



Cooperative Education Report

**Designing and sustaining a brand at
TEDxDurbarMarg**

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**This Report Submitted in Partial Fulfillment of the Requirements for Cooperative
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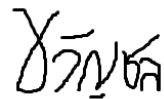
Project Title : Designing and sustaining a brand at TEDxDurbarMarg

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2020



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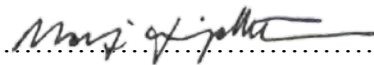
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Abstract

This Cooperative Report entitled “Designing and sustaining a brand at TEDxDurbarMarg” highlights details on how a international brand which is not native to the Nepali market was designed and what other activities were carried out to sustain it. TEDxDurbarMarg is a grassroots initiative, created in the spirit of TED’s overall mission to research and discover “ideas worth spreading.” TEDx brings the spirit of TED to local communities around the globe through TEDx events. These events are organized by passionate individuals who seek to uncover new ideas and to share the latest research in their local areas that spark conversations in their communities. The objectives of the internship include (1),.

The student was assigned to work with the company as General Manager, in the Organizing Department. Upon the completion of the internship, it was found that the experience was facilitated by the means of practical learning and theories concerning Services Marketing, Integrated Marketing Communications Management, and Brand Management. Under this pattern, the learnings include the importance of brand strategy, event planning, strategic planning and negotiations, and relationship management which are very important for future career development and profession.

Keywords: *Relationship Management, Strategic Planning, Brand Management*

Acknowledgment

Getting an opportunity to learn on an international platform and implement the learning practically would have been impossible without the assistance and cooperation of a legion of individuals on the professional side. I want to recognize and thank instructors, professors, and friends who uplifted me throughout my academic period. Their creative ideas and insights were extremely helpful in order to widen my horizon and prepare this report. I am grateful for their personal encouragement and professional assistance.

I would like to convey my deepest gratitude to Siam University for inculcating learning beyond the classroom in the academic curriculum. I am also very grateful to my academic supervisors at Siam University; Miss. Khwanchol Kampan and academic supervisor at KCM; Mr. Ritesh Thakur for their constant supervision and advice which helped me reflect well on my internship experience.

I want to acknowledge TEDxDurbarMarg for giving me the opportunity to complete my internship in such a reputed organization. The internship has helped me test my abilities and attitudes toward career possibilities for the future. This exposure has aided in bridging the gap between learning in the classroom and application in the work environment.

I am very grateful to my supervisor, Mr. Deepak Rauniar (Senior Advisor– TEDxDurbarMarg) who taught me the key concepts and overall functionality of the company. I am thankful for his constant guidance and counseling during my cooperative education tenure.

Shikhar Basnet

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CHAPTER 1

INTRODUCTION

1. Company Profile

TED is a nonprofit organization devoted to Ideas Worth Spreading. TED started as a conference in California at 1984, and with that TED has grown to support its mission with multiple initiatives. Two TED Conferences are held annually which invites the world's leading thinkers and doers to speak on their platform. All these talks are then made available, free, at TED.com. Some notable TED speakers include Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Sal Khan, and Daniel Kahneman.

The annual TED Conference takes place each spring in Vancouver, British Columbia. TED's media initiatives include TED.com, where new TED Talks are posted daily. TED also has other smaller functions and projects such as the Open Translation Project, which provides subtitles and interactive transcripts as well as translations from volunteers worldwide; the educational initiative TED-Ed. TED has also established the annual TED Prize, where exceptional individuals with a wish to change the world get help translating their wishes into action; TEDx, which supports individuals or groups in hosting local, self-organized TED-style events around the world, and the TED Fellows program, helping world-changing innovators from around the globe to amplify the impact of their remarkable projects and activities.

1.1. About TEDxDurbarMarg

TEDxDurbarMarg is a licensed, independently organized TED event to glorify the ideas by providing a platform. The event invites various speakers to share their ideas on a topic to inspire and motivate people to strive towards excellence. The motto of this event is to spread ideas and stories, which may bring upon a change for a better tomorrow. Their aim is to help likeminded curious individuals gather up, collaborate, and grow in a holistic way. TEDxDurbarMarg tends to bring upon various key aspects of reference of current context in Nepal involving various diligent personalities working in various fields along with the support of local audience to solve them. The members of TEDxDurbarMarg are very much focused on to bring out the local stories and innovations happening in Nepal and spread it through the TED platform and

believe that through this event they will contribute to bring a change in the society through the support of local audience. They believe in the motto that only with the support of everybody especially local audience who inspire us with their struggle every day, we can bring a change in society.

1.2. Mission of the Company

TED's Mission: Spread ideas.

TED is a global community, welcoming people from every discipline and culture who seek a deeper understanding of the world. TED passionately believes in the power of ideas to change attitudes, lives and, ultimately the world. TED aims to create a community of curious souls to engage with ideas and each other, both online and at TED and TEDx events around the world, all year long.

In fact, everything that TED does from — Conferences, TED Talks, projects sparked by The Audacious Project, the global TEDx and TED Translators communities, to the TED-Ed lesson series — is driven by one common goal: How can we best spread great ideas.

1.3. Vision of the Company

TED is owned by a nonprofit, nonpartisan foundation. Our agenda is to make great ideas accessible and spark conversation. TED aims to share local stories and encourage global implications.

1.4. Strategies of the Company

The main purpose of TED is to become the sole platform for speakers who are thinkers, doers and idea-generators – who can influence people to listen to them. This is the destination toward which TED is moving. With a combined eleven billion views and streams of TED contents on TED.com and other online channels including YouTube, and this number accelerating to more than 3.2 billion views a year, TED remains the most popular platform in the world for sharing ideas.

TED aims to spread ideas through short, carefully prepared, and powerful speeches that are no longer than 18 minutes. These speeches cover a wide range of subjects to foster learning and inspiration by some of the most innovative and influential speakers in the world.

TED also plans to expand the TED platform to engage meaningful conversations by renowned subject experts from different parts of the world. It also plans to bring in focus in certain desirable focus areas such as those related with Women. TED also plans to mobilize volunteers and allow them to organize ConnectTED programs under the banner of TEDxDurbarMarg.

TED plans to increase its reach in Nepal and Asia by inviting global thought leaders from the region and beyond to share their life changing ideas to the world from its platform. It is in this regard that, under the supervision of TED, it launched a pilot program of TED Circles in Nepal, a first in the country, in October 2019. The activities pertaining to the initiative included collaboration and sharing of ideas through speaker conversations.

TED has travelled an extra mile not only in Nepal but also the region. With an objective to provide a platform to opinions and ideas that matter to individual thinkers, TEDxDurbarMarg, in association TED launched ConnectTED. The initiative is a unique one as it provides an opportunity to a ConnectTED speaker to share his/her idea and views on pertinent issues and a better tomorrow.

TED held the first ever largest gathering of TEDxers of TEDx organizers virtually around the globe in collaboration with TED titled as TED summit virtual forum to convey a strong message of continuing “idea worth spreading” amidst the COVID-19 pandemic.

TEDxDurbarMarg being the largest partner of TED in South Asia, launched a project titled ‘COUNTDOWN’ as part of their climate change initiative which is also the world’s largest initiative till date in the entire South Asia in October 2020.

2. Organizational Structure

The Department Heads for Nepal are as follows:

- License & Managing Director: **Sudeep Rauniar**
- Vice President: **Gaurav Agrawal**

- General Manager: **Shikhar Basnet**
- Deputy General Manager: **Deewakshi Shrestha**
- Curator: **Sujan Nepal**
- Assistant General Manager: **Shweta Ranjit**



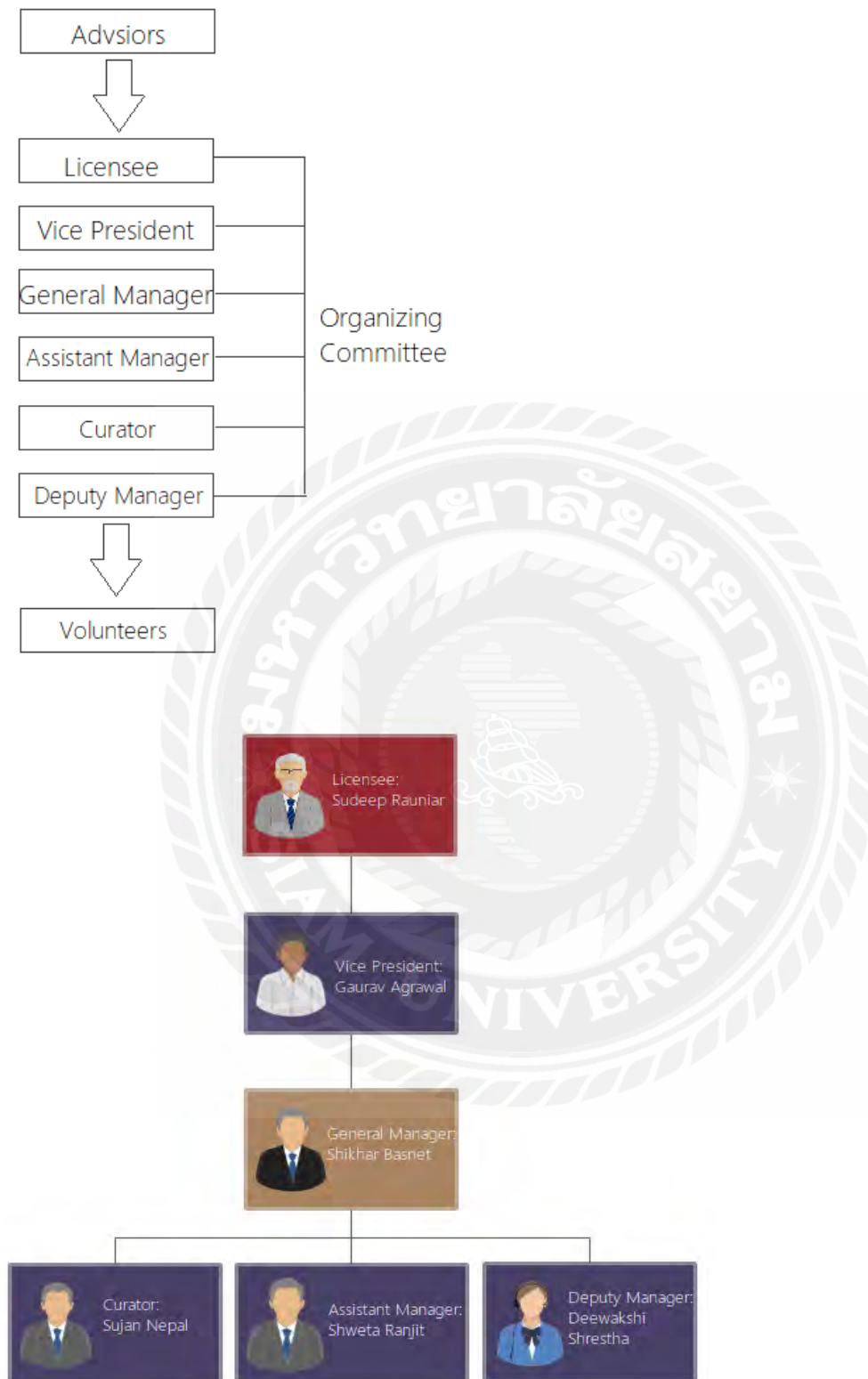


Figure 1 Organizational Structure of TEDxDurbarMarg

The above figure shows the structure of TEDxDurbarMarg. The structure consists of three components: the organizing committee, the core team and the general team. The organizing committee consists of four individuals who initiated TEDxDurbarMarg. They oversee the overall event and take all the core decisions related to the event. The core team comes after the organizing committee. This consists of about half a dozen individuals who work alongside the organizers and help complete the everyday tasks related to the event. Then comes the general team. This team mostly consists of volunteers, photo and videographers, designs, website and tech team among others. This team is hired on a need basis and are not guaranteed a spot on the team after the completion of the event.

Apart from them the team has an external Advisor body which consists of members of TEDxDurbarMarg who help the team in providing direction, criticism and feedbacks on the everyday tasks executed by them while giving a direction on what more can be done.

2.1. Job Position and Responsibilities

- To lead the production and planning for the event
- Manage overall logistics
- Creating a 'TEDx experience' for the guests
- To serve as a contact with the venue
- Manage day-of event activities outside of the main stage
- In charge of ticketing and registration needs
- To oversee all the roles related to content production, stage management, technology, and video

3. Reason for company selection

TEDxDurbarMarg was initially established in Nepal by me and a friend of mine, Sudeep Rauniar in February of 2018. My friend was the licensee and handled most of the executive role while I focused on the general administrative and operational roles. With this structure we began working and building the brand of TEDxDurbarMarg in Nepal. We had a vision of sharing the local stories of Nepal to the global audience while making a name of the organization through providing the best experience to the members of TEDxDurbarMarg. With this vision we started working and slowly started delivering on what we wanted to while expanding and adding new

members in the team. TEDxDurbarMarg for me also acted like a sandbox or a canvas where I could practice the things I had learnt in the classroom. While working I realized that there was this huge gap on what the Nepali market expected while designing a brand and their product, while the education materials expected something else. This realization has been the driving factor for me to figure out the market of Nepal while working with a internal brand such as TED. Along with that this organization has helped me improve my soft skills while helping me grow as a person with the help of our highly skilled advisors.

4. Strategic Analysis of the Company

SWOT Analysis

Strength

- TED observes a powerful convergence among three fields: technology, entertainment, and design.
- The community encourages non-profit organizations, bloggers, companies, news media, and the like to share TED Talks that are open for distribution, through social media, other platforms, and public events.
- While sharing ideas openly is a big part of TED's identity, they also license content under certain restrictions.
- Strong Brand Name
- Loyal Customer Base and Community

Weaknesses

- TED does not permit individuals and/or organizations to translate or dub outside of the official TED Translator community, as modifying the content in this way is not covered under TED's Creative Commons license.

- TED and TED-Ed have official channels on YouTube, and their distribution policy does not permit re-uploading TED content onto other YouTube channels.
- One cannot edit, remix, create derivative works of, modify or alter the form of the TED site content in any way. This includes using the TED site content as the basis for another work, including dubbing, voice-overs, or other translations not authorized by TED.
- One must attribute TED as the owner of the TED Talk and include a link to the talk, but do not include any text that shows TED endorses a website or platform.
- One cannot use the TED site content for any commercial purposes, for sale, for profit, sublicense or in an app of any kind for any advertising, or in exchange for payment of any kind, including in any ad supported content or format

Opportunities

- TED has the opportunity of attracting and growing an influential audience from many different disciplines united by their curiosity and open-mindedness.
- TED aims to become one of the intellectual and emotional highlights of the year.
- TED aims to hold a sister conference, TED Global, held in locations around the world
- The TED Prize, which grants its winners one wish to change the world.
- An audio and video podcast series, TED Talks, in which the best TED content is released for free online.

Threats

- TED offers speakers a platform to provide information directly to millions of people around the world. First and foremost, that information has to be accurate at the time of publication.
- TED strives to present information in a way that is both compelling and 100% credible. Claims by speakers should be true to the best of the speaker's understanding at the time and should be based on information that has survived scrutiny by experts in the field.
- Speakers are expected to be transparent about the basis for any factual claims and provide information to support their statements. If a claim is based on aspirational work or ideas without real-world examples, that context must be made clear in the talk.

- It is important for TED that the integrity of the speaker's idea is protected and that the talk is not edited or used in a context not intended.



5. Objectives of the study

There are three main objectives for doing this internship. They are:

1. To study the issues while establishing an international brand in Nepal

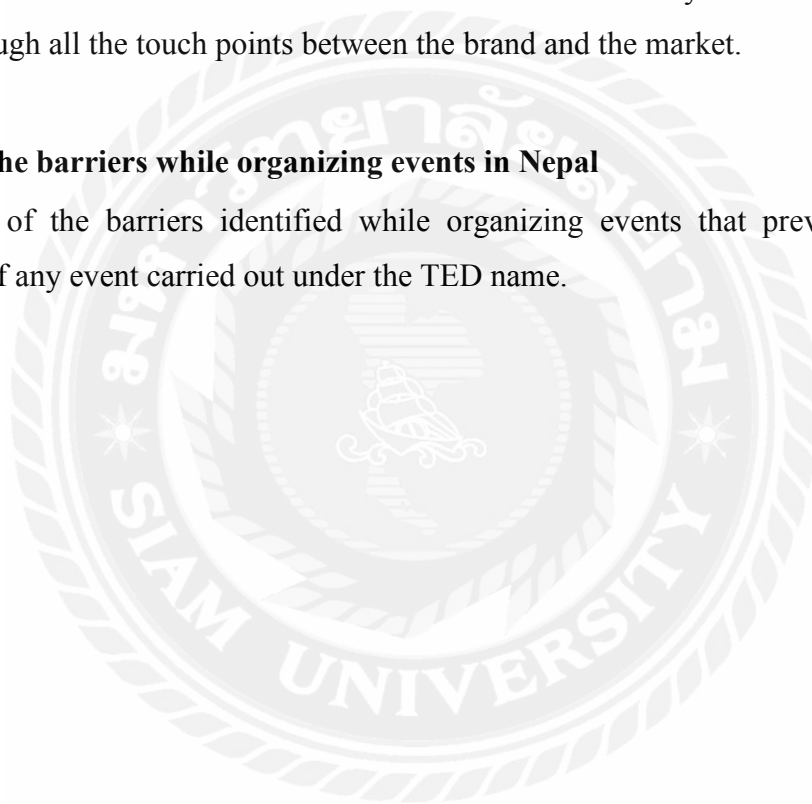
It comprises of the issues that TEDxDurbarMarg faced as an organization while fitting to the culture and the expectations of the Nepali market.

2. To study the process of maintaining a brand image of TEDxDurbarMarg in Nepal

It comprises of activities which are done to maintain consistency of the brand that people perceive through all the touch points between the brand and the market.

3. To study the barriers while organizing events in Nepal

It comprises of the barriers identified while organizing events that prevents the smooth functioning of any event carried out under the TED name.



CHAPTER 2

CO-OP STUDY ACTIVITIES

1. Job Descriptions

During my time at TEDxDurbarMarg, I worked as the General Manager for the company. Under the title I had the following responsibilities:

- To effectively convey the ‘TED experience’ to all the members of TEDxDurbarMarg (team, speakers, audiences, sponsors among others)
- To manage the day-to-day activities outside organizing the events.
- To lead and administrate the production and planning of all the projects under TEDxDurbarMarg so that they are executed smoothly.

2. Job Responsibilities & Work Duties

- I was responsible for designing a brand identity and strategy which the Nepali market would not be foreign to while maintaining a consistency of all the products and communication between the company and the market through all the platforms that TED is visible on.
- I was responsible for leading the planning parts while organizing events. This included what can be excluded to save costs and additional things that can be done to increase the value of the event.
- I was responsible to manage other activities which wasn’t related to organizing events directly. These included activities such as overseeing the content production, technologies, HR, logistics among others

With the above-mentioned job responsibilities, these were all the projects of TEDxDurbarMarg which were executed during the period of internship.

- **TEDxDurbarMarg:** TEDxDurbarMarg has always specialized in spreading the local stories of Nepal to the global audience through the power of ideas. All our events has been executed as per the global TEDx guidelines along with the videos of our speakers being available for the global audience through all the official TED channels. We plan to continue

this TED journey in Nepal with the objective to make TEDxDurbarMarg a benchmark TED event that other independent events can look up to.

- **TEDx Women:** TED Women 2020 is an initiative for sharing physical, cultural, and economic challenges affronting at every level. This event addressed the collective fearlessness to create a global step further. Together with TEDxDurbarMarg, TED partnered up to celebrate and amplify ideas for the most interesting, dynamic, multi-dimensional ideas from Nepal. This event honored the fearless women of our community and have interaction, a space for reaction in real-time. Speakers from different sectors of society came together to celebrate the achievements made by women.

- **ConnecTED:** TEDxDurbarMarg, in association TED launched ConnecTED. The initiative is a unique one as it provides an opportunity to a where the speaker shares his/her idea and views on pertinent issues and a better tomorrow, online form TEDxDurbarMarg's online page to a global audience. Unlike the traditional TED talks which is a one-way form of content delivery, ConnecTED aims to bridge the knowledge gap between the speaker and the audience through encouraging a two way form of communication. ConnecTED is conducted once every week by taking an opinion leader and providing them with the TED platform to actively interact with their target audience.

- **TED Regional Workshop:** TEDxDurbarMarg hosted the first-ever TEDx Nepal Regional Workshop on September 19 which was the largest gathering of TED in Nepal with a total of 200 participants from 6 Continents and 37 Countries joining digitally to Kathmandu. The workshop was supported by TED Conferences, LLC and is considered as a major boon for the TED Movement in Nepal and established Nepal as the new center of Ideas in the region. The workshop which went digital from a studio set up from Soaltee Crowne Plaza witnessed the opening address from Microsoft COO (SEAM) along with Mr. Anil Keshary Shah, CEO of Nabil Bank making the opening address. The workshop witnessed TEDx Ambassadors, TED Higher Management Representatives, and TEDx Organizers across the world. The 5-hour long

workshop discussed critical analysis and presentations by Global TEDx Ambassador Dave Lim along with TEDxAmbassador Daniel Caventus, Florentina Niradewi, and Yusuke Suzuki.

- **TED Circles:** TED Circles is an open community of small groups that engage in conversations about big ideas. Hosted by volunteers, circles watch and discuss a TED talk about the monthly theme. They share takeaways online to consider each other's perspectives and create a global conversation. That conversation needs everyone, so we hope you join as a host or as a guest. Circles can take place in-person and online, so they are helping communities stay connected, especially now.

- **TED Countdown:** Countdown events are gatherings to amplify and demonstrate climate solutions with the world; showcases of solution technologies, or even volunteer activities contributing to positive change. 2020 is the global launch year for Countdown, a bold, global movement to find ways to shift, more rapidly, to a world with net-zero greenhouse emissions and tackle the climate crisis. Countdown seeks to answer five fundamental, interconnected questions that help inform a blueprint for a cleaner future.

3. Job process Diagram for each job responsibility

- Designing the brand

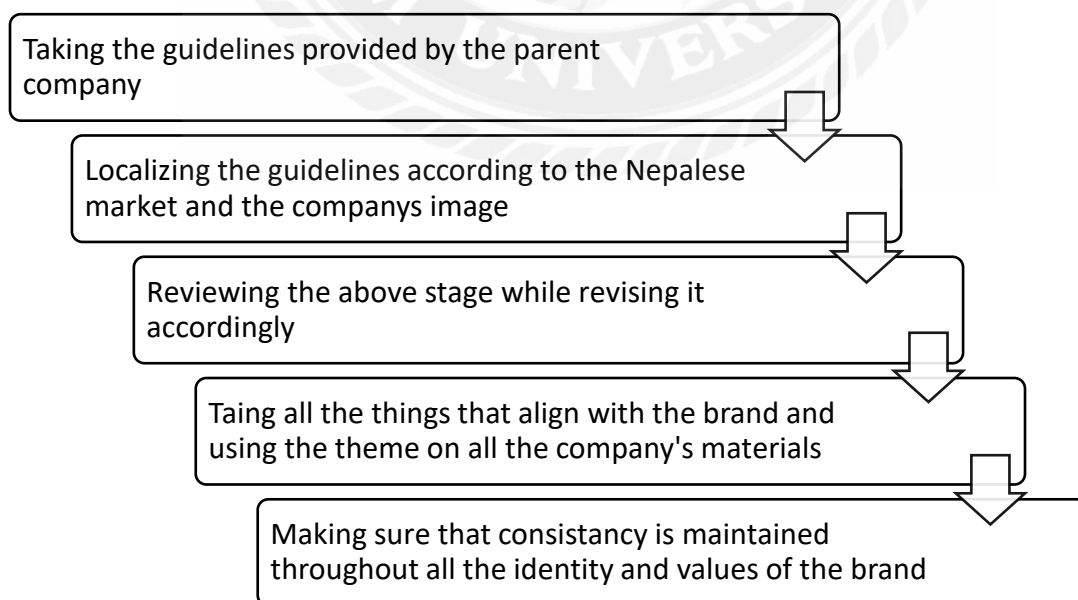
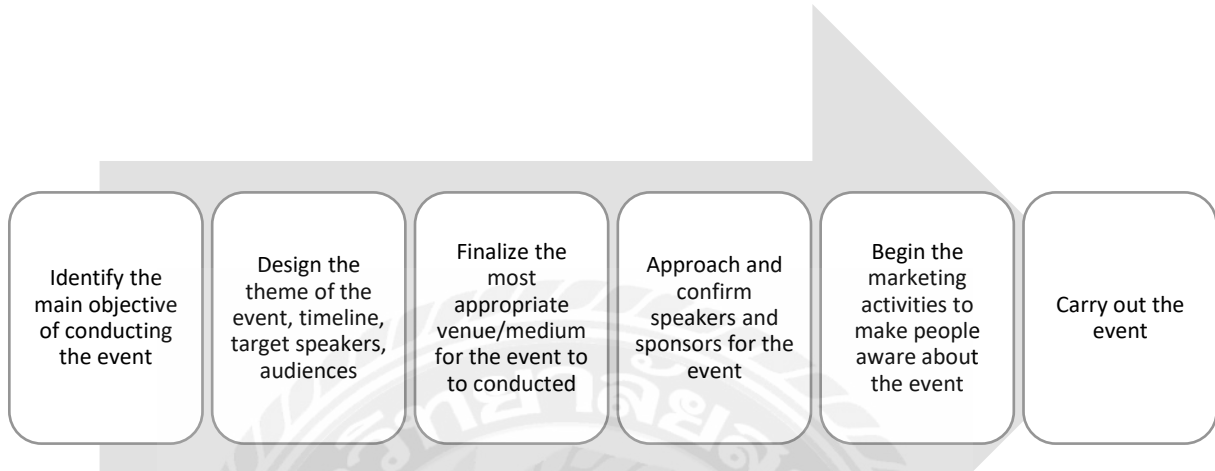


Figure 2: Brand Designing and Implementation Process

- Event Planning



4. Contributions as a CO-OP Student in the Company

As a Co-op student at TEDxDurbarMarg, I firstly contributed in the team with my soft skills as I lacked the proper hard skills that the industry professional contained. I was a eager to learn and didn't fear failure which acted as my biggest strength. With this, I begun designing the brand of TEDxDurbarMarg for Nepal. Here, we started with what sort of product can be appropriate, how should be position the brand, how should we promote our brand for the Nepalese market. We had a primary framework which we reviewed and revised frequently until we got a desirable performance with out plan. After this, I focused on planning on how we would like to take the brand forward and how would we do so. And finally, we started to recruit people and develop the different functions of the organization such as the technology part(ticketing, website, content library), manpower, sponsorships among other things in a sustainable way.

CHAPTER 3

LEARNING PROCESS

1. Description of Problem Faced and Solution Applied

Problem: Designing a brand which the Nepali Market can relate to.

Solution: Localizing the content/product with what the market is familiar and delivering what the market expects.

When we introduced TEDxDurbarMarg for the first time in Nepal, the idea was still quite foreign to the market. With most of the market being a not fluent in English along with the average Nepali not being able to grasp the content being delivered on the TED stage made it very difficult to sell this here. To make matters worse, TED was perceived as an international brand having no place in Nepal. Realizing that directly porting what and how TED does everything internationally wouldn't interest the average Nepali crowd, we began localizing the TED brand here in Nepal. Things like the brand name, logo, color, positioning, and identity which were made consistent with what TED did internationally while the content, the mode of delivery, target speakers, and audiences were localized with what the average Nepali could relate to. For instance, while TED focused on delivering quantitative talks/ideas with the help of data, statistics and research, we focused on storytelling/narrative driven content which would be backed up by data, experience and accomplishments made by the speakers and relate it with the idea that the speaker is trying to convey.

Problem: Trying to sell a product which is already available for the free in the internet.

Solution: Creating value to the people beyond the product.

The other problem which we faced was convincing people to attend the event. All of the content produced through the TED platform is distributed on all of TED's platform (website, YouTube, social media) for free. Due to this people wouldn't find value in spending their time and money for the core product that we were offering. So, we focused on providing an experience which wasn't previously seen in Nepal before. We exclusively did our events in 4-star hotels and above

and provided a unique networking experience which became a very attractive value to the student and working population. We were able to charge a very premium entry fee to the people attending the event.

Problem: Maintaining consistency in an organization having a high turnover rate.

Solution: Developing a structure which can accompany a high employee turnover rate.

Another problem that we faced was the high employee turnover rate. This was because we had a team exclusively containing of students from age groups 18-21 years. For the most of them, TEDxDurbarMarg would be the first place that they have worked at. Along with this, they would come to work for only the ongoing event and would stay if they liked. On average we have about 60% of volunteers leaving. Keeping this in mind, we allocated the executive tasks only to the organizing committee and have the volunteers do most of the day-to-day operation works where they could get hands on learning experience. Since, these day-to-day works would not require a high skill to perform, the high turnover rate did not affect this work much.

Problem: COVID-19 restrictions completely halting the organizing physical events.

Solution: Provided the customer with discount voucher on the next ordered which he would place

The biggest, unexpected problem that we faced in TEDxDurbarMarg was the sudden outbreak of COVID-19 virus. This completely stopped us from organizing events physically. We also had targets that were promised to our sponsors that we needed to meet. This COVID-19 acted as a threat for the whole event management industry. But we took this as an opportunity as there were barely anyone doing any events. So, we started to design out content for the digital audiences. This gave birth to multiple innovative ways of content delivery. Our flagship TEDx talks was always executed in a grand way through the national television while we had shorter ConnectED sessions through our social media which had very high engagements among the attendees.

1. What you have learned during the CO-OP Studies

There were a lot of hard skills which I had developed while having a hands-on experience while working at TEDxDurbarMarg. These include:

Branding:

I was assigned to design and develop the brand of TEDxDurbarMarg for Nepal. The main challenge that occurred while doing so was localizing the brand with respect to the Nepalese market. This led to us developing a organic brand identity which the Nepali people could not only relate to but understand also. While doing so I also got a lot of knowledge on what the Nepali market consists of, what people expect and their preferences.

Event Planning:

The event planning role was one of the most intensive role that I had learnt at TEDxDurbarMarg. This role consisted of other smaller roles within it such as procurement, negotiation skills, persuasion skills, researching skills among others. This led to me developing these soft skills and gradually improving them as I worked more and more while planning the events. This role consisted of firstly selecting a theme for the event, then finalizing the venue for the event, collect the speakers for the event and finally begin the marketing activities to attract interest for the event.

Strategic Planning:

The strategic planning role made me in charge of planning all the activities that we plan to accomplish and how we plan to achieve them periodically. I was to come up with targets which we could show to sponsors while checking the feasibility on how practical and economic the plans were to execute and implement.

Relationship Management:

Relationship management is something which is very important for a rapidly growing and expanding venture like TEDxDurbarMarg. This role consisted of having a healthy relationship

with all the stakeholders of the company by periodically updating them on everything that is being done and things that we plan on doing. Also, for the volunteers and people who were working along side me, I was also responsible to bridge the gap between people working under us to promote a flatter organizational structure. And finally, I was also required to plan on maintaining a healthy relation with out audiences and followers by communicating with them by using posts and updating them on things that were going on through social media.

2. How you applied the knowledge from coursework to the real working situation

TEDxDurbarMarg has acted as a canvas for me to experiment on with the things I have learnt from the coursework. One gap that I had found while doing so is that the product that TEDxDurbarMarg is offering here in Nepal is far ahead of the market. This was one of the main issues that led to the failure of other TED events which existed prior to us. Along with this designing and selling something beyond the core product of TEDxDurbarMarg is also something that the coursework has helped me implement here. For these issue it was identifying what the market needed along with and bridging that gap. Knowing the product and being able to do more with the product through providing alternative usages of it and providing an experience that no one else was doing is how I managed to maintain a competitive advantage. Subjects such as Organizational management, Product and Price Management, Brand Management, Marketing Management and Consumer Behavior were some of the subjects which helped me make educated decisions here.

CHAPTER 4

CONCLUSION

1. Summary

In summary, this report is created identifying and involving all the activities that TEDxDurbarMarg has done which in turn has helped the organization to sustain its brand in Nepal. Also, this report was made with the perspective of my position as the General Manager while fulfilling the Co-op requirement of SIAM University.

Throughout the report I have mainly discussed the issues that we faced while establishing a international brand which is way ahead the market in Nepal along with the issues of having young inexperienced workforce. The problems that followed the mentioned issue that were discussed in this report were;

- Designing a brand which the Nepali Market can relate to.
- Trying to sell a product which is already available for the free in the internet.
- Maintaining consistency in an organization having a high turnover rate.
- COVID-19 restrictions completely halting the organizing physical events.

2. Evaluation of Work Experience

After working at TEDxDurbarMarg, I can positively state that it has made a very big impact and has aided my personal and professional growth. TEDxDurbarMarg acted as a sand box for me to implement the theoretical knowledge that I had learnt from the class into the real market. There were also smaller unnoticeable improvements what shaped me up behaviorally such as time management, self-motivation, distinguishing the personal and professional life which has helped me come a long way. There were also a lot of soft skills which include interpersonal skills, communication skills, teamwork skills, leadership skills, problem solving skills, critical thinking, flexibility and adaptability among others which has made a difference in my life.

3. Limitation

This report consists of a few limitations. The first and the main limitation being that certain information which could provide more context and value to this report couldn't be shared for it

being too sensitive. The second being that this report has been prepared from a top down perspective. Due to this, other issues and content related to execution isn't explained properly here which could provide further clarity. Also this report has been prepared with my perspective as the General Manager which means that some other perspectives from my colleagues working in different positions has not been mentioned here. And finally, the change in work culture and operation dynamics brought by the COVID pandemic also is not mentioned here.

3. Recommendations for TEDxDurbarMarg

- TEDxDurbarMarg can focus on establishing two specific teams who look after internal and external matters so they can focus on improving the brand and be less hands on during execution.
- TEDxDurbarMarg should focus on further diversifying the content and should focus on content marketing to make people familiar with the brand.
- The team is full of young and dynamic individuals, it often becomes difficult to guide the team towards a specific direction due to the lack of experience so they can start hiring professionals.
- TEDxDurbarMarg should focus on establishing a greater online presence of their content to make a brand community with the people who follow TED.
- TEDxDurbarMarg can also start localizing its contents according to the different diverse cultures of Nepal to bring upon non-English speaking speakers.
- Also since, TED stands for 'Ideas Worth Sharing', TED should focus on bringing not only local stories but also share ideas from a global perspective in the organization.
- TEDxDurbarMarg should also focus on building a TED community in Nepal to build the interest and customer base of individuals interested in such events.

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APPENDICES



Figure 2 Company's Logo



Figure 3 Digital TEDxDurbarMarg Event



Figure 4 Venue Preparation for offline meet



Figure 5 TED Circles



Figure 6 Meeting between TEDxDurbarMarg and SBI bank



Figure 7 TEDxDurbarMarg donating supplies during the time of pandemic



Figure 8 Acknowledgment of Advisor (Manisha Koirala)