

Avant Garde Solutions Newsletter

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Happy Tihar 2082

Wishing you and your loved ones a bright, joyful, and blessed Tihar!



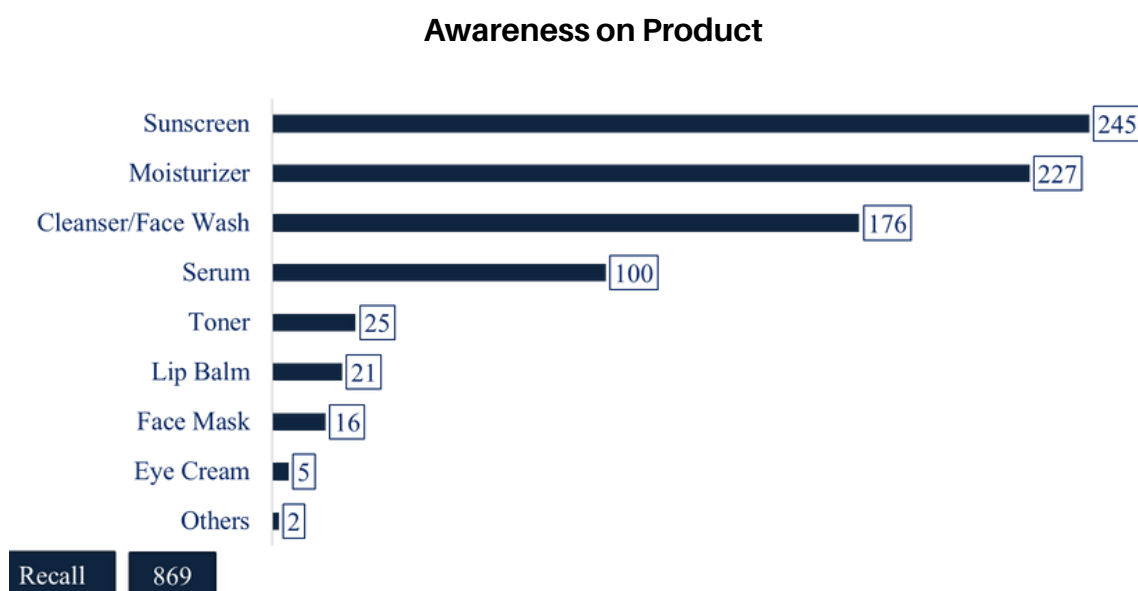
May this festival of lights bring happiness, peace, and prosperity to your life. Tihar, also known as Deepawali is a special five-day Hindu festival celebrated in Nepal. It is a time to celebrate love, light, and the deep bond between family members especially between brothers and sisters. Each day of Tihar carries its own unique meaning and rituals.

Awareness and Perception of Influencer Credibility on Beauty and Skin Care Products

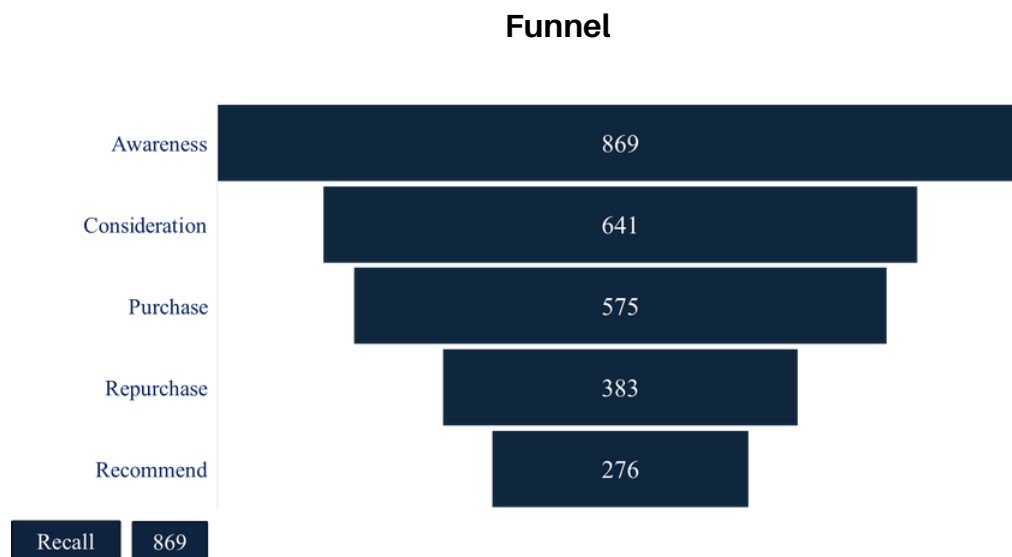
The study was conducted to understand the influence of beauty and skincare influencers on consumer awareness, perceptions, and purchasing behavior among females in Nepal. It was conducted among 400 females aged 18–45 years residing in Kathmandu Valley. A structured quantitative survey was administered using a digital data collection platform through Computer Aided Personal Interviews (CAPI) by trained field enumerators. Each interview lasted approximately 30 minutes. The collected data were analyzed using descriptive statistics in Excel, and thematic analysis was applied to open-ended responses to capture deeper insights.

Demographics

The study included 400 female respondents aged 18–45 years within the Kathmandu Valley. Most were between 18–24 years (70%), with the majority holding a bachelor's degree (75%). Nearly half (49%) were full-time students, while others were employed (21%) or self-employed (9%). Over 60% reported a monthly household income above NPR 100,000. In terms of ethnicity, Newar (25.75%), Brahmin (22%), and Janajati (13.75%) made up the largest groups.

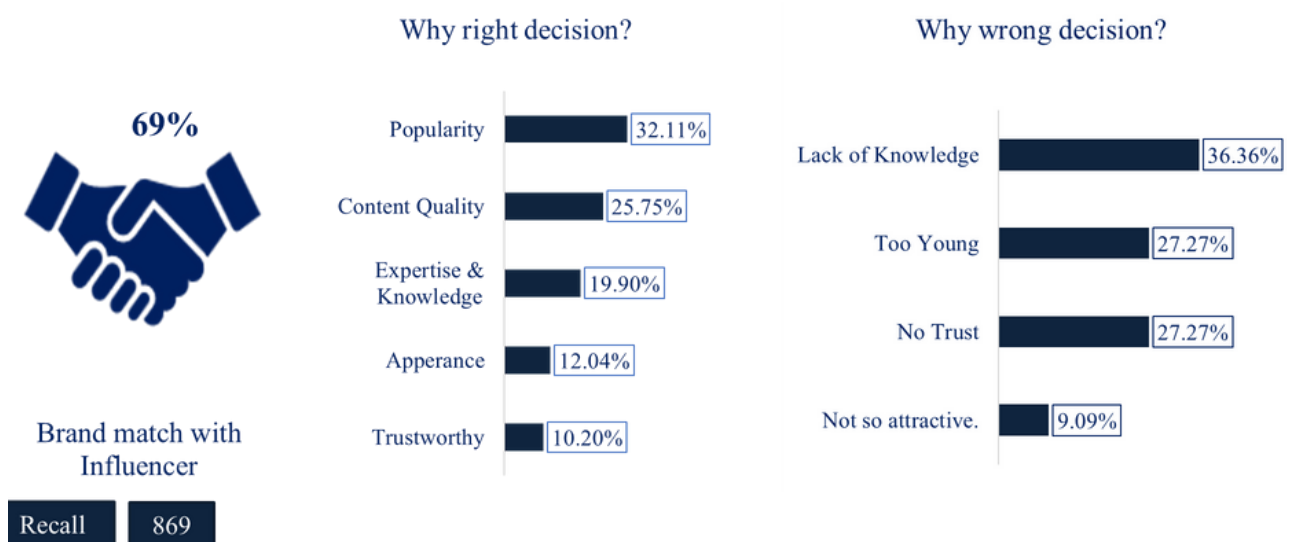


Sunscreen is the most recalled and used product promoted by Nepali beauty influencers, mentioned by 245 respondents.



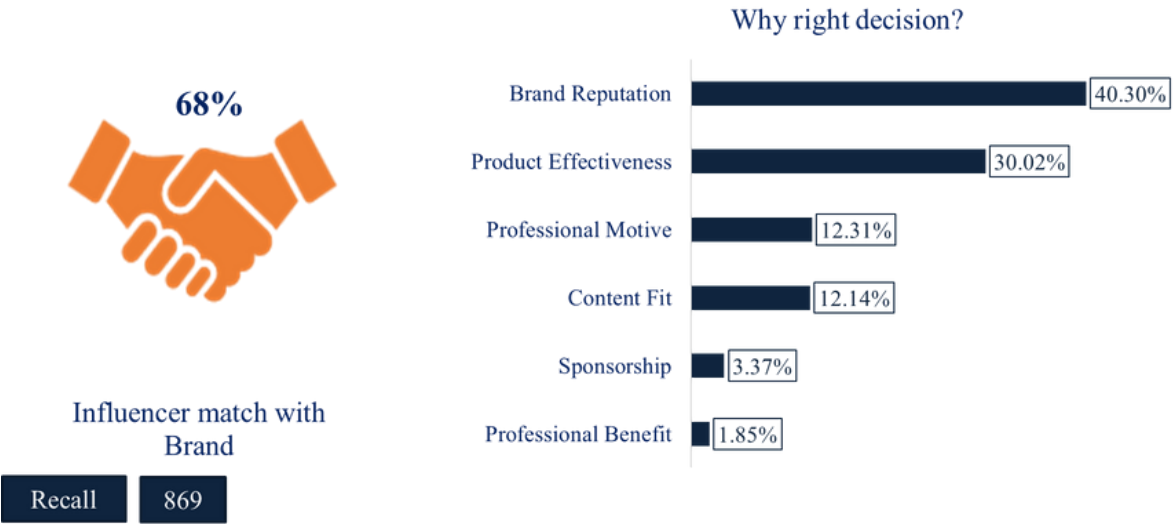
The figure represents that among the 400 respondent who can recall one or more Nepali influencer (869) who have promoted skin care brand, among these, 74% (641) considered making a purchase, and 90% (575) went on to purchase. Among those purchasers, 67% (383) bought the product again, and 72% (276) recommended it to others.

Brand Match with Influencer



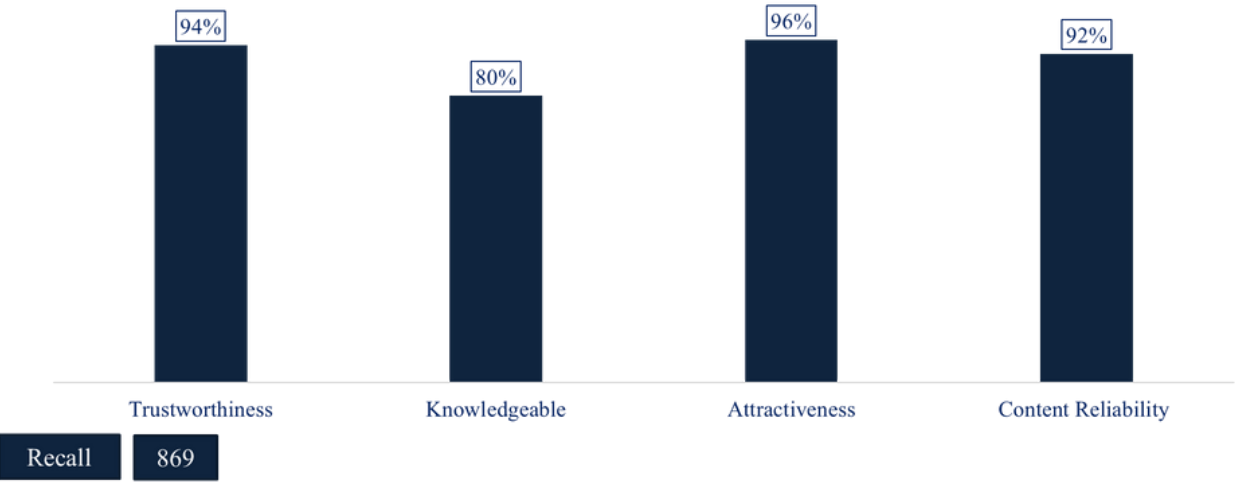
A total of 69% of respondents believe that brands made the right decision in choosing their respective influencers. Among them, 32.11% attributed this to the influencer's popularity, 31% felt certain partnerships were less effective, mostly due to mismatched brand values or perceived lack of influencer's knowledge about the product.

Influencer Match with Brand



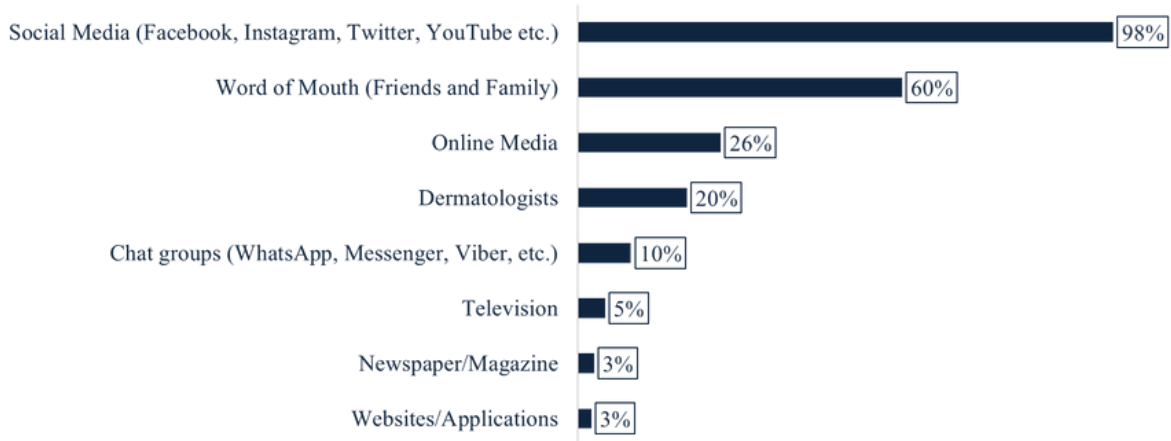
Around 68% of respondents agree that influencers chose the right brands to collaborate with. Among these, 40.30% cited brand reputation

Influencer Credibility

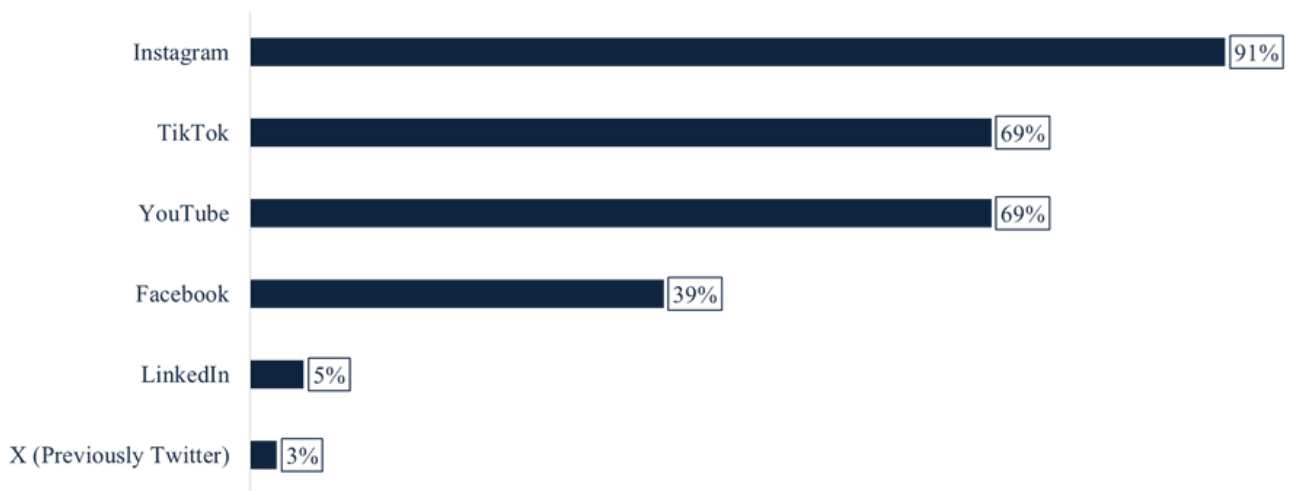


A majority found influencers attractive (96%), trustworthy (94%), and reliable in their content (92%), while 80% described them as knowledgeable about the products they promote.

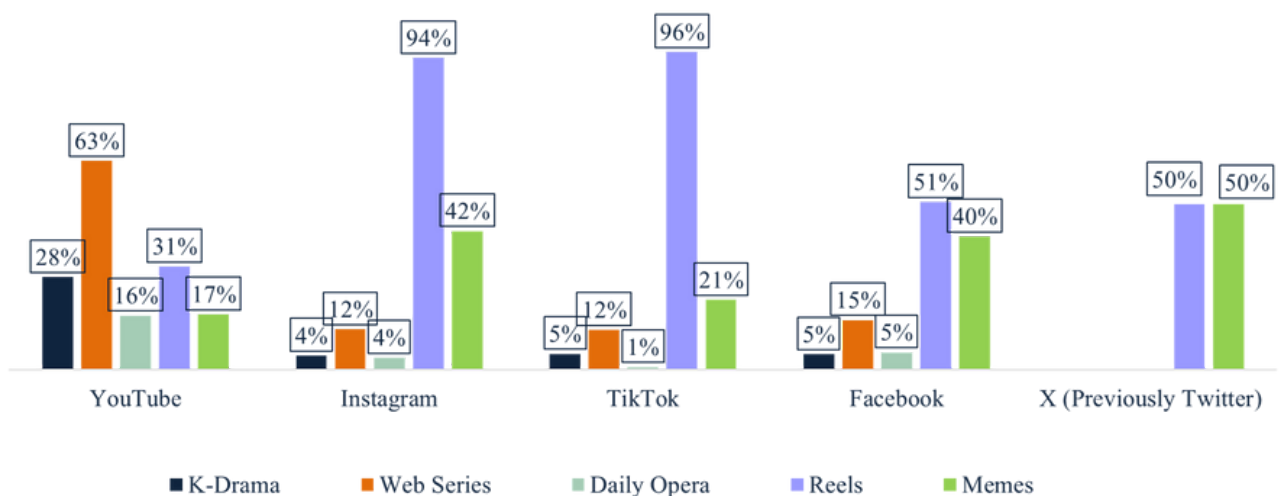
Media Consumption Habit



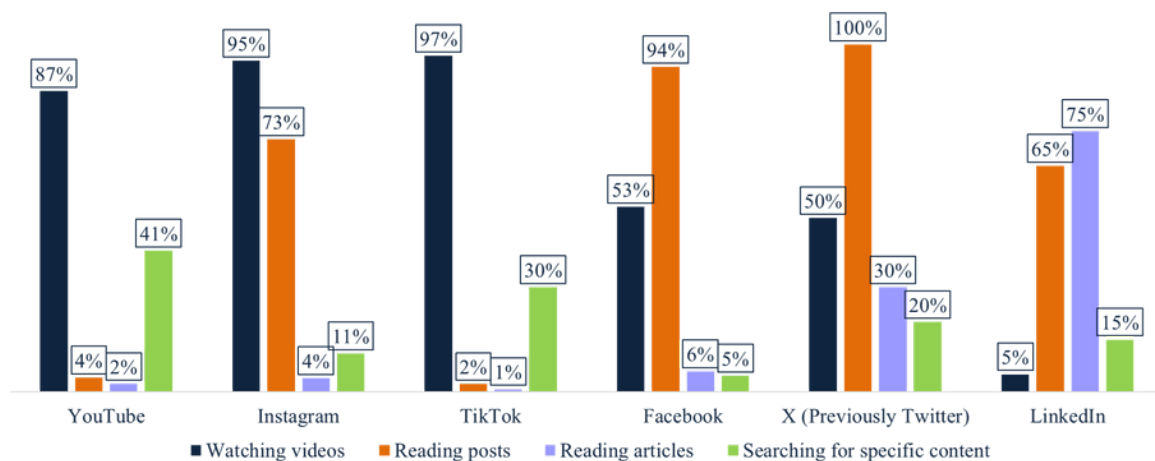
Most of the respondents (98%) rely on social media for information about beauty and skincare products, making it the dominant source of influence.



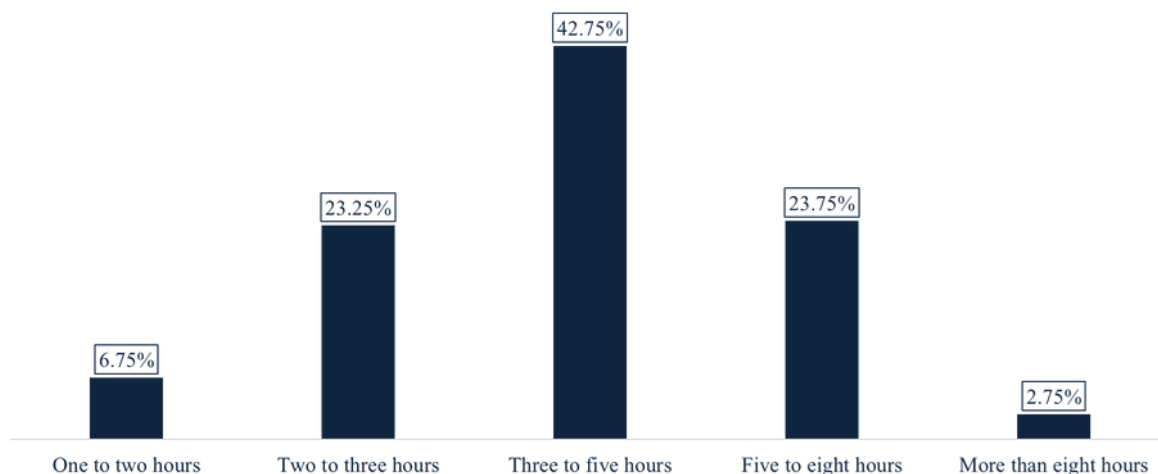
Among them Instagram emerged as the most used platform (91%), followed by TikTok (69%) and YouTube (69%).



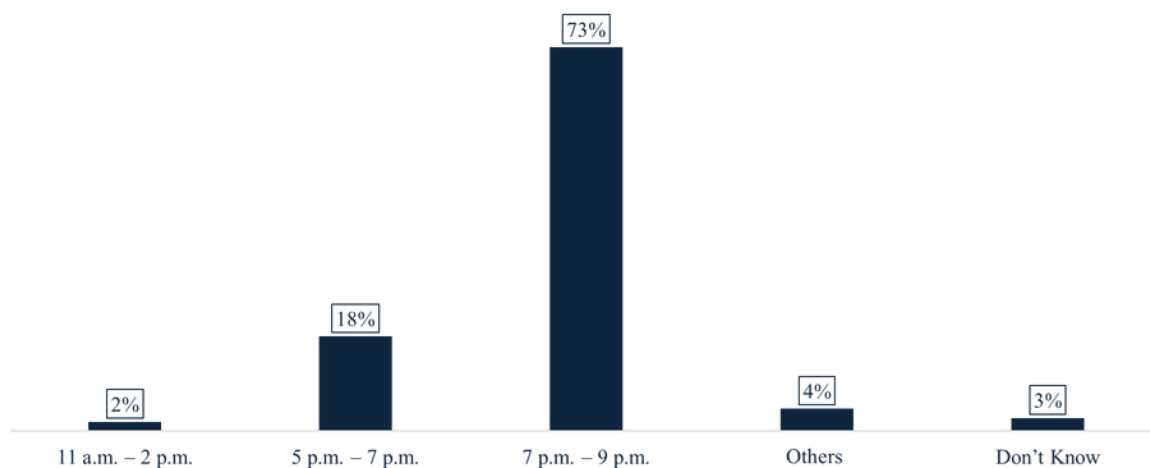
Most respondents engage with short video content, with 94% watching reels on Instagram and 96% on TikTok.



Most of the respondents read posts on X(Previously twitter) (100%) and Facebook (94%).



About 42.75% spend three to five hours daily on social media.



The peak activity time is between 7 PM and 9 PM, reflecting a strong evening engagement trend among users.

Enumerator Appreciation Program 2025

On 5th September 2025, Avant Garde Solutions organized a special appreciation program for enumerators to celebrate their hard work as well as dedication on the field. Enumerators are the back bone of the organization, travelling to various locations to collect the essential data we need. Their efforts provide the foundation for all our research, and without their help and support, we would not be able to research further. The program was designed not only to appreciate and honor them but also to provide a fun and relax time with a hint of team building time for everyone.



The program began with a warm welcome speech led by the Associate Project Manager, Ms. Supriya Poudel who expressed sincere gratitude on behalf of the organization. Whether it is collecting data door-to-door, conducting interviews in remote areas, or ensuring data accuracy, their commitment ensures that every piece of information collected is reliable and meaningful. Following this Ms. Poudel handed over the program to Mr. Roopesh Shrestha, Multi-Property Director of Learning and Development at Marriott, to continue the session with his great guidance.



Mr. Shrestha engaged the enumerators with interactive discussion and fun activities that encouraged participation and collaboration. His session highlighted the importance of professional growth, effective communication, leadership skills, career development, and moreover self-love, leaving a lasting impact on all the enumerators as well as the members. Throughout the event the environment was filled with laughter, learning, and fellowship.



Adding a lively touch to the program, the Avant Garde Solutions team did a musical band performance that filled the room with energy and smiles. The performance created a cheerful atmosphere and brought everyone closer, making the event truly enjoyable and memorable.

During the event, enumerators were praised for their professionalism, patience, and dedication to maintaining data quality. Small token of gratitude was distributed as a gesture of recognition. Mr. Roopesh also highlighted the stories of teamwork, problem-solving, and perseverance through small fun task that inspired everyone present.



Overall, this program served as a reminder that every survey success story starts with dedicated field workers. Their contribution may often go unnoticed, but their impact is lasting. Recognizing their efforts not only motivates them but also strengthens the culture of quality and responsibility in data collection.

Growth Through Groundwork: Our two-month internship experience at Avant Garde Solutions

As our two-month internship at Avant Garde Solutions comes to an end, we can't help but look back at the incredible journey we had. What initially began as an opportunity to learn, turned into a great learning experience that challenged us to grow both personally and professionally. During this period, we encountered several tasks, adapted to unfamiliar situations, and discovered our strengths through hands-on practice. Working in such a dynamic environment gave us a clear understanding of how the actual corporate world looks like.



The first day of internship was something, we will always remember. The memory of walking into the office, mixed with happiness, excitement yet nervous is something that will never fade away. The thought of meeting new people, understanding corporate work culture, and contributing to ongoing projects was both thrilling and intimidating. We were initially tasked with growing engagement on social media platforms such as Instagram, Facebook, YouTube, TikTok and LinkedIn along with follow-up calls to the enumerators working in field.

Before our internship, we viewed questionnaires as just a simple set of questions. However, while working in the office, we learnt that questionnaire design involves much more of thought and logic than it seems to be. Each question is crafted to meet specific research objectives, and even the order of a question could influence the response. This experience enhanced our analytical thinking and gave us a new perception on how research tools are designed to produce reliable insights.

One of our significant tasks involved assisting in Focus Group Discussions (FGDs). This was something that we never learned before. Those sessions brought together diverse opinion of participants to share on a specific topic. We were involved in taking detailed notes, and later transcribed the session. This process improved our listening skills, critical observation, and understanding of human behavior in research settings which required attention to detail and patience.



Moreover, we were engaged in designing certificates using Canva, writing and creating ad contents as well as developing business articles. Unlike academic articles, business articles were different. Business articles focus heavily on clarity and professionalism. We were assigned to draft short business articles, summarize data findings, and prepare reports. Writing this enhanced our writing skills, critical thinking, and arranging the information in more professional way.

We had the opportunity to work as researchers on a project where we were responsible for data entry and analysis. We also worked as enumerators for a digital banking survey enhancing our interpersonal skills and understanding of how people engage with financial technology in daily life making us familiar with tools such as Excel, Word, and KoboToolbox.

Working in collaboration with senior researchers and mentors helped us understand the importance of precision and team work in achieving project goals. Their guidance taught how to communicate our ideas clearly, handling constructive feedback and taking initiative in our roles. Over time, we learned to manage multiple tasks simultaneously and gained confidence in our ability to perform under deadlines.

This internship also helped us appreciate the role of adaptability in a professional setting. At times, the tasks would change unexpectedly, requiring us to think critically and make quick adjustments. Whether it was redesigning the content, correcting data entries or assisting in last minute field coordination, these moments taught us how to remain calm under pressure and find solutions creatively.

Most importantly, the experience taught us about balance between creativity and analysis, independence and teamwork, learning and application. We realized that every task, no matter how small, contributed to a larger goal. This made the experience even more meaningful.

Overall, this internship was far more than a learning experience; it was a journey that combined creativity with research, connected us with real people and communities, and helped shape a clearer vision of the professionals we aspire to become. From social media management to detailed data work, content creation, interviews, and field surveys, every task contributed to our personal and professional growth leaving us confident, skilled, and better prepared for future challenges.

Avant Garde Solutions Celebrates Employee Dedication and Milestone Achievements

On September 13, Avant Garde Solutions hosted a special Employee Appreciation Program to honor the invaluable contributions and dedication of team members who have been part of the organization's journey for the past two years. The event served as a heartfelt recognition of their continued commitment, professionalism, and the positive energy they bring to the workplace.

The program celebrated three of our esteemed employees : Mr. Sudeep Rai, Associate Project Manager; Ms. Shreeya Shakya, Associate Project Manager; and Ms. Namrata Shrestha, Office Support. Their consistent efforts, reliability, and passion for excellence have played an integral role in helping Avant Garde Solutions grow and thrive.



Speaking at the event, the management expressed gratitude to the employees for their outstanding performance and loyalty. They emphasized that such dedication is what drives the company's vision forward and strengthens its culture of teamwork and innovation.

The program ended with light refreshments and friendly conversations, creating a warm and joyful atmosphere among everyone. It not only celebrated the employees' achievements but also reminded everyone that Avant Garde Solutions' true strength comes from its people.



As Avant Garde Solutions continues to grow, the company remains committed to fostering an environment where dedication is valued, achievements are celebrated, and every individual feels empowered to contribute to a shared vision of progress. The Employee Appreciation Program stood as a heartfelt reminder that behind every milestone, it is the people who make the real difference.