

NRNA

Promotion of Nepali products abroad Committee (PNPAC)

Terms of Reference (ToR)

Background:

Nepal has a huge potential to export Nepali products like tea, herbs, flowers, natural extracts etc. Nepali handicraft items, garments and handmade carpets are already gaining popularity in Europe, America and other countries. Due to the lack of government policies, inefficient marketing, inadequate quality controls and custom policy, Nepalese goods face challenges to compete with similar products from other countries, in the global markets.

About 3 million Non-Resident Nepalis (NRNs) live outside Nepal. It is obvious that many NRNs consume Nepalese foods and buy Nepalese goods in Nepal and in the country of their residence. Whenever they visit Nepal, NRNs purchase Nepali products ranging from Gundruk to handicraft items. Non-Resident Nepalis are indeed promoting Nepali products internationally.

Export of Nepali products will strengthen micro-economy of Nepalese villages and towns; which will in turn increase the job opportunities inside the country. It will, of course, help to balance bilateral trades with other countries. In addition, promoting the export of Nepali products may be an efficient developmental aid to Nepal. By promoting Nepali products, we can support Nepal and Nepali entrepreneurs.

The global network of NRNA can be an effective tool in promoting Nepalese goods abroad. There is a need of uniting and networking the Nepalese entrepreneurs and businessmen, who are already engaged in promoting Nepali products abroad.

Objectives:

- To generate data of NRNs promoting Nepali products abroad and create a network of those promoters of Nepalese products.
- To collect the data of exported Nepali products: item and volume etc.
- To analyze the challenges and market situation in promoting Nepali products abroad to adopt differentiated approaches while promoting Nepali products.
- To establish the various methods of promoting Nepali products.
- To identify Nepali products which is unique and have high marketing qualities in a particular foreign market.
- To identify policy gaps and recommend appropriate measures to overcome them to the Government of Nepal.
- To interact with policymakers to get special quota for promoting Nepali products in custom duties and VAT to related issues.
- To liaise with private sectors in Nepal in promoting their products abroad. Encourage them to participate at international exhibition. Provide them information on such exhibition and facilitate the participating process.
- To coordinate and cooperate closely with Nepali missions and other Nepali organizations abroad in achieving the objectives of the committee.

Committee Members:**Advisors:**

Shesh Ghale, President, NRNA-ICC

Jiba Lamichhane, Chief Patron, NRNA-ICC

Bhaban Bhatta, VP, NRNA-ICC

Kumar Panta, VP, NRNA-ICC

Dr Badri KC, General Secretary, NRNA-ICC & Immediate Past Chair of PNPAC

Chair:

Arjun Kumar Shrestha, Secretary, NRNA-ICC

Co-Chairs:

AC Sherpa, DRC-Americas

Robinda Prasad Shrestha, DRC-Asia

Krishna P. Pandey, DRC-Asia

Prem Bahadur Gurung, DRC-Europe

Dawa Gelge Sherpa, DRC-Europe

Umesh Adhikari, DRC-Middle East

Ramesh Joshi, DRC-Ocenia

Purna KC, Former DRC-Middle East

Members:

Ramesh Shrestha, UAE

Kamal Ghimire

Nawa Raj Pokharel, Romania

Updates & progress report:

The Chair will update the progress report of the committee at ICC meetings, Regional and Global Conferences. He will submit the progress report to ICC biannually.

Time frame:

This Committee will commence its activities immediately after its formation and continue working till the 8th Global conference of NRNA in 2017.

With best regards,

Arjun Kumar Shrestha

Chair, "Promotion of Nepali products abroad" Committee

Secretary, NRNA, International Coordination Council (2015-2017)