

**Memorandum of Understanding between
Ministry of Culture Tourism and Civil Aviation, Nepal Tourism Board
and
Non-Residential Nepalese for
"Atithi Dewo Bhawa" Campaign**

The Nepalese Diaspora consists of hundreds of thousands of Nepalese scattered across the globe. A large number lives in developed countries, where they came during the sixties and seventies. They initially arrived in these countries in pursuit of higher education and many stayed on; more continue to come as students while many more are now permanently migrating, particularly to the USA, Canada, UK and Australia directly from Nepal or from immediate points. In search of better quality of life in the developed countries, the Diaspora population in these countries has grown many folds especially in the last decade. This is also due to the fact that international migration has become an integral part of the global economy.

Considering the network, socio-economic importance and potentiality of non-resident Nepalese communities around the globe to promote Nepal as well as the urgency to revive the ailing tourism economy of Nepal, a venture has been conceptualized by Nepal Tourism Board and NRNs to re-position Nepal as the most preferred destination for adventure, heritage and social tourism through the support of NRN communities worldwide.

The concept envisions a campaign known as "Atithi Dewo Bhawa" which basically advocates the idea of being able to influence at least three visitors to visit Nepal in a year through the contacts in the respective residing country by an individual nonresident Nepali. The Campaign targets to increase the tourists arrivals to 1.2 million by 2017.

Objective of "Atithi Dewo Bhawa" Campaign:

- **International Campaign: Bring World To Nepal (Send 3 Friends to Nepal)**
- **Domestic Campaign: Take Nepal To The World (National Housekeeping Creating Nationwide Tourism Culture)**

Key Results:

- Increase in tourist arrivals to Nepal
- Aggressive marketing and promotion of Nepal internationally
- Standardization of the Nepalese Hospitality sector in terms of behavior and execution
- a strong continuous and sustainable tourism promotional objective association between NTB and NRNs across the world.
- Hospitality awareness at National Level



The ADB Campaign Committee:

The Campaign would be led in joint collaboration between MoCTCA, NTB and NRN Tourism Promotion Committee. The ADB Campaign will be launched with two major objectives targeting both International travelers and Domestic tourism.

The Committee consisting of high level representation from Ministry of Tourism, Ministry of Foreign Affairs, Nepal Tourism Board and NRN Tourism Promotion Committee shall be the main Board that shall be responsible all major decisions relating to Campaign programs.

The Second level will be the Management Committee, which will also include representatives of all above organization but shall work in formulating plans and implementation of the projects approved by the main Board.

Secretariat: The ADB Secretariat shall be in Nepal Tourism Board, which will work as an ad-hoc administrative office and will be fully responsible for carrying out all necessary desk related jobs in the areas of Public Relations, Event Management, Marketing and secretariat administration.

Campaign Modality:

Various promotional programs shall be launched/conducted in 50 countries worldwide during 2016-2017. The main Board shall do the selection of the countries to be focused for promotion considering factors like;

- Existing inflow of tourists from that particular country
- The gravity of NRN presence and activeness In the country
- Access/connection to Nepal
- Potential and emerging market for Nepal
- Strong bilateral ties with Nepal

Budget Management:

MoCTCA, MOFA NTB and NRNA shall jointly contribute to the financials for the Campaign. NTB and NRNA shall each put Rs. 20, 00,000 (In words, Rs. Twenty lakhs only) in the Campaign fund as seed money initially.

The Secretariat shall later seek for potential International partners' financial contribution through fund raising. The Board shall develop a Financial Work Procedure, based upon which the Secretariat shall function.



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Scope of Responsibilities:

Ministry of Culture, Tourism and Civil Aviation (MoCTCA)

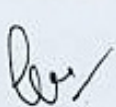



1. The Ministry shall be responsible for overall facilitation of the ADB Campaign.
2. The Ministry shall nominate one high level official to represent in the ADB Board and one mid level official to represent in the Management Committee
3. The Ministry shall help in liaising with MoFA and respective line Ministries and similar Government agencies to expedite ADB Campaign related programs
4. The Ministry shall support in financial planning for the Campaign and also provide promotional budget to ADB Campaign

Nepal Tourism Board (NTB)

1. NTB shall be the main Promoter of the ADB Campaign
2. NTB shall provide a space to the ADB Campaign Secretariat at the NTB office premises.
3. NTB shall provide financial assistance to the ADB Campaign on the basis of the program and as per the Budget Heads in accordance to NTB Annual Operational Plan.

Tourism Promotion Nepal Committee-NRNA (TPNC)

1. TPNC shall be responsible for the overall implementation of the ADB Campaign
2. TPNC shall designate NRNs as Tourism Outreach Ambassadors, letting them know their doable responsibilities for the Campaign
3. TPNC in co-ordination with MoCTCA and NTB shall work for Hospitality awareness nationally.
4. Shall co-ordinate with MoCTCA and NTB in organizing various promotional programs (Nepal Day, festivals, cultural events etc) during the Campaign period.
5. Shall co-ordinate with MoCTCA and NTB in organizing media and trade fam trips.
6. Shall co-ordinate with NRN ICC to collect funds for the campaign worldwide.
7. Shall co-ordinate with donor agencies for financial support through fund raising activities for the campaign.




The following representatives of MoCTCA, NTB and TPNC have signed this Memorandum of Understanding on 17 May 2016 each retaining a copy for future reference.

Signed by and
on behalf of NTB

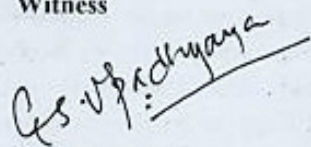

Deepak Raj Joshi
Chief Executive Officer

Signed by and
on behalf of TPNC


Bhaban Bhatta
Vice President-NRNA
Chair- Tourism Promotion Committee Nepal



Witness


Ghanshyam Upadhyaya
Joint Secretary
Ministry of Culture, Tourism and Civil Aviation