

ANNUAL REPORT - 2023

Narrative Program Report



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1. Summary :

In 2023, Kayapalat implemented a comprehensive youth-led Plastic Free Campaign (#PannisadurJanakpur) in Janakpurdham Sub-Metropolitan City to address escalating plastic pollution and its impacts on public health, the environment, and climate resilience. The program combined community dialogues (Kachahari Bahas), school-to-school campaigns, public demonstrations, digital advocacy, stakeholder consultations, and policy-level engagement, ensuring meaningful participation of children and young people from diverse backgrounds. As a result, noticeable behavioural changes were observed at household, school, market, and community levels, including reduced use of plastic bags, adoption of alternatives, and increased public accountability toward waste management practices.

The campaign directly reached 1,275 people and indirectly influenced more than 111,100 individuals, significantly expanding awareness and social pressure for action. Importantly, the initiative strengthened youth leadership, child participation, and inclusive civic engagement, while supporting local authorities to initiate monitoring mechanisms, public-private partnerships for waste recycling, and policy discussions toward declaring Janakpurdham plastic-free. Overall, the program contributed to sustainable community transformation, climate action, and environmental governance, aligning local action with national priorities and global commitments.

2. Biggest Achievement: Youth-Led Plastic Free Campaign

The biggest achievement of the annual progress report 2023 are following:

2.1. Context & Problem Addressed

- Uncontrolled use of single-use plastic in Janakpurdham Sub-Metropolitan City was causing severe environmental degradation, public health risks, and negatively impacting the cultural and aesthetic value of the city.
- Lack of behavioural awareness, weak enforcement, and limited youth and child participation in environmental governance intensified the problem.

2.2. Youth-Led Strategic Intervention

Kayapalat initiated the #PannisadurJanakpur Plastic Free Campaign, mobilizing children and youth from diverse social backgrounds to act as change agents. The

campaign integrated community awareness, school engagement, public demonstrations, digital advocacy, and policy dialogues, ensuring multi-level impact.

2.2. Key Activities Implemented

- Organized Kachahari Bahas (open dialogues) with community members, market actors, local authorities, and provincial representatives.
- Conducted school-to-school campaigns, forming Eco Clubs and promoting plastic-free practices within school environments.
- Implemented public demonstrations and street campaigns to raise visibility and exert civic pressure.
- Ran a large-scale social media campaign, reaching over 105,000 people, to amplify youth voices and sustain public discourse.
- Facilitated stakeholder and policy consultations with municipal authorities to promote regulatory action.

2.3. Measurable Results & Evidence

- 1,275 people reached directly and over 111,100 reached indirectly, adjusted for double counting.
- Reduction in the use of plastic bags observed in markets, households, and schools.
- Schools restricted plastic use and introduced plastic-free classroom practices.
- Private sector actors (e.g., local showrooms) adopted cloth-based packaging.
- Increased public demand for monitoring and regulation of plastic waste.

2.4. Policy & Systems-Level Outcomes

- Janakpurdham Sub-Metropolitan City initiated market monitoring to reduce plastic use.
- Local government engaged in public-private partnership (PPP) discussions to establish a waste recycling plant in support with Asia Development Bank.
- Evidence from household surveys supported municipal planning for waste management reform.
- Strengthened momentum toward adopting a plastic-free policy framework at the municipal level.

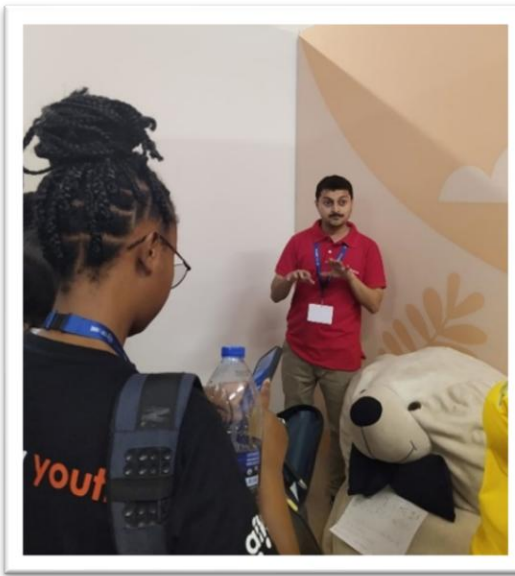
2.5. Impact on Children, Youth, and Communities

- Children and youth developed leadership, advocacy, and civic engagement skills.
- Families and communities adopted environmentally responsible behaviours.
- Youth voices were recognized as legitimate contributors to environmental governance and climate action.
- Alignment with Global and National Commitments

2.6. Directly contributes to Sustainable Development Goal 13 (Climate Action).

- Supports Article 30 of the Constitution of Nepal, ensuring the right to a clean and healthy environment.
- Reinforces Nepal's broader climate resilience and environmental protection commitments.

International Exposure and Global Advocacy at COP 28



In 2023, Kayapalat achieved a significant milestone by participating for the first time in the 28th Conference of Parties (COP 28) in Dubai, representing Nepal at a global climate platform. Through youth representation, Kayapalat amplified the voices of children and young people from climate-vulnerable Himalayan regions, with a particular focus on Black Carbon, one of Nepal's most critical yet under-discussed environmental challenges. Participation in high-level sessions, including discussions hosted by the Clean Air Fund and YOUNGO, enabled Kayapalat to highlight the severe impacts of Black Carbon on Himalayan glaciers, air quality, public health, and children's well-being.

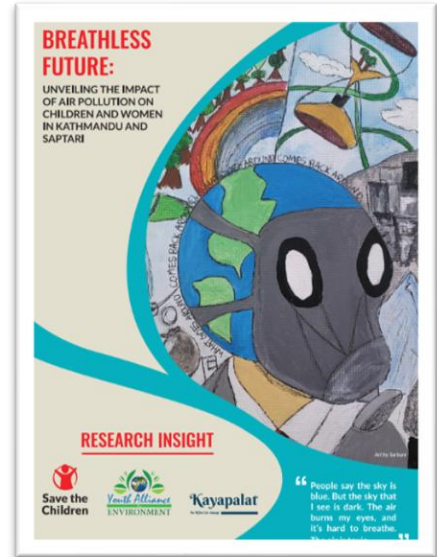
Creative advocacy tools such as the Saathi–Air Bear campaign effectively communicated complex climate and air pollution issues, drawing strong engagement from global delegates, youth networks, and policymakers.

Engagement at the Nepal Pavilion further strengthened dialogue with national representatives, advocating for meaningful youth participation and the integration of Black Carbon concerns into Nepal's climate policies and Nationally Determined Contributions (NDCs).

2.7. Evidence-Based Engagement through the Breathless Future Initiative

Alongside global advocacy, Kayapalat contributed to the Breathless Future initiative by supporting data collection, surveys, and evidence generation on air pollution and climate-related health impacts. This evidence-based approach strengthened the linkage between grassroots realities and policy-level advocacy, ensuring that youth-led climate action was grounded in lived experiences and credible data.

The findings highlighted air pollution as a major public health concern, particularly affecting children and marginalized communities, and reinforced the need to integrate health considerations into climate mitigation and adaptation strategies.



Insights generated through the initiative informed Kayapalat's national and international engagements, including COP 28, enhancing the organization's credibility as a youth-led actor capable of translating local evidence into meaningful contributions to global climate discourse and child-responsive climate action.

2.8. Why This Achievement Matters

- Demonstrates how youth-led, community-driven action can translate into behavioural change, institutional response, and policy momentum.
- Establishes a replicable model for plastic pollution reduction and climate action in other municipalities of Madhesh Province and beyond.

3. Major Success and Achievements at Result Level

Program Successes/ Achieved Results (output, outcome or impact)	Socio- ecological level	Steps taken to address the inequality and discrimination	Next steps
1. Behavioral Change	Child	They has started to communicate about 'Gutki' mascot under #pannisadurjanakpur campaign.	Monthly engagement program will lead them to make responsible.
	Family	Started to motivate inside the home and motivating the alternatives	
	Community	Allocation of dustbin and reducing the plastic	Segregation dustbin needs to allocate in public places
	Institution	Doing advocacy to mark plastic free	
	Policy	Convincing the sub metropolitan board to pass for plastic free policy in janakpurdham.	Regular policy and empowerment needs to make understanding about the plastic pollution.
2. Community Transformation	Child	They were skilled up with double down approach	Empowerment to take action is needed with in them,
	Family	Parents agreed to engage their children to take action	Schooling and rewards needs to address
	Community	Significant reduction in the use of plastic bags within the community	
	Institution	Engaged those young peoples for quick transformation	
	Policy	Sustained advocacy contributed to increased commitment from Janakpurdham Sub-Metropolitan City toward developing and enforcing plastic-free policies.	
3. Education & Awareness		People perception and impact was introduced to stop the use of plastics bags. People double down the voice to have strictly monitored on plastic pollution.	

4. Highlights of progress at key activities level :

Sub theme	Key activities performed	Description on process/ progress and Qualitative change	Quantitative progress	Remarks
Shift and Advocacy	Dialogue with Stakeholders for Plastic free policy	Process : Local Stakeholders and Local Government along with Provincial Parliament Member was called for the dialogue on the contextual problem of plastic pollution seen in the Janakpurdham. Young people and Activist were called for dialogue program to pressurize stakeholder for plastic free policy. Progress : Local authorities started to monitoring local shops to reduce plastic use. Also, in coordination with KAP Janakpurdham sub metropolitan city done household survey to find out the situation report of waste produced in Janakpur. Qualitative Change: Janakpurdham sub metropolitan city started PPP approach to establish plant for waster recycle & connected with the local approach Called private sector for their improvement to reduce the waste produced 48.86 tone per day.	102	
	'Kachahari Bahas' Open Dialouge with Community People and Stakeholder	Process : In the open dialogue series (Kachahari Bahas), Local authorities and stakeholders were marked as a panelist and was organized in busy market area Janak Chowk. Local people were called for meaningful participation and to pressurize authorities to be responsible to solve plastic pollution. Progress : Local authorities initiated monitoring of plastic use in markets and households.	127	
	'School to School Campaign	Process : In this campaign three school (<i>Siddhartha Shishu Sadan, Gyankoop Sanskrit School & Sankat Mochan School</i>) were coordinated by Janakpurdham Sub metropolitan city education department to	240	

		aware and educate the teens and children about the impact of plastic pollution. Progress : KAP Eco Club were formed in each school and were marked with the tentative ideas on implementation of the indicators to make plastic free school. Eco club are doing different action such as inter school trash collection, No plastic in classroom etc...) activities are doing by eco club member. Qualitative Change: Student seems more responsible to stop using the plastic bags inside school. Junk food is restricted inside the school premises. Also, management team of government school set up goal to mark school plastic free by 2024 end.		
	Social Media Campaign	Process: Everyday post regarding the #pannisadurcampaign was initiated to engage and brand the campaign was shared at digital platform. Progress: People bogged down in social media started changing their practices in terms of using materials of plastics in their daily lives. Furthermore, the participants have also engaged in raising awareness against the use of plastics. In addition to it, the common people have also stated texting message to kayapalat to organizes more and innovative program to raise the awareness with regards to anti-plastic pollution.	105000	
	Panni-Demonstration Campaign	Process : The organizer educated campaigners about the negative impact of using plastic in human health and environment under the broader framework of panni sa dur – campaign(also known as anti- plastic campaign). Additionally, there was the consultation among the campaigner to launch the campaign, expecting to raise awareness and exerting	86	

		the pressure to concern authorities to take necessary steps against plastic pollution. Progress: The behaviors and attitudes, as demonstrated with consultation with stakeholders, have been changed. As a result, the use of plastic in daily lives has reduced in Janakpur Dham. Furthermore, new sorts of public discourse against plastic pollution have deepened, as shown by various local medias.		
	1st Provincial Level Plastic Free Summit	Process: Topic, participants, resource person, venue and logistic management were managed to hold summit. During the summit, resource person highlighted the issues on plastic pollution followed by intensive and critical discourse. Progress: Participants received adequate information about the various dimensions of plastic pollution. As indicated, the participants have changed their attitude and behavior. Furthermore, youth have started advocating and campaigning against plastic pollution at their locality.		
	Occasional Event	Process: At times best on the context, various activities, engaging young campaigners living in Madhesh Province, have been organized. Progress: The public discourse has been initiated, exerting pressure on local authorities.		

5. Total Reach :

	People Reached Directly						
	Children Reached Directly			Adults Reached Directly			Total People Reached Directly
	Girls	Boys	Sub-Total	Women	Men	Sub-Total	
Grand total of people reached directly <i>(corrected for double-counting)</i>	96	106	202	423	650	1073	1275

	People Reached Indirectly						Total People Reached Indirectly
	Children Reached Indirectly			Adults Reached Indirectly			
	Girls	Boys	Sub-Total	Women	Men	Sub-Total	
Grand total of people reached indirectly <i>(corrected for double-counting)</i>	2500+	3600+	6100+	45000+	60000+	105000+	111100+

6. Summary of Community Mobilization/ Community led action/ mobilization of community structures

Kayapalat adopted a participatory and community-driven approach to mobilize local structures, ensuring that children, youth, community members, and local authorities were actively engaged throughout the Plastic Free Campaign (#PannisadurJanakpur). Community mobilization was not limited to awareness-raising; it focused on building ownership, strengthening local leadership, and enabling collective action to address plastic pollution and environmental health concerns.

Key Community Mobilization Processes and Actions Included:

- Communities were consulted during the planning and implementation phases, ensuring local concerns, priorities, and cultural contexts informed program activities.
- Community members, youth groups, market actors, and local authorities participated in public dialogues, creating safe spaces for discussion, accountability, and shared problem-solving around plastic pollution.
- Children and youth served as frontline mobilizers, leading awareness campaigns, demonstrations, school-based actions, and digital advocacy, strengthening their role as active citizens.
- Formation of Eco Clubs in schools strengthened grassroots leadership and sustained action beyond project timelines, linking schools with broader community initiatives.
- Community-Based Advocacy: Community members collectively pressured local authorities to improve waste management systems, regulate plastic use, and adopt environmentally responsible practices.
- Partnership with Local Institutions: Collaboration with schools, civil society organizations, private sector actors, and municipal bodies reinforced coordinated responses and shared responsibility.
- Behavioural Change at Household and Market Levels: Community engagement resulted in reduced plastic use, increased adoption of alternatives, and growing demand for waste segregation and public infrastructure support.

Overall, the community mobilization process fostered collective ownership, strengthened social accountability, and enhanced community resilience, demonstrating that community-led action—when anchored in youth leadership and inclusive participation—can drive sustainable environmental change and support responsive local governance.

7. Challenges

- Despite notable progress, the program encountered several challenges that affected the pace and scale of implementation. These challenges also provided important learning opportunities for strengthening future interventions.
- Limited financial resources restricted the scale and continuity of planned activities. As a result, several actions relied heavily on voluntary contributions and in-kind support, which, while effective, constrained expansion and sustainability.
- Many youth and child participants were balancing academic responsibilities, limiting their availability for consistent engagement. This affected scheduling and the frequency of activities during certain periods.
- Traditional norms and societal perceptions often underestimated the role and capacity of youth in influencing policy and governance, creating initial resistance from some community members and stakeholders.
- The absence of dedicated technical staff, particularly in finance and documentation, placed additional pressure on program teams and slowed administrative and reporting processes.

8. Lessons Learned

- Program effectiveness increases when budgets allow flexibility to respond to emerging community needs and opportunities rather than being overly restricted.
- Aligning activities with academic calendars and offering flexible engagement options improves youth participation and sustainability.
- Regular coordination and dialogue with policymakers strengthen ownership, improve responsiveness, and accelerate policy-level outcomes.
- Timely and systematic documentation of activities, outcomes, and evidence enhances visibility, accountability, and learning.
- When communities and local institutions take ownership of initiatives, behavioural change becomes more durable and scalable.

9. Conclusion

The 2023 Sponsorship Program implemented by Kayapalat demonstrates the transformative power of youth-led, community-driven climate action in addressing plastic pollution and environmental health challenges in Janakpurdham and beyond. Through inclusive engagement of children, youth, families, communities, institutions, and policymakers, the program successfully translated awareness into behavioural change, strengthened civic participation, and generated momentum for policy and systems-level responses. The #PannisadurJanakpur campaign not only reduced plastic use and enhanced public accountability but also positioned young people as credible actors in environmental governance.

The program's reach and impact were further strengthened through evidence-based advocacy and international exposure, including participation in COP 28, where local realities from Nepal were elevated to the global climate agenda, particularly on the critical issue of Black Carbon. Contributions to initiatives such as Breathless Future reinforced the importance of linking grassroots evidence with national and global policy dialogue, ensuring that climate action remains child-centered, health-focused, and inclusive.

While challenges related to resources, time constraints, and systemic barriers persisted, the lessons learned provide a strong foundation for future programming. Moving forward, Kayapalat remains committed to scaling up community-led climate action, strengthening partnerships with local and national authorities, and advocating for responsive, child- and youth-inclusive climate policies. The experience of 2023 affirms that sustainable environmental change is achievable when communities—especially children and young people are empowered to lead, collaborate, and hold decision-makers accountable.

ANNEX-I

Case Story I

Empowering Tomorrow: Dibesh Kushwaha's Leadership Journey in Climate Justice

In the heart of Naktajhih, Dhalkewar, Dhanusha, a 19-year-old activist named Dibesh Kushwaha has emerged as a beacon of change in the fight against climate injustice. Dibesh recognized the urgent need for action and took it upon himself to lead a transformative campaign, the #pannisadurjanakpur initiative, aimed at creating a plastic-free Janakpur.

Dibesh's journey began with a profound awareness of the climate crisis affecting his community. Armed with passion and determination, he embraced the role of a climate justice advocate. As a campaigner for #pannisadurjanakpur, he orchestrated efforts to combat the pervasive plastic pollution in Janakpur, highlighting the critical importance of this issue.

One of Dibesh's key strengths lies in his ability to effectively communicate the urgency of climate action. He took on the responsibility of writing articles and reports, using news media platforms to shed light on the climate change impacts unfolding in Janakpur and the broader Madhesh province. Through his articulate and compelling narratives, Dibesh ensured that the voices of the youth resonated, emphasizing their awareness of the environmental challenges faced by their community.

Dibesh not only spoke about change but actively led by example. He groomed himself into a formidable advocate for climate justice, advancing the rights of the climate through his unwavering commitment. At Kayapal, he cultivated leadership skills that propelled him to the position of Campaign Coordinator for #pannisadurjanakpur.

In this leadership role, Dibesh orchestrated a multifaceted approach to addressing the climate crisis. He engaged with young fellows, fostering a community of advocates committed to the cause. Dibesh seamlessly integrated academic research into his advocacy work, ensuring that initiatives were grounded in evidence and could effectively tackle the impact of climate change.

Dibesh Kushwaha's story is one of resilience, leadership, and a relentless pursuit of climate justice. Through his dedication to the #pannisadurjanakpur campaign, he has not only raised awareness but has also inspired a generation to take charge of their environmental destiny. As a leader, he continues to pave the way for a sustainable future, proving that age is no barrier when passion and purpose align for the greater good.

CASE STORY II

Catalyst for Change: Himani Avya's Inspiring Journey to a Plastic-Free Community

In the heart of her community, 18-year-old Himani Avya stands as a catalyst for positive transformation, taking bold action to address the pervasive issue of plastic pollution.

Witnessing the detrimental impact of plastic bags on her surroundings, Himani embarked on a mission to raise awareness and foster change.

Motivated by a deep sense of environmental responsibility, Himani initiated a grassroots campaign aimed at discouraging the use of plastic bags within her locality. Her campaign focused on education and community engagement, with the ultimate goal of replacing plastic bags with eco-friendly alternatives.

Himani's approach was both innovative and effective. Through various awareness initiatives, she successfully conveyed the detrimental effects of plastic pollution to her community. Her efforts were not limited to rhetoric; Himani led by example, demonstrating the use of cloth bags as a sustainable alternative to plastic.

The impact was tangible and swift. Inspired by Himani's passion and commitment, the people in her locality embraced the shift from plastic to cloth bags. What began as a personal mission evolved into a community-wide movement, with individuals actively choosing eco-friendly options to reduce their environmental footprint.

Himani's story exemplifies the power of individual action in creating widespread change. Her dedication to the cause of plastic-free living has not only transformed the habits of her community but has also set a precedent for sustainable living. In the spirit of Himani Avya's leadership, a once plastic-laden community now stands united in the collective effort to create a cleaner and greener environment for generations to come.

a. Media coverage (local & National, print and electronic media)



- <https://fb.watch/prTy-sGuxh/> (NTV)
- <https://www.facebook.com/KayapalatNepal/videos/1483716977992402> (Kantipur TV)
- <https://www.facebook.com/KayapalatNepal/videos/2457768117705904>

b. Media coverage

- <https://fb.watch/prS8PsfThJ/>
- <https://nagarikmirror.com/12453/>

- <https://www.insec.org.np/insec-news/%E0%A4%B5%E0%A4%BE%E0%A4%A4%E0%A4%BE%E0%A4%B5%E0%A4%B0%E0%A4%A3-%E0%A4%B8%E0%A4%82%E0%A4%B0%E0%A4%95%E0%A5%8D%E0%A4%B7%E0%A4%A3%E0%A4%95%E0%A4%BE-%E0%A4%B2%E0%A4%BE%E0%A4%97%E0%A4%BF-%E0%A4%95/>
- <https://nagarikmirror.com/12897/>
- <https://www.facebook.com/100080142293655/posts/300999422581465/?mibextid=JgRn7n7jRVACbyL>
- <https://www.facebook.com/100080142293655/videos/982603962945146/>
- https://newsofmadhesh.com/29016/?fbclid=IwAR1-G6l9_Y7YZUqJ27PGQuUMUveE0tKDBOKYnI7KE5Tq2iR9EH8CA_8_AH4
- [जलवायु परिवर्तनका कारण पनि महिलामा प्रजनन सम्बन्धी समस्याहरु देखिन्छःडा. रुबी सिंह | By Mithila Pati | Facebook](#)
- [आफ्नो वातावरण हामी आफैं पनि जानी -नजानी र फोहोर फ्याक्ने ठाउँको अभावमा फोहोर गर्दैछौःरेखा दत्त | By Mithila Pati | Facebook](#)
- <https://nagarikmirror.com/11516/>
- <https://shirishnews.com/2023/09/15/46146/?fbclid=IwAR2hOg8XV73jei2Xtai4jsWlYu6wW0DrZYZVZk4SghL1HnZ6WCOGRd6QrJA8>