

# Long -term Policy of Information and Communication Sector 2059 (2003)

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## Preamble

Information and communications, which are indispensable infrastructures for development, possess great importance for the overall development of the country. The contribution of information and communications has played an important role for creating a healthy, civilized and cultured society based on justice and morality as envisaged by the Constitution of Kingdom of Nepal, 2047(1990). The act of maintaining sustainability of and continuity to, development by bringing about positive change in people's daily lives through every development work conducted by the nation depends on the effectiveness of communication. In a geographically remote and economically and educationally backward country like ours, it is indisputable that the development, expansion and proper mobilization of the communication sector can play an effective role in creating awareness and consciousness to every citizen and bringing them into the mainstream of national development.

It is equally necessary that, while keeping the communication sector in line with the open, liberal and competitive economic environment, this sector should be developed and mobilized in a business like manner with a view to attaining economic benefits. In doing so, on the one hand the communication will become self-reliant and the economic burden of the nation will be minimized to some extent, and the development of the communication sector can go a long way in developing the economic and social sector and thereby reducing the widespread poverty in the country, on the other. In the context of the private sector investment being attracted at present in the communication sector, it is equally necessary to embrace private initiatives emerged in this sector and move forward to build a new communication era through healthy competition. Therefore, the Ninth Plan has given high priority to the proper development and expansion of the information and communication sector with the objectives, inter alia, of developing communications system required for infrastructures to extend communication services to the rural areas throughout the Kingdom, assisting in increasing the economic growth rate while mobilizing the communications sector, alleviating poverty which remains a serious challenges to the nation, and eradicating social backwardness.

In pursuance of the goal of preparing a long-term policy on information and communications, in the course of implementing the above-mentioned concepts adopted by the Ninth Plan, the policy on information and communications has been prepared and presented, with the involvement and assistance of all governmental and non-governmental bodies related with the information and communications sector.

## Major long-term policies on information and communications sector

Major long-term policies to be pursued for co-coordinative development of the information and communications sector are as follows: -

1. To develop the information and communications sector up to the rural level in a coordinative and competitive manner, while using proper modern technology and means of communications invented in the world at the moment.
2. To make postal service autonomous, keep on developing it as an institution capable of rendering professional, competitive and quality services as demanded by the customers and make it self-reliant economically.
3. To make security printing autonomous, develop and operate it as an institution capable of rendering professional and standard services.
4. To extend local telephone service and reliable trunk service to main places of the Kingdom of Nepal in such a manner also to contribute to economic development, and extend telecommunications service up to the rural areas, with a goal of providing 15 line telephones per hundred persons.
5. In tune with the main spirit of the freedom of opinion and expression and the right of every citizen to demand and receive information on any matter of public importance as guaranteed with priority by the Constitution of the Kingdom of Nepal, 2047 (1990), to make means of information and communications competitive, reliable, effective and strong.
6. To develop healthy, honored, professional and institutional journalism.
7. To develop the Department of Information as an information imparting center disseminating information about activities of His Majesty's Government to the general public and in and outside the country.
8. To develop the Press council as a representative body of the print media, and make it a body equipped with required resources and capable of having conduct in consonance with a certain code of conduct and developing responsible professional journalism.
9. To involve the private sector in the operation of Gorkhapatra Corporation with a view to conducting print media by the private sector in a competitive manner.
10. To consolidate and diversify services of the agency by adopting modern technology in collection, edition and distribution of news, and also involve the private in the management of the Agency.
11. In order to fully establish the right of the people to information guaranteed by the Constitution of the Kingdom of Nepal, to form an administrative unit to monitor diversity and effectiveness of broadcasting materials and ensure management of broadcasting system, and keep on extending the radio, television and internet information system throughout the Kingdom on proportional basis.
12. To establish a national Broadcasting Authority as a regulatory body for coordinative and competitive development and regulation of broadcasting sector with a view to disseminating health, entertaining, knowledge and information by making electronic broadcasting means competitive and reliable and operate radio and television broadcasting effectively.
13. To develop the Radio Nepal and the Nepal Television as national broadcasting institutions by developing proper physical infrastructures.
14. To give priority to the making of Nepalese motion pictures on the language of nation and national languages and encourage the private sector to develop Nepal as a place of international film activities.
15. To encourage and manage contribution of advertisement business to national economy by strengthening this business as a national industry.

16. To monitor the language, style and cultural subject matter used in advertisement and make advertisement lively and effective.

## **I. Long-term policy relating to postal sector**

### **1. Objective:**

**1.1** To make postal service as an autonomous entity and develop it as an institution capable of rendering professional, competitive and qualitative services as demanded by the customers and make it self-reliant economically.

### **2. Policy/Implementation policy**

#### **2.1 Policy**

**2.1.1** To operate postal service as a professional, competitive, self-reliant and autonomous body.

**2.1.2** To make the existing service reliable and competitive and keep on operating other new services such as electronic-post in postal sector by giving priority to the interests of customers.

**2.1.3** To develop physical infrastructures for modernization and have mechanization and review of mailing lines and operate surface post service through own source.

**2.1.4** To develop human resources and adopt various measures to encourage the working human resources.

**2.1.5** To emphasize philatelic promotion.

**2.1.6** To also utilize movable and immovable properties of postal service in business-oriented use.

**2.1.7** To have participation of the local body and private sector in operation of postal service.

**2.1.8** To regulate and manage services of postal nature operated by the private sector, and also to encourage the private sector in operation of such services.

**2.1.9** In consonance with the concept of decentralization, to arrange for operation of the additional postal service operated in the local level by the local level to the extent possible.

#### **2.2 Working strategy**

##### **First stage**

**2.2.1** To form a capable and empowered postal service board at the beginning.

**2.2.2** To make timely change in existing postal related services and make them capable of being operated professionally.

**2.2.3** To extend postal services to all village development committees, and review organization and human resources as per necessity and ascertain the standard of postal service and human resources based on transactions.

**2.2.4** To do feasibility study for operation of posts operated in the rural areas by the local body itself and get them operated accordingly if deemed feasible.

**2.2.5** To keep on widely expanding internal express service.

**2.2.6** To keep on arranging for registration and distribution of foreign parcels at all district posts.

**2.2.7** To keep on expanding services with as many countries as possible towards direction of globalization of

international express mail service.

**2.2.8** To establish a separate office for express mail.

**2.2.9** To keep on gradually expanding activity of registration and distribution of international express mail service also in other cities, in addition to Kathmandu.

**2.2.10** To enforce track and trace system of postal goods in domestic and international express service.

**2.2.11** To review all mailing lines and establish new mailing lines as per necessity and cancel unnecessary mailing lines.

**2.2.12** To prepare postal manuals.

**2.2.13** To implement postal code number in a compulsory and effective manner.

**2.2.14** To bring effectiveness in postal goods supply system.

**2.2.15** To build, improve and expand buildings of central offices, regional directorates and district and area postal offices.

**2.2.16** To enhance physical infrastructures and capacity of postal training center.

**2.2.17** To consolidate money order service and expand it to international sector, as well.

**2.2.18** To consolidate and expand saving bank service.

**2.2.19** To keep on increasing the revolving fund to make effective provision of domestic and foreign money order.

**2.2.20** To give priority to publication of postal stamps of such kind that reflects cultural and touristry value of the nation and have competition in postal stamp designing.

**2.2.21** To fix service standards.

**2.2.22** To make inspection process effective in order to mitigate postal crimes.

**2.2.23** To adopt various measures to attract and encourage the human resources serving in postal service.

**2.2.24** To open mail centers in other places too, besides Kathmandu, based on density of postal goods.

**2.2.25** To operate various agency services such as fax, cash on delivery, postal giro, email, electronic data interface and inter-net service, towards making the postal service reliable.

### **Second stage**

**2.2.26** To regulate and manage courier services operated by the private sector and increase participation with private couriers as per necessity.

**2.2.27** To expand electronic posts.

**2.2.28** To bring about participation of the private sector in the use and development of land, buildings and other movable and immovable properties belonging to posts.

**2.2.29** To study market and operate feasible new services.

**2.2.30** To make the postal training center capable of also operating trainings of international level and

prepare capable manpower.

**2.2.31** To identify and operate new financial services.

**2.2.32** To expand and promote philatelic service in a professional manner and keep on expanding philatelic branches in feasible places.

**2.2.33** To establish a postal museum.

**2.2.34** To establish a mail center of international standards near the international airport.

### **Third phase**

**2.2.35** After building infrastructures for self-reliance by the Board, to convert it into an autonomous corporation capable of competing with the private sector.

**2.2.36** To arrange for surface mail transport through one's own means.

**2.2.37** To have mechanization in major posts.

### **Fourth phase**

**2.2.38** To achieve self-dependency economically.

**2.2.39** To keep on operating services of customer's choice in a standard manner.

## **II. Long-term policy on printing sector**

### **1. Objective**

**1.1** To make security printing autonomous, develop and operate it as an institution capable of rendering professional and standard services.

**1.2** To render professional printing services to government and non-government bodies until the security printing system is fully operational.

**1.3** To arrange for mechanism required for coordinative development of the printing sector.

**1.4** To encourage to keep on developing private sector printing industries.

### **2. Policies/working policies**

**2.1** To make timely change in the exiting printing and press technology related laws and make them timely.

**2.2** To do away with duplicity in the printing policy of His Majesty's Government.

**2.3** To carry out construction works of first phase (security printing) of the state-of-art building required for the Department within the Ninth Plan period.

**2.4** To develop the security printing as a security printing press that prints publications of which secrecy has to be maintained and security printing materials such as postal stamp, air letter, bank cheque, passport, visa, air ticket, revenue sticker and revenue slip.

**2.5** To arrange for transport carrier for the carriage of raw materials and prepared materials within the

Ninth Plan period.

**2.6** To do various business printing on timely matters of governmental bodies within the Ninth Plan period.

**2.7** To commence two-colored postal stamp and revenue ticket/sticker within the Ninth Plan period.

**2.8** To place the Department of Printing under the Ministry of Finance in the future and operate security printing in an effective manner.

**2.9** To form a capable and empowered security printing board.

**2.10** To gradually decrease the letter press technology and develop offset (wet and dry) press technology.

**2.11** To produce capable manpower for the operation and maintenance of printing service within the Ninth and Tenth Plan period.

**2.12** To prepare all infrastructures for security printing and complete the second phase of works (currency printing press) of building and also arrange for importing and installing machineries and equipment required for paper currency within the Ninth Plan period.

**2.13** To make timely improvement of printing and remain active towards achieving financial self-reliance.

**2.14** To hand over the business of printing Nepal Gazette to the Ministry of Law, Justice and Parliamentary Affairs within the Ninth Plan period, and also abandon printing acts other than security printing of other bodies and four-colored standard printing.

**2.15** To establish state-of-the art printing machines and operate additional security printing service.

**2.16** To use modern technologies such as Nylo, Gravure and intaglio process instead of works such as mono type/block making within the Tenth Plan period.

**2.17** To carry on secret and standard business oriented printing, along with security printing, within the Tenth Plan period.

**2.18** To start printing of paper currency and carry out security printing only from the Tenth Plan period.

**2.19** To establish state-of-the art printing machines in the Twelfth Plan, operate all kinds of security printing services in the country and render standard security printing services and become self-reliant.

**2.20** To so provide for a printing council as to have representation of authentic organizations relating to printing for the development, expansion, and promotion of the private sector printing industries as well as for coordinative development of the printing sector.

**2.21** To operate other presses in a business like manner, by His Majesty's Government, than presses of His Majesty's Government developed as security printing.

**2.22** To open timely technical institutes in participation of the private sector in order to prepare required manpower relating to press in Nepal.

### **III. Long term policy on telecommunications sector**

#### **1. Objectives**

**1.1** To have development and expansion of telecommunications means competitively in such manner as to maintain regional balance.

**1.2** To extend local telecommunications service and reliable trunk service in important places in the Kingdom of Nepal in a manner also to contribute to economic development, and extend the

telecommunications service to the rural level with a goal of 15 telephone lines per hundred people by the end of the Twelfth Plan.

**1.3** To develop this sector as an infrastructure of the overall social and economic development by emphasizing the research, use and expansion of the information communications technology.

## **2. Policy/working policy**

### **2.1 Policy**

**2.1.1** To develop the telecommunications sector in a competitive environment by expanding the existing services, starting new services and increasing quality standards of services and to get the private sector involved in expanding the telecommunications service in the rural areas, as well.

**2.1.2** To make frequency management effective.

**2.1.3** To pursue appropriate strategy to attract capital required for development of the telecommunications sector.

**2.1.4** To keep on making timely and strengthening the regulatory body in order to enhance the private sector investment in competitive development of the telecommunications service.

**2.1.5** To expand the telecommunications service in a manner to have 15 lines of telephone per hundred people by the end of the Twelfth Plan.

**2.1.6** To encourage the use of modern technology to diversify and upgrade standards of the telecommunications service and do or cause to be done, research and development acts in order to gradually have required means and resources in the country and reduce importation and increase reliability of the service.

**2.1.7** To render assistance for the development of sectors such as agriculture, tourism, health, industry, commerce, postal service, information technology by building national information infrastructure, taking into account of possibility of faster information flow that can be achieved from various means of communication in the social and economic sectors of the country.

**2.1.8** To generate and develop capable manpower.

**2.1.9** If Nepal becomes a member of the World Trade Organization, to have according management in view of competition that may occur in the telecommunications sector.

**2.1.10** To use appropriate telecommunications technology taking into consideration of the country's geographical remoteness.

### **2.2 Working policy**

**2.2.1** To develop and operate the telecommunications sector in a competitive environment by expanding the existing services, starting new services and increasing quality standards of services.

**2.2.2** In the context where the telecommunications systems requiring frequency have started being used extensively and such systems are being developed speedily, to consolidate the organizational structure of frequency management and make it effective.

**2.2.3** To review and update the national frequency plan.

**2.2.4** To coordinate and implement acts on the uses of orbital slot to be used by Nepal at the international level.

**2.2.5** To pursue appropriate strategy for the competitive development of the telecommunications sector and attract the private sector capital investment.

**2.2.6** To expand the capacity of Nepal Telecommunications Authority in knowledge and use of new technologies found out in the world and regulation of telecommunications regulation.

**2.2.7** To have 15 lines basic telephone per hundred people by the end of the Twelfth Plan by expanding the capacity of telephone exchanges and establishing new exchanges and expand wireless telephone service as per necessity.

**2.2.8** To provide services in those village development committees of the Kingdom deprived of the telecommunications service so far and extend the same up to wards.

**2.2.9** To establish an Internet Node at the district headquarters in participation of the private sector in such a manner as to assist acts such as tele-medicine, distance learning, tele-processing and e-commerce as well as develop infrastructures of telecommunications.

**2.2.10** To establish, or cause to be established, tele-centers through out the Kingdom for the flow of information required for the overall development of the country.

**2.2.11** To develop and promote programs on the use of modern technologies such as optical fiber, wireless and satellite communications for the development of overall infrastructures.

**2.2.12** To do, or cause to be done, research and development acts in order to encourage the use of modern technology in the telecommunications sector and upgrade standards of the existing service.

**2.2.13** To prepare national information infrastructure to render assistance for the development of agriculture, tourism, health, industry, commerce, postal service, information technology sector etc. taking into account of convergence of broadcasting, telecommunications and computer. To build national information superhighway and north south information highway and also to link Nepal with broad band information network with other parts of the world.

**2.2.14** To encourage the private sector, as well, to prepare capable manpower required for the telecommunications sector.

**2.2.15** To so improve the organizational structure of Nepal Telecommunications Authority that it can act in a competitive environment.

**2.2.16** To have full competition in all kinds of telecommunications services from 2004 A.D.

## **IV. Information flow and journalism sector**

### **(A) Information flow and journalism**

#### **1. Objective**

**1.1** In tune with the main spirit of the freedom of opinion and expression and the right of every citizen to demand and receive information on any matter of public importance as guaranteed with priority by the Constitution of the Kingdom of Nepal, 2047 (1990), to make means of information and communications competitive, reliable, effective and strong.

**1.2** To develop healthy, honored, professional and institutional journalism.

**1.3** To develop the Department of Information as an information imparting center flowing information about

activities of His Majesty's Government to the general public and in and outside the country.

**1.4** To develop the Press Council as a representative body of the print media, and make it a body equipped with required resources and capable of having conduct in consonance with a certain code of conduct and developing responsible professional journalism.

## **2. Policy/working policy**

**2.1** With a view to integrating the information dissemination and journalism related bodies including the Department of Information, Press Council and Nepal Journalist Federation and operating them in a coordinative manner in consonance with the concept of media village, to develop necessary infrastructures for these bodies and associate the developed infrastructures with the objectives of these bodies and utilize, or cause to be utilized, them in an integrated manner.

**2.2** To develop the Department of Information as an information disseminating center to act as an institution bearing responsibility of a principal body disseminating information of His Majesty's Government by maintaining coordination among public information officers or spokespersons of various bodies of His Majesty's Government.

**2.3** To operate capable and effective public information bureaus in major places of the Kingdom of Nepal and to establish and operate modern information network between such bureaus and the Department of Information.

**2.4** To arrange for study, research, interaction and exchange of visits between native and foreign journalists.

**2.5** To establish modern information network between central and local bodies of His Majesty's Government and the Department of Information and information centers.

**2.6** To strengthen photo laboratory and establish photo gallery.

**2.7** To help develop a knowledge-based society by developing libraries and reading rooms in the Department of Information and information centers so that the general people may read newspapers, books and booklets.

**2.8** To provide journalists with opportunity for trainings and studies in and outside the country for the development of professional efficiency of the journalism sector.

**2.9** To develop means of information as a national capital investment industry.

**2.10** To keep on promoting public welfare advertisement dissemination so as to make environment conducive to the competitive development of professional journalism.

**2.11** To develop the Press council as an independent and capable representative body of the print media, and strengthen it to observe and get observed journalist code of conduct.

**2.12** To make evaluation system of newspapers and evaluation objective and transparent by providing autonomy to the distribution examination committee and making it capable and strengthened.

**2.13** To provide for law on the right to information in order to guarantee the right to information conferred by the Constitution.

**2.14** To protect and promote the rights and interests of the working journalists.

**2.15** For the purpose of extending access to information and communication to the general public, to establish the community information center with the local participation and encourage to develop and

operate community information centers.

**2.16** To make access of Nepalese communication means global in a gradual manner and create environment such that newspapers published in Nepal can also reach foreign markets easily.

**2.17** To render special assistance to the journalism related institutions in order to promote and encourage dignified, standard, responsible and professional journalism.

**2.18** To create appropriate environment for the development other various disciplines of journalism inclusive of photo journalism, cartoon, information-oriented publication and broadcasting and internet on-line.

**2.19** To give permission to any person, organization or company to operate a maximum of any two means out of publication house, news agency, radio broadcasting institution and television broadcasting institution; and in so giving permission, to have a provision that only up to 40 percent of the total investment may be invested in the second means.

**2.20** To establish a data exchange system between the department of Information and information bureaus of SAARC countries.

**2.21** To arrange for training, orientation, study etc. in order to enhance capacity of the manpower associated with the journalism sector.

**2.22** As sufficient native investment is being made in the Nepalese journalism sector, not to accept foreign investment for the development of print media.

## **(B) Journalism (Gorkhapatra Corporation)**

### **1. Objectives**

**1.1** To involve the private sector in the operation of the Gorkhapatra Corporation with a view to conducting print media by the private sector in a competitive manner.

**1.2** To develop it as a publishing house by using modern technology.

**1.3** To remain active in the development and promotion of Nepalese literature (bangmaya), by rendering contribution to the institutional development of standard, healthy and objective journalism.

### **2. Policy/working policy**

**2.1** To arrange for the operation of the Gorkhapatra Corporation competitively with participation of the private sector, and flow shares of the Gorkhapatra Corporation at the first stage.

**2.2** To develop the Gorkhapatra Corporation as a publishing house.

**2.3** To pursue the publication policy as follows.

- a. To public such reading materials that may enhance faith in the basic values, norms and structure of the Constitution of the Kingdom of Nepal, 2047 (1990).
- b. To publish such features and articles that may be useful for citizens of all sectors, classes and professions and such materials that may safeguard the languages, cultures, customs and usages of all the castes and tribes.
- c. To publish such kinds of materials that may discourage activities such as social evils, deformities and unsocial activities and injustice and oppression.

- d. To make the general people understand the importance of national heritages and encourage them to be aware for their protection and promotion.
- e. To publish such materials that may build enthusiasm and self-confidence of citizens to perform a constructive role in the nation building.
- f. To publish such kinds of features and articles that may encourage the general public on activities such as protection of forests, plantation, pollution control etc. for the environmental/ecological balance and protection.
- g. To render assistance in the upliftment of the Nepalese language and literature even outside Nepal, particularly in those places where the Nepalese language is spoken.
- h. No to give space for such material as written with personal interest and biasness, to damage any one's character, undermine reliability of any business or organization and encourage communal feeling.
- i. Not to publish news or articles or features of such kind as are contrary to the foreign policy pursued by the nation.
- j. To arrange for trainings for fulfillment of capable manpower.
- k. To pursue timely effective measures in order to make the Corporation self-reliant.

### **(C) Journalism (National News Agency)**

#### **1. Objectives**

**1.1** To consolidate and diversify services of the agency by using modern technology in collection, edition and distribution of news, and also involve the private in the management of the Agency.

**1.2** To develop the National News Agency equipped with means and resources, capable human resources and modern technology with a view to running it competitively in tune with the changing circumstances.

**1.3** To render contribution to the development of journalism through collection and distribution of impartial, authentic, reliable and factual news.

#### **2. Policy/working policy**

**2.1** To enhance physical capacity of the National News Agency and consolidate and diversify its services.

**2.2** To float shares in order to gradually decrease governmental participation and increase private sector participation.

**2.3** To develop the National News Agency as an autonomous and self-reliant organization collecting and disseminating impartial and factual news.

**2.4** To provide for maintaining records of materials collected by the National News Agency and having access of the customers to the news materials placed in records.

**2.5** Also to develop the National News Agency as a source of news required for printing and electronic means of communication.

**2.6** To collect, edit, disseminate and exchange such news that contributes to protection and promotion of national interest and democracy and social upliftment.

**2.7** To provide news and articles on social, economic, political and cultural matters of the country as well as other matters of public interest.

**2.8** To collect and disseminate news of national and international importance in consonance with the foreign policy pursued by the nation.

**2.9** To develop and mobilize capable human resources in order to render standard services.

**2.10** To sell and distribute standard news and articles and features and keep on adding timely services in order to bring about additional sources.

**2.11** To have a permanent correspondent of the National News Agency in each district and have correspondents of the National News Agency in important places abroad as per necessity in a gradual manner.

**2.12** To keep on using appropriate technology to render news services.

**2.13** To produce and sell and distribute pictures and audio-visual materials appropriate for means of communications.

**2.14** To development infrastructures for the development and self-reliance of the National News Agency.

## **V. Long-term policy on broadcasting sector**

### **(a) Broadcasting sector**

#### **1. Objectives**

**1.1** In order to fully establish the right of the people to information guaranteed by the Constitution of the Kingdom of Nepal, to form an administrative unit to monitor diversity and effectiveness of broadcasting materials and ensure management of broadcasting system, and keep on extending the radio, television and internet information system to the whole of the Kingdom on proportional basis.

**1.2** To establish a national Broadcasting Authority as a regulatory body for coordinative and competitive development and regulation of broadcasting sector with a view to flowing health, entertaining, knowledge and information by making electronic broadcasting means competitive and reliable and operate radio and television broadcasting effectively.

#### **2. Policy/working policy**

**2.1** Taking into consideration of the obligations to be assumed by His Majesty's government for the development of the broadcasting sector and adjustment of technological development, to maintain competitive environment with active participation of the private sector.

**2.2** To establish a national broadcasting authority with participation of the private sector, as well, in order to regulate broadcasting institutions and their broadcasting.

**2.3** In view of technological development rapidly taking place in the broadcasting sector and its cost structure, to enhance the radio and television broadcasting sector. To arrange for provision of audio-visual materials at low cost through available new technology such as satellite reception in rural areas, in particular.

**2.4** To study various alternatives for having joint investment of the private sector and organizations under ownership of His Majesty's Government for the development of broadcasting sector and enforce such alternatives.

**2.5** To encourage particularly the matters relating to natural characteristics, religion, culture and heritages of Nepal to produce Nepalese programs. To develop cooperative relationship with program producing native/foreign institutions on production of such joint programs. To evaluate the demand of world market for qualitative programs on natural features, religion and heritages of Nepal and make arrangements accordingly.

**2.6** To use broadcasting with involvement of the governmental and non-governmental sector for distance education system.

**2.7** In view of the convergence of information and communications technology, to render assistance in making clear policy and law on the ownership of governmental and non-governmental sector.

**2.8** To keep on categorizing and guiding broadcasting institutions in consonance with their objectives while operating broadcasting institutions at the private sector. To identify obligations to be borne by fully professional or profit-oriented broadcasting institutions for enhancing public awareness and facilities which the nation can provide to broadcasting institutions operated for upliftment of the community and make necessary arrangements.

**2.9** To establish a broadcasting academy as an autonomous body to do develop human resources by organizing trainings and symposiums from time to time, enhance broadcasting materials and study and research on timely broadcasting technology.

**2.10** To make provision for availing opportunity available for the well-being of the nation through broadcastings of international standard in tune with the development taking place in broadcasting technology, remain alert against possible threats and control/restrict such broadcasting in view of national interest.

**2.11** To emphasize establishment of an integrated information system in the district headquarters in the Kingdom in such a manner that people are benefited from provision of means of multi-mass media such as television, radio, telephone, internet with a view to expanding access of general public to information by encouraging the use of community communication means at the local level.

**2.12** Since there is no situation where investment required for the use of modern technology available in the broadcasting sector can be met from domestic sector only, to have participation of foreign investment not exceeding 25 percent for development of the broadcasting sector until this situation is improved.

## **(b) Radio broadcasting (Radio Nepal)**

### **1. Objectives**

**1.1** To develop Radio Nepal as a national broadcasting institution by developing proper physical infrastructures.

**1.2** To use timely technologies in order to extend the broadcasting of Radio Nepal throughout the Kingdom of Nepal and the Nepalese people residing in neighboring countries.

**1.3** To make necessary provision to produce and broadcast programs taking into account that it is highly required that programs broadcast by Radio Nepal should be knowledgeable, informative, standard and of public interest.

### **2. Policy/working policy**

**2.1** To make Radio Nepal broadcasting Kingdom-wide and easily available by using appropriate technology.

**2.2** To produce/cause to be produced effective and popular radio programs and broadcast them.

**2.3** To bring development-oriented and educational programs and information such as agriculture, education, health, tourism, science and technology, good governance, by protecting the right of the people to be informed through radio broadcasting.

**2.4** To broadcast programs on various economic, social and cultural aspects of the country and enhance national interest and unity.

**2.5** To broadcast news and views in an impartial, efficient, reliable and professional manner.

**2.6** To broadcast foreign service programs in international languages in order to provide foreign listeners with information about Nepal.

**2.7** To establish a network of such type as to disseminate information immediately from any part of the country.

**2.8** To take proper steps towards making the radio broadcasting self-reliant and self-dependent economically.

**2.9** To diversify radio programs and broadcast educational, informative and entertaining programs from different channels for mass people, and keep on increasing program broadcasting time.

**2.10** To get the private sector, too, involved so order to develop the radio broadcasting competitively.

**2.11** To make provision of capable, efficient and trained manpower to make programs standard, interesting and effective.

**2.12** To have public opinion about the effects of programs on the society and improve and refine programs accordingly.

**2.13** To launch programs in the national languages in order to develop various national languages of the country and to develop culture, art, music and literature in every sector of the country.

**2.14** To provide radio service to cent percent people by using appropriate technology and pursuing the process of joint participation with the private sector.

**2.15** To produce and broadcast programs on various national languages for making regional broadcasting source-oriented.

**2.16** To gradually replace old technology in the course of using new technology, and keep on using sustainable and standard technology developed at the international market.

**2.17** To produce and broadcast educational, informative and entertaining programs in order to provide opportunity for the mass people to be informed.

**2.18** To develop Radio Nepal as an autonomous and responsible body by making timely improvements in the Acts and Regulations.

### **(c) Television broadcasting (Nepal Television)**

#### **1. Objectives**

**1.1** To develop Nepal Television as a national broadcasting institution by developing proper physical infrastructures.

**1.2** To use timely technologies in order to extend the broadcasting of Nepal Television throughout the

Kingdom of Nepal and the Nepalese people residing in neighboring countries.

**1.3** To make necessary provision to produce interesting materials taking into account that it is highly required that programs broadcast by Nepal Television should be standard and of public interest, after making Nepal Television technologically equipped.

## **2. Policy/working policy**

**2.1** To make Nepal Television broadcasting Kingdom-wide and easily available by using appropriate technology.

**2.2** With a view to increasing production of standard programs which are timely and interesting to the people and increasing programs of Nepalese culture, arts and life-style by competing foreign channels receivable through satellite, to have the concept of second channel and produce/cause to be produced effective and popular programs and broadcast them accordingly.

**2.3** To bring development-oriented and educational programs and information such as agriculture, education, health, tourism, science and technology, good governance, by protecting the right of the people to be informed through television broadcasting.

**2.4** To broadcast programs on various economic, social and cultural aspects of the country and enhance national interest and unity.

**2.5** To broadcast news and views in an impartial, efficient, reliable and professional manner.

**2.6** To establish a network of such type as to disseminate information immediately from any part of the country.

**2.7** To take proper steps towards madding the television broadcasting self-reliant and self-dependent economically.

**2.8** To diversify television programs and broadcast educational, informative and entertaining programs from different channels for the mass people, and keep on increasing program broadcasting time.

**2.9** To get the private sector, too, involved so order to develop the television broadcasting competitively.

**2.10** To make provision of capable, efficient and trained manpower to make programs standard, interesting and effective.

**2.11** To have public opinion about the effects of programs on the society and improve and refine programs accordingly.

**2.12** To develop Nepal Television as an autonomous and responsible body by making timely improvements in the Acts and Regulations.

## **VI. Long-term policy on motion picture sector**

### **1. Objectives**

**1.1** To give priority to the making of Nepalese motion pictures on the language of nation and national language and encourage the private sector to develop Nepal as a place of international film activities.

**1.2** To safeguard Nepalese language, arts and culture.

**1.3** To make Nepalese motion pictures of such type as to introduce Nepal to the world.

1.4 To attract foreign investment, as well, in the field of making motion pictures.

## **2. Policy/working policy**

2.1 To make effective the functions of Motion Picture Development Board formed for competitive and coordinative development and promotion of the Nepalese motion picture sector.

2.2 To provide such appropriate facilities to the native motion picture industries to import raw materials as are available to other industries.

2.3 To create environment that production processing works of Nepalese motion pictures can be made in Nepal.

2.4 To create the environment where artists and technical manpower involved in the film industry can get necessary training and encouragement.

2.5 To encourage all parties involved in the field of production and exhibition of motion pictures produced in the language of the nation and national languages of Nepal.

2.6 To do study and research of Nepalese motion pictures.

2.7 To create the environment where foreign investment and joint investment is attracted in the production of motion pictures.

## **VII . Long-term policy on advertisement**

### **1. Objectives**

1.1 To encourage and manage contribution of advertisement business to national economy by strengthening this business as a national industry.

1.2 To promote advertisement as a main source of income in order to develop fair and free means of communications.

1.3 To monitor the language, style and cultural subject matter used in advertisement and make advertisement lively and effective.

### **2. Policy/working policy**

2.1 To make arrangements for specification of clear powers and duties of all parties related with ideal advertisement-advertisement provider, advertisement entrepreneur, means of communications and consumer.

2.2 To make a code of conduct to protect the values, norms, culture and ideals of the Nepalese society in consonance with the spirit of the Constitution of the kingdom of Nepal.

2.3 To have authoritative organization of Nepal advertisement entrepreneurs involved in making policy related directly or indirectly with advertisement.

2.4 To enlist the advertisement business as an industry and make provision for granting necessary facilities and concessions.

2.5 The means of communications are to promote advertisement market in consonance with the concept of advertisement flow cycle.

2.6 In admitting multinational companies relating to advertisement business, to make mandatory a certain

investment and guarantee of foreign advertisement as well as minimum twenty percent native participation and also to include a term to promote Nepalese labor, skills and business.

**2.7** To make provision for having monitoring and evaluation of advertisements broadcast/published in electronic media (audio-visuals), print media and digital media and external advertisements through the concerned organizations or independent bodies formed with their representation. For this purpose, to form one impartial, independent, representative advertisement censor board.

**2.8** To have certain qualifications, capacity and infrastructures specified through a recognized advertisement agency, organization for advertisement entrepreneurs who intend to carry on advertisement business, and enforce the integrated registration system on the basis thereof.

**2.9** To take initiative for getting the advertisement related subject included in curricula and encourage to establish advertisement schools and advertisement training institutes and provide advertisement entrepreneurs with proper opportunity of trainings and studies.

**2.10** With a view to pursuing national perspective in advertisement production, to give priority to the use of Nepalese labor, skill and technology and provide for charging additional fees on advertisement materials produced abroad.

**2.11** The language, pronunciation and presentation to be used in advertisements should have Nepaleseness.

**2.12** To categorize advertisements as follows, taking into account of the nature of advertisement, objective of advertisement and its impacts.

- a. Business advertisement: - Any advertisements to be made with object to promote sale of goods and services, such as advertisement of introduction of new goods, filmy advertisement, price fluctuation advertisement, tender, contract or notices.
- b. Public welfare advertisement: - Any advertisements to be made not from business motive but from social welfare viewpoint such as agriculture, health, education, public interest and information and good wishes and condolences.

**2.13** To make legal arrangements for trademark of advertisement material and copyright relating to institution.

**2.14** To encourage advertisements to be made through computer technology like internet.

**2.15** So as to stop broadcasting of advertisements which exaggerate goods directly affecting the health of the consumers such as food, beverages, drugs etc and spread unnecessary confusion, to make provision requiring permission of the concerned official body prior to making advertisement of such goods.

**2.16** With a view to increasing financial sources of the means of communications and also contributing to business of advertisement sponsors and advertisement entrepreneurs, to make provision for categorizing productions and broadcasting their advertisements in the certain period of time, and reevaluate the restriction imposed on the broadcasting of advertisements liquors and tobacco products through electronic media in accordance with the standards set by the World Health Organization.

**2.17** Even though advertisement agencies are registered as large, medium and small and cottage industries in Nepal, their categorization in terms of transaction, income tax and other social obligation is expedient; so, to categorize agencies on grounds of initial capital investment, annual transactions, number of employees engaged in agency, involvement in various means of communications, physical infrastructures, etc. It would, normally, be appropriate to categorize agencies into at least four categories.

**2.18** To make provision for dobbing the material of advertisement, by the Nepalese media, in the Nepalese language and to discourage acts such that audio is Nepali but visual is foreign.

**2.19** To make the license system for production of feature films, documentaries and public welfare and professional advertisements practicable and fix separate fees.

**2.20** In the case of outdoor advertisement means, to specify appropriate size and place for neon shine, glow shine, hoarding and banner and manage them in such a manner that they do not affect the public life and stop advertisement through wall poster and wall painting.

**2.21** To make provision for making available advertisements to newspapers and means of broadcasting on the basis of categorization and provide other concessions, as well, on that proportion.

**2.22** To create environment that advertisements are provided by governmental or private sector industrial enterprises or bodies to the private sector papers on the basis of categorization.

**2.23** To provide public welfare advertisements and other concessions even to literary and thematic papers being published on a quarterly, monthly, bi-monthly, tri-monthly and half yearly basis like other papers, on the basis of categorization.

**2.24** To follow the process of providing governmental public welfare advertisements or other notices to be provided to newspapers by the concerned body through the department of Information.

**2.25** To make legal provisions requiring publication and broadcasting advertisements targeting the Nepalese market through national means of communications in cases where any foreign producer does transactions in Nepal by appointing an authorized seller.

**2.26** To follow the process of having access of advertisements even to the local means of communications taking into consideration of the geographical diversity of the country.

**2.27** To make provisions prohibiting advertisements by any means of communication, exceeding 40% of the total area of its publication size and 40% of its total broadcasting time.

**2.28** To make provision requiring any business or industrial firm, company and enterprise to expand a minimum of 5% portion of annual profits from its transactions in advertisements in national means of communications.