

NRSP

*Communication
and
Outreach
Policy*

Communication and Outreach Policy

In order to make its work visibility among public, NRSP uses multiple channels through dedicated human resource. As per Public Statements Policy provided in the HR Manual, only the CEO, the designated NRSP spokesperson or legal advisors holding a brief from NRSP are authorised to make public statements on behalf of the NRSP. These individuals may authorise others verbally or in writing to speak on behalf of the NRSP. No NRSP employee can make a public statement on behalf of the NRSP on a matter involving litigation or confidential personnel matters without express authority to do so from the CEO. All employees refer media inquiries to the appropriate authorised person. The purpose of the arrangement is to assure that the information disclosed by NRSP is timely, accurate, comprehensive, authoritative and relevant to all aspects. Adherence to this policy is intended to provide an effective and efficient framework to facilitate the timely dissemination of information. There is a separate media unit which is authorised to distribute news, and coverage of particular events.

Communication tools

- Annual Report: NRSP produces annual report that is circulated among different donors and stakeholders to keep existing shareholders pumped up about the wisdom of their investment and to attract new
- shareholders to the fold.
- Poster, Pamphlets, Newsletters, and Brochures: These are the primary voice of the organisation to create awareness. NRSP is using such mode of communication for the propagation of their products. It is informing the outer world about what we are, what we are doing and where we are doing it.
- Emails and SMSs: Information about the organisation is also disseminated through emails and SMSs. In different interventions, miscellaneous awareness raising messages are sent to population at large in the country through SMS.
- Data Bases: Data Bases in the form of IT Management Information Systems (MISs) are maintained by NRSP containing all basic information about the programme interventions and Stakeholders
- Events, Conferences, Seminars and Walks: NRSP celebrate important days recognised both at national and international levels. Besides the electronic

ways of communication there is no better way of interaction through face to face communication; that's why conferences, seminars, workshops, walks and all social gathering are important for networking. NRSP invites key government officials, elected local government and National Assembly members and donor representatives as guest of honour in these events. Such gatherings are organised to share their experiences and knowledge and also to discuss each other concerns to find common solutions and interests.

- Website or BlogSpot: NRSP is using these tools to highlight its work on global scale. NRSP updates the information on its website in order to ensure that the information is fresh and accurate.

External communication handling

- The responsibility to receive all kinds of external communication and enquiries lies with the Administration Department of NRSP. The mail received is logged into a register and then directed to the respective departments according to the relevance of the matter.
- A general email address (info@nrsp.org.pk) has been created for the external stakeholders to approach NRSP through electronic means. The emails are then forwarded to the relevant thematic or operational departments. In case of any confusion, the General Manager is consulted.
- NRSP has also set up its Facebook page (<https://www.facebook.com/NRSPPakistan/>) which is managed by the M&E Department. Any external stakeholder as well as NRSP staff, consultants and volunteer staff can use this page to access information about NRSP and provide suggestions. The received communication is forwarded to the relevant thematic or operational departments.