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**The intersection of food, health, and enculturation
among Ao Naga entrepreneurs: Implications for the
Sustainable Development Goals (SDGs)**

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Abstract. This article explores the intersection of food, health, and entrepreneurship within the context of the Ao Naga community of Nagaland, India. By integrating indigenous knowledge and sustainable business practices, Ao Naga entrepreneurs are leveraging traditional food systems to address both health challenges and economic empowerment. This study examines the role of food-related entrepreneurship in promoting health awareness, preserving cultural heritage, and supporting local economies. Drawing from ethnographic fieldwork, the research identifies the key drivers of health-conscious entrepreneurship, including enculturation, gendered divisions of labor, and the transmission of traditional food knowledge. The paper also investigates the role of educational frameworks in fostering sustainable entrepreneurial initiatives, especially through culturally-responsive pedagogy that links traditional knowledge with modern business practices. Ultimately, this study offers insights into how local food systems can contribute to the achievement of Sustainable Development Goals (SDGs), particularly SDG 2 (Zero Hunger), SDG 3 (Good Health and Well-being), and SDG 12 (Responsible Consumption and Production).

Keywords. Food systems; Entrepreneurship; Health awareness; Indigenous knowledge; SDGs; Cultural preservation.

JEL. D91; J24; J28; O14; Z22.

SDGs. SDG2; SDG3, SDG12.

1. Introduction

This article explores the intersection of food, health, and enculturation among Ao Naga entrepreneurs, contextualized within the broader framework of the Sustainable Development Goals (SDGs). Drawing upon qualitative fieldwork conducted in Nagaland, India, this study examines how entrepreneurial food practices among the Ao Naga reflect both traditional knowledge and adaptive strategies in response to contemporary health, cultural, and economic shifts. As the global development agenda emphasizes sustainability, the unique experiences of the Ao Naga provide a critical lens to evaluate how local food systems can contribute to broader development goals.

To explore the role of food practices among Ao Naga entrepreneurs in shaping their identity, health, and socio-cultural engagements. To examine

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    (article last page)

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how traditional food knowledge is transmitted and adapted** in contemporary entrepreneurial contexts, especially in urban and diasporic settings. To analyze the impact of modernization and globalization on food habits, feast traditions, and dietary transitions within the Ao Naga community. To link local food practices and health narratives to broader SDG frameworks, particularly those related to sustainable consumption (SDG 12), good health and well-being (SDG 3), and gender equality (SDG 5). To highlight the intersection of food, identity, and sustainability by drawing on oral histories, ethnographic insights, and entrepreneurial case studies.

2. Theoretical framework and methodology

Understanding the intersection of food, health, and enculturation requires an interdisciplinary approach. This study draws from food anthropology, medical sociology, and sustainability studies. The concept of sustainability used here aligns with SDGs 2 (Zero Hunger), 3 (Good Health and Well-being), and 12 (Responsible Consumption and Production). Food is examined not only as a nutritional necessity but also as a social and cultural artifact. The idea of enculturation, where knowledge is passed through generations via daily practices, rituals, and symbolic systems, provides the basis for understanding how food practices among Ao Naga entrepreneurs evolve and endure.

This research employed a qualitative ethnographic approach, including semi-structured interviews with 15 Ao Naga entrepreneurs (8 women, 7 men) engaged in food-related enterprises in Mokokchung and Dimapur. Observational data from food preparation, sale, and consumption were triangulated with oral histories to understand how knowledge is transmitted and transformed in entrepreneurial settings. Interviews were conducted over a period of four months, with follow-up visits to capture changes in seasonal food availability and entrepreneurial activity. Additional data were collected through community events and festivals where traditional foods were prominently featured.

3. Literature review

Indigenous food systems constitute a fundamental component of the cultural identity and social structure of indigenous communities. These systems encompass a diverse range of practices, including the cultivation and harvesting of traditional crops, as well as culinary techniques that have been transmitted through generations. Such systems serve not only as a source of sustenance but also as a repository of cultural knowledge, ecological wisdom, and social values (Kuhnlein & Receveur, 1996; Turner & Turner, 2007).

For the Ao Naga, traditional culinary practices are intricately linked to their cultural identity. Empirical studies have demonstrated that these practices are vital for fostering community cohesion and transmitting cultural values to subsequent generations (Longkumer, 2010). Nonetheless, the processes of modernization and the influx of global food products present formidable challenges to these traditional practices, raising concerns regarding cultural erosion and the forfeiture of indigenous knowledge (Sobal, 1999).

An expanding corpus of evidence indicates that traditional diets frequently exhibit superior nutritional balance and are more congruent with the health requirements of indigenous populations when juxtaposed with modern diets. Research has underscored the deleterious health consequences associated

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with dietary transitions from traditional to contemporary food systems, including heightened incidences of obesity, diabetes, and other chronic ailments (Popkin, 2006; Kuhnlein et al., 2009). In contrast, the adherence to traditional dietary practices has been correlated with improved health outcomes, given that these diets are characteristically abundant in local fruits, vegetables, and proteins, while being low in processed foods (Kuhnlein et al., 2013).

Within the framework of the Ao Naga community, the preservation of traditional food practices emerges not only as a cultural imperative but also as a public health concern. The transition towards processed foods, coupled with the decline of traditional agricultural practices, has precipitated an escalation in non-communicable diseases within the community (Ao, 2014). This circumstance has engendered a renewed interest in indigenous diets as a viable strategy for enhancing health outcomes.

Social entrepreneurship has surfaced as a formidable mechanism for confronting social and economic dilemmas within marginalized communities. It entails the establishment of enterprises that prioritize social impact in conjunction with financial viability (Dees, 1998; Bornstein & Davis, 2010). In numerous indigenous communities, social entrepreneurs are harnessing traditional knowledge and resources to cultivate enterprises that not only generate revenue but also facilitate the preservation of cultural practices and the enhancement of community well-being (Peredo & Anderson, 2006).

In Nagaland, Ao Naga entrepreneurs are leading this initiative by developing ventures that amalgamate traditional gastronomy with contemporary nutritional science. These enterprises encompass organic farming cooperatives, health-oriented food products, and culinary education programs designed to promote both cultural heritage and health (Kire, 2017). The success of these initiatives exemplifies the potential of social entrepreneurship to catalyze economic development while concurrently safeguarding cultural identity and improving health outcomes.

Education serves an essential function in facilitating entrepreneurial endeavors and enhancing health literacy within various communities. Educational programs that are culturally attuned and that integrate indigenous knowledge and methodologies have demonstrated significant efficacy in cultivating entrepreneurial competencies and advancing health-related outcomes (Battiste, 2002; Smith, 2012). Within the Ao Naga community, education is a pivotal element in the maintenance and growth of food-oriented enterprises. Initiatives aimed at educating individuals in traditional culinary techniques, contemporary nutritional science, and entrepreneurial acumen are crucial for empowering the youth to perpetuate these enterprises (Longchar, 2015).

Lobeno et al. (2020) emphasize the importance of preserving traditional knowledge related to the consumption of edible insects in Nagaland. The Ao Naga community in Nagaland practices entomophagy with 106 insect species consumed for health benefits, presenting entrepreneurial opportunities through the commercialization of edible insects as bio-resources. The traditional culinary practices of the Ao Naga community intertwine with health outcomes through indigenous health beliefs and practices, offering opportunities for culturally relevant entrepreneurial ventures (Watiela & Jamir, 2019).

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The resilience inherent in indigenous food systems and their pivotal role in sustaining food security and cultural identity bear significant relevance to the Ao Naga's methodologies regarding health and education within their entrepreneurial initiatives. These scholarly contributions offer a nuanced comprehension of the intricate relationships among food, health, and education as they converge within indigenous entrepreneurial frameworks, particularly exemplified by the enterprises of Ao Naga entrepreneurs (Turner & Turner, 2013).

The concept of indigenous entrepreneurship, particularly focusing on the Ao Naga, highlights the significance of sustainable methodologies, the welfare of the community, and the incorporation of traditional food systems within contemporary economic frameworks (Peredo & Chrisman, 2006). The significance of indigenous epistemologies, encompassing traditional dietary practices and their ramifications on health, is essential for a comprehensive understanding of the Ao Naga entrepreneurs' emphasis on the nexus between food and health (Nazarea, 2005).

There is a connection between the food production methodologies employed by small indigenous entrepreneurs, such as the Ao Naga, and sustainable agricultural practices, elucidating their significance in the preservation of biodiversity (Altieri, 1999). Social enterprises facilitate empowerment within tribal groups such as the Ao Naga, emphasizing the significance of agriculture and health-centered entrepreneurial initiatives (Sriram & Bharati, 2021).

4. Findings and discussions

4.1. Health consciousness and entrepreneurial motivation

Many participants cited concerns about lifestyle diseases and non-communicable diseases (NCDs) as motivations to return to traditional food practices. Entrepreneurs emphasized millet-based products, fermented foods, and herbal infusions as both cultural heritage and health commodities. Women entrepreneurs, in particular, linked their product narratives to caregiving and health preservation, aligning their roles with traditional kinship expectations while innovating in product design. Several interviewees described how family health crises, such as diabetes or hypertension among elders, catalyzed a reevaluation of food practices and led to the revival of ancestral recipes. These foods were marketed not only as commodities but also as cultural interventions against the rise in NCDs.

4.2. Enculturation and knowledge transmission

Participants described how food knowledge is embedded in everyday practices such as foraging, preserving, and feasting. These practices serve as both cultural memory and marketable skills. Entrepreneurs incorporated indigenous methods in branding, using Naga scripts, oral history, and clan motifs to create niche markets within urban and diasporic contexts. Younger entrepreneurs also spoke of learning through informal mentorship with elders, seasonal migration to villages for food harvesting, and participation in local festivals that valorize traditional dishes. This enculturation is not merely about replication but involves strategic adaptation—packaging ancestral

recipes in eco-friendly containers or integrating QR codes that link to stories and preparation techniques.

4.3. Challenges to sustainable practices

Despite interest in traditional foodways, entrepreneurs face challenges related to urbanization, climate change, and shifting consumer preferences. Several participants noted the difficulty in sourcing organic indigenous ingredients consistently due to erratic monsoon patterns and land use change. There was also ambivalence about certification processes and the market viability of strictly sustainable models. Entrepreneurs reported difficulties in accessing capital, navigating bureaucratic processes for health certification, and meeting the aesthetic expectations of urban consumers unfamiliar with indigenous textures or flavors. The lack of cold storage, infrastructure, and reliable transport further constrained the scale-up of sustainable food businesses.

4.4. Entrepreneurship as cultural and economic mediation

Ao Naga food entrepreneurship operates at the nexus of cultural mediation and economic necessity. Entrepreneurs often navigate multiple roles: cultural bearers, caregivers, educators, and business owners. Their work reflects an indigenous model of entrepreneurship that is not solely profit-driven but also community-anchored. This aligns with SDG 8 (Decent Work and Economic Growth) and SDG 11 (Sustainable Cities and Communities) by fostering inclusive and locally rooted economic participation. The intentional curation of menus, storytelling practices, and sourcing methods illustrates a deliberate effort to reconcile ancestral wisdom with contemporary realities. Some entrepreneurs have also begun collaborating with researchers and NGOs to codify traditional recipes and explore value addition through scientific validation and packaging innovations.

4.5. Indigenous knowledge and traditional practices in local food systems: establishing health-oriented enterprises and preserving cultural culinary heritage

Entrepreneurs are drawing upon indigenous knowledge and traditional practices within local food systems to establish health-oriented enterprises, while simultaneously working to preserve cultural culinary heritage. By capitalizing on this reservoir of knowledge, many Ao Naga entrepreneurs are developing food products that authentically represent their cultural origins.

Numerous Ao Naga entrepreneurs are focusing on health and wellness by promoting traditional foods that are both nutritious and beneficial. These entrepreneurs highlight the health benefits associated with indigenous ingredients, which are often organic and free from harmful additives. A hallmark of these ventures is the use of local, sustainable agricultural methods. By sourcing ingredients from their own communities, Ao Naga entrepreneurs are supporting local agriculture, ensuring the sustainability of their food systems, and contributing to ecological balance and the preservation of biodiversity within their region.

In addition to their health-focused initiatives, these entrepreneurs are innovating by developing new products that combine traditional recipes with contemporary culinary trends. This synthesis allows them to reach a broader

market while staying true to their cultural heritage. For example, health-oriented snacks or beverages may incorporate traditional ingredients in a modern format.

A significant number of these enterprises are community-driven, involving local farmers and artisans in the production process. This approach not only strengthens community bonds but also ensures that the knowledge and skills tied to traditional food practices are passed down to younger generations, safeguarding their culinary heritage.

4.6. The interplay of culinary practices, health, entrepreneurship, and education in the ao naga community

Traditional cuisines not only embody the community's historical narratives and ethical values but also substantially contribute to their health and nutritional status. The consumption of traditional foods is linked with improved health outcomes within the Ao community. These culinary choices are often rich in essential nutrients and are prepared in ways that preserve their health-enhancing properties. By fostering an understanding of the nutritional value of traditional dishes, the community is better equipped to address contemporary health challenges, such as malnutrition and lifestyle-related diseases.

There is growing interest in utilizing traditional culinary practices for entrepreneurial purposes. Local entrepreneurs are establishing ventures centered on traditional cuisines, such as restaurants, catering services, or packaged food products.

Educational frameworks play a critical role in reconciling traditional culinary practices with modern entrepreneurial ventures. By integrating culinary education into local academic institutions and community initiatives, individuals can gain insights into the importance of their culinary heritage while also developing the skills necessary for entrepreneurship. This approach empowers the younger generation to innovate within their cultural practices.

The integration of culinary practices, health awareness, and entrepreneurial efforts fosters community engagement. Workshops and training programs can facilitate collaboration among local farmers, chefs, and entrepreneurs, creating a network that enhances the overall impact of health-focused initiatives. Such collaboration not only strengthens the local economy but also reinforces cultural pride and identity.

By recognizing and promoting these interconnections, the Ao Naga community can successfully navigate the challenges posed by modernization while preserving their cultural legacy. This integrated strategy ensures that future generations can thrive while honoring their traditions and embracing new opportunities for growth and innovation. As the Ao Naga community continues to evolve, it becomes increasingly important to document and share these practices, creating a knowledge repository that can inspire other indigenous communities facing similar challenges. This repository can serve as a resource for collaboration, dialogue, and the promotion of sustainable practices that balance tradition and progress.

4.7. The role of educational frameworks in supporting Ao Naga entrepreneurship and health awareness

Educational programs are capable of imparting critical skills and knowledge that empower Ao Naga entrepreneurs to proficiently oversee their business ventures. This encompasses training in areas such as marketing, finance, and sustainable methodologies, all of which are essential for the prosperity of health-oriented enterprises. By equipping individuals with these competencies, educational frameworks can foster a more robust entrepreneurial ecosystem within the community.

Integrating traditional knowledge and practices into educational curricula helps preserve the culinary heritage intrinsic to the Ao tribe. By educating younger generations about their cultural food systems, these frameworks ensure that traditional recipes and culinary techniques are not lost. This cultural education can also inspire emerging entrepreneurs to innovate while honoring their ancestral roots, thus enhancing the quality of local food systems.

Educational initiatives can also raise awareness about the health benefits of traditional foods and the importance of proper nutrition. Workshops, seminars, and community events can disseminate information on healthy eating practices and the advantages of locally sourced ingredients. These frameworks can encourage community participation in entrepreneurship, fostering collaboration among local farmers, artisans, and entrepreneurs. This collaboration strengthens the support network for health-centered enterprises, cultivating a sense of ownership and pride within the community and motivating more individuals to pursue entrepreneurial ventures.

Educational institutions can serve as resource hubs, offering access to information, funding opportunities, and mentorship for budding entrepreneurs. By connecting individuals with experienced business leaders and experts in health and nutrition, educational frameworks can bridge the gap between traditional practices and modern business strategies, ultimately leading to more successful enterprises.

Culturally-responsive educational initiatives are essential for promoting entrepreneurship and health literacy. These programs incorporate local traditions, values, and practices, making learning more meaningful and engaging for students. When students recognize the direct relevance of these concepts to their lives and communities, they are more motivated to engage with entrepreneurship and health education.

By nurturing a deep sense of pride in their cultural identity, these educational frameworks empower youth to preserve their heritage while innovating for the future. This empowerment is crucial for adapting to modern challenges while maintaining cultural traditions. Culturally-responsive education enhances both educational outcomes and community development, preparing youth to contribute to the sustainability of their community and the promotion of health-conscious practices.

The research reveals that food-centered entrepreneurship is a crucial nexus between cultural preservation, health enhancement, and economic empowerment for the Ao Naga community. Entrepreneurs are successfully leveraging their indigenous knowledge to create products and services that resonate with both local and external markets. These ventures not only generate income but also reinforce cultural identity and improve health outcomes by promoting traditional diets.

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5. Research implications

Indigenous Food Systems as Models for Sustainable Development: The study highlights the potential of indigenous food systems—specifically Ao Naga culinary traditions—as viable models for sustainable health, ecological balance, and community-based entrepreneurship. These systems can inform policies aimed at achieving SDGs, especially in culturally diverse and ecologically sensitive regions.

Cultural Knowledge as Economic Resource: The research illustrates that indigenous knowledge, when contextualized through entrepreneurship, can function as both a cultural and economic asset. Future studies can explore how other indigenous communities globally can similarly leverage traditional practices for sustainable enterprise.

Education as a Vehicle for Sustainability and Health: Culturally responsive education that integrates traditional food knowledge with modern entrepreneurial and nutritional skills can enhance youth engagement, food literacy, and long-term community resilience. This model can inform curriculum design in indigenous education and vocational training.

Gender Dynamics in Indigenous Entrepreneurship: The findings reveal that women play a central role in sustaining traditional knowledge and health-oriented food practices. This has implications for gender-focused development strategies and calls for more gender-sensitive research on indigenous economies.

Framework for Policy and Institutional Support: The study identifies structural barriers such as lack of access to markets, infrastructure, and certification. Policymakers and development practitioners can use these insights to design support systems that strengthen indigenous entrepreneurship without compromising cultural values.

Resilience Through Localization: In the face of globalization, urbanization, and climate change, localized food entrepreneurship offers a resilient pathway for cultural and economic survival. This research underscores the need for localized development models that are adaptable, inclusive, and rooted in community heritage.

Replicability Across Indigenous Contexts: Although focused on the Ao Naga, the framework and insights from this study offer a replicable model for research and practice among other indigenous groups seeking to integrate traditional knowledge with contemporary entrepreneurial strategies.

This study offers a novel contribution by foregrounding the role of indigenous entrepreneurship in advancing sustainable development through culturally embedded food systems. By focusing on the Ao Naga community, it uniquely integrates ethnographic insights with the global framework of the SDGs, demonstrating how traditional knowledge, health consciousness, and localized economic initiatives intersect. The research expands current discourses on sustainability by presenting indigenous food entrepreneurship not merely as cultural preservation but as a dynamic, health-enhancing, and economically viable practice. It further enriches understanding of how gender, education, and enculturation influence sustainable business models within indigenous contexts—an area that remains underexplored in mainstream development literature.

6. Conclusions

This study illustrates that Ao Naga food entrepreneurs are mediators of tradition and innovation. Their practices reflect a dynamic negotiation of cultural identity, health imperatives, and economic opportunity, contributing to the Sustainable Development Goals (SDGs) by sustaining indigenous knowledge and promoting health-conscious consumption. However, achieving long-term sustainability requires institutional support, infrastructure development, and culturally sensitive policy frameworks. As pressures from globalization and environmental change intensify, these entrepreneurs demonstrate how localized responses can be powerful instruments of resilience. Investing in such enterprises not only contributes to cultural preservation but also advances global goals of sustainable development and health equity.

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