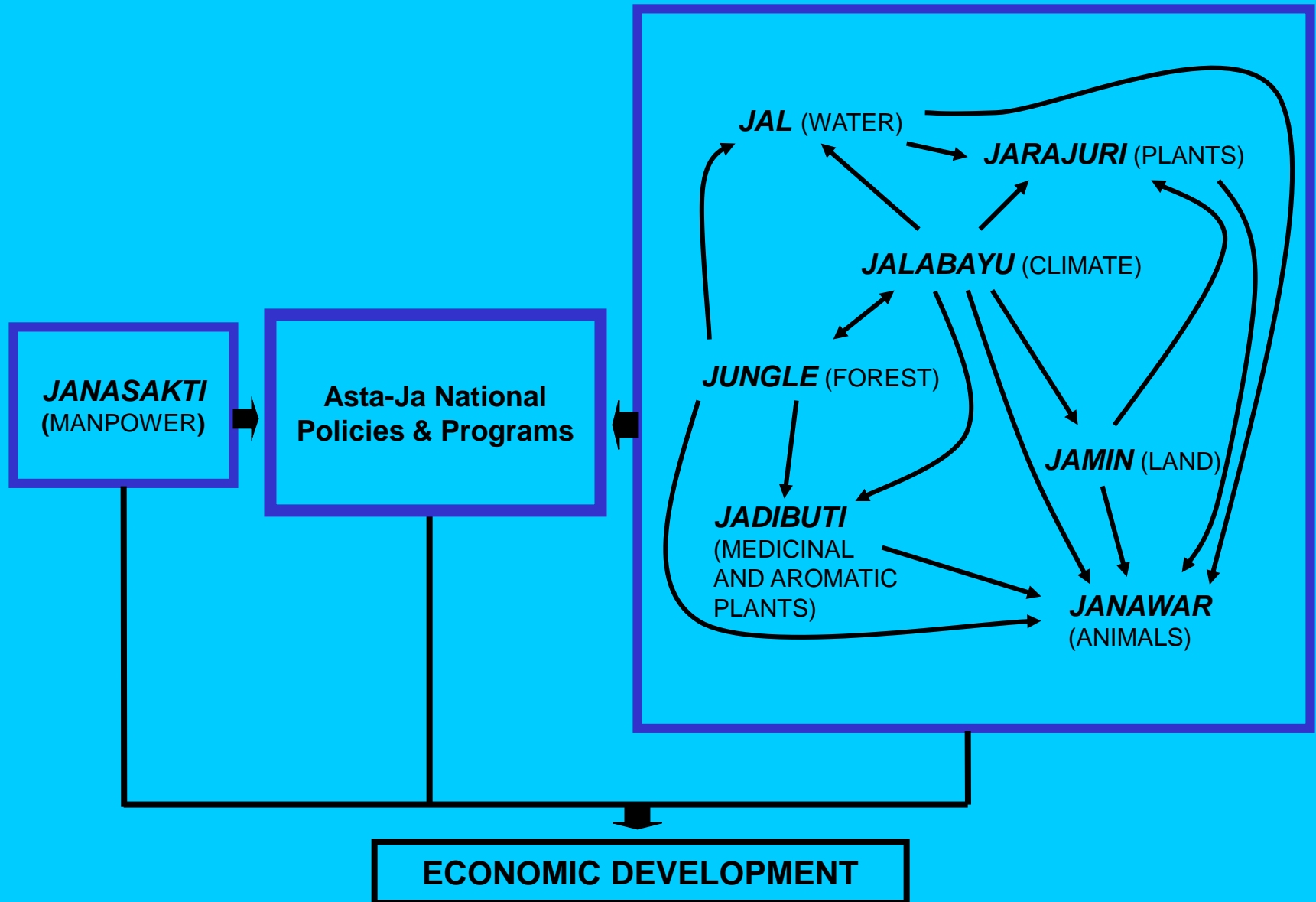
Community Water User Group

Community Land Management
Community Culture and Tourism
Community Pasture Management
Community Wildlife Group
Community Health and Education
Community Skill Development
Community Water Group
Community Forestry Group
Community *Jadibuti* Group

Asta-Ja Campaign

- National office, regional offices, local offices
- Nepalese diasporas and international relations
- Community awareness and stakeholders involvement
- Volunteers, farmer's groups, watershed groups, forest groups, community herbal groups, etc.
- Conferences, workshops, town hall meetings
- Policy discussions and debates
- Documentation and outreach – radios, TVs, newspapers, documentaries, brochures, booklets, art competition, quiz balls, poetry, exhibitions, public meetings, etc.

Asta-Ja Policies and Programs

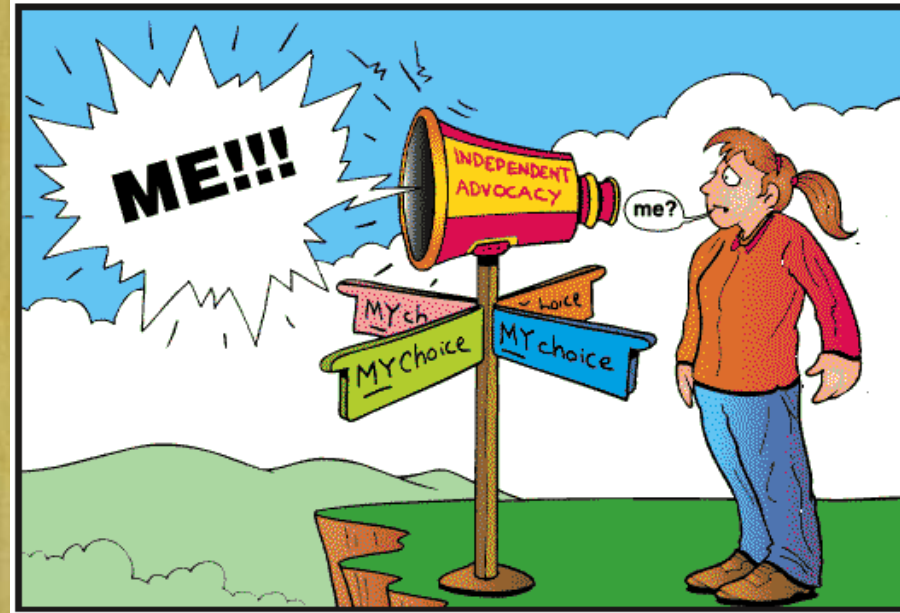


- Financial Policies
- Industrial Policies
- Resource Policies
- Educational Policies
- Energy Policies
- Land Policies
- Agricultural Policies
- Forest Policies
- Tourism Policies
- Other policies



Madheshi leader Upendra Yadav

POLICY



www.scotland.gov.uk/.../2007/09/03145057/4

Advocacy

Conclusions

- Asta-Jas are the treasures of Nepal.
- Holistic, participatory, interdisciplinary, and systems-based approach.
- Infrastructural development.
- Knowledge, skills and experiences.
- National movement.

Landscape uniqueness

Unique geopolitical setting

Birthplace of Lord Budha

Culture, tradition, ethnicities

Unique political transformation process

**Unique economic transformation
through Asta-Ja**

***Please join
the Asta-Ja campaign and
contribute to
the Economic Revolution in Nepal***



Thank You