

Himmelblau in Nepal for Social Business of Child Watabaran Center Nepal

As part of Himmelblau's own Corporate Social Responsibility policy, where we take on an annual marketing project and/or training for a social organization, the 2011 project took us to Child Watabaran Center Nepal in Kathmandu.



In Spring 2011 Veronika and Sophie visited Child Watabaran Center Nepal (CWCN) for a full week to make an assessment of the Social Business Enterprise that CWCN runs alongside several programs for street children.



Models for parts of tailor-made shirts

The social business is meant to create a profit, that can partly be used to financially support the street children programs, and to provide an opportunity for vocational training for former street children. CWCN becomes less dependent on foreign donors this way and at the same time former street children can be reintegrated into society, a goal that we fully believe in and gladly support.

The goal of the assessment was to come up with recommendations regarding the products, structures and processes,

marketing and finance in order to make the business sustainable in the longer term and more profitable. Over the last year or so the Social Business Enterprise managed to obtain two Swedish clients: a large department store for which they produced several hundred computer bags, and a partnership with The Fair Tailor, a web-based company for tailor-made shirts. The contract with The Fair Tailor (TFT) is still in place and offers room for growth. We were impressed with the quality of the TFT product: a wide variety of choices in models and details (6 types of collars and various fits), nice Egyptian cotton fabrics, experienced tailors and good quality control. One of the tailors, Bishna, lived on the streets as a kid and has been reintegrated now after living for 6 years at CWCN.

Before we travelled to Nepal, we used social media to get in touch with other Europeans who produce clothing in Nepal and



Veronika and Sophie with key staff CWCN and SBE

who were generally very open in sharing their experience with us. This way, we went on a fast learning track regarding supply chain challenges when one produces in Nepal and sells in Europe. Desk research gave us a first insight into the world of fair trade production.



A week full of visits, interviews with the key staff and Board and analysis led to an extensive list of conclusions and recommendations, which we presented to the Board and management of CWCN and SBE. Himmelblau was also asked to conduct a workshop on fundraising during that week with participants of 12 member organizations of NOASC, the National Alliance of Organizations working for Street Children-Nepal. We also managed to squeeze in a visit to the beautiful girls and boys home that CWCN was able to

build thanks to the support of LeasePlan and an evening tour with the Mobile Health Service, which provides medical care and counseling to street children. It was very inspiring to spend a week in Nepal on a pro bono project of this kind, where we



Boy and girls at the Watabaran Homes with their judo medals

could make full use of our marketing and organizational skills. Working with a group of very motivated and socially driven people allowed us to recharge our batteries, even with a 16 hour power cut per day...

'All our projects involve some pressure cooking and this CWCN project was no exception. We prepare, come in, engage, discuss, deliver and meet the deadline. It is something we are good at and where our complementary skills come in handy.'

Sophie Vossenaar
Partner Himmelblau



Child Watabaran Center Nepal (CWCN)

Founded in 2002 by Mr. Tirtha Rasaili, a former journalist from Nepal. Veronika and Sophie got to know CWCN and Tirtha over five years ago, through their involvement with Net4kids. Tirtha has proven to be a talented social entrepreneur, motivated to make a difference for an underprivileged group in Nepal's society, who has grown the organization and its activities.

Bishnu, one of the tailors, and a former street child



Workshop on fundraising for NOASC members



The finishing touch on the tailor-made shirt is a handwritten thank you message from the tailor



How to contact Himmelblau

Call or mail and make an appointment with Veronika Uhl or Sophie Vossenaar to meet and/or exchange initial ideas.




Where to find Himmelblau

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What Himmelblau does

Himmelblau operates at the interface of marketing, brands and organisations, and prefers to work on the basis of human standards and an idealistic objective. We believe in people's capacity to help themselves. Provided the appropriate prerequisites are met.

With this conviction, Himmelblau advises and assists businesses and non-profit organisations with respect to:

- Marketing:** development and implementation of marketing strategy, positioning, and branding policy;
- Corporate Giving:** developing a strategic policy, selecting social goals, implementation, monitoring and evaluation;
- Development:** training programmes and workshops to create awareness or develop skills with regard to marketing, branding and corporate giving.

CSR policy Himmelblau

Annual project	<ul style="list-style-type: none"> - For a small/medium sized social organization - Led by strong social entrepreneur - In NL or abroad
Our contribution	<ul style="list-style-type: none"> - Marketing and/or training expertise - Access to our media - New connections and contacts

Project 2011: Social Business supporting CWCN

Approach	Desk research, interviews, field visit
Results	Recommendations made to the Board, new contacts
Next Steps	Operational plan is developed including follow-up projects taken on by volunteers of Swedish and Dutch donors.

Mobile Health Service: medical aid to street children (using the LeasePlan van)

