Nepal Esports Association (NESA)

Strategic Plan 2026 – 2028

1. Introduction

To align with the International Esports Federation (IESF) framework and strengthen the esports ecosystem in Nepal, NESA presents its **Strategic Plan for 2026–2028**. This three-year roadmap focuses on governance excellence, athlete development, gender inclusion, sustainability, and international competitiveness.

2. Strategic Objectives

1. Strengthen Governance & Institutional Capacity
2. Develop Elite & Grassroots Athletes
3. Promote Gender Balance & Inclusion
4. Ensure Environmental Sustainability
5. Expand Business & Commercial Opportunities
6. Enhance National & International Participation

3. Year-wise Strategic Activities

Year 2026

Q1: 6th Nepal Esports Championship & Expo

- National championship to select athletes for:
    - Asian Games
    - IESF World Esports Championship
- Organize esports expo to promote innovation and entrepreneurship

Q2: Membership Expansion

- Onboard new esports clubs and stakeholders
- Develop centralized membership database

Q3: Talent Development Programs

- National scouting and scholarship initiatives
- Athlete training (technical, mental health, nutrition)

Q4: Policy Advocacy & Governance

- Engage with government and Olympic stakeholders
- Update esports-related policies and regulatory frameworks

Year 2027

Q1: 7th Nepal Esports Championship & Expo

- Selection for international competitions

- Maintain international tournament standards

Q2: Organizational Strengthening

- Update statutes in line with IESF
- Implement anti-doping and ethics policies

Q3: Research & Development

- Study esports impact on youth
- Promote local game development initiatives

Q4: Mid-Term Evaluation

- Assess performance and refine strategy

Year 2028

Q1: 8th Nepal Esports Championship & Expo

- Expand participation across all provinces
- Strengthen international representation

Q2: High-Performance Development

- Establish National Esports Training Center
- Advanced coaching and analytics programs

Q3: Regional & International Hosting

- Host South Asian esports tournament
- Strengthen global partnerships

Q4: Expansion of Grassroots Programs

- Introduce esports programs in schools and colleges
- Establish 50+ esports clubs nationwide

4. Gender Balance & Inclusion

NESA is committed to building an inclusive esports ecosystem:

- Increase female participation from **20% (2025) to 30% (2028)**
- Launch **Women's National Esports Program (2026)**
- Ensure inclusive participation across all events
- Conduct awareness and training programs for women gamers

Projected Results (2028):

- Female athletes: **4,000+**
- Women-focused events: **3+ annually**

5. Sustainability Strategy

- Transition to **70% digital operations**
- Reduce event waste by **40%**

- Promote hybrid/online tournaments

Projected Results:

- Carbon footprint reduction: **35%**
- Sustainable event guidelines adopted nationwide

6. Development Results (Projected)

Indicator	2025	2028 Target
Registered athletes(Events)	5,500	10,000+
Schools/Colleges Engaged	15	50+

7. Sports Performance Targets

- Participation in:
    - IESF World Esports Championship
    - Asian Games / Regional Competitions

Targets by 2028:

- 1 Gold Medal
- 2 Silver Medals
- 4 Bronze Medals
- Consistent Top 10 finishes internationally

8. Business Development Results

- Expand sponsorship and partnerships
- Develop esports media and branding

Projected Results (2028):

- Annual Revenue: **NPR 5–6 Crore**
- Sponsorship Growth: **+120%**
- Digital Reach: **5 Million+ impressions**

9. Good Governance

- Compliance with IESF standards
- Annual independent audits
- Transparent athlete selection process
- Establish Ethics & Athlete Welfare Committee

Results:

- 100% audit compliance
- Improved stakeholder confidence
- Quarterly reporting system

10. Financial Projections

Year	Revenue (NPR Crore)	Expenses (NPR Crore)	Surplus
2026	3.8	3.2	0.6
2027	4.5	3.7	0.8
2028	5.8	4.8	1.0

11. Monitoring & Evaluation

- Annual KPI reviews
- Mid-term evaluation (2027)
- Final review (2028)
- Continuous stakeholder engagement

12. General Assembly Approval

This Strategic Plan (2026–2028) will be presented for approval at the **NESA General Assembly Meeting 2026**.

Key Resolutions:

- Approval of strategic priorities
- Endorsement of gender and sustainability commitments
- Authorization for regional event hosting