

Manoj Basnet

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I am a prominent media executive and the General Manager of Annapurna Media Network (AMN) since July 2024. With over 17 years of experience, I have made significant contributions to the media industry, with expertise spanning journalism, sales, marketing, and corporate strategy. Throughout my career, I've played a key role in shaping the media landscape, driving growth, and fostering innovation. My leadership has earned me numerous national and international accolades, establishing me as a transformative figure in the field. In addition to my professional work, I serve as an International Media Advisor for the Youth's UNESCO Club, further expanding my impact on the global media community.

PROFESSIONAL EXPERIENCE:

Annapurna Media Network General Manager, July 2024 - Present

- **Strategic Planning:** Develop and implement business strategies to ensure the growth and profitability of the media house.
- **Leadership:** Oversee all departments (news, production, marketing, sales, etc.) and ensure alignment with company goals.
- **Budget Management:** Manage the financial aspects, including setting budgets, controlling expenses, and ensuring profitability.
- **Content Oversight:** Ensure the quality, relevance, and timeliness of the content produced by the media house.
- **Team Management:** Hire, train, and mentor staff, ensuring efficient operations and a positive work culture.
- **Client Relations:** Build and maintain relationships with clients, advertisers, and partners.
- **Market Analysis:** Analyze industry trends, audience behaviors, and competitor activities to stay ahead in the market.
- **Brand Development:** Oversee the media house's brand development and marketing strategies to increase visibility and audience engagement.
- **Crisis Management:** Address and manage any issues or crises that arise in the company or the media landscape.
- **Compliance & Regulations:** Ensure the company adheres to industry regulations, ethical standards, and legal requirements.
- **Revenue Growth:** Identify and create opportunities for new revenue streams and business development.
- **Innovation & Technology:** Keep the company up-to-date with the latest media technologies and trends to stay competitive.
- **Reporting:** Regularly report to senior management or stakeholders on company performance, challenges, and opportunities.

Youth's UNESCO Club-USA

International Media Advisor (Part-time), August 2022 - Present

- **Media Strategy Development:** Create and implement comprehensive media strategies to enhance the club's visibility and reputation globally.
- **Public Relations Management:** Cultivate and maintain strong relationships with media outlets, journalists, and influencers to promote the club's initiatives and conferences.
- **Press Releases and Communication:** Write, edit, and distribute press releases, articles, and other communication materials to highlight the club's events, milestones, and achievements.
- **Branding and Messaging:** Ensure consistent messaging and brand positioning across all media channels to reflect the values and objectives of Youth's UNESCO Club.
- **Crisis Communication:** Provide strategic counsel during any crises or sensitive issues, managing the club's public image and reputation.
- **Stakeholder Engagement:** Collaborate with stakeholders, partners, and sponsors to generate media interest and support for the club's activities.
- **Advisory Role:** Offer strategic media advice to club leaders, helping them navigate complex media landscapes and maximize public relations opportunities.
- **Collaborations & Partnerships:** Forge new partnerships with media agencies, organizations, and influencers to amplify the club's global presence and mission.

Kantipur Publication Limited, Kathmandu, Nepal

a. Head-Circulation Press and Regional office, Sep. 2023–June 2024

- **Circulation Strategy Development:** Design and implement strategies to expand and maintain circulation of media products (newspapers, magazines, digital content) in regional markets.
- **Regional Office Management:** Oversee the operations of regional offices, ensuring they align with the central office's objectives and regional market needs.
- **Team Leadership:** Manage, lead, and motivate a team of circulation and regional office staff to meet performance targets and operational goals.
- **Distribution Network Oversight:** Supervise and optimize the distribution process to ensure timely and cost-effective delivery of media content to various regions.
- **Sales & Revenue Generation:** Develop and implement sales strategies to increase subscriptions, newsstand sales, and other circulation-related revenue streams.
- **Market Research & Analysis:** Conduct market research to understand regional readership preferences, trends, and competitors, and adjust strategies accordingly.
- **Budget Management:** Manage the budget for circulation and regional office operations, ensuring cost-effective use of resources while achieving goals.
- **Customer Relations:** Handle customer feedback, complaints, and inquiries related to circulation, ensuring a high level of customer satisfaction.
- **Media Partnerships:** Build and maintain relationships with regional distributors, vendors, and media partners to expand circulation channels.
- **Logistical Coordination:** Ensure smooth coordination between regional offices, local distributors, and the central office to streamline operations.
- **Reporting & Analysis:** Regularly report to senior management on circulation performance, market trends, and regional office activities.
- **Brand Promotion:** Promote the media brand through regional marketing and promotional efforts, increasing visibility and audience engagement in different regions.

- **Crisis Management:** Address and resolve any distribution or circulation-related issues promptly to maintain the smooth operation of regional offices.
- **Regulatory Compliance:** Ensure compliance with local regulations and industry standards for media distribution in each region.

b. Head – Circulation Department (Sales Distribution), March 2019 – August 2023

- **Sales and Distribution Management:** Oversee the sales and distribution of all Kantipur Publications products, including *Kantipur Daily*, *The Kathmandu Post*, and *Nari Magazine*.
- **Strategy Development:** Develop and implement sales strategies to optimize product reach and distribution across Nepal and abroad.
- **Team Leadership:** Manage and lead a team, handling union issues and ensuring smooth people management within the department.
- **Operational Oversight:** Ensure efficient and cost-effective distribution processes, aligning them with company goals.
- **Market Analysis:** Continuously analyze market trends and customer behavior to adjust sales and distribution strategies accordingly.
- **Revenue Optimization:** Implement strategies to increase subscriptions, sales, and revenue, while optimizing costs in distribution.
- **Cross-Department Collaboration:** Coordinate with marketing, production, and other departments to ensure consistent messaging and effective product delivery.
- **Relationship Management:** Build and maintain strong relationships with regional distributors, vendors, and key partners.
- **Promotions and Marketing:** Oversee marketing and promotional activities to enhance product visibility and brand recognition.
- **Business Development:** Engage in business development activities to expand the reach and impact of KMG's products.
- **Performance Monitoring:** Monitor and analyze the performance of sales and distribution activities, providing regular reports and insights to management.

Himalayan Essence Private Limited, Kathmandu, Nepal
Sales Consultant (Part-time), March 2023 – July 2024

- **Sales Strategy Development:** Develop and implement sales strategies to drive revenue growth and expand market share for Himalayan Essence's portfolio companies like Vedanta and Safe Home.
- **Market Expansion:** Successfully distribute products across Nepal, expanding the reach of the company's offerings in a short period.
- **Customer Targeting:** Identify and target potential customers, building relationships to secure new accounts and drive business growth.
- **Business Development:** Engage in business development activities, establishing new partnerships and exploring new market opportunities.
- **Sales Process Management:** Oversee the end-to-end sales process, including prospecting, negotiation, and closing deals.
- **Collaboration with Marketing:** Work closely with the marketing team to create sales collateral, promotional materials, and campaigns to support product sales.
- **Customer Service:** Provide exceptional customer service and support, addressing client queries and concerns to ensure satisfaction and retention.

- **Performance Monitoring:** Monitor sales performance, analyze metrics, and adjust strategies to optimize results and ensure sales targets are met.
- **Industry Trends:** Stay updated with industry trends and market developments, attending networking events to expand professional networks and gather insights.
- **Cross-Functional Collaboration:** Collaborate with production, logistics, and finance teams to ensure seamless execution of sales operations and timely delivery of products.

Karmanta Consultancy Private Limited

Business Outreach Development Consultant, July 2021 – May 2023

- Facilitate **product distribution** for business houses to ensure broad market reach.
- Resolve **issues and provide solutions** for the sales team to ensure smooth operations.
- Train and equip the sales team with the knowledge and skills to enhance sales effectiveness.
- Develop and implement a **comprehensive sales plan** to drive success.
- Offer **advice and strategies** to increase company sales and optimize performance.

Annapurna Media Network, Kathmandu, Nepal

a. Head of Department, September 2016- March 2019

- **Sales and Distribution Management:** Oversee the overall sales and distribution of all products from Nepal News Network International Pvt Ltd, including *Annapurna Post Daily* and *Annapurna Express Weekly Magazine*.
- **Sales Strategy Development:** Plan and develop comprehensive sales and distribution strategies for all products to increase market reach and revenue.
- **Team Leadership and Management:** Manage and lead the sales and distribution teams, addressing union issues and ensuring effective people management to maintain smooth operations.
- **Market Expansion:** Implement and execute strategies to expand product reach, ensuring timely delivery and availability across regional markets.
- **Performance Monitoring:** Monitor sales performance and analyze distribution effectiveness, making adjustments to optimize processes and achieve sales targets.
- **Collaboration:** Work closely with other departments (marketing, production, finance) to align sales and distribution goals with overall company objectives.
- **Customer Relations:** Build and maintain relationships with key distributors and clients, ensuring customer satisfaction and repeat business.
- **Problem Solving:** Address and resolve any challenges related to sales, distribution, or team issues to ensure smooth operations.
- **Reporting:** Provide regular updates to senior management regarding sales performance, challenges, and opportunities for growth.

b. Regional Coordinator, December 2015 – September 2016

- **Oversee Operations:** Manage the overall operations of regional offices across seven states of Nepal.
- **Development Activities:** Plan and execute activities for the company's development in all regional offices.
- **Advertisement Management:** Search for and secure advertisements to generate revenue for the company.

- **Relationship Building:** Expand and maintain relationships with local citizens to enhance community engagement and business growth.
- **Regional Coordination:** Ensure smooth coordination between regional offices and central headquarters for effective operations.
- **Monitor Performance:** Track the performance of regional offices and provide necessary support to meet company goals.
- **Market Expansion:** Identify opportunities for expanding the company's presence and influence in different states.

c. *Business Bureau/Corporate*, December 2014 – December 2015

- **Oversee Business Operations:** Manage overall business activities to drive growth and profitability.
- **Corporate Strategy:** Develop and implement corporate strategies to achieve business objectives.
- **Brand Management:** Lead brand development and ensure consistent brand messaging across all channels.
- **Market Expansion:** Identify and capitalize on opportunities for market growth and expansion.
- **Stakeholder Relations:** Build and maintain relationships with key stakeholders, clients, and partners.
- **Performance Monitoring:** Monitor and analyze business and brand performance to optimize strategies.

d. *Bureau Chief*, September 2012 – December 2014

- **Oversee Regional Operations:** Manage operations across seven states, ensuring smooth functioning of regional offices.
- **Product Expansion:** Expand the company's product (newspaper) distribution to all 77 districts of Nepal.
- **Advertisement Acquisition:** Search for and secure advertisements to generate revenue for the company.
- **Community Engagement:** Build and maintain relationships with local citizens to promote company products and services.
- **Market Development:** Identify and pursue new business opportunities within regional districts to drive growth.
- **Regional Coordination:** Coordinate between regional offices and the central office for efficient operations.

e. *News Reporter*, April 2007 – September 2012

- **Report News:** Cover news events in Kavrepalanchok district, Nepal, and report on local issues and developments.
- **Research & Investigation:** Investigate and gather information to produce accurate and reliable news stories.
- **Content Writing:** Write clear, engaging, and timely news articles for publication.
- **Field Coverage:** Attend events, conduct interviews, and provide on-the-ground reporting from the district.
- **Collaboration:** Work closely with editors and other reporters to ensure news stories meet editorial standards.

EDUCATION QUALIFICATION:

- **Indreshwor Campus**
Bachelor in Business Studies/Bachelor in Education (BBS/BEd)
Tribhuvan University
- **Tejganga Campus**
Higher Secondary Education
Higher Secondary Education Board
- **Shree Bhageshor Secondary School**
School Leaving Certificate
Nepal Government

AWARDS/ACHIEVEMENTS:

- **“Certificate of Appreciation”**, issued by *Capt. Rameshwar Thapa*, Chairman-Annapurna Media Network for this extraordinary leadership and contribution, March 2025.
- **“Certificate of Recognition”** issued by *John C. Liu*, New York State Senator for recognition of outstanding contributions to the media industry, March 2025.
- **“Certificate of Recognition”** issued by *David I. Weprin*, New York State Assembly Member for his Performance Management and Visionary Leadership, March 2025
- **“Community Media Award”** issued by *Jennifer Rajkumar*, Member of the New York State Assembly and Triveni Times (USA) for his relentless dedication to amplifying voices within and beyond his communities, January 2025.
- **“Certificate of Appreciation”** issued by *Steven B. Raga*, Member of New York State Assembly for his extraordinary leadership and performance, April 2024.
- **“Certificate of Appreciation”** issued by *Adrian Pokharel*, U.S. Congress Democrat, Virginia for extraordinary and exceptional contribution in supporting to spread the Nepali News globally, July, 2024
- **"UNESCO Youth Peace Ambassador"** issued by *American University Of Sovereign Nations, USA and Youth's UNESCO Club- USA* for his contribution to youth and peace through media, Apr 2024
- **“Letter of Recommendation”** issued by *Sikkim Film Promotion Board, Department of Information and public Relations Government of Sikkim India*, February 2024
- **“Letter of Recommendation”** issued by *Girija Prasad Koirala Foundation America Chapter, New York USA*, for his extraordinary contribution to media and Nepalese Journalism, May 2024
- **“Letter of Recommendation”** issued by *Canadian Multicultural Council - Asians in Ontario* for his exceptional work in media and distinguished media personality from Nepal, April 2024.
- **"Corona Yodya Service Award"** issued by *SAMAST BHARAT NATIONAL MAGAZINE, INDIA* for providing the best service in the emergency situation of the corona virus pandemic, September 20.
- **"Chairman's Excellence Award"** issued by *Kantipur Media Group* for the outstanding leadership and the aptitude to inspire those around, January 2019.

- **"Best Performer of the Year"** issued by **Annapurna Media Network** for achieving the best results among all the employees working in Annapurna Media Company, January 2016.
- **"Rastriya Khanpani Patrakarita Puraskar"** issued by *Shanti Janardash Seva Kendra* Dhulikhel, Kavrepalanchok, in recognition of the role played by the government in publishing news about the problems faced by the people due to lack of drinking water, January 2014.

PUBLICATION:

- "Skydiving in Nepal: A thrill-seeker's paradise above the Himalayas", The Times of India, January 24, 2025, <https://timesofindia.indiatimes.com/blogs/voices/skydiving-in-nepal-a-thrill-seekers-paradise-above-the-himalayas/>
- "The role of youth leadership in transformation of Nepali media, The Times of India, December 20, 2024, <https://timesofindia.indiatimes.com/blogs/voices/the-role-of-youth-leadership-in-transformation-of-nepali-media/>
- "War Zones and Journalism", The times of India, February 29, 2024, <https://timesofindia.indiatimes.com/blogs/voices/war-zones-and-journalism/>
- "Minor girl gang-raped", The Kathmandu Post, March 29, 2014, <https://kathmandupost.com/miscellaneous/2014/03/29/minor-girl-gang-raped>
- "Thrashed, woman seeks justice", The Kathmandu Post, May 8, 2014, <https://kathmandupost.com/national/2014/05/08/thrashed-woman-seeks-justice>
- "Refrain from granting affiliation to private medical colleges" The Kathmandu Post, August 12, 2014, <https://kathmandupost.com/national/2014/08/12/refrain-from-granting-affiliation-to-private-medical-colleges>

MEDIA RECOGNITION

- New York State Senator Liu honors AMN GM Basnet for exceptional leadership in media sector, The Annapurna Express, 17 March 2025, <https://www.theannapurnaexpress.com/story/52800/>
- Manoj Basnet: From Reporter to Media Leader, Khabarmala.com, 21 October 2024, <https://khabarmala.com/english/manoj-basnet-from-reporter-to-media-leader/#:~:text=Manoj%20Basnet%20is%20a%20distinguished,influential%20media%20conglomerate%20in%20Nepal.>
- Manoj Basnet appointed as GM of AMN, The Annapurna Express, 17 July 2024, <https://theannapurnaexpress.com/story/49734/>
- Kantipur's Basnet receives UNESCO Youth Peace Ambassador Award, The Kathmandu Post, , 15 April, 2024 <https://kathmandupost.com/national/2024/04/15/kantipur-s-basnet-receives-unesco-youth-peace-ambassador-award>
- New York State Assembly member David I. Weprin honors AMN GM Manoj Basnet, The South Asian Times, 11 March 2025, <https://thesouthasiatimes.info/new-york-state/news/new-york-state-assembly-member-david-i-weprin-honors-amn-gm-manoj-basnet/3431>
- Triveni Times honors community media journalists in Queens, The South Asian Times, 22 January 2025, <https://thesouthasiatimes.info/new-york/news/triveni-times-honors-community-media-journalists-in-queens/2891>

PROFESSIONAL AFFILIATION:

- **American Marketing Association**
Professional Membership
March 2024-present
- **Federation of Nepalese Journalists (FNJ)**
Member of International Relations Department
February 2022 – Present
- **Youth UNESCO Club, USA**
International Media Advisor
August 2022 – Present
- **International Federation of Journalists (IFJ)**
International Press Card-Member
September 2022 – Present
- **International Committee of Red Cross (ICRC)**
Member
December 2011- Present

SOCIAL ACCOUNT

- **LinkedIn :** www.linkedin.com/in/manoj-basnet-030278165/
- **Facebook:** <https://www.facebook.com/manoj.basnet.77/>

*References will be provided upon request.