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Analysis of Entrepreneurial Activities for Promoting Organic Products in Karnali Province

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Abstract

Organic products not only provide numerous health benefits but also contribute to environmental sustainability. The entrepreneurial skills needed for the promotion of organic products in the Karnali province of Nepal can contribute significantly to the regional economy. But it requires a comprehensive policy framework to support and encourage the growth of this sector. The purpose of this study is to explore the current status of entrepreneurial activities to produce and promote organic products in the Karnali province and identify the challenges faced by entrepreneurs in this sector. The study is based on qualitative methods, including in-depth interviews with leading entrepreneurs, government authorities, and experts by using quota and convenience sampling techniques, and a review of relevant literature. This study finds the effective strategies for promoting entrepreneurship in the organic products sector in the Karnali province of Nepal. By analyzing the current state of organic agriculture and entrepreneurship development in the region, the study provides the recommendations for policymakers to support the growth of entrepreneurs in this sector. The findings suggest for the implications for the local community and the environment, as promoting organic agriculture with positive effects. Overall, this study seeks to contribute to the development of policies that promote entrepreneurship and sustainable development in the Karnali province.

Keywords: Entrepreneurship development, sustainable merchandise, marketing campaigns, sustainable marketing, policy formulations

Introduction

The majority of the world's population gets its food primarily through agriculture. Agriculture provides a living for about three-quarters of the population

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in developing nations and it is one of the key facets of human growth (Muthayya, 2014). For Nepal, agriculture is crucial because it provides resources for approximately 65.7% of the population's means of subsistence and accounts for about 37.0% of the country's GDP (Gunjal & Gunjal, 2021). The green revolution over the past few decades has significantly altered the global food production systems, increasing food output and productivity, agricultural income, and employment prospects in both developed and developing nations (Joshi et al., 2015). Many agroecological effects of the green revolution have also been experienced concurrently (Horlings et al., 2011; Tilman et al., 2002). It has a smaller impact on resource-poor farmers (Rosset, 2000), contributes to the depletion of natural resources (Espinel, 2015), and subsequently causes several environmental issues (Chabukdhara & Singh, 2016; Tilman et al., 2001). In regions with extensive agriculture, it has demonstrated diminishing results (Naylor, 1996). The wealth disparity has widened as a result of this. This had a significant impact on lowering food self-sufficiency for the majority of the world's poor and developing nations. With this insight, the organic movement was launched and expanded throughout Europe and the USA in the context of the world in 1972 (Raynolds, 2000). The organized movement for organic farming began in Nepal in 1986 (Khanna, 2016). This idea is currently gaining popularity, and some Nepalese goods, including tea and coffee, have already received organic product certification. Yet, foods that are consumed every day, such as vegetables and cereals, have not yet been certified as organic. In some areas of Nepal, such as Gamcha of Bhaktapur and Fulbari of Chitwan, the practice of producing organic vegetables, fruit, milk, meat, fish, and their product has been practised for more than twenty years. Additionally, there are some other developing regions where farmers began practising organic farming (Manna et al., 2018). The land will remain untended until valuable crop production using the method of organic farming is promoted in these places. Nepal is a mountainous nation with a total area of 147516 km², only 42,590 km² of which are usable for agricultural activities. However, integrated small-scale subsistence farming's advantage of employing solely conventional agricultural methods and its aversion to pesticides expand the potential for valuable produce.

Entrepreneurship is the process of identifying, evaluating, and exploiting opportunities in the marketplace. It is an essential element of economic growth, and it has been recognized as a significant factor in the development of both developed and developing economies. Entrepreneurship is widely seen as a crucial element of socioeconomic development, job creation, and economic progress (Azmat & Samaratunge, 2009). Since 1999, the Global Entrepreneurship Monitor (GEM) has shown that business start-ups and economic growth are strongly correlated globally

(Bosma et al., 2018). Many studies demonstrate that rural communities may benefit more from the social and economic contributions of new businesses (Vaillant & Lafuente, 2007; OECD 2009). Rural entrepreneurship, according to Bryden and Hart (2005), contributes to economic network diversification, avoiding reliance on a single type of manufacturing, and supplying a wider range of services that raise the standard of living in these places. To retain the rural population and draw new people to these areas, entrepreneurship is a viable approach to create chances for professional growth and social and economic integration (Akgün et al., 2010). In recent years, entrepreneurship has become an important topic of study, as it has been identified as a critical driver of economic growth, job creation, and innovation. The promotion of entrepreneurship is therefore a key policy objective for governments around the world. Organic farming and production are rapidly growing in popularity, particularly in developing countries like Nepal. Organic products are increasingly seen as a healthier and more sustainable alternative to conventional products, and they are in high demand in local and international markets. In this context, the promotion of entrepreneurial activities for the production and marketing of organic products is an important policy goal for the government of Karnali province, Nepal. In recent years, the demand for organic products has surged due to increased health and environmental awareness. Organic products are free from harmful chemicals and are considered environmentally friendly and healthier than conventional options. Entrepreneurs have capitalized on this demand, starting businesses to promote and sell organic products. This paper explored key themes in entrepreneurial activities for organic product promotion, including benefits, challenges, and success strategies.

The purposes of this study are as follows:

1. To identify the current entrepreneurial activities related to organic products in Karnali Province, Nepal.
2. To explore the challenges and opportunities for entrepreneurship in the organic product sector in Karnali Province.
3. To develop recommendations for promoting and supporting entrepreneurship in the organic product sector in Karnali Province, Nepal.

Literature Review

The study conducted by Kotta et al. (2023) aims to examine the Internet features used by companies that sell organic products online particularly using Facebook pages. The study's results suggest that incorporating financial data into electronic marketing analysis can improve businesses strategies, strengthen criteria that make the products attractive, provide valuable insights into the digital marketing strategies and highlight the importance of social media platforms like Facebook in promoting businesses.

Likewise, a study by Lamichhane (2023) highlights several issues related to the development of cultural traditional basket entrepreneurship in Tulsipur Sub-Metropolitan City-10, Gaurigoun of Dang District in Nepal. The production and marketing of crafts in the district face several challenges, including a decrease in the supply of handicrafts in terms of quality, quantity, and variation of products over the past ten years. Overall, the study highlights the need for greater attention to the development of cultural traditional basket entrepreneurship as well as a comprehensive and coordinated approach to promoting and marketing crafts in the region.

A study by Chaihanchai and Anantachart (2023) has described the psychological factors, such as green value and environmental knowledge that can moderate the relationship between attitude and behavior in green purchase. Specifically, the study finds that when consumers have a high degree of environmental knowledge and low degree of green value, their green purchase attitude has a weaker effect on their behavior. However, when consumers have both a high degree of environmental knowledge and green value, their green purchase attitude has the strongest effect on their behavior. The findings of this study have important implications for businesses and policymakers who seek to encourage green purchase behavior.

In an earlier study on the entrepreneurship model for the internationalization of green innovation businesses (GIBs), Vargas-Hernández (2022) identified key technology-based aspects of entrepreneurship developing a strategy that can be customized for enterprises with an ecological foundation to achieve internationalization. Examining various aspects of entrepreneurship model which can help such businesses expand globally and highlighted the critical role of entrepreneurship in internationalization of green innovation businesses, the study provides a valuable contribution to the literature on entrepreneurship and green innovation and offers useful insights for entrepreneurs and policymakers seeking to promote the growth of eco-friendly businesses globally.

The study by Mukonza (2020) examined the factors influencing the development of green entrepreneurship in South Africa and identified the opportunities available to entrepreneurs in the green space. Highlighting the factors that hinder the growth of organic products entrepreneurship such as limited access to funding, knowledge, competence, information, and government and private and strategies that promote and support organic products entrepreneurship as well as the creation of more funding opportunities, education and training programs for entrepreneurs, the study indicated the need for government and private sector support to sustain organic products entrepreneurship in the country, including mentorship and networking opportunities for entrepreneurs to grow and develop their businesses.

A study in Vietnam by Tien et al. (2020) examined the importance of entrepreneurship and its significance in promoting sustainable development for both the local community and the environment. The recommendations and solutions proposed in the article can guide policymakers, entrepreneurs, and other stakeholders in enhancing green entrepreneurship and promoting sustainable development in Vietnam.

The study by Najafabadi (2020) compared the entrepreneurial characteristics of organic and non-organic booth managers in a Fruit, Vegetables and Agricultural Products Organization (FVAO) and examined whether brokers used alternative marketing approaches based on social entrepreneurship or business entrepreneurship attributes. The findings suggested that booth managers can be categorized as commercial and social entrepreneurs where commercial entrepreneurs (those selling non-organic products) are more focused on conventional marketing and less concerned about consumer and community health, and more concerned with profit maximization and rapid growth.

In a study, Divekar (2020) has analyzed the promotion and marketing of organic products and services that are environmentally friendly, sustainable, and socially responsible. One of the key challenges facing marketing is the perception that organic products are more expensive than their non-organic counterparts. This perception can deter consumers from purchasing organic products, even if they believe in the importance of environmental sustainability. To overcome this barrier, businesses need to find ways to make green products more affordable or communicate the long-term cost savings associated with these products. Perceived benefits are also an important factor in the success of green marketing. Consumers need to see the tangible benefits of using organic products, such as reduced energy consumption, improved air quality, or better health outcomes.

Terziev (2016) has highlighted the importance of entrepreneurship in promoting sustainable rural development through organic production and has suggested that agriculture and allied activities can lead to economic, social, and ecological development. Safeguarding environmental elements such as soil, water, air, biodiversity, and landscape can promote organic production and sustainable agriculture. Entrepreneurship in organic farming and commerce can drive economic growth, productivity, and innovation in rural areas particularly because organic productions not only provide food or other products but also place to relax, preserve the natural environment, protect local culture, and develop infrastructure. To become more competitive, organic production can implement ecological technology using fresh strategies.

Jolink and Niesten (2015) examined the sustainable development and business models of entrepreneurs in the organic food industry and in a particular the economic case for new entrepreneurial efforts in response to environmental needs. By applying business models to the behaviors of entrepreneurs with a goal of environmental sustainability and a focus on the mass market, this article adds to the body of literature on business models, sustainable development, and entrepreneurship.

In their earlier study, Halpin et al. (2011) explored the question of how interest groups develop capacities by examining the impact of divergent policy strategies on related industry groups in four countries in the context of organic farm policy. The authors argue that policy strategy is a key force in shaping the capacities that groups develop over time. as the study highlights the importance of understanding the relationship between policy strategy and interest group capacity development in the context of policy formulation and implementation, the policymakers and scholars could be benefitted in understanding the complex dynamics of interest group behavior and their roles in policy formulation and implementation.

Vairo et al. (2009) discussed on SWOT analysis of the current policies and practices related to the organic food market. The bottom-up approach to policy development involves engaging with stakeholders at various levels, including consumers, producers, industry representatives, policymakers and experts. Likewise, the study by Pokhrel and Pant (2009) highlighted the negative effects of conventional agriculture practices, which include the use of agrochemicals and resulting environmental problems. It suggests that organic farming is becoming increasingly popular worldwide as a more sustainable and eco-friendly production technique. The passage specifically focuses on the potential of Nepal to benefit from organic farming due to the high ecological diversity available in the country. However, there are some policy issues that need to be addressed to promote organic agriculture in the country.

Organic Products in Karnali Province

The Karnali provincial Government aims to become a fully organic province and has passed a policy outlining this goal. The organic agriculture bill has been endorsed to guide the province in achieving this mission. Initiatives are underway, with a focus on capacity building, organic inputs, seed quality, and integrating organic agriculture with tourism. A public-private co-operative partnership is promoting organic fertilizer plants, agro mechanization, and pesticide manufacturers. Schemes like “One local level one model organic farm” and “One co-operative one model agriculture, livestock, and fisheries farm” have been implemented. Subsidies

of up to 70% are available for organic farm establishment, encouraging organic agriculture development in the province.

The Agriculture Knowledge Centre and the District Agriculture Development Offices (DADOs) are collaborating with the provincial government to strengthen institutional support for organic agriculture development in five Himalayan districts. The focus is on prioritizing organic production of commodities such as walnuts, apples, and other indigenous items for sale in international markets to increase provincial revenue. This initiative builds on the success of Jumla district, which became an organic district in 2007 under the Karnali, province (Baral, 2020).

Since then, the province has implemented strict restrictions on the import and use of chemical fertilizers. To support the organic goods value chain, the province is seeking assistance from donor agencies, corporate sectors, and other stakeholders. Program activities include training, certification assistance, marketing support, and brand promotion. However, the province faces challenges due to ineffective collaboration among federal, provincial, and local administrations, as well as ambiguities in their plans and authority. Insufficient institutional and legislative frameworks for organic agriculture, limited technical support for farmers, structural and institutional hurdles further hinder the province's goals (Province & Surkhet, 2020).

As a result, in order to execute its objective, the province government must develop its institutional and human capability, as well as interact with the federal and local levels. Inclusive and holistic approaches should be developed with the active engagement of all key stakeholders, and farmers engaged in organic agriculture should be provided with the appropriate support (technical, financial, subsidized, infrastructural, marketing, etc.).

Methods and Procedures

This study used an exploratory qualitative design to gain insight into the perspectives and experiences of entrepreneurial activities for promoting organic products in Karnali province. Kurgun et al. (2011) points out that exploratory research design which aims at identifying a problem and its aspects is used more widely in qualitative research methods. The study employed in-depth interviews with entrepreneurs, government authorities, and experts involved in the organic sector in Karnali province. An in-depth interview is a conversational, lengthy, and interactive exchange of ideas, during which the researcher works to develop a close relationship with participants so that responses are deep and meaningful (Johnson, 2002). Purposive and convenience sampling techniques were used to select a total of 15 participants,

including 5 entrepreneurs, 5 government officials, and 5 experts involved in the organic value chain (Table 1).

Regarding sampling, appropriateness depends on the research objective and the intended scope of the study. Qualitative research often uses purposive or theoretical sampling, where participants are intentionally chosen based on their relevance to the research topic and the potential richness of their insights. The goal is to gain an in-depth understanding of a specific phenomenon. In-depth interviews, lasting approximately 60 minutes on average, were conducted, covering topics such as entrepreneurial activities, market environment, entrepreneurial characteristics, and policy formulations. Demographic data were collected using structured questions, while semi-structured questions were used to gather information on the major factors of interest during January, 2023. The collected data from the interviews were analyzed through content analysis, a qualitative research method that involves identifying and categorizing themes and patterns in text data. This method enabled researchers to uncover underlying meanings and themes emerging from the data, providing valuable insights into the experiences and perspectives of the participants. The overall goal of the study was to explore entrepreneurial activities in promoting organic products and provide useful information for policymakers.

The study can collect data through semi-structured interviews, focus group discussions, and observation of entrepreneurial activities. The data collection can focus on the motivations, challenges, and strategies employed by entrepreneurs to promote organic products. The data collected can be analyzed using thematic analysis, which involves identifying patterns and themes in the data. This can help identify key themes related to the drivers of entrepreneurship in the organic sector, the challenges faced by entrepreneurs, and the strategies employed to overcome these challenges. Systematically locating and arranging interview transcripts, field notes, and other materials that the researcher acquires to enable you to come up with findings” is what data analysis in the qualitative phase entails (Liamputtong & Serry, 2013). The process includes a number of processes, including transcription, coding, analysis, and interpretation. Based on the findings of the research, the study can provide policy recommendations for policymakers in Karnali province to promote the organic sector. The policy recommendations can focus on providing support for the development of organic supply chains, improving access to finance, and creating an enabling environment for the growth of the organic sector.

Table 1*Respondents Details*

Respondents	Number
Government officials	5
Experts	5
Entrepreneurs	5
Total	15

Conceptual Framework

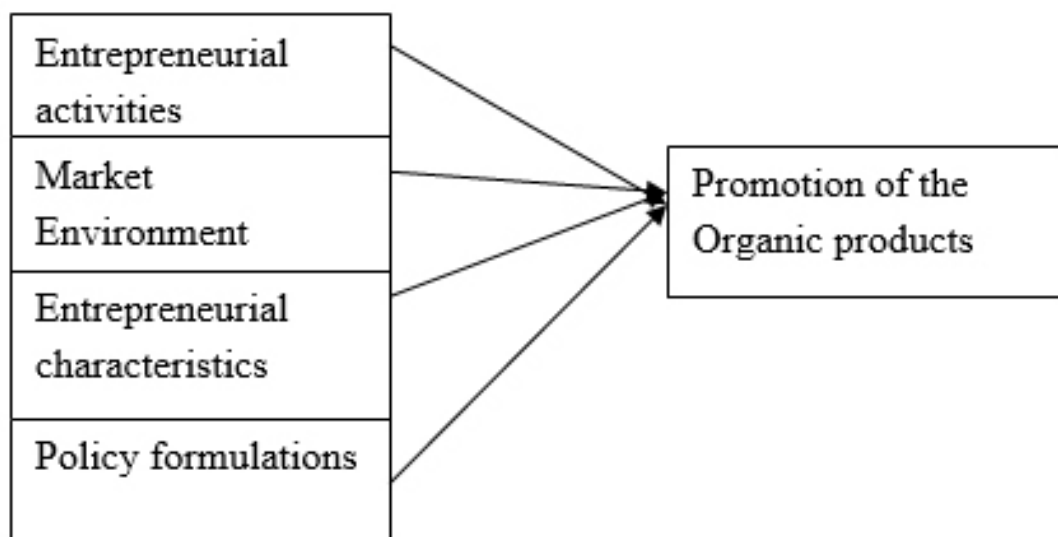
The conceptual model suggests that promotion of the organic products are influenced by four key factors: Entrepreneurial activities, Market environment, Entrepreneurial characteristics, and Policy formulations. The model suggests that these factors are interrelated and can influence each other. Understanding these interrelationships can help entrepreneurs, government officials and experts of organic products to develop more effective strategies for promoting organic products.

1. **Entrepreneurial Activities:** This refers as to the range of activities undertaken by entrepreneurs to establish and manage their organic products-related businesses. These activities may include identifying market opportunities, sourcing raw materials, establishing distribution channels, marketing and promotion of products, financial management, and other related activities.
2. **Promotion of Organic Products:** This refers to the efforts aimed at increasing consumer awareness and demand for organic products in Karnali Province, Nepal. This may include strategies such as marketing campaigns, targeted promotions, education and awareness programs, and other measures to increase the visibility and desirability of organic products.
3. **Market Environment:** The market environment includes the broader economic and regulatory factors that impact the promotion of organic products in Karnali Province, Nepal. This may include factors such as market demand, competition, pricing structures, government policies and regulations, and other factors that affect the overall viability of organic products-related businesses.
4. **Entrepreneurial Characteristics:** This refers to the personal and professional characteristics of entrepreneurs that may impact their ability to successfully promote organic products in Karnali Province, Nepal. This may include factors such as entrepreneurial experience, education and training, risk-taking propensity, creativity, and other factors that impact their ability to successfully navigate the market environment.

5. Policy Formulation: This refers to the development of policies and regulations that may impact the promotion of organic products in Karnali Province, Nepal. This may include measures such as tax incentives, government subsidies, and other programs aimed at supporting organic products-related businesses and increasing consumer demand for organic products.

Figure 1

Conceptual Framework (Self-structured)



Results and Discussion

Entrepreneurial Activities

Mukonza (2020) has pointed about the different entrepreneurial activities and also highlights their contribution for promoting organic products. Entrepreneurial activities for promoting organic products in Karnali Province can play a vital role in the economic development of the region while also promoting sustainable and healthy living. The region is known for its diverse natural resources and agricultural products, including organic produce, herbs, and spices. However, due to limited access to markets and lack of infrastructure, farmers and entrepreneurs face significant challenges in selling their products. One possible solution to promote entrepreneurship in this sector could be to establish a cooperative or association of organic farmers and entrepreneurs who can collectively market and distribute their products. Such a cooperative can also provide training and support to its members in product development, marketing, and financial management.

Promoting entrepreneurial activities in the organic products sector can contribute to the economic development of Karnali Province while also promoting sustainable and healthy living. By providing support and resources to entrepreneurs, the region can create employment opportunities and improve the livelihoods of the local population.

A government officer mentioned that:

Important entrepreneurial activities involved in establishing and managing a successful organic products business in Karnali Province, Nepal are Conducting market research to identify consumer demand and preferences for organic products, Sourcing high-quality and certified organic raw materials from local farmers, Developing a strong brand and marketing strategy to increase visibility and awareness of the products, Developing and maintaining strong relationships with suppliers, distributors, and retailers Ensuring compliance with local and national regulations related to organic products, Implementing sound financial management practices, including budgeting and financial planning. (T. Adhikari, 20 January, 2023)

Similarly, an organic product entrepreneur H. Sunar, 20 January, 2023 focused on the following aspects: “I faced many challenges in my business like Limited consumer awareness and education about the benefits of organic products, Limited availability of certified organic raw materials, High competition from established players in the market, Lack of access to financing and capital”.

Most of the respondents agreed that entrepreneurial activities for promoting organic products in Karnali Province, Nepal can have significant benefits for the region’s economy, the environment, and public health. A comprehensive strategy that includes support for farmers, training, market linkages, and funding from the government and private sector is crucial for the success of this endeavor.

Market Environment

Regarding market environment, Pearson and Henryks (2008) understanding the market environment is crucial for businesses to identify opportunities, assess risks, and make informed decisions. Business organizations need to adopt to changes in the market environment to remain competitive and meet customer needs effectively. The market environment for organic products in Karnali Province is unique and presents both opportunities and challenges for entrepreneurs. On one hand, the region’s diverse natural resources and agricultural products offer a rich source of raw materials for organic products. However, entrepreneurs also face challenges in terms of limited market access and infrastructure, which can limit

their ability to sell their products. There is also a lack of consumer education and awareness about the benefits of organic products, which can hinder demand. Additionally, competition from established players in the market can be intense, and access to financing and capital can be limited. To succeed in this market environment, entrepreneurs need to conduct thorough market research to identify consumer demand and preferences for organic products. Developing and maintaining strong relationships with suppliers, distributors, and retailers is also critical for success. Furthermore, entrepreneurs must ensure compliance with local and national regulations related to organic products and implement sound financial management practices, including budgeting and financial planning. Overall, the market environment for organic products in Karnali Province presents both opportunities and challenges for entrepreneurs. In this regard one government official G. khatri, 19 January, 2023 said that, government conducts several activities to create market environment for promoting organic products which are “Offering subsidies and incentives for organic farming practices and organic products, Developing and enforcing regulations and certification standards for organic products to ensure quality and transparency for consumers, Providing access to financing and capital for organic products-related businesses through government support programs, Supporting the development of transportation and logistics infrastructure to facilitate distribution and sales of organic products”.

Furthermore, an expert B. Chaulagaun, 17 January, 2023 also highlights about the market environment. He said that “Strong market demand for organic products can create opportunities for businesses to thrive and grow. Similarly, High competition from established players in the market can make it difficult for new businesses to enter the market and gain traction offering high-quality and differentiated products can help businesses stand out in a crowded market”.

In this regard one entrepreneur P. Shrestha, 19 January, 2023 focused that “For increased the farming of organic products Access to financing and capital for organic products-related businesses Availability and cost of certified organic raw materials Transportation and logistics infrastructure to support distribution and sales of organic products Consumer demand and willingness to pay a premium for organic products Regulations and certification standards for organic products”.

The market environment for promoting organic products in Karnali province, Nepal, presents both opportunities and challenge. To promote the growth of the organic products sector, collaboration between the government, private sector, and farmers is crucial. Investing in infrastructure, providing training and education, and creating awareness among consumers are some of the key steps that need to be taken to overcome the challenges and promote the growth of the organic products sector.

Entrepreneurial Characteristics

Successful entrepreneurs possess key characteristics such as passion, drive, innovation, risk-taking, vision, self-discipline, leadership, and perseverance. They are deeply passionate about their work, willing to work hard and long hours. They think outside the box, take risks, and adopt to challenges. They have a clear vision and communicate it effectively. They are self-disciplined, manage their time efficiently, and prioritize tasks. Lordkipanidze et al. (2005). Overall, entrepreneurship is a challenging yet fulfilling journey that requires these unique qualities. By developing these entrepreneurial characteristics, individuals can increase their chances of success in the world of business.

From the view of an entrepreneur said that

Entrepreneurs need Passion and commitment for promoting organic products and sustainable farming practices. Similarly, it requires ability to build and maintain relationships with suppliers, distributors, and retailers, Flexibility and adaptability to changing market conditions and consumer demands, Strong communication and leadership skills etc. (G. Thapa, 17 January, 2023)

A government official R. Oli, 16 January, 2023 said that “Entrepreneurial experiences, education, and training impact the success of organic products-related businesses in Karnali Province, Nepal. Prior entrepreneurial experiences can provide valuable knowledge and skills for starting and managing organic products-related businesses. Education and training in business management, marketing, and sustainable farming practices can improve the chances of success for organic products-related businesses. Networking and mentorship opportunities can provide valuable guidance and support for new entrepreneurs”.

In case of entrepreneurial characteristics, an expert R. Devkota, 18 January, 2023 mentioned that “Risk-taking plays vital role in the success of organic products-related businesses in Karnali Province, Nepal. Creativity in developing and marketing innovative and high-quality organic products can help businesses stand out in a crowded market and attract new customer. Effective risk management strategies and financial planning are also important for ensuring the long-term success and sustainability of organic products-related businesses”.

Overall, with the view of the respondents Promoting organic products in Karnali province, Nepal, requires entrepreneurs with a range of characteristics, including passion, innovation, risk-taking, adaptability, and persistence. By leveraging these characteristics, entrepreneurs can build successful businesses that contribute to the growth and development of the organic products industry in the region.

Policy Formulations

In case of policy formulations, Ndeinoma et al. (2018) government subsidies and grants support entrepreneurs in organic farming by reducing initial costs. These incentives provide resources and training for high-quality organic production, enabling premium pricing. Similarly, policies for market access boost organic entrepreneurs' customer base by providing access to marketing channels, like online market places and retail stores. Likewise, certification and labeling for organic products build consumer trust. Government regulations and standards establish credibility, helping entrepreneurs differentiate and attract customers. Government investment in research improves farming techniques, develops new products, and enhances production efficiency.

A government officer C. Rokaya, 17 January, 2023 focused that “Government policies and regulations currently in place to support the promotion of organic products in Karnali Province, Nepal. The Organic Agriculture Act (2019) regulates and promotes organic agriculture practices and production in Nepal, including in Karnali Province. The Government of Nepal provides subsidies and financial incentives for farmers engaged in organic farming practices. The Nepal Agricultural Research Council (NARC) conducts research and development activities to support the growth of the organic agriculture sector in Nepal”.

One of the expert S. Subedi, 20 January, 2023 highlights that “Effective implementation of current policies and regulations support promoting organic products in Karnali Province, Nepal. Some entrepreneurs and experts believe that the policies and regulations in place have been effective in promoting organic agriculture and increasing consumer demand for organic products. However, there have also been concerns that the subsidies and incentives provided by the government are not always sufficient to support the development and growth of organic products-related businesses.”

One entrepreneur R. Magar, 16 January, 2023 said that “Providing additional financing and investment opportunities for organic products-related businesses, including through public-private partnerships play major role of increasing the organic products market and farming. Similarly, it is necessary to develop transportation and logistics infrastructure to improve distribution and sales of organic products. Increasing public education and awareness campaigns to promote the benefits of organic products and sustainable agriculture practices”.

According to the respondents, policy formulations play a critical role in promoting entrepreneurship in the organic product industry. By providing subsidies, tax incentives, market access, education and training, certification and labeling, and

research and development support, governments can help entrepreneurs overcome the barriers to entry and establish successful organic businesses.

Conclusion

In conclusion, supporting and promoting entrepreneurial activities in the organic products sector in Karnali Province requires careful planning and implementation of various strategies. These include conducting market research, sourcing high-quality organic raw materials, developing strong brand and marketing strategies, maintaining strong relationships with suppliers and retailers, ensuring compliance with regulations, and implementing sound financial management practices.

Similarly, the organic products market in Karnali province offers great potential due to its abundant natural resources. However, entrepreneurs navigate challenges such as limited market access, low consumer awareness, and tough competition. Thorough market research, strong relationships with stakeholders, compliance with regulations, and sound financial management are essential for success in this market environment.

Entrepreneurs in this field should possess personal and professional qualities like passion, commitment, business acumen, relationship-building skills, adaptability, and effective communication and leadership abilities. Government subsidies, grants, market access policies, certification and labeling, and investments in research and development play vital roles in supporting entrepreneurs in organic farming. These incentives reduce initial costs, enhance product quality, expand customer reach, build consumer trust, and foster innovation, collectively driving the growth and success of the organic industry.

To promote the growth and development of organic products in Karnali Province, Nepal, the following recommendations can be considered:

1. Develop targeted marketing campaigns and educational programs to increase consumer awareness and education about the benefits of organic products.
2. Build relationships with local farmers and support their transition to organic farming practices to increase the availability of certified organic raw materials.
3. Differentiate their products through innovation in product offerings, brand positioning, and marketing strategies to compete with established players in the market.
4. Explore government support programs, venture capital funding, and other

sources of financing to overcome the lack of access to financing and capital.

5. Entrepreneurs should prioritize building consumer awareness and education through targeted marketing campaigns and educational programs that emphasize the benefits of organic products.
6. To increase the availability of organic raw materials, entrepreneurs should establish partnerships with local farmers and agricultural cooperatives, support their transition to organic farming practices, and collaborate with government agencies to offer subsidies and incentives.
7. To increase consumer demand for organic products, entrepreneurs should collaborate with community organizations, schools, and universities to offer educational programs and training on organic farming practices and the benefits of organic products.
8. Entrepreneurs should build strong relationships with retailers and distributors to increase the visibility and availability of organic products, and leverage digital marketing and e-commerce platforms to reach a wider audience.
9. Entrepreneurs should consider offering promotions, discounts, and loyalty programs to incentivize consumer adoption of organic products.
10. Entrepreneurs should explore government support programs and venture capital funding to overcome the challenges of limited access to financing and capital.
11. The government should provide subsidies and incentives for organic farming practices and organic products-related businesses. They should also provide access to financing and capital through government support programs.
12. The government should support the development of transportation and logistics infrastructure to facilitate the distribution and sales of organic products.
13. Develop and enforce regulations and certification standards for organic products to ensure quality and transparency for consumers.
14. Stakeholders, including businesses, government, and NGOs, should collaborate to promote organic products.
15. The government and other organizations should provide training and education programs for entrepreneurs in Karnali Province, Nepal, focusing on sustainable farming practices, business management, and marketing.
16. Entrepreneurs should also seek networking and mentorship opportunities to gain valuable guidance and support.
17. There is a need for increased government support for the development of

transportation and logistics infrastructure to improve distribution and sales of organic products, particularly in remote areas of Karnali Province.

18. Increasing public education and awareness campaigns to promote the benefits of organic products and sustainable agriculture practices can help to further increase consumer demand and support for organic agriculture.
19. Stricter regulations and certification standards for organic products should be enforced to ensure quality and transparency for consumers. This can help to build trust in organic products and increase consumer confidence in the sector.

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