

	<h2>Communication Plan and Policy</h2>		
<p><b>Approved By</b> CAHURAST Board</p>	<p><b>Document No.</b> CA/PO/06</p>	<p><b>Effective From</b> January 2019</p>	<p><b>Publication Status</b> Public <a href="http://www.cahurast.org">www.cahurast.org</a></p>

**Communication** is a means of sending or receiving information through written or verbal medium. Communication plays an important role in the growth and expansion of the organization. So, if someone misuses the communication network then it will affect the reputation of the organization. Therefore, every member and staff of the CAHURAST-Nepal should follow the communication plan and policy.

### **Purpose**

The purpose of the Communication Plan and Policy is to ensure effective and timely manage the internal and external communication in a systematic way and to maintain transparency and accountability in the organization.

This policy applies to all staff and member of the organization.

The Logo of the organization should be properly used while disseminating the information through communication channels. If the logo is misuse by anyone, serious action will be taken by the board team.

### **Written Communication:**

CAHURAST-Nepal will keep record of each and every transaction of the organization. CAHURAST-Nepal will prepare separate record book in which the invitation and letter received from other sources in the organization will be recorded/documented and as well the letter which are transit to other source too.

The organization must used organizational letter head to send any invitation and for any official purpose. The official stamp is compulsory while sending the invitation in letter head. Only after the approval of the authorized person these letter should be send to other sources.

An organization must have separate email for the communication. All the important emails should be kept properly for the future references. The authorized person will handle the official email and will send to the relevant person on need basis. Every staff working in the organization must have separate email add on organizational name and the mail must be copied to his/her subordinates.

**Verbal Communication:**

CAHURAST-Nepal use telephone/mobile conversation as verbal communication. While communicating or sharing the information/message, the message should be clear and concise. The language should be use friendly, respectful and professional manner.

CAHURAST-Nepal can use telephone/mobile for interview verbally so while interviewing a person should take consent verbally for recording of the interview. If the interviewer did not allow for the recording and interview then the person should not be forced for the recording of interview.

**Channel for Communication:**

CAHURAST-Nepal will use following channels for communication:

**Facebook:**

Facebook is one of the social media channels widely used to disseminate the information in a mass by CAHURAST-Nepal. CAHURAST-Nepal has developed a separate organizational facebook account and facebook page in which the information of the organization is shared. The facebook account is used by the authorized person and will update on regular basis. CAHURAST-Nepal will use the facebook account to disseminate the information for the following purposes such as event details, notice, event pictures, invitation, program videos, and vacancy announcement.

The organization can also create different facebook page according to the project in need basis. Facebook page will be handling by the project head.

**Youtube:**

In the Youtube account of the organization only organizational related videos and project related videos can be published. In this account an unethical, entertainment videos and advertisement will not be allowed to publish.

Link to the Youtube:

[https://www.youtube.com/results?search\\_query=campaign+for+human+rights+and+socail+transformation+nepal](https://www.youtube.com/results?search_query=campaign+for+human+rights+and+socail+transformation+nepal)

**Website:**

The content and design of the website is approved by the board team of the CAHURAST-Nepal. The website of the organization will be used by the authorized person only. It will be updated on regular basis. The authorized person or IT will be responsible for designing and uploading

the information in the website in need basis. Any materials and information uploaded and published on the website must be carefully edited to ensure that the content and language are correct. All the materials published by the CAHURAST-Nepal should be uploaded in the website.

Link to the website: [www.cahurast.org](http://www.cahurast.org)

### **Press Release:**

Press Release of the organization should developed by the general secretary of the organization and disseminate through different social media channels. The logo of the organization should be used in the press release.

### **Leaflets/Brochures:**

CAHURAST-Nepal will develop the brochures of the organization including the mission, vision, objectives of the organization. Project based brochure can be developed including the logo and short description of the organization and details of the project information. The Brochures should be finalized and approved by the organizational head.

### **Notices and Advertisements:**

CAHURAST-Nepal publishes various notices and advertisement through newspapers, website and other social media channel. The organization will ensure that these notices and advertisements are correctly written in preferred language as per the need of content.

### **Publication:**

CAHURAST-Nepal publications are books, bulletin, brochures, leaflets, poster, booklets, calendar, annual report and other project related materials. CAHURAST-Nepal head will be responsible for ensuring the quality of the publications, translation and editing of the materials. All the publications will carry CAHURAST-Nepal's name, logo and copyright. If the publication is support or funded by the donor or partners organization then their name and logo will be included in the published materials. The materials that are published by CAHURAST-Nepal will be uploaded in organizational website. For publishing the materials CAHURAST-Nepal will follow the procurement policy of the organization and ensure that the 3 different quotations will be received from the publication and based on the rules the publication will be selected.

If the information of the organization is misuse or did not follow the stick rule of the communication policy then the serious action will be taken by the board team of the organization. While using the communication channel, offensive language should not be use by any staff or member of the organization.