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INSIDE

Editorial	5
Global Health Update	7
J.K.	
Antonieo Costa (in reply) Prasen Senaratne	
Manohar Mishra	
India and Mexico: Unravelling	11
Dr. J.R. Parth	
Trends in Indian Epistemology Among COVID-19	14
Aravind	
Health Dispute Between America	19
Dr. Trishitha Dasg	
South-east Asia	23
Ramesh and Dr. J.J. Khan	
Scenarios of Marriage Practices	28
Kishor Kumar, J.K.A. U.P. Shrivastava (P.J.)	
Trends (Minimising CRM in Emerging Industry)	32
Dr. K. Suresh Babu, Dr. A.K. Sharma & Dr. V. Praveen	
Role and Performance of MSMEs in India	36
Jai Kishor	
Climate Mitigation in India in the 19th Century	41
Dinesh Kumar	
Rising Productivity of MSMEs	43
Dr. Ujjwal K. Singhania & Prof. Dr. Rajan K. Boral	
Impact of COVID-19 Pandemic on Education	48
Dr. K. Uma Devi	
Awareness of Civil Services	51
Dr. Chandra Sekhara	
Mapping Demographics with Psychology	54
A. Rajeshwar, Dr. J. J. Jeyaraj, Raj. Chandra	
Community Based Rural Tourism	57
Ananya Kumar	
Reviving Indian Mutual Funds Market	60
Deepak Mishra, Dr. K. & Dr. Ashraf M. Moudgali	
Future of Agriculture in India	62
Dr. Rajul Das	
State – Religious Institutions	65
Raja Verma	
Occupational Health Hazards of Working Women	67
Dr. Jyoti K.	
Andhra State: Differences in Durgam Cheruvu's Narrative	70
Srinivas, J. & Dr. P. Madhavi	
India Australia Relations	73
Jai Kumar & Jai	
Oral Women: Resurgence, A Critical Study	76
Jyoti J. Chhabra	
Impact of Covid-19 on Indian Economy	78
Dr. Shrinagari Sridhar	
Empowerment of Women in India	83
M. Shrawan, Dr. Dharmendra	
The Rural Livings: Class and Caste in Modern Kerala	86
Dr. Rama Lakshmi, Dr. D. J. Sridhar	
India Droughts: Time: A new neighbourhood model	90
Prasanna Chetty	
A Perspective View of Mental Health	95
S.P. Karthik	
Cross-Border Marketing (CRM)	104
Srinivas Kumar & Dr. Anand Kumar, K. Ghoshal	
Teaching Effectiveness of Self-Regulated	105
Dr. Kishor Das	
Growth and Instability of Area, Production	107
Dr. Bhaskar Chandra Sharma	
A study on Creativity and Academic	111
Kishor Prasad Singh, Dr. Suresh Kumar	
Assessing the Impact of Covid-19	115
Dr. Kishor Mishra, Dr. Shikha Sharma	
Education System: Problems and Solutions	118
Dr. Anand Kumar, Dr. S.	
Human Rights: Conceptual Model	121
Anand Kumar	
Encouraging Women Participation	125
Dr. Anand Kumar	
Role of Small Scale Industries & Tourism	128
Jyoti J. Chhabra, Dr. Rajul Chandra Kishor	

Role of Small Scale Industries & Tourism in Rural Development in Majuli with Special Reference to Pottery Making Industry

Jayanta Kr Dutta* Dr. Bijoy Krishna Nath**

[Rural development may be defined as a process of developing and utilizing natural and human resources, technologies, infrastructural facilities, organizations and government policies to encourage and speed up economic growth in rural areas, to provide jobs and to improve the standard of living. Small scale industries play a significant role in rural development. Majuli is a Treasure Island of various small scale industries which take an important role for mobilization of natural resources by creating employability as well as engagement to the rural poor. These industries not only give the identity of its own community but also give the special identity of Majuli among the world communities. There is a chain linkage among rural development, small scale industries and tourism development. The paper aims to deal with the role and importance of small scale industries specially the pottery making industries in Majuli in case of employability and tourism development. The study was based mainly on primary data collected through purposive sampling and stratified random sampling techniques.]

Rural development has various dimensions like economic, social and agricultural scenario but it is mainly for the development of the agricultural sector, which is widely believed to provide the main impetus not only for reducing poverty and hunger but also for ensuring food security for all. According to World Bank in its sector policy paper on rural development defined "rural development as strategy designed to improve the economic and social conditions of life of a specific group of people - the rural poor", which involves extending the benefits of development to the poorest among those who seek a livelihood in the rural areas. The rural development is nothing but the management of human development and the orientation of technological and institutional change in such a manner as to improve knowledge and living standards in rural areas. In a broader term, rural development may be defined as a process of developing and utilizing natural and human resources, technologies, infra-structural facilities, institutions and organizations and government policies and programs to encourage and speed up economic growth in rural areas, to provide jobs and to improve the quality of

life towards self-sustenance (Singh, S. P. Planning and management for rural development).

Small scale industries and tourism contribute significantly to the economic development of any area in particular and national in general. In today's world, tourism is an important socio-economic activity which now recognized as an industry generating a number of social and economic benefits. It also promotes national integration and international understanding, helps in promoting infrastructure, creates employment opportunity and augments foreign exchange earnings. Rural tourism, the latest addition in tourist industry is "economic development of rural community" through the mobilization of "natural and cultural potential" which form the basis of rural tourism. Being a new concept covers all those aspects of travel whereby people learn about each other's ways of life and thought. It signifies the tourist interest in the customs of the indigenous and exotic people. It is a new kind of tourism as differ from general tourism, which focuses directly under local people. Rural tourism development is community based, participatory and designed to improve the economic and social well-being of local villagers in addition to the concerned institutional, physical and socio-cultural environment. It also pin-points the need for careful planning to the project, the integrity of sites and

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POVERTY ALLEVIATION PROGRAMMES IN RURAL LAKHIMPUR DISTRICT OF ASSAM - AN INTROSPECTION*

BY

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Abstract

The paper aims to deal with the socio economic characteristics of the surveyed households and to examine the awareness about Poverty Alleviation Programmes among surveyed households. The study was based mainly on primary data. The primary data was collected from the Lakhimpur district and it was based on multi stage sampling technique. In the first stage, the district under investigation was selected by using purposive sampling technique. Further, the result showed the socio-economic characteristics and the awareness about Poverty Alleviation Programmes among surveyed households.

Key words: Poverty alleviation programmes, Socio-economic characteristics, Multi stage sampling.

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Introduction

Poverty is a social and economic phenomenon in which a section of society is unable to fulfill its basic needs of life. It is one of the serious issues in most of the developing countries like India. According to United Nation Development Programme (UNDP) Report, 2010, 29.8 percent of Indians live below the country's national poverty line. According to the latest Report of United Nations' Millennium Goal Programme around 21.9 percent people are living below the poverty line in India. In order to eliminate poverty, the Government of India has introduced several measures. These measures were broadly divided into three phases. In the first phase lasting from the beginning of the 1950s to the end of the 1960s, the major emphasis was on redistribution of land and improving the plight of tenants. By end of 1960s the second phase of poverty alleviation programme was started and the major emphasis was given to the poor families, marginal farmers, and landless labourers and finally terminated in Integrated Rural Development Programmes. The major aims of these programmes are to create self employment opportunities for the poor section of the society. In the third phase starting from the beginning of the 1990s, emphasis was shifted to wage employment programmes and social security programmes.

Thus it is found that a number of poverty alleviation programmes (PAPs) are under operation either newly launched or restructured old programmes to protect the poorer section of the country. Several

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