



EDITORIAL

How to Use Social Media to Market Your Small Business

By Prakash Regmi, Principal

Social media is a versatile tool you can use to raise brand awareness and increase sales. However, the art of social media management can be tedious and hard to master, especially if you are already doing everything else for your small business. Looking to grow your social media accounts to drive sales, or merely wondering how you can use social media to market your small business? These can be the top 10 social media strategies for small business owners.

1. Commit to your social media strategy

Managing your social media accounts can be time-consuming. But, if you're looking to expand your business and increase sales, it can also be a free source of marketing. By committing to be active on social media every day, you'll keep your audience engaged, growing, and thinking about your brand. A great way to ensure you don't skimp on your social media activities is to plan your posts in advance. You need to plan for developing the content, creativity, date and time to post, quality and graphics, watch competitors, target your audiences, identify which social media you are looking for.

2. Set clear goals

Make these goals as actionable as possible. For instance, if you want to increase people's awareness of your brand, make sure you have a precise idea of what that means. More specifically, you might be aiming for a certain number of likes per tweet or Instagram post, or maybe you would like to increase the number of people who visit your website on a monthly basis. Setting S.M.A.R.T. goals can help you here.

3. Share content that's authentic and engaging

Social media is meant to be a human,

social experience. In other words, you should share your personal thoughts, feelings and experiences. Show people who you are and let your audience see what makes you unique. If you are selling a product or a service, you should tell people what's great about what you have to sell. But you can also share posts about your employees, your values, and your passions. Sharing non-marketing details are the type of content that will entice people to follow you.

4. Pay attention to customer feedback

If you're going to do social media right, you need to think of it as an exchange. Which means that your feed isn't just about putting out content; it's also about engaging with your followers and your community. Interacting with your audience will help you understand what your customers want and how you can serve them better.

5. Don't spread yourself too thin

Try to focus on developing an upstanding presence on one or two social networks. A strong reputation is preferable to having a weak presence everywhere. Not sure how Snapchat works but love Facebook? Focus on the latter! Managing your social media accounts will be that much less of a chore if you can spend time on one or two networks you enjoy rather than trying to cultivate a presence everywhere. Creating a lot of great content on one network will also be more valuable to your brand than publishing sparse content all over the place.

6. Automate your posts

There are scores of automation tools that will post social media content for you on a timer. Buffer is one option you can use to schedule social media posts. You can also use Canva to create quick graphics to accompany blog posts or get people's attention on Facebook or Instagram, or Animoto to create videos. The more tasks you can automate, the more time you will have to focus on your actual business.

7. Create a social media calendar and follow it

Setting up a social media calendar involves outlining major company events that you can share with your followers to create engagement. If your business is still in the start-up phase, the act of sitting down and figuring out your social media calendar can also be a great way to brainstorm social media posts. So what are some fundamental elements that you might include in your social media calendar? Think product launches, company milestones, and major holidays.

8. Post content that lights you up

In addition to posting about your products, services, and daily life at work, you can also branch out. For example, this might look like posting a series of drawings or cartoons you think are hilarious and likely to resonate with your clients. You can get thematic here, too.

9. Follow companies you love

When you use a social media platform like Instagram or Twitter, you shouldn't just focus on getting followers and selling to them; you should also find great people to follow. The first is that bigger companies that have more time and money to devote to developing social media content can help you come up with great ideas for your social media feed. Correspondingly, liking and commenting on posts created by like-minded businesses and individuals can help potential customers discover your products or services. Prioritize quality over quantity. The reward will be worth the effort.

10. Remember your niche

If you try to be all things to all people, you'll likely miss the mark on showcasing your expertise. Whether your passion is fixing bikes, graphic design, or teaching English, focus on what you're strengths! This emphasis will help contribute to the quality of your social media presence.



NTHMC AT 1-WEEK ANTI-DRUG CAMPAIGN

"Don't let drugs control you when you're in control of your future"

District Police Office (DPO), Kaski organized a '1-week Anti-Drug Campaign' from 20th to 27th June, 2022. The program was supported by Nepal Tourism and Hotel Management College (NTHMC) and Recovery Nepal.

The opening of campaign was held at City Hall on 20th June. There were more than 1400 participants including students from different colleges and schools, students from army training centers, people from rehabilitation centers and other invitees. Students of NTHMC performed welcome dance and drama related to Anti-Drug. The focal person of the event were Mr. Ramesh Thapa, SP, DPO, Kaski likewise, Mr. Prakash Regmi, Principal of NTHMC, Mr. Ashish Rana (Laure), Rapper and Mr. Bikash Baruwal, President of Recovery Nepal, Kaski. The program was scheduled like as below;

On 21st June, Interaction Program was conducted on different Rehab Centers of male and female. The interaction program was conducted to aware them about the negative impact of drugs in life and encourage them to get rid of drug habit.

On 22nd June, Interaction Program was made at Nepal Chemist and Druggist Association, Kaski and also with different Medical Shops and Pharmacies. The purpose of the program was to aware about overdose and mixture of some medicines which acts as a drug if taken.

On 23rd June, Interaction with the students from Kalika Multiple Campus, Gupteswor Multiple Campus and NTHMC on awareness of Anti-Drug Campaign. The purpose of this interaction program was to aware students on harmful effects of drugs.

On 24th June, A Television Talk Show Program was conducted on 'Golden Eye Television'. The discussion was made to identify



the drugs related issues, its problems and possible measures to control drug-users in society.

On 25th June, Community Awareness Program was conducted in Ward- 6, Pokhara at Tal Barahi School. In the program, many local people along with various social institutions including 'Aama Samuha' were participating there.

On 26th of June, 'International Day Against Drug Abuse', cycling program was conducted and participants wore Anti-Drug T-shirt to show their presence. At Pokhara Stadium, NTHMC students continued their previous drama from 20th June and ended the drama awaring the people on drug effects. They also performed closing dance to end the Anti-Drug Campaign Program.

The certifications and thanks giving program was done here. The closing remarks were kept by few stakeholders.

AWARENESS PROGRAM ON 'WORLD PREVENTION FOR SUICIDE'



Grade 12 students of NTHMC participated the awareness program for the 'World Prevention for Suicide' at Kantipur Party Palace on 18th September 2022. The program was organized by DPO, Kaski. Students from different colleges were also present at the venue. The main purpose of the program was to aware youth on mental health issues which can led to suicide.

During the session, Chief Police officers gave their speech on rising suicidal rates and how important it is to take care of one's mental health. They also mentioned various causes of suicidal thoughts and also said how important it is to communicate with our close one during difficult times. Students also prepared some pamphlets regarding preventive measures of suicide.

CZECH REPUBLIC STUDENTS VISITED NTHMC



NTHMC welcomed 24 students, including Vice Dean Ms. Kobez Kotaskova and Prof. Malec Karel from Czech University of Life Sciences on 13th September, 2022. Principal Mr. Prakash Regmi, welcomed them by garlanding and felicitating with Khada. BHM students from 4th Semester also performed various cultural and ethnic performances to welcome them. They learned different Nepali words and phrases along with interactive talk shows. They also learned to cook Nepalese culinary like selroti and aloo dum in a traditional way from Chef Raj Kumar Karki and BHM students. Different snacks and refreshments were also served to them by BHM students.

Financial Literacy Session- Machhapuchhre Bank Limited



NTHMC in association with Machhapuchhre Bank Limited organized 'Financial Literacy Program' to the students of BBA, 4th Semester on 24th May, 2022 which was led by Mr. Alok Man Shrestha, Branch Manager, Birauta. The main purpose of organizing this program was to make students familiar with digital banking system and identify the financial frauds that often occur at banks.

The session was oriented towards the students' insights on how finances work?, how can the earnings be protected?, how to borrow and save money?. It was the space for students to learn how, why and where to invest? Similarly, they also came to know that how digital banking has made consumer's life easier and more convenient. Students were given several advices to pursue and create financial goals that will support their vision for a happy, independent and self-oriented successful life.

Students raised their queries during the session which was well addressed by Mr. Alok Man Shrestha. Overall, the program was very effective to strengthen the students' financial understanding.

ENTRANCE EXAMINATION GRADE -XI



NTHMC organized an entrance examination for school graduates who recently passed their SEE examination. The entrance exam was mandatory for all graduated students who were interested to pursue higher studies on hotel management. The entrance examination was conducted on 9th August at 11:00 AM with 350 students. The main purpose of the examination was to evaluate the knowledge, intelligence and overall potentiality of individuals. After the examination, the interview was taken by NTHMC Principal, Mr. Prakash Regmi, +2 Coordinator Mr. Dinesh Kumar Yadav and BHM Coordinator Mr. Jok Bahadur Thapa. The selection was made on the basis of meritocracy.

'TATA MOTORS BRANDING' AT COLLEGE

On 4th November 2022, Deep Motors Pvt. Ltd coordinated with NTHMC for 'demo and test drive' of TATA Nexon at Chhinedanda facilitated by Mr. Krishna Prasad Bhattra and Mr. Suraj Kumar Tajhya, officers of Deep Motors Pvt. Ltd.

The program was targeted to the faculties, staffs and students of NTHMC where many of them participated for test drive. Amidst many participants, around 20 teachers and 5 staffs seemed highly interested and also got necessary information about the different fuel and electricity based brands of TATA.

Mr. Bhattra mentioned that the Nexon car of TATA company is more customer friendly and luxurious. They also mentioned that TATA Nexon has been awarded with full five star NCAP safety rating. They also mentioned that the Electronic Vehicle is hugely demanded at present due to quick pick up, price and fuel efficiency.



INTERACTION PROGRAM WITH PROF. DR. RAMESH RAJ KUNWAR



NTHMC organized an interaction program welcoming to Prof. Dr. Ramesh Raj Kunwar and two alumni, Mr. Samir Baral and Mr. Dinesh Shrestha on 25th May, 2022. The program started from 11 AM which continued for 2 hours. The purpose of this interactive program was to introduce knowledge based tourism promotions within the country with the help of educational institutions. More than 120 BHM students from different semesters attended this session. Prof. Dr. Kunwar discussed about the history of Nepal, Nepalese hospitality, Atithi devo bhava and Atithi satkar,

Institutional hospitality- relative calling, Obligated hospitality- inviting friends, Volunteering hospitality- willingness and differences on Namaste and Namaskar. He mainly focused on tourism related knowledge. He added that learning is a never ending process and suggested that the students should always have eagerness to learn, expose and experience more throughout their life.

The token of love was handed to Prof. Dr. Ramesh Raj Kunwar by the college Principal, Mr. Prakash Regmi.

NTHMC PARTICIPATED AT HOSPITALITY CONCLAVE

On 17th October 2022, Janapriya Multiple Campus and Pokhara Tourism Council organized 'Academia Industry Interface' on Pokhara Tourism and Hospitality Meet' at Pokhara Grande, Birauta Chowk, Pardi. The program was supported by Pokhara Metropolitan and Nepal Tourism Board.

Speaking in two different sessions; guests, speakers and panelists shed light on various issues and interacted in the event. Member of CMC, JMC, Mr. Dhurba Raj Chalise gave his welcome speech which was further followed by keynote speaker Prof. Dr. Ramesh Raj Kunwar on "Nepalese Tourism- Yesterday (Obstruction), Today (Opportunities) and Tomorrow (Prospects)".

During the session, the participants were highly concentrated on talk show program between academic-industry personnel, cultural dances, few speeches. The Tourism and Adventure Journal was jointly launched by Mr. Prakash Regmi, Principal of NTHMC, Prof. Dr. Ramesh Raj Kunwar, Chief Editor of Journal and Mr. Dilliram Bhattarai, Principal of KEF. Mayor of Pokhara Metropolitan, Mr. Dhanraj Acharya gave his speech as chief guest and Campus Chief of JMC, Mr. Lokraj Bhandari



delivered a vote of thanks. The closing remarks of the program were given by Chairperson of CMC, JMC and member Mr. Tara Giri.

ORIENTATION PROGRAM FOR XI STUDENTS

The orientation and motivation program was organized for newly admitted +2 students at Mount Kailash Resort, Lakeside on 3rd September 2022. The key speaker for the session was Mr. Josh B. Niraula, NPL Trainer as well as motivator with a theme 'together we can'.

The students attended the program with their guardians. They were welcomed by Mr. Ashok Palikhe, Chairman of college management committee and Mr. Prakash Regmi, principal by garlanding and felicitating with Khada. The main purpose of orientation program was to make freshers' more familiar with the faculty members along with staffs and educate freshers about the values, function and central objectives of college. Orientation program also permits students to participate in academic advising. It also encourages students and teachers to have strong bond between them.

At the end of the program, Mr. Prakash Regmi, the principal of the college gave vote of thanks on behalf of the college and motivated newly admitted students to be more responsible, disciplined and innovative. The lunch was served after the formal program to all the students, guardians, invitees and guests.



ORAL HEATH CAMP AT NTHMC



NTHMC organized 'Oral Health Camp' in collaboration with Kantipur Institute of Health Science and Dental Hospital on 6th June, 2022. The purpose of this program was to make students aware about the importance of their oral health and to prevent from possible dental problems.

The dental team was led by Ms. Sharmila Poudel and Ms. Sujeena Gurung along with 20 team members. Approximately, 200 students of NTHMC participated for free dental check-ups. The dental team aware students about their dental hygiene and care. Furthermore, the importance of dental health in service industry were told and the necessary prevention methods and ways were explained to the students.

Mr. Prakash Regmi, NTHMC Principal gave thanking speech to the team along with letter of appreciation.

FAREWELL PROGRAM FOR BBA AND BBA-BI

NTHMC organized a farewell program for the outgoing students of BBA and BBA-BI of 2017 batch at Chhinedanda on 25th September, 2022. The program was jointly hosted by Ms. Susmita Basaula and Ms. Anupama Thakuri.

Chairperson of college, as a chief guest Mr. Ashok Palikhe, inaugurated the program formally by lighting the lamp. In his inauguration speech, he urged the students to hone their skills in extra co-curricular activities simultaneously with their academic learning.

Mr. Kabin Sapkota, Mr. Bikhal Thapa Chhetri from BBA and Ms. Sabina Adhikari from BBA-BI gave the farewell speeches sharing their experiences and memories during their studies at NTHMC. The refreshments were served to them with desserts. Students performed various dances and other entertainments during the program. The token of love was presented to the seniors, faculties and staffs by the students of 6th semester.

BBA & BBA-BI Coordinator, Mr. Harihar Poudel gave his speech to the students. Principal of NTHMC, Mr. Prakash Regmi, wrapped the program with the vote of thanks to the students.

The students and teachers also feasted together and held a photo session.



BHM COURSE DETAILING

NTHMC organized BHM Course Detailing Program on 14th August 2022 at Chhinedanda. The principals and BHM coordinators from 11 different colleges were present at NTHMC. The program was hosted by Mr. Uday Raj Poudel, with wonderful presentations.

Principal of NTHMC as well as Subject Committee Member, Mr. Prakash Regmi said "Syllabus should be detailed timely as per the need of industry and the students' interest should also be addressed". He highlighted on how the courses should be more curriculum friendly for the students.

Curriculum Director, Assistant Prof. Purna Bahadur Khand and Management Dean, Assistant Prof. Dayaraj Dhakal also kept their remarks.

The program was ended with lavish lunch provided by NTHMC.



REBAN BAKERY TRAINING PROGRAM AT NTHMC

NTHMC supported 1-week Basic Bakery Training Program which was organized by REBAN, Pokhara. This program was held at NTHMC from 8th to 14th August 2022. PUM Expert, Mr. Henk Bol from the Netherlands was the main trainer for the session which was supported by Mr. Narayan Khadka, Bakery Chef of NTHMC. There were 22 participants working in various restaurants/ bakeries of Pokhara. During closing session, Mr. Laxman Baral president of REBAN thanked Mr. Hank Bol, NTHMC college and Mt. Kailash Resort for effortless help in making the program successful. He also thanked every participant for attending the program regularly. Principal of NTHMC, Mr. Prakash Regmi, gave his

speech on how such program should be regularly organized to sharpen the skills of the chefs. He also mentioned that NTHMC will help REBAN on future days too. Mr. Gopi Bhattarai, President of Pokhara Tourism Council mentioned that the quality services and foods can be provided by those who are well trained. So, the skills learned should be productively implemented in the workplace. Likewise, Chairman of NTHMC, Mr. Ashok Palikhe, highlighted that learning is never ending process. One should always be ready to learn the contemporary skills to cater the quality services. He also said that NTHMC will help by producing the quality human resources required in the market.



BHM 2ND SEMESTER STUDENTS MADE A FIELD VISIT TO SURYA NEPAL

NTHMC organized a visit to Surya Nepal, Seratar, Tanahun for BHM 2nd semester students for two days on 16th and 17th June, 2022. The purpose of this visit was to show the production method of cigarette to the students as they have to study about the production method of cigarette in their course. 80 students participated in the visit along with 2 teachers, Ms. Sanju Kunwar and Mr. Bimarsha Kunwar who supervised the team.

During the session, Mr. Hom Nath Aryal, Chief Security Officer shared the production, manufacturing process and the rules and regulation of the industry. No photos and slippers were allowed. Nobody was allowed to take tobacco or raw materials. There were automated machine used for manufacturing and producing cigarettes. Cigarettes like Khukuri, Shikhar, Pilot, Bijuli and many others were produced there. The main office is in Siraha where as the head office is located in Kathmandu.



BAKERY TRAINING TO NTHMC FROM PUM EXPERT

PUM Expert Mr. Hank Bol, Netherlands give a week training for the final year students and the faculty of NTHMC on 14th to 22nd August 2022.

The final year students who want to pursue their career in the sector of bakery participated to enhance their skills. Likewise,

Mr. Narayan Khadka, Mr. Raj Kumar Karki and few others staffs participated to learn more regarding bakery.

NTHMC thanked PUM and the expert on the closing session and provided the token of love to the expert by the college and the students separately.

NTHMC STUDENTS AT 1-DAY TRIP TO TANTING

The students of BHM 3rd semester organized a 1-day trip to Tanting. On 12th of November, BHM students went to Tanting Homestay to learn about the local culture, food and tradition of the Gurung community. They were welcomed with garland and provided warm cup of tea with sel-roti. In the evening, students participated in cultural dance with live music and recorded too.

The house owner described about the village, the Gurung community, the local culture, tourism places, mountains, waterfalls, and many other recreational as well as the adventurous places at and near Tanting. All the students were accommodated in a house and students participated in preparing bar-be-que and dance. Next early morning, students went to the viewpoint to see the mountains. After they returned from the viewpoint, they had a breakfast and lunch at the homestay. After that, they went to see Waterfall after a walk for an hour. Later on, they returned back to Tanting and were off for Pokhara.



BHM 3RD SEMESTER'S PICNIC AT DHAMPUS

Students of BHM 3rd semester organized a picnic program at Dhampus. The picnic was organized on 12th of November where Principal, Mr. Prakash Regmi and faculty Mr. Surya Giri attended along with 5 staffs. The staffs of the college helped students in preparations of meals and service. Students participated in cooking, serving, playing games and enjoyed with music and dance.

Few students interacted with the locals regarding the ethnicity, culture, traditions, tourism potentiality and future scope of tourism at Dhampus.



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