

## **NRNA Media, Communication and Publication Task Force**

### **Terms of Reference (ToR)**

#### **Background**

NRNA, being the largest charitable organisation, deeply relies on proper communication within and outside the organisation. Communication department which functions through the secretariat in Kathmandu with the help of staff in close guidance with the spokesperson plays key part on keeping good relationship with NRNA team within and the media in Nepal and Diaspora. Media has been playing a very important role in highlighting our noble activities and it is always imperative that the NRNA works hand in hand with the media locally and globally.

Media, Communication and Publication Task Force plays a very important role in keeping NRNA's activities through newsletters, emails, social media and media as a whole. It aims to quickly circulate the news and activities within NRNA core team and outside in the media. The importance of this taskforce has been greater today considering how the world has become too much reliant on media and communication.

#### **Challenges**

Good coordination between the president, the secretariat and the spokesperson along with the office bearers is sometimes challenging to deliver the task as being in a different part of the world. But the secretariat has been very helpful in compiling information, photographs and videos to help deliver the task effectively. The task force will, in the future, focus on how to coordinate effectively without compromising the quality of news and information.

#### **Objectives:**

To promote effective communication amongst NRNAs and Media, Governments, Diplomatic Missions, business community and the wider public on matters concerning NRNA and enhance NRNA image by delivering positive picture of the organisation through different methods such as websites, social networking, e-newsletters and printed newsletters. We also aim to maximise the activities by producing audio and visual whenever and wherever possible and feasible.

#### **Duties:**

- Conduct meetings in a regular basis and work on uplifting organisation's image
- Compiling the news related to NRNA around the globe
- Discussion and finalisation of NRNA Media Policy
- Press Release dissemination
- Participation in Social media actively
- Recommendations/proposals contributed to NRNA
- presentation/reference materials for promotions and activities
- Develop NRNA Intranet knowledge base and documentation

#### **Task Force Structure**

NRNA Spokesperson Mrs Ranju Thapa will chair the Media, Publication and Communication Task force supported by a Co-chair experienced in media sector teamed with regional coordinators and members who have expressed interest to be in this taskforce, forwarded to the secretariat earlier.

## Selection Criteria

The secretariat and the general secretary via email had asked all the interested people to express their interest whether they would like to be in one of the task forces or committees. Selection will be made based on their interest and preferably considering their experience and expertise in media sector. Every effort has been made to include the members representing all the regions.

### Task Force Structure:

**Chair:** Ranju Wagle Thapa

**Co-Chair:** Sangita Marahatta, UK

There will be regional coordinators from all the regions except Europe (As there is a co-chair of the task force from Europe region). The rest of the team members are in table below.

### Timeframe:

The taskforce will start working immediately after the formation in March 2016 and will continue until the global conference in October 2017.

### Task Force Team

Name	Designation	Country/ Region	Email Address
Ranju Wagle Thapa	Chair	Australia	Spokesperson1517@nrma.org.np
Sangita Marahatta	Co-chair	UK (Europe)	sangitamarahatta@hotmail.com
Krishna KC	Media regional Coordinator	Americas	krishnakcmedia@gmail.com
Indira Gurung	Media Regional Coordinator	Asia Pacific	
Rabi Roshi	Media Regional Coordinator	Middle East	rabiroschi@gmail.com
Sujit Sigdel	Media Regional Coordinator	Oceania	sujitsigdel@hotmail.com
Nawaraj Pokharel	Member	Europe	nepal.romania@gmail.com
Sandhya Shah	Member	Oceania	shahsandhya338@gmail.com
Nabaraj BK	Member	Middle East	Nabarajatal_07@yahoo.com
Pratigya Adhikari	Member	Oceania	pratima.naati@gmail.com
Budhdhi Sagar	Member	Oceania (New- Zealand)	
Sanu Ghimire	Member	Oceania	ghimire.sanu@gmail.com
Narayan Gaunle	Member	UK	<a href="mailto:narayangaunle@hotmail.com">narayangaunle@hotmail.com</a>
Shiva Raj Paudel	Member	USA	
Basanta Ranabhat	Member	Europe	

Kopila Gautam	Member	Asia Pacific	Kopila.gautam@gmail.com
Purna Bahadur Shrestha	Member	Middle East	Stha_bdr@yahoo.com
Sarad Gauchan	Member	Asia Pacific	