

# WOMEN'S EMPOWERMENT PRINCIPLES

Established by UN Women and the  
UN Global Compact Office

2020 UN Women  
Asia-Pacific WEPs Awards  
Regional Awardee Profile



## Lucky Chhetri

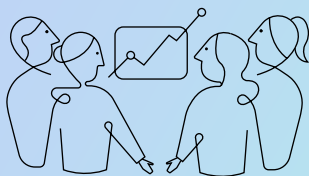
Co-Founder and Chief Executive Director,  
3 Sisters Adventure Trekking



### 3 Sisters Adventure Trekking

Country: Nepal  
Employees: 11-50  
Industry: Tourism and Travel

Website  
<https://www.3sistersadventuretrek.com/>



### From 3 Sisters to Women from All over Nepal

3 Sisters Adventure Trekking is the first women-owned trekking company (established by three Nepali sisters, Lucky, Nicky and Dicky Chhetri), and is still the only trekking agency which specializes in offering trained female guides and assistant guides. Established as a company in 1998, 3 Sisters Adventure Trekking works in co-operation with Empowering Women of Nepal (EWN), a non-government organization founded by the same women. 3 Sisters EWN aims to empower women through adventure tourism.

Funded by 15-20% profit-sharing from 3 Sisters Adventure Trekking, EWN provides practical vocational training courses (all free of cost) designed to extend educational, employment, and entrepreneurial opportunities to marginalized or disadvantaged women from all over Nepal. Their goal is to encourage fellow sisters to become self-supportive, independent, decision-making women. To date, over 800 disadvantaged or rural women have been trained as trekking guides and assistants.

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*Women's economic empowerment for the Three Sisters means women's self-dignity, where women are provided with opportunities to be educated and gain employment, thereby enabling them to financially contribute to their families and the community.*

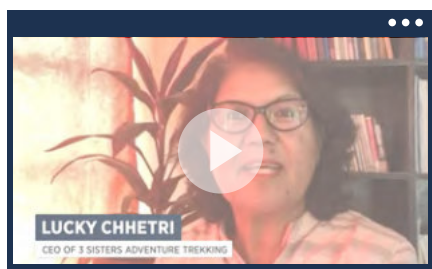
- Lucky Chhetri

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## Challenges Facing Women in Nepal

Many Nepalese women and girls still live in poverty and lack access and opportunities for education and employment outside of traditional family roles. The most persistent challenges include:



*Watch the testimonial video to learn more!*

- Social norms, traditional value and moral support – including needing to build trust in the community because of Nepalese patriarchal society and industry; motivating women to train; overcoming a culture of underestimating women abilities/ issues; addressing drop out in training because of the long learning process involved; and countering the attraction of foreign employment opportunities (e.g. in Gulf countries)
- Political instability and rules and regulations – women issues are not addressed by the government in their policies, programs and regulatory frameworks
- Natural disasters and calamity–women are impacted disproportionately by natural disasters including climate change / global warming (which changed the trekking season), earthquake, landslides, flooding, and recently COVID-19

## How 3 Sisters Supports Women's Empowerment

Trainees learn English, leadership, first-aid, trekking information, tourism, flora-fauna, culture-religion, geography, environmental preservation, along with skills for mountaineering. They also learn to be physically and mentally tough, and to approach their life with confidence at work and in their home. New knowledge and skills prepare participants in the programs to confront and transform stereotypes and discrimination that have hindered Nepalese women for hundreds of years. As these women find their own economic success, they directly contradict those who doubt the ability of women to compete in strained job markets. Loan programs and alumni networks support them in establishing development projects and taking leadership roles in their communities. The programs help rural women move from lives of dependence and silence to lives of self-sufficiency and strength, creating a significant shift in the social structure of rural Nepal.

Lucky Chhetri has a strong track record of working in partnership and collaboration with peers, existing campaigns, industry networks, and/or other stakeholders such as government, civil society, and nonprofits. Examples include:

- Advisor - Trekking Agencies Association of Nepal (TAAN Pokhara).
- Charter president - Tourism Entrepreneur Women Association Nepal – TEWAN
- Past President - Rotary Club of Pokhara Annapurna year 2016/17



## Fostering Long-term Success

A Planning, Monitoring and Evaluation (PME) framework has been developed to assist in clearly defining success and reporting on progress. The framework was developed with the guidance of international development evaluation experts who work in the Asia Pacific region of the Global South. The Theory of Change (TOC) aligns the work to the WEPs. Monitoring and evaluation activities will include measuring success and reporting on progress against the WEPs.

Rather than expanding on the business, 3 Sisters EWN focuses on the quality of existing programs to ensure sustainability. The business works with local communities, to understand the issues they are facing in order to be responsive to their needs, and to support local businesses as part of wider corporate sustainability efforts.

The work of the 3 Sisters EWN, like many other enterprises involved in tourism, has been impacted because of the COVID19 pandemic and the lockdown responses, limiting travel and overseas visitors. In response to widespread economic impacts, they have recently established a Training Institute which will provide employment, economic benefit and equal opportunity within Nepal. It will explore more opportunities for youth in tourism and adventure outdoor sports, and provide training and job opportunities to youth who have returned to Nepal due to COVID19.

“*The Three Sisters applied for the WEP awards because these same principles have applied to all of the work of Three Sisters’ Trekking Company and Empowering Women of Nepal (EWN) for more than two decades.*”  
- Lucky Chhetri

Photo: Courtesy of 3 Sisters Adventure Trekking

## Women’s Empowerment Principles



High-Level Corporate Leadership



Treat all Women and Men Fairly at Work without Discrimination



Employee Health, Well-Being and Safety



Education and Training for Career Advancement




Enterprise Development, Supply Chain and Marketing Practices



Community Initiatives and Advocacy



Measurement and Reporting

 [asiapacificwepsawards.org](http://asiapacificwepsawards.org)

   @unwomenasia  [linkedin.com/showcase/weprinciples/](https://www.linkedin.com/showcase/weprinciples/)

#WeEmpowerAsia #WEPsAwards

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