

## Terms of Reference

### NRNA Task Force on the Promotion of Nepali products abroad

#### Background

Nepal has a huge potential to grow and export national products like tea, herbs, natural flowers, natural extracts etc. Although Nepali handicraft items, garments and handmade carpets are already gaining popularity in Europe, America and other developed countries, due to poor marketing, lack of relevant government policies and experience in packaging, quality control, custom policy etc, Nepalese goods are unable to compete with similar products from other developing countries in the global markets. Except for few products like handicraft, garments and carpets, Nepal didn't make sufficient efforts to identify global markets for other Nepali products.

About 3 million Non-Resident Nepalis (NRNs) live outside of SAARC countries. It is natural that most NRNs want to eat particular Nepalese foods, want to buy Nepalese goods as gifts for their friends and so on. Whenever they come to Nepal, NRNs buy a lot of traditional Nepalese foods like gundruk, tea, for personal use and also bring Nepali handicrafts as a gift to their friends back to the countries of their residence. This is how promotion of Nepali goods by Nepalese begins.

Unless a country can export its own products to other countries and there will be balanced bilateral trade, a nation can never prosper. Therefore, we need to export our own Nepal made products to reduce trade deficit, earn hard currency and be less dependent on our neighbors and international donors. The promotion of Nepalese products abroad, therefore, is vital for the sustainability of our nation. We need to sell our value added products abroad, which itself increases the popularity of our country and at the same time increases the cash inflow of hard currency. This will also reduce our manpower exporting tendency. We can increase the job opportunities inside the country.

The globally dispersed Nepali Diaspora with an impressive and unique network in 57 countries can be great help to Nepal in promoting Nepalese goods abroad. In many countries, Nepalese have already been doing small scale business of Nepali products at personal and less organized level. We just need to organize it and create a network of NRN entrepreneurs, who are already involved in the promotion and sale of Nepali products abroad. Keeping this in view, the task force "Promotion of Nepali products abroad" is created. I thank ICC for giving me the opportunity to head the Task Force.

#### Objective

1. Collect details / information about NRNs promoting Nepali goods in every country where NCC is established.
2. Create a network of promoters of Nepalese goods among NRNs.
3. Collect the data of goods: item and volume wise.
4. Analyze market situation, difficulties, and ways of promotion.
5. Identify competitive Nepali unique items which can be marketed with good additional value and in large volume.
7. Identify policy gaps and recommend appropriate measures to the government of Nepal.
8. Interact with policymakers to get special quota for supply, preference for Nepali goods in custom duties and VAT to related countries.
9. Liaise with private sectors in Nepal to promote their products abroad. Encourage them to participate at international exhibition. Provide them information on such exhibition and facilitate the participating process.
10. The TF will work closely with the Nepali mission abroad so that they provide some space to display few of our products there..

#### Formation of the TF team

- NRN ICC has nominated Dr. Badri K.C.(ICC member from Russia) to chair this TF.

- The chairperson is free to select the TF members based on the ICC decision of 13th November 2011. The members will be nominated based on their experience in promoting Nepali goods and regional balance.
- Members of the TF will coordinate with all NCCs of their regions to achieve the objectives of TF.

**Updates of the TF progress report:**

The TF chair will submit a quarterly progress report to the ICC.

He will also present the progress report at regional conferences and at all ICC meetings.

**Time frame**

This TF will start working immediately after its formation on 13th November 2011 and continue till the 6<sup>th</sup> Global conference at 2013.

With regards,

Dr. Badri K.C.  
ICC Member, Russia  
Chair of TF “Promotion of Nepali products abroad”