

Updating corporate web-site: 'http://www.ntc.net.np' why it is ignored so much?

- Navin Lal Shrestha.

Nepal Telecom has been most successful entity in the country since its establishment. It has been popularly known Nepal Telecommunications Corporation or NTC in short. This is due the fact that Nepal Telecom (NT) was formerly established as Nepal Telecommunications Corporation or NTC in its abbreviated form. When it was popularly known as NTC, it was forced to publish its announcements and important notices in the government owned and government run newspapers in Nepali and English. These government run newspapers happened to be least read out side government's premises and contractor's business premises. The services rendered by Nepal Telecom happens to be of nationwide importance and almost equally important to all the people in the nation, publishing notices on those papers or media in which people read least means to devoid most people of its right to know about its services.

If most people knew about various basic and value added telecommunications services, more people would have subscribed and used therefore more contribution to revenue of Nepal Telecom (then NTC). As time as elapsed, these days Nepal Telecom publishes its notices on popular privately run dailies haphazardly at random times. These days there are so many dailies, weeklies and FMs even TV stations that it is so difficult to select or find what to listen or watch or read all which are important. It is also expensive to put everything at prime slot, colorful advertisements on first page of papers.

That's why web is so good. The websites provide information storage for us for access and availability at time of our convenience unlike other electronic like TV or FM or print media.

Nepal Telecom has launched 'http://www.ntc.net.np' in 2000 AD. However, since its inception, information gathering from various concerned departments had been not so easy to make them available to the public.

Information available at times happens to be outdated or useless.

Nowadays, Nepal Telecom pays popular dailies to publish its notices or announcements. These notices are printed in least read parts of often least seen/read/noticed pages of those papers for obvious reasons as printing in most read or seen parts need highest prices to be paid for advertising. The readership of dailies or weeklies as well as other media as TV or FM is widely divided and

it is getting difficult to choose any daily or media to print its notice or announcements.

It is difficult to say what percent of its potential subscribers or concerned people read or get what Nepal Telecom's announcement or notices in popular daily or FM, radio or TV.

If Nepal Telecom's notices, announcements are on its own web-site, it is there for everybody and for all time or at least for sufficient period.

Ant new information, announcements, notices of Nepal Telecom of public importance must be put on the web-site earliest and with first priority then only be sent to other public media.

These information should have been updated at least same time or in the same day at least or at worst in few days.

Most of the times, the information is available on the web after many months. This may be taken as good as information not being made available or information denied.

Whatever notices are decided to go for print or for advertisement on any media, deserves to be put on Nepal Telecom's web-site <http://www.ntc.net.np> first before being sent for print or broadcast.

This will ensure and promote e-governance as well as transparency and efficiency of the organization.

The main purpose of this article is to give emphasis on <http://www.ntc.net.np> with most importance i.e. updating it with minimum delay as possible. While publishing its notices and announcements on its web-site after three months or more has often less meaning.

There has been people and numerous students browsing <http://www.ntc.net.np> web-site since its inception. Number of these persons are growing day by day. These persons are asking, complaining "Why Nepal Telecom is delaying so much to put its information as and when changed?" These information at least should be updated on the same day at least.

These have been searching useful information on the site on various services provided by Nepal Telecom, although Nepal Telecom has bothered least to update it as and when required.

Why Nepal Telecom wants to publish its notices on controversial dailies rather that putting on its web-site first?