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Editorial

Kanchan Vidhya Mandir Samudayik College is leading college of Kanchanpur district. The college is trying to contribute research by publishing research journal along with academic activities. It is first attempt in the field of research journal published by the college. It gives broad knowledge for the researcher, students and teachers. The topic has been selected from different subjects.

The research is very difficult work applying its norms and values. This journal is suppose to be milestone to develop research culture. We hope that it will be beneficial for all the related stockholders such as students, teachers, administrators, policy makers, researchers, planners etc. We would like to thankful to our reviewers and editorial members for their great work to produce this journal. We would like to thank subject expert and article writers who have provided current articles based on research methodology. Our credit goes to all the staff of college for the preparation of this journal.

Table of Content

Teachers' View on Fostering Students with Reference to Story Telling

✍ **Dr. Raj Kumar Saud**
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Abstract

In the past few decades, school teachers did not use attractive PowerPoint material to teach students. They simply shared the information through storytelling. In this study, the authors illustrated interesting experimental findings regarding storytelling in Kanchanpur. The purpose of this study was placed on the significance of storytelling in developing students' imagination. The authors argue that imagination is a psychological process that its nature, substance, and effects are social and cultural. The authors employed a (16)- item questionnaire to determine whether storytelling is beneficial and employing the aforementioned can improve students' imagination. It is a quantitative study whose sample consisted of (20) English teachers who teach primary levels in Mahendranagar, Kanchanpur. The findings tie well with previous studies wherein storytelling strategy can affect students positively and encourage them write rich thoughts. Additionally, the findings are directly in line with previous findings which concluded that shy students became more motivated as a consequence of involving them in the learning process through storytelling. This experiment adds to a growing corpus of research showing that storytelling is effective. The authors recommend recently employed teachers, stakeholders, curricula designers to consider the above-mentioned findings. Further work should consider experimenting with two groups to pinpoint the effectiveness of storytelling on students' imagination.

Keywords: storytelling strategy, imagination, English learning, English teachers, primary students

Introduction

Storytelling is a method of passing information from one person to another. This kind of teaching technique creates a habit for students when they need to write. Students rely on their imagination to familiarize themselves to solve writing problems (Jauvin, 2019). On the other hand, some teachers thought using narrative in the classroom was insufficient. Stories are available and easy to buy at a reasonable price. Storytelling is simple and practical (Wajnryb, 2003). Storytelling has been used as a teaching tool in teacher education, from elementary to university education, and nursing education. Furthermore, Imagination is important for learning and can help with cognitive development (Davidson, 2003). Some authors indicated that all knowledge comes in the form of stories (Schank & Abelson, 1995). Although this strong claim has been explored, it is considered a challenge. Stories are a typical way of thinking before the educational system even begins. We, human beings, already learning from Aesop's fables, fairy tales, or family history through our grandfathers or dairies. Indeed, tales or family stories have left a fingerprint in our minds as children. Stories are a typical way of thinking before the educational system even begins. We, human beings, already learning from Aesop's fables, fairy tales, or family history through our grandfathers or dairies. Indeed, tales or family stories have left a fingerprint in our minds as children. Unsurprisingly, there is common agreement among early studies at the beginning of the 2000s that stories are an effective way for organizing and conveying information and creating meaning in our lives and our surroundings (Green, 2004).

Young children frequently learn about historical events, different cultures, and individuals whom they will never meet. An imaginary story is a means for them to explore the world around them and get information from others. It is also a method of awakening, of revealing the invisible and unexpected. Children have a natural affinity towards stories. Stories generate magic; they sit entranced, mouths open and eyes wide, as they listen to their favorite tales; the youngster in nature is inappropriate. A student cannot stay still for extended periods; nevertheless, when the story is told, the student enjoys sitting still (Bsharat & Behak, 2021). Children are more likely to adapt to learning habits and improve communication abilities as a result of imagined storytelling. A picture in a story can inspire them to make up their own story or to add to the one they are listening to. Their thinking process will be aided by visualization skills, which will create a bank of ideas that should be converted into their spoken or written work. Recently, there has been a resurgence of interest in the art of storytelling. Storytelling conferences and festivals drew a large crowd. Imagination, according to Young & Annisette (2007), "provides us with the choices that we see as possible to investigate." "The more fertile our imaginations are, the more options we can examine, and the more fruitful and completely we can explore their potential ramifications," they say. Pederson (1995) stated that storytelling is an initial step of education, and it is currently the only form of education in some civilizations. In summary, storytelling may well be the foundation of imaginative growth, and it is something that can be done successfully and in a variety of ways virtually every day, even if only for a few minutes. It will be an engaging class introduction that will readily capture students' attention.

Statement of the problem

Researchers discovered that students cannot use their imagination when they write paragraphs. Furthermore, they argue that the storytelling technique can develop students' thinking skills and imaginative powers, as well as increase self-confidence, and make the learning-teaching process more enjoyable. Therefore**,** the study aims to investigate the reality of using storytelling techniques to develop students’ imagination skills.

Literature review

There has been a lot of research and evaluation are done to highlight how crucial it is for school students to develop their imaginations and how important they are in the learning process. The authors organized this part chronologically for clarity and systematicity, starting with the most current studies. The effectiveness of a good story has been noticed for centuries, and even nowadays, in the Hollywood industry and further areas. Some studies have stressed the benefits of utilizing storytelling to develop students' creativity from different parts of the world (Bsharat & Barahmeh, 2020).

Furthermore, according to Parkinson (2010), storytelling aids in the development of a wide range of skills in students. They fantasize, dream and deceive, and divert attention. These are not simply poor habits; they are also fantastic starting places for teaching an art that may help people pass on experience, train and apply imagination, build language skills, boost their confidence, communication, and creativity, among other things. Storytelling and story creation may also be important catalysts for the development of critical and analytical thinking abilities (Parkinson, 2010).

Storytelling encourages engagement. Students can learn as well as enhance their work by listening to peers, according to Pinzón (2016). Students can also demonstrate and exhibit growth in comprehension, tale memory, and organizing situations correctly. They may also increase their ability to communicate and employ nonverbal communication.

However, Gallas (2001) identified a challenge informally integrating imagination into instructional discourse. Educators understand the value of creativity, but it is tough to explain how, when, and why. "There is an idea of imagination, and this idea of imagination and narrative is overstressed by many researchers with slight discrepancies, but there is a consensus among researchers such as Maxine Greene, philosopher, social activist, and teacher, who believes strongly in the power of imagination". Furthermore, Egan (1986) agreed with previous studies and bemoaned the lack of imagination in school curricula, recognizing that while imagination is a difficult subject to study, he recognizes that the power of imagination is what we are attempting to teach. Because imagination is a powerful and unappreciated tool of learning, we need to reassess our teaching techniques and curricula with a more balanced knowledge of children's intellectual capacities. One of the most effective aspects of storytelling is that it stimulates the imagination, or, as many children have expressed, "it makes me feel like I am in a movie".

Phillips (2000) stated storytelling is a powerful instructional tool that has existed throughout history. In traditional learning environments, it is no longer often heard. It helps to create this kind of interaction among students and helps them to recall events much more. Not only that but also enrich students' ideas, enlarges students' creativity. Phillips program found that storytelling is can affect students' achievement in learning. Finally, Phillips argued that narrative plays an important part in the teaching of young children (Phillips, 2000).

Research questions (RQ)

To fulfill the purpose of the study, the survey was seeking to answer the following research questions:

RQ 1: What is the role of using storytelling strategy in developing students' ability to use their imagination?

RQ2: Are there any statistically significant differences at (α=0.5) in the role of storytelling in promoting students' imagination due to gender, qualification, and experience variables?

Pedagogical Setting & Participants

The study covered 20 English teachers from both genders. Those teachers teach lower primary students in Mahendranagar, Kanchanpur. Furthermore, twenty teachers made up the study's sample, which represented 50% of the total population. Teachers from two schools, Kanchan Vidhya Mandir and Rastriya Bal Vidyalay were chosen at random. The sample of the study is described in Tables 1, 2, and 3 according to the study's independent factors

Design of the Study

To attain the study's goal and answer its questions, the authors employed a quantitative study. Abuhamda et. al. (2021) stated "Quantitative and qualitative methods are the engine behind evidence-based outcomes".

Limitations of the study

This study has been implanted during the second semester of 2020-2021 at Kanchan Vidhya Mandir and Rastriya Bal Vidyalay in Mahendranagar, Kanchanpur. The study covered (20) English teachers from both genders. It investigated their perceptions on using the storytelling technique to develop students' imagination through storytelling. Although the results are, generally speaking, accepted, it suffers from some limitations due to the number of English teachers who participated in the study; thus, the results cannot be overgeneralized in while country or other levels.

Data analysis

Inferential statistics were employed to test the data. The authors used One Way Anova to analyze the results of the questionnaire. Several statistical techniques were applied, including standard deviation, means, frequencies, percentages. Means and standard deviations to each item were computed.

Data Collection Procedures

The authors distributed a questionnaire of (16) items for data collection. The questionnaire was used to answer the first and second questions of the study. It also aimed to gather information about using storytelling and its role in enhancing students' imagination. The authors had permission from the Palestinian ministry of education then they explained to teachers what they are doing. English teachers filled out the questionnaire concerning the rubrics given by the authors. To ensure validity, the authors sent the questionnaire to experts in the field to seek their remarks and comments. They discussed the suitability to answer the study questions throughout this questionnaire. The one-way Anova test was computed to analyze the items of the questionnaire with the help of specialists in the field of statistics to answer the second question of the study. Finally, the results of the study were discussed and recommendations were circulated.

Results and Discussion

Table (1)

Gender	Frequency	Percentage
M	8	40%
F	12	60%
Total	20	100%

Table (2)

Qualification	Frequency	Percentage
Diploma	1	5%
BA	17	85%
MA	2	10%
Total	20	100%

Table (3)

Years of Experience	Frequency	Percentage
1-5 years	7	35%
5-10 years or more	13	65%
Total	20	100%

Table (4)

Domains	**Number of items**	**Reliability coefficient**
Using storytelling for enhancing students' imagination	16	0.82
Teachers' opinions about using storytelling strategy	7	0.88
Total	38	0.85

Table (1) shows the distribution of the gender variable. The data shows the percentage of participants was in favor for female teachers. Female teachers were more interested to participate in this study because many females are interested in the teaching profession. This result is directly in line with Damme (2017). Damme found that 82% percent of teachers among OECD1 countries for primary levels are females. Table (2) shows the variable of qualification. The authors determined to choose teachers from different qualifications to obtain different opinion upon the study topic. Most of teachers in this study hold a bachelor degree from different Palestinian universities. Table (3) shows the variable of experience. Date shows that the participants with more than 5 years of experience were more than participants with less than 5 years of experience. Thus, most of the respondents of the questionnaire got enough experience in teaching English for primary level students. Whereas table (4) determine the reliability of the tool used in this study. The authors used the Cronbach Alpha test. Data shows reliability coefficients are acceptable since the value 0.85 is reliable. Therefore, the authors decided to go ahead on the analysis of the two main themes.

First question results

What is the role of using storytelling strategy in developing students' ability to use their imagination?

Table (5)

No	Items	Mean	S.D	Percentages
1	I employ storytelling in teaching	3.24	0.84	64.8%
2	I encourage students to express their ideas and thoughts freely.	3.24	0.84	64.8%
3	I use activities that familiarize students with using their imagination to solve problems.	4.30	0.58	86%
4	Using storytelling strategy affects shy students positively.	4.67	0.57	93.4%

5	Using storytelling affects students' motivation and their enthusiasm to participate in classroom activities positively.	4.36	0.61	87.2%
6	Using storytelling improves students' academic level.	4.30	0.58	86%
7	Using storytelling encourages students to use their imagination for writing.	4.36	0.61	87.4%

From the above table, it is seen that the results that the first and second items received a medium degree of agreement while the others got a high degree of agreement. This is evidence that teachers support the idea of using storytelling in their classes. Teachers agreed among themselves that using a storytelling strategy can affect students positively and encourage them to write rich thoughts. The authors argue that using this technique is helpful especially for newly employed teachers who lack experience in teaching. Teachers who find it difficult to attract students' attention in the classroom may find storytelling a key to enhance their teaching style, developing students' imagination, and teach students away from traditional technique in teaching English as a second language. In addition, since Nepal is considered as a developing country, teachers have a golden chance to engage students with new ideas in teaching. Equally important, the structure of storytelling usually contains the main eliminants of well-structured paragraph i.e., topic sentence, supporting sentences, and concluding sentence. Therefore, teachers can consider storytelling as a reliable technique for developing students' imagination and produce well-structured paraphragma. Using storytelling affects students' motivation and their enthusiasm to participate in classroom activities positively. Shy students would benefit from this technique since it helps them to solve their problems rather than asking helps from others. Students with poor academic achievement may consider storytelling to boost their results.

Second question results

Are there any statistically significant differences at (α=0.5) in the role of storytelling in promoting students' imagination due to gender, qualification, and experience variables?

Study table (6).

Table (6) shows the results related to qualification variable.

Domain	Variation	Sum of Squares	Df	Mean Square	F	Sig.
Strategy	Between Groups	0.29	2	0.15	1.53	0.26
	Within Groups	14.33	133	0.11		
	Total	14.62	135			
Teachers	Between Groups	0.27	2	0.13	1.02	0.36
	Within Groups	17.28	133	0.13		
	Total	17.55	135			
Engagement	Between Groups	0.25	2	0.12	0.60	0.55
	Within Groups	27.40	133	0.21		
	Total	27.64	135			
Total	Between Groups	0.11	2	0.05	0.64	0.53
	Within Groups	11.21	133	0.08		
	Total	11.32	135			

From the above table, it is understood that there are no statistical differences at (α ≤0.05) among the qualification variables. In other words, all teachers regardless of their background degree education agreed on the significance of using storytelling techniques. Teachers who did not complete their post graduate and teachers who already completed their post graduate show same results. Therefore, teachers are capable to employ storytelling in their teaching style regardless of their current degree. The results of this study encourage other teachers from different spatialization and cities to apply this technique. Moreover, storytelling is a simple technique which can be used and employed at any level or time.

Table (7) shows the teaching experience variable:

Domains	Variations	Sum of Squares	Df	Mean Square	F	Sig.
Strategy	Between Groups	0.34	2	0.17	1.59	0.21
	Within Groups	14.28	133	0.11		
	Total	14.62	135			
Teachers	Between Groups	0.19	2	0.10	1.73	0.49
	Within Groups	17.36	133	0.13		
	Total	17.55	135			
Engagement	Between Groups	0.28	2	0.14	0.67	0.51
	Within Groups	27.37	133	0.21		
	Total	27.64	135			
Total	Between Groups	0.08	2	0.04	0.49	0.61
	Within Groups	11.24	133	0.08		
	Total	11.32	135			

From the above table (7), the results state there are no statistical differences at (α ≤0.05) due to the total score of the experience variable. This is to say, new English teachers are capable of employing storytelling in their teaching style. As the authors argued elsewhere above, long experienced teachers can use this technique but these results prove that recently employed teachers can implement storytelling too. The authors encourage other newly teachers to use this technique in their teaching style. New English teachers who are a bit confused about which technique to include in the learning process can rely on storytelling as a successful technique. Results also showed that students became more interested in the subject because fairytales are employed rather than traditional teaching. Table (8) shows the gender variable:

Domains	Variations	Sum of Squares	Df	Mean Square	F	Sig.
Strategy	Between Groups	0.34	2	0.17	1.59	0.21
	Within Groups	14.28	133	0.11		
	Total	14.62	135			
Teachers	Between Groups	0.19	2	0.10	1.73	0.49
	Within Groups	17.36	133	0.13		
	Total	17.55	135			
Engagement	Between Groups	0.28	2	0.14	0.67	0.51
	Within Groups	27.37	133	0.21		
	Total	27.64	135			
Total	Between Groups	0.08	2	0.04	0.49	0.61
	Within Groups	11.24	133	0.08		
	Total	11.32	135			

From the above table, it is concluded that there are no statistical differences at ($\alpha \leq 0.05$) due to the total score of the gender variable. Teachers from both genders can use storytelling techniques in their teaching style. Although fairytales and reciting stories are usually related female teachers as a stereotype, especially to students in primary levels, yet this study found that both genders are able and hold ability to tell stories for their students. A qualified teacher can implement this technique to develop their students' level. The authors encourage teachers from both genders to use storytelling because students tend to listen to stories. It is also clear that

Discussion

This section summarizes the findings and contributions made between this study and previously published work. The results demonstrated in this chapter match state of the art methods in the literature. Here, we compare the study's results with those in the literature. These results have led to high levels of agreement of the study of Green (2004). Items related to the positive effect that teachers noticed on their students after four weeks of using storytelling strategy in their classrooms received a high level of agreement from respondents. Also, the item related to using activities that familiarize students with using their imagination to solve problems. Furthermore, items with a modest level of agreement among the study population were related, according to the findings. The results of this method are in agreement with the expectations of Jauvin (2019). On the other hand, some teachers thought that using narrative in the classroom was insufficient. The findings also revealed that the items with the lowest were related to topics such as having regular conversations with students' parents, sharing teachers' experiences with colleagues, and informing the principal and supervisor about the effects of using storytelling. Thus, based on this assumption, the storytelling method can be applied in the classroom by teachers. This goes in line with Phillips (2000). The authors also found that imagination is a powerful and underutilized tool for learning and that it should be incorporated into the Palestinian curriculum and content as a primary teaching technique. Even though we did not replicate the previously reported by Egan (1986), our results suggest that storytelling is a powerful tool to enlarge student imagination attractively. The authors agree with Young & Annisette (2007) state that imagination allows students to investigate their world and the world around them in a variety of ways. When comparing the results of this study to those of other studies, it could be pointed out that this study demonstrated how students' imaginations grew more fertile, and how they learned to rely on their imaginations to think freely and generate innovative ideas. This is an important finding in the understanding of the storytelling as mentioned earlier in the literature review by Parkinson (2010). Storytelling can be an aid to a variety of skills for students. The results also found that the tendency to utilize storytelling was influenced by the gender of the respondents, with the results favoring females. It was unaffected by the respondents' age or previous teaching experience. It leads to good results, even if the improvement is negligible. All in all, the results of this study can be summarized into the following:

- Storytelling technique is effective when it is implanted for a long time. Teachers should not give up on using this technique if students do not show good results. Thus, the teacher should expect results on the long run not the short run.
- Storytelling technique helps students to produce better English. The results of the study showed that students were able to enhance their English skills, especially writing, when storytelling is employed. Learning English might be a hindrance for some students yet storytelling can be an additional learning method that suit students.
- Storytelling technique is a powerful tool to unleash creative ideas while writing. Storytelling proved itself worthy as a good source of imagination. Students start extending their writing events due to the influence of storytelling technique.
- Storytelling technique helps student to be independent thinkers. Students depend on themselves to solve their problems rather than asking help from others. Students answer their own question from their own imagination. In other words, a story creates questions and those questions require answers which leads in creative thoughts and ideas.
- Storytelling technique is mostly used by female teachers. Females are more likely to use this technique in comparison with male teacher who do not prefer much this kind of techniques. Although male teachers are using it to some extent but it is still into a limited use.
- There is a direct relationship between storytelling technique and students' motivation. The results show that students become more interested in the class because they consider storytelling is a kind of entertainment. Therefore, students' motivation escalating significantly from teachers' perspectives.

Conclusion

This study aimed at understanding teachers' perspectives on developing students' imagination through storytelling technique. First of all, the authors identified few teachers' variable and analyzed them for a deeper understanding of this topic. The authors faced some problems while collecting the date because not all English teachers have enough free time during the school day to answer the questions of the questionnaire. A central goal for this study was to prove the effectiveness of storytelling in teaching English as a foreign language in Kanchanpur. As a final note, improving students' imaginations can help them achieve a variety of educational goals and develop abilities such as speaking, writing, and listening. As a result, teachers are highly recommended to employ storytelling as a tool to help students develop their imagination.

Recommendations

The authors encourage teachers to incorporate narrative into their lesson plans and avoid using monotonous, ineffectual tactics as much as possible. In addition, the Palestinian Ministry of Education should integrate storytelling into its curriculum and give schools the required technology to use it effectively such as projectors and laptops. Recently employed teachers are encouraged to use storytelling in their classrooms. Moreover, principals, English language supervisors, and experienced teachers should assist and support other teachers who desire to use storytelling to expand their students' imaginations. In essence, recently employed teachers, stakeholders, curricula designers should examine the results of employing storytelling from different published studies. Other research should consider conducting an experiment study between two groups to pinpoint the effectiveness of storytelling on students' imagination.

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Appendix

Questionnaire

The questionnaire was designed to investigate **Teachers' Perspectives on Developing Primary Students' Imagination through Storytelling technique in Kanchanpur**

Read all the questions carefully and then tick the correct option which you consider. Your answer will confidential and will only be used for research purposes

Thank you for your cooperation.

Section (1): Personal Information

1) Gender : ☐ Male ☐ Female
2) Qualification: ☐ B.A. ☐ M.A.
3) Experience: ☐ 01-05 ☐ 06-10

Section (2): Read the following statements carefully and check under the column that best represent your level of agreement with each statement

No.	Item	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
1.	Teacher employs stories in improving the students behavior and results					
2.	Prior preparing teacher helps in employing stories in the students behavior and results					
3.	Curricula information makes English language teacher unable to practice .So, it has negative effects on students' achievement					
4.	The teacher doesn't need training sessions in employing stories					

5.	Crowded curriculum obstacles teacher from employing stories in teaching					
6.	Palestinian curriculum includes environmental resources help employing stories in teaching					
7.	The curriculum considers the individual differences when employing stories					
8.	Employing telling stories in teaching fifth and sixth grades reinforces both students' and teacher's confidence					
9.	Employing stories in curriculum makes the teacher able to use new methods					
10.	Employing stories helps in affecting the students behavior					
11.	Employing stories in teaching fifth and sixth grade helps in students' loosing attention					
12.	Integrating stories telling in fifth and sixth grade curriculum helps students identifying the other cultures					
13.	There are theaters and laps helping in employing stories telling					
14.	Parents contribute in supporting employing stories in improving the behavior					
15.	School helps employing stories in the curriculum					
16.	School management considers employing stories in improving behavior for fifth and sixth grade					

Negotiable instruments in Nepal: Theory and Legal perspectives

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Abstract

Since the Negotiable Instruments Act, 2034 (1977) of Nepal is an Act made to Provide for matters relating to the negotiable instruments that defines negotiable instrument and make other arrangements relating to it as well. The Act systematize the banking transactions, this article is intended to flow the information, substantial provisions and procedure relating to monetary transactions of through some types of negotiable instruments. cheque

Key Words

Negotiable Instruments *Act* arrangements Exchange Payment banking document monetary negotiability transferable activities commercial legal terminology obligation Promissory note information technology business cash transactions bill of exchange, maker holder cheque debtor-creditor order, bearer promise Unconditional dishonor undertaking, E-banking Drawer Drawee NSF bounce insufficient imprisonment fine

Introduction

Negotiable instrument is one of the most important mean of exchange. It is also a mean of payment. It is a banking document having monetary value and can be easily transferable from one person to another for money. The concept of negotiability applied in modern business activities is a product of commercial intercourse. Almost all countries of the world have arranged the legal structure of the management relating to negotiable instruments under their respective commercial law.

This terminology contains two words: since, negotiable means transferability from one person to another person instead of something return and ‘instrument' means a written document that creates right & obligation between the maker & bearer. So, the combined meaning of this terminology is transferable written document, having rights & obligations as mentioned on the face of the document transferred.

Promissory note, bill of exchange, cheque, draft, hundi, telephone treasure (TT), money transfer has been used as a negotiable instrument in modern business world to negotiate cash money. And nowadays since, the information technology is compiled with the modern business transactions, even Credit Card and Debit Card, ATM card, Recharge Card are also commonly used to negotiate the cash transactions by day to day practice.

A negotiable instrument gives authority to the holder to claim the mentioned amount and if this is made payable at some future date, a debtor-creditor relationship between maker and holder comes in to existence.

Let us look into some relevant definitions of negotiable instrument:

"Negotiable Instruments" means a Promissory Note and Bill of Exchange”.[1]

This definition of negotiable instrument is incomplete because it does not comprise all type of negotiable instruments.

" A negotiable instrument means promissory note, bill of exchange or cheque payable either to order or bearer."[2]

According to Black's Law dictionary:

" A negotiable instrument is a written promise or request for the payment of a certain sum of money to order or bearer."[3]

Above mentioned definition clarified that the negotiable instrument is a written & signed document of promise recognized by law & custom of trade i.e. freely transferable from

[1] Section 2(e) of Negotiable Instrument Act 3034:

[2] Section 3(1) of Indian negotiable instrument act 1881-

[3] Henery Compbell Blck,Blacks Law Dictionary,Revised 4th edition,pdf version.paul Inn publishing company 1968 page-1188

one person to another & in the case of receiving it in good faith, in which better title is also to be transferred.

Features of Negotiable instruments

The negotiable instruments comprise the following features.

i) Title

Negotiable instruments is a proof of title of the property mentioned in the law of document to the holder in due course of such instrument.

ii) Negotiability

Negotiability is another feature of negotiable instrument because when it is transferred through negotiation for a 3rd party may take the instrument free of any problem which exist between the original party to it. The requirements of negotiability are:

- Unconditional commitment
- Signed & written
- Payable at a fixed time or on demand
- Mentioned fixed demand of money
- Delivery of instrument
- The whole instrument pass

iii) Right to sue

In case of dishonor of such negotiable instrument.

iv) Substituted for money

Negotiable instrument is an alternate to the money/cash.

v) Presumption about holder

Everybody assume that the holder is a holder in due course.

vi) Acceptable in all practice

Negotiable instrument is acceptable to all in alternate to money.

vii) Presumptions in relation to Negotiable instrument

Requirements of presumption in relation to negotiable instruments are:

- Consideration: payment of Negotiable instruments is a consideration.

- Date: Due mentioned for the payment is also the subject of presumption during the transaction of negotiable instrument.
- Time of acceptance.
- Time of transfer of negotiable instrument.
- Stamp & signature
- Holder in due course : A person who is not a party to the negotiable instrument but acquires the profession of it becomes also the holder in due course.
- Protest : Unless the negotiable instrument is proved as a dishonored instruments the negotiable instrument protest on the part of the holder.

Kinds of Negotiable Instruments

Negotiable instrument Act 2034 B.S. section 2(e) has defined the term 'Negotiable instrument' as promissory note & Bill of exchange but Indian negotiable instrument Act 1881 adds the term 'cheque' in the definition .Although, we can classify other type of instrument as negotiable instrument like draft, hundi, bond, telephone treasure etc & in modern E-banking system there are some newly developed negotiable instrument like Debit. Card, Credit. Card, ATM card, recharge card etc.

We can discuss the major customary types of negotiable instruments as follows into three types:

A. Promissory note (P/N)

Promissory note is one of the form of negotiable instrument. It simply includes a promise by one person to pay money to other. The person making the promise or the debtor who draws up & signs a promissory note is called the maker & the person to be paid is called payee or creditor.

The main function of promissory note is to made advance credit & they are commonly used by financial institutions, especially in consumer loan transaction.

" Promissory note is an instrument in writing except government note or bank note containing an unconditional undertaking. Signed by the maker, to pay a certain sum of money to, or to the order of a certain person or to the bearer of instrument.”[4]

Similarly, Indian negotiable instrument in writing (not being a bank or a currency note) containing an unconditional undertaking signed by the maker, to pay a certain sum of money only to , or to the order of certain person or to the bearer of the instrument.

So, it does not comprise the bank note or currency note. The essentials/features of promissory note are as follows:

i) Written form. ii) Expressed promise to pay.iii) Unconditional promise.iv) Stamp & signature of maker.v) Certain & definite maker.vi) Certain sum of money .vii) Promise to pay money only

B. Bill of exchange(B/E)

A bill of exchange sometimes referred to as a draft, is an order instrument where at buy & under direction is given by one person to another, usually a bank or financial institution, to pay funds to a 3rd person. There are three parties involved in a bill of exchange:

i) Drawer (Maker).ii) Drawee (Bank) iii) Payee (Holder)

Negotiable instrument Act 2034 B.S. defines the term ' Bill of exchange' as:

"An instrument in writing containing an unconditional order signed by the maker directing a certain person to pay a certain sum of money to, or to the order of the certain person or to the bearer of the instrument in a certain period of time or on demand."[5]

This definition is similar to section 5 of Indian Negotiable instrument Act 1881.

Bill of exchange can be used to accomplish two purposes:

First, they are an extremely effective method of transferring funds between parties instead of carrying cash. Secondly, they can be used to create a debtor-creditor relationship.

[4] Section 2 (f) of negotiable instrument Act 2034 B.S.

[5] Section 2 (g) of Negotiable instrument Act 2034 B.S.

Features of bill of exchange: i) Written form.ii) Express order to pay.iii) Unconditional order.iv) Stamp & signature.v) Order to pay money only.vi) Certain parties.vii) Certain amount of money

C. Cheque

The cheque is one of the form of Bill of exchange drawn on a bank & payable on demand. It is a popular & widely used & commonly accepted mode / mean of Negotiable instrument. This is a important document that an individual, companies, government & other institutions use to transact their business.

Negotiable instrument Act 2034 B.S defines the term 'cheque' as :

" A bill of exchange drawn on a certain bank payable on demand."[6]

(Similar to section 6 of Indian Negotiable instrument Act 1881)

Cheque also includes 3 parties: i) Drawer. ii) Drawee. iii) Payee

Types of cheque:

There are 5 types of cheque on the basis of functionality:

i) Local payee cheque.ii) At- par cheque.iii) Banker cheque.iv) Travellers cheque.v) Gift cheque

Holder & holder in due course

It will be significant to know about holder & holder in due course while discussing about Negotiable instrument and the discussion on the rights & duties of the holder makes clear about the Negotiable instrument. The term holder signifies a person having a right to receive amount mentioned in the face of instrument. A person having the title of possession or control over the Negotiable instrument or having the right to receive the amount due their own is known as holder.

[6] Section 2 (h) of Nepalese Negotiable instrument Act 2034 B.S

Negotiable instrument Act 2034 B.S defines the term holder as "A person entitled in his own name to the possession of the Negotiable instrument & to receive the amount due on it."[7]

Likewise, Indian Negotiable instrument Act 1881 defines the term, "Similarly holder means any person who is entitled in his own name to the possession of the instrument & to receive or recover the amount due their on from the parties liable there to. "[8]

Therefore it is clear that holder means a person who is entitled:

a) To the possession of the instrument in his/her own name &

b) To receive or recover the amount due their own from liable party.

Rights of holder

The following are rights of holder:

a) Right of duplication

- in case of missing or destroying

b) Right of possession of instrument

- Lawfully

c) Right to discharge the instrument

- Any type

d) Right to receive the amount

- mentioned in the face of instrument

e) Right to sue

- Right to file the case

Meaning of holder in due course

Holding due course is special position of holder that renders special rights to him/her including better entitle of the maker.

Nepalese Negotiable instrument Act 2034 defines the terminology “Holder in due course” as follows:

[7] Section 2 (k) of Negotiable instrument Act 2034 B.S

[8] Section 8 of Indian Negotiable instrument Act 1881

"A person having entitlement upon the negotiable instrument according to law in the case of negotiable instrument payable to a bearer & the payee or the person indorsed by him/her. In the case of negotiable instrument payable to the ordered person provided that such entitlement must have received or endorsed before the maturity of such negotiable instrument without having sufficient case to believe that any detect existed to the title of the person from whom is derived his title."[9]

The description is similar to section 9. of Indian Negotiable instrument Act 1881

Requirements of holder in due course

i) Holder in due course must have received the instrument for any value.

ii) Instrument must be complete & regular on its face.

iii) It should be received in good faith & without knowledge of any defects of title, or notice of dishonor.

iv) It should be received through negotiation.

v) The amount mentioned in the instrument should be payable.

Rights of holder in due course

i) Right to better title (ownership)

ii) Right to recovery of money (mentioned in the face of negotiable instrument)

iii) Right against the prior party.

iv) Right against the take name.

v) Right in case of conditional delivery.

vi) Right against the unlawful Negotiable instrument.

vii) Right to sue.

viii) Right of presumption of holder in due course.

ix) Stop against denying original validity of instrument.

Termination /Discharge of Negotiable instrument

The conditions where the rights & liabilities created by the instrument need not to be performed by the parties is known as discharge or termination.

[9] Section 2 (o) of Nepalese Negotiable instrument Act

When instrument is caused to be negotiable, it is known as discharge. There are many modes of the discharge of Negotiable instrument which can be discussed as below:

A. Forms of discharge of instrument

i) Discharge by payment in due course

- Due payment of money mentioned in the instrument terminate naturally the negotiable instrument.

ii) By party primarily liable to worker

- If the instrument is accepted primarily by the acceptor, then all other parties shall be discharged from the liability related with that instrument.

iii) By on act as a general contract

- If any general contract transfers the liabilities of the parties, the instruments may be discharged.

iv) By renunciation / rejection

- In case of abandonment of instrument or the rejection to receive the payment by the holder of the instrument terminates the Negotiable instrument.

v) By cancellation

- If the holders cancel the name of drawer or drawee or himself/herself payee terminates the Negotiable instrument.

B. Discharge of Negotiable instrument by the act of parties.[10]

1. By receiving the payment
2. By cancellation sec.
3. By release of liability
4. By allowing more time for deliberation (payment)
5. By acceptance with condition

[10] Sec 56,58,59,60 of Negatable instrument Act 2034

- If the negotiable instrument is accepted with condition is not performed the instrument cannot be operated for the payment. If the condition is not fulfilled, the instrument is not terminated.

6. By failure to present the instrument in time,
   - The instrument must be presented in time before the drawee.
7. By payment of cheque payable to bearer or ordered holder.

8) By payment of draft
   - If the draft is paid, such instrument comes into termination.

9) By operation of law

NI Obtained by Unlawful Means[11]

The person obtaining a Negotiable Instrument by means of any offence or fraud or unlawful consideration or the person, who found the lost Negotiable Instrument, cannot make a claim upon the amount mentioned on such instrument with Drawer, accepter or Holder of such Negotiable Instrument; the provision reads.

NI Acquired after Dishonor or when Over Due[12]

The Holder of a Negotiable Instrument, who has deliberately acquired it after dishonor, whether by non-acceptance or non-payment or after Maturity, has only the rights thereon of his/her transferor of such instrument; is the provision regarding dishonor and overdue.

Determination of Compensation[13]

The compensation payable in case of dishonor of a Negotiable Instrument, by any party liable to the Holder or any endorsee shall be determined as follows: - (a) The Holder is entitled to the amount, together with the expenses properly incurred in presenting, noting and protesting it. (b) An endorser who, being liable, has paid the amount due on the same

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[11] Section 38 of Negotiable instrument Act 2034

[12] Section 39 of Negotiable instrument Act 2034

[13] Sec 107 of Negatable instrument Act 2034

is entitled to the amount so paid with interest from the date of payment until realization thereof.

NSF Consequence[14]

In case any person who deliberately transfers a Cheque by drawing it to some body that he/she does not bear deposit in the Bank or even if there is a deposit which is not sufficient, and if the Cheque thus transferred is dishonored due to lack of sufficient deposit when the Cheque is presented to the concerned Bank for the payment, the amount mentioned in the Cheque as well as interest on it shall be caused to be recovered to the Holder from the Drawer and he/she shall be punished with an imprisonment up to three months or a fine up to three thousand rupees or both. The provision reads.

Conclusion

The Negotiable Instruments Act, 2034 (1977) governs negotiable instruments in Nepal, including bills of exchange, promissory notes, and cheques. This Act Defines negotiable instruments and legitimize the transactions made through the instruments. The Act clarifies what constitutes a negotiable instrument and outlines the rights and obligations of involved parties. Protects holders in due course that only Bona fide holders who acquire negotiable instruments for valid consideration are protected even if there are underlying defects. Likewise, prevailing provisions addresses the dishonored instruments by the drawee bank or financial institution. It also establishes procedures for handling situations where a negotiable instrument, like a cheque bounce due to insufficient funds.

[14] Sec 107A ofNnegatable instrument Act 2034

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Youth migration From Far Western Province of Nepal

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Abstract

Background: The migration of youth from the far western province to India has been shaped by a variety of socio-economic and geopolitical factors. In the far western regions, employment opportunities are often limited, and many young people are drawn to the larger cities in India in search of better prospects. This migration has been driven by factor such as poverty, lack of education and employment opportunities and political instability in the region.

Objective: This study aims to analyze the main cause of youth migration from far western province to India.

Methods: The study adopted descriptive research design. Purposive sampling technique was used to select 270 respondents youths from Gaddachauki custom, Gauri phanta customs, Khajuriya customs. Structured questionnaire was used and data collection was done with the SPSS-22 version. In order to analyze data, regression analysis, correlation, ANOVA and chi square were used to identify the reason of youth migration from far western province to India and other countries.

Results: The result revealed that employment opportunity, higher education and ancestor property have positive impact on youth migration. This study highlights how lack higher education, unemployment condition and lack of ancestor property affect youth migration from far western province to India. These results of this can also be used to build strategies to improve the implementation of youth employment in existing provincial government, of far western province.

Conclusion: This study explored different aspects of youth migration and his different relationship with causes of migration, like unemployment condition, lack higher education and lack ancestor property have a positive impact on the youth migration. This study has been considered only by the provincial government of Nepal, but the further study can be done in the other topics like poverty, financial status, living standard, Gap in agriculture etc and its impact on youth migration. There has been a study done to examine how lack of ancestor property, unemployment, higher education impact on youth migration but, this is the first one to look at the relationship between youth migration and its causes of far western province in Nepal.

Keywords: youth migration, unemployment, lack of ancestor property, lack of higher education

Introduction

Youth migration from far western province to India and abroad is a complex phenomenon influenced by various factors. Some of the reasons for this migration might include economic opportunities, access to education, political instability, lack of infrastructure and employment opportunities in the home region, and the desire for a better quality of life.

The Far Western Province of Nepal is situated in the Western part of the country and is known for its diverse culture heritage, stunning landscapes, and rich history. It is one of the seven provinces of Nepal, established in 2015 as part of the country's new federal structure.

The Far Western Province covers 19,539 km2 and comprises 9 districts. The capital city of Far Western province is Dhangadhi. The province is characterized by its rugged terrain, including parts of the Himalays, and is home to a variety of ethnic groups, each with its own distinct traditions, languages and customs. The region is known for its natural beauty, including lush forests, scenic rivers and majestic mountain ranges, making it an appealing destination for nature enthusiasts and trekkers.

Neil and jim, (2007) encompass that the paper analyses recent trends in youth (15 to 24 years age) migration for a temporally consistent set of statistical Division (SDS) inland rural Australia, and for local government areas within the Northern table lands and slopes and ranges of Northern New south Wales and the western Australian central wheat belt. Johan, (2011) presents that the findings indicates that social background of rural youth has a greater influence on migration decisions than has been acknowledged in contemporary and pre- dominantly social constructionist rural migration research.

The increasing trend of young people migrating from their rural villages to urban centers as a survival strategy is of great concern (Charlotte, 2014).

Literature Review

Youth migration refers to the movement of young people from one geographical area to another, either within their own country or across international borders. Juarez et. at., (2013) has presented factors that influence the nature of the time of the move, whether the migration occurred alone or within the framework of the family, and the activities and living conditions of the young migrant at the place of destination. The findings show that the reasons for young people's migration and their remittance habits are different from those of adults, and many households of origin still make investments in their children's future (Jessica, 2015). According to Edwin and Glover (2016), the goal of the current study is to investigate the factors that lead young people in northern Ghana to migrate from rural to urban areas in southern Ghana. The ultimate goal is to provide light on the development, trajectory, and persistence of internal migration flows within Ghana. The migration preferences are determined by both the individual characteristic as well as the development level in both areas of origin and destination (Moraga et. al., 2015). Corcoran and faggian, (2017) expressed that this paper highlights the importance of youth and graduate migration in the context of both individual career path ways and regional labor markets, along with providing an overview of the various datasets available to study this phenomenon across arrange of international contexts, including Australia, China, Italy, the Netherlands Uk and the USA. Three main areas of rural youth migration in Tunisia were examined in this report: the factors driving this migration, the patterns of rural out-migration, and the effects on sending households (Zuccotti et al., 2018). Nilsson, (2019) has highlighted that the qualified youth have stronger preferences to move abroad, a potential negative effect is brain-drain in the origin country. Parfait, (2019) has analyzed that the major causes of rural urban youth migration indicated by the respondents including inadequate social infrastructure such as school, poor medical care services in rural areas, looking for money through labor, apprenticeship programs etc. According to Belmonte et al. (2020), this study looked at the unique dynamics of youth migration in the EU, Africa, and throughout the world. According to Ammad (2021), a research indicates that 48.7% of young people in Karachi wish to leave Pakistan for a variety of reasons, such as lack of employment opportunities, instability, economic difficulties, insufficient social support, and limited professional opportunities. Selotlegeng-Mba, (2023) has identified how pervasive climate change, fear of mass unemployment and dominant survivalist and precarious livelihood all drive undesirable out migration of rural youths in Zimbabwe. The relationship between migration and youth in African nations, in which many youth move in response to inadequate living conditions, unemployment, fairness the effects of climate change and armed conflicts (selotlegeng-Mba, 2023).

Youth migration from far western from Nepal to India requires a combination of local, regional and national efforts to create sustainable opportunities for young people and ensure their well-being, whether they choose to stay in their home region or migrate to India.

Theoretical Framework

The new economics of labor migration Theory

The most developed form of the neoclassical viewpoint is found in the new economics of labor migration theory (Stark, 1991). This approach's main characteristic is that it views migration as a decision made by a family or household as opposed to an individual one. This viewpoint holds that migration enables household resource diversification in the event of a local revenue source failure or risk. Remittances are therefore a reliable source of income for elderly family members who remain in their country of origin, safeguarding the welfare of older generations, particularly in developing nations whose institutions may not necessarily have welfare support mechanisms in place (Massey et al. 1994).

Dual Labor market theory

The dual labor market theory (Stahl, 1995) concentrates on the destination countries, whereas the new economics of labor migration theory takes into account the effects on the sending nations. Additionally, this method moves from the macro level explanation of the structural forces driving migrations to the micro level perspective of earlier economics theories. According to Piore's method, modern industrial nations' labor markets are inherently characterized by a persistent desire for foreign labor. The structural demand for the foreign workforce is generated by a segmented labor market in which autonomous workers refuse to occupy jobs in the lower segments of the occupational scale. The labor demand for second segment occupations in personal care and health services for older individuals is also sustained by aging processes in industrialized nations; these jobs are typically filled by foreign workers (Warnes, 2010). The dual labor market theory has come under fire for failing to acknowledge the importance of push forces in the countries of origin and for failing to acknowledge the reality that most modern migrant flows take place outside of hiring procedures (Juarez et. al., 2013).

World system Theory

Global systems theory, which is predicated on the same tenet that there will always be a need for low-skilled foreign labor. According to Porter, (1993) and Sassen,(1988) this viewpoint is based on the notion of a global market economy in which capitalism from developed nations spreads to peripheral no capitalist societies, leading to migrant movements from the latter to former regions. According to this paradigm, the aging processes of older persons left behind in less developed areas are strengthened by international migration as well as the large-scale rural-urban migration of younger workers. This viewpoint ignores the factors that influence migration abroad in the global south (periphery). Once migration movements have commenced, they are sustained over time by reasons other than the original determinants of migration. This category comprises at least four theories (Massey et al. 1994).

Network Theory

A driving force behind international migration, according to network theory (Dako-Gyeke, 1987) is the transfer of the migratory experience from migrants to friends and family back home. This idea is similar to Bourdieu's social capital theory. Consequently, there is a multiplier effect that is sometimes referred to as "chain migration" (Arango, 2016) in which new migrants relocate in order to take advantage of reduced moving expenses and hazards. This process increases in ease with each additional immigrant, or cumulative, until it reaches a saturation point. Network theory has proven to be a valuable viewpoint in comprehending the processes of family reunion and worldwide migration support networks.

Institutional Theory

At the meso level, institutional theory highlights how profit (smuggling networks, for example) and non-profit organizations mediate the migration process by taking advantage of the mismatch between a large number of prospective migrants who wish to migrate to developed regions and the government-imposed restrictions on those migrants' ability to enter those regions lawfully. In order to ensure the defense of their human rights and improve their living conditions both upon arrival and while in transit, humanitarian organizations currently prioritize assisting vulnerable groups, such as women, children, and older populations. This perspective is essential for highlighting these groups (Massey et al. 1994). Williams, (2009) asserts that the persistence of migratory flows is not solely due to intermediary organizations and migration networks.

Conceptual Framework

Migration is the term used to describe the temporary or permanent relocation of individuals or groups of people for a variety of causes, such as persecution or improved employment opportunities (Hagen-Zanker, 2008). Diverse migration, settlement, and citizenship patterns impact the population's diversification in the host societies as well as the population's decline in the developing nations of migrants' birth (Caponio, 2008; Szewczyk, 2008). Migration theories can be divided into three categories based on the amount of focus they have: micro, meso, and macro theories. These theories center on the emigration process and the variables that drive migrants' decisions. The conceptual framework for this study was developed with consideration for the literature and discussion mentioned above in order to evaluate unemployment, lack of ancestor property and lack of higher education and its effect on youth migration of Kanchanpur in far eastern province.

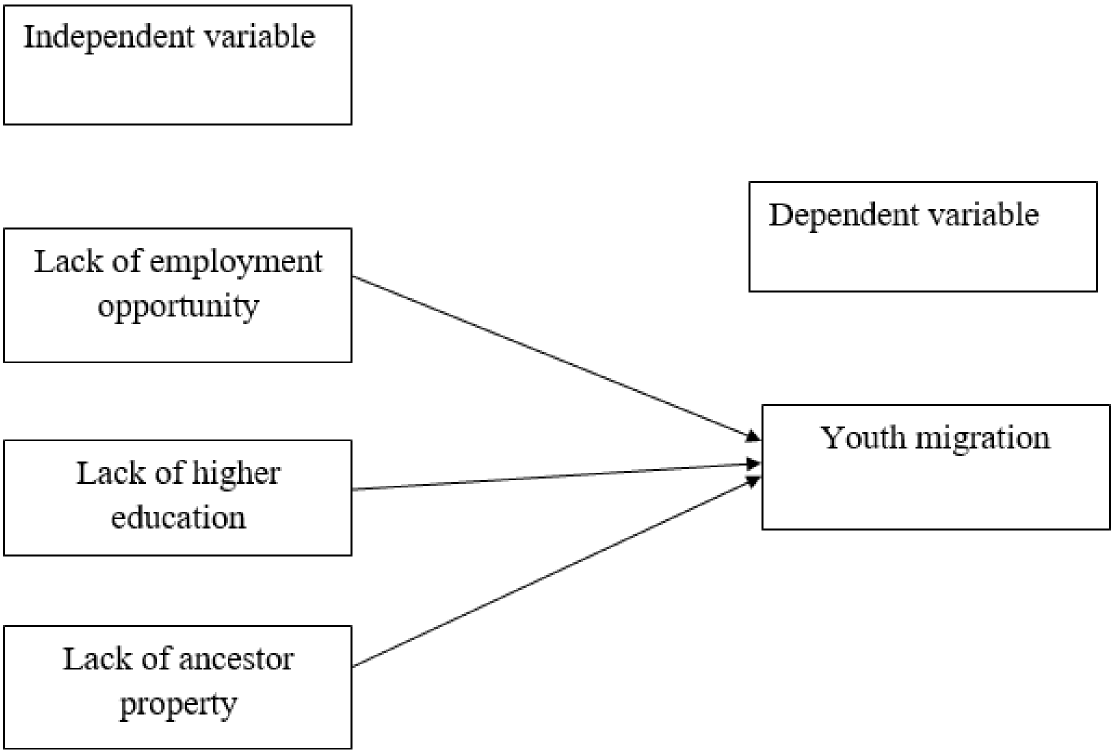

Figure: Conceptual Framework

Methods of Analysis

In this research quantitative research method was used. It describes research objectives through empirical assessments. Cresswell (2024) explained that one can use a quantitative research method in co-relation research. This study is related to relational research objectives of the independent variables such as Lack of employment opportunity, Lack of higher education and lack of ancestor property and the dependent variable that is youth migration, which require numerical data for statistical analysis. Furthermore Aberdeen, (2013), argues that a quantitative research method is suitable for generating statistics from a large scale research using primary data collection methods like questionnaires. Thus, this makes a quantitative research method suitable for this study due to available of large population of far western province youths.

Result and Discussion

Table 1

No.	Variables	Cronbach Alpha	No. of Items
1	Lack of higher education	0.62	8
2	Lack of employment opportunity	0.92	6
3	Lack of ancestor property	0.61	6
4	Youth migration	90	10

Source: Based on authors' calculation and field survey

The Cronbach alpha value for lack of higher education, lack of employment opportunity and lack of ancestor property were measured using SPSS-22 version software. The alpha values are higher than 0.60 which means the internal consistency of the data is found to be good.

Table 2

Sample Distribution

No	Name of the Local customs/Boarder	Sample Size
1	Gaddacauki Custom	200
2	Gauri phanata custom	150
3	Khajuri custom	100
4	Brahamdev custom	50
	Total	500

Source: Primary data

In this study sample size is 500 and for the purpose of sampling, the location of the population i.e., Kanchanpur district was divided into four blocks. Samples are drawn from each custom.

Table3

Demographic Profiles of the Respondents

Respondents' Profile	Frequency	Percent
Tarai	100	20
Hill	350	70
Mountain	50	10
Total	500	100.0

Source: Based on authors' calculation and field survey

In this table 3, the study sample size is 500 and for the purpose of sampling, the location of the population that is migrated towards India was divided into three regions, these are Tarai, Hill and Mountain. Samples are drawn from each region like as 20%, 70% and 10% respectively.

Table 4

Physical Challenge

Respondents' Profile	Frequency	Percent
Normal	490	98
Specially abled	10	2
Total	500	100.0

Source: Based on authors' calculation and field survey

(The table 4, it presents that 98% of the respondents are physically normal and 2% are especially abled.)

Table 5

Education

Respondents' Profile	Frequency	Percent
Literate	350	12.5
SEE	50	
Intermediate	50	62.5
Bachelors	25	10.0
Masters	25	2.5
Total	500	100.0

Source: Based on authors' calculation and field survey, 2024

(Table 5 indicates that the majority of the respondents are literate i.e. 70% (350 respondents), followed by 10% (50 respondents), Intermediate 10% (50 respondents), at the same time bachelor 5% (25 respondents), and masters for 5% and (25 respondents).

Table 6

Work Experience

Respondents' Profile	Frequency	Percent
15-25	100	
25-35	150	20%
35-45	100	30%
45-55	100	
Above 55	50	
Total	500	100.0

Source: Based on authors' calculation and field survey

The table 6 shows that the highest portion of the respondents falls the age group of 25-35 years accounting for 30% (150 respondents), followed by the age group of 15-25, 35-45 and 45-55 recorded at 20% (100 respondents) and above 55 years accounting 10% (50 respondents) respectively. It implies that the youth migration in India from the far western province is early adult.

Table 7

Correlation between Dependent and Independent variables

Variables		Summated scale of diversity
Lack of higher education	Pearson correlation	-0.955*
	Sig. (2-tailed)	0.000
Lack of employment	Pearson correlation	0.846
	Sig. (2-tailed)	0.000
Lack of ancestor property	Pearson correlation	-0.038
	Sig. (2-tailed)	0.390

(Table 7 shows the correlation between Lack of employment and youth migration. The Pearson's correlation coefficient is 0.1846. In this case, the p-value is 0.000 which is less than the alpha value 0.05. It means there is a definite negative and significant relationship between Lack of higher education, Lack of employment and lack of ancestor property and youth migration. Hence, the null hypothesis (H0) is not accepted but alternative hypothesis (H1) is accepted. So it can be concluded that there is a significant relationship between Lack of employment and youth migration. Similarly Pearson's correlation coefficient are -0.955 and -0.038, in this case p-value are 0.000 and .390, which is greater than the alpha value 0.05 and less than alpha value 0.05. It means there is a definite positive and significant relationship between Lack of higher education and youth migration. At the same time, there is a definite positive and insignificant relationship between Lack of ancestor property and youth migration. Hence, the null hypothesis (H0) is accepted but alternative hypothesis (H1) is rejected.

Table 8

Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.956[a]	.913	.913	1.95902

Source: Based on authors' calculation and field survey

a Predictors: (Constant), Summated scale of Ancestor Property, summated scale of Higher education, Summated scale of Employment

Table 8 shows the value of R square (0.956) and R (0.913) hence a strong relationship was found between independent and dependent variables having a standard error of 1.95902. Moreover, table 8 further presents that youth migration in far western province is about 91% dependent on Lack of higher education, Lack of employment and Lack of ancestor property.

Table 9

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20012.254	4	6670.751	1738.190	.000[b]
	Residual	1903.528	496	3.838		
	Total	21915.782	499			

Source: Based on authors' calculation and field survey

a. Dependent Variable: youth migration.

b. Predictors: (Constant), Lack of higher education, Lack of employment and Lack of ancestor property

Table 9 presents that the p-value is 0.000 which is less than the alpha value 0.05; hence it says that there is a significant relationship between independent variables and dependent variables. In addition, Table 9 shows a model that is fit for predicting the influence of the independent variables on the youth migration from far western province.

Table 10

Coefficients

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	73.675	4.154		17.736	.000
	The summated scale of Lack of higher education	-2.113	.063	-.925	-33.598	.000
	The summated scale of lack of employment	.113	.094	.033	1.200	.000
	The summated scale of ancestor property	.006	.028	.003	.208	.000

Source: Based on authors' calculation and field survey

a. Dependent Variable: The summated scale of youth migration.

Table 10 shows regression coefficients that to what extent the dependent variable varies independent variable, in case, all other variables are considered constant. Moreover, the beta coefficient indicated that lack of higher education (beta=- .2113, t = -33.598, P=.000) had a negative impact on youth migration. Likewise, Lack of employment opportunity (beta= 0.113, t=-1.200, P=.000) has a positive impact on youth migration and lack ancestor property (beta= .006, t=.208, P=.000) and have also positive impact on youth migration in far western province.

Conclusion: In conclusion, the issue of youth migration from far western province is a multifaceted one, with implications for both the province itself and the boarder society. It necessitates a comprehensive approach that addresses the lack of higher education, Lack of ancestor property and employment opportunity dimensions of the phenomenon, while also recognizing the agency and potential of young migrants. Balancing the opportunities and challenges posed by youth migration requires collaborative efforts from policy makers, local communities, and the migrant youth themselves. By developing strategies that support the well- being of young people in their home province while also harnessing their potential contributions, it is possible to mitigate the negative impact of youth migration and foster sustainable development. In this paper it reveals that there is positive relationship between lack of employment opportunity, lack of ancestor property and youth migration. It means youths are migrated from far western province to India due to lack of employment opportunity and lack of ancestor property. At the same time there is negative relationship between Lack of higher education and youth migration. It reveals that youth migration is not impacted by the lack of higher education.

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Look at the Transatlantic Slavery: Phillis Wheatley: An Eighteenth Century Slave Poet

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Abstract

A slave of Senegalese or Gambian origin was the first black poet of the eighteenth century to write poetry in a language other than her own. It should be noted that long before Europeans arrived in Africa, the Songhai people of the Middle Ages wrote whatever they wanted in the Songhai language using Arabic script. Deported to the United States in 1761 at the approximate age of seven (07) or eight (08), this slave was sold to the Wheatley couple who named her Phillis after the name of the ship from which she disembarked. Phillis learnt how to speak the English language in record time. She also learnt how to read and write English from her boss' children. Very intelligent, gifted and moreover very precocious, she wrote her first poem at the age of fourteen. She died thirty years after arriving in the United States, the University of California at Berkeley in 1909 compiled about forty of her poems in one volume for posterity. Through a multidisciplinary approach, this paper examines the psychology of children so as to apprehend the phenomenon of Phillis' precocity, then a typological analysis of her poems will be carried out and at last some of her outstanding poems will be scrutinized. As finding, it is revealed that Phillis suffered a subtle acculturation like the entire black race in general.

Keywords: First generation African slave poet, transatlantic slavery, Africa, America

Introduction

The existence of this collection of poems first raises the problem of black people's humanity and then that of their intelligence. Are Blacks intelligent, can they carry out abstract analysis; are they full human beings as Westerners are? Here are sample of questions that Westerners ask themselves. The edition of the book written by Phillis Wheatley (c. 1753-1784) entitled: Poems on Various Subjects, Religious and Moral by Phillis Wheatley Negro Servant to Mr. John Wheatley, of Boston in New England (1773) published in the mid- eighteenth century answered these series of questions in the affirmative. While it is true that a single swallow does not make spring, it is just as true that we cannot hide the genius of this young girl straight out of her native Africa. It should be noted that the original title of her work has been changed by scholars at the University of Berkeley into: The Poems of Phillis Wheatley (Wheatley, 1909). What intrigues more than one person is how quickly she learns, innovates and makes herself a name.

One wonders how many Phillis have been lost in the cane or cotton fields of The United States of America for lack of the emotional and intellectual guidance that the Wheatley slave benefited from. History does not record it anywhere and therefore no one can know. It would then be necessary to pay homage to the couple formed by Susanna and John Wheatley, to their children, the twins whose names are Mary and Nathaniel. Indeed, Phillis had to be helped by this family before becoming the first Black-American poet and the second American poet, after Anne Bradstreet Dudley (1612-1672), a naturalized English-American It was a century after the latter's death of that a collection of poetry written in English was published by another American woman this time of black descent. She was not only of African descent, but also a slave of the first generation. I would like to explain Phillis Wheatley's phenomenon with the tools of psychology, I would do a typological study of poems contained in the edition published by the University of California at Berkeley, and then I would analyze some poems.

STATEMENT OF THE PROBLEM

There are many writers who started writing about gender discrimination and color discrimination. This study tries to rise a voice of black people. The black people do not have right to visit public place as the white moves. They have inferiority complex in black poet as well as dramatist. They think that their voice is dominant. Psychologically they are poor. This study focuses its main theme on following research questions:

a. What is contribution of the Phillis Wheatley an English literature?

b. What is ta structure of the poem related to Phillis Wheatley?

c. What is main theme of the poem?

d. Does theme of the poem address color discrimination?

Objectives

The objectives of the study are

1. To study the early childhood as gifted child;
2. To study the structure of poem;
3. To analyze the content of poem;

Methodology

The sample of the present study consisted the poems written by Phillis Wheatley, who wrote poems on different themes about different discipline. To collect information, a schedule was prepared and administered about the collection of poems written by Phillis Wheatley. Library analysis was adopted to take require information or message from the collection of poem.

Analysis

A-Phillis Wheatley: Early and / or gifted child

According to Sarah K. Horsley her age is estimated to be between seven and eight because she already began to lose her baby teeth before arriving in Boston (Horsley, n.d.). As the first teeth of the human species are usually lost during this age gap, the Wheatleys are quick to attribute this age range to her. They made her a servant in the house and the kitchen she was therefore free from the fields work and she lived in close contact with the Wheatley family comprising John the father, Susanna the mother, and their twin children, Mary and Nathaniel.

The young slave speaks the language spoken in her new environment very quickly in less than a year. The french pediatrician Jean-Paul Blanc theorizes that: << l'un des signes annonciateurs d'une précocité intellectuelle réside dans le langage. Un enfant précoce emploie très vite un vocabulaire riche, précis et des phrases bien construites, à la syntaxe déjà élaborée pour son âge » (Blanc, in https://www.mpedia.fr/art- enfant-precoce-les-signes) (One of the warning signs of intellectual precocity resides in language. A precocious child very quickly uses a rich, precise vocabulary and well-constructed sentences, with a syntax already developed for his age).

This hypothesis could easily be applied to the little girl, Phillis who acquires mastery of a foreign language in record time. Indeed, as far as Phillis is concerned, English language meets the three identification criteria that the linguist Jean-Pierre Cuq assigns to any foreign language whatsoever. The latter stipulates that:

<< Toute langue non maternelle est une langue étrangère. On peut alors distinguer trois degrés de xénité (ou d'étrangeté): la distance matérielle ou géographique, *...+; la distance culturelle, *...+ et la distance linguistique» (Cuq, 2003,150.) (Any non-mother tongue is a foreign language. We can then distinguish three degrees of xenity (or strangerness): material or geographical distance, *...+; cultural distance, *...+ and linguistic distance).

The distance between Senegal or Gambia and the United States of America is very great; it requires crossing the Atlantic Ocean from east to west, as for culture or language the difference is like day and night. And yet this little girl was fluent in a foreign language from an early age to the point of learning how to read and to write. She loved to read the Bible, her master also taught her Greek and Latin so much so that her poems are full of allusions to the Holy Scriptures and to Greek and Latin mythology. Investigation journalist Esther Buitekant after her research on precocious or gifted children came to the conclusion that: << l'enfant va parler très tôt. Il va rapidement pouvoir mener des discussions et étonnera par ses capacités de raisonnement et la structuration de sa pensée » (Buitekant), (The child will speak very early. He will quickly be able to lead discussions and will surprise people with his reasoning skills and the structuring of his thought.)

This is precisely the slave Phillis Wheatley's case to the point that she had to prove the authorship of her collection of poems in front of an assembly made up by eighteen (18) personalities from Boston including the Governor of the city and her teacher and owner, John Wheatley. A certificate which appears on page 06 of her publication was issued to her at the end of the verification exercise. (Wheatley: 1909, 6).

It should be noted that a terminological dispute has arisen over the name to be given to children who quickly retain what they are taught. Are they precocious or gifted? For Arielle Adda. << les enfants précoces ne sont pas tout à fait des enfants comme les autres mais comme les autres ce sont des enfants » (Adda, in Blog http://les-tribulations-dun-petit- zebre.com/2020/03/13) (precocious children are not quite children like the others, but like the others, they are children). The Larousse dictionary defines a precocious child as "un enfant dont la maturité, le développement intellectuel correspondent ordinairement à un âge supérieur au sien" (a child whose maturity and intellectual development usually correspond to that of an age superior to his own). Phillis Wheatley quickly learned how to speak the English language. This allowed her to quickly learn how to read and to write.

As Arielle Adda, quoted by Esther Buitekant, explains the gifted child works differently: << Il comprend plus vite, possède un champ d'action intellectuel plus large et son esprit va englober plus de notions en même temps » (Buitekant), (She/he understands very quickly, acquires a wider intellectual field of action and his mind will encompass a lot of concepts at the same time.) Another notable feature is: speed. To illustrate her point, the specialist uses a very telling metaphor. Thanks to faster transmission from neuron to neuron in the brain, the precocious child is like a subway launched at full speed that would only stop at connections. She/he is also endowed with a highly developed critical mind. So much so that twelve years after her arrival in Boston in the United States, Phillis is the author of some forty poems dealing with very varied subjects, even if the Christian religion is her dominant subject, it also addresses Greco-Latin mythology and abstract subjects such as: virtue; humanity; imagination.

B-Structure of the collection of poems

The work of Phillis Wheatley I have chosen to study, is a collection of thirty-nine (39) poems that I have subdivided into five (05) articulations. Fourteen (14) funeral orations, ten (10) dedications, seven (07) poems explaining various concepts, five (05) praises to nature and to oneself, three (03) poems about the Bible and Greek mythology. Here is my five (05) split of the poems by Phillis Wheatley first published in 1773 in London and republished in 1909 at the University of California, Berkeley, by Richard R. Wright Jr. and Charlotte Crogman Wright. I will deal with the 1909 publication while quoting the poems.

1. Funeral Prayers: fourteen (14) poems
    - On the death of Rev. Dr. Sewell 1769
    - On the death of Rev. Mr. George Whitefield 1770
    - On the Death of a young Lady of five Years of Age
    - On the Death of a young Gentleman
    - To a Lady on the Death of her Husband
    - To a Lady on the Death of three Relations
    - To a Clergyman on the Death of his Lady
    - A Funeral Poem on the Death of C.E. an Infant aged twelve Months.
    - To a Lady and her children, on the death of her son and their brother
    - To a gentleman and a Lady on the Death of the Lady's Brother and Sister, and a Child of the Name of Avis, aged one Year
    - On the Death of Dr. Samuel Marshall, 1771
    - On the Death of J. C. an Infant
    - To the Hon. T. H. Esq; on the Death of his Daughter

- To his Honor the Lieutenant-Governor, on the Death of his Lady March 24 177

2. Dedications: ten (10) poems
   - To Maecenas
   - To the University of Cambridge, in New England
   - To the King's Most Excellent Majesty, 1768
   - To Captain H. D. of the 65th Regiment
   - To the Right Hon. William, Earl of Dartmouth, his majesty's secretary of state for north America, etc.
   - To a Lady on her coming to North America with her Son, for the Recovery of her Health
   - To a Lady on her remarkable Preservation in a Hurricane in North-Carolina
   - To a Gentleman on his Voyage to Great-Britain, for the Recovery of his Health
   - To the Rev. Dr. Thomas Amory on reading his Sermons on Daily Devotion, in which that Duty is recommended and assisted
   - To S. M. a young African Painter, on seeing his Works.

3. Hymns Odes Leisure: seven (07) poems
   - A Hymn to the Morning
   - A Hymn to the Evening
   - Ode to Neptune
   - A Hymn to Humanity
   - A Farewell to America
   - A Rebus by I.B
   - An Answer to I.B., by Phillis Wheatley

4. Poems about concepts: five (05) poems
   - On Virtue

- On being brought from Africa
- Thoughts on the Works of Providence
- On Recollection
- On Imagination.

5. Biblical Books and Mythology: three (03) poems
- Goliath of Gath
- On Isaiah lxiii. 1-8
- Niobe in Distress for her Children slain by Apollo, from Ovid's Metamorphoses,

Book VI, and from a View of the Painting of Mr. Richard Wilson

When one realizes that Phillis first heard of the Bible or of Christendom when on American soil, one can see how acculturated she has become in record time. She adopted Christians" religion which she made her own. In her native Gambia or native Senegal her ancestors' religion was either the Muslim religion or the animist religion however, Phillis makes no allusion to his ancestors' belief in her poetic work. So she adopted her masters' faith of and made it her own. I will try to prove this acculturation of the slave by her masters through the study of a few selected pieces of her poems.

C- Analysis of the contents of some poems

One should have noticed that more than half of her book is devoted to funeral orations and dedications; we can read this attitude as a spirit of self-effacement, of humility. Nevertheless, a clarification is needed: out of the thirty-nine (39) poems, Phillis has written only thirty-eight. The poem entitled "A Rebus by J. B". (Wheatley: 1909, 86-87) was written by James Bowdoin, (https://www. oxfordreference.com/view). James Bowdoin is one of the eighteen (18) notables who verified whether Phillis was the author of her poetry or not. As its title suggests "a rebus" means a riddle in the English language, in fact this poem is a series of six riddles that the notable Bowdoin brings to Phillis' attention. The latter provides with ease the keys to James Bowdoin's enigmas in the poem entitled: "An answer to the rebus, by the author of these poems" (Wheatley, 1909, 87-88).

From the outset, James Bowdoin alludes to three codes in the first stanza of his which are:

- A bird, delicious to the taste,
- On which an army once did feast
- Sent by an [sic] hand unseen;
- A creature of the horned race
- Which *Britain's* royal standard grace;
- A gem of vivid green; (Wheatley: 1909, 86, line 1-6)

Before decoding his first three riddles, Phillis, in a brief introduction of two lines, pays homage to the poet and identifies herself with a childish muse. In her reply she specifies that the bird to which James Bowdoin refers is a,, "quail" on which the Israelites fed during the crossing from Egypt to the Promised Land (Exodus 16. 13). As for "A creature of the horned race" it is a unicorn that appears in the coat of arms of Great Britain.

The gemstone of green color is nothing other than "Emerald". Let us listen to her:

- The poet asks and *Phillis* can't refuse
- To show th' obedience of the Infant muse.
- She knows the *Quail* of most inviting taste
- Fed *Israel's* army in the dreary waste;
- And what's on *Britain's* royal standard borne,
- But the tall, graceful, rampant *Unicorn?*
- The *Emerald* with a vivid verdue glows
- Among the gems which regal crows compose; (Wheatley: 1909, 87-88 (line 1-8)
- The second stanza of James Bowdoin's poem hides two secrets:
- A town of gaiety and sport
- Where beauteous nymphs resort

- And gallantry doth reign
- A *Dardan* hero famed of old
- For youth and beauty, as we're told.
- And by a monarch slain; (Wheatley: 1909, 87, line 7-12)

The first answer given by Phillis is the city of Boston which corresponds to all the characteristics suggested by the poet's rebus, for example "gaiety and sport" in line 7.

- Boston's a town, polite and debonair"
- To which beaux and beauteous nymphs repair, (Wheatley: 1909, 88 (line 9-10)

The key to the second riddle is prince Euphorbus of Troy according to Greek mythology. It should be noted that "Dardan" is synonymous with Trojan related to the city of Troy. Euphorbia was killed by Menelaus Helen's husband and the Greek king of Sparta. The latter is therefore the monarch who killed the hero of Troy. Phillis thus solved the second riddle of the second stanza.in the following words.

- Each Helen strikes the mind with sweet surprise,
- While living lightning flashes from her eyes,
- See young Euphorbus of the Dardan line
- By Menelaus' hand to death resign; (Wheatley: 1909, 88, line 11-14) As for the last
- stanza James Bowdoin's poem, it goes as follows:
- A peer of popular applause
- Who doth our violated laws,
- And grievances proclaim.
- Th' initials show a vanquished town,
- That adds fresh glory and renown
- To old *Britannia's* fame. (Wheatley: 1909, 87, line 13-18)

It contains a single riddle: Quebec, the new British territorial conquest, wrested from France aftera harsh war called: "the Seven Years' War", and the signing in 1763 of a "Treaty of Paris (Vaugeois)

- The well known peer of popular applause

- Is C...m zealous to support our laws,
- Quebec now vanquish'd mustobey
- She too must annual tribute pay
- To Britain of immortal fame.
- And add new glory to her name. (Wheatley, 1909, 88 line 15-20)

The exact answers given by the poet, Phillis Wheatley are tangible proof of the extent of her book culture. She knows about Sacred Scripture: the allusion to quail; about History: description of the coat of arms of the United Kingdom and she has insight knowledge about the Treaty of Paris; she also knows about Geology: the description of the emerald; about Geography: the description of Boston the city where she lives; and as for Greek mythology: the underside of the Trojan War where a Trojan, Menelaus, kills another Trojan, Euphorbia.

Phillis can easily be compared to Pantagruel to whom Gargantua, his father, wants to give an encyclopedic knowledge so that he has "a well filled head" in other words an abyss of science or in French, "un abîme science'" ("La lettre de Gargantua à Pantagruel : Le texte in. Phillis has awell filled head and she is comfortable in everything related to book knowledge.

Unfortunately, she has not referred to her native country in none of her poems. She even developed the syndrome of the oppressed who loves her oppressor, called Stockholm syndrome. Stockholm syndrome is a psychological response. As Kimberly Holland the "Stockholm syndrome is a psychological response. It occurs when hostages or abuse victims bond with their captors or abusers'. *...+. With this syndrome, hostages or abuse victims may come to sympathize with their captors. Over the course of time, some victims do come to develop positive feelings toward their captors. They may even begin to feel as if they share common goals and causes.". (Kimberly Holland) This aspect of Wheatley's personality is easily read in her poem entitled: "On being brought from Africa" (Wheatley, 1909, 12).

Wheatley in this poem is grateful to have left her pagan land and to have known not only a God (the Whites' God) but also a savior. She denigrates her native land which has taught her neither the existence of a God nor the possibility for her to seek to be saved as it is the case in Boston in the United States. Nevertheless, she expresses a slight resentment about the daily experiences of black people in North America. White people think that the color of Blacks' skin is an evil hue. She uses an allegory where she compares the darkness of the Negroes to that of the fratricidal Cain. (Genesis, 4, 1-16). The latter, after killing Abel his brother, is said to have changed the color of his skin from white to black because God puts a curse on him. In fact, according to Eva Mroczek,,'nothing in the Bible suggests it [God's curse] is related to skin color, the motif that Cain was cursed with blackness - and that black people are cursed as well - was common from the 18th to 20th century. [...] this interpretation of Cain's mark was deployed to justify the slave trade, and some religious denominations in America used it to support segregation and the exclusion of African Americans from church leadership" (Mroczek, "Bible Odyssey") This reinforces the idea that bad behaviors are the result of darkness not only of the mind but also of the body. Phillis Wheatley concludes by stating that Negroes can obtain the redemption promised by the Holy Scriptures to all Christians regardless the color of their skin.

Conclusion

Phillis Wheatley did not get a good reception from contemporary critics of black American obedience. She was criticized for her excessive fascination with American culture and her lack of enthusiasm for fighting for the Blacks and for not appealing for the abolition of slavery. It is true that she was hardly treated as a slave; her master sometimes relieved her from domestic chores so that she could study books. After her emancipation, at the death of her master, she could do nothing with her freedom. She has only learned how to read and write but this does not nourish a human being and therefore does not allow a man or a woman to live decently. Phillis has found a job as a cook in a boarding school but she is not used to cooking. And she suffered a lot. She died in destitution and total indifference.

Neither of her two children survived her. In fact, her first child died in infancy and the last one died on the same day as her and the two of them were buried in the same coffin. Nonetheless, Phillis Wheatley proved that when taught, Africans can acquire knowledge as quickly as possible.

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Problems and Opportunities of Marketing in Nepal

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Introduction

Marketing in the Pragmatic sense is composed of three key activities: Seeing the opportunities. Converting the opportunity in to products, services and delivering value to buyers through the products and services. The shape of marketing that we see today in the global brands, wide product and service choices, aggressive promotions, value creation and customer relationship management have developed over a period of last fifty years. Marketing today has become a powerful science in the hands of the business firms not only to satisfy customers through value creation and delivery, but also to achieve competitive edge in the market place.

Marketing is a social process. Its activities to design to meet the needs and expectations of the society. The human society is changing very rapidly in the current times. Social values, norms and behavior are radically changing, so are technology and methods of doing of business. As the human society changes, meaning of marketing in that society also changes. Thus, development of marketing is closely associated with the socio-economic development of a society. For example, the form of marketing practice in Nepalese villages is very basic, while the marketing practices in Kathmandu is very advanced (Koirala, K.D. Pp4). Thus, marketing today is perceived as the central activity of every business organization. Even non-business organizations such as churches, political parties, governments, others social organizations working in the fields of environment, health, population and education have realized the importance of marketing in communicating their ideas and services to the target population.

Referring to the definition of marketing, AMA states- “Marketing is the activity, set of institutions, and process for creating, communicating, delivering and exchanging offering that have value for customers, clients, partners and society at large”. (Koirala, K.D. Pp7)

This definition has included some important dimensions of modern marketing, such as creation, communication and delivery of value not only to customers, but also to the society at large.

Regarding the definition of Kotlar defines- “Marketing is a social process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging product and services of value with others”. (Koirala, K.D. Pp7)

In this definition Kotlar recognized marketing as a societal process and the knowledge of marketing can be used to meet various social problems.

Encarta Dictionary defines- “Marketing is the business activity of presenting products and services to potential customers in such a way as to make them eager to buy”. (Koirala, K.D. Pp8)

Stanton, Etzel and Walker defines-“Marketing is a total system of business activities designed to plan, pricing, promote and distribute want- satisfying products to target markets to achieve organizational objectives”.(Shrestha, S.K. Pp3)

McCarthy states- “Marketing is the performance of activities that seek to accomplish an organization’s objectives by anticipating customer or client need and directing a flow of need-satisfying goods and services from producer to customer or client”.(Agrawal, G.R. Pp1)

According to the various definitions of marketing the main theme of marketing is – *The marketing process encompasses all activities aimed at identifying customer needs through exchange relationships to achieve organizational objectives in a dynamic environment.*

Modern marketing activities have started in Nepal very late. Until 1960, the local market scene was dominated by local agricultural products and imported goods. Industrialization was slow and most of the large manufacturing businesses were in the public sector. The industrial performance was very bad and most of the public sector industries making losses. Even service sector was dominated by the government entities. Banking, airlines, road transport, cigarette, cement all were run by the government. (Koirala, K.D. Pp 375) The economic liberalization policy of the 1970s intensified in the 1980s. As a result, several industries and service enterprises were established in the consumer goods, construction hardware, banking services, transportation and tourism were started in the private sector. Import has been also been liberalized. Today the marketing scene has totally changed. We can see Nepalese brands in manufacturing and services are competing with foreign brands in the market place. Despite all the progress, there are several problems marketing faces in production and distribution of products and services. The problems generally emerge from macro level factors such as: Infrastructure, market size, interest rates, political instability and corruption, and slow development of technology. Problems also arise from micro level factors such as: Profit centered business practice, lack of customer focus, weak positioning, push selling, low quality of advertising and so on. The major problems of marketing in Nepal are as follows:

1. Macro- level Problems

a. Weak Infrastructure:- The most severe problem marketing faces is the inadequate infrastructure. Although the road infrastructure is gradually being built, the overall infrastructure road, electricity, telecommunication, water supply is very weak. As reported in Himalya Times- "Weak infrastructure has Nepal less competitive among the 144 global economies, and the country ranked 125 with a score of 3.5 in the Global Competitiveness Report 2012-13".Thus weak infrastructure has been the first and foremost bottleneck for the overall development of the economy and marketing activities in particular. (Koirala, K.D. Pp 375)

b. Small size of the market:- Nepal's market is very small and limited to urban areas account for 80 percent of demand for goods and services. Lack of access to a large part of country and low per capita income of the rural population has made the country's market small quantity of goods is to be produced for small market, the population cost is high. Nepalese products have become less competitive than Chinese product and Indian products due to Nepal's disadvantage in reaching economies of scale.

c. High Cost of Capital:- The interest rate on loan from banks is prohibitively high for Nepalese manufacturers. As compared to India, Nepalese businesses pay 4 to 5 percent higher interest on their borrowings. On one hand the cost of production and distribution is high, and on the other hand, the high interest rate has made industries less competitive.

d. Political Instability and Corruption:- Nepal's politics has been highly unstable for last 20 years. Ten years of civil war and ten years of instability has seriously affected the socio- economic life of the country. Large scale migration of population has resulted due to the instability. Almost 10 percent of the population is working outside the country in low paying menial job. Technically proficient work force is migrating to developed countries for better quality of life. Corruption is rampant in every spare of Nepalese life. Dons and Super dons have emerged in the country to rule the social and economic life of the people. This atmosphere has adversely affected the business environment.

e. Slow Development of Technology:- Technological innovation and development is very slow in Nepal. Nepal's major sectors still depend on human power rather than technology. Although some technology has been successfully introduced in the telecommunications, the other sectors of the economy are still technology hungry (Koirala, K.D. Pp 376).

2. Micro Level Problems

a. Profit centered Business Practice:- The business culture in the country is directed to short- term profits. This culture has deeply penetrated in to every sector of the economy. Nepalese firms hardly practice modern marketing approaches such as brand building, relationship marketing and customer value creation. Although some young entrepreneurs have shown some interest in the modern marketing approaches, the large part of the business is dominated by the traditional thinking and business methods.

b. Lack of Customer focus:- Nepalese marketers have very low marketing focus, and they still practice the selling concept of marketing. Very few brands have been successful in gaining vales and equity in the country. Nepalese businesses practice the marketing approaches of the 1980s in 2017. Foreign brands and licensed brands have been able to enter the mind and heart of the people, while very few Nepalese brands can complete in the market place.

c. Weak brand positioning:- Focused brand positioning is the center point of modern marketing. Nepalese marketers have hardly understood the importance of positioning or confused positioning (Koirala, K.D. Pp 377).

d. Unfocused promotions:- Advertising in Nepal is growing in terms of volumes, but in terms of quality, it gradually going down. Most T.V advertising ideas are borrowed from Indian advertisements. The advertisements do not focus the target customers and their needs and wants. They are realized without any planning of air time and program preference of the target customers. Even serious products like Cement and Shoes are presented humor appeal. Celebrity endorsement is widely practiced since the low image. Nepalese celebrities are ready to work in very low endorsement fees. There are very few celebrities in Nepal, who have social and commercial values.

e. Shortages of marketing skills:- Efficient and skilled manpower in the marketing sector is very difficult to find. Students are more attracted to the career in finance sector, which they think is glamorous and well paying. Quality manpower to handle sales and marketing Job is very difficult to find.

3. Other Problems

a. Rugged Topography:- Nepal is a land-locked country. It is also a mountainous country. About 77 % of land area consists of mountains and hills. Transport facilities are very poor. Marketing faces serious problems in mountain and hilly region (Agrawal, G.R. Pp 395).

b. Competition:- Nepal is stand between India and China. Low quality and low priced products from these countries compete with Nepalese products. They have captured a big customer share in the Nepalese market. Nepalese products can't compete with them in terms of quality and price. This has created problems for Nepalese marketing. Product life cycle is also getting shorter.

c. Poor Brand Consciousness:- Nepalese marketing suffers from poor brand consciousness. Agricultural products remain largely unbranded. Individual brands dominate the market. Family brands are slowly emerging. Rural markets generally lack brand conscious.

d. Ethical Consideration:- Environmental protection and welfare considerations are generally disregarded in Nepalese marketing practices. Ethical considerations are lacking.

e. Marketing Information System:- Nepalese marketing suffers from ineffective marketing information system. Internal records lack effective computerization. Marketing intelligence is poor. Decision support system and marketing research are at an early stage. Use of information technology for e-marketing is slow but increasing.

f. Emerging Concept:- The emerging concepts such as holistic marketing, relationship marketing, e-marketing, green marketing are at an early stage in Nepalese marketing (Agrawal, G.R. Pp 396).

Opportunities For Marketing In Nepal

Despite all the problems marketing faces from the macro level sources, there are some hopes and opportunities for the development of this sector in future. The young entrepreneurs have gradually understood the value of modern marketing and have adopted principles and practices of marketing concept. There have been positive developments in marketing in the following areas:

1. Brand Building:-

Nepalese entrepreneurs have been successful in developing powerful brands in Nepal with thoughtful sustained efforts that have created unique identity for the brands. Some of these brands and their associations are presented below:

Brands	**Key Associations**
Buddha Air	Safety, Modern Aircraft
Yeti Airlines	On times, Customer care
Nanglo Bakeries	Consistency of Quality
Ncell	Technology, Class, Customer Base
Choco Fun	Taste and Fun
DDC	Quality, Wide Distribution
Kantipur	Largest Newspaper
Hotel Raddison	Customer Care
Wai Wai	Convenience and Taste

Source: Koirala, K.D. (Pp 378), Fundamentals of Marketing, M.K. Publishers and Distributors, Kathmandu, Nepal.

The above table shows that more business organizations can focus on brand building efforts and convert their simple brand names into powerful brands.

2. E- Commerce:-

The whole world new relies in internet not only for communication but also for all forms of trade (B2B, B2C, C2C, and C2B). Product and services are delivered to buyer's homes and offices, payment is made on line and money back returns are provided in case of dissatisfaction. Many on line portals and shopping portals are launched in Nepal. Now there are more than a dozen Nepali e-commerce sites doing business among the resident and non-resident Nepalese. Following are the e-commerce sites of Nepal.

1. Munch.com
2. Thamel.com
3. Harilo.com
4. Bhatbhatenionline.com
5. Yeskantipur.com
6. Nepbay.com
7. Rojeko.com
8. Foodmandu.com
9. Metrotarkari.com
10. Estornepal.com

Source: Koirala, K.D. (Pp378), Fundamentals of marketing, M.K Publishers and Distributors, Kathmandu, Nepal.

3. Retail:-

The retail scene is gradually changing in Nepal. It is catching up with international trend that moves in favor of self-service large and medium size stores. In the last 10 years, several chain retailer stores have emerged in the urban area of Nepal. Although the pioneer was Blue Bird, Bhatbhateni is expanding rapidly and taking the store outside Kathmandu. Other stores like Sale ways, Big market and CG mart are gradually expanding. There are small size chains like UFO and Peanuts, which are recognized brands. Shopping malls are also expanding rapidly, but to catch customer's taste and preference. Koirala, K.D. (Pp378)

4. Expositions:-

The other healthy development in the marketing scene of Nepal is the number and variety of expositions organized in urban areas of Nepal. Started two decades ago as a festival sales strategy with Dashain Mela, variety of expositions are organized in Kathmandu and some in Pokhara and Butwal. There are a number of ITC expositions, auto fairs, shoe fairs, real-estate expositions, education fair, book fair and flower shows apart from the general commercial fairs organized during the festivals. Even local chamber of commerce of important trade centers and small towns organize local level expositions. The remarkable thing about these fairs is the ability of the fairs to pull in large crowds of target customers and potential customers.

Given these positive developments, marketing has a good prospect to serve the Nepalese society and also has potential to serve international markets. Nepalese brands like Wai Wai is well recognized in India Himalayan spring water is exported to South Korea, Gorkha and Star Beer to U.K. There is a good prospect for expansion of marketing in following area:

a. Tourism product:-

Traditional Nepal has been able to sale it's Himalaya and history and heritage as tourism product. Foreign tourist mainly visited Nepal to enjoy sight-seeing, trekking and mountneering. But lately, adventures tourism is getting popular with more foreigners interested in white water rafting, bungee-jumping, paragliding, cannoning. Cultural tourism is slowly catching up in the ethnic areas of the country. There has been a major shift in source destinations for Nepal. The increase in per-capita income of Indians and Chinese and easing of travel restricted by China has resulted in large no of tourist from these two source destinations. Town like Pokhara is not having on and off tourist seasons. The town and its hotels are packed around the year. Koirala, K.D. (Pp379).

b. Commercial Earning:-

The potential marketing opportunities lie in the commercial farming of fisheries, poultry, animal husbanding, herbs, fruits and flowers. All these products have huse potential in the domestic and foreign markets. Nepal's traditional exports like tea and cardamom is now supported with ginger, fruits and vegetables. There is a huge potential to grow, process and manufacture medicinal products as Nepal is very rich in term of medicinal plants.

c. Service Industry:-

Nepal's service sector is growing very rapidly. The growth is mainly due to transport, communications and financial sectors. However, the real potential for marketing of services lies in manpower services, which is already financing the National budget and the country's imports. Nepalese with their good reputation as honest and hard working is attracting many foreign employers. Some other prospects of marketing in Nepal are as follows:

i. Creation and Implementation of Consumer Protect Act

The government has announced and implemented the consumer protection Act in 2001(2058B.S) for protecting consumers from irregulation concerning the quality and prices of consumer goods and services, preventing circumstances in which monopolies and unfair trading practices may lead to an increase in prices, as well as false and misleading propaganda about the use and usefulness of consumer goods and services, selling, supplying, importing, exporting and storing safe and quality consumer goods and services and protecting the rights and interest of consumers through the establishment of an agency for redressing the health, convenience and economic welfare of consumers (Shrestha, S.K. Pp289).

ii. Emphasis on Information Technology by Government

Information is essential for every marketing organizations to formulate, implement and control marketing planning, program or strategy. Actually speaking information is the prerequisite of marketing decision making. Marketing management requires adequate and relevant information on regular basis. With a view to place Nepal on the Global map of information technology, government of Nepal announced information technology policy in 2000 A.D (2057 B.S). (Shrestha, S.K. Pp290)

iii. Growing Population:-

Marketing requires growing people with purchasing power. Nepal's population is growing at the rate of 1.6 percent per annum. The total population is about 27 million. Sixty one percent of population between 15-64 years. 35 percent is below 14 years and 4 percent is above 64 years. Growing population provides opportunities to marketing in Nepal. The market size is expanding. Urbanization is increasing market size. Urban population was 17 percent in 2011. (Agrawal, G.R. Pp 396)

iv. Growing Purchasing Power:-

Economy provides purchasing power to consumers. Nepal is a least developed country. Nepal's per-capita income is also growing up. G.D.P is also growing year by year. Thus, economic growth has created market opportunities. Urban consumption is increasing.

v. Growing Digitalization:-

Digital marketing (e-marketing) is growing in Nepal. Internet, mobile phones, and computers have changed Nepalese marketing. The use of ATM in financial institutions is increasing. Automatization is also increasing. Thus, digitalization provides prospects for marketing in Nepal. (Agrawal, G.R. Pp 397)

Conclusion

Nepal is a small beautiful, landlocked, Himalayan country, Situated at the heart of Asia. Nepal is a developing country, so modern marketing activities have started in our country very late. Industrialization process is very slow and gradually grown up in our country. Until 1960, the market scene was dominated by local agricultural production and imported goods. To carry out the marketing activities in an effective and efficient way, it is important to proper analyze and understanding the internal and external marketing environmental factors. But, Nepalese marketers have not analyzed the external marketing environmental factors. Without proper analysis of external environment, Nepalese marketers can't grasp marketing opportunities and minimizing possible threats. Some other Nepalese marketing problems are: Nepalese market is seller's market. Most of the sellers give more emphasis on their own needs and preference. Other problem of Nepalese market is emphasis on the product rather than the customer's satisfaction. In Nepalese market, most of the companies are motivated towards profit maximization through sales volume rather than the customer's satisfaction. Nepalese market is shy market, because most of the Nepalese marker is dominated by foreign products. Due to lack of reliable rules and regulation, Nepalese market becomes very weak. Nepalese market very short-run market. Nepalese (MIS) is very weak. Due to the weak public relation and communication, Nepalese marketers can't get organizational goal. Other very severe problems of Nepalese marketing are: Nepal have weak infrastructure, high cost of capital, political instability and corruption, slow development of technology, weak brand positioning, rugged topography, vast competition and not use emerging concept of market etc.

Despite the mentioned problem, there are some opportunities of marketing in Nepal they are: Nepalese entrepreneurs have been successful in developing powerful brands like: Ncell, Wai Wai, Buddha Air, DDC, etc. Some e-commerce sites are growing up in Nepal. The other healthy development in the marketing scene of Nepal is the Number and variety of expositions organized in urban area of Nepal. Some other prospect for Nepalese marketing are: creation and implementation of consumer protection act (2058 B.S), emphasis on information technology by government, developing commercial farming, emerging service industry and tourism, Nepal's growing population, growing purchasing power, growing digitalization and hydropower sectors are also for the prospects of Nepalese marketing.

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Exploring the Role of Accounting Practices and Financial Analysis : A Case Study in Roze Heaven, Jhalari

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ABSTRACT

This analysis hunt through the critical role of accounting techniques and financial analysis in business management. The study explores the obstacles faced and the approaches used to overcome them by drawing on the firsthand experiences of an accountant at a commence of business. Through the exploratory qualitative analyses, the study focuses the value of precise inventory management, budgeting and forecasting, financial monitoring, and sales performance analysis in attaining long-term growth and profitability. The findings provide the importance of combining accounting theories and practices in order to make right decisions and achieve financial success. The study continues by underlining the importance of continuous financial planning and adaption in order to support long-term corporate growth.

Key points: Accounting; Inventory management; Budgeting and forecasting; Financial monitoring; Sales performance analysis

INTRODUCTION

Accounting techniques and financial analysis are critical to the performance and stability of firms across a wide range of industries. These practices provide important insights into a company's financial health, aid in decision making, and contribute to long-term growth and profitability (Ameer & Othman, 2012; Collier, 2015). This article gives a complete case study that investigates the experiences of an accountant who has been working at a new business for one year. The study's goal is to look at the issues that accountants face, as well as the accounting theories and techniques that are used to overcome them. The study intends to provide significant insights into the significance of accounting methods in financial management by investigating these factors. Roze haven is a new enterprise in Jhalari that specializes in the sale of fresh flowers, but it represents a small and relatively unknown SME in need of attention. Despite its potential to boost the local economy and sustain a shift in the flower sales industry, which has grown in importance as Jhalari people adopt new cultural norms such as sending congratulations messages and more. Accountants play a critical role in this initiative beyond simply being accountable; they also manage and control operations within this corporation, reporting directly to the CEO. While the background introduces Roze Heaven as a new player in Jhalari's flower industry, there is a noticeable lack of urgency over the chosen issue. The necessity of good accounting methods in overcoming common startup challenges, such as limited resources, tough competition, and navigating regulatory frameworks, is highlighted. Furthermore, giving case studies or real-life examples of how these obstacles directly affect accounting operations within companies will provide significant insights into the importance of addressing these issues early on. Meanwhile, as accountants must gain a understanding of a company's organizational efficiency and financial position. This knowledge serves as the foundation for owners' and stakeholders' decision-making (Elliott & Elliott, 2015). Accountants can discover opportunities for development, make educated decisions, and promote financial stability by reviewing the entire performance of the organization. Accurate inventory management is critical to guaranteeing corporate cost sustainability. Companies can control expenses, reduce wasteful inventories, and optimize resource allocation by employing effective tracking systems (Richards, 2017; Warren et al., 2020). Inefficient inventory management can result in increased expenses and financial inefficiencies. Budgeting and forecasting are critical components of financial planning and decision-making. Businesses can manage resources more efficiently and anticipate financial demands by developing comprehensive budgets that account for future purchases and expenses (Weygandt et al., 2018). Accountants can use this approach to establish a clear financial roadmap, ensuring that the business runs within its limits and meets its financial objectives. Similarly, firms face considerable hurdles in tracking spending and accurately estimating income. Financial analysis and decision-making processes can be hampered by inaccurate financial data and the absence of effective expense monitoring tools. Accountants must address these issues by developing effective financial monitoring techniques, assuring accurate financial reporting, and delivering reliable data for decision-making (Kimmel et al., 2018). Financial analysis is critical in assessing sales performance and overall business success. Accountants obtain significant insights into the effectiveness of sales strategies, revenue production, and opportunities for development by evaluating sales numbers. This research enables firms to make data-driven decisions, improve sales performance, and meet profit targets (Horngren, 1978). The relevance of competent accounting processes and financial analysis in corporate management is highlighted in this article. Accountants may greatly help to a company's financial success by recognizing organizational efficiency, adopting precise inventory management, conducting budgeting and forecasting, monitoring spending, and reviewing sales performance. Accounting theories and practices are important in allowing informed decision-making, guaranteeing cost sustainability, and achieving profitability, according to the findings. , Exploring the Role of Accounting Practices and Financial Analysis: A Case Study in Roze Heaven, Jhalari constantly analyzing and revising financial strategy.

METHOD

To provide a delicate qualitative analysis of inventory management and sales performance at Roze Heaven, a prominent flower shop in Jhalari, Kanchanpur. This case study employs a careful methodology that integrates firsthand experience observation, a comprehensive practice report, and an extensive literature review. A full practice report was created, describing the precise approaches used, how they were implemented, and the results obtained. The study also used scholarly literature to contextualize the findings and compare them to existing ideas and best practices. This methodology provides a compelling and thorough assessment of Perfect Zone's inventory management and sales performance by smoothly merging these parts, offering useful insights to both academic study and practical implementations.

RESULT AND DISCUSSION

An accountant's position in any business establishment is crucial in knowing the organization's financial health and providing a framework for decision making by owners and stakeholders (Elliott & Elliott, 2015). This article gives a case study of an accountant who has been working for a year in a new business, highlighting the issues encountered as well as the accounting theories and techniques used to address them. The emphasis is on inventory management, cost sustainability, budgeting, and forecasting for future purchases and expenses. Challenges and Initial Assessment Several obstacles may develop while beginning a new career as an accountant, necessitating an awareness of the entire functioning of the organization. Key considerations to consider include: how well-organized is the business? Is there any outstanding debt, and if so, is it being paid? What was the company's profitability in the previous year? These questions are important markers for assessing the company's performance and financial standing (Horngren, 1978). The accountant found issues that needed repair shortly after starting work. Asset depreciation was not accurately reported, subscriptions were only partially accounted for, and inventory items were not included in the financial statements. To ensure accurate financial reporting and decision-making, these difficulties had to be resolved (Akrem & Maspul, 2024; Kimmel et al., 2018). To address these issues and enhance accounting methods, the accountant applied a number of financial and management theories. The notion of Generally Accepted Accounting Principles (GAAP) is one such theory, which provides a framework for uniform and transparent financial reporting (Elliott & Elliott, 2015). The accountant ensured that the financial statements appropriately reflected the business's financial status and performance by complying to GAAP. The Matching Principle, which stipulates that expenses should be recognized in the same period as revenues, is another relevant idea. To solve inventory-related concerns, the accountant additionally applied Inventory Management theory. This theory highlights the significance of effectively managing and valuing inventory in order to achieve optimal resource allocation and cost control (Warren et al., 2020). The accountant improved the accuracy of the financial statements and promoted informed decision-making by establishing excellent inventory management techniques such as regular physical counts and using appropriate costing methodologies. Financial analysis theories were also useful in addressing the accountant's problems. Ratio analysis, for example, aided in assessing the company's liquidity, profitability, and solvency by examining important financial ratios (Horngren, 1978). This research gave insight into the company's financial health and revealed areas that needed to be addressed, such as enhancing liquidity or reducing debt. To address the demand for reliable financial planning, the accountant applied Budgeting and Forecasting theory. The accountant forecasted future expenses, revenues, and cash flows by developing comprehensive budgets and financial forecasts, allowing for optimal resource allocation and informed decision-making (Horngren, 2009; Weygandt et al., 2018). Inventory Management and Expense Control To address the inventory management problem, the accountant prioritized the implementation of an effective inventory tracking system. Employees purchased additional products from outside stores due to a lack of efficient inventory tracking, resulting in increased inventory and excessive expenses. The accountant was able to streamline the purchasing process and cut expenses by developing a strong system (Warren et al., 2020). The use of numerous financial and management theories is required for effective inventory management. The Economic Order Quantity (EOQ) model is one such theory that helps calculate the ideal order quantity that minimizes inventory carrying costs and ordering expenses (Horngren, 1978). The accountant optimized inventory levels and decreased the risk of stockouts or overstocking by calculating the EOQ and determining suitable reorder points. The accountant also used the Justin-Time (JIT) inventory management principle. JIT prioritizes inventory reduction by obtaining goods from suppliers just in time for production or customer demand (Elliott &

Elliott, 2015). The accountant reduced inventory holding costs and improved cash flow by employing JIT methods such as keeping good connections with suppliers and utilizing efficient delivery systems. Another critical area handled by the accountant was expense control. The accountant developed a detailed budget for the following three months, including all necessary payments, by meticulously noting all subscriptions. This enabled better financial planning and resource allocation (Weygandt et al., 2018). In this context, the concept of Zero Based Budgeting (ZBB) is relevant. Using ZBB, the accountant scrutinized each subscription and its cost, verifying that spending were in line with the company's goals and priorities. A crucial component of management accounting, variance analysis, was also used to monitor and control spending. The accountant noticed any substantial variances and analyzed the underlying causes by comparing actual expenses to projected levels (Horngren, 1978). This analysis enabled early remedial steps to be made, ensuring that costs were kept under control. Financial Analysis and Sales Performance During the purchase record review, the accountant discovered inflated bills that went unreported by store staff. The company was able to reduce costs and boost profitability by resolving this issue (Elliott & Elliott, 2015). Financial analysis is critical in assessing a company's performance and determining areas for development. Ratio analysis is a common tool in financial analysis. Ratio analysis is the process of computing and analyzing numerous financial ratios in order to evaluate a company's liquidity, profitability, and solvency (Horngren, 1978). Through ratio analysis, the accountant was able to detect inflated bills, which had a detrimental impact on the company's profitability. Aside from ratio analysis, the concept of cost control is critical for increasing profitability. Cost control is the management and reduction of expenses in order to improve a company's financial performance. The accountant efficiently adopted cost control methods by detecting and correcting the overcharged bills, resulting in lower costs and increased profitability (Elliott & Elliott, 2015). The corporation struggled to keep track of its expenses and appropriately calculate its income. To address this, a monthly budget was established beginning in September 2023. Budgeting is a method of financial management that entails forecasting and planning for future income and expenses. By developing a budget, the organization can set revenue and spending targets, giving a baseline for analyzing actual performance (Weygandt et al., 2018). Despite meeting its purchasing and spending targets, the company fell short of its sales projections. To solve this issue, the corporation created a strategy based on the preceding three months' average revenues and expenses. This strategy targeted to reduce expenses and income in order to align them with current sales performance (Horngren, 1978). To enhance sales performance even further, the firm chose to focus on actual sales numbers and set a sales rise target of 20% for the next month of December 2023. This method highlights the necessity of defining clear sales goals and working hard to achieve them (Horngren, 2009; Maspul, 2024). In summary, financial analysis and management techniques play vital roles in addressing sales performance challenges. Through the analysis of purchase records, ratio analysis, and cost control measures, the accountant identified overpriced bills and implemented cost reduction strategies. Budgeting provided a framework for monitoring expenses and assessing income. The company then adjusted its strategy based on actual sales figures and set specific sales targets to improve performance. The Economic Order Quantity (EOQ) model is a fundamental theory that can be applied to inventory management. By balancing inventory holding costs and ordering expenses, EOQ assists in determining the ideal order quantity. RHEs can reduce inventory carrying costs and the risk of stockouts or overstocking by calculating the EOQ (Harris, 1990). Furthermore, Just-inTime (JIT) procedures can be used to optimize inventory levels. JIT focuses on keeping inventory levels low by relying on effective supplier relationships, streamlined production processes, and on-time delivery systems (Maspul, 2024; Ohno, 2019). This method lowers inventory holding costs while increasing cash flow. Expense Control: Zero-Based Budgeting (ZBB) is a fundamental principle that can be used to control expenses. Starting from zero, ZBB demands a thorough examination of each expense item to verify that it matches with the business's goals and priorities (Wildavsky, 1986). RHEs can detect redundant expenses and manage resources more effectively by utilizing ZBB. Another tool for controlling expenses is variance analysis. It entails comparing actual spending to projected amounts and assessing notable variances. This study aids in the identification of cost cutting opportunities and the implementation of timely remedial actions (Horngren, 2009; Maspul, 2024). Financial Analysis: A key theory in financial analysis is ratio analysis. It entails computing and evaluating several statistics in order to evaluate a company's liquidity, profitability, and solvency. Liquidity ratios (e.g., current ratio, quick ratio), profitability ratios (e.g., gross profit margin, net profit margin), and solvency ratios (e.g., debt-to equity ratio, interest coverage ratio) are examples of common ratios (Gibson, 2012). SMEs can acquire insights into their financial health, identify strengths and weaknesses, and make informed decisions to improve performance by doing ratio analysis. Furthermore, financial analysis solutions that enable real-time access to financial data, automated report generation, and advanced analytics capabilities can improve financial analysis. Customer Relationship Management (CRM) is a fundamental notion that can be used to improve sales effectiveness. CRM systems help small and medium-sized businesses (SMEs) to manage customer interactions, track sales activities, and analyze customer data in order to increase customer satisfaction and drive sales growth (Maspul, 2023; Payne & Frow, 2005). AI-powered sales analytics may improve sales performance even further by analyzing customer data, sales patterns, and market dynamics with machine learning algorithms. This analysis aids in the identification of possible leads, the optimization of pricing approaches, and the provision of individualized sales advice (Davenport et al., 2010). Integrating CRM systems with sales automation technologies and predictive analytics can also help to automate repetitive sales operations and increase sales forecasting accuracy. Inventory management can benefit from the Economic Order Quantity (EOQ) model and Just-in-Time (JIT) methods, while spending control can benefit from ZeroBased Budgeting (ZBB) and variance analysis. For financial analysis, ratio analysis is useful, and Customer Relationship Management (CRM) paired with AI-powered sales analytics can improve sales performance.

CONCLUSION

The Roze Heaven case study highlights the importance of sound accounting methods and financial analysis in corporate management. The accountant played a critical part in improving the company's financial health and decision-making processes by meticulously managing inventory, capturing financial data, strategic planning, and assessing sales success. These findings highlight the importance of continuous financial planning, monitoring, and adaptation in promoting long-term growth and profitability. Companies that integrate accounting theory with practical applications can improve their financial performance and traverse the intricacies of the flower business more successfully. Moving forward, firms must prioritize continual investment in accounting skills and technology infrastructure in order to stay nimble and responsive to changing market conditions. Future research might look deeper into the specific challenges and opportunities that SMEs like Roze Heaven encounter when implementing and optimizing accounting processes, as well as investigate novel techniques for overcoming common obstacles and attaining long-term growth. Furthermore, study on the impact of emerging technologies such as artificial intelligence and blockchain on accounting processes could provide useful insights into the future trajectory of financial management practices. Companies that embrace continual learning and adaptation can position themselves for success in today's more competitive and dynamic business climate.

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Role of Statistics in Biological Research

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Statistics is a branch of science that deals with collection, organization and analysis of data from the sample to the whole population. Moreover, it aids in designing a study more meticulously and also give a logical reasoning in concluding the hypothesis. Furthermore, biology study focuses on study of living organisms and their complex living pathways, which are very dynamic and cannot be explained with logical reasoning. However, statistics is more complex a field of study that defines and explains study patterns based on the sample sizes used. To be precise, statistics provides a trend in the conducted study. Biological researchers often disregard the use of statistics in their research planning, and mainly use statistical tools at the end of their experiment. Therefore, giving rise to a complicated set of results which are not easily analyzed from statistical tools in research. Statistics in research can help a researcher approach the study in a stepwise manner, wherein the statistical analysis in research follows –

1. Establishing a Sample Size

Usually, a biological experiment starts with choosing samples and selecting the right number of repetitive experiments. Statistics in research deals with basics in statistics that provides statistical randomness and law of using large samples. Statistics teaches how choosing a sample size from a random large pool of sample helps extrapolate statistical findings and reduce experimental bias and errors.

2. Testing of Hypothesis

When conducting a statistical study with large sample pool, biological researchers must make sure that a conclusion is statistically significant. To achieve this, a researcher must create a hypothesis before examining the distribution of data. Furthermore, statistics in research helps interpret the data clustered near the mean of distributed data or spread across the distribution. These trends help analyze the sample and signify the hypothesis.

3. Data Interpretation Through Analysis

When dealing with large data, statistics in research assist in data analysis. This helps researchers to draw an effective conclusion from their experiment and observations. Concluding the study manually or from visual observation may give erroneous results; therefore, thorough statistical analysis will take into consideration all the other statistical measures and variance in the sample to provide a detailed interpretation of the data. Therefore, researchers produce a detailed and important data to support the conclusion.

Types of Statistical Research Methods that Aid in Data Analysis

statistics in research

Types of Statistical Research Methods

Statistical analysis is the process of analyzing samples of data into patterns or trends that help researchers anticipate situations and make appropriate research conclusions. Based on the type of data, statistical analyses are of the following type:

1. Descriptive Analysis

The descriptive statistical analysis allows organizing and summarizing the large data into graphs and tables. Descriptive analysis involves various processes such as tabulation, measure of central tendency, measure of dispersion or variance, skewness measurements etc.

2. Inferential Analysis

The inferential statistical analysis allows to extrapolate the data acquired from a small sample size to the complete population. This analysis helps draw conclusions and make decisions about the whole population on the basis of sample data. It is a highly recommended statistical method for research projects that work with smaller sample size and meaning to extrapolate conclusion for large population.

3. Predictive Analysis

Predictive analysis is used to make a prediction of future events. This analysis is approached by marketing companies, insurance organizations, online service providers, data-driven marketing, and financial corporations.

4. Prescriptive Analysis

Prescriptive analysis examines data to find out what can be done next. It is widely used in business analysis for finding out the best possible outcome for a situation. It is nearly related to descriptive and predictive analysis. However, prescriptive analysis deals with giving appropriate suggestions among the available preferences.

5. Exploratory Data Analysis

EDA is generally the first step of the data analysis process that is conducted before performing any other statistical analysis technique. It completely focuses on analyzing patterns in the data to recognize potential relationships. EDA is used to discover unknown associations within data, inspect missing data from collected data and obtain maximum insights.

6. Causal Analysis

Causal analysis assists in understanding and determining the reasons behind "why" things happen in a certain way, as they appear. This analysis helps identify root cause of failures or simply find the basic reason why something could happen. For example, causal analysis is used to understand what will happen to the provided variable if another variable changes.

7. Mechanistic Analysis

This is a least common type of statistical analysis. The mechanistic analysis is used in the process of big data analytics and biological science. It uses the concept of understanding individual changes in variables that cause changes in other variables correspondingly while excluding external influences.

Important Statistical Tools in Research

Researchers in the biological field find statistical analysis in research as the scariest aspect of completing research. However, statistical tools in research can help researchers understand what to do with data and how to interpret the results, making this process as easy as possible.

1. Statistical Package for Social Science (SPSS)

It is a widely used software package for human behavior research. SPSS can compile descriptive statistics, as well as graphical depictions of result. Moreover, it includes the option to create scripts that automate analysis or carry out more advanced statistical processing.

2. R Foundation for Statistical Computing

This software package is used among human behavior research and other fields. R is a powerful tool and has a steep learning curve. However, it requires a certain level of coding. Furthermore, it comes with an active community that is engaged in building and enhancing the software and the associated plugins.

3. MATLAB (The Mathworks)

It is an analytical platform and a programming language. Researchers and engineers use this software and create their own code and help answer their research question. While MatLab can be a difficult tool to use for novices, it offers flexibility in terms of what the researcher needs.

4. Microsoft Excel

Not the best solution for statistical analysis in research, but MS Excel offers wide variety of tools for data visualization and simple statistics. It is easy to generate summary and customizable graphs and figures. MS Excel is the most accessible option for those wanting to start with statistics.

5. Statistical Analysis Software (SAS)

It is a statistical platform used in business, healthcare, and human behavior research alike. It can carry out advanced analyzes and produce publication-worthy figures, tables and charts.

6. GraphPad Prism

It is a premium software that is primarily used among biology researchers. But, it offers a range of variety to be used in various other fields. Similar to SPSS, GraphPad gives scripting option to automate analyses to carry out complex statistical calculations.

7. Minitab

This software offers basic as well as advanced statistical tools for data analysis. However, similar to GraphPad and SPSS, minitab needs command over coding and can offer automated analyses.

Use of Statistical Tools In Research and Data Analysis

Statistical tools manage the large data. Many biological studies use large data to analyze the trends and patterns in studies. Therefore, using statistical tools becomes essential, as they manage the large data sets, making data processing more convenient.

Following these steps will help biological researchers to showcase the statistics in research in detail, and develop accurate hypothesis and use correct tools for it.

Conclusion

There are a range of statistical tools in research which can help researchers manage their research data and improve the outcome of their research by better interpretation of data. You could use statistics in research by understanding the research question, knowledge of statistics and your personal experience in coding.

Child Labour in Mahendranagar, Kanchanpur

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ABSTRACT

Child labor is the burning problem of developing county like Nepal. More than 60 percent of the Nepalesechild isengaged in hard work. They were paid less, have to work for loge period and have to perform dangerous work. The major reason child labor are poverty , illiteracy, cultural values, gender discrimination, early marriage etc. child are engaged in work place for fulfill their basic requirement and a poverty is one of the most important factor force to be a child labor. Poverty makes people send their children to work for some money. In an average child receive only 7000 per month and they have to work 40hour in average they never get leave and time to take a rest and play.

In this project the cause of child labor and effects to economy as well as children is explained. The sectors for child labor also mentioned. However this project has a limitation i.e. this survey is conducted in Bheemdatt municipality in Kanchanpur district. It is based on the data collected in the Bheemdatt only it may not lead the situation of child labor of the county. Education should be provide to the children and government should take a necessary corrective action to control children labor because it violation of children rights. A research carried descriptive research design for finding desirable result over child labor in Mahendranagar kanchanpur. The changing over a time period child labor issue some extend of decreasing due to activism of government and other many organization i.e. NGOs,INGOs. Children's are future of nations; they have ability of develop a nation. If the children are unable to go to school, then the future of nation is dark. So for development of a nation,the children should be educated and healthy.

INTRODUCTION

1.1 Background

Child labor is the employment of children who have not reached the legal age for working. This is very shameful that even in the modern age of advancement million of children are under the heavy burden of work when they are supposed to be learning at a school. It is the exploitation of children through any form of work that deprives children of their ability to attend regular school and is mentally, physically, socially and morally harmful. Children are engaged in workplace due to forceful as well as voluntarily. The report published by the ILO and UNICEF on 10 June,2021 the number of child labor increased by 8.4 million in the last four years to 160 million worldwide. Another 9 million children are the risk due to the effects of the COVID -19 pandemic.

According to censes 2078 the total population of Nepal 29291480 more than 30% of total population lies under the group of children. In which 20% are age between 5 to 17 and 1.1 million of the group this age seen as child labor. The total population of Bhimdatta municipality 123316 and more than 25% lies under the group of children and also which consist 10% of child under child labor.

The child labor is the major issue for every developing country.In Mahendranagar most of children are engaged in workplace due to poverty, cultural value, illiteracy, early marriage, lack of government school, and natural disaster etc. Here thousands of children who works as labor in factories, construction sites, and homes. Child who works as laborer are made to do backbreaking work all day long. They are easy to be ordered around and other laborers to might tell them to do this or that. They are paid lesser that grown ups and even beaten or ambushed.

At a present time in Mahendranagar children's are found in various sector as labour such as domestic work, teashop/restaurants/hotel, brick factory, garage, transportation, shop and especially in agriculture.

A child labor issue is major concern of government for mitigate the engagement of child in workplace and there are several institution or union ie.NGO, INGO,UN who works for protect child right and development of them with considering future of children and nation. NGOs educated trade organization to reach out to business owners and educate them about the evils of child labor. It saves the children perform regular raids at workplaces like farms and factories where child labor is practiced and free these children from the practices of bounded labor.

Child labors in Nepal (CWIN) is an advocacy organization for children rights. CWINs main area of the concern are child labor, street children, child marriage, bounded labor ,trafficking of children, children in conflict and commercial exploitation of children.

CWINs act as voice for children through lobbying and campaigns have pressured the government to protect and promote children's rights in the country and to end all kinds exploitation, abuse and discrimination against children. Also it helps to protect children from risk and to build up a social movement dedicated to children's rights and to be against all forms of child servitude.

Nearly 1 in 10 children's are subjected to child labor worldwide with some forced in to hazardous work through trafficking.Childrens are involving in workplace for fulfill their basic requirement . In Mahendranagar most of the children are abused from house work and agricultural activities.

1.3 Objectives of the study

Following are the objectives of the study:

- To find out the factors contributing to child labour
- To trace the existing situation of the child labours working in Bhimdatta municipality
- To find the nature of exploitation(economical & physical) of child labour in respect to working hour and pay
- To find the level of satisfaction of child labour
- To find out the reasons for child labour
- To find out the of minimizing the child labour in Bhimdatt

1.4 Research Question

Following are the sample of research questions that can be asked during a research activity:

- What are the major reason of children engaged in workplace ?
- What are the child labour and possible prevention?
- Does globalization increase child labour?
- How does child labour impact on the children's on future?
- What are the problems faced by the child labour?
- How does NGOs and INGO works for prevention child labour in Mahendranagar?
- What are the impacts of child labour on economy?

1.5 Significance of the study

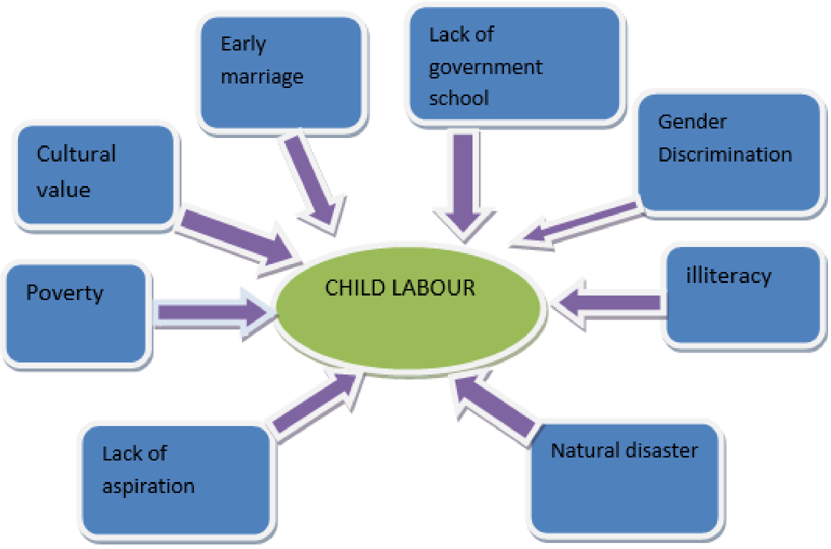
I believe that this research study will act milestone for create positive impact in society and nation. A study of child labor is very significant for identify cause of the children engaged in workplace and that consequences over the children, society and nation's. Also hope this report exhibit numerous negative effects on child health hinder their both physical and intellectual development. This study investigate dynamic of child labor in society in term of household characteristics.

2.1 Review of Related Literature

Studies on child labor cover reports of various types prepared by various governmental, semi-governmental or voluntary agencies of national and international statuses. These studies are conducted to look into the working conditions of child labor and to determine the causes, which compel the various households to send their children to work. Since child labor is a socio-economic problem, the main emphasis of the researchers has been applied one, in that most of them have tried to suggest ways to solve this problem or to lessen its intensity. The extent studies on child labor reveals that the emphasis has been more on the aspects like theoretical and conceptual framework of child labor, Antecedents SSof child labour like poverty, adult unemployment, education, gender discrimination etc., their working conditions with an emphasis on varying problem arising from different sectors of economy, consequences of child labour for children in terms of their physical and psychological health and on social and economic conditions of the family etc. These studies revealed a general analytical prospective and provided a focused and rational attitude for the present study.

Chitwan,CWISH Nepal(2012)The existence of child of labor with high number of worst form and hazardous condition are a major challenge for overall humane development and particularly promoting as child friendly place .The study rural urban unbalanced relationship ,lack of awareness and existence of myths, absence of right and access to quality and meaningful education for all ,increased vulnerability of parent and families are major concern on combating child labor in the community. Thus it recommended for educating and empowering child laborer reintegration of child laborers in families ,promote decent employment opportunities for youth and adults of child laborers and vulnerable families, enhancing understanding on child right , child labor and child labor in communities ,promoting and strengthening child protection mechanism and practice addressing child labor s major child protection challenge, responding to vulnerable families and children ,developing and promoting alternative to child labor, enhancing accessibility and quality of education ,promotion of corporate social responsibility and fair trade and mainstreaming, referral and coordinated action.

2.2 Theoretical Framework



3.1. Research design

The study has employed descriptive and causal comparative research design to deal with independent variable and its determinants in the context of mahendranagar kanchanpur. This study has adopted descriptive and explorative research design for fact finding and identifies information about child labor. This research design is process of accumulating facts and describes phenomenon as it exists. Descriptive research design helps to reduce data into controllable form. It is used to depict the accurate results and further describe about the characteristics of the sample.

3.4.1. Sectors of Bhimdatta for child labor

In Bhimdatta, there are many sectors for child labor. In this project some of the major sectors are taken as a survey study. But beside these there are many sectors where we found child labor. Now days maximum child are seen in hotel and restaurant, transportation etc. In the project report, only Hotel, Brick Factory, Garage, Transportation, Shop, etc. are taken. The following table shows the number of children of Bhimdatta is labord.

Table 1: Number of child labor

S.No.	Area	No. of child labor	Percentage (%)
1	Hotel	15	30
2	Brick Factory	5	10
3	Garage	8	16
4	Transportation	12	24
5	Shop	5	10
6	Other	5	10
	Total	**50**	**100**

Source: - Field Survey 2079

3.4.2 Cause of leaving (migration)

Poverty, lack of working opportunities in the village, discrimination against minority group, illiteracy, disharmony and diminishing family support, conflict due to insurgency etc are working as the decisive factors to enforce the children to migrate to urban areas in search of work and better opportunities. Study shows that only 14% of the respondents have come from the village of far western region. Rest of the working children came from other districts, especially from the joining district of Kanchanpur. The following table shows the reason for coming to Bhimdatta.

Table 2: Causing of leaving (migration)

Causes of leaving	No. of children	Percentage (%)
Poverty	30	60
Hard life in village	5	10
Maltreatment in the family	3	6
Others	12	24
TOTAL	**50**	**100**

Source: - Field survey 2079

3.4.3 Educational status of the child laborers

Education is obviously an important factor in the development factors in the development of a nation. Unless the majority of the people are educated, the development of nation is impossible. Illiteracy in the society causes the many social problem including social discrimination, unemployment, marginalization and exploitation over mass of the people. The table show presented below gives the child labor's literacy percentage.

Table 3: Educational status of the child labor

Class	No. of Children	Percentage (%)
1 to 4	5	10
5 to 6	3	6
7 to 8	15	30
9 to 10	27	54
Total	**50**	**100**

Source: - Field survey 2079

3.4.4 Working hours of child laborer's

The child laborers working in different sectors have different working hours. They have to work from early morning to late night. Children have to work minimum 10 hours to 18 hours. Maximum children have to work more than 12 hours. The following table shows the working hours of the child labors.

Table 4: Working Hours of the child labor

Hours	Number of Children	Percentage
8 to 10	7	14
10 to 12	6	12
12 to 14	17	34
14 to 16	12	24
16 to 18	8	16
Total	**50**	**100**

Source: - Field Visit 2079

3.4.5 Wages/Salary of the child labor

Every child has to work for more than 12 hours for few salaries. Maximum no. of employer uses children as worker because they have to pay them less. Maximum of child labor did not get the pay as their work. They are dominated by senior and work hardly. The following table shows the wage that a child receives.

Table 5: Wages of a child

Wages/salary (000)	Number of children	Percentage (%)
3 to 5	8	16
5 to 8	9	18
8 to 10	21	42
10 to 15	7	14
15 to 20	4	8
Unknown	1	2
Total	**50**	**100**

Source: - Field survey 2079

3.4.6 Level of Satisfaction

Level of satisfaction plays a vital role in child labor. If children are satisfy with their work or payment they will desire to come back. They want to work continuously. The following table will show the level of satisfaction of children.

Table 6: Level of satisfaction

Level of Satisfaction	Number of children	Percentage (%)
Satisfied	30	60
Unsatisfied	15	30
Unable to answer	5	10
Total	**50**	**100**

Source: - Field survey 2079

Conclusion

In Mahendranagar child labors are maximum seen almost in hotels and restaurants means transportation, shop etc. A child becomes worker when he does not join or continued to school. The small hotel ad restaurant sector in Nepal emerged as a visible intermediary supply side in the context as internal as well as cross border child labor. The last five six year have seen unprecedented number of boys and girls entering as laborers in hotels and restaurant, transportation, house hold work etc.

The child labors working in different sector work for a very long hour of minimal incentives and salary in an adverse condition. The existing provisions strictly prohibit the employment of children below 14 years of age but they far from being exuceted. Government can prohibit child labour by applying law.This will only affect demand side of child labours. However, in supply site, i.e. pushig factor for child labors, proper policies are require. Lack of initiative of child education, financial inability of parents and high level of population growth are some pushing factors of child labors. To take actions on remedies of child labour government has to mobilize its resource on this sector.

As earlier mentioned, almost all sectors of economy are with the child labour. In Nepal, more than 81% of the population depends on Agriculture. More than 90% line in rural areas. The major jobs children involved in are: agriculture, cottage, industry, manufacture, plantation, domestic, selling, manual labor , tourism and travel industries, and others like picking, prostitution, begging, etc.

It can be conclude that law in most of the countires in the world prohibits child labour. But despite legal prohibitions, child labor has still existed as a part of the exploitative socio-economic reality. The exploitation of child labor has not changed and they are forced to work in both rule and urban areas especially as domestic child workers. Child labor is an integral part of our labor markets existed everywhere in the country. This is mainly because of the fact that the legal provisions on safeguarding child rights and preventing child labor are inadequate in enforcement and children continue to be hired as child labors.

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Field Survey

Questionnaire

1. Name ……………………….. Sex ……………… Age …………………
2. Family members and relatives (only alive)

…………………….. …………………….. …………………… ………………….

3. Are your parents literate?
   a. Mother literate b. Father literate c. Both literate d. both illiterate
4. What is the main occupation of your family?
   a. Agriculture b. Daily wage c. Other
5. Do you have your own farm?
   a. Yes b. No
6. If yes, how much?
   a. A small piece b. Enough to eat c. other
7. Where are you from?
   a. from municipality b. VDC c. Rural d. Other
8. Have you ever been to any school?
   a. Yes b. No
9. If yes, then till which class?
   a. Primary b. Lower secondary c. Secondary
10. If now, why not?
    a. Due to poverty b. Due to work load at home c. School are so far d. Other
11. How do you feel when your friends going to school?
    a. Wants to go school b. Jealous c. Nothings
12. Before working here in how many place did you work?
    a. First time b. first time c. Two time d. Other
13. What is the reason for leaving the pervious place?
    a. Due to low wage b. Due to work load c. Due to misbehave d. Other
14. Through whom did you come here?
    a. Self b. Friends c. Parents d. Other

15. What types of work do you have to do here?

    a. Farming   b. Cleaning   c. Cooking   d. other

16. How much did you have to work in a week?   ....

17. How many days hours you have to work? (thousands)

    a. 3 to 8   b. 8 to 15   c. 15 to 20   d. Other

18. Whether you get salary in time or not?

    a. Yes   b. No

19. What facility did you get?

    ………………………………

20. Are you get time to rest or play?

    a. Yes   b. No

21. What is the place of your sleeping?

    a. On bed   b. Floor   c. Other

22. Do you have time to visit to you family?

    a. Yes   b. No

23. If you will offer to study?

    a. Will you   b. not

24. Are you satisfy with your Salary?

    a. Yes   b. No

25. If no, what is the reason?

    a. Work load   b. Low payment   c. bad behave

    d. lack of facility   e. other

Factors Influencing Brain Drain: A case of Nepal

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Abstract

This study examines the factors influencing brain drain in Nepal. Brain drain is the dependent variable. The independent variables are unattractive remuneration packages, poor opportunities for career growth, poor quality of life and poor job satisfaction. The primary source of data is used to assess the opinions of the respondents regarding the factor influencing brain drain. The study is based on 125 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The regression models are estimated to test the relationship, significance and importance of brain drain of Nepalese people.

The result shows that an unattractive remuneration packages are positively correlated to the brain drain. It indicates that an unattractive remuneration packages drive the brain drain in Nepal. Similarly, poor opportunity for career growth is positively correlated with brain drain. It indicates that poor opportunity for career growth leads to higher brain drain. Likewise, poor job satisfaction is positively correlated with brain drain. It indicates that lower the job satisfaction, higher would be the brain drain. Likewise, poor quality of life is positively correlated with brain drain. It indicates that lower the quality of life in the country higher, higher would be the brain drain. Similarly, regression results show that the beta coefficients for unattractive remuneration packages, poor opportunities for career growth, poor quality of life and poor job satisfaction are positive with brain drain.

Keywords: *Unattractive remuneration packages, poor opportunities for career growth, poor quality of life, poor job satisfaction and brain drain.*

1. Introduction

Brain drain is high proportion of people having or seeking high-level education and leave their countries to work or train abroad (Stark *et al.*,1997 and Miyagiwa, 1991). Typically, these migrations affect developing countries more negatively than developed countries. Grubel and Scott (1966) and Irvani (2011) assumed that brain drain is the large scale migration of highly-qualified and highly-skilled youth of economically less advanced countries to rich and developed countries. Cao (1996) revealed that emerging high- level opportunities in so-called developing countries are seen to be driving migrant students to return upon completion of studies in developed countries.

Portes (1987) found that push elements, which drives students and professionals to be pulled toward the prospect of better education, careers, wages, and living conditions, in developed countries. Castles (2002) argued that countries like Canada, the United States and Australia set up a privileged system to attract entrepreneurs, executives, scientists, professionals, and technical specialists. According to Mahroum(1999), Skilled-labor migrants could be professionals, managers, engineers, technicians' academics, or scientists and entrepreneurs and students. Health care workers are part of the skilled migrant group. Iredale (1999) analyzed the importance of differentiate skilled workers from other migrant classes of the codified knowledge and expertise they bring from their country of origin and the fact that they may seek to maximize their return on investment in their education and training by moving around the world in search of the highest paid or most rewarding employment.

According to Kwok and Leland (1982), Brain drain is the movement of skilled professionals from their native country to another country in order to seek more attractive opportunities.Crush and Pendleton (2011) noted that health professional migration is significantly positive to migration. Kuo and Tsai (1986) concluded that the role of social networks in the migration process may also be distinct for unskilled versus skilled migrants. Some high skill migrants may rely less on network members for help in seeking work or school opportunities abroad. Beine *et al*. (2008) conducted cross-sectional research in 2008 in 127 countries found that brain drain migration contributes to an increase in the number of skilled workers living in the developing countries.

Kingma (2007) analyzed that besides the economic loss from emigration of health professionals, there are also societal losses. Kossoudji (1992) found that migrants with access to networks abroad tend to make shorter and more frequent trips feeling confident of their ability to come and go with ease. Foo (2017) showed that there is a significant and positive relationship between poor quality of life and brain drain. International migration of these professionals is not just limited to seeking better job opportunities outside the country; but looking for a better quality of living. Irvani (2011) found that brain drain is a parallel of capital flight which refers to the same movement of financial capital. Brain drain can be stopped by providing career opportunities and opportunities to prove their capabilities.

Docquier et *al*. (2009) found that numbers of emigrants and rates of emigration show that highly skilled women are emigrating at a higher rate than men. More specifically, the average migration rates of females with post-secondary education are 17 percent higher than those of males, and this is also strongly correlated with the gender gap in educational attainment of the source population, reflecting unequal access to education. Sapkota *et al.* (2014) indicated that the major push factors were low pay and conditions, political instability, poor work place security, lack of recognition, fear of placements in remote and rural areas of Nepal, unemployment, corruption, and lack of skill development opportunities. Connell and Conway (2000) observe that social influences on migration, such as access to education and health services, are also important. People also migrate because they lack supportive networks (i.e., institutional, infrastructural, technical, educational, or social support or financing to build or develop) in one location and can find them in another.

Lowe and Chen (2016) investigated the migration intentions of West African health professionals, and the factors that are likely to predict their decision to emigrate. The study also found that braindrain was found to have significant impact on gender, marital status, working hours, previous job tenure and country of previous job tenure, and source of job information**.** Wahab (2014) investigated factors such as better pay and perks, job opportunity, career advancement and social injustice were amongst the reasons many Malaysians migrated overseas. The study found that the reverse push factors help to affect the students' preference to work in the home country. Panzaru and Reisz (2017) found that brain drain has positive impact on academic position and international mobility.

According to Tansel and Gungor (2003), brain drain is migration of highly-skilled individuals from home country to others countries which will offer a better opportunities in their area. According to Bhagwati and Hamada (1974), Emigration of highly-educated and highly-skilled young people is not good for developing source countries, as investment in higher education and training lost, when a highly-educated and trained-individuals leave the motherland and do not return back. McCulloch and Yellen (1977) identified a range of positive feedback effects (e.g., remittances, return migration with additional skills acquired abroad, creation of scientific and business networks) but concluded that the welfare of those left behind would still fall given that the social return to education exceeds its private return. Mountford (1997) and Vidal (1998) suggested that in a context of probabilistic migration, the brain drain may ultimately contribute to human capital formation in the sending countries. The essence of the argument is that since the return to education is higher abroad, migration prospects can raise the expected return to human capital and induce more people to invest in education at home.

According to Beine *et al.* (2001), Brain drain or human capital flight is a large emigration of individuals with technical skills or knowledge, which is usually regarded as an economic cost to developing countries. It has been proposed that with the reduction in the skilled labor force in developing countries, the productive capacity weakens which eventually leads to a decline in economic growth. Saxenian (2005) argued that returned migrants have been instrumental in technology transfers from developed countries to their home countries. Varma (2007) showed that even without return migration, immigrant scientists and engineers are networking, communicating and collaborating with their peers at home.

Spilimbergo (2009) found that foreign education promotes democracy in the origin countries of the students, especially when education has been acquired in democratic countries Bratsberg (1995) showed that if educational attainment of a foreign student exceeds the average education level in the home country or if the return to education in the home country is higher, the student is less likely to stay in the United States. Easterly and Levine (1997) found that Sub-Saharan countries display poor performances in terms of human capital formation.

Varma and Kapur (2013) found that majority of students have developed an increased interest in staying in India, rather than the decades-old trend of going abroad for education leading to work and permanent stay. Ruyssen and Salomone (2018) reported that women's risk of facing violence in Turkey along with the sexist rhetoric of public authorities is likely to strengthen educated women's desire to emigrate. Chirkov *et al.* (2008) tested the influence of self-determination, motivation, and goals for studying abroad on international students' adjustment to life in a host country.

Gunawardena and Nawaratne (2017) found that skilled emigration from developing countries can stimulate economic growth in such countries, but when the outflows are significant, a Brain Drain is created. Glytsos (2010) analyzed the case of Bulgaria and Albania found that these countries were marked to a great extent by substantial volumes of highly educated population leaving the country. Stilwell *et al.* (2004) stated that the economic factors and the better working environment with more technological facilities are the main causes of migration among doctors and nurses. El-Khawas (2004) investigated that socio-economic conditions are identified as being responsible for the migration of workers from one part of the world to another. Dovlo and Nyonator (1999) found that Push factors refer to the hostile conditions within source countries that compel professionals and skilled workers to emigrate and seek employment in other countries.

Massey (1988) considered that network formation to be the most important structural mechanism supporting cumulative causation in international migration. Baruch *et al.* (2007) found that those with strong ties to family in their countries of origin were less likely to express an intention to stay abroad after graduation. Meyer (2001) found that highly skilled migrants leave for abroad because they do not have enough supportive networks at home. Lin (1999) found that the decision to migrate is associated with career and educational advancement. Nowak (2009) argued that worsening socio-economic conditions in Ghana led to flexibility in gender norms toward migration among female nurses. Chaichian (2011) found that due to political stability, women empowerment and level of education has been increased in Iran.

In the context to Nepal, Upadhyay (2017) found that brain drain is a serious problem in Nepal. It creates both a positive effect and a negative effect directly or indirectly in the economic development of the country. Baral and Sapkota (2015) found that people were highly satisfied respectively with their job in abroad. There is lack of modern facilities merely is not only the motivating factor for migration among Nepalese nurses, age and personal ambition also play a role in migration. Bhattarai (2011) showed that net emigration results in brain gain rather than brain drain to Nepal and benefits in terms of output, employment and the stability in wages and inflation to the United Kingdom. Thapa and Shrestha (2017) found that migration of health workers including nurses were the result of interplay of many push and pull factors. Pokhrel (2017) analyzed that migration of health workers in South Asia and found that there was no systematically collected data regarding the extent of migration of healthcare workers and its possible impact on health care in Nepal.

The above discussion reveals that there is no consistency in the findings of various studies concerning the factors influencing brain drain.

The main purpose of the study is to examine the factors influencing brain drain. Specifically, it examines the influence of unattractive remuneration packages, poor opportunities for career growth, poor quality of life and poor job satisfaction on brain drain of Nepal.

The remainder of this study is organized as follows. Section two describes the sample, data and methodology. Section three presents the empirical results and the final section draws conclusion and discusses the implications of the study findings.

2. Methodological aspects

The study is based on the primary data which were gathered from 125 respondents. The student, job holders and others selected from inside the Nepal. The respondents' views were collected on unattractive remuneration packages, poor opportunities for career growth, poor quality of life, poor job satisfaction and Brain drain.

The model

The model estimated in this study assumes that the brain drain depends on different factors. Moreover, the various factors influencing the brain drain are unattractive remuneration packages, poor opportunities for career growth, poor quality of life and poor job satisfaction. Therefore, the model takes the following form.

$BD = \alpha + \beta_1 UR + \beta_2 POG + \beta_3 PS + \beta_4 PQL + e_t$

Where,

BD = Brain drain

UR = Unattractive remuneration packages

POG = Poor opportunities for career growth

PS = Poor job satisfaction

PQL = Poor quality of life

Brain drain was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include "I will consider to live in another country," "I am willing to go abroad for better job opportunity" and so on. The reliability of the items was measured by computing the Cronbach's alpha (α = 0.865).

Unattractive remuneration packages was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include "I am not satisfied with my company's benefits," "I haven't received enough resource and facilities to do my job properly" and so on. The reliability of the items was measured by computing the Cronbach's alpha (α = 0.796).

Poor opportunities for career growth was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include "I have not clear prospect for career growth in my company," "I don't feel encouraged to come up with new and better ways of doing things" and so on. The reliability of the items was measured by computing the Cronbach's alpha (α = 0.791).

Poor job satisfaction was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include "My job is not secure," "I do not have long-term relationship with company" and so on. The reliability of the items was measured by computing the Cronbach's alpha (α = 0.753).

Poor quality of life was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include "I am satisfied with foreign country as a living place as compared with my local area," "I feel secured in foreign country as compared with Nepal" and so on. The reliability of the items was measured by computing the Cronbach's alpha (α = 0.814).

The following section describes the independent variables used in this study.

Unattractive remuneration packages

Jauhar and Yusoff (2011) conducted a study and employed Maslow's hierarchy of needs in understanding the reasons that is driving the brain drain of accountants in Malaysia. High salary and benefits were found to be the components which would satisfy the need of security as it makes a person financially secure. Gaiduk *et al.* (2009) revealed the significant positive relationship between unattractive remuneration packages and brain drain. Chandrasekar (2011) found that there is positive relationship between unattractive remuneration package and brain drain. Leblebici (2012) found that remuneration package were the one of the reason for brain drain. Based on it, the study develops the following hypothesis:

H_1: There is a positive relationship between unattractive remuneration packages and brain drain.

Poor opportunities for career growth

Oberoi and Lin (2006) found that job satisfaction was a major push factor as many of them were not happy with poor management and lack of work procedures. Shah (2011) pointed that there is significant positive relationship between poor job satisfaction and brain drain. Lack of freedom of expression, workplace dissatisfaction and political instability are main push factors for brain drain (Gungor and Tansel, 2008). Sveinsdottir *et al*. (2006) found that workplace environment in the country will affect the employees choice of destination to work. Based on it, the study develops the following hypothesis:

H_2: There is a positive relationship between poor opportunities for career growth and brain drain.

Poor job satisfaction

Mollahaliloglu*et al.* (2014) found that the male physicians are 1.5 times more likely to wish to live abroad. According to Hall (1996), employee having dull or unfulfilling job are less willing to remain within the work for the merely possibility of an eventual pension.

Lim and Loo (2003) found that the reaction of the job security may have negative impact for the individual family and make their family perceive the parent work stressors in their work. Ye *et al.* (2012) revealed that lack of job security may influence employee's behavior, performance, and loyalty towards the organization. The study also indicated that there is positive relationship between poor job satisfaction and brain drain. Based on it, the study develops the following hypothesis:

H_3: There is a positive relationship between poor job satisfaction and brain drain.

Poor quality of life

According to Claussen *et al.* (2014), talent workers will likely to choose a job that has high career development to enhance their future lifestyle. Fatimah *et al.* (2013) revealed that there is significant positive relationship between poor quality of life and brain drain. Gaiduk*et al*. (2009) found that quality of life but the former incorporated more of the safety, security and social issues, while the latter explored more of the work-life balance and working hours. Based on it, the study develops the following hypothesis:

H_4: There is a positive relationship between poor quality of life and brain drain.

3. Results and discussion

On analysis of data, correlation analysis has been undertaken first and for this purpose Kendall's Tau correlation coefficients have been computed and the results are presented in Table 1.

Table 1: Kendall's Tau correlations coefficient matrix for dependent and independent variables

The table shows the Kendall's Tau correlation coefficients between dependent and independent variable. The correlation coefficients are based on 125 observations. Dependent variable is BD (Brain drain). The independent variables are UR (Unattractive remuneration packages), POG (Poor opportunities for career growth), PS (Poor job satisfaction) and PQL (Poor quality of life).

Variables	Mean	SD	UR	POG	PS	PQL	BD
UR	2.22	0.68	1.00				
POG	2.13	0.68	0.353**	1.00			
PS	2.17	0.68	0.475**	0.280**	1.00		
PQL	1.92	0.70	0.282**	0.235**	0.382**	1.00	
BD	1.94	0.76	0.285**	0.267**	0.289**	0.545**	1.00

Note: The asterisk signs (**) and (*) indicate that the results are significant at 1% and 5% levels respectively.

Table 1 shows that unattractive remuneration package is positively correlated to the brain drain. It indicates that unattractive remuneration packages drive the brain drain. Similarly, poor opportunity for career growth is positively correlated with brain drain. It indicates that poor opportunity for career growth leads to higher brain drain. Likewise, poor job satisfaction is positively correlated with brain drain. It indicates that lower the job satisfaction, higher would be the brain drain. Likewise, poor quality of life is positively correlated with brain drain. It indicates that lower the quality of life in the country, higher would be the brain drain.

Regression analysis

Having indicated the Kendall's Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it presents the regression results of unattractive remuneration packages, poor opportunities for career growth, poor job satisfaction and poor quality of life on brain drain in Nepal.

Table 2: Estimated regression results of unattractive remuneration packages, poor opportunities for career growth, poor job satisfaction and poor quality of life on brain drain

The result is based on 134 observations by using linear regression model. The model is $BD = \alpha + \beta_1 UR + \beta_2 POG + \beta_3 PS + \beta_4 PQL + e_t$ *where, BD (Brain drain), UR (Unattractive remuneration packages), POG (Poor opportunities for career growth), PS (Poor job satisfaction) and PQL (Poor quality of life).*

Model	Intercept	Regression coefficient				Adj r2	SEE	F- value
		UR	POG	PS	PQL			
1	1.25 (5.77)**	0.30 (3.30)**				0.07	0.73	10.93
2	1.09 (5.34)**		0.39 (4.34)**			0.11	0.71	18.86
3	0.95 (4.73)**			0.45 (5.15)**		0.16	0.69	26.52
4	0.35 (2.84)**				0.82 (13.52)**	0.57	0.49	183.01
5	0.97 (4.21)**	0.11 (1.06)	0.32 (2.91)**			0.11	0.71	10.01
6	0.18 (1.07)	0.004 (0.04)	0.07 (0.93)	0.03 (0.40)	0.77	0.57	0.49	46.04

					(11.13)**			
7	0.76 (3.42)**		0.20 (1.92)	0.34 (3.24)**		0.17	0.68	15.37
8	0.25 (1.63)			0.07 (1.10)	0.78 (11.47)**	0.57	0.49	92.27
9	0.24 (1.46)	0.06 0.99			0.80 (12.64)**	0.57	0.49	92.001
10	0.19 (1.12)	0.02 (0.28)	0.08 (1.04)		0.78 (11.97)**	0.578	0.49	61.73

Notes:

b. *Figure in parenthesis are t-values*

c. *The asterisk signs (**) and (*) indicate that the results are significant at 1 percent and 5 percent level respectively.*

d. *Brain drain is dependent variable*

Table 2 shows that the beta coefficients are positive for unattractive remuneration packages with brain drain. It indicates that unattractive remuneration packages have positive impact on brain drain. This finding is consistent with the findings ofGaiduk*et al.* (2009) and Chandrasekar (2011). Similarly, the beta coefficients are positive and significant for poor opportunities for career growth with brain drain. It indicates that poor opportunities for career growth have positive impact on brain drain. This finding is similar to the findings of Shah (2011) and Oberoi and Lin (2006). Likewise, beta coefficients are positive and significant for poor job satisfaction with brain drain. It indicates that poor job satisfaction has positive impact on brain drain. This finding is consistent with findingsLim and Loo (2003) and Ye *et al*. (2012). Moreover, the beta coefficients are positive and significant for poor quality of life with brain drain. It indicates that poor quality of life has positive impact on brain drain. This finding is consistent with the findings of Fatimah *et al.* (2013) and Claussen *et al.* (2014).

4. Summary and conclusion

The brain drain is the major issue of our country Nepal and many people are going abroad due to many reasons like education, job satisfaction, career growth, and social status and so on. For this issue, our government has to be careful on the political instability, unemployment rates, quality education and working environment. Government has to show the consequences, issues and risk about brain drain to local people and there should be security, facilities in order to minimize the factors influencing brain drain of Nepal.

This study attempts to examine the factors influencing brain drain in Nepal. The study is based on the primary data of 125 respondents.

The study shows that unattractive remuneration packages, poor opportunities for career growth, poor job satisfaction and poor quality of life have positive impact on brain drain. The study concludes that poor opportunities for career growth and poor quality of life have significant impact on brain drain. Similarly, the study also concludes that the most influencing factor for explaining brain drain is unattractive remuneration packages followed by poor job satisfaction.

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