

NRNA Nepal Promotion Committee

Overview

Nepal is a landlocked country in South Asia. It is located mainly in the Himalayas but also includes parts of the Indo-Gangetic Plain. With an estimated population of 29.4 million, it is 48th largest country by population and 93rd largest country by area.[2][14] It borders China in the north and India in the south, east, and west.

Nepal has a diverse geography, including fertile plains, subalpine forested hills, and eight of the world's ten tallest mountains, including Mount Everest, the highest point on Earth. Kathmandu is the nation's capital and largest city.

The name "Nepal" is first recorded in texts from the Vedic Age, the era in which Hinduism was founded, the predominant religion of the country. In the middle of the first millennium BCE, Gautama Buddha, the founder of Buddhism, was born in southern Nepal. Parts of northern Nepal were intertwined with the culture of Tibet. The centrally located Kathmandu Valley was the seat of the prosperous Newar confederacy known as Nepal Mandala. The Himalayan branch of the ancient Silk Road was dominated by the valley's traders. The cosmopolitan region developed distinct traditional art and architecture. By the 18th century, the Gorkha Kingdom achieved the unification of Nepal. The Shah dynasty established the Kingdom of Nepal and later formed an alliance with the British Empire, under its Rana dynasty of premiers. The country was never colonised but served as a buffer state between Imperial China and colonial India. Parliamentary democracy was introduced in 1951, but was twice suspended by Nepalese monarchs, in 1960 and 2005. The Nepalese Civil War in the 1990s and early 2000s resulted in the proclamation of a secular republic in 2008, ending the world's last Hindu monarchy. The Constitution of Nepal, adopted in 2015, establishes Nepal as a federal secular parliamentary republic divided into seven provinces.

Languages

Nepal's diverse linguistic heritage stems from three major language groups: Indo-Aryan, Tibeto-Burman, and various indigenous language isolates. The major languages of Nepal (percent spoken as native language) according to the 2011 census are Nepali (44.6%), Maithili (11.7%), Bhojpuri (6.0%), Tharu (5.8%), Tamang (5.1%), Nepal Bhasa (3.2%), Bajjika (3%) and Magar (3.0%), Doteli (3.0%), Urdu (2.6%), Awadhi (1.89%), and Sunwar. Nepal is home to at least four indigenous sign languages.

Derived from Sanskrit, Nepali is written in Devanagari script. Nepali is the official language and serves as lingua franca among Nepali of different ethnolinguistic groups. The regional languages Maithili, Awadhi, Bhojpuri and rarely Urdu of Nepali Muslims are spoken in the southern Madhesh region. Many Nepali in government and business speak Maithili as the main language and Nepali as their de facto lingua franca. Varieties of Tibetan are spoken in and north of the higher Himalaya where standard literary Tibetan is widely understood by those with religious education. Local dialects in the Terai and hills are mostly unwritten with efforts underway to develop systems for writing many in Devanagari or the Roman alphabet.

Culture and heritage

The significant majority of the Nepalese population follows Hinduism. Shiva is regarded as the guardian deity of the country. Nepal is home to the famous Lord Shiva temple, the Pashupatinath Temple, where Hindus from all over the world come for pilgrimage. According to Hindu mythology, the goddess Sita of the epic Ramayana, was born in the Mithila Kingdom of King Janaka Raja.

Lumbini is a Buddhist pilgrimage site and UNESCO World Heritage Site in the Kapilavastu district. Traditionally it is held to be the birthplace in about 563 B.C. of Siddhartha Gautama, a Kshatriya caste prince of the Sakya clan, who as the Buddha Gautama, founded Buddhism.

The holy site of Lumbini is bordered by a large monastic zone, in which only monasteries can be built. All three main branches of Buddhism exist in Nepal and the Newa people have their own branch of the faith. Buddhism is also the dominant religion of the thinly populated northern areas, which are mostly inhabited by Tibetan-related peoples, such as the Sherpa.

In Nepal, the faiths share common temples and worship common deities. Among other natives of Nepal, those more influenced by Hinduism were the Magar, Sunwar, Limbu and Rai and the Gurkhas. Hindu influence is less prominent among the Gurung, Bhutia, and Thakali groups who employ Buddhist monks for their religious ceremonies.

Islam is a minority religion in Nepal, with 4.2% of the population being Muslim according to a 2006 Nepali census. Mundhum, Christianity and Jainism are other minority faiths.

World Heritage Sites

The small mountain kingdom of Nepal is blessed with such astonishing and unique sites that within the area of 140,800 sq km Nepal holds a considerably high number of places recognised by UNESCO (United Nations Educational Scientific Cultural Organisation) as 'World Heritage Sites'. There are altogether ten World Heritage Sites in Nepal, seven of which are in Kathmandu itself. The list includes both natural as well as cultural sites.

Cultural Sites

The cultural heritage of the Kathmandu Valley is illustrated by seven groups of monuments and buildings which display the full range of historic and artistic achievements for which the Kathmandu Valley is world famous. The seven sites include the Durbar Squares of Hanuman Dhoka (Kathmandu), Patan and Bhaktapur, the Buddhist stupas of Swayambhu and Baudhanath, and the Hindu temples of Pashupati and Changu Narayan.

Lumbini, birthplace of Lord Buddha is another cultural heritage site.

Natural Sites

Nepal's national parks included in the World Heritage Sites List are exceptional areas with dramatic mountains, glaciers, deep valleys and undisturbed vestiges of the 'Terai' region.

Several rare species, such as the snow leopard, lesser panda, single-horned Asiatic rhinoceros and the Bengal tiger are found in these park.

Chitwan National Park

Sagarmatha National Park

Some Nepal Sites/Properties submitted on the Tentative List of UNESCO

The early medieval architectural complex of Panauti (1996)

Tilaurakot, the archaeological remains of ancient Shakya Kingdom (1996)

Cave architecture of Muktinath Valley of Mustang (1996)

The medieval palace complex of Gorkha (1996)

Ramagrama, the relic stupa of Lord Buddha (1996)

Khokana, the vernacular village and its mustard-oil seed industrial heritage (1996)

Tourism

Tourism is the largest industry in Nepal and its largest source of foreign exchange and revenue. Possessing eight of the ten highest mountains in the world, Nepal is a hotspot destination for mountaineers, rock climbers and people seeking adventure. The Hindu and Buddhist heritage of Nepal and its cool weather are also strong attractions.

The tourist industry is seen as a way to alleviate poverty and achieve greater social equity in the country. Tourism brings \$471m a year to Nepal.

According to statistics of 2012, there was a slow growth rate of 9.8%.[out of date] According to statistics from Nepal Tourism Board (NTB), a total of 598,204 foreign tourists entered the country via aerial route in 2012. The government of Nepal declared 2011 to be Nepal Tourism Year, and hoped to attract one million foreign tourists to the country during that year.[3] The government of Nepal has also declared Lumbini Tourism Year 2012 to promote Lumbini.

Tourism in Nepal was badly affected, at least temporarily, by the series of earthquakes in 2015.

YEAR	NO OF TOURISTS	% CHANGE FROM PREVIOUS YEAR
2013	797,616	-0.7%
2014	790,118	-0.9%
2015	538,970	-31%
2016	753,002	+40%
2017	940,218	+24.8%

Nepali product

Based on estimates from the Central Intelligence Agency's World Factbook, Nepal's exported goods plus services represent 9.8% of total Nepalese economic output or Gross Domestic Product. Please note that the overall value of exported goods and services includes re-exports. The analysis below focuses on exported products only.

From a continental perspective, almost three-quarters (72.3%) of Nepalese exports by value were delivered to fellow Asian countries while 14.2% were sold to European importers. Nepal shipped another 12.3% worth of goods to North America.

Given Nepal's population of 29.4 million people, its total \$740.7 million in 2017 exports translates to roughly \$25 for every resident in that country.

Nepal's most valuable exported good is yarn made from synthetic staple fibers (\$74.7 million). Trailing that were textile floor coverings including carpets (\$67.2 million) followed by fruit or vegetable juices (\$45.4 million), spices including nutmeg (\$43.5 million), synthetic yarn woven fabrics (\$30.8 million), packing sacks or bags (\$28 million) tied with tea including flavored varieties (\$28 million).

Coffee, tea, spices: US\$78.7 million (10.6% of total exports)

Manmade staple fibers: \$75 million (10.1%)

Textile floor coverings: \$68.8 million (9.3%)

Clothing, accessories (not knit or crochet): \$58.7 million (7.9%)

Vegetable/fruit/nut preparations: \$45.5 million (6.1%)

Iron, steel: \$42.6 million (5.8%)

Miscellaneous textiles, worn clothing: \$32.3 million (4.4%)

Manmade filaments: \$30.9 million (4.2%)

Food industry waste, animal fodder: \$30.7 million (4.2%)

Paper yarn, woven fabric: \$26.6 million (3.6%)

Objective

Promote Nepal globally

- 1) Increase number of tourists
- 2) Increase export of Nepali products
- 3) Promote Nepali language
- 4) Promote n preserve Nepali culture and heritage

Campaigns

- 1) Nepal promotion year
- 2) Nepal festival
- 3) Made in Nepal
- 4) Nepali school (Pathshala)

Committee

The committee is formed with one chair , four deputy chairs (conveners of TPN, cultural heritage, Language and literature, promotion of Nepali products abroad subcommittee) and advisors from representatives of different related to the Nepal promotion. The committee team will update its activities and progress report to ICC annually.

Time frame

This subcommittee will be valid for current tenure (2017-2019) and continue to work in next tenure if required and endorsed from ICC.

Committee members

Chair Sapila Rajbhandari

Co- chairs

No	Name	Position
1	Som Sapkota	Convener -TPN
2	Shiva K. Baruwal	Convener -Nepali product promotion abroad
3	Govinda Gautam	Convener -Language and literature
4	Bishnu Hamal Former	Convener -Culture and heritage

Advisor committee

No	Organization
1	Nepal Tourism Board (NTB)
2	Hotel Association Nepal (HAN)

- 3 Trekkining Association Nepal (TAAN)
- 4 Handicraft Association Nepal (HAN)
- 5 Nepal Academy
- 6 Nepal Association of Travel agencies (NATA)
- 7 Pacific Association of Travel Agencies (PATA)
- 8 FNCCI
- 9 Nepal Chamber of Commerce