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Nepali brands are learning to look local

Identity and design are becoming durable commercial advantages.

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Asha Rana

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By Asha Rana - July 26, 2026 - Nepal

Nepal is changing in ways that are visible on its streets, in its homes and across its institutions. This report follows the people making sense of that change and the choices that will shape what comes next.

The clearest lesson is that progress rarely arrives as one grand decision. It is built through smaller improvements, practical experiments and the willingness to listen to communities whose experience is too often overlooked.

A country in motion

For Nepal Digest, the important question is not simply what happened. It is why it matters, who it affects and how readers can understand the larger pattern. That is the purpose of this

continuing coverage.

Good journalism makes change legible without pretending that simple answers are enough.

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