



# IMPACT NEWSLETTER

JULY - AUGUST 2023 EDITION

Dear Team,

We are pleased to present you the Impact Newsletter for the months of July and August 2023. This newsletter will serve as a regular communication tool to keep us informed and connected on important events and happenings in the Impact team.

We appreciate your help and positive feedback regarding the newsletter initiative throughout the last few months and we look forward to your continued support in the upcoming days as well.

If you want to volunteer or contribute to any upcoming newsletter(s), please do not hesitate to contact [pragya.pokharel@upaya.com.np](mailto:pragya.pokharel@upaya.com.np) or [nawang.sherpa@upaya.com.np](mailto:nawang.sherpa@upaya.com.np). We also welcome any feedback or suggestions you may have.

If you wish to unsubscribe from the monthly Impact Newsletter then please send an email to [pragya.pokharel@upaya.com.np](mailto:pragya.pokharel@upaya.com.np).



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# EMPLOYEE ENGAGEMENT COMMITTEE

We are super excited to announce the formation of the Employee Engagement Committee (EEC) at Upaya, an initiative aimed at enhancing our workplace culture and fostering a stronger sense of community among our team members.

To kickstart this exciting journey, we recently hosted an Open Mic event that not only showcased the diverse talents within our organization but also served as a delightful opportunity for everyone to come together and unwind. This event was a refreshing break from our daily routines, providing a platform for employees to share their creativity and passions.

The Open Mic event marked the beginning of what promises to be a series of engaging activities and initiatives led by our EEC. We look forward to creating more opportunities for connection, collaboration, and fun in the days ahead as we work together to make Upaya an even more vibrant and enjoyable place to work. Stay tuned for more exciting updates from our Employee Engagement Committee!



# SEMINAR ON CREATING A STRONG ONLINE PRESENCE

On the 18th of May 2023, Upaya organized a seminar with a primary focus on knowledge sharing and empowering esteemed clients. The seminar, titled "Creating a Strong Online Presence," was skillfully facilitated by Mr. Palam Thapa, a Senior Specialist in Digital Marketing.

During the seminar, three key focal points took center stage. First, participants delved into the art of leveraging Digital Marketing for Brand Growth, acknowledging that with 51.6% of the total population having internet access and this number projected to increase in the future, establishing an online presence has become not just relevant but imperative for businesses.

The second focal point focused on Creating Digital Campaigns, emphasizing the importance of understanding the core objectives and expected results when devising campaigns. Targeting the right audience and testing creative elements and ad copy were highlighted as keys to crafting effective campaigns.

The third point centered on Using the Right Platforms, with an emphasis on platforms like Facebook, Instagram, LinkedIn, YouTube, Google, and TikTok, each catering to different audiences and target segments. Understanding where one's audience resides and strategically planning campaigns accordingly was underscored as essential for achieving effective results.



# SEMINAR ON SALES SKILLS AND RELATIONSHIP BUILDING

On September 3rd, 2023, Upaya hosted a dynamic seminar with a sole mission of nurturing strong client relationships and enhancing sales negotiation skills. This seminar was designed to promote knowledge sharing and empower our valued clients. Led by the proficient Sales Director, Mr. Sunil Manandhar, the seminar provided a comprehensive exploration of key areas.

First and foremost, the seminar delved into the critical aspect of Client Retention, shedding light on strategies to retain and grow an existing client base. Secondly, attendees were immersed in the art of crafting Effective Client Onboarding Strategies tailored to diverse industry verticals, ensuring a seamless and engaging experience for new clients. Lastly, the seminar emphasized the importance of Strengthening Client Relationships, recognizing that long-lasting and robust client connections are the foundation of a thriving business. With 15 enthusiastic participants in attendance, this enlightening seminar took place at Carnival Restro. Upaya continues to be committed to empowering its clients with the knowledge and skills necessary to excel in the ever-evolving world of business and client engagement.





# UPAYA'S IN-HOUSE PRESENTATION WORKSHOP

Upaya hosted a thorough and interactive three-day presentation workshop exclusively for in-house members, with the primary goal of improving employees presentation skills. The workshop was expertly led by Mr. Palam Thapa, a Senior Specialist in Digital Marketing.

## Day 1: Understanding Presentation Fundamentals

The first day focused on the basics of effective presentations, beginning with the importance of knowing your audience's interests, hobbies, and passions to tailor your communication accordingly. Participants learned about common problems associated with presentations and why careful planning is essential. The significance of structuring presentation content effectively was emphasized, including how to tell a compelling story, as stories resonate with audiences more than dry facts or product details.

## Day 2: Mastering Presentation Design Tools

On the second day, participants were introduced to various presentation design tools, such as PowerPoint, Slides, Canva, and Keynote. Practical tips were shared, such as always knowing the presentation location to adjust slide sizes accordingly. Design principles were discussed, including selecting fonts that complement slides and ensuring readability. Participants learned how to source high-quality images that enhance the message and make a better connection with the audience. They were provided with resources for finding



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relevant pictures. The workshop addressed issues associated with bullet points and emphasized the use of one idea per slide with the inclusion of various shapes and relevant icons for visual appeal.

## Day 3: Elevating Presentation Delivery

The final day concentrated on breaking down tables into key points to facilitate storytelling and improve audience understanding. Participants were encouraged to unlearn certain presentation delivery habits and adopt more engaging practices. Key elements for delivering a dynamic presentation were discussed, such as maintaining eye contact, interacting with the audience, and using animations and transitions judiciously. Starting with statistics, questions, or impactful statements was recommended to capture the audience's attention. Participants were advised to avoid ending with standard phrases like "thank you" or open-ended questions, but rather, to conclude by summarizing key points or delivering a powerful quote. The workshop emphasized making presentations creative, entertaining, and memorable for the audience. The workshop concluded with a QR scanner leading participants to provide feedback on the workshop, ensuring continuous improvement and learning for future sessions.

As a culmination of the workshop, each of the 18 participants, representing various departments, was assigned a presentation topic relevant to their work. They had one week to prepare, and during their presentations, they were allotted five minutes each to demonstrate what they had learned and put into practice.

This workshop provided a holistic approach to presentation skills, combining both design and delivery aspects, and empowered participants to become more effective and engaging presenters in their respective roles within the organization.



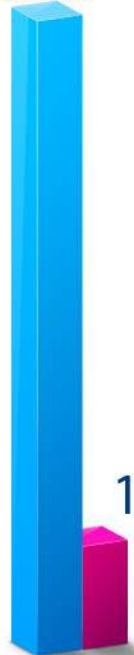
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# **SURVEY ON EFFECTIVENESS OF PERIOD LEAVE POLICY**



A recent survey was carried out to assess the efficacy of Upaya's period leave policy among female employees. The survey ensured anonymity and received responses from female staff members. The questionnaire covered various aspects, including the level of awareness among female employees about the existence of the period leave policy in the workplace, their comfort level in taking period leave, the impact of the policy on employee morale, and the effectiveness of the policy in promoting gender equality in the workplace.

85%



## **HAVE YOU MADE USE OF PROVIDED PERIOD LEAVE DURING YOUR MENSTRUAL CYCLE ?**



Yes, I have taken a day off using the period leave

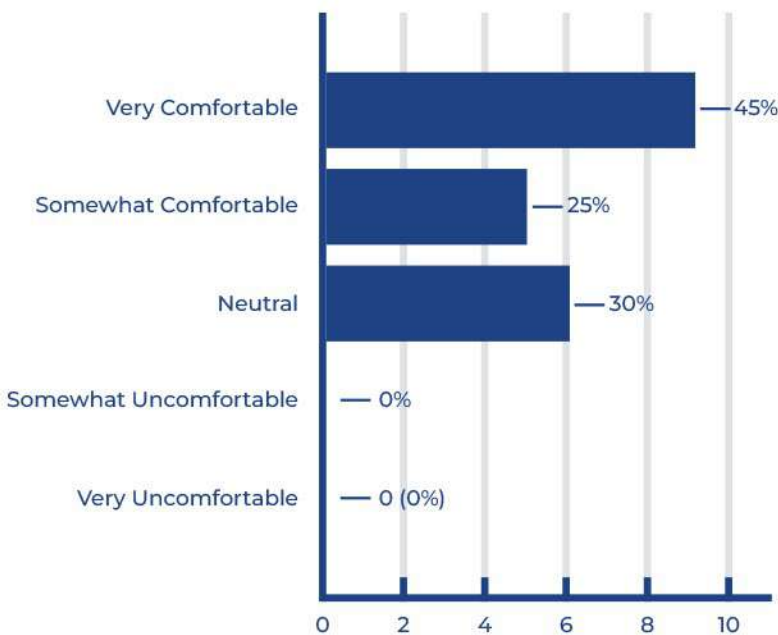
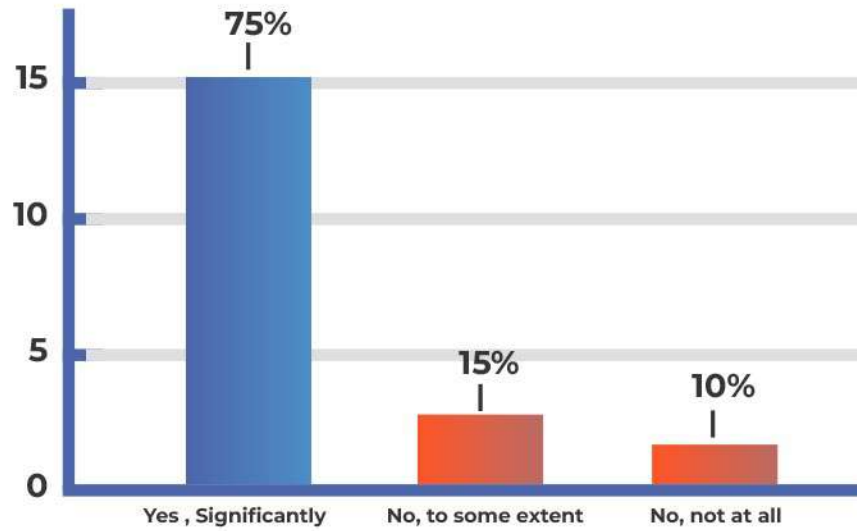


No, I have not utilized the period leave

15%



## IF YOU HAVE TAKEN PERIOD LEAVE, DID IT POSITIVELY IMPACT YOUR WELL-BEING AND PRODUCTIVITY?

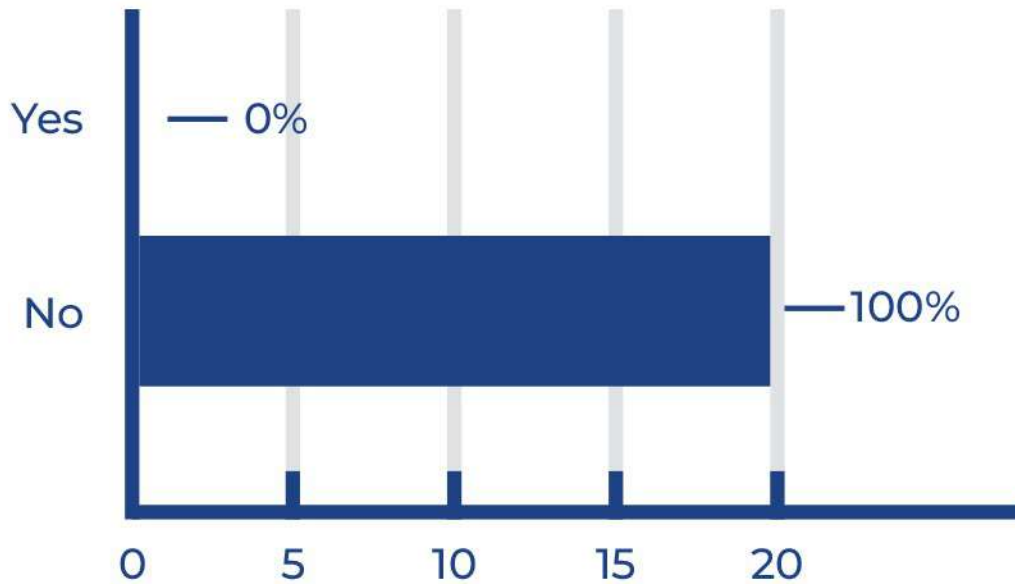


## HOW COMFORTABLE DO YOU FEEL TAKING PERIOD LEAVE FROM WORK

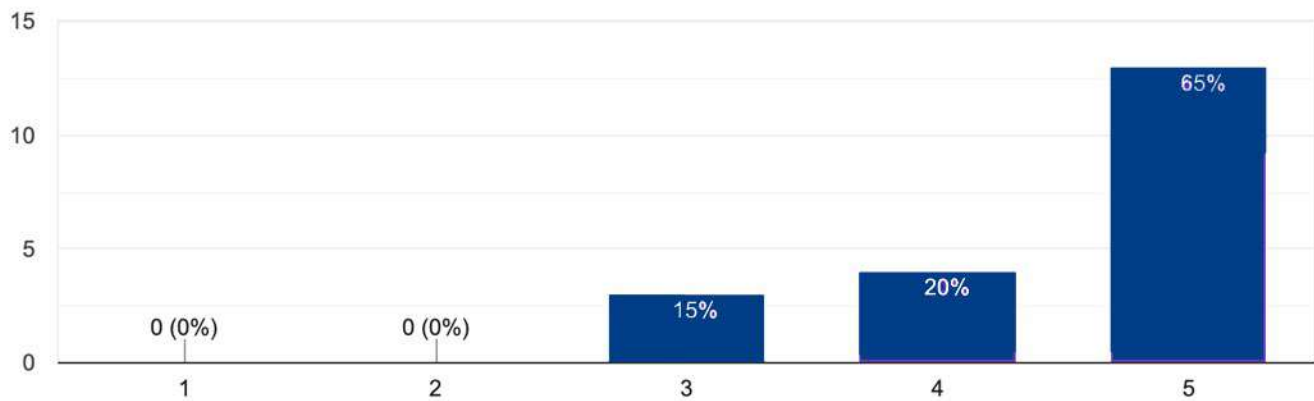




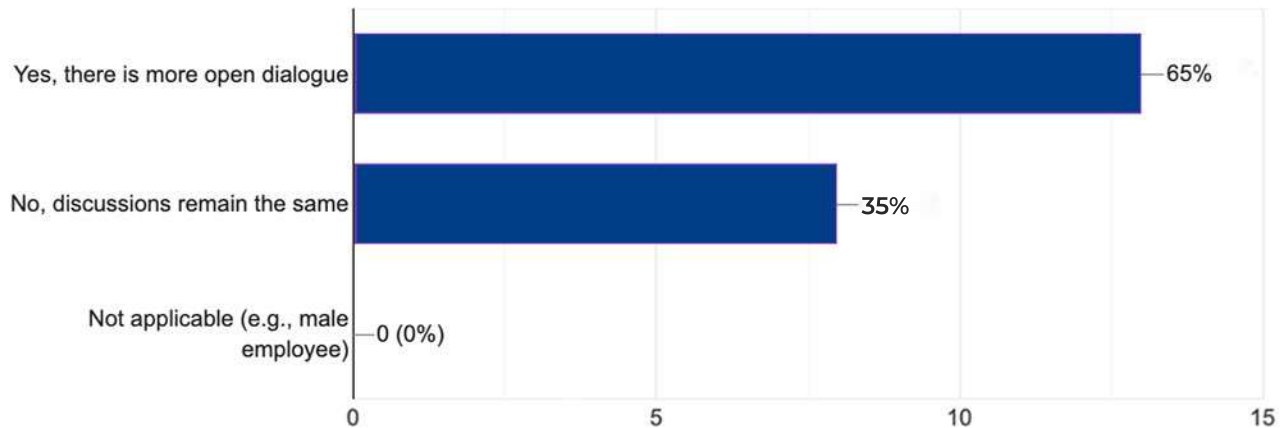
## HAVE YOU EVER FELT JUDGE OR DISCRIMINATED AGAINST FOR TAKING PERIOD LEAVE AT WORK ?



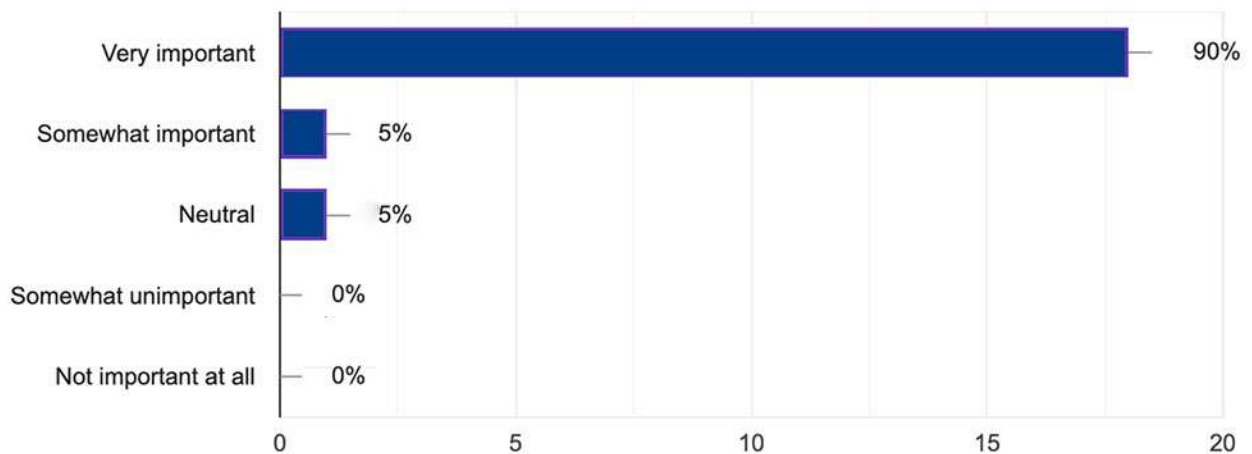
## ON A SCALE OF 1 TO 5 , HOW SUPPORTED DO YOU FEEL BY YOUR MANAGER AND COLLEAGUES WHEN TAKING PERIOD LEAVE



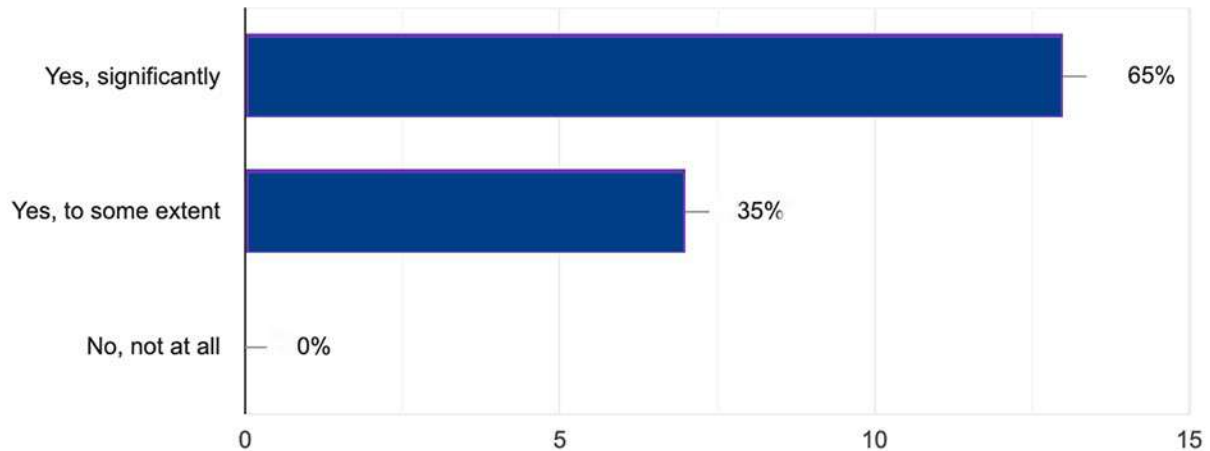
## HAVE YOU OBSERVED ANY CHANGES IN WORKPLACE CULTURE REGARDING DISCUSSION AROUND MENSTRUATION SINCE THE IMPLEMENTATION OF THE PERIOD LEAVE POLICY?



## HOW IMPORTANT IS IT FOR WORKPLACES TO HAVE A PERIOD LEAVE POLICY ?



## DO YOU BELIEVE THE PERIOD LEAVE HAS POSITIVELY IMPACTED OVERALL EMPLOYEE MORALE ?



## HOW WOULD YOU RATE THE EFFECTIVENESS OF THE PERIOD LEAVE POLICY IN PROMOTING GENDER EQUALITY IN THE WORKPLACE ?

