Integrated pest management (IPM) is an environmentally sustainable, holistic approach to reducing crop losses due to pests and reliance on chemical pesticides. Assessment and integration of changing gendered social norms in the design and dissemination of such agricultural technologies is key to their sustained use. This research examines the ways that a USAID-funded IPM research-for-development project affects gender roles and relations, and explores the complex factors of adoption as they relate to gendered dimensions of everyday life in the Nepali mid-hills. We assessed factors such as increasing trends of male out-migration, changing cultivation practices, gendered division of labor, and decision-making processes to better understand how farmers use and value IPM at individual, household, and community levels. Our mixed-methods approach included 11 key informant interviews, 57 semi-structured household interviews, 7 focus group discussions (FGDs), and participant observation with 109 farmers, NGO personnel, and community leaders. We show that high-value vegetable cultivation using IPM is highly seasonal and presents fundamental differences from traditional cereal production. Furthermore, as men migrate and gender roles within and beyond the household are changing, women are increasingly involved in agricultural labor and decision-making. IPM adoption involves knowledge-intensive decision-making that relies on relationships of trust within social networks and community spaces that hold gender-transformative potential. These findings present key factors and processes of change to consider in IPM research and dissemination, as well as in the adoption of new agricultural technologies more generally. Paying greater attention and responding to the complex social dynamics of farmers’ livelihoods in agricultural development projects is key to increasing productivity of smallholder farmers, diversifying crop production, and ultimately, improving their well-being through community-owned change.