



NON-RESIDENT NEPALI ASSOCIATION

Terms of Reference (TOR)

NRNA Task Force on Promotion of Nepal Abroad

1. Background

One of the main objectives of the Non Resident Nepali Association (NRNA) to promote Nepal abroad. The related activities to promote Nepal are to make promote its culture, tradition and tourism.

The 30th International Coordination Council (ICC) meeting of the NRNA held on 15 October 2011 decided to give continuity to the “Task Force on Promotion of Nepal Abroad” for its term of office for 2011~2013 considering significance of the programme of promotion of Nepal abroad.

As entrusted by the 31st ICC meeting held on November 13, 2011, the Task Force (TF) will be chaired by Mr. Tenzi Sherpa, General Secretary of NRNA ICC. The TF plans to work for the promotion of Nepal abroad in collaboration with National Coordination Councils (NCCs), NRN experts, Nepali missions abroad, business community and the experts in Nepal who are working to establish global network of NRNA.

This TF will focus mainly on encouraging programmes and activities aimed at promoting tourism, culture, sports and Nepali language and literature. The TF has realised the need of global support for the following activities from its experience gained in previous term of office.

- Organising Nepal festivals globally and
- Establishing Nepal Houses globally.

2. Objectives

The main objective of this TF is to promote Nepal abroad through various means including:

- i) Promotion of tourism in Nepal by globally introducing the cultural and natural heritages and tourist destinations;
- ii) Promotion of Nepali culture;
- iii) Promotion of sports activities among Nepalese and supporting Nepali players abroad;
- iv) Promotion of “Buddha Nepal” campaign and support Visit Lumbini Year 2012;
- v) Promottion and support foreign direct investment in tourism and other sectors; and
- vi) Promotion of Nepali language and literature.



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3. Activities expected

- i) Organize, support and/or encourage celebration of "Nepal Day", "Nepal Festival" and "NRN Day" globally and/or collect information on such programs;
- ii) Establish and promote of "Nepal House" and encourage NRNs to use Nepal Houses for a place for promotion of Nepal and as community center for the promotion of Nepali culture and literature;
- iii) Conduct "Buddha-Nepal" campaign globally for tourism promotion of Nepal by campaigning that Buddha was born in Nepal, conduct awareness program globally.
- iv) Globally campaign for awareness of facts about Nepal for tourism promotion and for uplifting the prestige of the country and hence the honor of Nepalese.
- v) Coordinate involvement of friends of Nepal abroad for promotion of Nepal
- vi) Organize, support and/or coordinate programs for Nepali Literature and produce book-lets for such promotion
- vii) Promote Nepali artists and Nepali Film Industry globally
- viii) Work jointly with TF on Promotion of Nepal Products Abroad.
- ix) Co-work with the organizations and government bodies related to tourism, culture, sports and literature for the promotion of Nepal.

4. Operational Framework

The TF will have a chair, co-chair and four (4) coordinators responsible for (a) Tourism, (2) Culture, (3) Sports, and (4) Language & literature.

The Co-Chair, Coordinators and members of the TF shall be selected from different regions in consultation with office bearers, ICC members and NCCs. The team will develop Work Plan for 2011 – 2013.

The Coordinators will report their activities to the Chair and provide a copy to the Co-Chair. They jointly prepare the progress reports and submit to the ICC.

5. Time Frame:

This TF will be operational until October 2013.

Prepared by:

Tenzi Sherpa/ Chair, Task Force Team for Promotion of Nepal Abroad

General Secretary, International Coordination Council, NRNA