

THE GREAT KARNALI QUEST

*The World's longest Raft Race 248 KM on
sacred River Corridor.*



Event Proposal

November

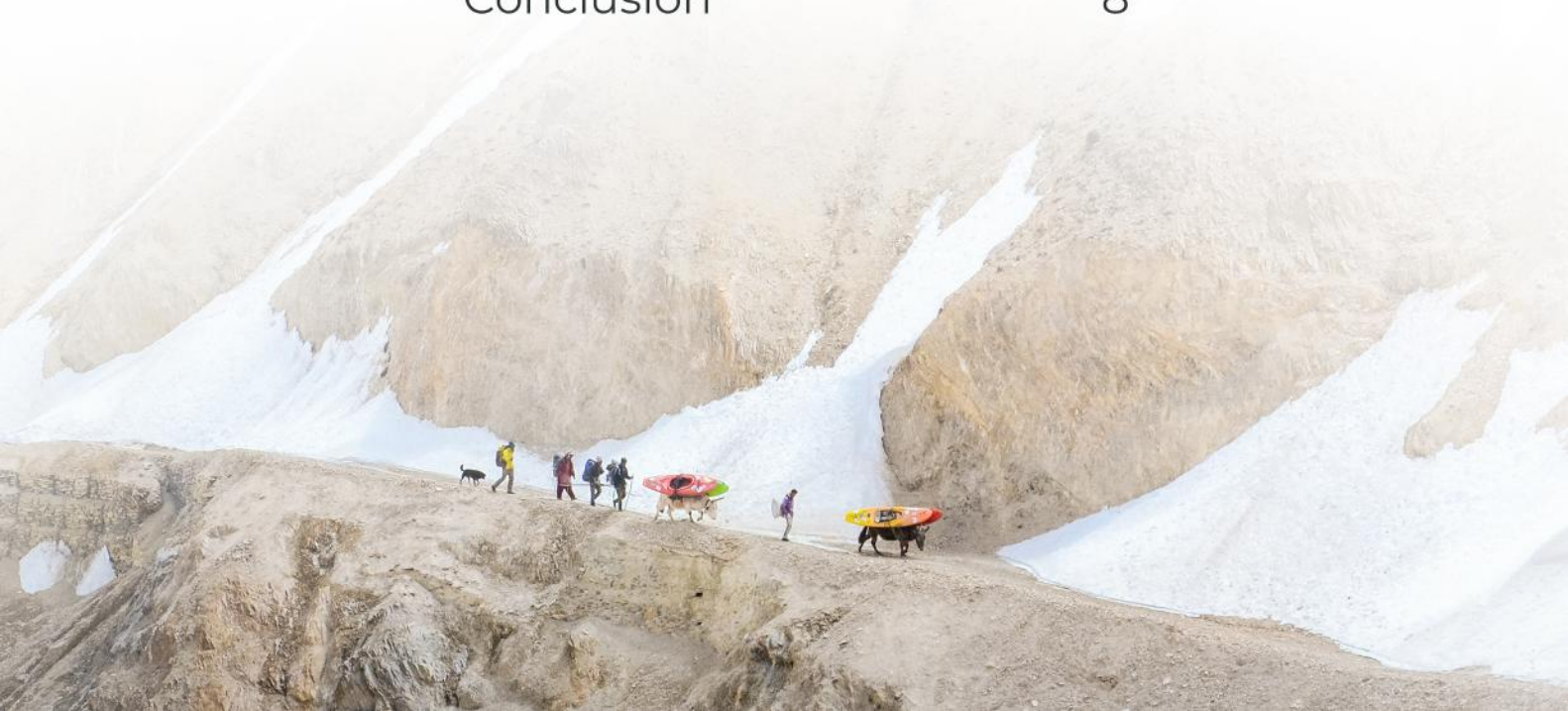
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INTRODUCTION

Welcome to The Great Karnali Quest, a one-of-a-kind event that brings together adventure, conservation, and eco-tourism on the spectacular Karnali River. As one of the top five rivers in the world for rafting and kayaking, the Karnali River sets the stage for an exhilarating and unforgettable experience.

Jointly organized by the **Nepal River Conservation Trust (NRCT)**, the **Nepal Association of Rafting Agencies (NARA)**, and **Karnali Basin Conservation Foundation (KBCF)**, this event aims to promote and showcase the abundant potential of the Karnali region. Our collective goal is to raise awareness about the Karnali River's status as a High Conservation Value River (HCVR) among national and international forums, while also educating the younger generation about its importance.

The highlight of The Great Karnali Quest is the epic raft race, which will cover a distance of 248 kilometers over five days. Participants will navigate through stunning landscapes, challenging rapids, and remote villages, offering a unique adventure that will leave a lasting impression. Additionally, a two-day conservation seminar/workshop will be held, bringing together river conservationists, scientists, activists, and policymakers from around the world. The Karnali River is classified by international rafting standards as one of the top five white-water rivers in the world due to its pristine natural condition and the technical difficulty of its white-water. In many areas, the Karnali is constrained by canyon walls creating big, continuous and serious rapids making the river one of the most challenging white-water destinations in the world.

By promoting eco-adventure tourism, we aim to position the Karnali river in Sudur Paschim, Karnali and Lumbini province as a world-class rafting and kayaking destination, boosting the local economy and creating job opportunities in the tourism sector. Through media coverage and storytelling, we aspire to inspire future generations to become advocates for the environment, fostering environmental consciousness and responsibility.

We invite adventure sport enthusiasts, river activists, conservationists, tourists, policymakers, and local vendors to participate and witness this extraordinary event. The Great Karnali Quest provides an ideal platform for corporate sponsors to showcase their brands, align with social and environmental causes, and engage in networking opportunities.

Join us in conserving the pristine Karnali River for future generations and as a gift to our living earth, while enjoying an unparalleled adventure in one of the world's most breathtaking landscapes. Together, we can create a sustainable future and make a positive impact on the local communities and natural heritage of the Karnali region.



The Karnali River

The Karnali river, one of the three great river systems in Nepal, originates within the mandala of Holy Mount Kailash in Tibet. The sacred landscape that surrounds Mt. Kailash is thought to be a remnant of the original Cosmic Ocean and the life-giving center from which four great rivers flow: the Sutlej, the Indus, the Brahmaputra, and the Karnali (Ganga). Each of these four rivers flows from the mouth of a different creature – the Sutlej from an Elephant's mouth (Langchhen Khabab) in the West, the Indus from a Lion's mouth (Singchhen Khabab) in the North, the Brahmaputra or Yarlung Tsangpo from a Horse's mouth (Tamchhog Khaba) in the East, and the Karnali River from a Peacock's Mouth (Mapcha Khabab) in the South. The Karnali flows through the Himalayas of Nepal before merging with the Ganges River in India. The Karnali river is the longest (507 Km) and last remaining free-flowing river in Nepal.

The river flows connecting the Karnali, Sudur Paschim and Lumbini Provinces. It is in the Karnali region of Nepal that a connection exists between the sacred landscapes of Kailash-Mansarovar in Tibet and the Holy Ganga in India. The Karnali is ranked as one of the top five rivers in the world for whitewater rafting and kayaking. In many areas, the Karnali is constrained by canyon walls that create big, continuous, and challenging rapids making the river one of the most challenging whitewater destinations in the world. In addition to its reputation as a thrilling whitewater destination, the Karnali river has historical significance as it is connected to the ancient Khas-Arya civilization of Nepal. Also, the livelihood and culture of numerous indigenous communities and nomads rely on the free-flowing Karnali river. Along with that, the Karnali River traverses an incredibly diverse ecological gradient, creating a habitat that supports a wide array of plant life, wildlife, and aquatic creatures. It's a living library.

The Great Karnali Quest

EVENT HIGHLIGHTS



The longest Raft Race



Conservation Workshops



Cultural activities



Global Media Coverage



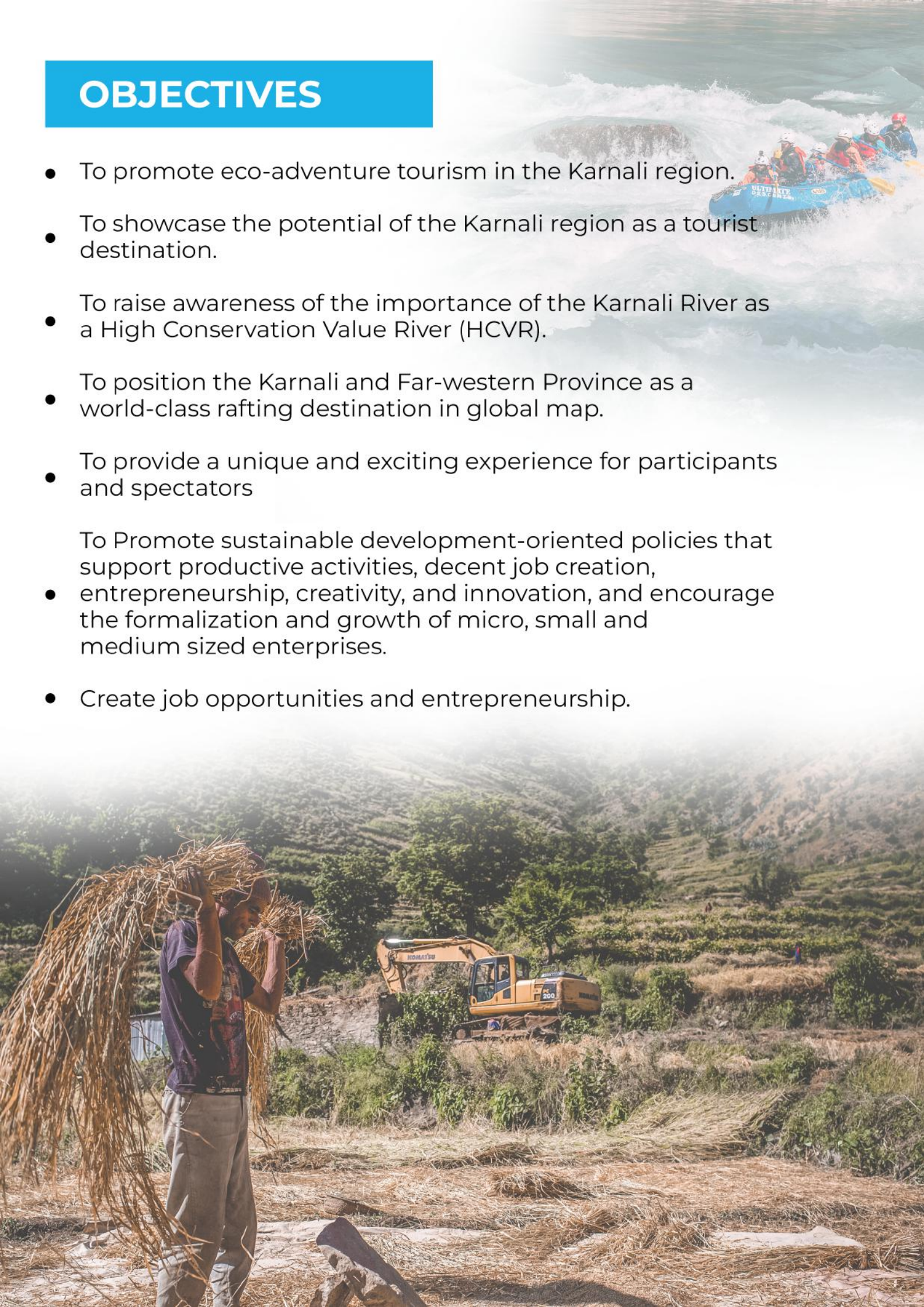
International Participants



Promotion and Exploration

OBJECTIVES

- To promote eco-adventure tourism in the Karnali region.
- To showcase the potential of the Karnali region as a tourist destination.
- To raise awareness of the importance of the Karnali River as a High Conservation Value River (HCVR).
- To position the Karnali and Far-western Province as a world-class rafting destination in global map.
- To provide a unique and exciting experience for participants and spectators
- To Promote sustainable development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity, and innovation, and encourage the formalization and growth of micro, small and medium sized enterprises.
- Create job opportunities and entrepreneurship.





Target Audience

The Great Karnali Quest is targeted to conserve the pristine Karnali river for the future generation. Through media coverage, storytelling, or testimonials from participants and organizers, the raft race can inspire and empower young individuals to become advocates for the environment. By showcasing the beauty and significance of a pristine river, along with the importance of its protection, the event can motivate young people to take an active role in environmental activism, conservation efforts, and sustainable practices in their communities. By targeting the future generation through education, participation, sustainable practices, stewardship programs, and inspiration, a raft race in a pristine river can play a valuable role in shaping young minds to become environmentally conscious and responsible citizens.

Future Generations: Students and youth interested in nature conservation and entrepreneurship.

Adventure Sport Enthusiasts: Adventure seekers, Rafting enthusiasts, Individuals seeking unique and unforgettable experiences.

River Activists and Conservationists: Local community members dedicated to protecting the environment, Conservationists focused on preserving natural resources.

Environmental Related INGOs: Development agencies working on environment and sustainable development sector.

Academic Scholars and Scientists: Renowned scientists specializing in environmental conservation.

Tourists: Nature lovers attracted to pristine environments.

Government Agencies and Policy Makers: Local government officials responsible for developing sustainable policies, National and international policy makers invested in environmental conservation.

Local Business: Small businesses and vendors within the Karnali region that can benefit from increased tourism and economic opportunities.

National Raft Teams: Athletes representing different countries from around the world.

Media and Press: Journalists and media representatives interested in covering the event, Press outlets with a focus on adventure sports, sustainability, and travel.



The Great Karnali Quest is for the Great Cause, to conserve the Karnali.

OUTCOMES



Promotion of eco-adventure tourism:

The event will help to promote eco-adventure tourism in the Karnali region and position it as a world-class rafting destination. This will attract more tourists to the region, which will have positive impacts on the local economy and create job opportunities in the tourism sector.



Increased awareness of the Karnali River as an HCVR

The event will help to raise awareness of the importance of the Karnali River as a High Conservation Value River (HCVR) among national and international forums. This will help to preserve the natural beauty and ecosystem of the region.



Increased visibility and media coverage

The event will attract media attention and coverage, which will help to promote the Karnali region and the event itself. This will help to attract more tourists and investors to the region.



Unique and unforgettable experience for participants and spectators

The event will provide a unique and unforgettable experience for participants and spectators, which will create positive memories and word-of-mouth promotion for the region.



Boost to the local economy

The event will generate revenue for local businesses, such as hotels, restaurants, and transportation companies. This will have positive impacts on the local economy and create job opportunities in the tourism sector.

In summary, the Great Karnali Quest event has the potential to generate multiple outcomes that will benefit the region and stakeholders involved. It will promote eco-adventure tourism, raise awareness of the Karnali River as a HCVR, increase visibility and media coverage, provide a unique experience for participants and spectators, and boost the local economy.



Mileage through TGKQ

Sponsoring The Great Karnali Quest offers numerous mileage opportunities for sponsors and supporters. Here are some key benefits and mileage options available to sponsors:

Brand Visibility and Recognition: The benefit, of course, is the free 'earned media' exposure your brand could potentially receive. This can expose your brand to far more consumers than those simply taking part in the event itself. Sponsoring the event provides sponsors with visibility and recognition among a global audience. With participants and spectators from around the world, sponsors have a unique opportunity to showcase their brand and products to a diverse audience. This exposure can significantly enhance brand visibility and recognition.

Corporate Social Responsibility: By sponsoring the event, institutions can demonstrate their commitment to social responsibility and environmental conservation. The event promotes eco-adventure tourism and raises awareness about the importance of the Karnali River as a High Conservation Value River. Sponsors can align their brand with social and environmental causes, improving their reputation among customers and stakeholders.

Networking Opportunities: Supporting the event enables you to network with other sponsors, participants, and stakeholders. This offers valuable opportunities to expand contacts, explore collaborations, and forge partnerships that can lead to future opportunities.

Business Promotion and Sales: Sponsoring The Great Karnali Quest provides sponsors with opportunities to promote their business and products to a global audience. This can result in increased sales and revenue for the sponsoring companies. Sponsors can leverage the event's platforms, such as billboards, hoarding boards, and media coverage, to reach a wider customer base.

Emotional connection: People often spend with their heart. Making an emotional connection to purchases builds brand loyalty. Seeing your brand connected to events like this drives this connection for consumers. Quite simply, it shows your brand cares enough to get involved at the community level. Your brand becomes more appealing.

Destination Promotion and Exploration: Sponsoring the event allows companies to promote destinations and explore new routes in the Karnali region. By showcasing the region's natural beauty and adventure potential, sponsors can attract tourists and adventure enthusiasts to explore the area, ultimately boosting tourism and economic growth.

Engagement with Indigenous Communities: Supporters can engage with indigenous communities in the Karnali region, fostering relationships and promoting cultural exchange. This can lead to mutual learning opportunities and create a positive social impact by supporting local communities.



Introduction of New Products and Technologies: Agencies can utilize The Great Karnali Quest as a platform to introduce and showcase new products and technologies relevant to adventure sports, eco-tourism, and conservation. This can create buzz and generate interest among participants, spectators, and media.

International Brand Awareness: As the event attracts participants and media coverage from around the world, sponsors can expand their global reach and strengthen their brand presence in new markets. While brand credibility is rising, it really comes down to marketing for the sponsoring business. Many organizations have fairly extensive reach into the community and are very proactive in other areas of marketing such as social media. This can involve brochures, banners, website updates and social media posts.

Sponsoring The Great Karnali Quest, companies have the opportunity to align their brand with a unique and environmentally conscious event, benefiting from increased visibility, social responsibility, business promotion, and networking opportunities. It is a chance to make a positive impact, support local communities, and contribute to sustainable development.

Conclusion:

The Great Karnali Quest is an exciting and unique event that will showcase the potential of the Karnali region as a tourist destination and raise awareness of the importance of the Karnali River as a High Conservation Value River (HCVR). The event will provide a unique and unforgettable experience for participants and spectators, while also boosting the local economy and creating job opportunities in the tourism sector. We look forward to welcoming participants and spectators from all over the world to this incredible event.



OUR-TEAM



RADESH PANT
Chairman - KBCF



MEGH ALE (Ashoka Fellow)
President - NRCT
coordinator - TGKQ



SHIVA ADHIKARI
President - NARA



ANUP GURUNG
Liaison Officer - IRF



NIM BAHADUR MAGAR
Chief Safety Liaison Nepal



CHANDRA ALE
Rescue and Medical Director



MAUSAM KHANAL
Scientific Coordinator



GAURAB DEVKOTA
Field Coordinator



THANK YOU


Thank you for going through this proposal. For further information or details, Feel free to contact us.


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