**Background:**

Nepal, a country having a plenty of natural resources and cultural heritages, has not been still able to utilize the resources to extreme level. There are many places in Nepal which are still behind the scene.

And, even the places which are well known, have not received a number of visitors.

In such situation, this programme aims to point out various places in Nepal worth extreme importance and value. This programme utilizes the most efficient group of people, which is youth, to locally conserve and promote various tourist sites of the nation.

Not only that, we focus to dedicate local people to conserve their own resources through youth. It is a matter of shame that people of Nepal do not give dignity to labor. In such a context, we prove Nepalese that work has its own dignity and none of the work is inferior. Any work done towards the nation makes motherland happy. It also develops the volunteerism among the students and the people.

Government, which should have carried out the various development projects, is busy with its own game. Now, the time has come for the youth, being the pillar of the nation to mobilize each and every citizen through their creative approach and work. The situation Is to be created that whenever anyone throws a litter on the road, the other one screams aloud, “Hey, Don’t you feel ashamed to make your home dirty?”

And with everyone’s support we are creating the new Nepal, peaceful and clean so that whenever any foreigner lands here, he says, “This is not Nepal; this is a dreamland, heaven on earth.”

**Targeted Group:**

The programme primarily targets youth and secondarily influences every citizen of Nepal.

**Benefited group:**

The programme makes youth aware about their responsibility towards the nation. It is because we make youth to voluntarily work to preserve natural, cultural, historical and religious resources at various places. It also makes the local people aware about the precious ornament they have in their locality. It also increases the public participation in such a revolutionary approach. It helps to preserve the various resources which are in the condition to extinct. It also makes youth dedicated towards social service. It also aims to promote Nepal Tourism Year-2011.

**Nature of Programme:**

Name of programme:

Time duration: 25 Minutes

Day: Every Saturdays

Time: 5:30 to 6 pm

Broadcasting Channel: NTV2 Television

**Programme Includes:**

1. Each episode includes a different college/institution/organization. A short description of the college/institution/organization is incorporated.
2. Certain numbers of students are taken to a place with natural/religious/cultural/historical importance.
3. Cleanliness and maintenance program is performed at the venue. If possible, painting will also be done at the venue.
4. Local people are interrogated about the establishment and importance of the venue along with the expert advice regarding the complete description of the place.
5. A **popular celebrity** is also called at the spot and he/she also takes part in venue conservation.
6. The celebrity messages the locals regarding the conservation of the venue.

**Estimated budget:**

|  |  |  |
| --- | --- | --- |
| S.N. | Heads | Amount |
| 01. | Camera-2/ Cameraman-2 | 4000 |
| 02. | Editing | 3000 |
| 03. | DV Cassete-5 | 700 |
| 04. | Director/script | 2000 |
| 05. | Host | 1000 |
| 06. | Transportation | 1500 |
| 07. | Tv Casting | 10000 |
| 08. | Fooding | 3000 |
| 09. | Communication | 1000 |
| 10. | Miscellaneous | 2000 |
|  |  |  |
|  |  |  |
|  | Total expense per week | Rs. 28200 |
|  |  |  |
|  |  |  |

**Programme Language:**

Nepali and English

**Major objectives of the programme:**

1. To empower youth of our nation.
2. To motivate youth to take part in programme: this reflects nation’s glory.
3. To mobilize youth in protection and conservation of Nepal’s resources.
4. To deliver a good message to the society.
5. To make youth engaged in some developmental works, rather than letting them enjoy narcotic products.