



# Workshop to Strengthen the Role of Nepal Women Association Members in Advancing Gender Equality

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## Definition of Strategic Planning:

Strategic planning is a systematic process used by organizations to

- envision a desired future
- translate this vision into broadly defined goals or objectives
- sequence of steps to achieve them



# Why Are We Conducting This Workshop?

## ➤ Purpose

### ➤ Strategic Alignment

Ensure NWA's activities and goals align with the broader mission and vision of the Nepali Congress.

### ➤ Capacity Building

Enhance the skills and knowledge of NWA members in strategic planning.

### ➤ Empowerment

Strengthen the role of women in political decision-making and advocacy.

### ➤ Goal Setting

Develop clear, actionable strategies to overcome current challenges and leverage opportunities for advancing gender equality.



# Why Are We Conducting This Workshop?

## Importance:

- **Organizational Success:** Effective strategic planning is crucial for achieving long-term goals and ensuring sustained impact.
- **Member Engagement:** Engaging members in strategic discussions fosters ownership and commitment to the organization's mission.
- **Future Readiness:** Prepare the NWA to adapt to changing political and social environments, ensuring its continued relevance and influence.



## Objectives of Strategic Planning:

- Aligns organizational activities and resources with its mission and vision.
- Sets priorities and focuses energy and resources.
- Strengthens operations and ensures employees and stakeholders work toward common goals.
- Adjusts the organization's direction in response to a changing environment.



# Benefits and steps of Strategic Planning

## Benefits of Strategic Planning:

- Provides a clear roadmap and direction.
- Improves resource allocation and efficiency.
- Enhances organizational focus and accountability.
- Facilitates proactive management and adaptability.
- Increases stakeholder engagement and satisfaction.
- Drives better decision-making and long-term success.



# Benefits and steps of Strategic Planning

## Steps of Strategic Planning:

### 1. Preparation and Planning:

- Define purpose, scope, and planning team.

### 2. Environmental Scan:

- Conduct SWOT and PESTEL analyses.

### 3. Vision, Mission, and Values:

- Review and define core principles.

### 4. Set Strategic Goals and Objectives:

- Develop SMART objectives.



# Benefits and steps of Strategic Planning

## Steps of Strategic Planning:

### 5. Develop Action Plans:

- ➡ Identify initiatives and allocate resources.

### 6. Implementation:

- ➡ Communicate and execute the plan.

### 7. Evaluation and Review:

- ➡ Measure performance and gather feedback.

### 8. Continuous Improvement:

- ➡ Make necessary adjustments and innovate.





# Vision, Mission, and Values

## Vision:

- **Statement:** To create a society where gender equality is realized, women are empowered, and their rights are upheld in all spheres of life, contributing to a just and democratic Nepal.
- **Importance:** This vision provides a long-term goal for the Nepal Women Association (NWA), inspiring and guiding all activities and initiatives towards a common future.



# Vision, Mission and Values

## Mission:

- **Statement:** To promote a democratic framework grounded in principles of equality, freedom, fraternity, social justice, and security by empowering women and advocating for their rights within the political landscape of Nepal.
- **Importance:** The mission outlines the primary purpose and activities of the NWA, focusing on concrete actions to achieve its vision.



# Vision, Mission, and Values

## Values:

- **Equality:** Commitment to gender equality and the elimination of discrimination.
- **Empowerment:** Strengthening the capabilities of women to participate fully in political, economic, and social life.
- **Democracy:** Upholding democratic principles and practices within the organization and the broader society.
- **Social Justice:** Advocating for fair treatment and opportunities for all individuals, especially marginalized groups.
- **Security:** Ensuring the safety and well-being of women in all aspects of life.



# SWOT ANALYSIS

- SWOT analysis is a strategic planning tool used to identify and analyze the internal and external factors that can impact the success of an organization. It provides a clear understanding by categorizing the strengths, weaknesses, opportunities, and threats related to the organization or project.

## 1. Strengths:

Positive attributes and resources within the organization that support its success **Examples: Strong network, established reputation, experienced leadership, increasing female participation, etc**

**2. Weaknesses:** Negative aspects within the organization that could hinder its success.

**Examples: Limited financial resources, inadequate technological infrastructure, etc**

## 3. Opportunities:

Positive external conditions that the organization can capitalize on. **Examples: International support, favorable government policies, increasing awareness, youth engagement, etc.**

**4. Threats:** Negative external conditions that could pose challenges to the organization's success **Examples: Political instability, cultural resistance, negative media coverage, patriarchal attitudes, etc.**





# PESTEL Analysis

- ➔ PESTEL Analysis is a strategic framework used to identify and analyze the key external factors (Political, Economic, Social, Technological, Environmental, and Legal) that can impact an organization.

What we do?

1. Political factors
2. Economic factors
3. Social factors
4. Technological factors
5. Environmental factors
6. Legal factors



# Importance of PESTEL Analysis

- **Holistic Understanding:** Provides a comprehensive overview of the external environment, helping the organization to anticipate and adapt to changes.
- **Strategic Insights:** Helps identify opportunities and threats that can influence strategic planning and decision-making.
- **Informed Decision-Making:** Enables the organization to make informed decisions based on a thorough analysis of external factors.
- **Risk Management:** Assists in identifying potential risks and developing strategies to mitigate them.



# Where Are We?

## ► Current State:

- The Nepal Women Association (NWA) has a long history of advocating for women's rights and empowerment,
- but it faces ongoing challenges in increasing women's representation in (lack of feminism ideology) decision making influence within the party and broader political landscape.
- Patriarchal Society

## ► Strengths:

1. Established structure
2. historical legacy
3. strong membership base.

## ► Challenges:

1. Need for more strategic alignment
2. enhanced capacity building
3. better resource utilization.



# Stakeholder Analysis of Nepal Women Association (NWA)

## *Internal Stakeholders*

Stakeholders	Role	Importance
<b>Members</b>	Drive initiatives, participate in decision-making.	Essential for the execution of NWA's mission and programs
<b>Leadership:</b>	Strategic decision-making, policy formulation	Sets direction, ensures alignment with goals.
<b>Youth Wing:</b>	Engage young women, mobilize grassroots support.	Ensures future leadership and continuity.
<b>Local Committees:</b>	Implement policies and initiatives at the grassroots level.	Crucial for local engagement and impact



# Stakeholder Analysis of Nepal Women Association (NWA)

## *External Stakeholders*

Stakeholders	Role	Importance
Voters	Provide support and legitimacy through elections.	Their support is vital for the political success of the NWA and its candidates.
Civil Society Organizations (CSOs)	Partner in advocacy and community initiatives.	Enhance outreach, amplify advocacy efforts.
Media	Report activities, influence public opinion.	Shapes public perception and awareness of NWA's work.
Donors and Financial Supporters	Provide financial resources and support.	Essential for funding activities and initiatives.
Government Agencies	Policy implementation and collaboration.	Facilitate or hinder the success of NWA's initiatives through policy and support.
International Organizations	Provide funding, expertise, and advocacy support.	Enhance credibility, provide resources and strategic support.



# Importance of each stakeholders

- **Members and Leadership:** Central to the functioning and strategic direction of NWA.
- **Youth Wing and Local Committees:** Ensure grassroots engagement and future leadership.
- **Voters and CSOs:** Provide legitimacy and extend the reach of NWA's advocacy.
- **Media and Donors:** Influence public opinion and provide necessary resources.
- **Government Agencies and International Organizations:** Facilitate implementation of policies and provide strategic support.





# Engagement Strategies:

- **Regular Communication:** Through meetings, newsletters, and digital platforms.
- **Involvement in Decision-Making:** Include stakeholders in planning and strategy sessions.
- **Feedback Mechanisms:** Establish systems for stakeholders to provide feedback and suggestions.
- **Capacity Building:** Offer training and development programs for internal stakeholders.
- **Public Engagement:** Conduct outreach programs to engage voters and civil society.



# Women-related issues

## Internal

- Increase representation of women in leadership roles, provide gender-specific training.

## External

- According to the Constitution of Nepal 2074, the establishment of women's leadership in every important aspect of the country
- Promote policies that support women's rights;
- Addressing gender-based violence
- Addressing the right to reproductive health
- Ensuring economic empowerment of women



THANK YOU  
Jay Nepal!