



HAAT BAZAAR 12–15 March 2014

1. Background

Each year, ICIMOD organizes a theme-based fair for the general public as an outreach activity. The aim is to bring about awareness on a particular topic or theme that is of importance and interest to the people of the Hindu Kush Himalayan region. The event creates a platform for a wider audience to share, learn, and generate knowledge by interacting and networking.

A Green Solutions Fair was organized at the ICIMOD Knowledge Park at Godavari on Saturday, 8 December 2012 to celebrate International Mountain Day (11 December) and ICIMOD Day (5 December). The knowledge stalls showcased green solutions and green technology demonstrations giving the audience the opportunity to learn about green, user-friendly technologies and eco-friendly practices adopted by ICIMOD partners and private sector participants as well as those promoted at the ICIMOD Knowledge Park. An estimated 4,000 people attended the event from diverse backgrounds.

This year being the International Year of Family Farming and the 30th Anniversary of ICIMOD, a 'Haat Bazaar' is being organized with a focus on showcasing innovative farmer-based products, technologies, and approaches. The Haat Bazaar is being held at the Climate + Change exhibition at Nepal Art Council from 12 to 15 March.

2. Objective

To showcase, sell, and share knowledge about innovative farm products and practices.

2.1 Showcase innovative farming approaches: The Haat Bazaar will showcase sustainable farming practices and innovative products for income-generation that have been adopted by communities in the region. It will be a physical retail market featuring

items like organic foods sold directly by farmers as well as a place to demonstrate all aspects of practices related to farming like the use of organic fertilizers, irrigation options, terrace farming, unique products like ground apples, organic vegetable and fruits, and green technologies used in farming, among others.

2.2 Sell unique products: The event would also help farmers and organizations to participate and sell their food items directly to consumers. Visitors will have the opportunity to buy a variety of items and unique products. The Haat Bazaar will offer farmers an opportunity to develop potential links to wholesalers, food processors, or large grocery firms.

2.3 Share knowledge: The Haat Bazaar will be a platform to share knowledge among the exhibitors and participants who visit. The event could also be used to network with people in the same line of business or to link up with other related organizations. This would help in capacity building, developing networks and maintaining important social ties, linking rural and urban populations and even close neighbors in a mutually rewarding exchange. It would provide outlets for 'local' products with distinct and unique characteristics, which can increase pride and encourage visitors to return.

3. Target participants

A wide range of farmers both individuals and groups, organizations and institutions will be invited to participate to meet the objectives of the Haat Bazaar. A total of 30 participants representing various activities related to the theme of the event will be invited to participate. It is hoped that a wide range of visitors from the general public attend the event.

4. About the Haat Bazaar venue

The Haat Bazaar 2014 venue is at the Nepal Art Council in Kathmandu where the Climate+Change exhibition is going on. Climate+Change is a educational science exhibition with a focus on the Himalayas of Nepal, their glaciers, ecosystems and watersheds. The exhibition is based on a large selection of photographs and multimedia content with a strong emphasis on learning. It strives to promote dialogue among scientists, policy makers, young people, and the general public. The exhibition is being organized by ICIMOD and GlacierWorks. Partners include the US Embassy, UNICEF, Thinc Design, photo.circle, Nepal Tourism Board, and Nepal Art Council.

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