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Research Article

Analyzing the Role of Myanglung Bazar in Promoting Local Agricultural Products

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Abstract

Agricultural products are pivotal for the Nepalese market, serving as a primary source of income. The market dynamics indicate a significant dominance of Indian imports over local exports. This study aims to analyze the socio-economic impact of Myanglung Bazar and its income-generating activities, focusing on its role in rural development and poverty alleviation. A descriptive cross-sectional and analytical research design was employed, targeting the agricultural product market in Myanglung Bazar. Findings indicate that effective agricultural production and promotional movements in Myanglung Bazar contribute to self-dependency in agricultural product promotion, reducing reliance on Indian imports. The study underscores the importance of local agricultural markets in fostering rural development and enhancing income generation in Nepal.

Keywords: agricultural products, import, export, socio-economic development, income generation

Introduction

Agriculture holds significant importance in Nepal, serving as the backbone of the national economy and providing livelihoods for a substantial portion of the population. Approximately 66% of the Nepalese population is engaged in agricultural activities, and the sector contributes around one-third of the nation's GDP (Chaudhary & Mishra, 2021). Despite a gradual decline in agriculture's share of GDP—from 36.64% in the early 2000s to approximately 23% in 2022—the sector remains crucial for economic stability and development (Nepal Economic Forum, 2022).The agricultural sector is not only vital for food security but also plays a critical role in employment generation and poverty alleviation. It provides raw materials for various industries and contributes to export earnings, thereby enhancing the overall economic landscape of the country (Chaudhary & Mishra, 2021a). Furthermore, the sector's development is essential for reducing reliance on food imports, which can strain the national economy. By focusing on agricultural modernization and commercialization, Nepal can increase its self-sufficiency and reduce the trade deficit (Nepal Economic Forum, 2022).However, the sector faces numerous challenges, including traditional farming practices, inadequate infrastructure, and limited access to modern technology and education (Nepal Economic Forum, 2022). Addressing these issues through targeted government policies and investment in agricultural development is crucial for unlocking the sector's potential and ensuring sustainable economic growth in Nepal (Chaudhary & Mishra, 2021b).

In the contemporary landscape, marketing has become integral to organizational success, influencing various sectors, including agriculture. Marketing activities permeate daily life, with all types of organizations relying on effective marketing strategies to achieve their goals. While many perceive marketing primarily as the act of selling products, it encompasses a broader scope, including the satisfaction of customer needs and the creation of value (Mishra, 2024).Marketing is fundamentally about demand management; it stimulates demand for products by identifying customer needs and aligning offerings accordingly. This process not only attracts customers but also focuses on retaining them, fostering long-term relationships that extend beyond the initial sale (Mishra, 2023). E. Jerome McCarthy defines marketing as the performance of activities aimed at accomplishing organizational objectives by anticipating customer needs and directing the flow of goods and services (McCarthy, 1960). Similarly, William Stanton describes marketing as a comprehensive system of business activities designed to plan, price, promote, and distribute products to meet the desires of target markets (Stanton, 1984). This reliance underscores the necessity for a business-oriented, modernized, and competitive approach to agriculture, particularly regarding sustainable development. Agricultural activities such as food grain production, cash crops, animal farming, and horticulture are essential for the economy, impacting livelihoods, national production, and foreign trade (Acharya, & Mishra, 2019).Agricultural marketing, which involves the buying and selling of agricultural goods, transportation, warehousing, branding, and market research, is crucial for enhancing the efficiency of agricultural production (Mishra, Nepal &Aithal,2022). As Nepal transitions from subsistence agriculture to a market-oriented system, the development of agricultural marketing becomes imperative. However, the sector faces challenges, including inadequate infrastructure, lack of technical knowledge, and the predominance of intermediaries which are essential for marketing of anything as illustrated in case of laptop(sah& Mishra,2020).Despite these obstacles, the future of agricultural marketing in Nepal appears promising, with regular supply chains, potential market expansion, increasing demand, and heightened farmer motivation (Mishra, 2024). Addressing the existing challenges and leveraging the opportunities within agricultural marketing can significantly contribute to the sector's growth and

the overall economic development of Nepal. Nepal has been operating various agricultural campaigns for the upliftment of deprived rural people. But the expected result is not yet to be realized. Under develop country like Nepal there is the great importance of agricultural products' production, promotion, modernization and marketization. There huge portion of the total population still deprived from advanced agricultural production methods.

Thoroughly study on the impact, significance and role of the agricultural products' market in rural development; could be made to rectify possible defects and guide to take a new steps & improvements and find out the prospect to make agricultural products' market more fruitful in prospect of rural development. The findings may also helps to indicate target group perceptions, desires and problems, the knowledge of which will enable all stakeholders concerned to formulate new ways and strategies as well as to replicate its positive aspects to other needy places. It will also help to fulfill the greater lack ness of literatures about agricultural products' market.

Rational of the Study

The significance of this research lies in addressing one of the primary causes of rural poverty in Nepal: the lack of an effective and technology-based agricultural production system. In the context of Nepalese rural communities, where agriculture is the backbone of the economy, the reliance on imported agricultural products from India has severely impacted local markets and exacerbated poverty levels. The dominance of Indian imports, including essential staples such as rice, corn, onions, and fruits, has led to a substantial outflow of Nepalese currency, undermining local agricultural production and economic stability (Chaudhary & Mishra, 2021).Despite the fact that over 70% of the workforce is engaged in agriculture, the sector generates only about one-third of the national GDP, indicating a significant gap between labor involvement and economic contribution (International Fund for Agricultural Development, n.d.). This discrepancy highlights the urgent need for improvements in agricultural production management, which currently remains at an unsatisfactory level. By focusing on the development of a technology-driven agricultural system, this research aims to explore how local farmers can enhance productivity, reduce dependency on imports, and ultimately improve their livelihoods.The study seeks to answer critical questions regarding the benefits derived from agricultural markets, the relationship between investment and income generation, and the effectiveness of agricultural market programs in alleviating poverty. Understanding these dynamics is essential for formulating strategies that empower rural communities, enhance food security, and promote sustainable economic development. Furthermore, identifying the challenges faced by self-help groups in the agricultural sector will provide insights into how these organizations can better leverage their resources to improve the socio-economic environment.By addressing these issues, this research not only contributes to the academic discourse on agricultural development in Nepal but also serves as a practical guide for policymakers and stakeholders aiming to foster rural economic growth and poverty alleviation. Ultimately, the findings of this study could inform interventions that prioritize technological advancements in agriculture, thereby enhancing productivity and self-sufficiency in Nepal's rural economy.

Objective of the Research

The objective of this study is to investigate the role of the agricultural products market in fostering rural development and alleviating poverty in Terhathum District.

Methodology

It is open methodology based perspective article in the form of descriptive analytical research methods.

Findings and Discussion

Table 1

Classification of Land in Terhathum District

Service		Parents
1.	Total area	67,162 Hector
2.	Total cultivatable land	37,282 Hector
3.	Total cultivated land	30,428 Hector
4.	Total un-cultivated land	6,854 Hector
5.	Total grazing land	4,111 Hector
6.	Total forest land	24,628 Hector
7.	Total populated land	585 Hector

Note. Agriculture Knowledge Centre, Terhathum

Table 2

Position of Agricultural Land's Size and Ownership

SN.	Farm size (Hector)	Farmer family (%)	Remarks
1	Landless or less than 0.25 Hector	13	Farm labours
2	From 0.25 upto 0.5 Hector	12	Small Farmers
	From 0.5 upto 0.99 ector	15	Small Farmers
3	From 1 upto 4.99 Hector	45	Medium Farmers
4	More than 5 Hector	15	Large Farmers

Note. Agriculture Knowledge Centre, Terhathum

Table 3

Settled casts in Terhathum Districts

S.No.	Casts	Population	S.No.	Casts	Population
1	Limbu	32297	20	Khawas	94
2	Chetri	16220	21	Tharu	94
3	Bramhan	9856	22	Thulung	87
4	Tamang	6127	23	Yadab	74
5	Bishwakarma	3834	24	Khaling	73
6	Pariyar	3042	25	Chamling	42
7	Gurung	2893	26	Teli	38
8	Newar	2551	27	Hajam/Thakur	38
9	Magar	2470	28	Bantawa	35
10	Rai	1597	29	Foreigner	31
11	Sherpa	1405	30	Bramhan Tarai	22
12	Damai	1330	31	Bhote	17
13	Gharti/Bhujel	1207	32	Walung	16
14	jogi	727	33	Haluwai	15
15	Majhi	327	34	Kanu	12
16	Thakuri	269	35	Musalman	12
17	Kulung	183	36	Athpahariya	11
18	Yakha	180	37	Dhanuk	10
19	Sanyaasi/Dasnami	147	38	Barai	10

Note. Central bureau of Statistic 2078

Table 4

Cultivatable Land of Terhathum District as per Local level

S.No.	Local Level	Total Area	Cultivatable land
1	Myanglung Municipality	7,400	4261
2	Laligurans Municipality	7825	4292
3	Chhatar Rural Municipality	12870	5895
4	Athari Rural Municipality	15309	8796
5	Phedap Municipality	10161	5441
6	Menchhyam Rural Municipality	4639	2567
	Total	58204	31252

Note. Agriculture Knowledge Centre, Terhathum

Climate and Soil of Terhathum Distrrict:

Due to the topographical structure different climatic can be found in Terhathum District. So 25% tropical, 50% Alpine and 25% Cold climatic diversity can be found. There is excess effect of monsoon of this district due its area has been turned towards south-east and south-western pole other than north-east and north-western part (Agriculture Knowledge Centre, Terhathum)

In winter season, the southern parts of district would become dry whereas northern parts would less dry however most of the parts have not been facilitated by irrigation other than few cultivated area so this district has classified in to dry category.

Table 5

Fruits Production in Terhathum Dirstrict

SN	Type	Tehrathum District						Total
		Myanglung Municipality	Laligurans Municipality	Chhatar Rural Municipality	Menchhyayam Rural Municipality	Phedap Rural Municipality	Athrai Rural Municipality	
1	Cow/Ox	5028	6827	5787	2190	6025	6595	32452
2	Buffalo	2096	2274	1072	997	2198	3293	11930
3	goat	15502	17293	21474	8036	19091	24234	105630
4	Pig	4258	4146	4102	2119	5258	6316	26199
5	Sheep	105	989	151	104	7	323	1679
6	Hen	40621	37638	36053	15224	33708	44096	207340

Note. Central Bureau of Statistic 2078

Table 6

Fruits Production in Terhathum Dirstrict

SN		2077/78			2078/79				2079/80				
	Area	Productive area	Production	Yield	Area	Productive area	Production	Yield	Area	Productive area	Production	Yield	
1	Mandarin	820.00	616.00	3880.80	6.30	820	616	3893	6.32	821	618	3906	6.32
2	Sweet Orange	39.00	34.00	200.60	5.90	39	33	192	5.82	39	4	197	5.80
3	Lime	514.00	245.50	1158.76	4.72	514	246	1156	4.70	514	240	1127	4.70
4	Lemon	-	-	-	-	-	-	-	-	-	-	-	-
5	Others	7.60	5.70	27.93	4.90	8	6	28	4.67	8	7	30	4.60
	Total	1380.60	901.20	5268.09	5.85	1381	901	5269	5.85	1382	899	5260	5.85

SN	2077/78				2078/79				2079/80				
	Area	Productive area	Production	Yield	Area	Productive area	Production	Yield	Area	Productive area	Production	Yield	
6	Mango	54.50	17.50	54.00	3.09	55	18	54	3.00	52	19	50	2.63
7	Banana	168.00	114.00	1210.00	10.61	168	114	1205	10.62	168	110	1106	10.05
8	Guava	75.50	58.50	629.50	10.76	76	59	631	10.79	76	55	597	10.82
9	Papaya	1.00	0.80	6.00	7.50	1	1	6	7.75	1	1	6	7.75
10	Jack fruit	-	-	-	-	-	-	-	-	-	-	-	-
11	Pineapple	-	-	-	-	-	-	-	-	-	-	-	-
12	Litchi	-	-	-	-	-	-	-	-	5	5	25	5.00
13	Arecanut	-	-	-	-	-	-	-	-	-	-	-	-
14	Coconut	-	-	-	-	-	-	-	-	-	-	-	-
15	Avocardo	13.50	2.50	26.13	10.45	14.50	3.00	31.00	10.3	14.50	5.10	49.98	9.80
	Total	312.50	193.0	1925.63		299	191	1897	9.94	301	190	1784	9.39
16	Apple	88.00	63.00	427.00	6.78	88	63	424	6.78	87	43	288	6.78
17	Pear	145.00	87.50	1105.00	12.63	145	88	1103	12.61	145	86	1077	12.60
18	Walnut	75.00	59.00	400.00	6.78	75	59	395	6.75	75	56	375	6.75
19	Peach	49.50	43.80	302.00	6.89	50	44	303	6.89	50	44	308	7.01
20	Plum	47.80	39.80	260.00	6.53	48	40	258	6.45	48	35	226	6.45
21	Apricot	6.30	4.30	28.00	6.51	6	4	27	6.75	6	4	27	6.75
22	Persimmom	73.50	51.60	336.00	6.51	73	52	328	6.37	73	45	287	6.37
23	Hog Plum	-	-	-	-	-	-	-	-	-	-	-	-
24	Pomegranate	-	-	-	-	-	-	-	-	-	-	-	-
25	Kiwi	13.00	7.20	21.38	2.97	16	8	35	4.38	16	9	39	4.38
	Total	498.10	356.20	2879.38		500	356	2873	8.07	499	321	2627	8.20
26	Cardamom	705.00	600.00	270.00	0.45	705	600	258	0.43	715	645	290.25	0.45

Note. Annual Report of Agriculture Knowledge Centre, Terhathum 2079/.80

Import & Ecport Condition of above stated fruits in Terhathum Districts is capable of exporting some of the fruits such as cardomoom, ginger, very pungent pepper chilli, orange, kiwi and avocardo to some extent however the export of cardomoom has now been decreasing gradually due fallen down in market price in India as well as the lack of proper care of farmers. The export of other type of fruits other than these products have very poor. Huge amount of money has been flowing out towards India specially in the heading of Kasmire apple, sweet grapes, mango, lemon, sweet orange, coconut, walnut, banana, jackfruit, pineapple and so on.

Table 7

Food Grains, Vegetables, Lentel, Spices and Oil Crops in Terhathum Dirstrict

SN	Crops	2077/78			2078/79			2079/80		
		Area	Production	Yield	Area	Production	Yield	Area	Production	Yield
1	Chaite Paddy	320.00	1388.80	4.34	320	1385	4.33	290	1218	4.20
2	Barkhe Paddy	9666.25	21187.96	2.19	9666	20878	2.16	9501	20522	2.16
3	Maize	12897.00	36756.45	2.85	12897	36885	2.86	12907	30977	2.40
4	Millet	2505.00	2855.70	1.14	2505	2854	1.14	2123	2548	1.20
5	Buckwheat	24.00	24.00	1.00	24	23	0.96	21	20	0.95
	Wheat	2399.00	4798.00	2.00	2399	4796	2.00	1735	3644	2.10
6	Barely	63.00	78.12	1.24	62	76	1.23	52.00	61.36	1.18

SN	Crops	2077/78			2078/79			2079/80		
		Area	Production	Yield	Area	Production	Yield	Area	Production	Yield
7										
8	Lentil	45.00	45.00	1.00	45	46	1.02	43	45	1.04
9	Pigeon pea	2.00	2.00	1.05	2	2	1.05	2	2	1.05
10	Horse gram	76.00	54.00	0.71	76	55	0.72	75	530	0.71
11	Black gram	776.00	681.00	0.88	775	682	0.88	769	669	0.87
12	Soyabean	680.00	972.001.43	680	972	1.43	676	960	1.42	
13	Others	36.00	35.00	0.97	36	35	0.97	36	32	0.89
14	Total				1614	1792	1.11	1601	1761	1.10
15	Cauliflower	188.00	2891.06	15.38	190	2926	15.4	185	2925	15.81
16	Cabbage	575.00	11212.50	19.50	575	11558	20.10	560	11547	20.62
17	Broccoli	8.50	86.70	10.20	10	93	9.79	9	92	10.20
18	Tomato	85.50	1539.00	18.00	86	1548	18.00	88	1550	17.57
19	Radish	145.00	2639.00	18.20	148	2717	18.36	148	2717	18.36
20	Broad Mustard	113.20	1814.59	16.03	113	1816	16.07	110	1785	16.23
21										
22	Carrot	21.00	146.00	6.95	21	148	7.05	20	147	7.29
23	Capsicum	16.50	84.81	5.14	17	87	5.06	15	80	5.24
24	Peas	72.00	684.00	9.50	73	718	9.90	69	712	10.27
25	French Beans									
26	Reench Beans -Pole Type	60.00	841.80	14.03	60	846	14.10	56	825	14.67
27	French Beans-Bush Type	7.00	92.75	13.25	7	92	13.14	7	92	13.14
28	Broad Beans	10.50	97.00	9.24	11	98	8.91	10	97	9.53
29	Asparagus Beans	10.00	139.00	13.90	10	138	13.80	11	138	12.32
30	Cowpea	30.00	390.00	13.00	30	393	13.10	29	390	13.46
31	Tree tomato				11	168	15.27	11	168	15.27
32	Chilli Akabare	28.50	380.00	13.33	29	358	12.34	30	360	12.01
33	Chilli	17.00	69.00	4.06	17	70	4.12	17	69	4.12
34	Okra	16.00	134.00	8.38	16	15	8.44	16	135	8.39
35	Brinjial	20.50	203.00	9.90	21	205	9.76	19	200	10.55
36	Onion	25.00	378.00	15.12	25	375	15.00	25	370	14.62
37	Cucumber	25.00	625.00	25.00	25	630	25.20	25	630	25.20
38	Pumpkin	75.00	1533.00	20.44	75	1540	20.5	75	1539	20.6
39	Squash	9.20	181.00	1967	9	180	20.00	9	180	20.00
40	Bitter gourd	10.80	156.00	14.44	11	155	14.09	11	155	13.72
41	Pointed Grourd	2.80	33.00	11.79	3		11.00	3	33	11.00
42	Sponge Gourd	4.50	107.00	23.78	5	105	21.00	5	105	21.4
43	Bottle Gourd	2.20	53.00	24.09	2	51	23.18	2	51	22.17
44	Chayote	82.00	1317.00	16.06	82	1350	16.46	81	1349	16.65
45	Coriander Leaf	.50	41.00	11.71	4	40	10.00	5	50	10.00

SN	Crops	2077/78			2078/79			2079/80		
		Area	Production	Yield	Area	Production	Yield	Area	Production	Yield
46	Spinach	1.00	11.50	11.50	1	12	11.50	1	12	11.50
47	Cress	2.00	24.20	12.00	1	13	12.50	1	23	12.11
48	Amaranthus	1.00	12.00	12.00	1	13	12.50	1	13	11.36
49	Fenugreek Leaf	1.00	9.50	9.50	1	10	9.50	1	10	7.85
50	Others (Leafy Veg.)	7.00	118.00	16.86	7	117	16.71	7	117	16.98
51	Colocasia	3.00	74.00	24.67	3	74	24.67	3	70	22.58
52	Yam	4.00	134.00	3.50	4	130	2.50	4	130	3.33
53	Other (Tubers)	4.00	118.00	29.50	4	120	30.00	4	122	29.76
54	Others (Veg.)	7.00	118.00	16.86	7	117	16.71	7	117	16.98
	Total	1701.20	28751.41		1711	29099	17.00	1680	29023	17.28
55	Potato	3029.00	35740.00	11.80	3029	36215	11.96	3039	31910	10.50
56	Ginger	270.00	4050.00	15.00	270	4082	15.12	272	4088	15.03
57	Garlic	20.00	78.00	3.90	20	79	3.93	19	77	3.99
58	Turmeric	9.50	83.00	8.74	10	85	8.97	8	81	9.78
59	Dry Chilli	31.00	221.50	7.15	31	223	7.19	25	181	7.17
60	Total	330.50	4432.50		331	4469	13.52	325	4427	13.63
61	Tori	449.00	320.54	0.71	449	323	0.72	446	39	0.76
62	Groundnut	57.00	91.20	1.60	57.00	90.0	1.58	55.0	92.00	1.67
	Total	506.00	411.74		506	413	0.82	501	431	0.86

Note. Annual Report of Agriculture Knowledge Centre, Terhathum 2079/.80

Import and Export Conditions of Agricultural Products in Terhathum District

Historically, Terhathum District exhibited a degree of self-sufficiency in agricultural production, with local farmers cultivating a variety of crops such as paddy, maize, wheat, millet, buckwheat, barley, lentils, and various vegetables. However, the current landscape has shifted dramatically, with a growing reliance on imported agricultural products, particularly from India. This shift has resulted in a significant trade deficit, as local production is unable to meet the demand for essential food items.

Historical Context

In the past, Terhathum's farmers were able to produce sufficient quantities of staple crops and other agricultural products. The lack of transportation facilities limited the import of non-essential goods, allowing local agriculture to thrive. However, with the advent of improved transportation and changing economic dynamics, the district has seen a decline in self-reliance. While crops like cabbage, ginger, kiwi, cardamom, radish, and potatoes are still produced locally, the overall agricultural output has diminished, leading to increased imports of rice, corn, onions, and other staples.

Current Import and Export Trends

Today, the agricultural market in Terhathum is heavily influenced by imports, which have surged in recent years. Reports indicate that Nepal's agricultural imports have reached significant levels, with the country importing agricultural products worth approximately Rs 250 billion within just ten months (MyRepublica, 2021). This trend is concerning, as it reflects a growing dependency on foreign markets and an erosion of local agricultural capacity. The increasing influx of Indian agricultural products has not only contributed to a trade imbalance but has also discouraged local farmers from cultivating essential food grains, as they find it easier to purchase these items from retail shops rather than engage in production.

Challenges Facing Local Farmers

Several factors contribute to the decline of agricultural production in Terhathum. Many cultivable lands remain idle, and farmers face challenges from wildlife, which damages crops and discourages agricultural activity. Consequently, some farmers have opted to migrate to the Terai region or urban areas in search of better opportunities. The local government's failure to promote advanced agricultural technologies and implement effective policies for agricultural market development further exacerbates the situation. Without adequate support, the socio-economic conditions in Terhathum continue to deteriorate, leading to increased youth migration to foreign countries, such as those in the Gulf and South Korea, in pursuit of better employment prospects.

The import and export conditions of agricultural products in Terhathum District reflect a troubling trend of increasing dependency on foreign markets and declining local production. Addressing these challenges requires concerted efforts from local governments to promote agricultural innovation, enhance productivity, and support farmers in overcoming obstacles. By revitalizing the agricultural sector, Terhathum can work towards achieving greater self-sufficiency and improving the socio-economic conditions of its residents.

Conclusion

The findings of this study highlight the critical role of agriculture in Nepal, where approximately 65% of the population relies on this sector for their livelihoods. Despite this dependence, Nepal struggles with a significant trade deficit in agricultural products, primarily due to its inability to effectively export goods while heavily relying on imports from neighboring countries, particularly India. The persistence of traditional, labor-intensive farming practices, coupled with inadequate governmental support in terms of policy formulation and implementation, has hindered agricultural productivity and growth. As a result, many farmers face financial losses, leading to discouragement and a trend of youth migration toward foreign employment opportunities.The current agricultural landscape in Nepal is marked by several pressing issues, including the underutilization of cultivable land, the lack of advanced agricultural technologies, and insufficient investment in agricultural research and development. Despite the government's annual budget allocations aimed at uplifting the agricultural sector, the practical implementation of these initiatives remains limited. Consequently, the socio-economic conditions of rural communities continue to deteriorate, with many young people seeking employment abroad rather than engaging in local agricultural activities.

The agricultural sector in Nepal is at a crossroads, facing numerous challenges that require immediate attention and action. By implementing the recommendations outlined above, the government and stakeholders can revitalize the agricultural landscape, improve the livelihoods of farmers, and enhance the overall socio-economic conditions of rural communities. A concerted effort to modernize agriculture will not only contribute to food security but also position Nepal as a competitive player in the global agricultural market, ultimately leading to sustainable economic growth.

Recommendations

To address these challenges and foster sustainable agricultural development, the following recommendations are proposed:

1. **Formulate Comprehensive Agricultural Policies:** The government should develop clear and actionable plans that set suitable objectives for agricultural production, focusing on modernization and sustainability.
2. **Increase Financial Support for Farmers:** Substantial subsidies, grants, and budget allocations should be provided to encourage farmers and alleviate their financial burdens. This support can help farmers invest in better technologies and practices.
3. **Transition to Technology-Based Production:** There is an urgent need to

replace traditional, labor-based agricultural systems with technology-driven approaches. This transition will enhance productivity and efficiency in agricultural practices.

4. **Prioritize Agricultural Land Use:** Agricultural land, especially in hilly regions, should be prioritized over urban development and housing projects to ensure food security and sustainable agricultural practices.
5. **Invest in Research and Development:** The government and relevant stakeholders should invest in research to develop advanced agricultural production systems suitable for Nepal's diverse topography, particularly in hilly areas.
6. **Adapt to Climatic Diversity:** The agricultural sector should be classified and managed according to the climatic conditions of different regions to optimize production and resource use.
7. **Implement Modern Agricultural Technologies:** The adoption of electronic-based technologies, such as drones and automated systems, should be promoted to improve agricultural productivity, particularly in challenging terrains.
8. **Expand Market Access for Agricultural Products:** Efforts should be made to explore and establish international markets for Nepalese agricultural products, thereby increasing exports and reducing dependency on imports.
9. **Encourage Local Agro-Product Consumption:** Policies should be developed to promote the consumption of locally produced agricultural goods, reducing reliance on imported products and fostering local economies.
10. **Create a Fund for Agricultural Development:** The government should consider establishing a substantial fund to invest in the agricultural sector, utilizing remittances from citizens working abroad to support productive agricultural initiatives.

Limitations of the Study

This study is subject to the following limitations:

1. The study will consider data from only the last three years to the specific geographic and socio-economic conditions of Terhathum District.
2. Despite these limitations, the study aims to provide valuable insights into the role of the agricultural products market in enhancing household incomes and living standards in Myanglung Bazar. The findings may inform policy decisions and interventions aimed at promoting rural development and poverty alleviation in Nepal.

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