

ISSN: 2278-1552

# COGNITION

*A Research Journal*

---

Vol: I

May: 2012

---



**DEPARTMENT OF MANAGEMENT**  
**MARGHERITA COLLEGE, MARGHERITA, ASSAM**  
**(INDIA)**

# COGNITION

*A Research Journal*

An Annual Publication of Dept. of Management  
Margherita College, Margherita, Assam (India)

Volume: 1

May: 2012

---



**DEPARTMENT OF MANAGEMENT  
MARGHERITA COLLEGE, MARGHERITA, ASSAM  
(INDIA)**

# COGNITION

## *A Research Journal*

An Annual Publication of Dept. of Management  
Margherita College, Margherita, Assam (India)

### EDITORIAL BOARD

**Dr. B. Gogoi**  
Principal,  
Margherita College

#### ***Editor:***

**Mr. Anjan Kr. Bordoloi**  
Asst. Professor  
Dept. of Management, Margherita College

#### ***Associate Editors:***

**Dr. D. Singha**  
Associate Professor  
Dept. of Management, Margherita College

**Mr. R. Pandit**  
Associate Professor  
Dept. of Management, Margherita College

© **Principal, Margherita College**  
**Margherita- 786181, Assam (India)**

**Price: 100/-**

**Printed at: THE ASSAM COMPUTERS**  
Sec. B-5, 2<sup>nd</sup> Bylane, Industrial estate, Borguri- 786126, Tinsukia (Assam)  
Email: [assamcomputers@gmail.com](mailto:assamcomputers@gmail.com), #0374-2330424 (O)

---

***Disownment: views expressed in the COGNITION are those of the contributors and are not in any way of the Editor or publishing authority of the journal.***

# COGNITION

## *A Research Journal*

An Annual Publication of Dept. of Management  
Margherita College, Margherita, Assam (India)

Volume: 1

May: 2012

---

### CONTENTS

	Pages
1 <b>Ecological Impacts &amp; Eco-Tourism management at Dibru-Saikhowa National Park: A Case Study</b> <i>Debojit Mohanta &amp; Anjan Kumar Bordoloi</i>	
2 <b>An Outlook of Agricultural Marketing in Assam</b> <i>Ashwini Machee &amp; Jhorna Sharma Machee</i>	
3 <b>Role of MNREGA and Changing Behavior of Rural Households: A Case Study in Dibrugarh District</b> <i>Dimpi Chakraborty &amp; Nilakshi Goswami</i>	
4 <b>Role of Non-Governmental Organizations (NGOs) in Rural Development: A Case Study of NGO 'JAPI' from Demow block at Sivasagar District of Assam, India</b> <i>Madhurjya Mohan</i>	
5 <b>Prospects and Potentialities of Ethno-Tourism in the Tinsukia District of Assam, India</b> <i>Deborshee Gogoi</i>	
6 <b>Eco-Tourism: An option for Sustainable Tourism Development</b> <i>Anjan Kumar Bordoloi</i>	
7 <b>Role of Travel Agencies in the promotion of Tourism in Assam</b> <i>Archana Kalita</i>	
8 <b>Urbanization and its Impact on the Life of Working Women: A Study at North Eastern Coal Fields, Margherita, Assam</b> <i>Upasona Sarmah</i>	

## EDITORIAL

**Dear Readers,**

We feel proud to place before you the first edition of **Journal - COGNITION (VOL-I)** May, 2012 issue. The inaugural issue of this Journal comprises eight papers which highlight different areas like Tourism Management & Development, Economics, Marketing Management, Industry etc. This issue opens with a paper on Eco-Tourism Management which highlights that **Assam is basically nature based and therefore, National Parks, Wild Life Sanctuaries are the major components of tourist attractions in Assam. Like other potential places in India and within the entire Assam region and beyond, much of the potentials for tourism development fall within the scope of Eco-Tourism, which provides a sustainable approach to tourism development. However to realize this potential the adverse effects of tourist activity and associated infrastructure on the natural environment and the tourism experience must be identified to guide management actions and thus sustain the resources on which Eco-Tourism ultimately depends. Through this paper the study conducted in Dibru-Saikhowa National Park at Tinsukia District of Assam, India, reports the impacts of Eco-Tourism from the perspective of tourists' and contributes to a greater understanding of the implications of the Eco-Tourists experience for Eco-Tourism management.** The second paper on Agricultural Marketing highlighted **the problems of agricultural marketing and the market structure in Assam. As an agricultural based economy for its faster economic growth formal agricultural marketing is crucial, so proper measures should be adopted in order to alleviate the problem and to drive growth, employment and economic prosperity in Assam.** The third paper on the subject Economics (Rural Development) highlights on **National Rural Employment Guarantee Scheme, which aims at enhancing the livelihood security of people in rural areas by guaranteeing hundred days of wage employment in a financial year, to a rural household whose members volunteer to do unskilled manual works. The paper examines the role of Mahatma Gandhi National Rural Guarantee Scheme and how much it has been successful to improve the livelihood of people by generating income through employment creation.** The fourth paper on the subject Economics (Rural Development) highlights **the potential role NGOs plays in bringing sustainable development in local economies.** The fifth paper on Ethno-Tourism presents **the importance of Ethno-Tourism and focuses Tinsukia district of Assam as a highly potential place for Ethno-Tourism. The paper does not seek to propose any comprehensive job creation strategy through Ethno-Tourism, but it outlines the potential role that Ethno-Tourism can play in the local economy and points out the suggestions that can be taken in this direction.** The sixth paper Eco-Tourism Development **illustrates Eco-Tourism as the best option for sustainable development of tourism. The state Assam has several options to transform the region as a full fledged Eco-Tourism destination for the tourists of the different parts of the world. The paper narrates through putting emphasis the possibilities lies to transform Tinsukia District of the state along these lines.** The seventh paper on Tourism Development **highlights the basic tourism infrastructure available in Assam in the form of travel supports for the different categories of tourists.** The last paper which has been incorporated in this inaugural issue of Journal is on Industry (Coal industry) **which attempts to investigate the impact of urbanization on changing life style of women employees at North Eastern Coal fields (NECF), Coal India Limited, Margherita, which is playing a crucial role in accelerating the process of urbanization in Margherita Town at Tinsukia district of Assam. This growing urbanization has a profound impact on the life of women employees who works in this industry. Women from managerial position to the women engaged as workers in the coal mines have witnessed a number of occupational hazards and professional challenges. The paper analyzes such difficulties faced by working women in an urban society with reference to study area.**

**Anjan Kr. Bordoloi**  
( Editor)

# **Ecological Impacts & Eco-Tourism management at Dibru-Saikhowa National Park: A Case Study**

**Debojit Mohanta**

Asst. Professor, Dept. of Sociology, Margherita College  
Margherita – 786181  
Email: debojitmohanta84@yahoo.com

**Anjan Kumar Bordoloi**

Research Scholar, Dept. of Commerce, Dibrugarh University  
Dibrugarh – 786004  
Email: anjankumarbordoloi@gmail.com

**Tourism in Assam is basically nature based; therefore, National Parks, Wild Life Sanctuaries are the major components of tourist attractions in Assam. Like other potential places in India, within the entire Assam region and beyond, much of the potentials for tourism development fall within the scope of Eco-Tourism. Throughout the area, there are numerous natural resources that are unique and relatively unspoiled and by far its main attraction. Eco-Tourism as a concept is sustainable tourism that focuses on minimal impact on the environment and local culture and its objective is to generate income that can be used for the benefit of the local community and to conserve the local biodiversity. Thus Eco-Tourism potentially provides a sustainable approach to tourism development. However to realize this potential the adverse effects of tourist activity and associated infrastructure on the natural environment and the tourism experience must be identified to guide management actions and thus sustain the resources on which Eco-Tourism ultimately depends. This study, conducted in Dibru-Saikhowa National Park at Tinsukia District of Assam, India, reports the impacts of Eco-Tourism from the perspective of tourists' and contributes to a greater understanding of the implications of the Eco-Tourists experience for Eco-Tourism management.**

**Key Words: Eco-Tourism, Ecological Impact, Dibru-Saikhowa National Park**

## **PROLOGUE:**

Tourism is at present the world leading industry and Eco-Tourism stand for the best growing sector of this market. Tourism has long played an important role in the Indian economy as being the third most significant industry sector of national economy. The World Tourism Organization (WTO) has recently projected that Eco-Tourism is worth some \$20 billion a year, and together with nature-based tourism, accounts for 20% of global international travel (WTO, 1998). In the Asia-Pacific region, Eco-Tourism has grown more rapidly than any other form of tourism (Lindberg et al., 1998). Eco-Tourism has therefore come to signify an attractive investment proposition. The promise of Eco-Tourism is that

of financial benefits originating from the influx of foreign tourist income may be employed to finance the provision and management of national parks to conserve the natural resources that Eco-Tourist willingly pay to experience. Thus, Eco-Tourism confers economic value on the conservation and protection of natural areas, representing the potential for a sustainable approach to tourism development in India. However, despite this mutually beneficial relationship between Eco-Tourism and natural resource conservation, the impacts of Eco-Tourism may also adversely affect the resources on which it depends. Therefore, in order to sustain Eco-Tourism in Assam and in entire India, it is essential to understand the potential effects of the expanding Eco-Tourism sector on the natural environment, so as to identify management priorities for present and potential Eco-Tourism destinations. It is widely admitted that both the environmental conditions of natural areas and the quality of the Eco-Tourism experience are influenced not only by the number of visitors, but by the impacts those users have on the ecological and social conditions (Prosser, 1986). In this way, visitors are at the centre of Eco-Tourism management: they impact the natural environment and the tourism experience, while the quality of the experience is affected by the management actions necessary to restructure those impacts. Hence, users represent a valuable resource for gaining information about the presence and extent of impacts, the acceptability of environmental change, and the consequences of management actions for their experience.

An approach considered as **Visitor Impact Management (VIM)** clearly recognizes the value of both judgmental and scientific considerations for effective management of natural areas (Graefe et al., 1990). The VIM approach is based on the standard that both the environment and the quality of the leisure experience are complex, and are influenced by a number of factors besides use levels.

*The VIM process thus incorporates a number of successive stages: review database (identify unacceptable visitor impacts); review management objectives; identify quantifiable indicators; select standards for indicators; assess current conditions of impact indicators; identify probable causes of impacts; identify a range of alternative management strategies; and implement selected strategies (Graefe et al., 1990).*

*This Research paper reports on a study of visitor impacts in Dibru-Saikhowa National Park at Tinsukia District of Assam, specifically, the aims of this study were to:*

- a) To identify the unacceptable visitor impacts from the perspective of visitors;
- b) To identify the potential indicators based on the impacts identified; and
- c) To identify the visitors' support for potential management actions/ programmes.

Dibru-Saikhowa National Park was chosen as the study site for two main reasons: it is an established Eco-Tourism destination and existing management objectives for the park are well-matched with Eco-Tourism. The primary management objective for Dibru-Saikhowa National Park is conservation, while

secondary objectives include leisure, research, education and monitoring of visitor activities (Good, 1988). For the purposes of adopting the VIM approach at Dibru-Saikhowa National Park, the existence of management objectives is important because it is widely considered to be a crucial first step in developing a management framework for natural areas.

### **ECO-TOURISM AND ASSAM:**

Tourism in Assam is essentially nature based; therefore, National Parks, Wild life Sanctuaries, rivers, lakes, hot water springs and thick wooded forest and wildlife are the major components of tourist attractions in Assam. It is counted as one of the prime Eco-Tourism destinations in India. Like other potential places in India. Within the entire Assam region and beyond, much of the potentials for Tourism development falls within the scope of Eco-Tourism and provides possible activities which includes nature treks, village stays, tribal festivals and visits to smaller wildlife parks (Handique, 2006). Throughout the area, there are numerous natural resources that are unique and relatively unspoiled and by far its main attraction. Eco-Tourism as a concept is sustainable tourism that focuses on negligible impact on the environment and local culture. The objective of Eco-Tourism is to generate income that can be used for the advantage of the local community and to save and sustain the local biodiversity.

### **REVIEW OF PERTINENT LITERATURES:**

This Research paper draws on earlier research on the ecological impacts of visitors in 'wilderness' and natural areas as well as current Eco-Tourism research and the work has also been inspired from an alike study conducted in Madhav National Park, India. (McKercher, 1996) argues that there is little or no difference between tourists and 'wilderness' visitors because they share the same resources and facilities and exert similar impacts when the same activity is undertaken. Further, (McKercher, 1996: 563–4) notes that making the artificial distinction 'serves no practical management purpose because tourists and non-tourists alike are part of the broader visitor management issue'. The environmental impacts of Eco-Tourism have been published by a number of writers. Some have focused on tourism in natural areas (Cohen, 1978); (Mathieson & Wall, 1982); (Buckley & Pannell, 1990); (Andereck, 1995); (McArthur, 1996); (Shackley, 1996), while others have taken a specifically Eco-Tourism approach (Boo, 1990); (Olindo 1991; (Sherman & Dixon, 1991); (Ceballos-Lascurain, 1996); (Commonwealth Department of Tourism, 1994); (International Centre for Tourism Research, 1995), and those concentrating on tropical rainforests include (MacKinnon et al., 1986), (Valentine and Cassells, 1991); (Valentine, 1992), (Kinnaird and O'Brien, 1996), and (Wearing and Larsen, 1996). The studies considered to be relevant to this Research paper are a number of visitor impact studies conducted in natural areas (Anderson & Manfredi, 1985); (British Columbia Forest Service, 1995); (Lucas, 1990); (Department of Conservation and Land Management, 1991); (Dowling, 1993). The following brief summary of the environmental impacts of Eco-Tourism is drawn from this literature. The benefits of Eco-Tourism include an enhanced

appreciation of natural environments, both in terms of their intrinsic and economic worth for protection and conservation; the educational value of exposing visitors and locals to nature and conservation; and the potential of ecotourism to motivate the designation of additional natural areas for conservation and protection. Conversely, pressures originating from inappropriately managed infrastructure and visitor activities can adversely impact the receiving environment. Negative impacts on terrestrial ecosystems include destruction of plant and wildlife habitats; soil and dune erosion; soil compaction; distraction of soil stability; distraction of nutrient cycles; and reduction in biodiversity. Impacts on vegetation include structural alterations to plant communities; damage due to trampling; the introduction of exotic species carried in on clothing; and direct removal of specimens through harvesting. Further to these biophysical impacts, increased human presence may lead to disturbances such as litter, as well as air and noise pollution caused by vehicles. Although there is limited understanding of the effects of tourism on wildlife (Andereck, 1995), all of the aforesaid impacts may have deleterious effects. Direct impacts on wildlife include disruption of behavior such as feeding, breeding, and mother-offspring interaction; poaching; killing (usually accidentally); and the disruption of predator-prey relationships. Indirect impacts on wildlife include changed habitats and feeding patterns, due for example to the attraction of wildlife to litter (Mathieson & Wall, 1982), and the introduction of disease. Even the pressures of photography may impact on wildlife, and have been reported to cause a decline in the breeding success of many coastal bird species in the Galapagos Islands (Mathieson & Wall, 1982).

#### **IDENTIFICATION OF THE PROBLEM:**

Ecotourism has been defined by the Eco-Tourism Society as 'responsible travel to natural areas which conserves the environment and improves the welfare of local people' (Cochrane, 1996: 241), a definition which emphasizes the view that Eco-Tourism should have positive impacts. The Government of India believes that Eco-Tourism can contribute to the preservation of the environment, which is an approach consistent with this definition. Forest parks, for example, fall under the jurisdiction of Forest Department. Land matters come under the state authorities. This situation has meant that there is no single authority empowered to make decisions on the environmental implications of tourism development in many economies.

*Dibru-Saikhowa is one of the biodiversity hot spots situated in the south bank of the river Brahmaputra in the extreme east of Assam state in India. It lies between 27°30' N to 27°45' N latitude and 95°10' E to 95°45'E longitude at an average altitude of 118 m (range 110-126m) above the mean sea level. Biogeographically the area exhibits the properties of both the Indian and Malayan Sub regions and represents the North-Eastern India-Brahmaputra valley Bio-geographical province (9A). Dibru-Saikhowa is among the most vibrant wildness on earth and is also distinct for her pristine scenic beauty. Situated in the flood plan of Brahmaputra, Dibru-Saikhowa is a safe haven for many extremely rare and endangered species.*

*Dibru-Saikhowa National park is the largest national park of Assam, spread over an area of 650 Sq. Km and is bounded by the mighty Brahmaputra river and Arunachal hills in the north and Dibru and Patkai hills on the south. It is located at about 13 kms from Tinsukia town (a commercial hub of the state) and about 515 kms from Guwahati (Capital City). It was declared as a Wildlife Sanctuary in the year 1986 by the Govt. of Assam by uniting two reserve forests. It was elevated to the Wildlife National Park status in the year 1999 restricting its core area to 340 Sq. Km. with a large buffer zone. The park is generally kept open for tourist from the month of November to April or as notified the National Park authority. A written permission from the Park authority for entering into the National Park is obligatory. No entry after the sunset and before sunrise is permitted in the park. Guijan ghat and Saikhowa ghat are the two entry points for tourists to this park.*

Dibru-Saikhowa enjoys a tropical monsoon climate with a hot and wet summer and a cool and usually dry winter. The annual rainfall ranges from 2300mm to 3800mm. the main rainy months are June, July, August, and September. The annual temperature of the area ranges from 7 degree Celsius to 34 degree Celsius. The Park itself received about 750- 800 visitors per year, mainly of Indian origin, with only a few hundreds of being overseas visitors. The increasing number of overseas visitors to this place is probably due to the success of promotional strategies such as '*Incredible India*'. Despite this growth in visitors to the Park, very little information exists regarding the environmental (biophysical and social) impacts of visitor activity and the effect of these impacts on the visitor experience. (Lindberg et al., 1998) in their report highlighted that this is true of the Asia-Pacific region as a whole; and (Valentine et al.,1991) have identified the need for studies of visitor impacts and experience in the rainforests generally.

*Therefore, the present study aims to contribute to the current information deficit by identifying the environmental impacts of Eco-Tourism in the Dibru-Saikhowa National Park as perceived by the visitors.*

## **RESEARCH METHOD:**

This study was based upon literature reviews and questionnaire. The literature reviews identified the possible impacts of Eco-Tourism which were then used to guide questionnaire development to collect primary data. The questionnaire was designed to gain information from visitors visiting Dibru-Saikhowa National Park. The sampling frame was limited to the national park visitors. Visitors were asked if they would like to participate in the study, and if they agreed, were given a brief description of the study objectives and questionnaires accordingly. The questionnaires were distributed at the both of the entry points of the Park and the places where most visitors stay some stage of their visit. The study was conducted during Nov- Dec, 2010 with few research scholars of Dibrugarh University, Assam. 104 questionnaires distributed by research scholars, and 46 questionnaires distributed by Park staff. A total of 79 responses were obtained from the 104 questionnaires distributed by the research scholars, and 25 out of 46 questionnaires distributed by Park staff. *The*

*questionnaire was written in simple English and comprised three sections: tourist and visit characteristics; actions undertaken; and tourist observation of impacts and management strategies.* The assumption underlying all aspects of this study is that information about and generated by, visitors is essential to the successful planning and management of natural areas that aim to sustain Eco-Tourism. These questions were designed from the literature surveyed earlier, including visitor surveys conducted in Africa (Lindberg et al., 1998) and Canada (British Columbia Forest Service, 1995). Visitors were also asked to rate specific management concerns, and to express the extent of their support for potential management strategies.

## **RESEARCH RESULTS AND DISCUSSION:**

Successful managing of tourism in natural areas depends on knowledge of both visitors and use characteristics (Buckley & Pannell, 1990). In this study, males and females were equally represented within the sample of visitors surveyed. A large percentage of visitors were aged between 15 and 35 years (70%), results supported by earlier studies conducted in America, which have found that wilderness visitors tended to be younger than the general population (Lucas, 1990). These results contrast with those of a 1988 study of Eco-Tourists visiting five Latin American and Caribbean countries, conducted by the World Wide Fund for Nature, which found that the average age was slightly higher than that of 'leisure tourists' at 42 years (Ceballos-Lascurain, 1996). The relative youth of Dibru-Saikhowa visitors, when considered alongside the fact that a large proportion of Dibru-Saikhowa visitors were of local origin and a more balanced proportion of people from 25 to 55 years old were found. 40% of visitors originated locally – from other Indian states (18%), 37% of visitors stayed less than 24 hours in the national park. The extended length of stay of over half of all visitors signals an opportunity for the use of education as a potential management tool. The activities participated in by more than half of the respondents all related to the enjoyment of nature, and included sightseeing (78%), observing wildlife (89%), relaxing (41%) and photography (75%). Conversely, wilderness visitors in the United States tend to participate in wider variety of activities, which include such 'consumptive' activities such as fishing and hunting (Lucas, 1990). The activities undertaken in Dibru-Saikhowa National Park were found to mirror the activities visitors indicated were most important to their visit. Over two-thirds of respondents indicated that being close to nature (76%), encountering wildlife (63%), learning about nature (70%) and viewing the scenery (78%) were very/extremely important. These activities are highly dependent on the quality of the natural environment, suggesting that visitors to Dibru-Saikhowa National Park specifically seek the natural qualities of the Park, rather than merely using the forest as a backdrop (milieu), as Valentine and Cassells (1991) found is often the case with visitors to Queensland's rainforests in Australia. Visitor perceptions of impacts and management concerns visitor perceptions of observed and potential impacts were examined to identify possible indicators for monitoring, based on the premise that conditions of importance to visitors themselves are the best indicators of factors likely to adversely affect

visitor experiences (McArthur, 1996). Impacts most frequently observed by visitors included soil erosion along walk-trails, litter and smelly/discoloured water. A number of respondents also commented on impacts that were not given in the questionnaire, including litter on the forest floor, water logging along some trails and at the aggravation of wildlife, and a lack of enforcement of national park regulations. *For almost all of the impacts, a greater number of respondents expressed concern about the potential impact than the observed impact.* The significance of litter as one of the most basic concerns of Dibru-Saikhowa Park visitors is supported by the results of similar studies in Australia (Dowling, 1993), Canada (British Columbia Forest Service, 1995) and the United States (Lucas, 1990). The intolerance of many visitors to litter may be explained by the view that littering violates deeply held norms of Western culture, which in form a large proportion of the visitors to Dibru-Saikhowa National Park, where littering is seen as abuse rather than normal use of natural areas (Lucas, 1990). The concern with biophysical impacts such as soil erosion and vegetation damage as indicated by Dibru-Saikhowa visitors has also been expressed by wilderness users both in Canada (British Columbia Forest Service, 1995) and Australia (Department of Conservation and Land Management, 1991). One reason why many visitors identify biophysical impacts as problematic is that they are visually prominent. Further, greater visitor concern with biophysical over social conditions possibly reflects the view that although visitor use results in impacts, present levels of use are not in themselves reducing the quality of the visitor experience. These outcome regarding visitor perceptions of the impacts of tourist use can be used to identify potential indicators for monitoring environmental conditions in Dibru-Saikhowa National Park. This approach is based on the principle that the best indicators are the conditions of most significance to visitors.

#### **EPILOGUE:**

Seeking the views and preferences of recent visitors to Dibru-Saikhowa National Park enabled the identification of impacts perceived as significant by Eco-Tourists. Most important were litter, erosion and vegetation damage, all visual impacts with the potential to reduce the natural experience Eco-Tourism offers. Greater visitor concern regarding potential impacts, compared to observed impacts, indicates a perception that social and biophysical conditions in the Park are likely to deteriorate in the future. Management concerns recognized by the majority of respondents – litter, erosion and vegetation damage – correspond to the identified impacts of concern. Therefore, these management concerns are potential indicators for monitoring visitor impacts in Dibru-Saikhowa National Park. Further investigation is required to complete the VIM framework more appropriately to effectively guide Eco-Tourism management in the national park. Respondents indicated strong support for management actions in general, including both educational and regulatory strategies such as controlling visitor numbers and restrictive forest use. One of the major challenges for the management of Eco-Tourism is using interpretation and education to help visitors gain a better understanding of the natural environment of an area, thereby enhancing their experience and protection of the area. As Lucas (1990) notes,

visitors to natural areas provide a particularly good audience for information and education, and such approaches are ideal for conservation reserves because they do not directly alter the natural environment. Education also has an important role in terms of communicating the reasons behind management actions to visitors, so that visitors are more likely to support management strategies, especially those restricting their activities. Cole (1995) commented that indirect techniques such as education are most likely to be effective when used proactively. These results are supported by Anderson and Manfred's (1985) study of visitor preferences for management actions in a US wilderness area.

The study of Dibru-Saikhowa National Park, indicating that likely impacts are considered more significant than those being observed, suggests that proactive management techniques such as education could be significant and very useful in this regard. The findings of this study also have implications for protection supervision. The top support for direct as well as indirect management actions implies that visitors generally recognize that overuse of forest areas and overcrowding have the possible to further degrade natural areas, and hence are to be inclined to hold up preventive actions.

#### **REFERENCES:**

1. Athma, Prashanta., Lakshmi, Vijaya (2006): "*Eco-Tourism in Andhra Pradesh*", Indian Journal of Marketing, August, pp-10-11.
2. Bairagi, Monalisha Gogoi (2003): "*Eco- Tourism- An answer to sustainable development of Tourism*", Vol- 02, pp 84-87.
3. Handique, Rajib: (2006) "*Forest policy and development of Eco- Tourism in the Dehing Patkai region:-A musing for wilderness*", Dehing Patkai Souvenir, Vol-04, p-49.
4. Kiss, A: (2004) "Is community-based Eco-tourism a good use of biodiversity conservation funds?", *TRENDS in Ecology and Evolution*, Vol. 19, No. 5.
5. Newsome, David., Moore, Susan A., Dowling, Ross K.: (2006) "*Aspects of Tourism-Natural area Tourism*", Sterling Publications, p- 13.
6. Sangipul, Aswin., Batra, Ardarsh: (2007) "*Eco-Tourism: A Perspective of the Thai Youths*", *Journal of Hospitality, Leisure Sports & Tourism Education*, Vol: 6.
7. Thampi, P. S.: (2005) "*Eco-Tourism in Kerela, India: Lessons from the Eco-Development project in Periyar*", *Ecoclub.com, e-paper series*, Vol-13, June.
8. Yadav, Santosh: (2003) "*Eco-Tourism problems and Prospects*", *Yojana*, August, p-11.

# **An Outlook of Agricultural Marketing in Assam**

**Ashwini Machey**

Assistant Professor, Department of Economics  
MDKG College, Dibrugarh, Assam, India

**Jhorna Sharma Machey**

Research Scholar, Department of Economics, Dibrugarh University,  
Dibrugarh - 786004, Assam

**In this paper an attempt has been made to highlight the problems of agricultural marketing and the market structure in Assam. As an agricultural based economy for its faster economic growth formal agricultural marketing is crucial, so proper measures should be adopted in order to alleviate the problem and to drive growth, employment and economic prosperity in Assam. A well functioning and dynamic marketing system provides the much needed boost not only for further agricultural production but also for a vibrant rural economy.**

**Key Words: Agricultural Marketing, Economic Development**

## **INTRODUCTION:**

Agricultural marketing plays a vital role in increasing the welfare of the farmers and helps to accelerate the pace of economic development by stimulating production and consumption. Agriculture marketing comprises all activities involved in supply of farm inputs to the cultivators and movement of agricultural produce from the farms to the ultimate consumers. Further agricultural marketing includes assessment of demand and supply of farm-inputs, post harvest handling of farm products, performance of various activities required in transferring farm products from farm to processing industries and or ultimate consumers. According to the National Commission on Agriculture, "Agricultural marketing starts with a decision to produce a saleable farm commodity and it involves all aspects of market structure of system, both functional and institutional, based on technical and economic considerations and includes pre and post harvest operations, assembling, grading, storage".

Although agriculture scenario has undergone significant changes in the era of globalization, but its primary importance in the economics has not reduced. The recent growth of Indian economy has been made possible by remarkable growth of the service sector yet agriculture remains a key sector of the economy providing livelihood to about 70% of the population. In the post liberalization period the performing of agricultural sector is not satisfactory. For that India is looking towards second green revolution to attain a hunger free India and to maintain agricultural output at least four percent for sustain economic growth rate 8-10 percent.

In the path of growth the agriculture sector particularly in Assam and India in general face multiple problems since century. One of the major problems is

marketing of agricultural produce. For that it is urgent need to meet the problem to enhance farmer's wellbeing and to maintain sustainable economic growth.

### **IMPORTANCE OF THE PAPER:**

Assam is an agrarian economy and this sector alone absorbs 53 percent of the total work force. The rural population is about 89 percent living in 21,995 villages. Out of the total rural population about 80 percent depend directly upon agriculture.

The contribution of agriculture to Net State Domestic Product is nearly 30 percent in 2009-10. Agriculture in Assam, however, does not portray a healthy picture. The backwardness of the sector is reflected in the low yield of the principal food crop like rice of the state. In the year 2008-09 yield of rice 1619 kg per hectare in Assam according to Assam State Agricultural Marketing Board (ASAMB). In addition to the low productivity of agriculture, another major problem faced by the agricultural sector is under developed and inefficient marketing infrastructure and lack of regulated market. So far, agricultural market in Assam incorporates only agricultural produce while neglecting livestock.

In this paper an attempt has been made to highlight the problems of agricultural marketing and the market structure in Assam. As an agricultural based economy for its faster economic growth formal agricultural marketing is crucial, so proper measures should be adopted in order to alleviate the problem and to drive growth, employment and economic prosperity in Assam. A well functioning and dynamic marketing system provides the much needed boost not only for further agricultural production but also for a vibrant rural economy.

### **OBJECTIVES OF THE PAPER:**

- a) To highlight the agricultural marketing scenario in Assam.
- b) To assess the problems of Agricultural marketing in Assam.
- c) To find out some feasible measures to solve agriculture marketing problems.

### **METHODOLOGY:**

The present study based on secondary information and it is descriptive in nature.

### **SCENARIO OF AGRICULTURAL MARKETING AND PRODUCTION IN ASSAM:**

Marketing of agricultural products in Assam faces some loopholes due to less production and less arrival of product in the market. In Assam, many of the agriculture produce are not transacted through the formal marketing channels. According to Assam State Agricultural Marketing Board (ASAMB) (2008) about 70% of the marketable surplus of the commercial crops like jute, mesta etc., 40% in case of paddy, 50% in case of pulses etc. are normally transacted through markets and the rest are transacted either at farm gate or at trader's premises directly. Although, the government has promote marketing of agricultural produce through the network of regulated markets. But a huge amount of the agricultural

produce in Assam is marketed through the traditional periodic markets. There are about 848 no's. of such village level markets in the state at present (ASAMB).

India has 21,780 rural periodical markets, about 15 percent of which function under the ambit of regulation. In Assam regulated market came into being with the passing of the Assam Agricultural Produce Market Act in 1972. The Assam State Agricultural Marketing Board (ASAMB) was established in 1976 and since then Regulated Market Scheme was introduced in the state with the formation of the Regulated Market Committees at different places in the state.

A regulated market is a mechanism which aims at controlling the prices of agricultural produce so that the farmers can get their actual price by eliminating unhealthy practices. In 1950, there were 286 regulated markets in the country, their number as on 31 March 2006 stood at 7566 and in Assam only 24 nos. regulated market committee till 2009-10.

The Assam Agricultural produce Market Act, 1972 has been amended in 2006 as per Model Act issued by the Govt. of India incorporating the provisions for (a) Private Marketing (b) Direct Marketing (c) Consumer-Farmers Market and (d) Contract Farming.

The ASAMB has established 24 Regulated Market Committee, 20 Primary Market Yards, 204 sub-market Yards, 848 Rural Primary Markets and 369 Wholesale Markets. The regulated markets have been covered under AGMARKNET.

**Table: 1**  
**Market Infrastructure and Processing Unit in Assam**

Regulated Market Committee	24 nos.
Principal Market Yard	20 nos.
Sub-market Yard	204 nos.
Wholesale Market	369 nos.
Rural Primary Market	848 nos.
Organic Market	1 no. is being established in Guwahati
Rural Godown	66 nos. (Capacity- 6668 MT) 13 nos. – Rural Seed Storage Godown
Cold Storage	19 nos. (Total capacity- 84450 MT)
Processing Unit	3 nos.

**(Source: Directorate of Agricultural, Assam, 2008)**

**Table: 2**  
**Comparative agricultural production per hectare of Assam and that of India**

<b>Crop</b>	<b>Assam (yield kg. per hectare in 2005-06)</b>	<b>India (yield kg. per hectare in 2005-06)</b>	<b>Gap Assam- India (kg. per hectare)</b>
Rice	1487	2092	-605
Wheat	1076	2613	-1537
Pulses	533	585	-52
Food grains	1414	1709	-295
Oil seeds	472	1000	-528
Jute	1836	2228	-392
Sugar cane	37190	66286	-29095
Fruits	12005	9220	-2785
vegetables	13497	15764	-2267
Spices	2475	1844	631

**(Source: Assam State Agriculture Marketing Board, 2008)**

**Table: 3**  
**Production & Estimated requirement status in Assam during 2005-2006**

<b>Crop</b>	<b>Total Production in (2005-06) lakh MT</b>	<b>Estimated requirement(lakh MT)</b>	<b>Production status(surplus/ deficit)</b>	<b>Quantity (surplus/deficit) on actual production</b>
Rice	35.52	37.46	Deficit	-1.94
Wheat	0.65	4.99	Deficit	-4.34
Pulses	0.80	2.50	Deficit	-1.70
Food grains	41.16	45.78	Deficit	-4.62
Oil seeds	1.78	3.33	Deficit	-1.55
Vegetables	46.15	23.31	Surplus	13.61
Fruits	15.37	9.99	Surplus	2.31
spices	2.11	1.25	Surplus	0.75

**(Source: Assam State Agricultural Marketing Board, 2008)**

### **EXISTING SYSTEM OF AGRICULTURAL MARKETING IN ASSAM:**

There are five existing system of agricultural marketing in Assam is as under:

- a) **Primary or Local Markets:** These markets are known as Haat and are organized by Village Panchayats. They are held once or twice in a week at a common place. Village Panchayat charge some rent from the shopkeepers for the space occupied.
- b) **Secondary Markets:** These markets are also known as wholesale or assembling markets and they are called Mandis.
- c) **Terminal Markets:** Such markets perform the function of carrying goods to consumers or final buyers or to place of processing.
- d) **Fairs:** Fairs are held on religious occasions at pilgrimage centres and they are significant places of marketing of agricultural commodities as well as household's product.

- e) **Regulated Markets:** Such markets have been set up by the government with the sole purpose of checking fraudulent practices which are common with the traders in the primary and secondary markets.

#### **PROBLEMS OF AGRICULTURAL MARKETING IN ASSAM:**

Agricultural markets in Assam are underdeveloped and are not well regulated. As a result farmers in Assam sell their agricultural products to the nearest buyers immediately after harvesting at a lower price, instead of trying to find the best market for their products.

The main marketing problems highlighted by the ASAMB are:

- a) During peak harvesting season of Rabi vegetables (January to March) the markets are overloaded with vegetables and the farmers have to dispose their produce at a very low price on the every market day due to non availability of cold storage facility near the market.
- b) Inadequate availability of processing units/ cold storage/ post harvesting infrastructure like godowns.
- c) Inability of small and marginal farmers to transport their produces to the markets where they can fetch justified market price.
- d) Inadequate transfer of off season vegetable technology.

#### **OTHER PROBLEMS:**

- a) Assam is lacking far behind in proper marketing of agricultural products to the main-land India due to its geographical isolation.
- b) Poor marketing facilities with weak transportation and communication systems.
- c) Literacy level among the farmers is low. As a result there is limited access to the market information and finance.
- d) Absent of market intelligent and interference of middleman in distribution that eats away the pockets of both farmers and consumers.
- e) The social and cultural taboos are also responsible to a large extent in not developing agro-industries in the region to provide better value addition to the horticultural crops.
- f) There are loopholes in the present legislation and no idea about WTO regime.

#### **POLICY MEASURES TO IMPROVE AGRICULTURAL MARKETING:**

- a) Provision of transportation facilities should improve as priority by the state.
- b) Need to develop information and extension network by the agricultural department.
- c) Effort should make to strengthen of market intelligence.
- d) Urgently extent the numbers of regulated market.

#### **CONCLUSION:**

Although various measures have been adopted to promote agricultural marketing by the different agencies but the state like Assam is still lacking far behind from adequate marketing infrastructure. Therefore, necessary to remove

the defect in the machinery for marketing of agricultural produce owing to welfare of farmer as well as development of rural economy.

**REFERENCES:**

1. Purkayastha, G. (2008): Indian Economy and North-East Economy, Bani Mandir, Guwahati, Assam.
2. Goswami, P. C. (2004): The Economic Development of Assam, Kalyani Publishers, Ludhiana, Punjab.
3. Mamoria, C. B. & Tripathi, B. B. (2003): Agricultural Problems of India, Kitab Mahal, Allahabad.
4. Dhar, P. K. (2001): The Economy of Assam, Kalyani Publishers, Ludhiana, Punjab.
5. Lekhi, R. K. & Choudhry, R. K (1996): Economy of India including Assam and North-East, Kalyani Publishers, Ludhiana, Punjab.
6. Economic Survey, Assam, 2009-10, Directorate of Economics and Statistics, Guwahati, Assam.
7. <http://www.hindu.com/businessline/2001/06/12/stories/041203ju.htm>, (accessed on 5/4/2012).

# **Role of MNREGA and Changing Behavior of Rural Households: A Case Study in Dibrugarh District**

**Dimpi Chakraborty**

Assistant Professor, Tinsukia Commerce College  
Tinsukia- 786125  
Email- dimpi.chakravorty@gmail.com

**Nilakshi Goswami**

Lecturer, Centre for studies in Rural Development, Dibrugarh University  
Dibrugarh- 786004

**Unemployment is the most important, neglected and burning problem of our country. As noted in economic surveys of previous years based on NSSO data, employment on a current daily status basis during 1999-2000 to 2004-05 had accelerated significantly as compared to the growth witnessed during 1993-94 to 1999-2000. Employment growth accelerated from 1.25% per annum in 1999-2000 to 2.62% per annum in 2004-2005. However since the labour force grew at a faster rate 2.84% employment growth rate, unemployment rate also rose. Under such circumstances, launched in 2005, the National Rural Employment Guarantee Scheme aims at enhancing the livelihood security of people in rural areas by guaranteeing hundred days of wage employment in a financial year, to a rural household whose members volunteer to do unskilled manual works. Through this paper an attempt has been taken to examine the role of Mahatma Gandhi National Rural Guarantee Scheme to provide employment opportunities and how much it is successful to improve their livelihood by generating income through employment creation.**

**Key Words: MNREGA, Changing Behavior, Rural Households**

## **INTRODUCTION:**

Under the terms of the National Rural Employment Guarantee Act, passed by the government of India in August 2005, each rural Indian household is now by entitled by law to one hundred days of unskilled work per year on public work programmes. Although a number of schemes have provided temporary work opportunities to the public on public work programmes and no national policy has ever before provided any guarantee of employment. National Rural Employment Guarantee Act is a scheme formulated by the Government of India for the uplifting of the poorest of the poor in rural India. It has been implemented in all the states of India. The effectiveness of any scheme, especially one aimed at rural empowerment, can be measured only by studying the impact it has made in changing the lives of the beneficiaries. National Rural Employment Guarantee

Act became operational in 2005 and a large scale programme initially covered 200 districts in India under National Rural Employment Guarantee Programme. The programme in the third phase covered all the districts of the country and since October 2009 is called Mahatma Gandhi Rural Employment Guarantee Scheme (MGNREGS). Such a large scale programme guaranteeing 100 days of employment to any poor family has spent around Rs 95672.88 crore over the last 4-5 years. The Mahatma Gandhi National Rural Employment Schemes generates employment by performing various types of works like water conservation, and water harvesting, drought proofing (including afforestation and tree plantation), Irrigation canals including micro and minor irrigation works, renovation of traditional water bodies including de-silting of tanks , land development, flood control and protection works including drainage in water logged areas, rural connectivity to provide all-weather access etc. As a social security measure, MGNREGS aimed at providing employment security to the poor in villages. Direct provision of wage employment is obviously an attractive instrument for poverty alleviation wherever the poor depend heavily upon wage employment for their income and also suffer from considerable unemployment and underemployment.

#### **REVIEW OF PERTINENT LITERATURES:**

Honnakeri and Kumar, B. Kote in their paper examines the impact of Mahatma Gandhi National Rural Employment Guarantee Scheme on the Rural Urban Migration in rural economy and this analysis looks at the direct and the indirect effects that the NREGP has on employment generation and poverty reduction in a local. For this, a micro level survey in a specific village was undertaken to highlight the impact of the MGNREGP on the rural urban migration and the living condition of the rural poor in rural areas. From their study they find that employment has been generated on a massive scale. Wages are paid within a week and there were few complaints of delay in wage payments. They also suggested that an evaluation of MGNREGA annually would help in releasing the programme effectively.

Khera and Nayak have done their survey of 1,060 NREGA workers conducted in May-June 2008 in six Hindi-speaking states of North India and focuses on the female workers in the sample to highlight the impact of the NREGA in the lives of women workers. They highlighted that over the past three years, employment works opened under the NREGA in India have had a significant impact on the lives of women and men workers. In the case of women, it is important to note that relatively minuscule levels of NREGA employment have resulted in the significant perceived benefits from the NREGA. They argued that serious problems remain in the nature of implementation across states. The urgent need to remove these problems in implementation cannot be overemphasized. Given the critical gains made by women workers – in accessing work and an income, food and healthcare for themselves and their families, and in leaving potentially hazardous work – it is important that the problems in implementation should not derail the gains.

Dey and Bedi have examined whether employment guarantee scheme serves as a social safety net by providing a source of employment when other alternatives are limited. This paper examines whether NREGS provide proportionately more jobs days during the agriculturally lean season and also examines whether wages are paid timely in the study area of West Bengal's Birbhum district. The analysis reveals that in the study area, there is universal awareness about the NREGS, job cards have been made available to all those who have applied and NREGS related information is well maintained and relatively accessible. While there were long delays in wage payments during the first year of the programme, since then, the payment lag has declined to the range of 20 days. This paper also highlighted the problem of limited capacity to generate employment and also point the failure of generating employment especially in the agriculturally lean season. From the suggestion side this paper advocates that there is a need for an innovative thinking on how to use available resources to create jobs and construct useful rural infrastructure.

Impact of NREGA scheme on rural labour market, income of the poor household, overall agricultural production was analyzed by Mukherjee and Uday in their paper "Understanding NREGA: A Simple Theory and Some Facts". They find that income from NREGA alone can be a substantial portion of the target income of the poor. They show that in such a situation, the poor may exhibit a backward bending supply curve of labour which may lead to an aggregate reduction in agricultural output.

Kelkar attempts to draw policy attention through his paper to the complex policy inter-relationship between gender relations and income and productive assets, through an analysis of the National Rural Employment Guarantee Act (NREGA). The researcher tries to depict the role of NREGA for overcoming gender discrimination and inequality which is a fundamental feature of Asian systems of employment and production. The effectiveness of NREGA crucially depends on what type of schemes it gives priority to. Lack of focus of social, gender inequality in creation of productive assets has been a major reason for limited success of wage employment programme. Compared to men, the proportion of unskilled, subsidiary workers among women is much larger under NREGA. Given poor health and literacy as well as the predominant responsibility of housework and caring, women have recourse only to work that is available. Under NREGA programme, economic well-being measures for an individual are based on increasing the total income of the household or family within which an individual women or man lives. A rights-based approach, however, would suggest the importance of knowing the within-household distribution of that income.

## **PROBLEM BACKGROUND:**

Unemployment is the most important, neglected and burning problem of our country. As noted in economic surveys of previous years based on NSSO data, employment on a current daily status basis during 1999-2000 to 2004-05 had accelerated significantly as compared to the growth witnessed during 1993-94 to 1999-2000. Employment growth accelerated from 1.25% per annum

in 1999-2000 to 2.62% per annum in 2004-2005. However since the labour force grew at a faster rate 2.84% employment growth rate, unemployment rate also rose. The incidence of unemployment on CDS basis increased from 7.31% in 1999-2000 to 8.28% in 2004-05. According to the planning commission report, during 1993-94 to 2004-05, rural unemployment increases at 5.31% per annum where as the urban unemployment increases at 4.31% during the same period. Under such circumstances, in 2005, the National Rural Employment Guarantee Scheme aims at enhancing the livelihood security of people in rural areas by guaranteeing hundred days of wage employment in a financial year, to a rural household whose members volunteer to do unskilled manual works. So in this paper an attempt has been taken to examine the role of Mahatma Gandhi National Rural Guarantee Scheme to provide employment opportunities and how much it is successful to improve their livelihood by generating income through employment creation.

### **OBJECTIVES OF THE STUDY:**

In the light of abovementioned scenario, the main objective of the study is to:

- a) Draw a detail picture of the socio-economic profile of the people engaged in MNREGS,
- b) Examine the benefits received from MNREGS in the form of income, increase in household expenditure, increase in assets purchased, reduction in debts etc.

### **LIMITATIONS OF THE STUDY:**

The study being a noble attempt has to be limited within its scope. Firstly, the sample size were limited (100 households) in terms of size and composition. Secondly, the data collection was restricted only within the district of Dibrugarh, which may fail to represent the actual scenario of the whole state.

### **METHODOLOGY OF THE STUDY:**

This study is fully based on primary data collected through a structured questionnaire specially designed for MNREGS beneficiary. There are seven Development Blocks in Dibrugarh. Out of this Barbaruah Development Block is purposively selected. From Barbaruah Block two village is purposively selected. From the two villages, 100 households having MNREGS beneficiary is randomly selected for intensive study.

### **RESULT AND DISCUSSION:**

The findings of the field survey are summarized and analyzed in two headings:

1. **Socio-economic profile of the MNREGS beneficiaries:** Mahatma Gandhi National Rural Employment Guarantee Scheme (MNREGS) is a scheme specially designed for the poor, objective of which is to enhance the livelihood security of the people in rural areas by guaranteeing 100 days of employment to a rural household whose members are volunteers to do unskilled manual work. In this paper at first an attempt is taken to draw a picture of socio-economic picture of the rural household selected for intensive study.

Therefore questions regarding their caste, sex, educational qualification, sources of income, size of landholding etc were asked the selected participants. A brief description of their socio-economic profile is presented below:

**Table No. 1.1**  
**Sex, Cast & Educational Qualification of MNREGS participants**

No. of participants	Sex		Caste		Educational qualification		
	Male	Female	General	OBC	Illiterate	Up to 8 <sup>th</sup> standard	10 <sup>th</sup> passed
100	60	40	14	86	3	51	46

(Source: Compiled from field study)

On the above table, sex, caste, and educational qualification of the MNREGS household are shown. It is clear from the above table that in the study area among 100 participants 60 percent are male and 40 percent are female. By caste majority (86%) are belong to OBC. Almost 51 percent of the beneficiaries have education qualification up to 8<sup>th</sup> standard, 46 percent have passed 10<sup>th</sup> standard and only 3 percent are illiterate.

**Table No. 1.2**  
**Primary & Secondary sources of income of MNREGS participants**

No. of participants	Primary sources of income				Secondary sources of income		
	Cultivation	Unskilled Labour	Agricultural Workers	Petty business	Unskilled Labour	Agricultural Workers	Petty business
100	44	19	34	3	68	18	14

(Source: Compiled from field study)

From the above table it is clear that, out of 100 beneficiaries, 44 percent have taken cultivation as primary sources of income, 34 percent work as an agricultural worker for primary income source and 19 percent work as an unskilled worker for primary income source and only 3 percent are engaged in petty business for primary income source. So far as secondary source of income is concerned, 68 percent engage in unskilled labour, 18 percent work as agricultural workers and 14 percent engage in petty business.

- Benefits received from MNREGS by the participants:** In order to access the benefit of MNREGA or to demonstrate the role of MNREGS in changing the income expenditure pattern of rural household, some pre planned questions regarding method of registration, income differences of the participants before and after joining MNREGS, differences in food expenditure were asked the selected participants. A detail of this analysis is presented below.

**Table No. 2.1**  
**Times visit to GP office to obtain job card & Method followed for registration in MNREGS**

No. of participants	No. of Times visit to GP office			Method followed for registration in MNREGS			
	Up to 2 times	3-5 times	More than 5 times	Approved by gram sabha	Oral request	Applied on plain paper	Door to door survey
100	66	32	2	53	35	10	2

(Source: Compiled from field study)

From the table it is clear that majority (66%) of the participants are able to receive job card within two times visit of GP office and 53 percent beneficiaries have done registration through the approval of gram sabha, 35 percent registered through oral request, 10 percent registered through application and only 2 percent registered under door to door survey.

**Table No. 2.2**  
**Difference in income between before and after joining MNREGS**

Income (in Rs.)	No. of MNREGA participants
(No difference)	15
2000-4000	28
4001-7000	33
7001-10000	24

(Source: Compiled from field study)

The above table shows the differences in income before and after joining MNREGS. Almost 15 percent participants have not experience any change in their income. 28 percent of the total respondents have experience changes in income 2000-4000, 33 percent have experience changes between 4000-7000 and only 24 percent of the participants have experiences changes in income between 7000-10000. It is clear that 76 percent participants are unable to get 100 days of employment in a financial year. So to some extent this scheme is unable to absorb the demand of the growing labour force.

**Table No. 2.3**  
**Difference in food expenditure between before and after joining MNREGS**

Food expenditure (in Rs.)	No. of MNREGA participants
(No difference)	42
200-300	20
301-500	32
501-700	2
700 above	4

(Source: Compiled from field study)

Table 2.3 shows differences before and after joining MNREGS. Almost 42 percent of the participants experience no changes in expenditure so far as food consumption is concerned. For 20 percent out of the total beneficiaries per month food expenditure is increased from 200 to 300. 32 percent respondents revealed that their per month food expenditure has increased from 300 to 500 and for 2

percent of the beneficiaries it increased from 500 to 700. Per month food expenditure has increased above 700 for only 4 percent beneficiaries after joining MNREGA.

**Table No. 2.4**  
**Benefits from MNREGS**

Helps to avoid illness	Helps to repay debts	Helps to child's schooling	Helps to increase in asset base
26	24	45	59

(Source: Compiled from field study)

Various questions regarding benefits received from NREGA were asked the selected beneficiaries of NREGA, 26 beneficiaries revealed that income earning from this scheme help them to avoid illness, 24 revealed that it helps them to repay some debts, 45 revealed that NREGS helps them to finance their children schooling and 59 point out that income earning under this programme help them to increase their asset base.

**Table No. 2.5**  
**Reasons for preferring MNREGS**

Do you prefer MNREGA than any other wage employment programmes		What promoted to prefer MNREGA to other wage employment works	
Yes	No	Works are locally available	Less chance of work conditions being exploitative
61	39	54	7

(Source: Compiled from field study)

Although NREGS scheme is not able to help the participants to increase their income to a large extent, but 61 percent of the respondent prefer NREGS than any other employment guarantee scheme. The reason behind this is that 54 beneficiaries prefer it as the works are locally available i.e., they need not to change their home place in search of job sand another 7 beneficiaries prefer it as they think that there is less chance of work condition being exploitative.

It was observed during field visit that the MNREGS beneficiaries are now linked with banks, i.e. they are now acquainted with the banking system. Payments through banks were made mandatory as this would have helped in increasing transparency and accountability in wage payment.

To wrap up, it can be said that, despite its efforts to provide job cards to all rural households, preparation of job cards is not an ongoing activity. In absence of job-cards, these left-out community members are not able to demand for jobs. Further, the increase in income through additional wages is not sufficient. The meager increase in income does not contribute much in the economic condition of the surveyed households. The largest proportion of estimated benefited households feel most of the money is used for food etc. People are not able to save enough money from this additional income to improve their economic condition in an important way.

Moreover, MGNREGS guarantees 100 days of work to each household applying and demanding for work. However it was observed during field visit that

due to a lack of awareness, people do not demand work and therefore get work as and when the works are implemented by the Panchayats. It is interesting to note that despite a basic knowledge among respondents about their entitlement for 100 days of work, a very little information is found in relation to their awareness on the right to demand the work. It is acknowledged that people living in poverty are congenitally capable of working their way out of poverty with dignity, and can demonstrate creative potentials to better their situation when an enabling environment and the redress opportunity exists. It has been noted that in many countries of the world, poverty reduction and employment generation programmes, provide access to small capitals to people living in poverty. Action is needed on a number of fronts, as only a multi-pronged approach can tackle the problem of poverty. MNREGS is one instrument that holds the greatest promise for transforming the lives of the economically underprivileged.

**REFERENCES:**

1. Kumar, Yogesh. (2009): *"Impact Assessment on MGNREGS in Madhya Pradesh"*, Submitted to Poverty Monitoring and Policy Support Unit (PMPSU), State Planning Commission, Madhya Pradesh, India.
2. Khan, Amir. Ullah and Saluja, M. R. (2008): *"Impact of the NREGP on Rural Livelihoods"*, the India Development Foundation of India.
3. Ashok, Pankaj. Rukmini, Tankha. (2010): *"Empowerment Effects of the NREGS on Women Workers: A Study in Four States"* *Economic and Political Weekly*, VOL XLV No 30 pp 45-55.
4. "India's Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)" Paper Presented at the Policy Dialogue on *Sustainable Rural Development: Creating Agency Among the Rural Poor* Organized by the Department of Rural Development, Republic of South Africa, 18-19 Feb 2011.

# **Role of Non-Governmental Organizations (NGOs) in Rural Development: A Case Study of NGO 'JAPI' from Demow block at Sivasagar District of Assam, India**

**Madhurjya Mohan**  
Research Scholar, Department of Commerce  
Dibrugarh University  
Dibrugarh – 786004, Assam

**Non Governmental Organizations are those who really care for the poor people at the bottom level of the society. They work to promote the lives of the oppressed deprived, marginalized, improvised, downwards, hopeless, helpless powerless, deserted and poverty stricken group in the rural area. The present work addresses the potential role NGOs plays in bringing sustainable development in local economies.**

**Key Words: NGO 'JAPI', Rural Development**

## **INTRODUCTION:**

Rural Development is a subset of the broader term of development. Development is a universally cherished goal of individuals, families, communities and the nation. Whatever the geographic location, culture and historical stage of development of a society there are at least three basic element which are considered to constitute the “true meaning of rural development- *Basic Necessities of Life* (Food, cloth, Shelter basic literacy, primary health care and security of life), *Self Respect* (each person and every nations seeks some sort of self respect, dignity or honour), *Freedom* (political or ideological freedom, economic freedom, freedom from social service)

India has been, still continues to be, and will remain in the foreseeable future, a land of village communities. The village was the basic unit of administration as far back as the “Vedic” age. There is a reference to '*gramini*' (village leaders) in 'Rig-Veda'. More than 700 million of its people living in rural areas, and with the rural sector contributing 29 percent of its gross domestic product and hence no strategy of socio-economic development for India neglects rural people. The rural character of the economy and the need for regeneration of rural life was stressed by Mahatma Gandhi (Anonymous 1978-2.31).

From the long period, India has been implementing various rural development programs under certain scheme to sustainable rural growth. Hence Rural Development is an absolute and urgent necessity in India, now and will continue in the future. Central government has been giving more emphasis in rural development but government of India is not able to operate 100% job in the

field of rural development. Hence the voluntary organization (NGOs) emerges in the field of rural development.

A voluntary agency may be defined as an organization that is administered by an autonomous board which holds meetings, collects funds for its support, chiefly from private sources, and spends money, whether with or without paid workers, in conducting a programme directed primarily to improve public welfare. Similarly, a voluntary agency is an organization entity set up by a group of persons on their own initiative, or partly by an outside motivation to help the people of a locality to undertake activities in a self-reliant manner (partly or wholly) to satisfy needs and also bring them and the public sector extension services closer to one another for more equitable and effective development of the various sections of the rural poor.

In general Non Governmental Organizations are who really care for the poor people at the bottom level of the society. They work to promote the lives of the oppressed deprived, marginalized, improvised, downwards, hopeless, helpless powerless, deserted and poverty stricken in the rural area. They early out their work with a humanitarian concern coupled with professional wisdom for the betterment and sustainable development of the poor communities within involvement of the people themselves.

For developing the rural area NGOs are covering various areas like poverty, casteism, women's exploitation, rural unemployment, un-remunerative agriculture, lack of basic amenities, government policies political instability etc.

#### **OBJECTIVES OF THE STUDY:**

To study the level of involvement of NGO 'JAPI' in the rural development at Demow block of Sivasagar District in Assam.

#### **METHODOLOGY:**

The study is based on both primary and secondary data. Primary data has been collected from the NGO 'JAPI', and few selected NGOs located at Sivasagar district of Assam. The study is explanatory cum analytical in nature.

#### **A BRIEF PROFILE OF DEMOW DEVELOPMENT BLOCK:**

Demow Block consists an area of 680 Sq. km. out of which 578 Sq. km. is rural based area and rest 102 sq. km is Urban. The number of police station, community Development Block, Municipal Board, Town Committee, Gaon Panchayat, Revenue Village and census villages in Block area is as (1:1:1:1:20:151:158) respectively. The total population of Demow Block is 1,39,722. Total S.T and S.C. population is 3782 and 15836 (as per 2011 census) respectively. Demow Block is 12 km form District headquarter Sivasagar and 378 km form state capital Guwahati. National Highway No. 37 crosses the middle of the block, which is the major communication in the block. The Demow Block based on rural economy and thus majority of people related with the cultivation. The New generation engaged in Small Tea gardens, farming (piggery, goatery, poultry etc.) fishery for the economic development. As the Demow Block is purely

a rural based area, the study has been carried as 'The role of Non Government Organization (NGOs) in rural development in Demow Block.'

## RESULT AND DISCUSSION:

During the study period from 2002 to 2007 a total number of 324 NGO's have been registered in the Sivasagar district, under the Society Registration Act 1860 section 21.

**Table-1**  
**Block wise number of NGOs in Sivasagar District of Assam.**  
**(Period 2002-07)**

Sl. No.	Development Block	Number of Registered NGOs
1	Sivasagar	119
2	<b>Demow</b>	<b>26</b>
3	Gourisagar	35
4	Amguri	25
5	Nazira	47
6	Lakuwa	10
7	Sonari	48
8	Sapekhati	10
9	Pachim Avoypuria	4
	<b>Total number of NGOs</b>	<b>324</b>

(Source: Society Registration office, Housefed Complex Guwahati-29)

## ROLE OF THE NGOS IN DEMOW BLOCK IN THE CONTEXT OF RURAL DEVELOPMENT:

Non Government Organizations' basic attempt is to provide social and economic growth of the society. NGOs are doing various activities in different fields with a view to helping the target population to reach the social norms as health, education, economic and social activities.

### A BRIEF PROFILE OF NGO 'JAPI':

In 2001 NGO 'JAPI' was established at Bokota Bogoriting village in Sivasagar district of Assam. The highly educated youths of the area took initiative to established NGO 'JAPI' to solve the problems of the rural people as well as to encourage the local youths for socio-economic development of the area. Today, 'JAPI' is one of the well known NGOs in the area as well as in the district, state and entire North East of India. A brief of the NGO are as follows:-

Name : **JAPI (Jateeya Activities Promoting Institution)**, District - Sivasagar, State-Assam, India.

## **MAIN OBJECTIVES OF THE NGO 'JAPI':**

- a) To take up the projects for self employment of cultivation, plantation, business, farming, industries, processing, practical education etc.
- b) To seek Government aids for socio-economic development in the greater interest of the societies. To provide relief, supply, credits in time to time of distress, flood, epidemics, poor categories etc.
- c) To help and assist widows and old age people.
- d) To uplift the potential Tourism locations in the North East of India.
- e) To preserve the Historical Monuments and protects soil erosions.
- f) To established Child Care Units, Employed Women Hostels, ST/ SC/ OBC's women/ students hostels and Rehabilitation Camps at urban areas.
- g) Emphasizing to preserve wildlife, maintaining bio-diversities, ecology, sustainability, wetland management, organic farming, contract farming etc.
- h) To popularized the Science and Technology as well as Information Networking.

## **AREA OF OPERATION OF THE ORGANISATION:**

The area of operation of NGO 'JAPI' is within the State of Assam and North East of India

## **DETAILS OF FINANCIAL ASSISTANCE & PROJECT UNDERTAKEN:**

1. Solar Energy Equipments Sale Centre established and undertaking in the name of '**Japi Aditya Solar Shop**' which is sponsored by the Ministry of New and Renewable Energy, Govt. of India at Sivasagar town. Rs. 50,000.00 received from MNRE in 2003 for establishment of Japi Aditya Solar Shop at Sivasagar for marketing of Solar Equipments. Number of employees in the Solar shop is 09 (Nine).

2. 'Bamboo Cluster Development Programme' sponsored by the NABARD in 2007 at Bokota Mouza, Sivasagar. Projected Fund Rs. 35 Lakh, received till the date around 10 Lakh. This scheme has benefited 437 bamboo artisans at Nakatani, Parijat, Mazgaon, Purana Nath Gaon, Dura Gaon, Jabalating, Patia Gaon, Khangia Gaon, Malia Gaon, Punibil, Chuladhara, and Barbam under Bokota Mouza, Sivasagar district.

3. 'Evening Out-Door Patient Department Monitoring, Inspection and Evaluation Project' sponsored by the National Rural Health Mission (NRHM) at Sivasagar and Dibrugarh district. Working in two districts- Sivasagar and Dibrugarh 12 numbers monitors are engaged under this scheme. Rs. 1.32 Lakh allocated by NRHM every quarterly from Feb. 2009.

4. 'Village Health and Sanitation Committees (VHSC) Training Monitoring Programme' sponsored by the UNICEF at Sivasagar district. 47 numbers of monitors are working under this project from January 2010. Project for Rs. 2.47 Lakh has been approving by UNICEF for the current year.

5. 'Remote Village Electrification Programme' at Sivasagar, Jorhat, Dibrugarh and Tinsukia district sponsored by the Assam Science Technology and Environment Council (ASTEC), Govt. of Assam. 9 monitors are working under this project from Feb. 2010 and fund approved by the ASTEC Rs. 0.75 Lakh to preparation of pre-installation work of Solar Home Lighting Systems in 50 remote villages.

6. An Aryabhata Science Centre has been established at Lakuwa, Tengapukhuri High School on 10<sup>th</sup> August 2009 under Lakuwa Development Block, Sivasagar district. This project is sponsored by the Assam Science Technology and Environment Council (ASTEC), Govt. of Assam. Number of employee 01, working as co-coordinator. Rs 52,000.00 received for the current year 2009-10.

7. Agency for 'Micro Insurance Scheme' under the Life Insurance Cooperation of India (LICI) has been undertaken by JAPI in 2006 and since then a commission of Rs. 1.25 Lakh has been received so far.

8. 'Rural Sanitary Campaign Programme' sponsored by the Public Health and Engineering Department, Sivasagar from 2005. 20 number employees are working under the scheme. Fund allocated Rs. 5 Lakh.

9. 'Free Medical Camps and Eye Cataract Operation' sponsored by the District Blindness Society, Sivasagar district. Till the date about 22 camps have been organized by 'JAPI' in different villages of Sivasagar district.

10. Adult Computer Education, Handloom Production, BPL Family Survey Programme etc.

11. Solar Electrification in Border Out-Posts of Sivasagar and Golaghat District work in progress. Funded by Border Areas Development Department, GOI, projected fund 74.75 Lakh, Rs. 8.50 Lakh receives till March 2010.

12. Construction in Progress of a Community Hall at Sreepruia Gaon of Nakatani, Sivasagar in the memory of Late Lili Saikia funded by her husband Sri Bap Ch. Saikia present citizen of Great Britain (Projected Cost Rs. 60 lakh).

13. Besides, 'JAPI' undertook a number of public welfare agenda for Socio-economic development of the region. Among them,

- a) The organization undertook a multi farm project sponsored by the Zila Parisad, Sivasagar district. Under this agenda 'JAPI' had planted 3,000 Lemon Trees and 2,500 Banana Trees at Bokota

Parijat Village under Bokota Moza, Sivasagar district in the year 2005.

- b) 'JAPI' has sent a group of village handicraft artisans to Delhi in Oct. 2006 to join the National Rural Craft Exhibition under the Ministry of Rural Development, GOI and discussed about the problems facing by the rural artisans.

#### **SOURCES OF FUND:**

NGO 'JAPI' have several scope of fund for its different projects. Main sources of fund are as-

- a) Public Donation & Membership Fees,
- b) Fund allocated by Govt. Agencies against work order like Public Health and Engineering Department. Zila Parisad, Panchayats, Assam Energy Development Energy, Assam Science Technology and Environment Council, National Rural Health Mission, UNICEF, NABARD, District Authority of Sivasagar etc.,
- c) Profits earned by Japi Aditya Solar Shop.,

#### **JAPI'S PRODUCTIONS:**

- a) Bamboo furniture and utensils produced by the Artisans,
- b) Manufacturing and repairing the flat plate tubular Batteries,
- c) Solar Distillation Plants,
- d) Solar-Generator-Set (Supplied to Oil India Ltd).

#### **ACTIVITIES OF JAPI:**

Since the inception of the JAPI, it is trying at its best to perform the obligation and duties towards the Socio-economic development of the society. Since the inception the organization has performed various activities such as:

- a) Just after its formation 'JAPI' took part in motivation and canalize some young who were working in some terrorist organization to come to the main stream. At that time incentive from Indian Army, J'API' assistance such surrendered members and now they are already established themselves as responsible member of the society and enhance their activities for upliftment of socio-cultural heritage of the society.
- b) Set up a model school at Bokota Parijat Village, Sivasagar district named Jateeya Vidyapeeth, Parijat in 11Feb, 1997 which has been developed upto Class Ten (X) and a multi-purpose agricultural farm has been developed under (94 Dag) of Bokota Japisajia Village, Sivasagar district including horticultures basically Lemon, Banana, Sugarcane and fishery production. One SHG group has been engage fully at this garden.
- c) 'JAPI' has performed several awareness camps to generalize the usefulness of Solar Energy System as well as New and Renewable Energy Systems, which is greatly eco-friendly, free-environment,

fully safe for human beings, and the people, get opportunity to learn about solar system from NGO 'JAPI'.

- d) 'JAPI' has already produce a documentary film about the 'Muga culture' (Silk) including all reeling methods, reeling with improve technology measure of disease etc. promoting cocoon and golden yarn production. This film has been released in two languages - English and Assamese. English versions had already been telecast from Door-Darsan Kendra, Guwahati several times and send to Mumbai International Film Festival 2000. Moreover 'JAPI' arranges awareness camp among the rears Audio-visual in various places of the District. It is noteworthy to mention that the rears greatly encourage continuing their rearing process. Basically 'JAPI' keep their mind to save golden thread and heritage of Assam.
- e) 'JAPI' had already done the preparatory works of Axom Sarba Siksha Mission at whole the district of Sivasagar district Assam with cooperation of District Mission Coordinator, Sivasagar, Assam.
- f) A 15 days Teachers Orientation Programme was organized by 'JAPI' held at Sonari College, Sivasagar district of Assam for the teaching methodology development of the LP, ME and High School teachers.
- g) 'JAPI' had already organized several Mobile Science Exhibitions at Sivasagar District with the help of Regional Science Center, Guwahati, at the several High and Higher Secondary Schools at Sivasagar district, Assam.
- h) Free eye cataract operation had been done for 45 numbers of beneficiaries of the district with the help of the District Blindness Control Society Sivasagar and set 'Japi Rural Health Center' at the border area of Arunachal Pradesh at Borhat Haluwa Gaon and more than 3,000 thousand patients has been receiving medical suggestion from this center and enjoying medical benefits. 'JAPI' had already organized several animal husbandry free treatment camps during the flood and rainy seasons. It is also rendering medical services among the poor villagers.
- i) A tax assessment unit is also being situated at Sonari, Sivasagar district. 'JAPI' engages 10 numbers of youth for their self employment and encourage the tax payers to pay their Sale and Income Tax on time.
- j) 'JAPI' had conducted the Below Poverty Line (BPL) survey at the municipality area of Sonari, Sivasagar District. As pre survey activity programme had been done of IWDP (Integrated Water Development Project) in 31<sup>st</sup> villages under Sapekhati Development Block, Sivasagar district, Assam.
- k) 'JAPI' had formed 60 numbers of Self Help Groups and Joint Liabilities Groups and creates linkages to the nearest Banks that are providing loans and taking guidance from it.

- l) The Solar Energy Sale Center named 'Japi Aditya Solar Shop' is launched by 'JAPI' at the heart place of Sivasagar district which been sponsored by the Ministry of New and Renewable Energy Sources, Govt. of India and Assam Energy Development Agency, Govt. of Assam. Moreover 'JAPI' able to provide ample opportunities to the rural areas where has no any power grid and hazards power crisis.
- m) 'JAPI' had already performed several awareness camps to generalize these use-full solar energy systems, which is greatly eco-friendly, free-environment, fully safe to human beings. After these, the rural people get opportunity to learn this latest improved technology from popular 'Japi Aditya Solar Shop.'
- n) 'JAPI' had implemented various rural development schemes at the rural areas from its inception. It is undertaking NABARD sponsored 'Cane and Bamboo Cluster Development Programmes' to uplift the rural bamboo based artisans' economic condition. To introduce value added products, Market linkage from rural to urban and abroad. This programme was launched on 6<sup>th</sup> September, 2007 with full support of NABARD.
- o) Already several SHGs are engaging to complete the UNISEF sponsored Rural Sanitary Campaign Programme at Sivasagar district with the help of Public Health and Engineering Department of the district.
- p) 'JAPI' is also engaged in Micro Insurance Scheme of LIC for the Rural Poor from February, 2008 and already covered around 5,000 rural poor people under insurance coverage in the district.
- q) 'JAPI' had provided the Micro-Credit facilities to the unemployed youth as a project launched by the NGO "JAPIBAHAN" to providing the "Rickshaws" to young energetic boys of the district taking fund from the RGVN.
- r) 'JAPI' made request to the Bankers to provide General-Credit-Cards, Kisan-Credit-Cards, Artisan-Credit-Cards facilities to the rural poor.
- s) The Assam Science Technology and Environment Council sponsored Aryabhata Science Center at Tengapukhuri High School to create a science environment among the new generation.
- t) One agreement had been signed with 'JAPI' and the State Bank of India to set up several SBI's Vendors to open bank accounts, loan processing, loan recovery etc. in rural areas.
- u) 'JAPI' had already organized few no's Entrepreneurship Development Programmes (EDP) with the help of CIPET, Guwahati since the year 2008 with the sponsorship of the Ministry of Heavy Industries and Public Enterprise, Government of India, SHG empowerment programmes, NREGA and RTI awareness programmes, Health-check up camps, Eye Cataract Operations,

free animal husbandry treatment camps etc. are performed frequently in the entire region.

- v) 'JAPI' had planned to set up Rural Tourist Place to reflect socio-cultural history of the major ethnic groups of the Sivasagar district in recently.
- w) 'JAPI' had already organized several Communal Harmony programmes at border areas of Sivasagar District like Namtola, Naginimora, Kanubari, and Amguri with the help of Street Drama.
- x) NRHM sponsored Hospital Inspection, Monitoring and Evaluation Programmes have been undertaken in Sivasagar and Dibrugarh district basically Evening Outdoor Patient Departments is covered in this programme under the aegis of 'JAPI.'

**Table-2**  
**A brief detail of various projects / ongoing projects of NGO 'JAPI'**

Sl. No	Name of projects	Nature of project	Project Area in the district	Source of Finance	Target people
1	Self – Help Group	Self Employment	Bokata, Bogoriting, Bakharbe gena, Nitaipukni Hologurie	NABARD, RGVN AGVB	Rural youth & Rural woman
2	Muga Production	Production and Making	Japihajia, Nitai, Demow Raisai	NABARD	Muga cultivator
3	Sanitary Mart	Total Sanitation	Sivasagar	Public Health Govt. of Assam	B.P.L. people
4	Health programme	Health Awareness/ Treatment camp	Sivasagar	-	Rural people
5	Vocational Training	Training Service for women	Sivasagar	NABARD	Women
6	Farm Forestry	A Forestation	Sivasagar, Panidihing reserve forest	Own	General people
7	Health Awareness for school student school Education	AIDS Awareness	Sivasagar	Assam State AIDS control society, Guwahati	Students
8	Employment Generation programme	Training Service for self Employment in Bambo-Cane product	Bokota	NABARD	Youth
9	Saba Siksha Abhijan	To universalize elementary education among deprived rural children	Sivasagar	Axom Sahba Sisha Abhijan Mission	Poor Students
10	Women Empowerment project	Making women self Independent	Sivasagar	RGVN, AGVN	Women
11	Monitoring progmmme	Monitoring wining O.P.S. in Sivasagar & Dibrugarh District	Sivasagar & Dibrugarh	NRHM	Doctors of the wining O.P.S.

(Source: Office of the NGO 'JAPI' Sivasagar)

## **CONCLUSION AND SUGGESTION:**

From the above discussion, conclusion can be drawn as Non-Governmental organizations are devoting their spirit of work to overcome the problems of rural areas. They are plying a very important role for developing the rural areas by taking up various policy initiatives in the field of health, education, employment generation, environmental awareness programmes etc. In Demow Block at Sivasagar district of Assam, 'JAPI' has been implementing various activities for rural development and thereby contributing to the socio-economic process in the block and thereby contributing to the development process of Assam.

Rural development programme can be effective only when the rural poor start contributing to the growth process through their active involvement in the specific programmes. This will be possible through a process of mobilization, participation, training and empowerment of the rural people. The rural people should be first motivated and educated about the programmes and their benefits. NGOs must maintain a proper record of funds received and utilization and about the various programmes been taken up from time to time. They must develop a feed-back system to be followed after completing each and every project they have undertaken. For rural development, Central government announces and implements various types of programmes and provides financial aid for the rural area. NGOs should maintain good relationship with Local, State and Central Govt. for assign and implementing the programmes for better utilization in the local areas. The members of the NGOs should participate in training programmes, workshop, seminar which are organized by district authority for the development of these NGOs.

## **REFERENCES:**

1. Bose, S.: (2003) "NGOs and Rural Development Theory and Practice" published and printed by Ashok Kumar Mittal concept publishing company New Delhi-110059 (India).
2. Borah, D. :(2005) "Development, NGOs and Civil Society" Published by Prem Rawat for Rawat publications Satyam Arts. Sector 3, Jawahar Nagar Jaipur-30 2004 (India).
3. Pant, S. K., Pandey, Janak (2004) "Social development in Rural India". Published by Prem Rawat for Rawat publications Satyam Arts. Sectors 3, Jawahar Nagar Jaipur-30 2004 (India).
4. Pawar, S.N., Ambedkar, J.B., Shrikant, D.: (2004) "NGOs and Development" The Indian scenario" published by Prem Rawat for Rawat publications Satyam Arts. Sector 3, Jawahar Nagar Jaipur-30 2004 (India).
5. Ambedkar, J.B.:(2004) "Integrated Rural Development Programme" published by Prem Rawat for Rawat publications Satyam Arts. Sector 3, Jawahar Nagar Jaipur-30 2004 (India).
6. Misra, Dharmendra.: (2005) "Participatory Governance through NGOs? Published by Aalekh Publishers-Jaipur-302001 (India).
7. Ghosh, B.N.:(2004) "Scientific Method and Social Research" published by Sterling publisher Pvt. Ltd., New Delhi-110020, first edition.
8. Singh, Katar (2008) "Rural Development principles, Policies and Management", published by Sage publications India Pvt. Ltd. B1/1-1 Mohan co-operative Industrial Area Mathura Road-NewDelhi-110044,(India).

# **Prospects and Potentialities of Ethno-Tourism in the Tinsukia District of Assam, India**

**Deborshee Gogoi**

Assistant Professor, Dept. of Commerce  
Digboi College,  
Digboi- 786171, Tinsukia, Assam

**This article presents the importance of Ethno-Tourism in the present context. It also focuses Tinsukia district of Assam as a highly potential place for Ethno-Tourism in the economies of the North Eastern (NE) Region in India. This article does not seek to propose a comprehensive job creation strategy through Ethno-Tourism, but to outline steps necessary to reinforce the potential role that Ethno-Tourism can play in the local economy and points out the suggestions that can be taken in this direction.**

**Key Words: Ethno-Tourism, Prospects**

## **INTRODUCTION:**

Today, the tourism industry is one of the largest service industries in the world. International tourism currently makes up 10.4 p.c. of global GDP, 12.2 p.c. of world exports, and 9.5 p.c. of world investment (WTTC, 2008-09). According to the WTTC 2008-09 reports, the tourism industry employs more than 220 million people worldwide. In 2008, there were over 922 million international tourist arrivals, with a growth of 1.9% as compared to 2007. International tourism receipts grew to US\$944 billion (euro 642 billion) in 2008, corresponding to an increase in real terms of 1.8%. After marking a significant downfall in tourism related activities in 2009, the industry has gained its momentum in 2010. The World Travel and Tourism Council (WTTC) estimates that, from direct and indirect activities combined, the Travel & Tourism sector now accounts for a remarkable 9.2% of Global GDP, 4.8% of World Exports and 9.2% of World Investment.

According to the Reports of United Nation World Tourism Organization (UNWTO) 2011, international tourists' arrivals grew by close to 5% during the first month of 2011, consolidating the 7% rebound registered in 2010. Asia and the Pacific, the region with one of the fastest growth rates in 2010, saw its pace of growth rate of 6% and 5% respectively. Worldwide, international tourists arrivals surpassed 124 million in the first two months of 2011, up from 119 million in the same period of 2010, with emerging economies (+6%) continuing to grow at a faster pace than advanced ones (+4%). In 2010, international tourism receipts are estimated to have reached US\$ 919 billion as against US\$ 851 billion in 2009. In terms of ranking, China surpassed Spain in arrivals and now ranks third after France and the USA, while in terms of receipts it ranks fourth, overtaking Italy.

As compared to the world tourism industry, the Indian tourism industry is still in its growing stage. The tourism industry in India contributes around 6.23% to the national GDP and 8.78% of the total employment in India. India witnesses more than 5 million annual foreign tourist arrivals and 562 million domestic tourism visits. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate.

### **INDIAN TOURISM INDUSTRY AND ETHNO-TOURISM:**

The development of tourism in India has passed through many stages. At government level the development of tourists' facilities was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. In 1966, India Tourism Development Corporation (ITDC) was set-up with the primary aim to promote India as a tourist destination. But it was only after the 1980s that tourism activities gained momentum in India. The organization of the Asian Games in New Delhi from November 19, 1982 to December 04, 1982 was a boon to the entire tourism industry. Many significant steps were taken up by the government to promote tourism that included announcement of the National Policy on Tourism in 1982, establishment of the Tourism Finance Corporation in 1989 to finance tourism projects, etc. In 1992, a national action plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted. In order to speed up the development of tourism in the country several thrust areas have been identified for accomplishment during Ninth Five Year Plan (1997-2002). The important ones are development of infrastructure, products, trekking, winter sports, wildlife, facilitating private sector participation in the growth of infrastructure, etc.

Globalization, liberalization and privatization have affected the culture of indigenous people in many ways. Today, their culture is in different stages of development and change due to various challenges coming from inside and outside.

However, there are still certain places on earth where indigenous communities have maintained their age-old culture and tradition. Today, the government with various aid agencies and private partners has tried to help indigenous communities develop sustainable tourism industries that have contributed towards the emergence of the concept of "Ethno-Tourism".

Traditionally, only the environmental issues associated with travel have grabbed the lion's share of attention from governments, the tourism industry and the media. Yet, an increasing number of countries are beginning to work to ensure that tourism not only protects the environment but also benefits indigenous people, in a trend referred to as "Ethno-Tourism."

In simple terms, we can define 'Ethno-Tourism' as *"tourism activities centered on an indigenous group of people and their culture"*.

If we go through the above definition, we can determine two important elements of Ethno-Tourism:

- 1) Indigenous Communities:** "Indigenous communities, people and nations are those which, having a historical continuity with pre-invasion and

pre-colonial societies that developed on their territories, consider themselves distinct from other sections of the societies now prevailing on those territories, or parts of them. They form at present non-dominant sectors of society and are determined to preserve, develop and transmit to future generations their ancestral territories, and their ethnic identity, as the basis of their continued existence as peoples, in accordance with their own cultural patterns, social institutions and legal system.”-United Nation, 2004.

*Following are the distinguishing features of an indigenous community:*

- a) Occupation of ancestral lands or parts of them.
- b) Indigenous communities today form non-dominant sectors of the society.
- c) They reside on certain parts of the country, or in certain regions of the world.
- d) Population is declining and there is a threat of extinction to their language, rituals, dress, music, literature, etc.

**II) Culture:** “Culture or civilization...is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society.”-Taylor (1874).

*“Culture should be regarded as the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs.”-UNESCO (2002).*

## **PROSPECTS AND POTENTIALITIES OF TINSUKIA AS AN ETHNO-TOURISM DESTINATION:**

Tinsukia, the easternmost district of Assam with an area of 3790 Sq.km and a population of 11,50,062 (census 2001) is a potential destination where ethno-tourism can flourish in a big way. It is an industrial district, yet it produces a sizeable amount of tea, oranges, citrus fruits and paddy. It is well connected by air, national highway and railway.

It is mentioned in the history that hordes of migratory tribes of the mongoloid called ‘kirata’ in the ancient Indian scriptures were drifted to Assam through this region. It was in Assam and its neighboring region that these tribes were absorbed. Literary and ethnological sources indicated that the early waves of the mongoloid migration entered India in the east before 1000 B.C. at about the same prehistoric times as the arrival of Aryans in the west. These migratory tribes included Tai phake, Tai khamti, Mantai, Singpho, Wangsho, Nocte, Tai Turung, Tangsha, etc. With passage of time Tai-Ahoms, Tea community, Bodos, Sonowal-Kacharis, Mishings became the part and parcel of this region. Today, Tinsukia is the meeting ground of various ethnic tribes such as Tai Phake, Tai Khamyang, Sema Naga, Tangsha, Singpho, Deori, Mishing, Sonowal-Kachari, and Non-Tribals such as Moran, Muttack, Ahom, Tea community, etc. All these

tribes are living in this part of the country with peace, tranquility, and unity maintaining their distinct culture and tradition from time immemorial.

Now, let us have a brief insight into few of these tribes that has huge potentialities to attract tourists from all around the globe.

- 1. Singpos:** The 'Singphos' are a hilly tribe of mongoloid origin. The chief 'Bisa' still exercises his power of supremacy among all branches of the singphos and he was one time a mediator between the Ahoms and the Burmese king since the Bisa was in Hukawang. The singphos have no written history of their own. As such their life history more or less depends on legends. Singphos are also known as 'Jingpho' or 'Kachin' in Myanmar. According to Mr. Michael Howard in his book "Textiles of the Hill tribes of Burma" there are about 100000 Jingpho speakers living in a compact area in the mountains of Southern Yunnan and about 7000 Jingpho speakers in Assam and Arunachal Pradesh. In Tinsukia, one can visit a singpho village Inthem/ Inthong or at Ketetong. In 2008, a Singpho Eco-lodge at Inthong village was inaugurated which is around 7 km from Margherita.
- 2. Sema Naga:** The sema nagas are of mongoloid origin and they are primarily inhabitants of Zuhneboto in the state of Nagaland. In 1904, it was the British rulers who brought about 300-400 young people of this tribe to upper Assam in order to engage them in different sort of activities as these young folks were brave, honest and were accustomed with jungle life.  

The main occupation of the sema nagas of Tinsukia is cultivation and weaving and is presently residing in nine beautiful villages of which Longton and Lalpahar are quite popular.
- 3. Tai Phake:** The Tai-Phakes migrated to Assam from Houkong valley in the year 1775. From 1775 to 1850 the Tai-Phake community wandered from one place to another in search of a permanent settlement and at first they settled down in 'Nong-Tao'. After that they came to Sadiya and Desoi near Jorhat. In Sadiya they started living with local Khamti population. In 1817 after first invasion of the 'Maan' they returned to Namchik in Arunachal Pradesh. After few years in 1826-27, they again came down and settled in Inthong near Margherita. Some of them come down through Buri-dehing river and established 'Namphake' and 'Tipamphake' village near Naharkatia in about 1850. From then they have been living permanently there and their literature, culture and society started flourishing in various aspects. The Tai-Phake population is spread over nine villages of Dibrugarh and Tinsukia and some of them are in Changlang and Lohit district of Arunachal Pradesh. At present the Tai-Phake population is around 1500 only. Faneng near Lekhapani of Tinsukia district inhabited by a small number of Tai-Phake community with their great vision has transformed the remote and jungle village into a spot of attraction for domestic and foreign tourists. There is a large buddha

temple, trekking, fishing and river boating facilities and ethnic cuisines to attract the tourists.

4. **Tangsa:** Tangsa tribe migrated from South-West China province of Yunnan through Burma and settled in this region in the beginning of 13<sup>th</sup> century. In their native place in China and Burma they were known as 'Muwa' and 'Hawa' respectively. The term 'tangsa' is derived 'tang' meaning 'highland' and 'sha' meaning 'son', which means "sons of highlands". There are about twenty sub-tribes like youngkuk, tikhak, muklom, sanglin, motai, etc. having some similarities and differences in terms of customs and traditions. In Tinsukia, one can find a Tangsa village at Lekhapani, Mulang (Ledo) and Rang-Ring. A tourist lodge is under construction at '1 No. Wara Gaon' near Jagun by a few enthusiastic Tangsa youths and with the help of local well-wishers. The Tangsas are socially organized and hospitable. They live in 'chang-ghar' made of wood, bamboo and Jengpat. Every tangsa village has a headman called "Keang-Walang" who commands tremendous respect from villagers in every aspect of their lives.
5. **Tai-Khamyang:** The Khamyangs, who are popularly known as 'Noras' or 'Shyams' are a section of the great Tai. Khamyang is a Tai word that stands for "people from the land of gold" [kham-gold; yang or jang-to have]. Linguistically, the Khamyangs belongs to a tai-speaking group and they are Buddhists of Teravada School. At present, however Tai language is not in use among the Khamyangs of Assam except in a small settlement at Powai-Mukh near Margherita.

Apart from these tribal villages, there is also Deori and Moran gaon at Mohong and Bordumsa, Sonowalgaon at Kujupather, Ahomgaon at Dholla and Mishing gaon at Phillobari, Laika and Dodhia, etc.

If we do an S.W.O.T analysis of Tinsukia district in order to determine its strengths, weaknesses, opportunities and threats in relation to tourism then we can find out the following:

#### **1) STRENGTHS:**

- a) Blessed by Mother Nature, Tinsukia is a district with immense picturesque beauty.
- b) Tribes, fabulous culture, and bewildering festivals make it a best haunt.
- c) With a good number of endangered and endemic species flora and fauna Tinsukia has huge potentials to develop itself as a wildlife destination of India.
- d) Good number of technical and non-technical people is available as work force.

## **2) WEAKNESSES:**

- a) Image Problem: Tinsukia is quite unpopular for its insurgency activities.
- b) Lack of Awareness: Low awareness among people about various tourism products.
- c) Connectivity: Poor roads, underdeveloped water system have been a constraint.
- d) Allocation of Insufficient fund for tourism developmental activities by the government.
- e) Increasing corruption in almost all the government departments.

## **3) OPPORTUNITIES:**

- a) Government of India is giving special attention to northeast region and Tinsukia is going to benefit from this.
- b) Asian Development Bank is preparing a sub-regional plan for development of tourism covering Bhutan, Bangladesh, India and Nepal, NEER figures prominently in this plan because of the Asian Highway. Reopening of Stilwell Road in the near future will connect Tinsukia along with NEER with rest of Southeast Asian countries.
- c) Presently the state has attracted private investment from around the globe and there is probability that it would attract more such investments, which will benefit the whole tourism industry.

## **4) THREATS:**

- a) Terrorism is a major setback of the district.
- b) Corruption leading to miss utilization of resources meant for developmental activities.
- c) Lack of promotional activities to highlight Tourism potentialities of the district.

## **WHY WE NEED TO PROMOTE ETHNO-TOURISM?**

- 1) Awareness:** Promotion of Ethno-Tourism would create awareness among people about the various ethnic tribe(s) living in a particular region. This would attract tourists to visit these tribes and create a sense of ethnic pride among these tribal people and would encourage them to display their culture and tradition before the world arena.
- 2) Increased Income:** The domestic as well as foreign tourists choose to come to ethnic communities to see their life styles, to enjoy their various festivals and ceremonies, to taste ethnic cuisines, to buy their hand made products, all things that had no economic value at all in the past. All these activities has contributed towards increased income of the communities and resulted in economic stability.
- 3) Improvement in infrastructure:** Tourism demands well developed infrastructures. Tourism stimulates investment in improved infrastructures. With increasing tourism activities, it is found that road conditions are improving, new rail tracks were commissioned and new airfields and

flights to new destinations were introduced improving the whole communication system.

- 4) **Pave way for Researchers:** Promotion of ethno tourism would pave way for various research projects especially among anthropologists and ethnologist in order to throw light on the various aspects of these ethnic tribes.
- 5) **Preservation:** Promotion would throw light on the existence of such ethnic tribes whose existence might be in danger due to reasons like declining population; influence of other cultures on their dialects, dress code; loss of ancestral land, etc. This would attract both government agencies and NGOs to take necessary steps to help these tribes preserve their distinct culture and tradition.

### **SUGGESTIONS FOR PROMOTION AND PRESERVATION OF ETHNO TOURISM IN TINSUKIA:**

Following suggestions may be considered for promotion of ethno tourism in the district of Tinsukia:

- 1) Although Tinsukia has huge potentialities to emerge itself as an Ethno-Tourism destination of the country but still due to lack of proper promotional measures by the government as well as by NGOs it has failed to do so. Initiative by professional institutions and individuals to promote Tinsukia in various print Medias and internet would surely help learn people about its potentialities
- 2) Initiative by the government as well as NGOs to celebrate the colourful festivals of the various ethnic communities of the district in a big and professional way would surely attract tourists from around the globe.
- 3) Educational tours organized by various organizations among students would create awareness as well as eagerness to learn more about these ethnic tribes.
- 4) Cultural exchanges between the various ethnic tribes of Tinsukia and Southeast Asian countries would strengthen the age-old bond of unity among them.
- 5) Proper research by various institutions and individuals on the ethnic tribes of Tinsukia would throw light on the various aspects of their life and problems associated with their survival.

Tourism can play a major role in improving the economic condition of Northeast Region as a whole and Tinsukia in particular. It can contribute a lot towards improving the unemployment scenario of the state and enable the region to have a good amount of foreign earnings. Proper initiative by the government towards developing tourism and making the people aware of the various tourism products would contribute towards making North Eastern Region of India as the dream destination of every tourist.

**REFERENCES:**

1. Gogoi, B., Bordoloi, A. K. (2010): 'Rediscovering the Tourism Potentials in Dehing-Patkai'- Dehing Patkai, Vol- 6, p-2.
2. Xioping, W. (2006); Ethnic Tourism-A helicopter from 'huge graveyard' to paradise. Academic Journal of Tourism, Vol-2.
3. [http://: www.wikipedia.com](http://www.wikipedia.com).
4. [http://: www.assamtourism.com](http://www.assamtourism.com).
5. [http://: www.google.com](http://www.google.com).

## **Eco-Tourism: An option for Sustainable Tourism Development**

**Anjan Kumar Bordoloi**  
Assistant Professor, Dept. of Management  
Margherita College,  
Margherita - 786181, Tinsukia, Assam

**The article illustrates Eco-Tourism as the best option for sustainable development of tourism. The state Assam has several options to transform the region as a full fledged Eco-Tourism destination for the tourists of the different parts of the world. The article narrates through putting emphasis the possibilities lies to transform Tinsukia District of the state along these lines.**

**Key words: Eco-Tourism, Sustainable, Tourism Development**

### **PROLOGUE:**

Tourism is a travel for recreational, leisure or business purposes. At present tourism has become a popular global leisure activity. In 2010, there were over 940 million international tourist arrivals worldwide, representing a growth of 6.6% compared to 2009. Eco-Tourism is a form of tourism involving visiting fragile, pristine, and usually protected areas, intended as a low impact and often small scale alternative to standard commercial tourism. Eco-Tourism, a relatively new word was first used in Central America and Hector Ceballos Lascurain (1983), has defined it as the “environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (any accompanying cultural features both past and present) that promotes conservation, has low negative visitor impact, and provides for beneficially active socio economic involvement of local population”. The International Eco-Tourism Society (TIES) regards it as the responsible travel to natural areas that conserves the environment and sustains the well being of local people. Recognizing its global importance the United Nations designated the year 2002 as the “International Year of Eco-Tourism” (IYE).

### **SUSTAINABLE TOURISM DEVELOPMENT AND ECOTOURISM:**

Eco-Tourism is a field of human activity where conservation and development can wisely and effectively be blended to achieve a mutual goal to the benefit of the people in the community. This kind of tourism should be sensitive to the local communities their land rights, traditions, cultures and way of life. It can be developed effectively only when there is consent and active involvement of the local people, who should become partners in this process.

Community based Ecotourism (CBET) has become a popular tool for biodiversity conservation, based on the principle that biodiversity must pay for itself by generating economic benefits, particularly for local people. There are many examples of projects that produce revenues for local communities and improve local attitudes towards conservation, but the contribution of CBET to conservation and local economic development is limited by factors such as the small areas and few people involved, limited earnings, weak linkages between biodiversity gains and commercial success, and the competitive and specialized

nature of the tourism industry. Many CBET projects cited as success stories actually involve little change in existing local land and resource-use practices, provide only a modest supplement to local livelihoods, and remain dependent on external support for long periods, if not indefinitely. Investment in CBET might be justified in cases where such small changes and benefits can yield significant conservation and social benefits, although it must still be recognized as requiring a long term funding commitment.

Tourism in Assam is essentially nature based; therefore, national parks, wild life sanctuaries, rivers, lakes, hot water springs and thick wooded forest and wildlife are the major components of tourist attractions in Assam. It is counted as one of the prime Eco-Tourism destinations in India. Eco-Tourism in Assam attracts a large number of nature lovers and animal lovers who love to see colourful wildlife in their natural habitat. There are five National Parks and eleven wildlife and bird sanctuaries for protection and preservation of wildlife in the state. Kaziranga, for instance, has been receiving a steady flow of nature tourists for years and areas like Manas and Dibru-Saikhowa are increasingly touted as excellent destinations for bird watchers and nature treks. However what is required is expanding the Eco-Tourism market that includes destinations other than the popular Wildlife Sanctuaries, and innovative strategies to capitalize on this new trend. Referring to a Tai-Phake community of Phaneng village near Lekhapani, a nondescript tribal village at Tinsukia District of Assam under Dehing Patkai belt has been doing a noble work for the upliftment of Eco-Tourism sector in the State. With a great vision, the small community without taking any help from the Government agencies transformed the remote and jungle village into a spot of tourist attraction for home and foreign tourists. Tourists from Japan, Thailand, Australia, Zimbabwe, and UK had already visited Phaneng to share the noble works done by the small tribe of that village. Not only in Phaneng but in the places like Inthem, Guijan, and Saikhowa of Tinsukia District of Assam it has been seen that Eco- Tourism activities are developing. Thus it gives an indication that Community Based Eco-Tourism is very much supportive in promoting tourism in the Tinsukia District of Assam.

Dehing Patkai, an International Eco-Festival which being organized at Lekhapani, in Tinsukia District of Assam since 2003 is yet another platform where different groups exhibit their culture, food habits and dwelling styles. For those (Visitors) who can come for only a short stay should not miss the chance to come and enjoy the splendid moment in the festival days with the beautiful landscapes all around in this foot hills of Patkai Range and River Dehing. Dehing Patkai Festival which is planned to celebrate first quarter of every year is a nice attempt to generate publicity of this neglected part in the Indian tourism map. The different communities as well as the visitors to this festival get the wonderful opportunity to exchange their views and get first hand experience about this place. Areas in the Tinsukia District of Assam, enriched with different communities, older Oil and Coal fields with histories to explore, Second World War monuments, etc., Eco-Tourism has good prospects. Eco-Tourism is possibly one of the meaningful sources of economic development and job creation and cross-country evidence demonstrates that Eco-Tourism is labour intensive and

offers a great variety of small-scale opportunities creating jobs for the poor, jobs for women and young people and to the whole community at large. So it can be considered that Community-Based Eco-Tourism is the best option in such areas which is owned and managed by a community and takes care of their natural resources in order to gain income through operating a tourism enterprise and using that income to better their lives. It involves conservation, business enterprise and community development and will be direct and indirect participants and direct and indirect beneficiaries. The community will run all the activities including: lodging, food, guiding and would have a certain level of involvement and benefit.

An Eco-Tourist always loves to get the first hand experience by staying in the rural areas and closer to the nature, so that there is every possibility of getting a chance to know the life of the people in the community, their culture and food habit. To help tourist to know more and more about a place and community within a short period of time it can provides a comfortable stay and this regard community guesthouse can be constructed in the style of the local buildings with the Eco-Friendly components. Communities can also arrange traditional dance and music of the entertainment of the tourists. Facilities for showing the traditional cooking procedures to the guests and serving traditional food to the guest will be more attractive to the tourist. The local youth can serve as the tour guide with proper knowledge of the village areas, the history of the concerned tribe and about the available local resources. In all most all communities women weave their clothes and their handicrafts are worth mentioning. Encouraging women's craft center in the village where tourist or visitors can buy their local handicrafts as souvenir will certainly help the economic upliftment of the women. In addition, the community has to maintain a local natural area, perhaps a forest area or river valley where they can bring visitors. This way the natural resources which other wise is destroyed by the people can be conserved. The forest department has enough scopes to encourage this in the local area. This relationship between conservation of natural area and job opportunities from tourism to the natural area is what Community-Based Eco-Tourism is all about. Local youths from different communities should be encouraged, trained up to undertake tours for the tourists. Such groups can take the tourists for a guided walk around the villages, Watching local crafts-people at work, boat trip on the river, visit to forest reserve or park, a ride on an elephant, a visit to a tea-garden, Cultural events (local music / dance) help in promoting local crafts. Adequate safety should also be provided to the tourist which is a most important aspect in encouraging such activity.

Margherita, a smaller Sub-Division at Tinsukia District of Assam has beautiful landscapes with bountiful hills, rivers, lush green tea gardens covering hectares of land, colourful festivals of different tribes with their history; landmark has immense potentiality of serving as a place for tourist destination. Tourist that comes for the adventure tourism can go to the Dibru-Saikhowa National Park which is only 13 km from the Tinsukia Town. The best time to visit the park for any visitors is from November to April for pleasant view of the flora and fauna. The wild buffalo, elephants, the hornbills, gibbons, semi wild horse, white winged

wood ducks are some of the wild life existing in the park. Tiger project at Namdapha National Park, Miao in Arunachal Pradesh is only a few kilometers reach from Margherita, with facilities to stay over night in the park itself. Tourists can even go for trekking in the Patkai Range of hills which are not too far from there. The mysterious 'Lake of no return', Stilwell road constructed during the World War II that connects Kunming Province in China, Burma border linked with Pangsau Pass are worth looking tourist spot for taking adventure trip as well as for enjoying the wilderness. Beside these an effort to be made to mention the cultures and festivals of some of the communities which can help the visitors in taking decision to be an Eco-Tourist in this Dehing River Valley.

Bihu, the main festival of Assamese community is celebrated in the months of 'Bohaag' to welcome the Assamese new year in the middle of April, 'Kaati' ('Kartik', the middle of October) and 'Maagh' (the middle of January). Tourists can come and enjoy the festival staying with the community itself. It is the most important non-religious festival of the Assamese people. Magh bihu which is celebrated just after the harvest of paddy is also known as 'Bhogali Bihu', derived from the word 'Bhoga' -meaning eating or enjoyment. This Bihu which is celebrated first half of January each year is one of the best occasions for the interested tourist to come and enjoy the "Uruka" -the feast on the bihu eve and also participate in the "Meji" -a sacred fire which is lit up on the day of Magh bihu.

One of the most significant tribal community of Tinsukia District is the Singpho community celebrate the dance festival on 14th February every year as: "Shapawang Yawng Manau Poi", in order to get blessings of their father Shapawang Yawng and the creator of the world "Mathum Matha" celebrated the first Manau Poi as praising of Gods (Bhikan Gundan Poi). This festival later came to be known as "Shapawang Yawng Manau Poi" in the memory of their ancestor "Shapawang Yawng". This colourful festival is started by putting up SHADUNG which is regarded as the symbol of the festival. "SHADUNG GIDHING GUMDIN MANAU" the dance of unity is performed to proclaim praise, unity and prosperity. At the end of the dance, "PADENG MANAU" the war winning dance, "SHUT MANAU" the celebration dance, "KUMRAN MANAU", the farewell dance etc. are performed. One can come and be a part of this dance festival and enjoy the Singpho tribal food, enjoy the home stay and should not miss the chance of enjoying a cup of hand processed Singpho tea called 'Phalap'.

The Sema Nagas which is another tribe dwelling in the valley celebrates "Tuluni" as the most important festival on 8<sup>th</sup> of July every year, when the paddy seeds develop inside the stem. It is observed for healthy growth of the crop. On the festival day, all men and women wear traditional attire, colourful shawls, ornaments, ivory, scarlet hair and horn bill's feathers. Men and women sing and dance in groups. Animals are slaughtered for the feast and it is believed to promote unity and brotherhood.

Another tribal community the Tai Phake community celebrates festivals like 'Poi Sangken', the celebrations to bathe Lord Buddha's image and also 'Mai Ko Sum Fai', the festival to give farewell to winter. It is celebrated on the full moon day in the month of January or February as per the Tai Phake calendar.

On the bank of sandy river villagers gather together and offer flowers, candles near the Meji (a sacred fire which is lit up has belief to end the sufferings and agony). This Meji is constructed with fire woods in triangular or pentagonal shape. Community feast is also organized, after due offerings to god.

One should come and explore the natural beauty of the area surrounding the tribal villages and can learn to live with nature. Various tribes and ethnic groups have their own colourful festivals which will definitely be interesting to the tourists. They only need to organize these communities and to make them aware about the Community Based Eco-Tourism where no resort is necessarily been established but requires active involvement of the community.

The Tea tribes are another important tribe giving colour to the cultural richness in the area. The “Jhumur” dance along with beats of the “Madal” – a playing instrument will definitely compel any one to dance to the beat. These tribes are serving as the backbone of the tea industry and are involved right from planting of the tea plant to make it ready for a cup.

Digboi a historical place, which has the first and oldest oil well in Asia, is only 13 km away from Margherita Town and still preserved as a monument. Tourists can visit the museum to have some ideas of its past. Besides this, one can also visit the war cemeteries, for those who play golf will not be deprived too as the town has a 18 hole golf course developed by the Scottish pioneers. Besides many 8 hole golf course in its vicinity.

Holidaying in the community as an Eco-Tourist and undertaking adventurous trip in the wilderness will definitely be fun in this wonderful place where one can learn different aspects with all first hand information. So there is the need to create mass awareness, by producing about the CBET initiative though out the areas, consisting of the interviews with community leaders about tourism activities in their areas, giving emphasis to community roles about their culture. This can also be sent for wide publicity in the national televisions and at conferences, tourisms trade shows and should also be given to the National and International Tour Operators who bring tourists. Proper information regarding transportation, accommodation, sight seeing should also be in the Internet website along with the descriptions of the areas, so that it can create interest in the minds of the Eco-Tourists and in this regard below given points will be useful:

- Providing coordination between such projects with other related projects in the region;
- Providing technical assistance through established Government departments such as the department of the environment, forest departments, social services or cooperatives, etc.;
- Can provide market research and promotional assistance through the tourism bureau;
- In some instances, Government can provide financial support for CBET enterprises;
- Reducing, deferring or exempting tax payments from the community; and
- Finally, Government can play a big role in developing and implementing policies, which will allow the flexible development of CBET enterprises.

The State Government of Assam is giving lots of emphasis upon the development of tourism sector of the State; organizing different tourism festivals in the state and time has come up to work upon these issues:

- Elaborate methodology for regional Eco-Tourism planning;
- Formulate an Eco-Tourism market study;
- Organize conferences on Eco-Tourism development and management;
- Prepare a guide for Eco-Tourism management in the conflict areas; and
- Define regulations and quality standards for Eco-Tourism activities.

### **EPILOGUE:**

It can be summarized that Eco-Tourism perhaps more than any other tourism segment needs particular solution and infrastructure that reflect the uniqueness of each destinations, its natural environment and its culture in context with WTO objectives-“we are to generate awareness among the public authorities, private sector, the civil society and consumers regarding eco tourism, capacity in enhancing conservation of natural and cultural heritage, improving the local community standards of living in rural areas act, in encouraging a better knowledge of and respect for natural resources, indigenous cultural and their diversity”. In one hand there is increased concerns that sustain our lives, on the other hand poverty, disease are casting over the world. In such situation, Eco-Tourism can be a solution which is not only a sector with greater potential for economic development especially in remote areas where only few other possibilities exist but also a powerful tool for conservation for the national environment if it is properly planned and managed.

### **REFERENCES:**

1. Aylward, B. (2003) “The actual and potential contribution of nature tourism in Zululand-In Nature Tourism, Conservation, and Development in Kwazulu”, Natal, South Africa (Alward, B. and E. Lutz, eds), pp1-40.
2. Barua, S. N (2003) “Dehing Patkai—The History Behind”, Dehing Patkai Souvenir, Vol-2, pp 1-2.
3. Deb, R. B (2006) “Tourism Potentiality and Infrastructure Planning: A peep into Dehing-Patkai Region” Dehing Patkai Souvenir, Vol-4, pp 38-44.
4. Gogoi, Jayanta (2007) “Micro entrepreneurial activities relating to Tourism-A Case study in Kaziranga National Park”, Proceeding Vol, Workshop on Entrepreneurial Opportunities, Dibrugarh University, pp 11-12.
5. Handique, Rajib (2006) “Forest policy and development of Eco- Tourism in the Dehing Patkai region:-A musing for wilderness”, Dehing Patkai Souvenir, Vol-4, pp 49-51.
6. Honey, M. (2002) Ecotourism and Certification: Setting Standards in Practice, Island Press 2 pp4-6.
7. Newsome, David, Moore, Susan A., Dowling, Ross K. (2006) “Aspects of Tourism-Natural Area Tourism”, pp 13-16.
8. Purkayastha, Gautam (2007) A concise book on Indian Economy and North- East Economy, “Prospects of Tourism in Assam and NER”, Bani Mandir, pp 328-335.
9. Yadav, Santosh (2003) “Eco-Tourism problems and Prospects”, Yojana, August, pp11-13.

## **Role of Travel Agencies in the promotion of Tourism in Assam**

**Archana Kalita**

Research Scholar, Department of Commerce  
Dibrugarh University, Dibrugarh- 786004 (Assam)

**Tourism is the fastest growing industry in Assam. There are lots of tourist resources available in this state which may attract the tourists from different parts of our country and abroad. The article highlighted the basic tourism infrastructure available in Assam in the form of travel supports for the different categories of tourists.**

**Key words: Tourism, Travel Agencies**

### **INTRODUCTION:**

Assam is the central state in the North-Eastern (N.E) Region of India and serves as the gateway to the rest of the seven sister states. Like other potential places in India, Assam too has high potentiality as to develop as a tourism destination. Except Assam all these six states are hilly region. Its natural beauty is very attractive. There is large scope for tourism development all over the region. A hilly environment presents an ideal situation for outdoor recreation and if we scientifically developed this region can promote regional growth and economic development. The recreation resources of the N.E. Region presents a wide ecological range and diversity, tribal life, ethnic culture, folk song and dances, different festivals are varied attractions for the tourists. Tourism is travel for recreational, leisure or business purposes. The World Tourism Organization defines tourists as people 'traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.'

The whole N. E. region attract lesser tourists because of the geographical isolation, imposition of Disturb Areas Act, giving less priority in this industry, away from the main centres of the country like Mumbai, Delhi etc. where most of the foreign tourists land first. As such if they want to make a trip to the N.E region it involves considerable time and cost. On the other hand apart from the accessibility the tourist flow to a particular centre or place is determines by a lot of factors like distance, time cost of getting to anything in an area, prosperity to travelers, security, comfortability, peacefulness etc. These factors are the main obstacles in the development of tourism industries in this region. A tourist in order to get to his/ her destination has to travel and, therefore some mode of transport system is necessary for this. This mode of transport may be a Motor Car, a Coach, an Aeroplane, a Ship or a Train which enables travelers to his predetermined destination.

### **TRAVEL AND TOURISM AS A CONCEPT:**

The transport and communication system provide necessary help for the development of this industry. For instance, there is no railway lines, no airport in

Arunachal Pradesh. But there are some air strips. So such facilities are to be taken in such situation. In Assam, besides Guwahati the other prominent airports of Assam especially Mohanbari (Dibrugarh), Salonibari (Tezpur), Rowrah (Jorhat), Lilabari (Uttar Lakhimpur) have been catering the air services. So it is necessary to develop transport system and other infra-structures for the tourists based upon the existing facilities available.

Transport which makes travel possible is one of the primary services required by a tourist not only to reach his/ her destination, but also to visit tourist sites on reaching his destination. Travel forms an integral part of tourism with a tourist spending approximately 40% of his total holiday expenditure on this item. Transport requirements of the tourist industry differ from that of the other sectors of the economy in terms of quality, nature of services and cost. Some of the essentials of the transport system are speed, safety, regularity, flexibility and cost. As tourism implies travelling for pleasure and relaxation, the tourist's journey must be pleasant, congenial and comfortable.

The transport network provides various options like road transport, railways, airways and waterways, from amongst which a tourist can choose his preferred mode of travel. A tourist's preference for the mode of transport is influenced by factors like the place of travel, the time of travel (night or day), and the distance to be traveled. The time factor is important for a tourist and it influences the decision of the foreign tourists to a large extent, most of them showing a preference for air travel in order to shorten the duration of travel. Railways are preferred for cost considerations, comfort, safety and flexibility to the journey. Cost considerations and flexibility have also been the determining factors for the rise in the number of tourists using buses, coaches and taxis. This is more relevant in the case of domestic tourists.

## **LOCAL TRANSPORT IN ASSAM AVAILABLE AS FACILITIES FOR THE TOURISTS:**

Assam, being a major tourist spot, is visited by a large number of travelers, both domestic as well as foreign, throughout the year. This is one of the reasons why the local transportation in the state has been given utmost importance. Broadly, the local transportation of Assam can be categorized into the following groups.

### **ROADWAYS:**

ASTC (Assam State Transport Corporation), a very well known state level state owned passenger road transport organization, operates a wide range of bus services within the state. Providing 24 hours service, the ASTC has regular as well as some luxury bus operating for normal routes and special mini bus operating for the hilly areas. Night buses are also available to the different parts of Assam and that too at a very reasonable rate which includes the night super deluxe, super fast deluxe, executive class, AC class and the very recent addition is 'Volvo'. Reservation counters are available in all parts of Assam. Now-a-days online ticket reservation can also be done.

### **RAILWAYS:**

The railways of Guwahati, one of the major cities in Assam, serve as the gateway to the North-Eastern corner of India and therefore, remain busy all throughout the year. It connects all the cities in Assam to each other as well as the rest of the country. Besides this, all the major cities of Assam like Dibrugarh, Tinsukia, Jorhat, Nagaon, Tezpur, Barpeta, and Bongaigaon are well interconnected. The BG line connects to Dibrugarh and the MG to Haflong and Silchar.

### **AIRWAYS:**

The famous Lokpriya Gopinath Bordoloi International airport is located at Guwahati. It connects the state with all the 4 metros of India and also has a weekly international flight to Bangkok. Other airports include Mohanbari airport in Dibrugarh, Salonibari in Tezpur, Lilabari in Lakhimpur, Rowrah in Jorhat and Kumbhirgram in Silchar. They are domestic airports, catering to the travel needs within the state as well as from cities outside its boundaries.

### **TOURIST TAXI/ CABS AND OTHERS:**

Hired taxis are also available in Assam, for both intercity and intra-city transport. They can be either self driven or chauffeured and prove to be a comfortable means of traveling from one place to another. However, hired cabs are a bit expensive, especially if one is on a budgeted trip. Apart from these, several other means of transport are also used in Assam, especially while visiting the various Sanctuaries/ National Parks of the state. These include Jeeps, Mini Buses, Rickshaws and even Elephant Safari.

### **CONCLUSION:**

It can be concluded that travel agencies became more commonplace with the development of commercial aviation, starting in the 1920s. And as the name implies, a travel agency's main function is to act as an agent, that is to say, selling travel products and services on behalf of a supplier. Consequently, unlike other retail businesses, they do not keep a stock in hand. A package holiday or a ticket is not purchased from a supplier unless a customer requests that purchase. The holiday or ticket is supplied to them at a discount. The profit is therefore the difference between the advertised price which the customer generally pays and the discounted price at which it is supplied to the agent. This is done on the basis of commission. Effort should be made to give appropriate training to the agents and agencies of this industry to develop a sound tourism industry catering to the need of state Assam and entire North-East.

### **REFERENCES:**

1. Blanke & Thea, Chiesa (2011) "Beyond the Downturn: The Travel & Tourism Competitiveness Report", published by the World Economic Forum within the framework

- of the Centre for Global Competitiveness and Performance and the Industry Partnership Programme for Aviation, Travel & Tourism; [www.scribd.com](http://www.scribd.com) (accessed on 3/2/12).
- Honey, M. (2002) *Ecotourism and Certification: Setting Standards in Practice*, Island Press 2 pp 4-6.
2. Newsome, David, Moore, Susan A., Dowling, Ross K. (2006) "Aspects of Tourism-Natural Area Tourism", p-8.
  3. Purkayastha, Gautam (2007) A concise book on Indian Economy and North- East Economy, "Prospects of Tourism in Assam and NER", Bani Mandir, pp 328-335.
  4. UNWTO; Press Release, International Tourism: First result of 2011 [http://media.unwto.org/en/press-release/-2011-05-11/international-tourism-first result-2011-confirm-consolidation-growth](http://media.unwto.org/en/press-release/-2011-05-11/international-tourism-first-result-2011-confirm-consolidation-growth) (accessed on 3/2/12).
  5. "UNWTO technical manual: Collection of Tourism Expenditure Statistics" (PDF). World Tourism Organization. 1995. p-14.(accessed on 3/2/12).

## **Urbanization and its Impact on the Life of Working Women:**

# **A Study at North Eastern Coal Fields, Margherita, Assam**

**Mrs. Upasona Sarmah**  
Research Scholar  
Department of Sociology  
Dibrugarh University, 786004

**Urbanization is closely associated with industrialization. These two processes go simultaneously in every modern society. The visible world of industry during the recent years had witnessed many catastrophic changes and particularly most remarkable and rapid change is the transformation of rural society into urban society. The North Eastern Coal Fields (NECF), Coal India Limited, Margherita is one of the pioneer Central Government sector undertakings at Assam, which is playing a crucial role in accelerating the process of urbanization in Margherita Town at Tinsukia district of Assam. This growing urbanization has a profound impact on the life of women employees who work in this industry. Women from managerial position to the women engaged as workers in the coal mines have witnessed a number of occupational hazards and professional challenges. They have to play multiple roles in this growing urbanized competitive world. This paper analyzes the occupational hazards and other professional difficulties faced by working women in an urban society with reference to the study area. The paper also focuses on their multiple roles; the impact of urbanization on their family life, occupations and their social responsibilities. The study attempts to investigate the impact of urbanization on their changing life style.**

**Key words: Urbanization, Working Women, North Eastern Coal Fields**

## **INTRODUCTION:**

Urbanization refers to a process in which an increasing proportion of an entire population lives in cities and the suburbs of cities. Historically, it has been closely connected with industrialization. When more and more inanimate sources of energy were used to enhance human productivity (industrialization), surpluses increased in both agriculture and industry. Larger and larger proportions of a population could live in cities. Economic forces were such that cities became the ideal places to locate factories and their workers. Urbanization, urbanization or urban drift is the physical growth of urban areas as a result of global change. Urbanization is closely linked to modernization, industrialization, and the sociological process of rationalization. Urbanization can describe a specific condition at a set time, i.e. the proportion of total population or area in cities or towns, or the term can describe the increase of this proportion over time. So the term urbanization can represent the level of urban relative to overall

population, or it can represent the rate at which the urban proportion is increasing. When more people leave the villages to live in the cities results Urbanization.

Urbanization occurs naturally from individual and corporate efforts to reduce time and expense in commuting and transportation while improving opportunities for jobs, education, housing, and transportation. Living in cities permits individuals and families to take advantage of the opportunities of proximity, diversity, and marketplace competition. People move into cities to seek economic opportunities.

### **URBANIZATION AND ITS IMPACT ON WORKING WOMEN:**

In the developed societies, modernization and urbanization are instrumental in improving the status of working women. Increased female participation in economic activity not merely liberated women from the tyranny of the 'household trap' but also enabled them to take decision on their fertility status and family size.

Women are particularly vulnerable and they often disproportionately bear the burden of changes associated with urbanization. In the rural setup, they would work mostly at homes but the predominantly nuclear setup of the cities and sheer economies is forcing women to venture out. Domestic violence is also highly prevalent in urban areas. In both developed and developing countries, women living in urban setting are at greatest risk to be assaulted by intimates. A meta-analysis of 13 epidemiological studies in different regions of India also revealed an overall prevalence rate of mental disorders in women of 64.8 per 1000. In deprived countries, women bear the burden of responsibilities of being wives, mothers, educator, and careers; at the same time a significant part of labour force. *In 25-33% households, they are the primary source of income.* They are doing two third of the total work in the world but receives only one tenth of the world's total income. The exclusion of females from the labour market or the exclusion of females from the managerial positions distorts the human capital investment. This distortions in the allocation in the talent between managerial and unskilled positions, is definitely a point to be researched, along with the professional challengers faced by them.

### **OBJECTIVE OF THE STUDY:**

- a) To analyze the impact of urbanization on their family life, occupations, social responsibilities. Impact of urbanization on changing life style.
- b) To focus on the multiple roles working women plays in a modern urban society.
- c) To analyzes the occupational hazards and other professional difficulties faced by working women in an urban society with special reference to study area context.

### **METHODOLOGY:**

In North Eastern Coal Fields (NECF), Coal India Limited, Margherita, a total number of 227 number of women works and maximum of them are

engaged in colliery, who are mostly engaged in stone cleaning or as sale picking majdoor (a work which involves cleaning of coal from mud covering during and after excavation.) Numbers of daily rated workers are higher than the monthly rated women workers. Out of 227 women workers only 04 women are placed in the managerial position which includes two medical officers, one accounts officer and one HR manager. A pilot study was done to have an empirical evidence regarding structure of the interview schedule, phraseology and so on. We have purposively selected these four women for the study purpose and then went for purposive random sampling and have selected 36 medical staff workers from NECF, (North Eastern Coalfields) hospital which comprises of doctors, nurses, female attendants, cleaner, clerks etc. Then we have taken some respondents from personnel Department, Safety, Administration, Sales, Survey Department etc. of NECF. From the four collieries, we have randomly selected 45 respondents for interview. The total respondents taken for the study is 92.

**TABLE SHOWS DISTRIBUTION OF WORKING WOMEN IN VARIOUS LEVELS (WORK POSITIONS) AT NECF, CIL, MARGHERITA**

DEPARTMENTS	MONTHLY RATED	DAILY RATED	TOTAL
Colliery (a) Tirap (b) Ledo (C) Borgolai (d) Tipok	15	80	95
Medical	02 (Executive) 35	06	43
E&M	00	07	07
Civil	00	03	03
Accounts	01 (Executive) 04	02	7
Personnel	02	00	02
Safety	00	02	02
AGM, survey	01	02	03
Ledo OCP	01	00	01
SO (M) (staff Medical Mining)	01	00	01
Sales	02	01	03
L&R	00	00	00
Envn	00	00	00
Control	00	02	02
Administration	08	03	11
ATO (Area Training Officer)	01	01	02
Tipling	07	23	30

**Source: Field Survey**

**Executive level = 03, Daily rated =139, Monthly rated = 85**

**Total = 227 working women in various level at NECF, CIL, Margherita**

### **OBSERVATION:**

Female participation in the labour market is the most important change that has accompanied urbanization in Coal India limited, Margherita. The process

is often defined as feminization in economic literature. Feminization internationally has resulted in a market increase in the participation rates of women which occur simultaneously with a decline in participation rates of men. Wherever the process was initiated, over time, women were absorbed in jobs which were performed earlier by men. Women were preferred by employers not necessarily for certain qualities that they possessed as workers but because female labour was flexible or disposable and cheap. Generally, women workers were less likely to be unionized and thereby low bargaining capacity. As a result they become victims of wage discrimination based on gender. They are paid lower wages than men, even though they are as educated as men in similar jobs. Women are forced to flock in certain occupations which are often termed “women’s occupations”. In the labour market, they experience higher levels of unemployment than men. And lastly, they are victims of pre-entry or human capital discrimination which does not permit women to have equal access to education with men. This inability to acquire education is held against them when they enter the labour market. They are left with limited options in terms of choice of jobs and are destined to have low paid employment. Despite the cumulative disadvantages women experienced as workers, faster growth of female employment to male employment implies basically two changes that are occurring in India’s labour market. On the demand side, employers definitely prefer cheaper and easily disposable female labour to dearer male labour. This clearly suggests that the society at large has accepted women as ‘workers’ or at least that society is less averse to working women now than in the past when they were expected to perform their traditional role of home-makers.

#### **FINDINGS OF THE STUDY:**

- a) There is no gainful employment in North Eastern Coal Fields (NECF) regarding women since year 2005. Only on compensatory ground some widows and family members have been appointed as dependent employment, which are given vocational training for one week and then engaged as surface female workers. Female employment has been reduced significantly.
- b) The working women in collieries are mostly illiterate. North Eastern Coal Fields (NECF) fails to make them literate and any schemes not been adopted neither by the organization nor by the trade unions to make them literate.
- c) There was once a women organization worked in NECF named WIPS (Women in Public sector) which was functional until 1994, but due to lack of women leaders all who could not take the initiative, the organization since then, become defunct.
- d) Women’s increased participation in economic activity is regarded as an index of improvement in their social and economic status. But here, most of the woman workers are absorbed by the collieries, that is by the informal sector and worked under certain contractors, that does not provide job security, social security at all.
- e) These workers often settle in shanty and slum areas and no doubt able to find work but are spending their lives in insecure and polluted environment.

- f) Woman workers are having low participation in trade unions. There are no woman leaders perhaps. Even the ground level and surfaced level workers are not aware of what unions do.
- g) Very less woman are successful in attaining Managerial position. This does not mean that woman did not find their way to better paid, regular, secure jobs in the organized sector. Irrespective of the fact that they are educated, the sector of employment and the kind of work they performed the labour market discriminate them.
- h) Indian becomes successful only when it parallely goes with planned urbanization. Without infrastructure, such as public parks, sustainable urban drainage system, proper sanitation, greenways, it will lead to pollution and increasing slums which is observed in NEC Collieries.

### **THE PROFESSIONAL DIFFICULTIES FACED BY WORKING WOMEN AT STUDY AREA:**

- a) Operative level women who worked in collieries are mostly illiterate which adversely affected their health. They dwells in the unhygienic colonies, barely have only one set of latrine amongst about twenty families. Lack of proper sanitation, poor drinking water facility is a serious threat towards their health and use of common latrine makes the whole region unhygienic and decease prone.
- b) There is no provision of crèche facility which is a major occupational hazard as expressed by most of them.
- c) There is a serious shortage of lady medical staff in the NECF hospital.
- d) There is no effective medical waste disposal system leading to severe unhygienic conditions surrounding the hospital.
- e) Special medical equipments such as health care monitoring system, retention anemia, ultrasound facilities etc. are not available. Various other modern medical equipments such as the mechanism of administering oxygen to the patient are totally outdated devoid of modern equipments.
- f) Women work in collieries and particularly in open cast mining usually suffers from disease which is caused by the coal mine dust when exposed for a long period of their service career.

### **CONCLUSION:**

It is worthwhile to note that women employment in NECF, Margherita, Assam has drastically downslides since 1994. In the period from 1994 until 2011, only 04 women have been employed in the NECF under the category of 'Dependent Employment.' The industry is itself not interested to give employment to women at higher positions. Women who joined coal industry as dependent employee are engaged here as surfaced female employee. Subtle form of sex discrimination is still present in NECF, CIL.

Better networking, patronage, sponsorship and higher vision are required for the women to be successful in their career. Support structures such as reliable child care services, improved working conditions, particularly in medical and collieries, hostels for working women, crèche, day care centers, senior

citizen hostels, social security measures are recourse to help these women in executing their occupational roles better who are still languishing in lower or middle level jobs at NECF, Margherita, Assam. The policy makers should remember that a society could only develop when; modernization and urbanization are used as tools to improve the status of working woman's both in organized and unorganized sector. Without job security, proper health, social security measures and proper recognition they would fail to cater the growing economic demand of the nation.

**REFERENCES:**

1. Brockerhoff, M. (1999) Urban Growth in Developing Countries: A review of Projections and Predictions, Population and development Review, Vol 25. No4, PP 757-778.
2. Brockerhoff, M. and Brennam, E (1998) The poverty of cities in Developing Regions, Populations and Development Review, Vol 24, No 1, pp 75-114.
3. Breese, G. (1969): Urbanisation in Newly Developing Countries, Prentice Hall, New Delhi.
4. Despande, S.and Despande, L. (1998) " Impact of Liberalisation of Labour Market in India: What Do Facts from NSSO's 50th Round Show" Economic and Political Weekly, Vol.33No 22, ppL21-L31.
5. Davies Kingsley and Golden H.H.(1954) : " Urbanisation and development in pre-Industrial Areas", Economic Development and Cultural Change, Vol.3 no 1
6. Kundu, A (1983): "Theories of City Size Distribution and Indian Urban Structure – A Reappraisal", Economic and Political weekly, 18(3).
7. Sarmah, U. (2011) Women workers: Their Occupational challenges and professional Hazards in North Eastern Coal Fields, Coal India Ltd,. Margherita, Assam, Man and Life, ISRAA Bidisa, Vol 37(3-4).

## **AUTHOR GUIDELINES:**

'**COGNITION**'-A Research Journal (ISSN 2278-1552) publishes research analysis and inquiry into issues in Industry & Commerce, Management, Entrepreneurship, Tourism Development, Economics & allied subjects, thereby contribute to the development of research culture as well as academic environment.

'**COGNITION**' is published in print version on yearly basis (one volume per year) by Department of Management, Margherita College, Tinsukia, (Assam).

### **MANUSCRIPT SUBMISSION:**

Manuscripts can be submitted in hard copies accompanied by a CD (Soft copy) to the Head, Dept. of Management, Margherita College, Margherita – 786181, Margherita, Tinsukia, Assam.

*Electronic submission of manuscripts is strongly encouraged, provided that the text, tables, and figures are included in a single Microsoft Word file (preferably in Arial font).*

In that case manuscript can be send through Email at [anjankumarbordoloi@gmail.com](mailto:anjankumarbordoloi@gmail.com)  
**(Mr. Anjan Kumar Bordoloi, Asst. Professor, Dept. of Management, Margherita College & Editor, COGNITION)**

### **ARTICLE TYPES:**

Three main types of manuscripts may be submitted:

**Regular articles:** These should describe new and carefully confirmed findings, and research methods should be given in sufficient detail for others to verify the work. The length of a full paper should be the minimum required to describe and interpret the work clearly.

**Short Communications:** A Short Communication is suitable for recording the results of complete small investigations or giving details of new models, innovative methods or techniques. The style of main sections need not conform to that of full-length papers. Short communications are 2 to 4 printed pages (about 6 to 12 manuscript pages) in length.

**Reviews:** *Submissions of reviews and perspectives covering topics of current interest are welcome and encouraged. Reviews should be concise and no longer than 4-6 printed pages (about 12 to 18 manuscript pages). Reviews manuscripts are also peer-reviewed.*

### **REVIEW PROCESS:**

All manuscripts are reviewed by an editor and members of the Editorial Board. Decisions regarding acceptance or otherwise of the manuscript will be intimated only through Email.

#### **Regular articles**

All portions of the manuscript must be typed double-spaced and all pages must be numbered starting from the title page. The Title should be a brief phrase describing the contents of the paper. The Title Page should include the **author's full names and affiliations, the name of the corresponding author along with phone, fax and E-mail** information.

The **Abstract** should be informative and completely self-explanatory, briefly present the topic, state the scope of the work, indicate significant data, and point out major findings and conclusions. The Abstract should be 100 to 200 words in length. Following the abstract, about 5 to 10 **key words** that will provide indexing references to where articles should be listed.

The **Introduction** should provide a clear statement of the problem, the relevant literature on the subject, and the proposed approach or solution. It should be understandable to colleagues from a broad range of disciplines.

**Materials and methods** should be complete enough to allow possible replication of the research. However, only truly new research methods should be described in detail; previously published methods should be cited, and important modifications of published methods should be mentioned briefly. Subheadings should be used. *Methods in general use need not be described in detail.*

**Results** should be presented with clarity and precision. The results should be written in the past tense when describing author's findings. Previously published findings should be written in the present tense. Results should be explained, but largely without referring to the literature. Discussion, speculation and detailed interpretation of data should not be included in the Results but should be put into the Discussion section.

The **Discussion** should interpret the findings in view of the results obtained in this and in past studies on the topic. State the conclusions in a few sentences at the end of the paper. The Results and Discussion sections can include subheadings, and when appropriate, both sections can be combined.

The **Acknowledgments** of people, grants, funds, etc should be brief.

**Tables** should be kept to a minimum and be designed to be as simple as possible. Tables are to be typed double-spaced throughout, including headings and footnotes. Each table should be on a separate page, numbered consecutively. Tables should be self-explanatory without reference to the text.

**Figure legends** should be typed in numerical order on a separate sheet. Graphics should be prepared using applications capable of generating high resolution GIF, TIFF, JPEG or PowerPoint before pasting in the Microsoft Word manuscript file.

**References:** the prospective contributors must strictly adhere to the reference norm (Harvard System)

### **Short Communications**

Short Communications are limited to a maximum of two figures and one table. They should present a complete study that is more limited in scope than is found in full-length papers. The items of manuscript preparation listed above apply to Short Communications with the following differences: (1) Abstracts are limited to 100 words; (2) instead of a separate Materials and Methods section, research methods may be incorporated into Figure Legends and Table footnotes; (3) Results and Discussion should be combined into a single section.

©**Copyright:** Submission of a manuscript implies: that the work described has not been published before (except in the form of an abstract or as part of a published lecture, or thesis) that it is not under consideration for publication elsewhere; that if and when the manuscript is accepted for publication, the authors agree to automatic transfer of the copyright to the publishing authority.

