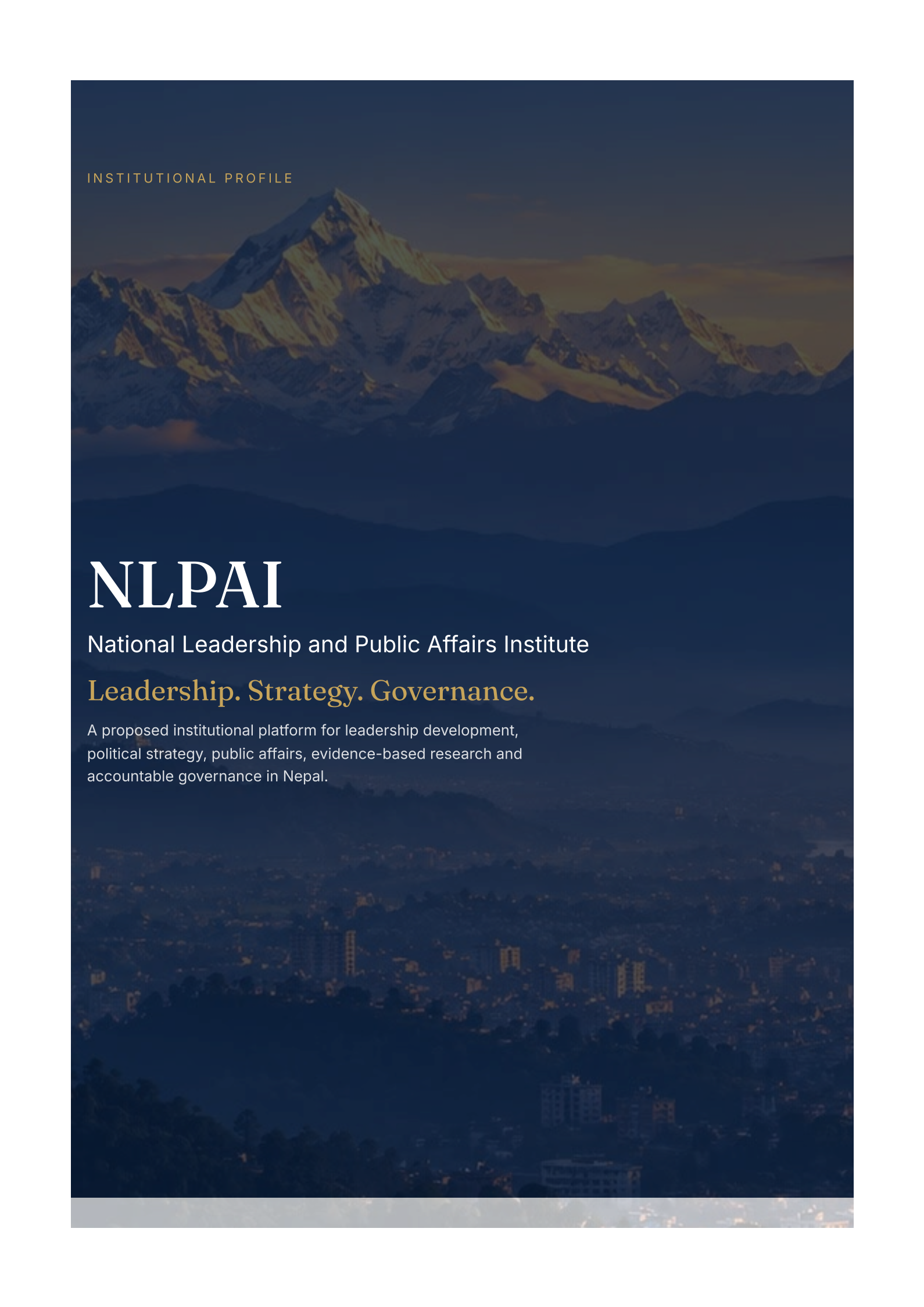




INSTITUTIONAL PROFILE

NLPAI

National Leadership and Public Affairs Institute

Leadership. Strategy. Governance.

A proposed institutional platform for leadership development, political strategy, public affairs, evidence-based research and accountable governance in Nepal.

INDEPENDENT EVALUATION. EVIDENCE-BASED LEADERSHIP. ACCOUNTABLE
GOVERNANCE.



1. Identity & philosophy

National Leadership and Public Affairs Institute (NLPAI) combines an independent institute — leadership education, regional diagnosis, candidate assessment, policy research, governance monitoring and civic engagement — with a separately run Political Strategy Office providing campaign planning, advisory, research, field coordination and communication strategy.

"Leadership beyond party politics. Public affairs beyond political rhetoric."

"Independent candidate होइन — Independent Evaluation."

2. Vision, mission & values

Vision. To contribute to a Nepal where capable and accountable leadership, informed public decisions and effective institutions help communities achieve sustainable development.

Mission. To research regional challenges, strengthen leadership capacity, evaluate political and institutional performance, support evidence-informed campaign strategies and promote transparent, responsible public affairs.

Core objectives

- **Diagnose communities and regions:** Economic conditions, education, health, employment, infrastructure, demographics, public services and local governance.
- **Assess leadership:** Consistent evaluation criteria for candidates and public representatives.
- **Strengthen campaigns:** Help leaders and campaign teams use research, clear planning and organised execution.
- **Improve policy:** Convert field research into practical recommendations for institutions and decision-makers.
- **Monitor commitments:** Compare promises, budgets, projects, delivery and outcomes.
- **Develop future leaders:** Leadership, public administration, communication, policy and ethical decision-making.
- **Inform citizens:** Make research and candidate evaluations understandable and accessible to the public.
- **Support regional development:** Identify local assets, economic opportunities and barriers to progress.

Core values

- **Objectivity** — Consistent standards and evidence-based analysis.
- **Integrity** — Honesty, verification and responsible conduct.
- **Public service** — Community needs before personal interests.
- **Accountability** — Track commitments and measure outcomes.
- **Knowledge** — Research, learning and informed decisions.
- **Regional inclusion** — Local realities and national development.

3. Regional diagnosis model

Area	What NLPAI examines
Population & demographics	Population structure, migration, age groups and social inclusion
Education & skills	School quality, higher education, vocational training and workforce readiness
Health & social services	Service access, health facilities and major community needs
Economy & employment	Agriculture, industry, local businesses, jobs and investment opportunities
Infrastructure	Roads, electricity, drinking water, irrigation, connectivity and public facilities
Governance	Municipal services, public expenditure, institutional capacity and transparency
Political representation	Candidate qualifications, public commitments and representative performance
Local potential	Tourism, agriculture, trade, natural assets and opportunities for innovation

4. The 7C framework

C1	Citizen	Understand residents' needs, public priorities, lived experiences and expectations of representation.
C2	Candidate	Evaluate qualifications, experience, leadership ability, integrity, public record and policy understanding.
C3	Context	Study regional conditions, political history, public institutions, socioeconomic issues and local constraints.
C4	Competitor	Compare publicly available candidate records, experience, platforms and policy proposals using consistent criteria.
C5	Content	Examine manifestos, proposed solutions, feasibility, cost assumptions, timelines and measurable commitments.
C6	Communication	Assess clarity, responsiveness, accessibility, public engagement and the consistency of public statements.
C7	Credibility	Verify claims, past performance, relevant disclosures, delivery record and consistency between promises and actions.

An assessment is not an objective fact simply because it has a score. The score is an analytical judgement and should be transparent, reviewable and open to correction.

5. Political Strategy Office

1. Political strategy & advisory. Candidate positioning, strategic planning, campaign objectives, issue research, timelines, constituency assessment and advisory reports.

2. Campaign management & field operations. Campaign structures, team deployment, volunteer coordination, outreach schedules, event planning, field reporting and operational reviews.

- 3. Electoral research & analytics.** Public-opinion surveys, constituency profiles, issue tracking, election-result analysis, survey design and data quality review.
- 4. Political communication & digital media.** Message development, speech and manifesto support, media planning, social content, press coordination and public-information workflows.
- 5. Public outreach & stakeholder engagement.** Listening sessions, community consultations, stakeholder mapping, public meetings and structured feedback collection.
- 6. Campaign command centre & monitoring.** Daily reporting, task ownership, team coordination, activity dashboards, issue escalation and performance reviews.

Package	Purpose
Strategy Assessment	Review a campaign's current position, challenges and planning needs.
Campaign Blueprint	A documented strategy, work plan, responsibilities and schedule.
Campaign Management	Coordinate agreed field, communications and operational activities.
Research & Analytics	Surveys, constituency studies and evidence reports.
Leadership Advisory	Continuing strategic and governance advice.
Post-Election Support	Public commitments, constituent-service processes and performance tracking.

6. Structure & safeguards

- **Leadership Academy** — Training, mentoring and leadership development.
- **Political Strategy Office** — Campaign advisory, planning and execution.
- **Research Centre** — Regional studies, surveys and candidate assessment.
- **Policy & Governance** — Public policy, institutions and governance reform.
- **Regional Development** — District and municipal development diagnostics.
- **Public Affairs** — Public engagement, stakeholder relations and institutional communications.

Conflict-of-interest safeguards

- Separate research and commercial campaign teams.
- Public disclosure of paid campaign engagements where appropriate and lawful.
- Published candidate-evaluation criteria.
- Clear identification of commissioned research.
- No undisclosed client influence over independent findings.
- A correction and complaints process.
- Proper protection of survey respondents' personal information.

7. Governance monitoring

Statuses: Not yet assessed · In progress · Completed (evidence) · Delayed / not completed · Unable to verify. The dashboard distinguishes an announcement from an implemented project, and expenditure from a verified outcome.

8. Academy & publications

- Emerging Leaders Programme
 - Political Leadership & Public Administration
 - Campaign Management & Electoral Research
 - Public Policy & Governance
 - Public Speaking, Debate & Communication
 - Local Government & Municipal Leadership
 - Ethics, Integrity & Accountability
 - Data Literacy for Public Affairs
- **NLPPI Policy Briefs** — Short, evidence-based papers addressing specific policy challenges and potential solutions.
 - **Regional Development Reports** — District and municipal profiles covering development needs, local assets, services and priorities.
 - **Governance Performance Reviews** — Reviews of commitments, service delivery, institutional performance and publicly available data.
 - **Leadership & Candidate Assessments** — Structured candidate profiles and evidence-based assessments using published standards and consistent methods.

9. Operating cycle & roadmap

1. Diagnose — Collect regional data, public concerns and available institutional information. **2. Analyse** — Apply the 7C framework, policy analysis and documented research methods. **3. Recommend** — Prepare assessments, development priorities, leadership recommendations and strategy options. **4. Implement** — Deliver agreed training, research projects, advisory work or campaign services. **5. Monitor** — Track commitments, project milestones, campaign activities and outcomes. **6. Publish & improve** — Share appropriate findings, correct errors and refine the methodology.

- 1. Institutional foundation:** Name, legal structure, registration, objectives, governance arrangements and financial controls.
- 2. Research methodology:** Document the 7C framework, regional indicators, evaluation rules and research ethics.
- 3. Website & brand:** Homepage, About and Services pages, contact details and the official domain.
- 4. Initial research programme:** One pilot region: a transparent regional diagnosis and a sample assessment report.
- 5. Team & partnerships:** Research, campaign operations, communications, data and administration expertise.
- 6. Service delivery:** Engagement contracts, conflict rules, reporting templates, pricing and quality control.
- 7. Public launch:** Institutional profile, methodology, first research outputs and programme calendar.

The proposed structure, registration category and applicable election, privacy, advertising or campaign-finance obligations are to be verified with qualified Nepali legal and regulatory advisers before launch.