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OCTOBER 8, 2026



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By Nepal Digest - October 8, 2026 - Nepal

Rajendra Paudel's transformation did not begin with an audience, a company or a business plan. It began with a lesson about a contract.

When he left Nepal for Saudi Arabia as a salesman, his employment agreement promised accommodation. On arrival, he found that the arrangement meant sleeping on the floor of a room shared with five other people. He had expected something different, but the wording he had accepted was vague. Years later, writing about migration and technology for openDemocracy, he would return to that experience as an example of how a worker's

limited access to clear information can leave them exposed.

It was not the kind of moment that usually appears in a polished success story. There was no celebration, no certainty that things would improve, and no audience waiting to hear what he had learned. There was simply a Nepali worker confronting the difference between what he thought he had agreed to and the reality in front of him.

Today, the man known as **R.P. Srijan** is a financial-literacy trainer, migrant-worker educator and co-founder of Way To Success. He operates across Nepal and the United Arab Emirates, leads field-based education programmes and has built a large Nepali-language audience. But the distance between that first lesson in Saudi Arabia and the work he does now is the real story: of mistakes turned into knowledge, working life turned into purpose, and a migrant who decided that other migrants should not have to learn everything the hard way.

Syangja, and the decision to leave

Paudel comes from Syangja in Nepal. Like many Nepalis seeking more dependable earnings and new opportunities, he looked beyond the country's borders. His public biography places his years as a migrant worker in Saudi Arabia and the UAE, describing more than eight years of direct experience abroad.

The starting point matters because migration is sometimes narrated backwards. Once someone has achieved recognition, the difficult years are compressed into a neat introductory sentence, as though leaving home was merely the first step in an inevitable rise. In reality, a migrant's early decisions take place amid uncertainty: whether an employer will honour the contract, whether income will cover personal needs and family obligations, and whether the sacrifice of separation will produce the future imagined before departure.

For Paudel, those uncertainties were not concepts to be explored in a classroom. They were embedded in work, shared accommodation, financial decisions and life at a distance from Nepal.

He did not set out as a celebrated educator. He became one by recognising the education that was missing from his own journey.

Eight years of earning—and watching

Saudi Arabia and the UAE were more than places where Paudel drew a salary. They were environments in which he saw the pressures connecting work abroad with family life in Nepal.

Income has to travel in several directions. A worker needs to pay for life overseas, support relatives, meet obligations accumulated before migration and, ideally, save for a future that will not always depend on foreign employment. These demands can conflict. A

seemingly reasonable purchase today competes with a household need tomorrow. Family members may see the amount remitted without seeing the personal costs of earning it.

Paudel's published writing returns repeatedly to the difference between income and financial security. In a Nepali-language article about saving while abroad, he reflects on workers who spend years earning yet return with little protection against the next emergency.

It would be simplistic to suggest that everyone in that position has merely failed to budget. Low or irregular wages, recruitment debt, emergencies and responsibilities at home can make saving genuinely difficult. But he saw a practical opening: when someone has a little more information, they may be able to plan, avoid fraud or recognise a dangerous financial decision.

The lesson of the Gulf years was not that money makes migration worthwhile. It was that money without knowledge can leave the sacrifice unfinished.

From a salesman to someone people listened to

Professional development continued alongside the challenges. Paudel's own career materials describe moving from a sales role to leading a large sales team in Dubai. The precise achievements belong to his professional account, but the trajectory reveals an

important part of his education.

Sales teaches communication. Management demands organisation, attention to people and the ability to explain decisions under pressure. Those skills later became useful in a very different context: teaching workers rather than selling to customers.

His eventual public voice did not imitate the formal style of a bank, college or government office. It relied on direct explanations, everyday examples and the recognition that a person watching a video after a long shift may have neither the time nor the confidence to decipher technical terminology.

That choice of language was not incidental. It became his advantage.

A worker trying to understand a bank account, a labour requirement or an online investment system does not necessarily need more information. Often, the information is already available somewhere. What is missing is a trusted explanation that translates it into an understandable next step.

The first lessons were shared online

The Bidesh App's public description traces his educational outreach to Facebook Live sessions beginning in 2016. He used them to discuss matters such as UAE labour rules and the

practical decisions that migrant workers needed to understand. Videos on YouTube and other platforms followed, extending the subjects to career development, finance and technology skills.

There is something revealing about that beginning. A livestream offers little of the institutional polish associated with a classroom. A presenter has to explain the issue, keep people's attention and respond to the questions they actually ask. The audience decides almost immediately whether an explanation has helped.

Paudel's own experience gave his advice a different starting point. He could talk about uncertainties he had encountered personally, rather than only repeat information found in a brochure.

Eventually, his work began to reach beyond the original questions that prompted it. Banking access led to investment education. Information about contracts led to warnings about fraud. Questions about work abroad led to discussions about what happens when a migrant returns to Nepal.

A collection of practical answers was becoming a larger mission.

His own public profile now reports more than **1.2 million followers across platforms**. The figure is self-reported rather than independently audited, but the scale of his audience reflects how far his Nepali-language educational work has travelled.

A migrant worker educator, not only a content creator

The phrase “**Migrant Worker Educator**” is central to how Paudel describes himself. It is a more precise account of his work than the familiar label of social-media influencer.

His role has included meeting workers and conducting training directly in the field. Rather than confining lessons to a screen, he has participated in face-to-face discussions where people can bring questions shaped by their own jobs, finances and experiences abroad.

The work is especially important because education and information are not the same thing. A video can tell someone that a Demat account exists; a practical session can help explain the sequence of steps and the mistakes to avoid. A short warning about online fraud can raise awareness; a training discussion can help people recognise suspicious requests and understand where to verify information.

These encounters also offer the educator a chance to learn. What seems obvious to a trainer may be confusing to someone unfamiliar with digital forms. An issue that dominates online discussion may not be the most immediate problem facing a worker who has just received a salary or needs to renew a document.

Paudel's field identity is therefore rooted in an exchange: he brings experience and guidance, while the questions of migrant workers continually shape what needs explaining next.

Building Way To Success in 2018

In 2018, Paudel founded Way To Success, according to the organisation's history. Its early identity grew out of informal help: answering questions, sharing information, explaining paperwork and making practical financial guidance available to Nepalis whose work took them beyond the country's borders.

Turning those activities into an organisation was a different challenge from developing an online following. Messages had to be answered consistently. Courses needed structure. Training programmes required planning. People asking for assistance with consequential documents needed reliable procedures rather than improvised assurances.

The organisation's work gradually widened to include financial literacy, digital skills, documentation support, worker education and related services in Nepal and the Gulf.

For Paudel, this shift marked a new kind of responsibility. A creator can publish a helpful video and move on. An organisation has to decide who handles the next question, who maintains the information and how a person gets support when the founder is unavailable.

That distinction is one reason the name Way To Success should not be understood as a promise that every migrant can become wealthy. Its more durable purpose is practical: helping people make informed decisions in circumstances where mistakes can carry serious consequences.

The partnership behind the work

One essential part of Paudel's story is **Sangita Timilsina Paudel—his wife, co-founder and the Chief Executive Officer of Way To Success.**

Paudel serves as **Executive Director in both Nepal and the UAE.** Sangita leads as **CEO**, overseeing the organisation's wider operations. The division of responsibilities is not simply a matter of formal job titles. Their work reflects two closely related sides of migration: the life of the person earning abroad and the reality of a family organising its future across borders.

Way To Success's Paradeshiko Personal Finance programme describes the couple as a husband-and-wife team. Paudel's work emphasises field education, content and UAE operations; Sangita's work includes management, events and training in family finance and long-distance relationships.

Their partnership gives the project a wider understanding of migrant life. A salary is earned by one person, but decisions about that money affect parents, spouses and children. The difficulties of

living apart cannot be resolved by an investment lesson alone.

It also reveals the less visible work behind Paudel's public presence. Audiences see the educator on a stage or in a video. They may not see the schedules, teams, coordination and follow-up that allow an education programme to reach people at all.

His journey is personal, but he has not built its present chapter alone.

A journey across three countries in thirty videos

By 2024, Paudel's outreach had become more ambitious. In updates published by O'Shaughnessy Ventures, he documented a project called **#30Days30Videos3Countries**, involving travel across Saudi Arabia, Kuwait and Qatar.

The idea was to create a series of videos addressing labour rules, the circumstances of migrant workers and the public services relevant to their lives. He also reported meeting workers and discussing financial literacy and digital fraud awareness.

These details matter because they show a deliberate effort to take his work back into the places where its questions arise. Visiting several countries creates logistical challenges: audiences have different labour systems, official processes and experiences. Information correct for one country can be misleading in another,

so country-specific research and careful presentation become important.

In one update, Paudel also described working with Sangita on the videos. The project was not simply a marketing trip for a personal brand; it was part of the educational effort the couple had developed.

The measure of such work is not the number of kilometres travelled. It is whether the lessons reflect the situations migrant workers actually face.

Recognition for a life turned outward

External recognition brought another chapter. Paudel was selected for the Migration and Technology Monitor's 2023 fellowship, which supports people with lived migration experience who want to examine technology and its effects on mobile communities.

That focus fits the direction of his work. Migrant workers increasingly depend on digital applications, online verification systems, financial services and recruitment information. Yet not everybody can evaluate the reliability of what appears on a phone screen.

In 2024, he received an O'Shaughnessy Ventures grant supporting the development of mobile resources and online education for

migrant workers. OSV's published updates document the outreach work associated with the project and his ambitions to expand educational tools.

Such opportunities were significant milestones for someone whose authority came from being a migrant worker himself. The experience that once exposed him to disadvantage had become relevant expertise.

Neither a fellowship nor a grant is a final verdict on the effectiveness of an organisation. But they show that his work had moved from an informal community effort into programmes recognised beyond his immediate audience.

Bidesh App: the work still in progress

One result of that thinking is **Bidesh App**, a mobile initiative designed to offer useful information and resources for people considering employment abroad or already living as migrant workers.

The app is **operational**, but Paudel makes an important distinction: **it is still under development and has not yet been fully developed or actively promoted on a broad scale**. It should be understood as an evolving platform, not as a completed product with every proposed feature already working.

That distinction matters to him because building technology for migrant workers is harder than launching a website with an attractive promise. Information changes. Features need testing. Content must be understandable and relevant across different countries. Users need to know which parts of a tool they can rely on today and which ambitions are still being developed.

His 2024 OSV updates discussed work on a proposed AI-assisted job-search feature. The existence of a development plan does not mean the functionality has since been fully delivered.

In this sense, Bidesh App represents both the reach and the unfinished nature of his ambition: taking guidance that began in conversations and videos, then trying to make it available as a more structured resource.

The pressures that success does not remove

An expanding organisation brings challenges of its own. Paudel is no longer responsible only for his next video or workshop. He has to think about the accuracy of educational information, the coordination of people, the quality of services and whether a programme remains helpful when it grows beyond his direct involvement.

These are not simply administrative details. Migrant workers may be making high-stakes decisions about employment, money and

documentation. When an educator has become a trusted public figure, a careless statement can travel far beyond the room in which it was spoken.

The same visibility that helps useful information spread can create pressure to speak quickly and confidently on every issue. Paudel's strongest contribution comes from the opposite habit: recognising when something needs careful explanation, an updated official source or a qualified specialist.

His personal history gives him credibility, but credibility has to be maintained through the work itself.

Success, in this form, is not an endpoint at which hardship disappears. It is the point at which a person's experience becomes a responsibility to others.

The measure of the journey

There are two ways to tell R.P. Srijan's story. One begins with the audience, the organisations and international recognition, then works backwards to explain how he reached them. The other begins with a young worker from Syangja reading a contract, travelling to Saudi Arabia and discovering that essential details had been left unclear.

The second tells us more.

That experience did not automatically make him an entrepreneur or an educator. Years of working, learning, communicating and building followed. Some of his projects are established; others, including Bidesh App, remain works in progress. Along the way, the partnership with Sangita turned a personal conviction into a shared institutional effort.

He has earned recognition. He has helped give practical financial and digital education a much wider Nepali-language audience. And he continues to encounter the central challenge of his field: making knowledge useful to people whose livelihoods may depend on understanding it.

A room shared on the floor was once a lesson he learned too late.

His work now is about helping someone else learn in time.

Originally published by Nepal Digest - <https://nepaldigest.com/rp-srijan-rajendra-paudel-way-to-success-dubai/>