

PARTICIPANT HANDBOOK

Bardiya Digital Champions

A 3-day foundational training in social media, content creation, and digital business for Bardiya's tourism entrepreneurs.

"From your first post to your first online booking."

1 GET FOUND



2 CREATE



3 GET BOOKED

FACILITATOR

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DATES & VENUE

WELCOME

Three days that change how your business shows up online.

You are Bardiya's first cohort of Digital Champions. Today, travelers find Bardiya on their phones: on TikTok, on Facebook, on Google Maps, on Instagram. If your business is not there, or is there without a plan, guests scroll past. This training changes that. You will leave with real accounts, real content, and a real system to keep going.

WHAT YOU WILL WALK AWAY WITH

Professional business profiles

On Facebook, Instagram, and TikTok, optimized for tourists to find and message you.

Real videos, published live

Shot on your phone, edited in CapCut, posted to your business accounts before you leave.

Google Business Profile

So tourists searching "Bardiya safari" or "homestay near Bardiya" find you on Google & Maps.

Review-collection system

A printed QR card and a proven script to turn every happy guest into an online review.

AI as your assistant

Using ChatGPT for content ideas, captions, replies to guests, and everyday business tasks.

A 30-day content plan

A weekly calendar of what to post, when, and where: your operating system after the training.

OUR SHARED RULES FOR 3 DAYS

- ✓ Show up on time, phone charged
- ✓ Help your team, learn from your team
- ✓ Post real things about your real business
- ✓ No question is a small question
- ✓ Try first, perfect later
- ✓ Have fun: this is meant to be fun

YOUR 3-DAY JOURNEY

One arc, three days, real results.

Each day builds on the last. You get **found**, you learn to **create**, and then you turn attention into real **bookings**. At the end of every day we pause for a short "**How would you teach this?**" reflection, because you are not only learning these skills: you are getting ready to teach them to other tourism entrepreneurs in Bardiya.

Day 1

Get Found

Live business profiles on Facebook, Instagram & TikTok, plus your first content plan powered by ChatGPT.

Day 2

Create

Shoot, edit in CapCut, and publish your first real 30-second vertical video to your accounts.

Day 3

Get Booked

Google Business Profile, a review system, payments, and a final challenge that beats your Day 1 video.

YOUR TEAM & THE SCOREBOARD

You will work in the same team for all three days. Shyam Chaudhary floats between teams as a peer co-facilitator. Ten Digital Champions, three teams:

TEAM 1

The Founders

- Minu Tharu
10+ yrs homestay experience
- Saugat Sharma
Wild West page management
- Anu Chaudhary

TEAM 2

The Trailblazers

- Anjana Tharu
- Shyam Chaudhary
peer co-facilitator
- Ranju Mahatara

TEAM 3

The Hosts

- Lila Tharu
- Misan Yogi
Dalla Homestay
- Binay Chaudhary
- Kaneksan Tharu

How the scoreboard works. Teams earn points across the three days: the Day 1 quiz battle (Kahoot), the Day 2 & Day 3 view-count races on your published videos, and the final Bardiya Content Challenge. Points are tracked on the wall chart: help your team, cheer the others, and remember that the real prize is a business that gets booked.

01

DAY ONE: GET FOUND

Get Found.

Today's goal: a live business profile + your first content plan

Travelers do not walk into Bardiya asking around for a homestay anymore. They search, they scroll, they save. Today we set up the profiles they will find, and we plan the content that gets you found.

9:00 - 9:30	Welcome, introductions & team formation
9:30 - 10:00	Baseline: "Sell your business in 60 seconds" (video)
10:00 - 11:00	How travelers find Bardiya + Creator Watch Party
11:00 - 11:15	Tea break
11:15 - 12:45	Hands-on: Business accounts on Facebook, Instagram & TikTok
12:45 - 1:30	Lunch
1:30 - 2:00	Energizer + Algorithm, views & metrics made simple
2:00 - 3:00	The 5 Content Categories for Bardiya
3:00 - 4:00	ChatGPT for content ideas & captions
4:00 - 4:15	Tea break
4:15 - 4:50	Weekly content calendar: first draft
4:50 - 5:20	Team quiz battle (Kahoot) + review circle 30-MIN BLOCK
5:20 - 5:30	"How would you teach this?" reflection + exit tickets

BY TONIGHT YOU WILL HAVE

- A professional business account on Facebook, Instagram, and (if ready) TikTok
- A complete, searchable profile with your WhatsApp number for bookings
- 10 content ideas for your business, generated with ChatGPT
- A first draft of your weekly content calendar
- Your first ChatGPT-assisted post published tonight (homework!)

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DAY TWO: CREATE

Create.

Today's goal: a real video shot, edited & published to your account

A great photo makes someone stop scrolling. A great video makes them book. Today you become a content creator: phone in hand, story in mind, CapCut on your screen. By evening, your business will have its first real video live online.

9:00 - 9:20	Recap + homework review (whose post got the most views?)
9:20 - 10:15	Smartphone photography & videography fundamentals
10:15 - 11:15	Photo & clip scavenger hunt (outdoors, teams)
11:15 - 11:30	<i>Tea break</i>
11:30 - 12:30	Canva hands-on: designing for social media
12:30 - 1:15	<i>Lunch</i>
1:15 - 2:00	Video Format Library + storyboarding (hook: story: CTA)
2:00 - 2:45	Shooting session: b-roll & voiceover recording
2:45 - 4:00	CapCut editing lab (step-by-step)
4:00 - 4:15	<i>Tea break</i>
4:15 - 5:00	Premiere screening + peer feedback + publish live PUBLISH
5:00 - 5:30	Review + "How would you teach this?" teach-back reflection

BY TONIGHT YOU WILL HAVE

- 6 practical camera rules you can use for every photo & video
- A folder of scavenger-hunt photos and clips of your business
- One Canva graphic ready to post
- Familiarity with 8 video formats that work for tourism content
- A 30-second vertical video edited in CapCut & published live to your accounts

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DAY THREE: GET BOOKED

Get Booked.

Today's goal: turn views into real bookings & guests

Views feel great. Bookings pay the bills. Today we build the pipeline that connects one to the other, and prove how far you have come with a final content challenge.

9:00 - 9:20	Video metrics review + "the road to viral" framing
9:20 - 10:20	Google Business Profile & Maps: hands-on setup
10:20 - 11:00	Booking platforms + The Review Engine (QR cards)
11:00 - 11:15	Tea break
11:15 - 11:50	Social SEO: searchable titles & hashtags with ChatGPT
11:50 - 12:20	Digital payments for your business (merchant, dynamic QR)
12:20 - 1:05	Lunch
1:05 - 1:50	Websites, payment APIs, Blanxer & Lovable: what's possible
1:50 - 2:20	AI as your assistant + money management + cybersecurity
2:20 - 2:35	Tea break
2:35 - 3:05	Video format recap + content calendar v2
3:05 - 4:05	FINAL CHALLENGE: The Bardiya Content Challenge (live shoot) ASSESSMENT
4:05 - 4:50	Teach-back mini-lessons
4:50 - 5:30	30-day action plans, prizes, certificates & closing circle

BY TONIGHT YOU WILL HAVE

- A claimed Google Business Profile with photos, pin & searchable description
- A printable review QR card + the script to ask every guest for a review
- Your videos rewritten with search-optimized titles & hashtags
- Practical understanding of merchant payments, websites, Blanxer & AI tools
- A stronger version of your Day 1 video, proving how far you have come
- A 30-day action plan & a certificate: you are officially a Digital Champion

BEFORE YOU COME

Come ready. Save hours.

This is a hands-on training, and every hour counts. If your phone is charged, your logins remembered, and the right apps installed, you will spend the time learning: not troubleshooting.

Bring with you

- ☐ Your smartphone (with at least 2 GB free storage)
- ☐ Phone charger & power bank if you have one
- ☐ Your business logo & photos (if you already have them)
- ☐ A notebook & pen for team activities
- ☐ Water bottle

Remember your logins

- ☐ Facebook email & password
- ☐ Instagram username & password
- ☐ Google (Gmail) email & password
- ☐ TikTok, if you already use it
- ☐ Your WhatsApp Business number ready

INSTALL THESE APPS BEFORE DAY 1

Instagram

Facebook

TikTok

CapCut

Canva

ChatGPT

All six are free from the Play Store or App Store. If you cannot install any of them before Day 1, do not worry: we will help you on the morning. But installing ahead saves us at least an hour of setup time.

One important note. The single biggest time-waster in trainings like this is a forgotten password. Before Day 1, log in and out of each of your accounts to confirm you remember the passwords, or reset them now. If you use "sign in with Google" for everything, make sure you remember your Gmail password.

AFTER THE TRAINING

The next 30 days matter most.

Three days build the foundation. The next 30 days build the habit. Here is what your journey looks like after you leave the training room, with support from your team, your alumni group, and your local digital service provider.

1 Week 1: Post what you planned

Follow your content calendar. Post 3-4 times this week, including at least one video. Do not aim for perfect: aim for published.

2 Week 2: Ask every guest for a review

Print your review QR card. Show it to every departing guest with the script you practiced. Aim for 5 real Google or TripAdvisor reviews this month.

3 Week 3: Finish your Google Business Profile

Complete verification once Google sends the code. Add your best photos, keep hours accurate, and reply to every review you receive.

4 Week 4: Pick one stretch goal

Choose one: open a merchant wallet account, list on Booking.com or TripAdvisor, start a Blanxer store, or launch your first paid promotion.

STAY CONNECTED & GET SUPPORT

You will be added to the **Bardiya Digital Champions** WhatsApp group on Day 1. This is where we run weekly content challenges, share tips, cheer each other's wins, and coordinate the cascade trainings you will deliver to other tourism stakeholders.

LOCAL DIGITAL SUPPORT

Shyam Chaudhary

PLATFORMS & TOOLS

Prashant's team at Blanxer

*"You are not being trained to become social media experts.
You are being trained to lead the digital future of Bardiya's tourism."*

Content ideas, passwords to reset, questions for the team, posts to publish tonight.