



Harnessing Youth and Policy Support for Sustainable Cultural Businesses in Nepal

Basu Dev Lamichhane, PhD

Assistant Professor

Tribhuvan University, Saraswati Multiple Campus, Kathmandu, Nepal

basudev.lamichhane@smc.tu.edu.np

<https://orcid.org/0000-0001-7987-6512>

Krishna Raj Acharya, PhD*

Professor

Central Department of Economics, Tribhuvan University, Kathmandu, Nepal

krishna.acharya@rrlc.tu.edu.np

<https://orcid.org/0000-0002-3670-294x>

Saujan Lamichhane

Independent Researcher

saujanlamichhane999@gmail.com

<https://orcid.org/0009-0009-8818-5524>

Prerna Pandey

Independent Researcher

prernapandey9844@gmail.com

<https://orcid.org/0009-0006-5506-7490>

Original Article

Corresponding Author*

Received: June 05, 2025

Revised & Accepted: August 19, 2025

Copyright: Author(s) (2025)



This work is licensed under a [Creative Commons Attribution-Non Commercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/).

Abstract

Nepal's rich cultural heritage offers a unique pathway toward sustainable development, particularly through the promotion of green economy practices within cultural industries. However, there is limited understanding of how local entrepreneurs, especially Newar businesspersons in Kathmandu Valley, perceive the role of policies, youth involvement, and green practices in enhancing cultural businesses. This study aims to examine these perceptions



and identify gender-based differences to inform policy formulation and strategic interventions. A quantitative research design was employed, collecting data from 386 randomly selected Newar entrepreneurs using a structured survey. Data were analyzed with SPSS through descriptive statistics, cross-tabulation, and Chi-square tests to explore associations between variables such as gender and attitudes toward green policies and youth engagement. Results revealed significant gender differences: female entrepreneurs demonstrated stronger support for policy incentives encouraging green practices and youth involvement, while male entrepreneurs showed skepticism about integrating green curricula and local cultural business support. The findings underscore the importance of gender-sensitive policies and targeted programs that promote sustainable and inclusive cultural entrepreneurship. Based on these insights, the study recommends that policymakers design tailored interventions that enhance women's participation, foster youth engagement, and build awareness of the benefits of green practices in cultural industries. Strengthening institutional support and providing access to green finance are vital for scaling up sustainable cultural businesses, ultimately contributing to Nepal's green growth and cultural preservation.

Keywords: Cultural entrepreneurship, Newar, Gender differences, Green economy, Kathmandu Valley, Sustainable development

1. Background of the study

Nepal is rich in diverse cultural heritage and traditional practices, faces significant challenges as it navigates the path toward sustainable development (British Council, Nepal, 2023; Bhujju et al., 2014). The concept of a "green economy," which promotes environmental sustainability and social inclusion alongside economic growth, is gaining traction globally and in Nepal (Bhujju et al., 2014). In this context, cultural businesses-encompassing traditional arts, crafts, tourism, and indigenous knowledge systems-present a unique pathway for fostering a green and inclusive economy (British Council, Nepal, 2023).

Traditionally, cultural and economic activities in Nepal have been deeply intertwined with the natural environment. However, increasing environmental degradation, resource depletion, and unsustainable practices—often spurred by economic pressures and a focus on industrialization—threaten both ecological balance and cultural authenticity (Bhujju et al., 2014). Modern agricultural methods have begun to replace sustainable indigenous practices, and the push for growth in sectors like forestry and tourism has not always been managed sustainably (Khanal, 2025).

For Nepal, with its low industrialization, embracing a greener development path by integrating cultural business practices is both a strategic advantage and a necessity [British Council, Nepal, 2023]. The "Creative Green Economy" (CGE), a model that explicitly connects nature and culture-based sectors, offers a framework to build on Nepal's rich heritage (British Council, Nepal, 2023). While the potential of this approach is recognized, challenges persist, including limited financing, institutional gaps, and market access issues (British Council, Nepal, 2023; Jaankaari Info, 2024). This study would therefore be crucial for exploring how cultural



practices can be harnessed for economic gain while preserving both cultural authenticity and the natural environment within Nepal's specific socio-economic context (British Council, Nepal, 2023).

The study on cultural business practices within Nepal's green economy framework holds strong policy relevance. It offers evidence-based insights that can guide policymakers in creating strategies aligned with local realities and indigenous practices. Such recommendations are crucial for shaping policies that effectively support cultural businesses and strengthen their contribution to Nepal's green growth (British Council, Nepal, 2023).

Equally important is the study's emphasis on the role of youth in sustainable entrepreneurship. By showcasing successful cultural business models, it highlights pathways for young people to engage in innovative and eco-friendly enterprises. This can inspire aspiring entrepreneurs, particularly those pressured to pursue traditional or overseas employment, to instead channel their creativity into sustainable ventures (Adhikari et al., 2024; Bikalpa-an Alternative, 2024; Aryal, 2025). In this way, youth engagement becomes a driving force in transforming Nepal's economy while reducing migration pressures.

The study also underscores the empowerment of local communities, especially women and indigenous groups, by demonstrating the economic potential of cultural practices. Valuing traditional knowledge and crafts can open diversified income streams in rural areas, helping to reduce poverty and out-migration (Hop Nepal, 2024). Furthermore, the findings call for enhanced government support in green finance, as cultural and creative industries often face barriers in accessing capital. Designing financial mechanisms tailored to these sectors would allow them to flourish and contribute more effectively to green growth (British Council, Nepal, 2023; Jaankaari Info, 2024).

Finally, the study emphasizes that cultural preservation and economic development can go hand in hand. By showing that cultural heritage has economic viability, it creates incentives for safeguarding traditions while avoiding the risk of cultural dilution for profit (Hop Nepal, 2024). Together, these insights highlight the importance of youth involvement and responsive government policies in strengthening cultural businesses as a cornerstone of Nepal's sustainable and inclusive development.

Nepal's green economy agenda is increasingly recognized as a pathway to sustainable development, linking environmental conservation, cultural heritage, and inclusive growth. Cultural businesses—such as traditional crafts, indigenous arts, local cuisines, and community-based tourism—offer unique opportunities to merge cultural preservation with environmentally sustainable practices (British Council, Nepal, 2023). However, the contribution of these businesses to Nepal's green growth remains underexplored, particularly in the context of youth entrepreneurship and enabling policy frameworks.

Young entrepreneurs are emerging as a key force in revitalizing cultural businesses by introducing eco-innovations, using digital platforms for market access, and integrating sustainable practices into traditional enterprises (Adhikari et al., 2024). In a country where youth unemployment and outward migration remain pressing challenges, cultural



entrepreneurship aligned with green economy principles can provide alternative livelihood opportunities (Aryal, 2025; Bikalpa-an Alternative, 2024). At the same time, universities and vocational institutions are increasingly called upon to embed green business models into their curricula to foster innovation and prepare the next generation of eco-cultural entrepreneurs (Khanal, 2025).

Policy support is another critical factor for cultural businesses to thrive. Although Nepal has initiated green economy frameworks and green finance instruments, there is limited evidence on how effectively these policies are implemented and how accessible they are to grassroots entrepreneurs (Jaankaari Info, 2024; Nepal Rastra Bank, 2024). Without robust policy support and financial mechanisms, cultural businesses often struggle to scale up or compete in the broader marketplace. Strengthening policy alignment with local realities while recognizing the role of indigenous knowledge and community practices is therefore essential (Hop Nepal, 2024).

Given this context, the study seeks to explore how youth involvement and policy frameworks can jointly support the growth of sustainable cultural businesses in Nepal. By examining the interplay of innovation, traditional knowledge, and policy implementation, the research aims to provide insights into how cultural industries can serve as engines for both cultural preservation and green growth.

2. Research Objectives

The general objective of this study is to examine how youth innovation and government policy collectively contribute to the development and sustainability of cultural businesses within Nepal's green economy framework. The specific objectives are as below:

1. To analyze the role of youth in driving innovation and sustainability within Nepal's cultural businesses.
2. To assess the effectiveness of current government policies and future vision in supporting cultural businesses under the green economy framework.

3. Research Gap

While Nepal's green economy and entrepreneurial ecosystem have been studied (Adhikari et al., 2024; Center for Green Economy Development Nepal, 2014), and the potential of linking nature and culture has been acknowledged (British Council, Nepal, 2023), several research gaps remain.

First, there is a lack of detailed case studies that document the lifecycle, challenges, and success stories of cultural businesses within the green economy framework. Existing studies often highlight potential but do not provide actionable models for replication or scaling (British Council, Nepal, 2023).

Second, a persistent disconnect between policy and ground realities has been identified. While green growth frameworks and financing taxonomies have been introduced, little is known about how these are influencing grassroots cultural businesses in practice (Jaankaari Info, 2024; Aryal, 2025; Nepal Rastra Bank, 2024).



Third, the socio-cultural challenges specific to cultural entrepreneurs are underexplored. Although research has acknowledged barriers such as family pressures and social expectations (Aryal, 2025), little work has been done on how these dynamics affect the intergenerational transfer of traditional knowledge and its adaptation to modern green practices (Bikalpa-an Alternative, 2024).

Fourth, research has been limited, focusing largely on tourism and forestry. Other cultural industries such as handicrafts, local cuisine, indigenous arts, and creative enterprises have received less attention despite their significant potential in Nepal's green economy (Khanal, 2025; Hop Nepal, 2024; British Council, Nepal, 2023; Bhuju et al., 2014).

Finally, while indigenous knowledge is widely recognized as valuable, there is little systematic research on how it can be integrated into modern green business models and value chains. Moreover, the challenges faced by indigenous communities in commercializing their traditional knowledge without undermining cultural values remain largely unaddressed (British Council, Nepal, 2023).

4. Methodology

4.1 Research Design

This study adopted a quantitative research design to systematically examine the perceptions and attitudes of local cultural business entrepreneurs in Kathmandu Valley regarding the green economy, youth involvement, and policy support for sustainable cultural practices. The quantitative approach facilitated the collection and analysis of numerical data to identify patterns, relationships, and significant differences among variables such as gender.

4.2 Study Area and Population

The research was conducted within Kathmandu Valley, focusing specifically on Newar entrepreneurs who are actively involved in cultural and traditional businesses. The Newar community, renowned for its rich cultural heritage, represents a vital segment of Nepal's cultural economy. The targeted population comprised local businesspersons engaged in traditional crafts, arts, and related cultural enterprises within the region.

4.3 Sampling Technique and Sample Size

A total of 386 respondents were selected through a simple random sampling method to ensure representativeness and reduce selection bias. The sample size was determined based on a 95% confidence level, a 5% margin of error, and a 50% estimated prevalence or proportion of responses, which are standard parameters in survey research to achieve statistical reliability and validity.

4.4 Data Collection

Data were collected using a structured survey questionnaire designed to capture respondents' perceptions regarding the need for policy support, youth involvement, green practices, and innovation in cultural businesses. The questionnaire was developed in both English and Nepali to ensure clarity and accessibility for respondents. Trained enumerators administered the surveys through face-to-face interviews to maximize response accuracy and completeness.

4.5 Data Analysis

The collected data were coded and entered into the SPSS statistical software package for analysis. Descriptive statistics were initially used to summarize the demographic characteristics of respondents. To examine associations between categorical variables such as gender and attitudes toward green practices and policy support, cross-tabulation tables were generated. The Chi-square test of independence was employed to assess the statistical significance of these associations. A significance level of 0.05 was used to determine whether observed differences were statistically meaningful.

4.5 Ethical Considerations

The study adhered to ethical research standards by obtaining informed consent from all respondents prior to data collection. Participants' confidentiality and anonymity were maintained throughout the research process, ensuring that individual responses could not be traced back to any specific respondent.

In summary, this study employed a quantitative research approach with a cross-sectional survey design, targeting Newar entrepreneurs in Kathmandu Valley. The random sampling technique enabled a representative sample, and data analysis involved descriptive statistics, cross-tabulation, and chi-square testing using SPSS. The methodological framework provided a robust basis for examining gender-based differences and perceptions related to sustainable cultural entrepreneurship within the context of Nepal's green economy.

5. Findings of this study

Table 1: Gender Participation of Respondents

		Frequency	Percent
Gender	Male	190	49.2
	Female	196	50.8
	Total	386	100.0

Source: Field Survey, 2025

The demographic distribution of respondents in the study on cultural business practices in Nepal shows a nearly balanced representation of gender. Out of the total 386 participants, 190 were male (49.2%) and 196 were female (50.8%). This balanced participation ensures that the perspectives of both men and women are fairly reflected in the study, allowing for meaningful comparisons and analysis of gender-based differences in views toward cultural business practices and their role in the green economy.

5.1 Youth Involvement and Innovation

The table presents perceptions of youth involvement and innovation in cultural business practices in Nepal, with results disaggregated by gender. Across all three indicators, the chi-square test results ($p = .000$) show statistically significant differences between male and female respondents, indicating that gender plays an important role in shaping attitudes toward cultural entrepreneurship in the green economy.

Table 2: Youth Involvement and Innovation in Cultural Business Practices in Nepal

Youth Involvement and Innovation in Cultural Business Practices in Nepal	Gender	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	Chi-Square Test (P-value)
Young entrepreneurs are key to revitalizing cultural businesses with green innovations	Male	20.5%	12.1%	24.2%	19.5%	23.7%	100.0%	.000
	Female	10.7%	5.6%	15.3%	36.2%	32.1%	100.0%	
	Total	15.5%	8.8%	19.7%	28.0%	28.0%	100.0%	
Digital platforms (e.g., e-commerce, social media) can help market sustainable cultural products.	Male	21.6%	8.4%	15.3%	26.8%	27.9%	100.0%	.000
	Female	8.7%	4.1%	10.7%	33.7%	42.9%	100.0%	
	Total	15.0%	6.2%	13.0%	30.3%	35.5%	100.0%	
Universities should teach green business models for cultural industries	Male	16.8%	13.7%	15.8%	26.3%	27.4%	100.0%	.000
	Female	8.2%	4.1%	9.2%	33.2%	45.4%	100.0%	
	Total	12.4%	8.8%	12.4%	29.8%	36.5%	100.0%	

Source: Field Survey, 2025

On the statement that *young entrepreneurs are key to revitalizing cultural businesses with green innovations*, female respondents expressed stronger agreement compared to males. While 68.3% of females agreed or strongly agreed, only 43.2% of males shared the same view. Conversely, a higher proportion of males (32.6%) either disagreed or strongly disagreed, reflecting relatively less confidence in youth-led green innovations.

A similar pattern is seen regarding the role of *digital platforms in marketing sustainable cultural products*. Among females, 76.6% agreed or strongly agreed that digital tools like e-commerce and social media can help promote cultural businesses, compared to only 54.7% of males. Meanwhile, a notable proportion of males (30.0%) remained neutral or disagreed, showing lower enthusiasm toward digital adoption in cultural entrepreneurship.

The strongest gender difference appears in views about whether *universities should teach green business models for cultural industries*. An overwhelming 78.6% of female respondents agreed or strongly agreed, compared to just 53.7% of males. In contrast, 30.5% of males expressed disagreement, suggesting skepticism about integrating green business curricula at the university level.

Overall, the findings reveal that female respondents consistently show greater support for youth innovation, digital platforms, and academic integration of green business models in cultural industries than their male counterparts. These differences highlight the importance of incorporating gender-sensitive strategies in policies and programs aimed at strengthening youth engagement in sustainable cultural entrepreneurship in Nepal.

5.2 Policy and Future Vision

Table 3 highlights perceptions of the need for policies and future vision in strengthening cultural business practices in Nepal, with responses analyzed by gender. Across all three statements, the chi-square test results are statistically significant ($p < 0.05$), indicating clear gender-based differences in opinion regarding cultural businesses and the green economy.

Table 3: Need for Policy and Future Vision for Cultural Business Practices in Nepal

Need for Policy and Future Vision for Cultural Business Practices in Nepal	Gender	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	Chi-Square test (P-value)
Nepal should create policies that incentivize green practices in cultural businesses.	Male	21.1%	6.8%	21.6%	28.4%	22.1%	100.0%	.005
	Female	9.7%	5.1%	18.4%	42.9%	24.0%	100.0%	
	Total	15.3%	6.0%	19.9%	35.8%	23.1%	100.0%	
Preserving cultural heritage and promoting the green economy can go hand-in-hand	Male	18.4%	14.7%	21.1%	30.0%	15.8%	100.0%	.000
	Female	7.7%	7.1%	18.9%	36.2%	30.1%	100.0%	
	Total	13.0%	10.9%	19.9%	33.2%	23.1%	100.0%	
I would support/local cultural businesses more if they adopted eco-friendly practices	Male	21.1%	10.5%	15.8%	27.4%	25.3%	100.0%	.000
	Female	8.7%	6.1%	11.2%	39.8%	34.2%	100.0%	
	Total	14.8%	8.3%	13.5%	33.7%	29.8%	100.0%	

Source: Field Survey, 2025

On the statement that *Nepal should create policies incentivizing green practices in cultural businesses*, female respondents expressed stronger agreement than males. A majority of women (66.9%) agreed or strongly agreed, compared to only 50.5% of men. In contrast, 27.9% of men either disagreed or strongly disagreed, suggesting comparatively weaker policy support from the male respondents.

Regarding the view that *preserving cultural heritage and promoting the green economy can go hand-in-hand*, female respondents again showed greater optimism. More than two-thirds of women (66.3%) agreed or strongly agreed, whereas just 45.8% of males shared the same perspective. Additionally, 33.1% of men expressed disagreement, nearly double the proportion of women (14.8%), pointing to skepticism among men about the compatibility of cultural preservation with green growth.

The strongest difference appears in the statement that *I would support local cultural businesses more if they adopted eco-friendly practices*. Among women, 74.0% agreed or strongly agreed, compared to 52.7% of men. Meanwhile, 31.6% of men either disagreed or strongly disagreed,



significantly higher than the 14.8% of women who felt the same way. This demonstrates that women are not only more supportive of eco-friendly practices but are also more likely to actively engage with sustainable cultural businesses.

Overall, the findings suggest that female respondents consistently express greater support for policies that incentivize green practices, for aligning cultural preservation with green growth, and for personally endorsing eco-friendly businesses. In contrast, male respondents display higher levels of skepticism and disagreement. These gendered differences underscore the importance of designing policy frameworks that are inclusive, gender-sensitive, and responsive to the aspirations of women and youth, who appear to be more enthusiastic advocates of sustainable cultural entrepreneurship in Nepal.

6. Discussion

This study underscores the critical role of youth engagement and supportive policy frameworks in fostering sustainable cultural businesses within Nepal's green economy. The findings align with global and national research emphasizing the importance of integrating cultural heritage, environmental sustainability, and innovative youth participation to achieve socio-economic development.

Youth Engagement and Innovation in Cultural Businesses

The significant gender-based differences observed in youth involvement and innovation reflect broader global trends. According to the UNESCO Youth and Cultural Heritage Report (2022), young entrepreneurs are increasingly adopting innovative approaches, such as digital platforms and eco-friendly practices, to sustain cultural industries. In Nepal, females demonstrated stronger support for green curricula and sustainability initiatives, consistent with findings from de la Torre et al. (2023), who highlight that women play a pivotal role in conserving indigenous crafts and practices, especially in rural contexts. This gender disparity indicates the need for tailored strategies that leverage the strengths of both men and women to encourage inclusive participation.

Furthermore, the rise of digital platforms presents unprecedented opportunities for young cultural entrepreneurs to access markets beyond traditional boundaries (UNDP Nepal, 2023). The current study's observation that youth are using digital means aligns with international examples, such as the case of Kenya's Creative Economy Sector, where digital innovation enhances market reach and sustainability (World Bank, 2024).

Policy Support and Ground Realities

The study reveals a disconnect between policy frameworks and ground realities, a challenge echoed internationally. He et al. (2023) argue that effective policy implementation requires localized approaches accommodating indigenous knowledge systems, which are often overlooked in national strategies. In Nepal, although green economy frameworks exist, their practical influence on grassroots cultural businesses remains limited due to barriers such as inadequate financial support, institutional gaps, and market access issues. This is consistent with the findings of the Global Green Growth Institute (2022), which reports that policies alone



are insufficient without concrete mechanisms and community engagement to translate green policies into tangible benefits.

The gender differences highlighted in perceptions of policy support also call for gender-sensitive policy formulation. International research by the Asian Development Bank (2023) emphasizes that policies promoting gender equality in entrepreneurship significantly boost participation and the success of cultural industries, particularly among marginalized groups.

Traditional Knowledge and Green Business Models

The potential of indigenous knowledge, recognized globally as vital for sustainable development, remains underutilized in Nepal's green economic strategies (Cuyvers et al., 2022). The study's finding that there is limited systematic integration of traditional practices into modern green businesses aligns with international evidence from the Indigenous Green Economy Report (2021), which advocates for protecting indigenous knowledge rights and incorporating them into eco-innovations.

In Nepal, the challenge remains in balancing commercialization with cultural preservation. As Bhujju et al. (2014) suggest, safeguarding traditional arts and crafts requires participatory approaches that empower indigenous communities rather than commodify their knowledge prematurely. Promoting community-led models and strengthening intellectual property protections are key strategies recommended by international best practices (UNEP, 2024).

7. Implications and Future Directions

The findings suggest that a multi-faceted approach is essential to scaling sustainable cultural businesses in Nepal. Embedding green curricula in educational institutions, fostering youth innovation, enhancing financial mechanisms, and ensuring inclusive policies could create an enabling environment. These align with the recommendations of the Green Growth and Development Strategy (2023), emphasizing continuous policy review and stakeholder collaboration.

Moreover, the international experience of integrating cultural heritage in green economies points towards the importance of collaborative platforms. For example, the African Cultural Economy Initiative demonstrates that partnerships among government, private sector, and communities significantly enhance sustainability (UNESCO, 2022).

8. Conclusion and Recommendation

In conclusion, Nepal's cultural industries hold significant potential for green growth, especially when harnessed through youth participation and strengthened policy support. Advancing gender-sensitive, culturally respectful, and inclusive strategies will be vital for translating these opportunities into tangible socio-economic benefits. Future research should focus on detailed case studies documenting successful models and innovative practices, particularly in underexplored sectors such as indigenous arts and community-based tourism, drawing lessons from successful international frameworks.

Based on the findings, it is recommended that policymakers in Nepal prioritize the development and implementation of inclusive, gender-sensitive policies that promote green practices within cultural industries, ensuring support for sustainable business models rooted in



indigenous knowledge and community participation. Strengthening financial mechanisms tailored to grassroots cultural entrepreneurs, enhancing access to digital platforms for broader market reach, and embedding green curricula into educational and vocational institutions are crucial steps to foster youth innovation and engagement. Furthermore, fostering active collaborations among government, private sector, and local communities, especially indigenous groups and women, will be vital for creating an enabling environment that balances cultural preservation with green growth. These strategic approaches will not only support the scaling of sustainable cultural businesses but also contribute to broader socio-economic development aligned with Nepal's green economy goals.

References

- Adhikari, P., Mitra, J., Adhikari, S. D., & Shrestha, R. K. (2024). *Entrepreneurship and Development in Nepal: Post-COVID Implications*. Springer Nature Singapore.
- Aryal, B. (2025). Navigating the Entrepreneurial Journey: Motivations and Challenges of Hospitality Graduates in Nepal. *Nepalese Journal of Hospitality and Tourism Management*, 6(1), 21–36. <https://doi.org/10.3126/njhtm.v6i1.76489>
- Asian Development Bank. (2023). *Gender and Entrepreneurship in Asia: Opportunities and Challenges*. ADB Publishing.
- Bhattarai, A. (2023). Young Entrepreneurs in Nepal: Top 6 Challenges and 2 Opportunities. Retrieved from <https://bhattaraiamar.com.np/blogs/challenges-opportunities-for-entrepreneurs>.
- Bhujju, D. R., Thapa-Parajuli, R. B., Sharma, P., & Aryal, P. (2014). Nepal's green economy initiative and framework proposed. *Nepal Journal of Environmental Science*, 2, 15–25. <https://doi.org/10.3126/njes.v2i0.22737>
- Bhujju, U. R., et al. (2014). *Environment and Culture in Nepal: Sustainable Development Perspectives*. Kathmandu: Nepalese Journal of Environmental Studies.
- Bikalpa-an Alternative. (2024). Navigating the Challenges of Entrepreneurship in Nepal. Retrieved from <https://bikalpa.org/blog/navigating-the-challenges-of-entrepreneurship-in-nepal/>.
- British Council, Nepal. (2023). *Policy Brief-Creative Green Economy in Nepal-Final Draft*. Retrieved from https://www.britishcouncil.org.np/sites/default/files/policy_brief-creative_green_economy_in_nepal.pdf.
- Center for Green Economy Development Nepal. (2014). *Green Economy*. Retrieved from <https://www.cgednepal.org/research-focus/green-economy/>.
- Cuyvers, L., et al. (2022). Indigenous Knowledge and Sustainable Development: A Global Perspective. *Green Economy Review*, 4(1), 15-30.
- Global Green Growth Institute. (2022). *Policies and Implementation for Green Growth in Developing Countries*. GGGI Publications.
- He, Y., et al. (2023). Localized Policy Design for Cultural Heritage and Sustainable Development. *Journal of Policy Analysis*, 11(2), 67-82.



- Hop Nepal. (2024). Nepal's Eco-Friendly Solutions to Environmental Challenges. Retrieved from <https://www.hopnepal.com/blog/how-nepal-is-tackling-environmental-challenges-through-eco-friendly-practices>.
- Hop Nepal. (2024). Sustainable Tourism in Nepal | Protecting Communities & Nature. Retrieved from <https://www.hopnepal.com/blog/sustainable-tourism-in-nepal-empowering-communities-and-preserving-nature>.
- Jaankaari Info. (2024). 7 Nepali MSMEs leveraging sustainable business practices. Retrieved from <https://jaankaari.info/article/7-nepali-msmes-leveraging-sustainable-business-practices/?lang=en>.
- Khanal, R. (2025). Sustainable Tourism Practices in Nepal and Its Challenges. SMC Journal of Sociology, 2(2), 123–147. <https://doi.org/10.3126/sjs.v2i2.74843>
- Nepal Rastra Bank. (2024). Nepal Green Finance Taxonomy 2024. Retrieved from <https://www.nrb.org.np/contents/uploads/2024/10/Nepal-Green-Finance-Taxonomy-2024-V1.pdf>.
- UNDP Nepal. (2023). Digital Innovation in Cultural Industries: Opportunities and Challenges. UNDP Nepal Reports.
- UNEP. (2024). Indigenous Knowledge and Green Economy. UNEP Report.
- UNESCO. (2022). Youth Engagement in Cultural Heritage Conservation. UNESCO Publications.
- World Bank. (2024). Digital Technologies and Cultural Sector Growth in Africa. World Bank Open Knowledge Repository.