



Ethnic People's Perception on Contribution of Development Sector for Awareness Promotion: Evidence from Lalitpur, Nepal

Sama Byanjankar¹, Niranjan Devkota^{2*}, Sushanta Mahapatra³ & Seprata Prajuli⁴

¹Quest International College,
Pokhara University, Gwarko,
Lalitpur, Nepal

²Department of Economics, Patan
Multiple Campus, Tribhuvan
University, Patandhoka, Lalitpur,
Nepal

³Department of Economics,
ICFAI Business School (IBS)
Hyderabad, ICFAI Foundation for
Higher Education (IFHE), Deemed
University, India

⁴Mahalaxmi Bikas Bank Ltd.,
Kathmandu, Nepal

*Corresponding Email:
niranjandevkota@gmail.com

Received: 15 January 2024

Revised: 19 June 2024

Accepted: 30 July 2024

Published: 30 August 2024

How to cite this paper:

Byanjankar, S., Devkota, N.,
Mahapatra, S., & Prajuli, S. (2024).
Ethnic People's Perception on
Contribution of Development Sector
for Awareness Promotion: Evidence
from Lalitpur, Nepal. *Quest
Journal of Management and Social
Sciences*, 6(2), 151-174. [https://doi.
org/10.3126/qjms.v6i2.69092](https://doi.org/10.3126/qjms.v6i2.69092)

Copyright © by authors and
Quest Journal of Management
and Social Sciences.
This work is licensed under a
Creative Commons Attribution-Non
Commercial-No Derivatives 4.0
International License.

[https://creativecommons.org/
licenses/by-nc-nd/4.0/](https://creativecommons.org/licenses/by-nc-nd/4.0/)



Open Access

Abstract

Background: Research has been conducted on the relationship between development sectors and ethnic groups. Developmental sectors work to eliminate poverty, provide education, health care, basic support, and risk prevention, among other things, but evidence shows that their awareness-raising efforts are insufficient.

Objective: The objective of the study was analyzing contribution of developmental sectors for awareness promotion in Lalitpur district.

Methods: The Binary Logit Model was chosen as the primary study of research in order to find reality. To examine the data quantitative, descriptive and inferential statistics was used. A convenience sampling with a sample size of 281 respondents was chosen for the study based on practical experience and adequate knowledge about development sectors contribution regarding awareness promotion.

Results: The study shows that development sectors support an awareness programs, its engagement has significant relationship with ethnic people development and increase level of knowledge and awareness level. Ethnic groups are still expecting quality service and other campaign from developmental sectors. Majority of the respondents argued that proper advertising and sharing information related programs can lead to better service for ethnic people and solve major problems such as management issues, knowledge, information etc.

Conclusions: The research concludes that the more development activities and people's participation in the awareness programs, better the performance leading with enhancement of the ethnic people prosperity and happiness as well as the ethnic society and economic development vice versa. Developmental sectors should focus on removing problems engaging together with ethnic people and developmental sectors. Development sector should promote its advertisement campaign in better way along with gathering more information to benefit and provide better service to ethnic people of Lalitpur district.

Paper Types: Research Paper

Keywords: Development, Ethnic, Awareness promotion, Lalitpur

JEL Classification: L31, O19, O38, C83, I38

Introduction

In transforming a nation and communities, along with shifts in individuals and local groups, development sector play an essential role (Dhakal, 2002). It is a self-governing and private in nature which aim on solving all social problems from the society (Karkee & Comfort, 2016). According to Cavill and Sohail (2007) developmental sectors attempts to reduce poverty and eradicate justice, INGOs make growth more effective, more sustainable and more representative when INGOs are responsible. Likewise, evolution of the ethnics began from 20th century dividing between Utilitarian's and Kantians (Macintyre, 1998). Nepalese non-governmental organizations (NGOs) play an important role in human empowerment, training, and democratization. NGOs work in the climate, forestry, biodiversity, and national development (poverty, human rights, HIV/AIDS, health, and so on). Developmental Sectors works on promoting giving priority to reduce suffering of ethnic people (Gasper, 2014). Ethnic people suffer as a result of deliberate, large-scale physical violence perpetrated by governments and their adversaries, vigilantes, people smugglers, and now people traffickers in sections of people. People have realized their position as a result of increased education and awareness, leading to conservation ethnics and democratization along with human empowerment.

Their contribution to national development, particularly in terms of environmental and natural resource protection, sustainable development, poverty reduction, and people empowerment, is noteworthy. Today, most countries are developed with the contribution of developmental sectors (Karki et al., 2021). In Nepalese context developmental practices need rapid and continuous development, and the culture should be developed to adopt those initiatives taken by developmental sectors. Developmental Sectors can therefore play a major role in developing an economy by poverty eradication, equality, social justice, human rights, protecting environment and soon to develop ethnic people of a country. In Nepal, there were several studies which were related to developmental sector but it requires more comprehensive data. Developmental sector has not been able to play the role in development and to establish checks against anti-democratic, anti-people policies, tendencies, and action" as it clearly lacks accountability, transparency and often autonomy in their working styles (Bhandari, 2014). INGOs make growth more effective, more sustainable and more representative when INGOs take responsible moves (Cavill & Sohail, 2007). In Nepal several different types of NGOs are working in various sectors, including health, agriculture, poverty alleviation, and good governance. While NGOs and foreign aid have contributed to Nepal's development of facilities, information and resources in the short term, NGOs should be more involved as an advocate.

The Nepalese government is aware of the present global situation. International governmental and nongovernmental organizations play an important role in promoting Nepal's ethnical people. Bhandari (2014) explains domestic issues, as well as regional and global issues such as human rights, women's rights, child labor, and environmental protection, are all actively discussed by NGOs and INGOs. NGOs and self-help organizations can serve as catalysts for progress, but they frequently become a burden on society and ethnic people. Here both developmental sectors and ethnic people should take initiative to support and bring change and progress regarding development. The initiatives taken by both developmental sectors must be communicated to ethnic people in order to amplify the awareness and development of an economy.

Thus, concerning all rationale in this study is focused to measure developmental contribution to ethnic people. Based on above statement of problem, the study questions for this study are as follows: what are the factors affecting ethnic people's awareness promotion by developmental sector? What are the challenges faced by ethnic people during developmental sector awareness promotion? What can be the proper management strategy for promoting ethnical people? Therefore, the study aims to analyze the level of contribution by development sectors regarding awareness promotion in the Lalitpur district. It helps to formulated required changes to enhance the performance of developmental sectors for

contributing to ethnical people awareness.

This paper is organized into five sections: The following section describes the methodology used in this study. To create a sound theoretical foundation, the study reviews theoretical and empirical literature in the selected area in section 2. In section 3, the paper outlines the methodology adopted for the study. Section 4 presents the analysis of data. Finally, Section 5 concludes the entire study with a brief discussion.

Review of Literature

Ethnic People in Development Process

Development recognize issues of costs and risks, inequity distribution in relation to economic growth's environmental impacts and existing work on human security analysis, which attempts to incorporate important development ethnics considerations in a way that is useful for policy-relevant research and policy design (Devon & Van De Poel, 2004). Some seminal research conducted on Ethnic People in Development Process shown in Table 1 below:

Table 1: Ethnic People in Development Process

Authors and Study	Methods	Finding/Result	Conclusion and Recommendation
Rowe, Vazsonyi, and Flannery (1994), America	Covariance Matrices	Avoiding problem does not encourage social science to follow the alluring "garden route" of believing that racial and ethnic groups grow differently.	Different levels of developmental antecedents working through common developmental pathways may cause group average level differences.
Bhandari and Wickramanayake (2000), Nepal	Review of Reports and Field Survey	Programs aimed at improving the general health of rural populations, as well as more effective drinking water use, have increased.	Increased understanding of existing inequalities and their social and economic implications aimed at improving the general well-being of rural residents, as well as more effective water use.
Thomson and Schmoltdt (2001), Canada	Simulation Models	A higher probability of software success resolve the concerns addressed.	Information system failure is often caused in paying attention to human expectations of 'good' and 'bad' (ethics) would lead to greater software performance.
Devon and Van De Poel (2004), Netherlands	Social Ethics Approach	Person ethics are powerless in the absence of social ethics.	The ethical environments in which morality can be best practiced must be built into social structures.

Rowe et al. (1994) explain ethnic people are working on racial and ethnic groups levels with developmental antecedents working through common pathways causing group average level differences. With increased understanding of existing inequalities and their social and economic implications aiming at improving the general well-being of rural residents, as well as more effective water use (Bhandari & Wickramanayake, 2000) ethnic people are working their level best. Hence, developing ethical environments in which morality can be best practiced must be built into social structures (Devon & Van De Poel, 2004).

Ethnic Contribution on Development

Proposing an expanded econometric system of equations to explain growth and the channel variables, ethnicity is presumed to influence economic growth across a variety of potential transmission channels that commonly includes in cross-country growth regressions. Developing ownership of natural resources to local communities boosts engagement, enhances resource management, and eliminates disputes, all of which improve the resource base and provide benefits to communities (Lamichhane, Joshi, Poudel, & Subedi, 2020). Some seminal research conducted on Ethnic Contribution on Development is shown in Table 2 below:

Table 2: Ethnic Contribution on Development

Authors and Study	Methods	Finding/Result	Conclusion and Recommendation
Gasper (2014), Netherlands	Exploratory Research	Employ bad psychology, such as ignoring possibility of compromises certain individuals from knowledge and education, as well as indoctrination, implicit danger, and people's adaptation of preferences to reconcile themselves to their lives.	Culture areas are assumed to form societies that share and adhere to agreed-upon standards arguing shield groups, especially their leaders, from criticism from the outside, some of which are based on ignorance.
Darrouzet-Nardi et al. (2016), Nepal	Panel Data	The intervention's effects differed by agro-ecological area and season.	Tailoring development activities for specific locations is important for success because community-level development activities differed across communities within the same country.
Lamichhane et al. (2020), Nepal	Semi-Structured Questionnaire	The most significant impediment to a well-organized and successful anti-poaching activity is lack of financial resources.	For Nepal's sustainability, capacity-building trainings, skill-based trainings and field gear for anti-poaching operations are needed.

Astroulakis (2011) explains development ethicists bridge the gap between a traditional view of development and humanity's true needs. The findings show that community-level development efforts can benefit especially disadvantaged families (Darrouzet-Nardi et al., 2016). For Nepal's sustainability, capacity-building trainings, skill-based trainings and field gear for anti-poaching operations are needed (Lamichhane et al., 2020, Bhandari et al., 2021).

Developmental Sector's Role in Ethnic Group Awareness Promotion

Development Organization has a national plan to prioritize horizontal health programs that address the Nepali people's most pressing health concerns (Giri, Khatiwada, Shrestha, & Chettri, 2013). In order for INGOs to fulfill their missions, more "strategic" forms of accountability will be required, aimed at fundamentally changing the social, economic, and political structures that perpetuate poverty (Cavill & Sohail, 2007). Some seminal research conducted on Developmental Sector's Role in Ethnic Group Awareness Promotion is shown in Table 3 below:

Table 3: Developmental Sector's Role in Ethnic Group Awareness Promotion

Authors and Study	Methods	Finding/Result	Conclusion and Recommendation
Dhakal (2002), Nepal	Structured Questionnaire, Participatory Research Appraisal (PRA)	NGO requires smooth cooperation and coordination working toward the same goal in order to build a synergy of efforts for successfully executing various activities.	Donor policies on poverty alleviation and sustainable development should be clear, and researchers should continue to provide evidence and analysis on the consequences of NGO programs to aid in the development of policy options and program strategies.
Cavill and Sohail (2007), UK	Literature Review and Semi-Structured Interviews	To achieve 'practical' accountability, INGOs typically employ a variety of quality-assurance mechanisms.	It is suggested, this accountability will not necessarily enable INGOs to fulfill their missions of alleviating poverty and eliminating injustice.
Loehle (2007), Nepal	Panel Data	Changes were seemed to be limited to a single industry and to a specific geographical area.	According to the project NGO did not meet local standards. They weren't that different from what the government was doing, either.
Dhakal 2007), Nepal	Qualitative Design	Issues affecting NGO governance include a lack of effective cooperation, a poor financial base, a lack of professionalism, a lack of accountability, and a lack of commitment among NGO activists.	It is still up to NGOs to demonstrate their systemic importance for consciousness in the development of a "civil society" rather than just self-satisfaction.
Giri et al. (2013), Nepal	Judgmental and Snowball Sampling	Contributions to the wellbeing of ethnic people.	Complete knowledge of all international contributions and effective coordination remains a challenge.

Authors and Study	Methods	Finding/Result	Conclusion and Recommendation
Chase et al. (2018), Nepal	Online Information-Sharing Platforms and Response Coordinators	Government ownership and funding would be inadequate to maintain programs in affected districts while also expanding them to non-affected areas.	Non-governmental organizations and the WHO must continue to work to ensure realization of Nepal's vision of a national mental health care system.

Rowe et al. (1994) explain NGO requires smooth cooperation and coordination working toward the goal in order to build a synergy of efforts for successfully executing various activities. Giri et al. (2013), contributions to the wellbeing of ethnic people. Diverse ethnic backgrounds give rise to varying interpretations, beliefs, assumptions, and discourse styles that are brought into the developmental work (Paudel et al., 2021). The final aim of each and every developmental sector is to provide a calm and reasonably secure atmosphere to every ethnic people along with the development and equality. Non-governmental organizations and the WHO should continue to work to ensure realization of Nepal's vision of a national mental health care system (Chase et al., 2018).

It shows developmental sector awareness and promotion plays vital role in development of a nation and a society. Avoiding problem of society does not encourage social science to follow the alluring "garden route" of believing that racial and ethnic groups grow differently (Rowe, Vazsonyi, & Flannery, 1994). Therefore, developmental sectors require smooth cooperation and coordination working toward the goal in order to build a synergy of efforts for successfully executing activities (Rowe et al., 1994). It is clear that some NGOs are doing well, while others are doing a terrible job of managing their activities. This imbalance can be seen as one of Nepal's NGO governance problems. As there should be the development of a "civil society" rather than just self-satisfaction (Dhakal, 2007).

Research Method

This section covers theoretical, conceptual and empirical review related to ethnic people awareness of developmental sectors contribution along with descriptive and inferential analysis. As it explains data and characteristics about population being studied, sampling technique and research instrument.

Theoretical and Conceptual Framework

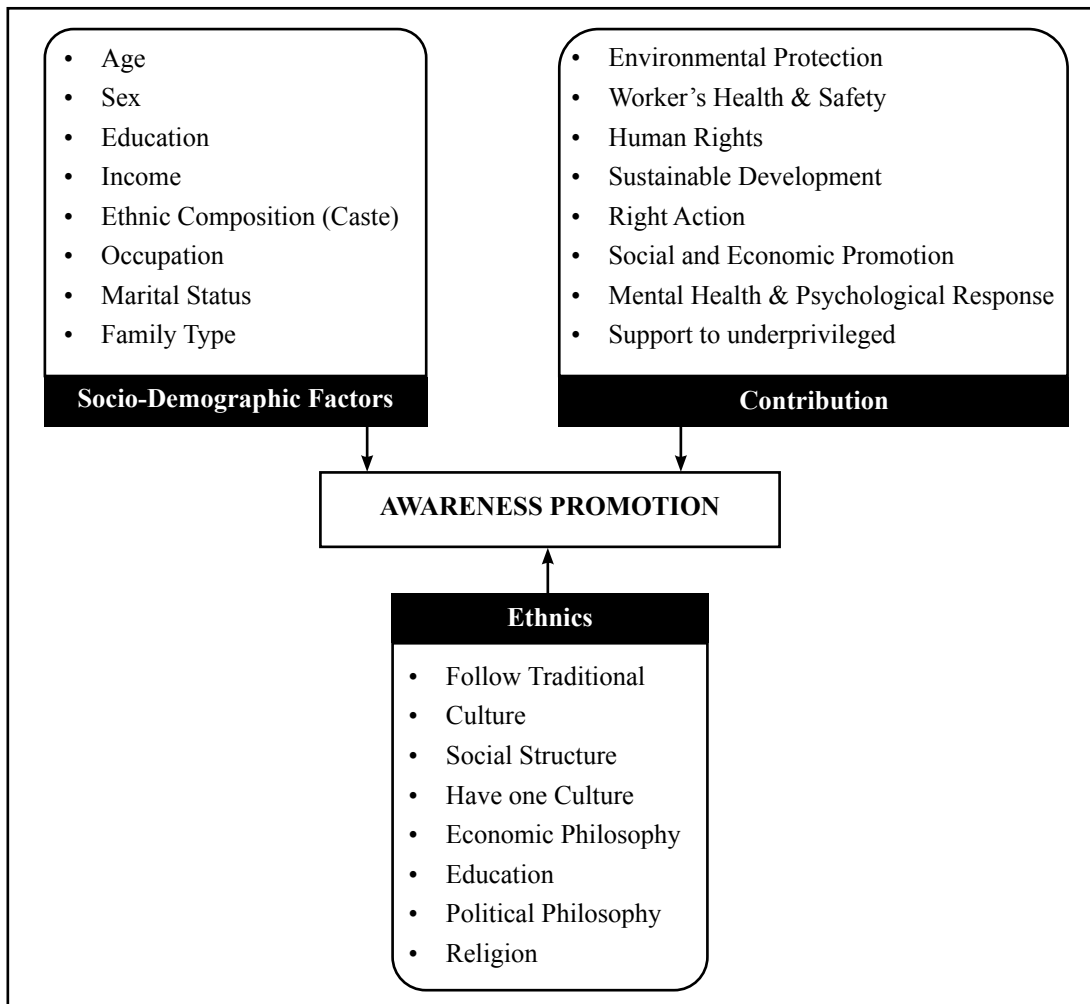
Several theories including Ethical Theory (Everill, 1996), Value Belief Norm Theory (Elvan Sahin, 2016), Theory of Social Conflict (Jia et al., 2016), Theory of Development (Antwi, 2018), Theory of Reasoned Action (Rennie, 2019) are discussed which are concerned with the influencing factors of developmental sectors for ethnic people development. Ethical Theory explains a mechanism for the "solution" of ethical dilemmas (Everill, 1996). Antwi (2018) explained, Theory of Development is a set of ideas to achieve best desirable change in society. Theory of Reasoned, Action (Rennie, 2019) is way of understanding behavior of ethnic people. Theory of Social Conflict (Jia et al., 2016) is a social theory which suggests that individuals and ethnic groups engage on the basis of conflict. Finally, Value Belief Norm Theory focuses on environmentalist sense illustrating the effect of human values on actions, ties a causal chain between values, beliefs, norms, and behaviors (Elvan Sahin, 2016). Among all the above mentioned theories, Ethical Theory discussed by Everill (1996); Kaptein, Wempe (2012) tends to be the most appropriate one as it leads to positively handling ethnic problem. The theory maintains a balanced relationship between society and ethnic people.

There are several models as Value Creation Model (VCM) (Gholami, 2011), Organization - Stakeholder Model (Verma & Singh, 2016), CSR boosting financial position (Abane, 2016), Confucianism Model (Horng, Hsu, & Tsai, 2017) explains about the acceptance and implementation of theories in business

and developmental sectors. Value Creation Model (VCM) illustrate corporate social responsibility to create a new world for companies generating wealth, maximizing earnings per share, and strong competitiveness (Gholami, 2011). Whereas Organization - Stakeholder Model talks about revealing several elements of social responsibility which can contribute to a substantial margin in the strengthening (Verma & Singh, 2016). Likewise, CSR boosting financial position highlights the relevance of CSR to corporate leadership for enhancement of credibility, competitive advantage and CS growth (Abane, 2016). Among above mentioned model, Confucianism Model framework seems to best fit as this model used to measure readiness of CSR by different organizations.

The conceptual framework of this explains the role of developmental sectors on awareness promotion. The study consists of three variables as socio-demographic factors, contribution on development and ethnic people. The model explains about the independent variables that can have the impact on the awareness promotion held for the ethnic people. The presented figure 1 shows that awareness promotion is the dependent variable and the contribution, ethnic and the socio demographics are the independent variables. This section consists of the hypothesis developed on the basis of three variables.

Figure 1: Conceptual Framework



Source: Modified from Abane (2016), Budhathoki et al. (2019)

Binary Logit Model

In this study, perception is measured by a dummy variable in the model which was assigned a value of 1 for ethnic who understands about awareness promotion and 0 for ethnic who did not (Devkota & Phuyal, 2017). It indicates that the probability of ethnic with a given set of attributes fall in one choice (perceive) rather than the alternative (or not) but not both. The understanding level of awareness promotion is measured on various aspects as understanding of awareness, understanding of awareness promotion indicator, hampering in awareness promotion, government intervention of awareness promotion and climate change policies. A logistic regression model was selected to identify the significant variable that determines whether ethnic understanding level about awareness promotion or not (Heena et al., 2019). Since logit model is best to describe observational data, which is the main data of our study to identify the factors affecting ethnic perception level about awareness promotion and other variables. The advantage of logit model is that it guarantees the estimated probability increase and never crosses the range of 0 – 1.

Suppose Y is the knowledge of awareness promotion among the ethnic which is a random variable and X is the socio-demographic factors, contribution etc. For such a dichotomous outcome, the inferential statistical analysis used for this study is a logistic model (Mabe et al., 2014, Devkota et al., 2020). The effect of X on the response probabilities, P(y = j/x) can be estimated by using binary logit model which is expressed as:

$$P(Y_i/X) = F(Z_i) = \frac{e^{z_i}}{1 + e^{z_i}} = \frac{1}{1 + e^{-z_i}}$$

$$P(Y_i = J/X_i) = F(Z_j) = \frac{e^{z_i}}{1 + e^{z_i}} = \frac{1}{1 + e^{-z_i}}$$

$$Z_i = \beta_0 + \beta_1 X_{i1} + \dots + \beta_n X_{in} + \mu_1 + \dots \dots \dots (3.3)$$

The logit regression equation that is used to ascertain variables influencing determinants of awareness promotion, is

$$Y = \beta_0 + \beta_1 \text{age} + \beta_2 \text{sex} + \beta_3 \text{edu_lvl} + \beta_4 \text{mth_inc} + \beta_5 \text{cas} + \beta_6 \text{occ} + \beta_7 \text{mat_stus} + \beta_8 \text{fam_typ} + \beta_9 \text{imp_env_pro} + \beta_{10} \text{hth_sfty_wkr} + \beta_{11} \text{hmn_rgts} + \beta_{12} \text{sus_dev} + \beta_{13} \text{rgt_act} + \beta_{14} \text{sco_eco_dev} + \beta_{15} \text{met_hth_sfty} + \beta_{16} \text{imp_unprlge_ppl} + \beta_{17} \text{foll_one_cul} + \beta_{18} \text{respt_ech_cul} + \beta_{19} \text{hlp_eth_ppl} + \beta_{20} \text{ide_edu} + \beta_{21} \text{poltc_inf} + \beta_{22} \text{reg_bck} + \mu_0 \dots (3.4)$$

Where, P = Probability of the outcomes; Y = Awareness Promotion; β_0 = Intercept term and $\beta_1 \dots \beta_n$ = Coefficient

Variable and Its Definition

The table 4 describe the independent variables applied in this study for measuring awareness promotion of developmental sector. The variables are categorized into three parts i.e. socio demographic variables, contribution to ethnic people, ethnic people.

Table 4: Variables and its definition

Variables	Description	Value	Expected Sign
Awareness Promotion			
Awareness Promotion (any_pgrm)	Respondent Knowledge regarding awareness promotion	1 = Yes, 0 = Otherwise	+

Variables	Description	Value	Expected Sign
Socio-Demographics			
Age (age)	Age of the respondent	In years	±
Sex (sex)	Sex of the respondent	1 = Male, 0 = Otherwise	±
Education (edu_lvl)	Education Status	In number	+
Monthly Income (mth_inc)	Average monthly income of respondent	In Rupees	±
Ethnic Composition (cas)	Composition of people	1 = Yes, 0 = Otherwise	±
Profession (occ)	Profession of respondent	1 = Profit Organization, 0 = Non-Profit Organization	+
Marital Status (mat_stus)	Marital status	1 = married, 0 = otherwise	±
Family Type (fam_typ)	Family Composition	1 = Nuclear, 0 = Joint	±
Contribution			
Environmental Protection (imp_env_pro)	Respondent knowledge regarding importance given-environmental promotion	1 = yes, 0 = otherwise	+
Workers Health and Safety (hth_sfty_wkr)	Respondent knowledge regarding workers health and safety	1 = Yes, 0 = Otherwise	+
Human Rights (hmn_rhts)	Respondent knowledge regarding human rights	1 = Yes, 0 = Otherwise	+
Sustainable Development (sus_dev)	Respondent knowledge regarding sustainable development	1 = Yes, 0 = Otherwise	+
Right Action (rgt_act)	Respondent knowledge regarding right action	1 = Yes, 0 = Otherwise	+
Social and Economic Promotion (sco_eco_dev)	Respondent knowledge regarding social development	1 = Yes, 0 = Otherwise	+
Mental Health and Safety (met_hth_sfty)	Respondent knowledge regarding mental health and safety	1 = Yes, 0 = Otherwise	+
Support to Underprivileged (imp_unprlge_ppl)	Respondent knowledge regarding support to underprivileged	1 = Yes, 0 = Otherwise	+

Variables	Description	Value	Expected Sign
Ethnics			
Follow Traditional Culture (foll_one_cul)	Respondent following traditional culture	1 = Yes, 0 = Otherwise	±
Have one Culture (respt_ech_ppl)	Respondent having one culture	1 = Yes, 0 = Otherwise	±
Social Structure (hlp_eth_ppl)	Respondent knowledge regarding Social structure	1 = Yes, 0 = Otherwise	+
Education (ide_educ)	Respondent knowledge regarding education level in society	1 = Formal Education, 0 = Otherwise	+
Political Philosophy (poltc_inf)	Respondent knowledge regarding awareness promotion conducted by political parties	1 = Yes, 0 = Otherwise	+
Religion (reg_bck)	Respondent knowledge regarding religious and ethical activities	1 = Yes, 0 = Otherwise	±

Study Area and Study Population

Our field of study was in Lalitpur, Bagmati Province, Nepal. It is Nepal's third largest city (Bhandari et al., 2021), situated in the south-central part of the Kathmandu Valley, 15.46 km² and is divided into 22 wards (Heena et al., 2019). Lalitpur is best known for its rich cultural heritage, especially its arts and crafts tradition. Especially known for its festivals and feasts, as well as fine ancient art and the carving of metal and stone statues. Lalitpur District had a population of 468,132 people according to the 2011 Nepal census. 47.7% spoke Nepali as their first language, followed by 29.7% Newari, 11.3 percent Tamang, 2.5 percent Maithili, 1.5 percent Magar, 1.1 percent Rai, 1.0 percent Bhojpuri, 0.7 percent Tharu, 0.6 percent Gurung, 0.6 percent Limbu, and 0.5 percent Hindi (Gurung, Karki, Bista, & Oh, 2012). For our study purpose, number of population was 281. People today are curious and active towards gathering more information related to awareness promotion and people's perception towards developmental sector is changing as the expectation of ethnic people has changed.

Sampling Technique and Sample Size

Sampling is a subset of the population in order to make statistical inferences and estimate population characteristics (Devkota et al., 2020). For the sampling method, non-probability sampling was used based on the subjective judgment rather than random selection. This study aims to identify level of awareness promotion in Lalitpur's developmental activities. So we use sampling technique. Convenient sampling is used as it is one of the appropriate techniques for analysis and data presentation. This sampling method involves participants from wherever you can find respondents and typically wherever is convenient and it is simple and ease to research (Devkota et al., 2020). Hence, convenience sampling has been used for this research survey to measure awareness promotion and contribution of developmental sectors in Lalitpur district.

Any evaluation or analysis that aims to stimulate the sample population must consider the sample size. The following formula was used to derive the sample size, $(n = z^2pq/l^2)$ (Neilson, 2011, Maharjan

et al., 2022) where, n_0 denotes sample size required for study, Standard tabulated value for 5% level of significance (z) = 1.96, p = Prevalence of customer awareness on retail banking loan 50 % = 0.5 (Muyeed, 2012). So, the value of $P = 0.5$ and $q = 1-p, = 0.5$ respectively. Similarly, Allowable error that can be tolerated (e) = 5 % and Total population for the study $n_0 = z^2pq/l^2$ denoting i.e. $(1.96)^2 \times 0.5 \times 0.5 / (0.05)^2 = 384.16$. Also, Non-response error 5%, i.e., $384.16 * 5 / 100 = 19.20$. Thus, sample size taken for study was $(384.16 + 19.20) = 403.36 (\approx 403)$. Though, if, Allowable error that can be tolerated (e) = 6 % then the sample size will be, Total population for the study $n_0 = z^2pq/l^2$ denoting $(1.96)^2 \times 0.5 \times 0.5 / (0.06)^2 = 266.78$. Again, Non-response error 5%, i.e., $266.78 * 5 / 100 = 13.34$. Therefore, sample size should be taken for study was $(266.78 + 13.34) = 280.12 (\approx 280)$. Thus, this study conducts survey and includes 281 ethnic people from Lalitpur.

Research Instruments and Data Collection

A structure questionnaire has been developed and devised to conduct survey on developmental sectors contribution to ethnic people of Lalitpur district for data collection. Interview was conducted among the various ethnic composition of people and quantitative data was extracted through interview. Primary data from questionnaire survey have been collected. In the study questionnaire have linked in order to meet the various objectives mentioned above in the study. For data collection pre-test was done and then it was transferred to KOBO tool for actual data collection from ethnic people. The data collection in the study was from both online and offline method where mostly collected due to Corona and second wave lockdown in Nepal. The data collection time periods of April 2021 to July 2021.

Data Analysis and Results

Socio Demographic Characteristics of Respondents

The study shows socio-demographic awareness promotion to ethnical people in Lalitpur district by developmental sectors. With the total respondents of 281, 49.8% of them were male and 50.4% as otherwise (See Table 5). Abane (2016) found that both male and female had equal knowledge of developmental sector while our study has similar participation of respondents in comparison to previous study but others group people are still not aware. Majority of the respondents were from the group of bachelor’s and master’s degree i.e. $(40.21 + 22.78 = 62.99\%)$. In Lalitpur district, highest number ethnic people are Newar and more proactive people who are very interested and participative in these types of activities are students and other profession people from above 50 years age. It suggests that in current scenario dependent group people are much more aware about the aware promotion programs. In addition, when these group of people are much more aware developmental sector will have to get much more focused regarding their contribution and awareness promotion in the district. Finally, the awareness promotion campaigns have had made the greater impact in the development of Lalitpur district in various context.

Table 5: Socio Demographic Status

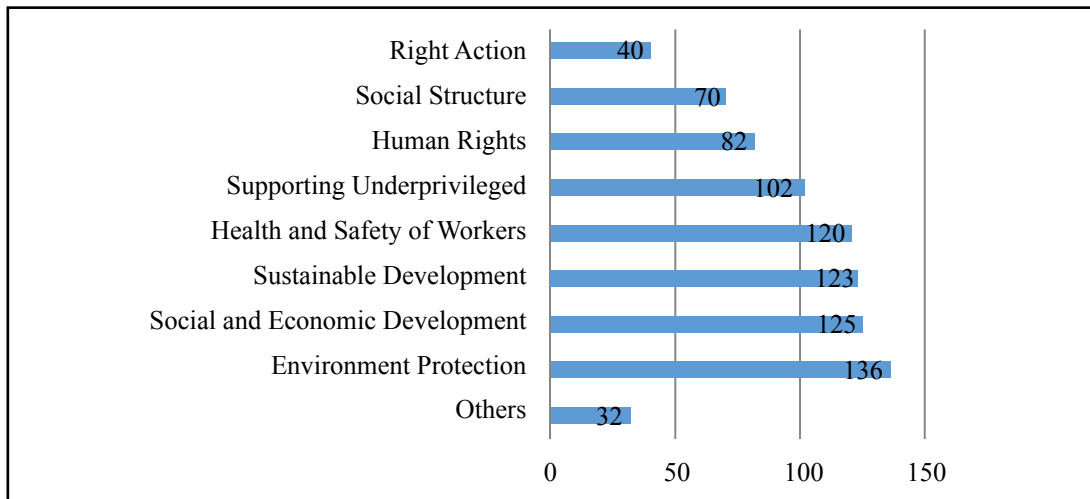
Characteristics	Number	Percentage
Sex		
Male	140	49.8
Female	139	49.7
Others	2	0.7
Age		
Below 20	37	13.17

Characteristics	Number	Percentage
21-30	175	62.28
31-40	50	17.79
41-50	13	4.63
Above 51	6	2.13
Education Level		
Illiterate	21	7.47
Below SEE/SLC	10	3.56
SEE/SLC	19	6.76
Intermediate	51	18.15
Bachelors	113	40.21
Masters	64	22.78
Other	3	1.07
Municipality		
Lalitpur Metropolitan City	141	50.18
Mahalaxmi Municipality	73	25.98
Godawari Municipality	67	23.84
Caste		
Brahamin	52	18.51
Chettri	15	5.34
Gurung	1	0.36
Kirat	13	4.63
Lama	1	0.36
Mahdes	5	1.78
Muslim	1	0.36
Newar	186	66.19
Sherpa	1	0.36
Tamang	4	1.42
Thakuri	2	0.71
Family Type		
Nuclear	158	56.23
Joint	101	35.94
Extended	22	7.83

Characteristics	Number	Percentage
Marital Status		
Unmarried	160	56.94
Married	109	38.79
Widowed	5	1.78
Divorced	4	1.42
Others	3	1.07
Occupation		
Student	56	19.93
Business	53	18.86
Industrial Work	31	11.03
Banker	24	8.54
Health Worker	18	6.41
Teaching	15	5.34
Agriculture	13	4.63
NGO/INGO	9	3.2
Others	62	22.06
Income Level		
Less than 20,000	157	55.87
20,000 - 40,000	90	32.03
40,000 – 60,000	17	6.05
60,000 – 80,000	6	2.13
80,000 – 1,00,000	6	2.13
More than 1,00,000	5	1.78

Ethnic People Understanding about Developmental Sectors

Out of total respondents in the study, 88.26% of people are aware about what is developmental sectors while 11.47% were still unaware. As per the survey still one out of five i.e. 11.47% respondents are unaware about development sectors awareness promotion activities. Rowe et al. (1994) states awareness promotion will help ethnical people to grow and overcome difficulties while in our study majority of respondents 61.57% are active knowing what are the various specified areas in which developmental awareness activities have been conducting. Gholami (2011) explains awareness program is always necessity for making ethnical people conscious about biodiversity conservation and its importance along with well collaboration with local people. Talking about environment protection majority of respondents, 65.84% are aware. Our study explains 55.87% of the respondents believed developmental sectors have contributed in health and safety of workers (See Figure 2). Likewise focus regarding human rights is high in equality and freedom by 28.11% and 27.76%. Khanal (2006) explained human rights groups are engaged in protecting the civil rights of the people by 26.69%.

Figure 2: Specified areas where awareness programs are conducted

Source: Field study

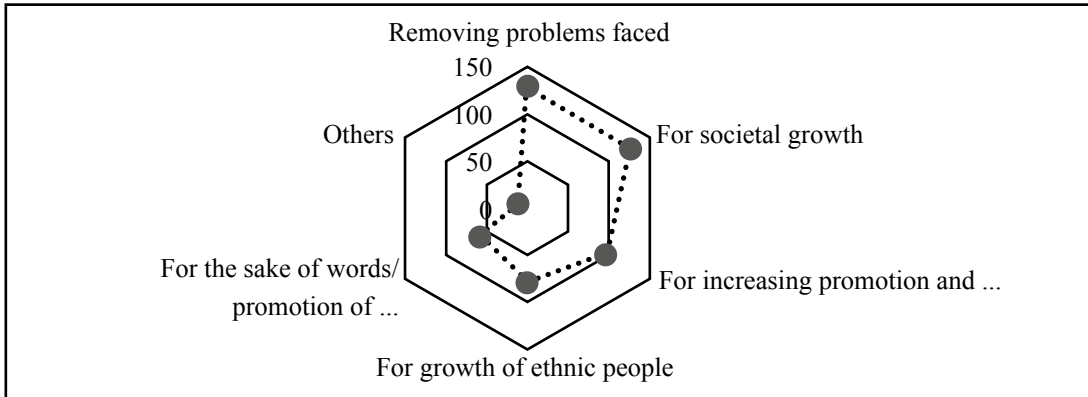
In the study it is found that among 281 respondents 51.6% are aware about awareness promotion activities performed by developmental sectors. Where high focus is in health programs, education and financial support by 30.25%, 29.18% and 23.49% respectively. Abane (2016) explained the contribution of developmental sectors for unprivileged people of society while our study too results same result stating developmental sectors is working on supporting unprivileged people of our society. Talking about respecting each culture is the most essential part. Bhandari (2014) speaks people loves to learn different things, different tradition cultures especially western culture in current scenario. Our results also reveal 59.79% of respondents are aware about respecting awareness promotion for respecting each culture.

Similarly, Shiohata (2015) explained community involvement has contributed substantially to the development with expansion of the Nepali education system. But our study reveals that education level doesn't matter. Among the respondents who said yes are 35.23% while 36.65% are in undecided group and 28.11% disagree with this statement. Almost half of the respondents 58.36% say yes. Political instability hampers the performance of developmental sectors. 23.74% of respondents replied that favorable policy should be implemented for the development. Finally talking religious background 58.72%, religious background has great importance. However, there are still areas where developmental sectors should show their contribution and be working for the development of ethnical people of Lalitpur district.

Ethnic Peoples Opinion on Factors affecting Awareness Promotion by Developmental Sectors

In current scenario developmental sectors have been widely established, and they have become increasingly important for development of ethnic people of an economy (See Figure 3). In general, 77.94% of respondents have answered that society and ethnic people both have developed with the development of developmental sectors. It seems respondent source of information can be from various origins such as family/ friends, posters, previous visit etc. In survey 49.11% out of 281 have gathered information from families and friends. While 45.55 % of respondents have stated that awareness promotion helps to remove problems faced by ethnic people. Dhakal (2007) explained it is a fast growing entity that works on awareness promotion campaign and our study too shows its growing steps and sharing information among family and friends is high comparing to other sources.

Figure 3: Importance of development in society



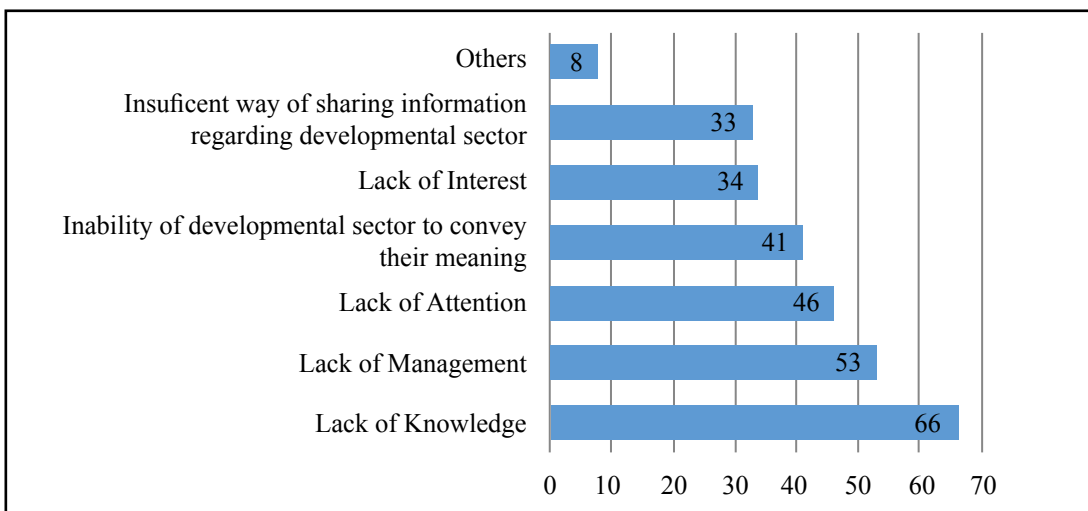
Source: Field study

As Bontcheva et al. (2013) explained media was major source of and our result too shows that most of the respondents have used Facebook media to share the information. Out of 281 respondents 44.48% responded that it helps society to grow. Only few numbers of respondents i.e. 22.06% of respondents believed that there is no growth with the developmental sectors activities. Loehle (2007) study explained NGOs and INGOs performance and importance have risen and plays significant development actors, particularly in developing countries such as Nepal. While our study too results that development sectors play their role actively especially helping ethnic people, society growth and support needy ones.

Ethnic People's challenges during Awareness Promotion

Awareness promotion programs were conducted since early 1950, their evolution in various parts of our country to uplift the living standard of ethnical people. Most of the respondents of the survey agreed that there are several challenges related to awareness promotion faced by attendees (See Figure 4). Gasper (2014) challenges that arise, notably amongst the neediest areas and groups explained will finds ways to reconcile. Our study found that there is high level of challenges in awareness promotion.

Figure 4: Problems faced during awareness promotion



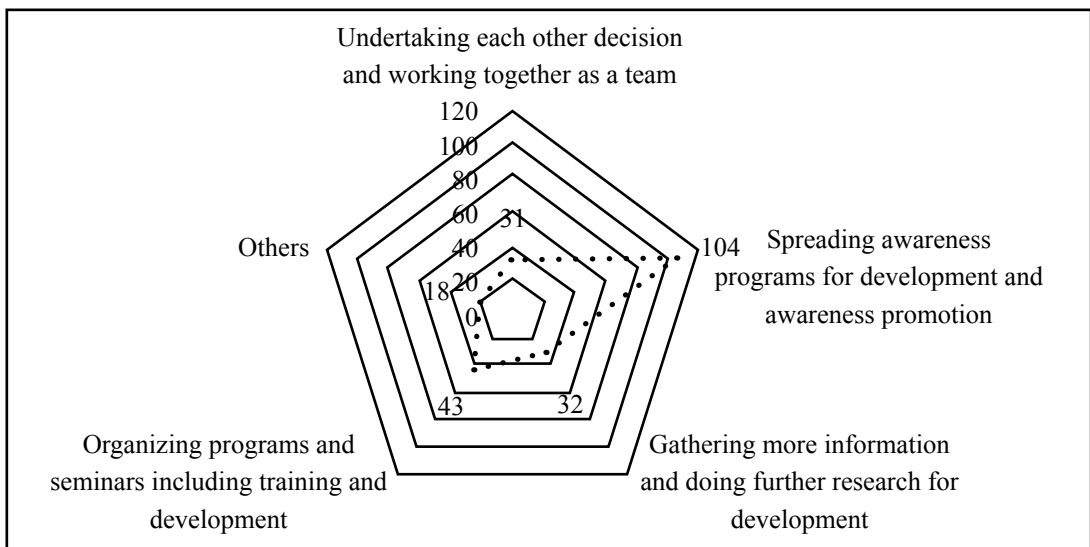
Source: Field study

Out of 281 respondents, 84.34% believed that they have faced challenges during the programs. Some of the common problems were lack of knowledge, lack of management, lack of attention, inability to convey purpose, lack of interest, lack of information sharing about programs, etc. Kobek and Thapa (2004) explained political instability is the main factor that influence in efficient performance of programs in Nepal while our study results other factors as main challenge. Most common problem was seen as lack of knowledge about the programs to ethnic people i.e. 23.49% respondents out of 281. Similarly, 18.86% of respondents felt there was lack of management where 46 respondents had attention problem. For 14.59% of respondents purpose of awareness promotion was not clear where 34 felt lack of interest in programs. Also, 11.74% of respondents believed that there was gap of information sharing about programs and 2.85% of respondents had other challenges.

Managerial Solutions to Hurdles faced by Ethnic people

This segment covers the managerial solutions and feedback from the respondent to overcome the above challenges in awareness promotion. Bisri and Beniya (2016) focused on challenges minimization and pre-study that reduces risk and disaster, work proactively. 28.11% of respondents believed that using better training and developmental programs can be a better managing strategy. 26.69% of respondent believed proper management could lead to better development and more participation of ethnic people. 26.33% of respondents believed interesting programs conduction to grab attention of ethnic people and convey their message. 13.88% believed that more focus and priority can result in better satisfaction of the ethnic people participation level and 0.71% of respondents think other way should be practiced. As per the result, 4% of the total respondents i.e. 12 believed that the situation is not manageable. The managerial solution is presented in figure 5.

Figure 5: Better promotion of awareness programs



Source: Field study

Research conducted results that 70.82% out of 281 believed government plays an essential role for enhancing performance of developmental sector regarding awareness promotion. Likewise 13 of respondents believe that government should be proactively working. The government's only chance for protecting the sector from such criticism is to become involved actively and positively (Devkota et al., 2022; Bhatta et al, 2023). Another part is about necessary to conduct awareness related programs in current scenario. Where two third of the respondents have said yes i.e. 81%. Developmental sectors are the one of the major source of development and support to the needy ones (Chase et al., 2018).

Hence proper advertisement and sharing of information regarding awareness promotion should be done so that all group of people will be aware regarding awareness promotion. Similarly, 4% believed organization of various programs should be done to overcome the challenges was essential.

Inferential Analysis

Pre-test and Post-test Estimation

For this study cross-sectional data has undertaken. In such data set several issues need to be fixed before performing final result. In such context this study aims to analyse ethnic people's perception on contribution of development sectors for awareness promotion in Lalitpur district by using binary logit model for what both pre and post estimation test is necessary. In pre-estimation test specification error, goodness of fit and other diagnostics (Fitstat) were analyzed where the $\hat{\mu}$ value is 0.000 and $\hat{\sigma}^2$ value is 0.186. We can conclude that data set has no specification error, chosen predictors were meaningful as it matches the given condition. For goodness of fit, p-value should be greater than 5% i.e. 0.05 (Hutagalung, 2020), the result obtained from model is $\text{Prob} > \chi^2 = 0.5866$ which is greater than 5% so we can say that there is a goodness of fit in our models. Likewise we look towards count R^2 in other diagnostic and the more it is, more its better (Frequency-rank Distributions in Proteomics, 2021). The count R^2 for model is 0.705 which is higher than 0.7 which fits the condition, so it's excellent. In post-estimation test multicollinearity and heteroscedasticity is performed. Multicollinearity occurs when independent variables in a regression model are correlated (Abane, 2016). Variance inflating factor (VIF) is a test to assess multicollinearity in regression model, if VIF is greater than 10, there exist multicollinearity and data will not be best fit. Mean VIF as per the calculation for model is 1.33. So, we can say that there is no multicollinearity issue in our data set. Likewise, heteroscedasticity occurs when there is difference in variance of the error terms for the range of observations It indicates that $\text{prob} > \chi^2$ should be greater than 0.05 to fit the model. Looking towards hettest, the result appeared for model is $\text{prob} > \chi^2 = 0.0008$. The value is less than 0.05. So, there is presence of heteroscedasticity in case of model. The result contains heteroscedasticity, and to detect the heteroscedasticity we perform robust standard error i.e. final regression. The summary statistics after final correction of dataset is presented in table 6.

Table 6: Summary Statistics

Variable	Obs	Mean	Std. Dev.	Min	Max
_any_pgrm_	281	.6156584	.4873071	0	1
sex	281	.4982206	.5008889	0	1
_age_yrs	281	27.97153	8.162145	14	68
_edu_lvl_	281	.8220641	.3831412	0	1
_mth_inc_	281	25332.1	29558.41	0	300000
cas	281	.8469751	.3606538	0	1
_mat_stus_	281	.6120996	.488141	0	1
_fam_typ_	281	.3594306	.4806896	0	1
_imp_env_p~	281	.658363	.4751047	0	1
_hth_sfty_~	281	.5587189	.497426	0	1
_hmn_rgts_	281	.4768683	.5003557	0	1

Variable	Obs	Mean	Std. Dev.	Min	Max
_sus_dev_	281	.544484	.4989058	0	1
_rgt_acton_	281	.4519573	.4985745	0	1
_sco_eco_d~	281	.6120996	.488141	0	1
_met_hth_s~	281	.430605	.4960443	0	1
_imp_unpri~	281	.5160142	.5006351	0	1
_foll_one_~	281	.5907473	.4925732	0	1
_respt_ech~	281	.5978648	.4912038	0	1
_hlp_eth_p~	281	.544484	.4989058	0	1
ide_edu_	281	.6654804	.472664	0	1
_poltc_inf_	281	.5836299	.4938359	0	1
_reg_bck_	281	.5871886	.4932179	0	1

Final Regression Result

Robust standard error is a strategy for producing unbiased OLS standard errors under heteroscedasticity, or it may be understood as the actions carried out when doing tasks and solving problems (Murdie & Bhasin, 2011). It can be analyzed by three processes such as Coefficient, Odds Ratio and Marginal effect. Table 7 presents the final regression result.

Table 7: Final Regression Result

VARIABLES	(1) Logit Model	(2) Odds Ratio	(3) Margin Effects
_any_pgrm_			
sex	0.122 (0.299)	1.130 (0.338)	0.0212 (0.0518)
_age_yrs	-0.0224 (0.0192)	0.978 (0.0188)	-0.00388 (0.00329)
_edu_lvl_	1.167*** (0.399)	3.212*** (1.283)	0.202*** (0.0671)
_mth_inc_	1.22e-06 (4.35e-06)	1.000 (4.35e-06)	2.11e-07 (7.54e-07)
cas	-0.373 (0.455)	0.689 (0.313)	-0.0646 (0.0789)
_mat_stus_	-0.253 (0.325)	0.776 (0.252)	-0.0438 (0.0563)
_fam_typ_	-0.0443 (0.328)	0.957 (0.313)	-0.00767 (0.0566)

VARIABLES	(1) Logit Model	(2) Odds Ratio	(3) Margin Effects
_imp_env_pro_	-0.113 (0.322)	0.893 (0.288)	-0.0195 (0.0557)
_hth_sfty_wkr_	-0.350 (0.339)	0.704 (0.239)	-0.0607 (0.0586)
_hmn_rgts_	0.754** (0.328)	2.126** (0.697)	0.131** (0.0555)
_sus_dev_	0.209 (0.376)	1.232 (0.464)	0.0361 (0.0650)
_rgt_acton_	0.326 (0.347)	1.386 (0.482)	0.0565 (0.0601)
_sco_eco_dev_	1.290*** (0.339)	3.634*** (1.230)	0.223*** (0.0536)
_met_hth_sfty_	-0.351 (0.367)	0.704 (0.259)	-0.0608 (0.0633)
_imp_unprilege_ppl_	-0.642* (0.350)	0.526* (0.184)	-0.111* (0.0599)
_foll_one_cul_	-0.846** (0.389)	0.429** (0.167)	-0.146** (0.0653)
_respt_ech_cul_	0.724** (0.351)	2.063** (0.725)	0.125** (0.0601)
_hlp_eth_ppl_	0.845** (0.342)	2.329** (0.797)	0.146** (0.0574)
ide_edu_	0.285 (0.360)	1.330 (0.479)	0.0494 (0.0620)
_poltc_inf_	0.382 (0.334)	1.466 (0.490)	0.0662 (0.0576)
_reg_bck_	0.353 (0.316)	1.423 (0.449)	0.0611 (0.0544)
Constant	-0.961 (0.845)	0.382 (0.323)	
Observations	281	281	281

Robust standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

The awareness promotion is statistically significant in all three models. It is positive in sign that indicates the probability of the awareness promotion options among ethnic people as per the developmental sectors campaign. The Logit model which basically observed overall 281 respondents view regarding awareness promotion options observed education level, human rights, social and economic development, importance to unprivileged people, following one culture, respecting each culture and helping ethnic people has been playing statistically significant role to awareness promotion campaign in Lalitpur district. Here, education level, human rights, social and economic development, helping ethnic people are statistically significant with positive sign which indicates probability of awareness promotion increases for ethnic people by 1.167 times, 0.754 times, 1.290 times, 0.724 times and 0.845 times respectively. Similarly, importance to unprivileged people and respecting each culture has negative associated with dependent variable i.e. awareness promotion.

Odds ratio shows that education level, human rights, social and economic development, importance to unprivileged people, following one culture, respecting each culture and helping ethnic people have statistically significant positive sign, which indicates high awareness promotion is required to develop awareness promotion of ethnic people i.e. when education level, human rights, social and economic development, importance to unprivileged people, following one culture, respecting each culture and helping ethnic people increases by 1 times awareness promotion increases by 3.212 times, 2.126 times, 3.634 times, 0.526 times, 0.429 times, 2.063 times and 2.329 times respectively. Similarly, Margin effect which represents education level, human rights, social and economic development, respecting each culture and helping ethnic people are significant. Importance to unprivileged people and following one culture are found negatively associated with awareness promotion representing that the probability of awareness promotion decreases if importance to unprivileged people and respecting each culture is high by 0.111 times and 0.146 times. Where, education level, human rights, social and economic development, respecting each culture and helping ethnic people is positively associated awareness promotion. This indicates that the awareness promotion of Lalitpur increases by 0.202 with a marginal change in education level. Likewise, marginal effect results of human rights is 0.131. It indicates that awareness promotion increases by 0.131 with marginal change in human rights followed by social and economic development and respecting each culture marginal result is 0.223 and 0.125 respectively. It explains awareness promotion increases by 0.223 and 0.125 with marginal change in social and economic development and respecting each culture. Similarly result shows marginal effect of helping ethnic people is 0.146. It indicates that awareness promotion of Lalitpur district increases by 0.146 with a marginal change in helping ethnic people.

In summary, education level, human rights, social and economic development, importance to unprivileged people, following one culture, respecting each culture and helping ethnic people have been playing statistically significant role with awareness promotion campaigns in Lalitpur district. In all the context, timely and proper availability of awareness promotion in any local community will increase the awareness level of ethnic people. In previous study by Abane (2016) corporate social awareness is affected by human rights, sustainability development, workers health and safety, environment protection, social and economic labels etc.

Discussion

In case of Nepal, INGO/NGOs and local institutions played an important role in uniting the economically vulnerable and making individual and collective efforts to combat poverty (Pokhrel, 2019). While human rights group engagement in providing civil rights is not as enough as explained by Khanal (2006), more focus on giving human rights related campaigns as 65.84% respondent programs is not conducted enough. Hence Gasper (2014) explained awareness promotion helps to reduce conflict in a society and in the study, 107 respondents believe that government should organize programs such as basic needs, donation, community development projects to increase awareness promotion in the

society. Lamichhane et al. (2020) explains awareness promotion for ethnic people have significant relationship with age of the respondents. Barber and Bowie (2008) stated developmental sectors work for humanitarian emergencies while our result reveals only 88.26% of the respondents are aware what developmental sectors are. Awareness program with proper collaboration with local people is necessity for making ethnic people conscious about biodiversity conservation and its importance (Gholami, 2011).

Development sectors are currently very much focused in environmental protection, socio economic development, sustainability development and health and safety improvement as per the result of our study by 44.48%, 43.77%, 42.7% and 37.37% respectively. Similarly different human rights programs should be conducted. As number of developmental sectors have been increasing in context of Nepal and it is a fast growing entity that works on awareness promotion campaign (Dhakal, 2007). Result reveals that 36.3% of respondents gather information from local municipality followed by 33.81% of respondents, who are active in newspapers, magazine, and social media. The major challenges for developmental sectors were lack of knowledge, lack of management, lack of attention, inability of convey purpose, lack of interest, lack of information sharing about programs and others while Kobek and Thapa (2004) explained political instability as a hurdle to run programs effectively. Therefore, advertisement, gathering information, doing survey, working together as a team, formulating various programs and seminars etc. programs will help better promote awareness promotion in Lalitpur district.

This study focuses on identifying awareness promotion conducted by developmental sectors in Lalitpur district. Despite several areas covered by this study, there are other areas that need further research. If the research can capture large area then it can help other researcher to analyze different affecting awareness promotion. As this study is conducted in awareness promotion of Lalitpur district only, so that further research might be conducted in other areas where development sectors have been helping to promote as well as other places even outside valley. Likewise the researcher should physically take the responses of the respondent for better result and analysis. Additional tests are needed to replicate the results of this study and to identify additional potential reasons for analyzing ethnic people's perception regarding awareness promotion as very limited research and studies on the issues related awareness promotion especially in Lalitpur district.

Conclusion and Recommendation

The study examines the awareness promotion contribution by developmental sectors with objectives of measuring contribution, analyzing the factors affecting ethnic people in developmental sector awareness promotion, identifying the challenges faced and identifying proper management strategy. This study was conducted with ethnic people of Lalitpur district. It is found that various campaigns are conducted to better promote based on the literature review and empirical review of the current study. The major contributed areas of developmental sectors are environmental protection, and socio-economic development, sustainability development and health and safety improvement while right action programs are held in very low cases by 14.23%. The common problems faced in awareness promotion was lack of knowledge. Proper advertisement and sharing of information regarding awareness promotion should be done while time and again information gathering should be done and various further research programs should be held.

Base on the study, following recommendation have been put forward for awareness promotion to better function the campaigns are listed below:

Removing problems faced by ethnic people: Loehle (2007) explained NGOs and INGOs have risen significantly, particularly in developing countries such as Nepal. While study reveals that 45.55% respondents explained developmental sectors awareness promotion helps to solve the various problem faced. While 11.47% of respondents are still not aware. Various efforts and programs should be conducted to mitigate the problems.

1. **No sense of development in society:** In context of Nepal, over 15 years there is considerable increase in development sectors (Karkee & Comfort, 2016). According to the research, 35.59% of respondents believed that there will be no scene of development in the society when there is no developmental sector. Hence proper developmental activities should be conducted to uplift and grow the society.
2. **Training and Development and Proper Management:** Before conducting any programs, proper development and management, planning should be kept in mind by development sectors. Our study reveals that lack of knowledge and management is the main hurdle for developmental sectors development, 26.69% and 26.33% of respondent's estates training and developmental and proper management is essential for the development of society along with ethnical people progress.
3. **Undertaking each other's decision and working together as a team:** Our study reveals that 13.60% of respondents stated developmental sectors and government should work together. As government is the main body but government seems to be less focused in promoting awareness programs to the ethnic people of Lalitpur district.
4. **Spreading awareness programs for development and awareness promotion:** In the study it is found that only holding programs is not enough. In current scenario people are busy in their stuff and they might miss awareness programs. 45.61% of respondents stated that better mode of information sharing regarding awareness promotion should be done.
5. **Gathering more information and doing further research for development:** As number of research has been held in various span of time in various areas around the world. Respondents believed that researcher should gather knowledge regarding past activities and make further preparation of the awareness promotion programs.
6. **Organizing programs and seminars including training and development:** As, developmental sectors are the one of the major source of development and support to the needy ones Chase et al., (2018) especially in developing countries like Nepal. 18.86% of respondents in our survey revealed that different programs should be conducted. Hence, they should proactively work on conducting programs.

References

- Abane, S. (2016). *Employee perceptions of corporate social responsibility (CSR) and organisational citizenship behaviours (OCB): A comparative Ghanaian study*. (10227139), 1–178. <https://doi.org/10.13140/RG.2.2.25978.49606>
- Astroulakis, N. (2011). The development ethics approach to international development. *International Journal of Development Issues*, 10(3), 214–232. <https://doi.org/10.1108/14468951111165359>
- Barber, M., & Bowie, C. (2008). How international NGOs could do less harm and more good. *Development in Practice*, 18(6), 748–754. <https://doi.org/10.1080/09614520802386520>
- Bhandari, U., Rana, M., Devkota, N., Parajuli, S., & Poudel, U. (2021). Status of professional skills in MBA graduates, its challenges, and way forward in Kathmandu Valley: evidence from professional skill index. *International Journal of Finance Research*, 2(1), 24–36.
- Bhandari, B. S., & Wickramanayake, B. . (2000). Community management and water quality in rural water supply system in Nepal. *Asia-Pacific Journal of Rural Development*, 10(2), 53–66. <https://doi.org/10.1177/1018529120000204>
- Bhandari, M. (2014). Civil society and non-governmental organizations (NGOs) movements in Nepal in terms of social transformation. *The Pacific Journal of Science and Technology-177*, 15(1), 177–189.
- Bhandari, U., Yadav, S., Devkota, N., Paudel, U. R., Rajbhandari, S., & Karki, D. (2021). Private and public bank consumers' preference in Kathmandu Valley: Evidence from customers' satisfaction index. *International Research Journal of Science, Technology, Education and Management*, 1(1), 67–78.

- Bhatta, S., Devkota, N., Paudel, U. R., & Danuwar, R. K. (2023). Prospect of tourism development in Khaptad National Park: A local perspective. *Journal of Tourism & Adventure*, 6(1), 53-71.
- Bisri, M. B. F., & Beniya, S. (2016). Analyzing the national disaster response framework and inter-organizational network of the 2015 Nepal/Gorkha earthquake. *Procedia Engineering*, 159(June), 19-26. <https://doi.org/10.1016/j.proeng.2016.08.059>
- Bontcheva, K., Gorrell, G., & Wessels, B. (2013). Social media and information overload: Survey results. *arXiv preprint arXiv:1306.0813*.
- Cavill, S., & Sohail, M. (2007). Increasing strategic accountability: A framework for international NGOs. *Development in Practice*, 17(2), 231-248. <https://doi.org/10.1080/09614520701196004>
- Chase, L. E., Marahatta, K., Sidgel, K., Shrestha, S., Gautam, K., Luitel, N. P., ... Samuel, R. (2018). Building back better? Taking stock of the post-earthquake mental health and psychosocial response in Nepal. *International Journal of Mental Health Systems*, 12(1), 1-12. <https://doi.org/10.1186/s13033-018-0221-3>
- Darrouzet-Nardi, A. F., Miller, L. C., Joshi, N., Mahato, S., Lohani, M., & Rogers, B. L. (2016). Child dietary quality in rural Nepal: Effectiveness of a community-level development intervention. *Food Policy*, 61, 185-197. <https://doi.org/10.1016/j.foodpol.2016.03.007>
- Devkota, N., Paudel, U. R., & Bhandari, U. (2020). Does westernization influence the business culture of a touristic city? *Economics and Sociology*, 13(4), 154-172. doi:10.14254/2071-789X.2020/13-4/10
- Devkota, N., Paudel, U. R., & Bhandari, U. (2020). *Research Methodology (MBA / MBS / MBM / E-MBA / MPA)*, Advanced Swaraswoti Pvt. Ltd.
- Devkota, N., & Phuyal, R. K. (2017). An analysis of Nepalese youth understanding level on climate change. *Asian Journal of Economic Modelling*, 5(3), 342-353. <https://doi.org/10.18488/journal.8.2017.53.342.353>
- Devkota, N., Gautam, S., Parajuli, S., Bhandari, U., & Paudel, U. R. (2022). Tourism entrepreneurial prospects in Bardiya, Nepal: Challenges and way-forwards. *The Gaze: Journal of Tourism and Hospitality*, 13(1), 70-92. <https://doi.org/10.3126/gaze.v13i1.42068>
- Devon, R., & Van De Poel, I. (2004). Design ethics: The social ethics paradigm. *International Journal of Engineering Education*, 20(3), 461-469.
- Dhakal, T. E. K. N. (2002). *The Role of Non-Governmental Organisations in the Improvement of Livelihood in Nepal*.
- Dhakal, T. N. (2007). Challenges of civil society governance in Nepal. *Governance An International Journal Of Policy And Administration*, 2(1), 61-73.
- Everill, B. (1996). Ethical theories. *Scientist*, 10(17), 1-5. <https://doi.org/10.4324/9781315180663-3>
- Karkee, R., & Behera, M. (2021). *Frequency-rank Distributions in Proteomics*. (2021), 0-2. <https://doi.org/10.14293/S2199-1006.1.SOR-PP2VSKF.v1>
- Gasper, D. (2014). *The Ethics of Development - from economism to human development (2003 prepublication draft of 2004 book) From Economism to Human Development*. (May).
- Gholami, S. (2011). Value creation model through corporate social responsibility (CSR). *International Journal of Business and Management*, 6(9), 148-154. <https://doi.org/10.5539/ijbm.v6n9p148>
- Giri, A., Khatiwada, P., Shrestha, B., & Chettri, R. K. (2013). Perceptions of government knowledge and control over contributions of aid organizations and INGOs to health in Nepal: A qualitative study. *Globalization and Health*, 9(1), 1-15. <https://doi.org/10.1186/1744-8603-9-1>
- Gurung, A., Karki, R., Bista, R., & Oh, S. E. (2012). Peoples' perception towards urban forestry and institutional involvement in metropolitan cities: A survey of Lalitpur city in Nepal. *Small-Scale Forestry*, 11(2), 193-205. <https://doi.org/10.1007/s11842-011-9175-x>
- Heena, H., Durrani, S., Alfayyad, I., Riaz, M., Tabasim, R., Parvez, G., & Abu-Shaheen, A. (2019). Knowledge, attitudes, and practices towards cervical cancer and screening amongst female healthcare professionals: A cross-sectional study. *Journal of Oncology*, 2019. <https://doi.org/10.1155/2019/5423130>
- Hutagalung, A. (1967). A new parametric life distribution with modified Bagdonavičius-Nikulín goodness-of-fit test for censored validation, properties, applications, and different estimation methods mahmoud. *Angewandte Chemie International Edition*, 6(11), 5-24.

- Kaptein, M., & Wempe, J. F. (2012). Three general theories of ethics and the integrative role of integrity theory. *SSRN Electronic Journal*, (October 2017). <https://doi.org/10.2139/ssrn.1940393>
- Karki, D., Upreti, S., Bhandari, U., Rajbhandari, S., Devkota, N., Parajuli, S., & Paudel, U. R. (2021). Does the formal financial sector enhance small business employment generation in Nepal: Evidence from cross-sectional data. *Journal of Social Economics Research*, 8(2), 155-164.
- Karkee, R., & Comfort, J. (2016). NGOs, foreign aid, and development in Nepal. *Frontiers in Public Health*, 4, 1–5. <https://doi.org/10.3389/fpubh.2016.00177>
- Khanal, D. R. (2006). Managing NGOs for better outcomes and sustainability: The Nepalese experience. *Journal of Health Management*, 8(2), 251–260. <https://doi.org/10.1177/097206340600800206>
- Loehle, C. (2007). A 2000-year global temperature reconstruction based on non-treering proxies. *Energy & Environment*, 18(7), 1049-1058.
- Macintyre, A. (1998). A short history of ethics: A history of moral philosophy from the Homeric age to the twentieth century. *Choice Reviews Online* (Vol. 36). <https://doi.org/10.5860/choice.36-2122>
- Maharjan, P., Devkota, N., Mahapatra, S., Haq Padda, I. U., Dhakal, K., Mahato, S., ... & Bhattarai, U. (2022). FinTech adoption among online grocery buyers during covid-19 lockdowns in Nepal. *Journal of Private Enterprise*, 37(2).
- Murdie, A., & Bhasin, T. (2011). Aiding and abetting: Human rights INGOs and domestic protest. *Journal of Conflict Resolution*, 55(2), 163–191. <https://doi.org/10.1177/00220027110374715>
- Muyeed, M. A. (2012). Customer perception on service quality in retail banking in developing countries - A case study. *International Journal of Marketing Studies*, 4(1), 116–122. <https://doi.org/10.5539/ijms.v4n1p116>
- Neilson, T. (2011). King of charcoal: Japanese create new life for dying industry. *Inwood Magazine*, 2(96), 32–33.
- Paudel, U. R., Puri, S., Parajuli, S., Devkota, N., & Bhandari, U. (2021). Measuring cultural diversity impact in hospitality industry leadership: Managerial communication perspective from five star hotels in Kathmandu valley, Nepal. *Journal of Tourism & Adventure*, 4(1), 75–88. <https://doi.org/10.3126/jota.v4i1.40680>
- Pokhrel, S. R. (2019). Institutions and rural economy in Rolpa district of Nepal. *Geographical Journal of Nepal*, 12, 135–152. <https://doi.org/10.3126/gjn.v12i1.23420>
- Rowe, D. C., Vazsonyi, A. T., & Flannery, D. J. (1994). No more than skin deep: Ethnic and racial similarity in developmental process. *Psychological Review*, 101(3), 396–413. <https://doi.org/10.1037/0033-295X.101.3.396>
- Shiohata, M. (2015). *Improving educational access and quality for all children? Reimagining the role of an International NGO in Nepal*, 1–14.
- Thomson, A. J., & Schmoldt, D. L. (2001). Ethics in computer software design and development. *Computers and Electronics in Agriculture*, 30(1–3), 85–102. [https://doi.org/10.1016/S0168-1699\(00\)00158-7](https://doi.org/10.1016/S0168-1699(00)00158-7)