



BYOUDOU

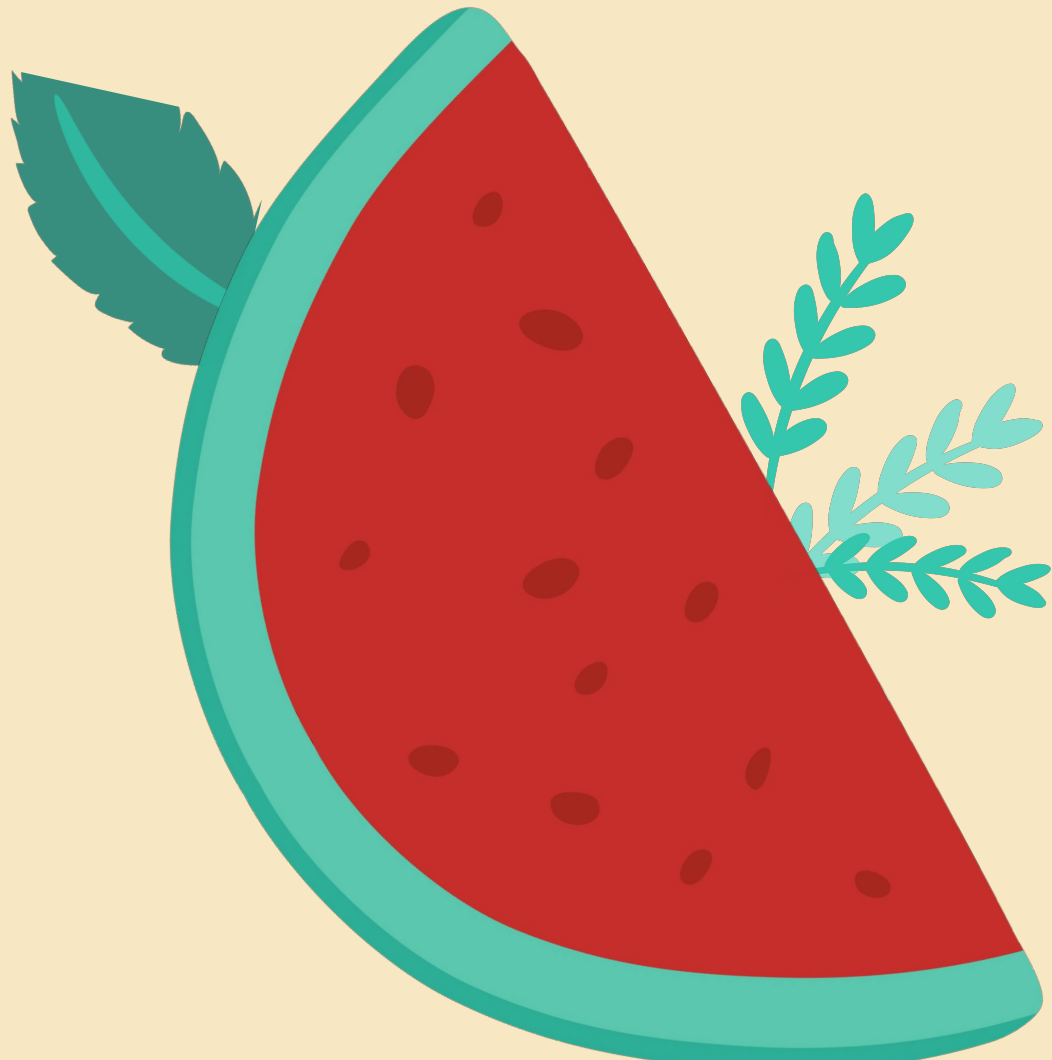
PROMOTING LOCAL FARMERS

Implementation Week



OVERVIEW OF THE PROJECT

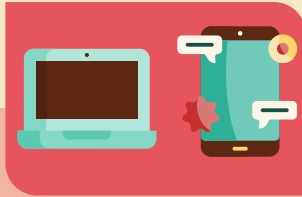
**Ensuring economic sustainability , food
security and healthy living**



OUR TEAM

SAMIKSHYA POUDEL
MANISHA KOIRALA
THWE THET HTAR SAN
AKITO SUZUKI
KAHO EGAWA
SASTI VERMA

SOLUTIONS WE IMPLEMENTED



ONLINE VIDEO
COMPETITION

#IPROMOTELOCALFOOD
#MEROSATHIPROJECT

Videos showing use of
local ingredients



SURVEY

**#7 QUESTIONS, 4
LANGUAGES**

quality of food, price,
market, government
policies

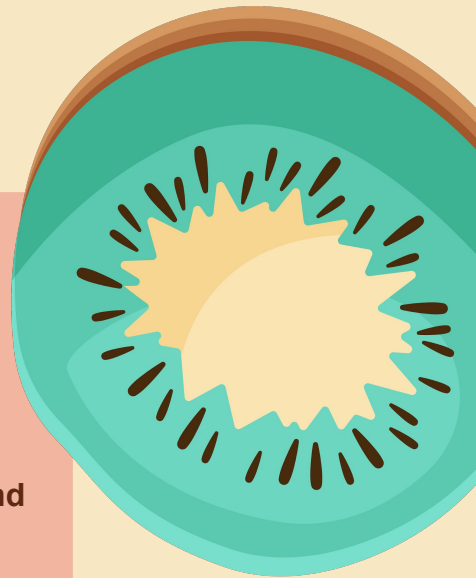
PROBLEMS VS SOLUTION: NEPAL

PROBLEMS

- Foods don't have high quality
- Price fluctuation according to season & parts of day
- Greater disparity between local producer & consumer

SOLUTIONS

- Use of food safety stickers in local fruits and vegetables
- Establish food directory to ensure quality and advertise about producers at local level
- Choose restaurants that uses local foods, buy local and spend local



PROBLEMS VS SOLUTION: MYANMAR

Problems

- No proper price for local crops and vegetables
- Crops include chemicals not good for health
- Food quality
- Over use of pesticides

Solution

- Government should made a law related to the price and quality of local food
- Training how to use fertilizers
- Government should encourage farmers to use more organic fertilizers and also enforce financial support

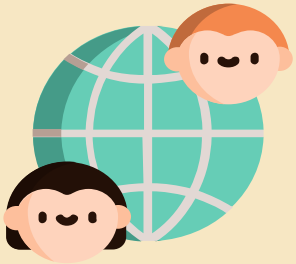




ADVICE FROM MYANMAR FARMERS TO PROMOTE LOCAL FOOD



Implement the amount of the export of food and vegetables from oversea and promote to be able to produce high quality of local food



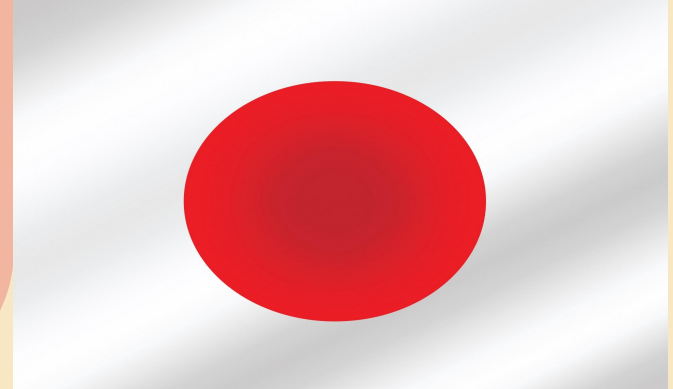
Most of the products displaying at supermarkets are exported.



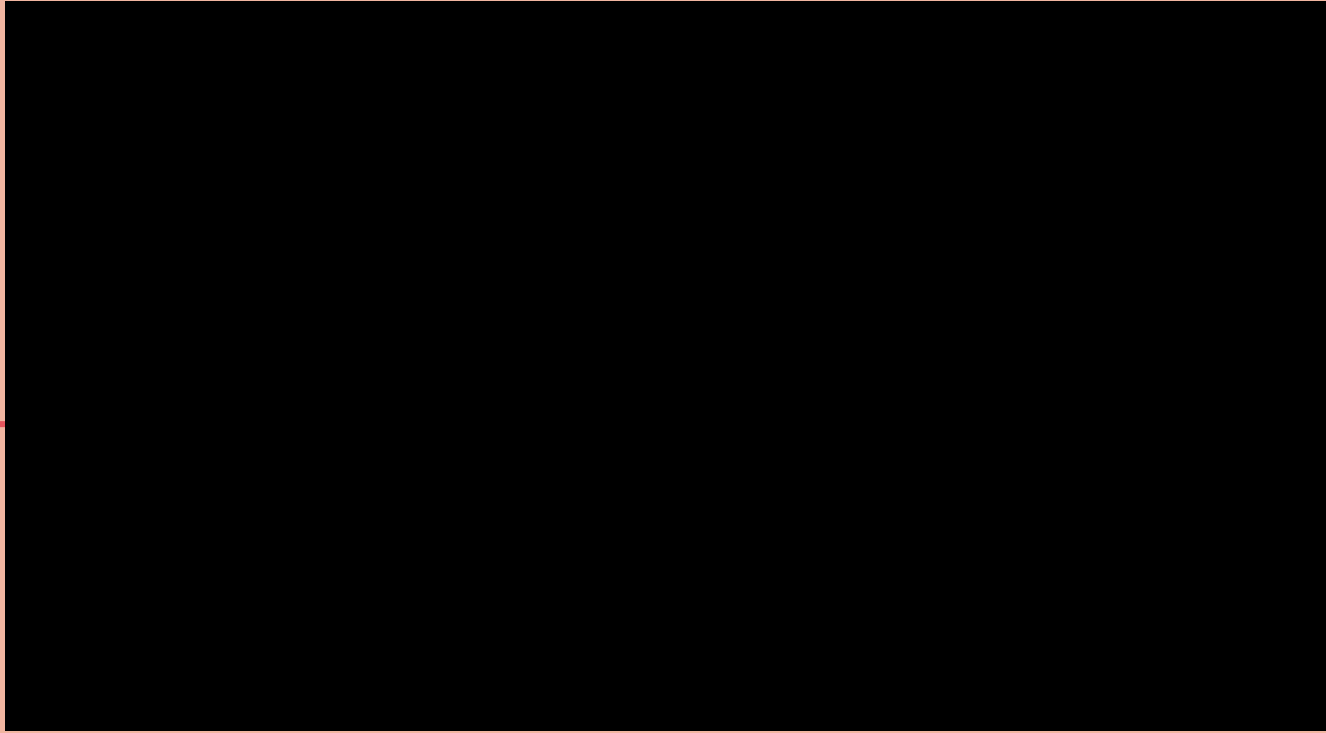
WAYS TO PROMOTE: JAPAN

Food security =high

- Promote hometown tax donation program
- Display lots of local food at local supermarkets
- Creates a point card campaign to enhance consuming local food at supermarkets.
- Advertise the goods and advantages of local food using SNS.



WHAT WE CAN CREATE FROM LOCAL INGREDIENTS?



PROBLEM THAT WE FACED

We conducted



- Food contest
- Questionnaire

But

We have very few
→ participants...



In Myanmar and Nepal,
lockdowns have occurred.

In Japan, mainly in Tokyo,
it is difficult to get local
food.

WHAT WE LEARNED

keeping away from the local food in Japanese.



We thought

How to think of local food?

the awareness of local vegetables and fruits in Japan was lower than that in Nepal and Myanmar

The results of the questionnaire

cooking videos

In Nepal, they are showing vegetables and food from their gardens and local supermarkets

almost all Japanese people are physically far from local vegetables and fruits

THANKS!

Does anyone have any questions?



MEDIA CHANNELS

SOCIAL
MEDIA



TV



RADIO



PRESS



PR OUTREACH

GOALS



Goal 1



Goal 2



Goal 3

KEY MESSAGES

If you want to
change the size of
the media channels
graph...

Click the highlighted
section of any bar
and drag the
handles

SURVEY TALKS

		ENGLISH	JAPANESE	BURMESE	NEPALI
no of responses		87	15	11	23
age group		from total responses			
		\$1,700	\$800	\$2,500	\$700
		\$4,000	\$1,600	\$800	\$500

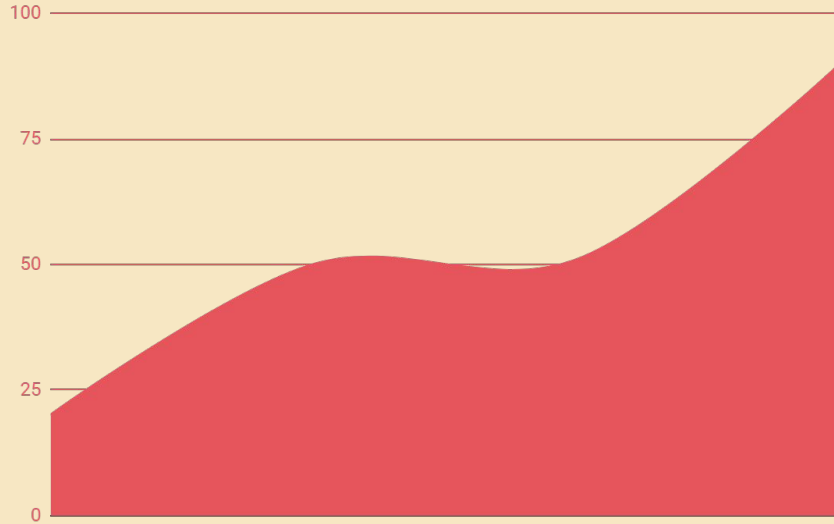


FOR THE LEARNINGS



- **Majority of Nepalese people think buying local can help local farmers grow- Manisha**
- **Trying to implement a new idea of something can be difficult but we should not stop trying.**

PREDICTED REACH



If you want to modify this graph, click on it, follow the link, change the data and replace it



20,000

New followers

10,000,000

Mentions & interactions



60%

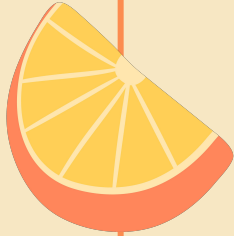


More popularity

TIMELINE

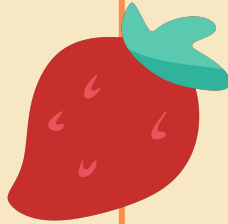
PHASE 1

Venus has a beautiful name,
but it's terribly hot



01

02

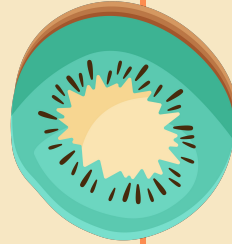


PHASE 2

Despite being red, Mars is a
cold place, not hot

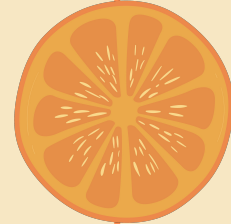
PHASE 3

Mercury is the closest planet
to the Sun



03

04



PHASE 4

Jupiter is the biggest planet
in our Solar System

TABLE OF CONTENTS



01

OVERVIEW

Here you could describe the topic of the section



02

RESPONSE FROM QUESTIONNAIRE

Here you could describe the topic of the section



03

PROBLEMS WE FACED


Here you could describe the topic of the section



04

LEARNINGS FROM THIS

Here you could describe the topic of the section



OUR TEAM

MATILDA COLLINS

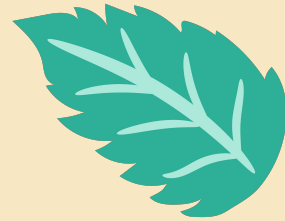
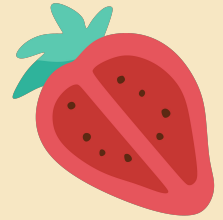
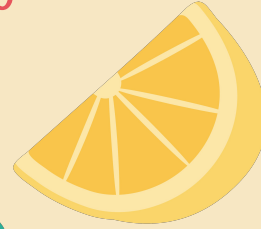
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TIMMY JIMMY

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ALTERNATIVE ELEMENTS



ALTERNATIVE BACKGROUND



TEAMWORK ICONS



MOTIVATION ICONS



SOCIAL MEDIA ICONS



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ICONS

- Icon phone
- Pack teamwork 35
- Pack motivation 4
- Pack social media 42

VECTORS

- Hand drawn refreshing summer drink
- Hand drawn refreshing summer drink II
- Hand drawn refreshing summer drink III
- Hand drawn refreshing summer drink IV
- Hand drawn refreshing summer drink V
- Hand drawn refreshing summer drink VI
- Hand drawn refreshing summer drink VII
- Hand drawn refreshing summer drink VIII
- Hand drawn refreshing summer drink IX
- End of summer sales background
- Fruit frame summer festival poster
- Hand drawn summer card collection
- Flat tropical background with fruits
- News concept for landing page
- Hand drawn device antigravity background
- Teamwork concept for landing page
- Colorful hand drawn summer badge collection

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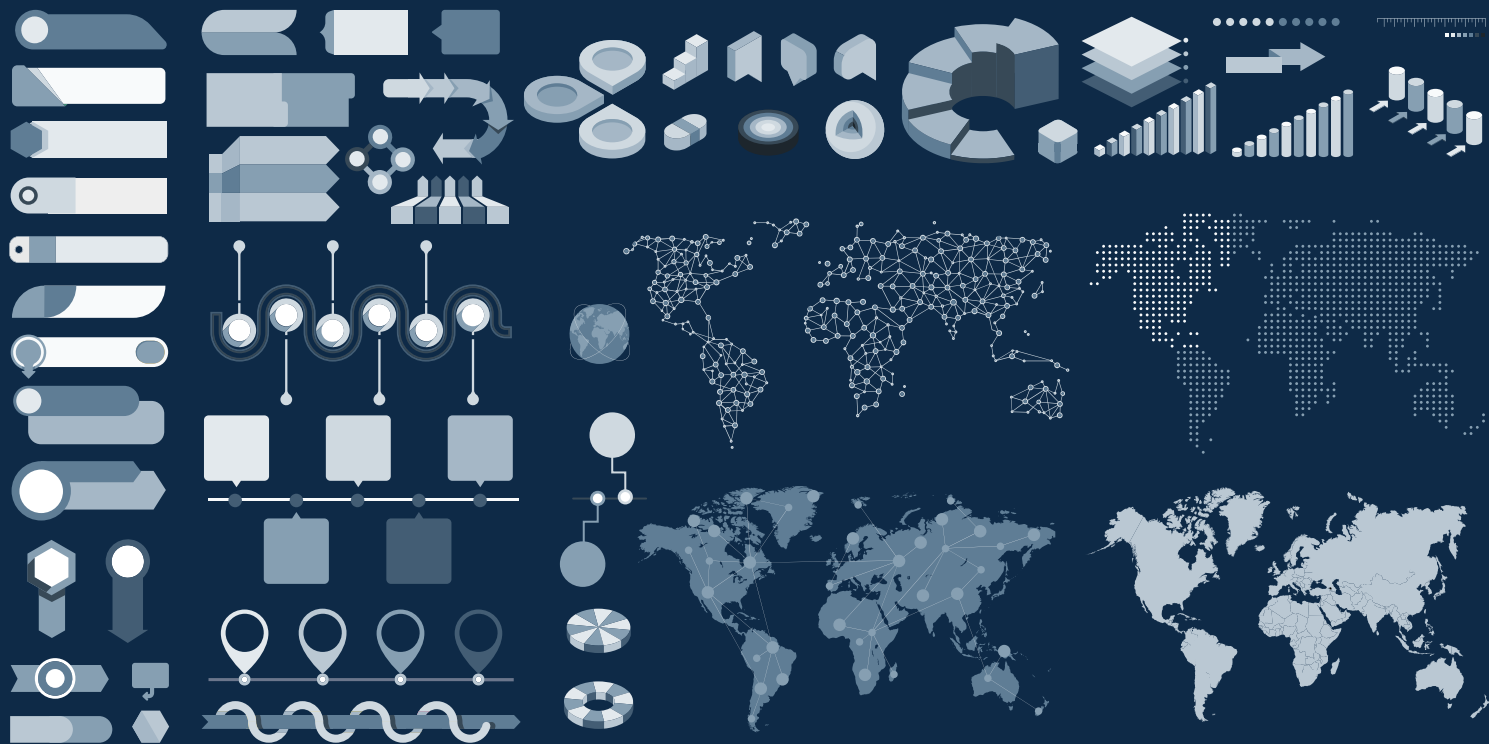
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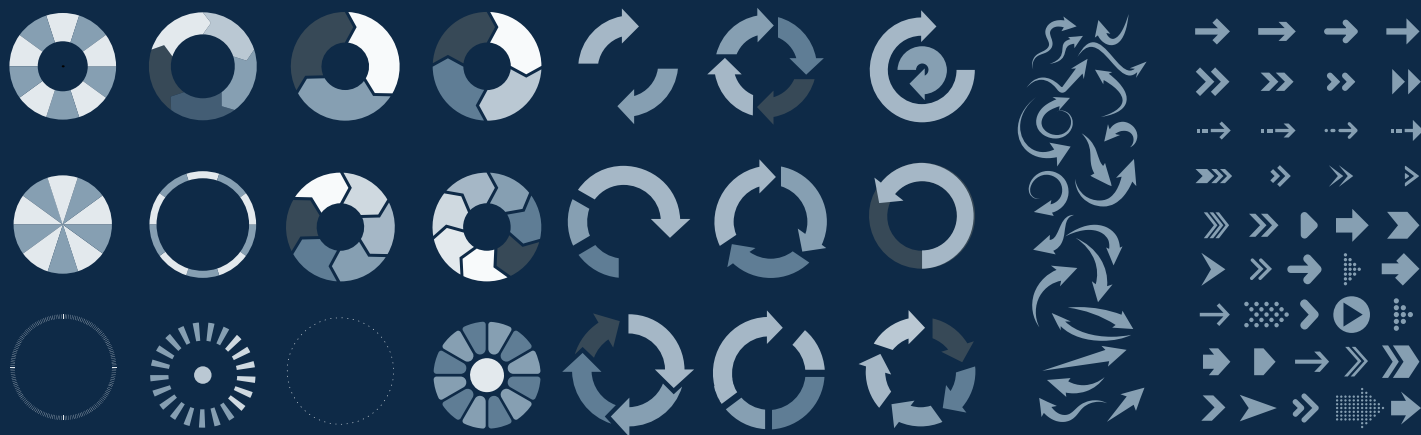
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