

**NEPAL**  
**FINANCIAL SECTOR TECHNICAL ASSISTANCE PROJECT (FSTAP)**

***Terms of Reference***  
***for***

***A Public relations officer to work in Nepal Rastra Bank (NRB)***

**Background:**

1. Financial Sector Technical Assistance Project (FSTAP) was approved on December 19, 2002 (US\$ 16 million) and became effective on July 1, 2003. The objective of the project was to support the renewed effort of the Government of Nepal to improve the Financial sector in order to enhance macro-economic stability and promote a private sector-led economic growth. Specially it was focused on commencing the restructuring the Rastriya Baniya Bank Limited (RBBL) and Nepal Bank Limited (NBL), helping to restructure and reengineer the Nepal Rastra Bank (NRB) and supporting the better environment for the areas of financial sector reform such as enhance credit information, better financial news reporting and targeted training for staffs in Banks and Financial Institutions.
2. During the period, significant changes and improvements have taken place in NBL and RBBL restructuring, NRB Reengineering and financial sector of Nepal. On, 03 August 2008, the Government of Nepal and International Development Association (IDA) have entered into an agreement for the continuation of Financial Sector Technical Assistance Project with new components and extended the credit period up to 31 December 2011. The objective of the project is to assist the Government of Nepal in : (a) Restructuring and Reengineering the Nepal Rastra Bank for it to effectively perform key central banking functions; (b) implementing the reform in commercial banking sector that will focus initially on restructuring RBBL and NBL and (c) improve the environment for financial sector reform in areas such as credit information and financial news reporting through specialized training and capacity building.
3. Implementation of a Voluntary Retirement Scheme (VRS) in the banks has also been met with a lot of unions' resistance and oppositions despite the fact that the schemes are voluntary in nature. Unfortunately, these negative and one-sided representations of the financial sector reform agenda have all been widely reported in the local Nepali press.
4. The counter position that Nepal's financial sector (and particularly two largest banks) is in very serious financial condition. The depositor funds are at risk in these two institutions. Some of the large defaulters in the banking system are wealthy individuals who have chosen not to repay their loans as a consequence of a poor credit culture. The overall weak situation of the financial sector represents a serious economic risk for the nation, which are not disseminated well to the general public through the local press. As the implementing agency of the financial sector reform elements in Nepal, Nepal Rastra Bank wishes to employ a Public Relation Officer to assist this process.

## **Role of Public Relation Officer in Nepal Rastra Bank(NRB):**

5. The objectives of the assignment are to work primarily with the staff of Nepal Rastra Bank: but with the management team's in Ratriya Banijya Bank Limited and Nepal Bank Limited and to assist in conveying to the general public to disseminate the government's intent and objectives with respect to the overall financial sector reform agenda; to explain specific actions which may be taken as part of the reform agenda; and to counter spurious and incorrect press articles which are circulated within Nepal.
6. The Public Relation Officer will be expected to convey a factual account of the NRB's reform actions in the form of press release; new items; speeches for the Governor and other senior NRB staff; provide support in interviews of Nepal Rastra Bank's staff with the media; and any other public or media events which are aimed at informing the general public in Nepal about financial sector issue.
7. The Public Relation Officer will also work, in a secondary role, with the management team and the Board of the two large banks (RBBL and NBL) to similar assist with press release, new items, speeches, interview support and so on an "as needed" basis. Primary responsibility will, nonetheless, remain with Nepal Rastra Bank.
8. The Public Relation Officer will be expected to assist the NRB in developing a public relation strategy in a proactive manner to ensure that the general public be well informed of the government's intentions with respect to financial sector reform. This public relation strategy is expected to cover the activities of all departments of Nepal Rastra Bank, the ongoing reform measures in the two large banks, and other reform currently underway in other financial institutions in Nepal. The public relation strategy is expected to be produced within the three months of commencing work within NRB.
9. In addition, the Public Relation Officer will be expected to develop a reactive strategy with respect to the negative press currently circulating within Nepal- regarding the ongoing reform currently being put in place.
10. The Public Relation Officer would be expected to maintain close contact with other journalism professionals in Nepal and assist in better informing their work and reporting in the press, radio, televisions and media in Nepal. It is anticipated that this officer will play a key role in assisting the journalism profession in Nepal for having better understanding of the issues involved in the overall reform agenda. In particular, this officer is expected to maintain close relation with the society of Economic Journalists,(SEJON).

## **Reporting Requirement:**

11. The Public Relation Officer will report directly to the Governor or other designated official. S/He is expected to be both reactive to requests from the Governor and his staff- and the reports made in the local media- and proactive in terms of developing a well-articulated communication strategy for Nepal Rastra Bank.
12. Public Relation Officer will have to submit the Public Relation Strategy within three months of joining in Nepal Rastra Bank and also submit monthly report on activities performed during the month.

### **Qualifications of the Public Relation Officer:**

- a) Must be media and communication expert having at least **four years of extensive work experience** in the main stream of Journalism holding senior editorial positions.
- b) Shall be graduate in his profession.
- c) Should have worked successfully as a Public Relation Officer, spoke person, press advisor or media manager in at least two large organizations in the past.
- d) Must be recognized well-seasoned professional in the field of journalism/media.
- e) Should have good communication and interpersonal skill, computer knowledge to work independently on MS word, power point etc.
- f) Must have excellent Nepali and English languages: Written and spoken
- g) Must be Nepali citizen
- h) Must have published at least three analytical articles in Nepali and English in broadsheet dailies or "A" class weekly on economic and development issues.

### **Duration of Assignment and Types of expertise required:**

13. The Public Relation Officer will be appointed for a 12-month period with the option of further extension of 12-month thereafter as per the requirement of Nepal Rastra Bank.

### **Remuneration and other Facilities:**

14. The Public Relation Officer's remuneration will be time-based and will be financed from DFID grant to the Government of Nepal (GoN). The total amount of remuneration should not exceed USD.18, 000 per annum.
15. Nepal Rastra Bank will provide necessary office equipments, furniture, stationary and office space only in addition to the agreed remuneration to Public Relation Officer.