



khabarhub.com



KHABARHUB OVERVIEW



www.khabarhub.com



info@khabarhub.com



www.facebook.com/khabarhubonline



www.facebook.com/khabarhubEnglish



+977-1-4249158



Yak & Yeti Marga, Kathmandu, 44600, Nepal



Khabarhub (News Center) is a digital media branch of Pavilion Media Group, a private media house. Established in 2017, this media organization aims at defending and preserving the free press, liberal values, democratic norms, and protecting people's rights.

Our mission -- as a newly focused digital organization -- is to disseminate, inform and uphold genuine journalism, and establish a deeper set of relationships with our readers and audience with a very new approach, which incorporates cherished democratic values, and respect for human rights all around the world as global citizens. We act more like a social networking platform providing voice and raising the same to make a difference in the life of the people both at local and global levels.

Responsible journalism is our commitment. Therefore, we play the role of an independent media watchdog on guard all the while others prefer to dodge. We exercise editorial independence without being unduly pressured and unethically influenced. Our strength lies in the state-of-the-art media technology, cutting-edge advanced infrastructure, acclaimed journalists, and professionally committed staff.

We rely on our own database, research tools, technological innovations, investigative manuals,

standard training, and other resources and instruments so used for (or by) journalists. Khabarhub uses standard modern-day digital media theory and applies the same in practice driven by contemporary media ethics and professional standards.

We offer news, informative features, opinion, analysis, and investigative contents. We are committed to cover a wide range of issues and topics. We post and publish real-time news updates duly verified for their veracity round the clock to our readers in Nepal and beyond.

Our talented and dedicated professionals dig out inside stories to ensure quality contents. Considering the huger demand of digital contents and use of social media, we are uncompromisingly committed to accuracy, balance, and credibility, of all that we post and publish thereby discouraging any attempt of disseminating fake news, propaganda, or prioritizing a specific principle or ideology be it political, religious or otherwise to promote and propagate the hidden or open agendas of vested interests.

We are living up to the promised level of accountability in order to fulfill our responsibility of being a credible watchdog. Khabarhub is dedicated to providing the demand-driven contents with quality research born out of unbiased journalism.

Besides, we also arrange productive sessions participating in discussions and debates in a designed media room to arrive at conclusions before we go for disseminating news stories or producing multi-media contents.

Our business strategy is hinged on sustaining and at the same time growing in the increasingly competitive media market. We have maintained a decent reputation for being the first-hand primary

sources of information to be used in research in academics, business and for creation of any other secondary sources such as books, journals and reading columns. Our primary sources provide creative, investigative, accurate and vital information to be used further for a variety of purposes. We remain committed to fulfilling the enormous information demand in this new digital era along with earning public trust in the process.

WORK STATEMENT

PROJECT PURPOSE

The purpose of this Request for Proposal (RFP) process is to invite concerned advertisers to submit their proposal for advertisement and request for seeking services. This document contains a pre-requisite business proposal for a successful professional engagement in days to come and we would be pleased to have your reputed institution as one of the supporting partners. We do clearly believe that mutual benefits can only lead us to walk together for the long run.

PROJECT SCOPE

Khabarhub.com agrees to cover promotional news and information content of its partner institutions. Press releases, new products, service offers will be published in a high priority value. Khabarhub.com will also cover interviews of business personalities that might give the platform to reach their business target. While covering such contents, we care mutual benefits, our focus of area and standards of professional journalism as well.

TARGET AUDIENCE

From the policy level to grassroots, college students, teachers, IT entrepreneurs, government staffs, NGO, INGO and of course common people are our main targeted audiences inside the country. However, we enjoy serving millions of diaspora population directly connected to the national market (in our domestic economy).



MEDIA TREND

Nepal has seen tremendous progress in media devolvement in the wake of struggle to the institutionalization of democracy, federal republic, as well as other citizens-led struggles in different times in the past 60 years. This has given people a greater sense of freedom of speech by connecting people with leaders. Since the country has braced for a 'people's rule' in the form of a republican set-up, the media has become more open to express and disseminate information to make the people aware of the latest developments.

INTERNET

The rapid growth of internet technology has brought new hopes to the people. With the telecommunication companies bringing simplified cellular network, people can now enjoy the basic cellular-based internet in most parts of the country. People of the far-flung areas of the country, who have no access to mainstream media like television, and radio, are now well-connected with the mainstream social platforms. The internet-based platforms not only provide information to the people but also gives instant luxury to interact live.

Be it radio, television, internet or a traditional media platform, they have played a laudable role to bring us in the mainstream of today's information age. A question, however, arises: Is informing enough or should we go beyond that? Just informing

amounts to leaving the people in the state of vulnerability as they may believe in something that may not be true in terms of reliability and sustained credibility of the sources that people see, read or listen to.



WHY KHABARHUB ?

- Ethical standards of reporting with quality news and analysis
- Fact-based innovative reporting to gain public trust
- A team of smart, diligent, bright, talented and creative personnel, including technical team
- Create a positive vibe of trust among the readers through critical analysis and verified contents
- Renowned foreign media consultants/trainers to support the editorial, marketing, and management teams
- First media organization in Nepal with well-organized, funded and well-equipped database, a new generation of media technologies, experts, and specialists
- Partnerships with a range of local to global organizations and media outlets sharing the same values

- Various layers of sources, tools and assessment process to verify the reliability of the information
- All type of comprehensive and proportional news contents
- News contents and design considering the readers and viewers
- Breaking the trend of fake and unworthy news as seen in Nepalese media outlets
- Focus on measurable advertisement markets to benefit the advertisers
- Offering the best and actual ad deliveries as per the agreement
- Introducing a new type of modern newsrooms and technical rooms, strategic media management to strengthening trust and values of the present-day Nepali online media landscape

CORE PRODUCTS

LIVE STREAMING

Khabarhub covers all-important national as well as international events. It covers all news events in both formats – live video on social media platforms and text on the website. We adopt various tools and methods to attract visitors to our channel during important live coverage. Web-streaming, major interviews and other webcasts can be hosted in a bi-weekly, weekly, monthly or our internal calendar basis.

BREAKING NEWS

Khabarhub disseminates breaking, exclusive and current news of important events.

EXCLUSIVE STORIES

The investigative bureau of Khabarhub works day and night to uncover the truth of major but hidden incidences. The team works and investigates on various topics; which have not even been thought of or attempted by any other media outlets or social organizations. Our team of journalists and experts even spend months or even years to research, review and prepare a story with concrete evidence attached therein.

CURRENT AFFAIRS

We cover all type of happening news events in Nepal and beyond.

ANALYSIS

Khabarhub has created an outstanding set of highly experienced experts in different sectors. These professionals produce a factual and timely analysis of burning issues and trends from around the nation, a region and the world. These analyses are available and published openly for greater purposes for the stakeholders.

POLITICS

Khabarhub covers all national as well as international news on politics.

NATIONAL/ SOCIAL NEWS

Khabarhub gives equal importance to social stories, culture, and human interesting features.

INTERNATIONAL NEWS

Khabarhub also gives priority to international stories, sometimes on a live format from our own partakers around the world and our reporters. We also analyze global events, opinions and even a time-period from/of history, based on proximity.



ENTERTAINMENT

Our dedicated team focusses on multi-dimensional coverage of all entertainment issues and celebrities, models, movies, music, fashion, awards, scandals, gossips, Bollywood and Hollywood trend, among others.

SPORTS

We provide all sports contents such as cricket, football, tennis, athletes, hockey, badminton, chess, and race, among others in a single platform.

HEALTH

Khabarhub provides information on all health-related issues. This includes news, education, hospitals, medicines, vitamins, nutrition, care and fitness, food, sex, profile, health tips, among other useful information.

SCIENCE/ TECHNOLOGY

We include reviews, gadgets/products, cyber security, vulnerabilities, innovation, science, engineering, useful tips, among other stories. Click to our readers in Nepal and beyond.

BUSINESS

Business news is our priority. Khabarhub provides all dimensions of business news such as corporate, stock, finances (banks and other institutions), commodities, market, customer care, business personality, autos, companies/corporate profile, services, currencies, interviews, analyses, among other relevant issues.

TRAVEL/ TOURISM

Our dedicated team produces interesting stories, videos, and photos of travel-related issues. The editorial team and technical team provide all necessary support to produce fine products, especially about the Himalayan region, which is almost a 'no-reach zone' for Nepali media outlets.

CORPORATE OVERVIEW

IN-DEPTH REPORT STORIES

works on researches by collaborating with concerned experts and get their feedback to produce an in-depth quality report on various topics.

POLICY DEBATE

Khabarhub has a sophisticated hall, the first of its kind in Nepal or elsewhere in the South Asian region, where we hold debates and organize seminars on a wide variety of national and international policies. Before organizing such debates, we conduct wide research on topics; collect up-to-date information on a particular issue. We, in fact, have collaborated with renowned think tanks and intellectuals to explore and polish the ideas and issues of socio-economic importance.

PICTURES/ VIDEO

We publish crucial and exclusive videos/pictures in our digital platforms.

EXPLAINER

Unlike other media outlets, which focus only on current events, Khabarhub provides in-depth analysis and background knowledge on a particular issue (or issue-in-hand). The focus is to give the right piece of information to the people to ensure accuracy of reporting and editorial analysis. The Nepal Explainer explains it well in a simplified, illustrative and informative manner.

OPINION/ COLUMNS

Internal as well as external contributors; including experts and partner organizations contribute columns; and researchers associated with them. The columns appearing in Khabarhub basically focuses on important national, regional and global issues aimed at informing, educating, empowering and suggesting stakeholders shape the policy according to the time and situation we are in.

CORE PRODUCTS

MIGRATION/ IMMIGRATION

Khabarhub has, so far, published several 'breaking and exclusive news' about migration, human trafficking and the plight of Nepali youths stranded in New Delhi, capital of India. Khabarhub will continue to 'break' such news.

INFOGRAPHICS

Info-graphics are the simplified graphic explanation of complex issues in a short given time. This is one of the most important features of Khabarhub. Highly skillful professionals and experts make info-graphics on important events and topics meant for public knowledge.



FACT CHECK

At times, news sites are found to be misinforming and misleading the readers with doctored, proclaimed, biased reporting and publication even going to the extent of disseminating fake news. There are times when people in leadership positions - be it politics, bureaucracy, business and trade operating in private sector or in any other large public enterprises have been found to be providing misleading data and information, which are difficult to independently verify them before serving the same to common readers. Fact Check is the one premium innovation that checks the factual background of a topic or subject that is of public significance and policy interests. It comes in a factual format with a well-summarized form with key findings.

1. Analytics
Analyzing the issues that interests a larger audience
2. Info-graphics
3. Video Illustrations

RESEARCH PAPERS

A very significant work done by Khabarhub is the compilation of research papers. The organization and its partners from around the world working together to carry out research that possibly can shape the course and method to see different issues and burning topics. It helps the partners to adapt in constantly changing the world in light of changing dimensions of global news. This will be made available on the web outlets or internal searches referring to our already published stories.

NEPAL ROUNDER

Khabarhub produces short video news every evening to ensure that our audience/viewers are updated about the events in a short time.

BYTES OF THE DAY

Khabarhub produces and disseminates important sound bites in the evening to update the



CORE PRODUCTS

TIME LINE

The changing trends of the news and major events from around the world are displayed in the timeline on our website. The timeline covers issues such as history, major events, changing dynamics and trends, responses and implications, etc. on a simplified web-presentation.

PROFILE

The profile is the compiled information in a package about a person or an institution. We make profiles by compiling information from our database provided by the concerned person or organization.

INTERVIEW

Khabarhub takes face-to-face interviews of influential figures as agents of change to disseminate/broadcast their views and counterinterviews in various languages.



Khabarhub
www.khabarhub.com



www.khabarhub.com



info@khabarhub.com



www.facebook.com/khabarhubonline



www.facebook.com/khabarhubEnglish



+977-1-4249158



Yak & Yeti Marga, Kathmandu, 44600, Nepal