ISSN : 2320-7019

EXCELLENCE IN EDUCATION

A Multidisciplinary International Peer Reviewed/Refereed Journal

Vol. XVI, Number 7 January-December, 2025

Chief Editor

Dr. Md. Imbesatul Haque

Assistant Professor, Dr. Zakir Hussain Teachers' Training College,
Laheriasarai, Darbhanga, Bihar - 846003 (Bihar)

Co-Editor

S. B. Nangia

A.P.H. Publishing Corporation

4435–36/7, Ansari Road, Darya Ganj,
New Delhi-110002

EXCELLENCE IN EDUCATION

A Multidisciplinary International Peer Reviewed/Refereed Journal

SUBSCRIPTION FEE

	1 year	*2 years*
India	Rs. 1600/-	Rs. 3000/-
Foreign	US $ 75.00	US $ 150.00

Subscription(s) may be sent in form of Cheque/Demand Draft in favour of **APH PUBLISHING CORPORATION** payable at New Delhi to the following address:

Authors are solely responsible for the contents of the papers compiled in this volume. Editor or Publisher does not take any responsibility for the same in any manner. Errors, if any are purely unintentional and readers are requested to communicate such errors to the editor or publisher to avoid discrepancies in future.

APH Publishing Corporation

4435-36/7, Ansari Road, Darya Ganj, New Delhi-110002 (INDIA)
Phones: 011-23274050/011-23285807, FAX: 011-23274050

E-mail: aphbooks@gmail.com

The subscriber will receive a hard copy of every issue of Journal for the subscribed period.

Printed at

Balaji Offset

Navin Shahdara, Delhi-32

CONTENTS

The Issues and Challenges of NEP (National Educational Policy) 2020 — 1
Dr. Gourav Kumar Dutta

Inappropriate Sexual Behavior Among Individuals with Intellectual Disability: Observation and Coping of Teachers and Parents — 7
Ritu Dutta

Importance of ICT in Various Field and Different Levels of Education — 14
Sharmila Sagar

Gender Equality and Financial Decision Making Power of Women at Home — 24
Kabita Bhuyan

Ernest Hemingway as a Feminist: A Study of His Selected Novels — 32
Jarnail Singh

উত্তৰ-পূৰ্বাঞ্চলৰ প্ৰাকৃতিক আৰু অৰ্থনৈতিক সম্পদ এটি চমু আলোকপাত — 41
স্বপ্নালী কুলি আৰু ধ্ৰুব পাদি

Structures of Change: Colonialism and Economic Transition in Malabar — 59
Nithila C.

Attitude of Student-Teachers Towards Inclusive Education: A Study in Nagaon District of Assam — 65
Subha Saikia and Dr. R. K. Sujata Devi

Gender Equality and Financial Decision Making Power of Women at Home

Kabita Bhuyan*

ABSTRACT

Gender equality within household is a fundamental indicator of social development. Financial decision making power plays a crucial role in achieving it. Traditionally men have dominated household financial decision. Role of women were mainly confined to managing daily expenses. However education, employment and awareness of rights have playing the role of gradually gaining greater influence over household finances. Financial decision making power refers to ability to participate in and influence decision related to income use, savings, investment, purchases and long term financial planning. When women are actively involved in these decisions household tend to show better financial management. These have an impact on saving behavior, greater investment and children health and education. This not only strengthens family welfare but also promotes intergenerational social development. Gender equality in financial decision making is closely linked to women's economic independence. Earning an income enhances women's bargaining power within the household and reduce economic dependence on male member. Even in non earning roles women's knowledge of budgeting and household management can contribute significantly if their opinions are valued and respected.

Keywords: gender equality, financial decision making, women's empowerment economic participation.

INTRODUCTION

Gender equality remains a central concern in socio economic development. Wh improvements have been made in women's education and workforce participati substantial inequality persists in several domain of life including household finan decision making. Financial power within the home reflects broader gender dynam

*Assistant Professor, Department of Economics, R. G. Baruah College.

influencing women's autonomy, self esteem, and economic security. Gender equality in financial decision making is closely linked to women's economic independence. Earning an income enhances women's bargaining power within the household and reduce economic dependence on male members. Despite progress several challenges persist. Cultural norms patriarchal attitudes, limited financial literacy and lack of access to financial resources often restrict women's decision making authority. In many household women may earn income but still have little control over its use. Promoting gender equality at home requires empowering women through education, financial literacy, access banking and credit facilities and supportive family attitudes. Encouraging joint decision making between spouses fosters mutual respect and shared responsibility. Ultimately strengthening women's financial decision making power at home is essential for achieving gender equality, family wellbeing and sustainable social development.

LITERATURE REVIEW

Gender roles and norms deeply influence economic interactions within families. Feminist economic theory argues that unequal power relations often constrain women's financial autonomy (Elson, 2017). Household bargaining models suggest that individuals' decision making power is influenced by their economic contribution, education level, and societal expectations (Agarwal, 1997). Education, labour force participation, cultural norms and access to financial services are factors shaping women's financial decision making power at home. Higher education correlates with greater financial autonomy (Kabeer, 2012). Patriarchal norms often limit women's financial roles (world economic Forum 2020). Financial inclusion enable s better control over assets and resources (Demirguc,-Kunt etal, 2018).

OBJECTIVE

The study is done with the objective to examine the relationship between gender equality indicators such as education, employment status and social norms.

METHODOLOGY

Both quantitative and qualitative methods have been followed. Structured questionnaires were distributed to gather numerical data on household financial decision pattern as quantitative component and an in-depth interviews to understand the perceptions and lived experiences of women regarding financial roles were gathered as qualitative component.

Variable

- **Independent variable:** Education levels, employment status, income contribution and gender norm.
- **Dependent variable:** Women's financial decision making power at home.

Sample

The study focused 100 married women aged 25 -50 living in urban areas of Guwahati, Assam. and 30 selected from survey respondents who indicated willingness to share deeper insight.

Table 1: Socio Demographic profile of Respondents (N=100)

Variable	Category	Frequency	Percentage %
Age	25-30	26	26.0
	31-40	44	44.0
	41-50	30	30.0
Educational Level	Primary	22	22.0
	Secondary	36	36.0
	Graduate & above	42	42.0
Employment Status	Employed	58	58.0
	Not employed	42	42.0
Family type	Nuclear	64	64.0
	Joint	36	36.0

Table 2: Level of Women's Financial Decision Making Power

Level of Participation	Description	Frequency	Percentage %
High	Independent or Joint decision making in all major financial decision	42	42.0
Moderate	Participation in some decision	34	34.0
Low	Minimal or no participation	24	24.0

Table 3: Area wise Financial Decision Making Participation

Financial Area	High %	Moderate %	Low %
Household budgeting	48	32	20
Saving decision	40	36	24

Financial Area	High %	Moderate %	Low %
Investment decision	34	34	28
Children Education expenses	52	30	18
Health related expenses	46	34	20

Table 4: Relationship between Education and Financial Decision Making Power

Education Level	High (%)	Moderate (%)	Low (%)
Primary	18	34	48
Secondary	38	40	22
Graduate & Above	62	28	10

Table 5 : Employment Status and Financial Decision Making Power

Employment Status	High (%)	Moderate(%)	Low(%)
Employed women	58	30	12
Unemployed Women	22	44	38

Table 6: Correlation Between Gender Equality Indicators and Financial Decision Making

Variable	Correlation Coefficient (r)	Significant
Education level	0.62	$p < 0.01$
Employment Status	0.57	$p < 0.01$
Income Contribution	0.68	$p < 0.01$
Egalitarian gender norms	0.71	$p < 0.01$

Table 7: Perceived Barrier to Women's Financial Autonomy

Barrier	Respondent(%)
Traditional gender norms	65
Lack of personal income	52

Barrier	Respondent(%)
Limited financial literacy	46
Male dominance in household decisions	58
Fear of conflict	33

Interpretation and Discussion

Table 1 presents the sociodemographic characteristics of the 100 women respondents. The majority of respondents (44%) belong to the age gromong gradustmoup of 31 -40 years followed by 41 -50 years (30%). Regarding education 42% 0f women have attained graduate or higher education suggesting a relatively educated sample. More than half of the respondents (58%) are employed which is a significant factor influencing financial autonomy. The predominance of nuclear families structures. This only allow greater scope for women's participation in household decision making. Table 2 reveals that 42% of women enjoy a high level of participation in household financial decision making either independently or jointly with their spouses. However a substantial proportion (34%) report only moderate participation while 24 % have low or negligible involvement . This indicates that despite progress toward gender equality a considerable segment of women still lacks meaningful control over financial matters at home highlighting persistent gender disparity. Table 3 shows variation in women's participation across different financial areas. Women's involvement is highest in decisions related to children's education(52%) and household budgeting (48%). In contrast participation in investment decisions is comparatively lower ((34%) reflecting the continued dominance of men in long term and high value financial planning. This pattern underscores the gendered division of financial roles within households. Table 4 highlights a strong relationship between education and women's financial decision making power. Only 18 percent of women with primary education report high participation compared to 62 percent among graduates and above. Conversely low participation is highest 48% among with primary education. This clearly demonstrates that higher the educational attainment enhances confidence m awareness and bargaining power. this enables women to play more active role in household financial decisions. Table 5 indicates that employment status significantly influences financial decision making power. Among employed women 58 percent reports high participation whereas only 22 percent of unemployed women enjoy

similar autonomy. Low participation is markedly higher among unemployed through employment strengthens women's negotiating position and promotes greater equality in household financial governance. Table 6 presents a strong positive correlation between women's financial decision making power and key gender norms show the highest correlation (r=0.71)followed by income contribution (r=0.68) and education level (r=0.62) all statistically significant at the 1 percent level. These result suggest that financial empowerment is deeply embedded in broader social and cultural contexts not merely individual economic factors. Table 7 identifies traditional gender norms 64 percent as the most significant barrier to women's financial autonomy followed by male dominance in household decision 58 percent and lack of personal income 52 percent. Limited financial literacy 46 percent also emerges as an important constraint. These findings indicate that structural and cultural barriers continue to restrict women's participation in financial decision making even when educational and employment opportunities exist.

Reveals of the Study

1. The study reveals that women's financial decision making power within the household has improved considerably however it is not yet uniform across all socio- economic groups.
2. Age plays an important role as women in the middle age group (31-50Years) exhibit higher participation in household financial decisions compared to younger and older women.
3. Educational attainment is a crucial determinant of financial education levels are more confident, informed and actively involved in both routine and strategoc financial decisions.
4. Employment status significantly enhances women's bargaining power within the household. Employed women demonstrate greater independence and authority in financial matters than unemployed women.
5. Women participation is highest in welfare oriented decision such as children's education, healthcare and household budgeting. this indicates trust in women's management abilities in day to day.
6. Participation in long term financial planning and investment decisions remains comparatively lower reflecting persistent male dominance in high value and risk related financial matters.

7. Income contribution strongly influences decision making power. Women who contribute directly to household income enjoy greater respect and recognition in financial discussions.
8. Egalitarian gender norms show a strong positive association with women's financial autonomy highlighting the importance of supportive attitudes within families.
9. Traditional gender norms and patriarchal values continue to act as major barriers restricting women's independent financial choices.
10. Joint decision making is emerging as a common practice suggesting gradual movement toward shared financial responsibility between spouses.
11. Lack of financial literacy limits women's confidence in handling investments, savings and long term financial planning.
12. The study reveals that financial empowerment of women is not solely an economic issue but deeply rooted in social, cultural and educational contexts.

CONCLUSION

The present study concludes that women's financial decision making power at home is a vital indicator of gender equality and overall household well-being. The findings clearly demonstrate that education, employment, income contribution and egalitarian gender norms play a decisive role in enhancing women's participation in household financial decisions. Women who are better positioned to negotiate, influence and participate meaningfully in financial matters thereby strengthening their status within the family. Despite noticeable progress the study also highlights the persistence of traditional gender roles and patriarchal attitudes that limit women's autonomy particularly in long term financial planning and investment decisions. While women are actively involved in routine household budgeting and decisions related to children's education and welfare, their participation in strategic financial matters remains restricted. This reflects deeply entrenched social norms that perceive men as primary financial decision makers. The study further emphasizes that financial empowerment cannot be achieved through economic measures alone. Social awareness, gender sensitive education and the promotion of egalitarian family values are equally important. Improving women's financial literacy can significantly enhance their confidence and competence in managing savins, investment and financial risks. In conclusion , strengthening women's financial decision power at home has far reaching implications. It not only promotes gender equally but also

contributes
sustainabl
programs
and the tra
decision r

REFER

- Agarwa
World
- Kabee
women
- World
- Oakley
- Mishra
and its
475-49
- Sen, a
- Kabee
third M

contributes to better household financial management, improved child welfare and sustainable socio-economic development. Therefore policy interventions, educational programs and community initiative should focus on both economic empowerment and the transformation of traditional gender norms to ensure inclusive and equitable decision making within household.

REFERENCES

- Agarwal, B. (1997). Bargaining and Gender Relation : within and Beyond the Household. World Development, 25(8) 1131-1149
- Kabeer, N. (1999). Resources, agency, achievement : Reflections on the measurement of women's empowerment. Development and Change, 30 (3), 435-464
- World Bank (2012). World development report 2012 : Gender equality and development.
- Oakley, A. (1974). The sociology of housework. Pantheon Books.
- Mishra, S.K. and Nayak, P. (2020). Women's participation in household decision making and its impact on family welfare in India. International Journal of Social Economics, 47(4). 475-491.
- Sen, a. (1999) Development as freedom Oxford University Press.
- Kabeer, N. (2005) Gender equality and women empowerment : A critical analysis of the third Millennium Development Goal. Gender and Development, 13(1), 13-24.

IJRAR.ORG E-ISSN: 2348-1269, P-ISSN: 2349-5138

INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS (IJRAR) | IJRAR.ORG

An International Open Access, Peer-reviewed, Refereed Journal

Health Care and Women Reaching the Sustainable Development Goals in Urban Areas of in Assam

Kabita Bhuyan

Assistant Professor

Department of Economics

R.G.Baruah College

Abstract

Urbanization in Assam has grown rapidly in recent years, posing both opportunities and challenges for women's health and well-being. This chapter examines the intersection of health care systems and women's progress toward achieving the Sustainable Development Goals (SDGs), with special focus on urban areas of Assam. It assesses policy frameworks, key health schemes, determinants of women's health, barriers to access, and the role of local institutions. Drawing on state health mission data and scholarly research, the chapter highlights how urban health strategies—especially under the *National Urban Health Mission*—can improve maternal and reproductive health, reduce gender inequality, and accelerate SDG attainment. Ultimately, it emphasizes that holistic health care for women is essential not only for SDG 3 (Good Health and Well-Being) but also for SDG 5 (Gender Equality) and related targets, underscoring the need for integrated governance, community engagement, and gender-sensitive interventions in Assam's urban settings.

1. Introduction

Assam, located in northeastern India, is undergoing significant demographic shifts driven by urbanization and increased mobility. Urban centers like Guwahati, Dibrugarh, and Silchar are expanding quickly as hubs of trade, education, and services. However, urban growth also brings complex public health challenges—particularly for women—due to migration, socio-economic disparities, informal settlements, and inadequate health infrastructure. Improving women's health outcomes in urban Assam is critical to achieving the United Nations' Sustainable Development Goals (SDGs), especially SDG 3 (*Good Health and Well-Being*) and SDG 5 (*Gender Equality*) by 2030.

The Government of Assam has committed to national and state level SDG agendas aimed at transformative development by 2030 (SDG 1-17). SDG 3 focuses on ensuring healthy lives and promoting well-being for all ages, including reductions in maternal and infant mortality, control of communicable diseases, and improvements in healthcare access. SDG 5 aims to achieve gender equality and empower all women and girls.

In urban settings, these goals are interlinked: better access to quality health care enhances educational attainment, economic participation, and social equality among women. Health care systems that are responsive to women's needs contribute to progress across multiple SDG targets, including poverty reduction, gender-based violence prevention, and sustainable cities.

3. Urban Health Care Landscape for Women in Assam

3.1 Public Health Infrastructure

The *National Urban Health Mission* (NUHM), a subcomponent of India's National Health Mission (NHM), aims to strengthen health care services for urban poor and vulnerable populations. In Assam, NUHM covers over 30 districts and supports primary health facilities such as Urban Primary Health Centres (UPHCs), Urban Community Health Centres (UCHCs), and outreach services through community health workers and *Mahila Arogya Samitis*.

NUHM emphasizes services crucial to women's health, including antenatal care, institutional deliveries, immunizations, and non-communicable disease screening. NUHM's community-embedded ASHA workers and Mahila Arogya Samitis help bridge gaps in service delivery among urban slum dwellers and socially marginalised groups, including migrants and daily wage labourers.

3.2 Targeted Health Schemes

Assam's NHM also implements targeted schemes addressing maternal and newborn care in underserved urban pockets, such as "PPP with Charitable Hospital" to provide institutional deliveries, routine antenatal check-ups, lab services, and awareness campaigns for women residing in urban slums.

These efforts reflect Assam's policy commitment to universal health coverage, particularly for women who experience compounded health vulnerabilities due to poverty, cultural stigma, and limited mobility. Such schemes are instrumental in progressing toward SDG 3 targets including reduced maternal mortality and equitable access to health services.

4. Women's Health Challenges in Urban Assam

Despite policy interventions, numerous barriers continue to hamper women's health outcomes in Assam's urban areas.

.1 Socio-economic Determinants

Socio-economic disparities remain significant determinants of health access. Low income, informal employment, housing insecurity, and financial dependency limit many women's ability to access quality care. These conditions also contribute to higher rates of anaemia and other chronic conditions among women.

4.2 Cultural and Social Barriers

Gender norms and social expectations often discourage women from seeking timely medical care, especially around reproductive and sexual health. Issues like menstruation, childbirth complications, and mental health may be stigmatized, resulting in delayed treatment and poor health outcomes.

Cultural barriers also intersect with other inequities such as early marriage, which is still prevalent in many communities and is linked to increased maternal risk and infant health complications—factors directly relevant to achieving SDG 3 and SDG 5.

4.3 Health Infrastructure Gaps

Urban health facilities often face resource constraints—shortages of medical professionals, inadequate diagnostic tools, and overcrowded hospitals—which disproportionately affect women who require specialized care like obstetric services or treatment for non-communicable diseases.

5. Women at the Core of Sustainable Urban Health Systems

5.1 Integrated Community Engagement

Sustainable improvements in women's health require robust community engagement. Programs like *Mahila Arogya Samitis* create platforms for women to participate in health governance and outreach. This community-centric model fosters health awareness, preventive care, and linkages to services, contributing positively to behavior change and health utilization.

5.2 Strengthening Primary and Preventive Care

Primary health care must be the backbone of urban health systems. Strengthening UPHCs with adequate human resources, maternal care units, and diagnostic services can decentralize care delivery and reduce burdens on secondary and tertiary hospitals. Preventive interventions—such as screenings for anemia, diabetes, and hypertension—must be prioritised for urban women, who often face lifestyle-related health risks.

6. Intersecting Goals: Gender Equality and Health

Health improvements for women cannot be siloed. Access to quality health care interacts with broader gender equality issues:

- **Economic Empowerment**: Women with better health are more likely to engage in education and income-earning activities. Initiatives like *Mukhya Mantri Mahila Udyamita Abhiyan* promote entrepreneurship among women—including in urban contexts—improving economic auto
indirectly benefiting health outcomes.

- **Safety and Social Support**: Urban safety, legal frameworks against gender-based violence, and women's helplines are critical to ensure women can seek care without fear. Schemes under *Mission Shakti* provide physical and legal support structures for women.

- **Education and Awareness**: Health literacy programs that educate women about nutrition, reproductive rights, and preventive health practices support their ability to make informed decisions and seek timely care.

Progress in these areas directly contributes to SDG 5 by reducing gender gaps and increasing women's autonomy over their health and lives.

7. Case Reflections and Local Trends

While comprehensive data is still developing, anecdotal and emerging reports from Assam show that gender-sensitive interventions contribute positively to community resilience. Community health volunteers, especially women, are central to urban health outreach, bringing services into informal settlements and building trust in health systems. However, there is a continued need for improved infrastructure, transport linkages, and targeted outreach for marginalized women—particularly migrants and street vendors in urban settings.

8. Policy Recommendations

To accelerate women's health outcomes in urban Assam and SDG attainment:

1. **Enhance Primary Care Capacity**

   Expand and resource UPHCs with gender-specific services (e.g., skilled birth attendance, reproductive health counsellors).

2. **Strengthen Community Health Workforce**

   Recruit, train, and retain more female health volunteers to build trust and promote utilisation of services.

3. **Integrate Gender Across Health Planning**

   Embed gender analysis in all health policies to identify barriers and tailor interventions for women.

4. **Improve Data and Monitoring**

   Strengthen urban health information systems to track women's health indicators—maternal mortality, disease prevalence, service utilisation—disaggregated by age, location, and socio-economic status.

5. **Cross-Sectoral Collaboration**

   Align health systems with education, urban planning, and women's empowerment programmes to create holistic support structures.

6. **Public Awareness Campaigns**

Deploy culturally attuned campaigns to destigmatise reproductive health, encourage routine screenings, and inform women about available services.

9. Conclusion

Urban Assam stands at a critical juncture in its development journey. Women's health care is both a vital component of sustainable urban development and a cornerstone of achieving broader SDG targets. While Assam has instituted key health programmes targeting urban populations—especially through NUHM and state-supported maternal care schemes—continued efforts are needed to address socio-economic, cultural, and infrastructural barriers. By prioritising women's health through inclusive policies, community engagement, and gender-responsive systems, Assam can make significant strides toward SDG 3 and SDG 5, ultimately fostering healthier, more equitable urban societies.

References

1. Government of Assam. (n.d.). *Our vision for sustainable development goals (Assam 2030)*. Panchayat & Rural Development.
2. Government of Assam Health & Family Welfare. (n.d.). *National Urban Health Mission (NUHM)*.
3. Government of Assam Health & Family Welfare. (n.d.). *PPP with Charitable Hospital Scheme*.
4. Neog, D. (2024). *Women's health in Assam: Challenges and interventions*. International Education and Research Journal.
5. Mission Shakti Assam. (n.d.). *Mission Shakti integrated women empowerment programme*.
6. Government sources on sustainable development goals. (n.d.). *Sustainable Development Goal 3 targets*.
7. Assam launches intensive drive to make 30 high-risk districts child-marriage free. (2025, December 7). *The Economic Times*.
8. Prasad Mookerjee Research Foundation. (2025). *Why Assam is investing in its women population?*

Vol. XII
Number-17

ISSN 2320-3684
Jan.-Dec.2023

EDUCATION AND DEVELOPMENT

A PEER REVIEWED JOURNAL

A Multidisciplinary International Peer Reviewed Journal

APH PUBLISHING CORPORATION

ISSN : 2320-3684

EDUCATION AND DEVELOPMENT

A Multidisciplinary International Peer Reviewed Journal

Vol. XII, Number-17 January-December, 2023

Chief Editor

Dr. S. Sabu

Principal, St. Gregorios Teachers' Training College, Meenangadi P.O., Wayanad District, Kerala-673591. E-mail: drssbkm@gmail.com

Co-Editor

S. B. Nangia

A.P.H. Publishing Corporation

4435–36/7, Ansari Road, Darya Ganj,
New Delhi-110002

The New Great Game: India's Stance through Connect Central Asia Policy 206
Dr. Harsangeet Pal Kaur and Anuradha

Domestic Violence Among Underprivileged Women in Urban Society in Assam 215
Kabita Bhuyan

Guidelines for Contributors 225

Domestic Violence Among Underprivileged Women in Urban Society in Assam

Kabita Bhuyan*

Abstract

Domestic violence is one of the most serious social problems affecting women across the world. In India, women belonging to economically weaker sections are more vulnerable because of poverty, unemployment, illiteracy, and gender discrimination. Urban areas of Assam are witnessing rapid population growth, migration, and socio-economic inequality, which often create stressful living conditions within households. This study examines the prevalence, causes, socio-economic determinants, and consequences of domestic violence among underprivileged women in urban Assam. The study is based on a mixed-method approach using survey data and qualitative interviews from women residing in low-income urban settlements in Guwahati and Dibrugarh. Findings reveal that emotional and economic abuse are highly prevalent, followed by physical and sexual violence. Factors such as low educational attainment, unemployment, alcohol addiction, patriarchal attitudes, and financial insecurity contribute significantly to domestic violence. The study further highlights the psychological trauma, health problems, and social isolation faced by survivors. Many women do not report violence because of fear, social stigma, dependency, and lack of awareness regarding legal rights. The paper suggests strengthening legal implementation, promoting women's education and employment, and increasing awareness programs at community levels. The study contributes to a better understanding of domestic violence in urban Assam and recommends practical interventions for women's safety and empowerment.

Keywords: Domestic violence, urban Assam, women empowerment, socio-economic inequality, underprivileged women.

*Assistant Professor, Department of Economics, R. G. Baruah College, Assam.

Heise (1998) explained domestic violence through the ecological framework, emphasizing the interaction between personal, family, community, and societal factors. Studies conducted in Northeast India show that patriarchal attitudes, alcohol abuse, and lack of awareness are major contributors to violence against women.

Saikia and Bora (2016) observed that urban poverty in Assam creates conditions of stress, unemployment, and insecurity that increase family conflict. Women living in slums often have little access to legal protection and counselling services.

Previous studies also reveal that many women tolerate abuse to protect family honor or because they fear abandonment. Social stigma discourages victims from reporting violence. Therefore, domestic violence continues as a hidden issue within families.

ANALYSIS AND DISCUSSION

Prevalence of Domestic Violence

The survey findings indicate that domestic violence is highly prevalent among underprivileged women in urban Assam. Out of the 300 respondents:

Type of Violence Percentage (%)

- Physical Violence 38%
- Emotional Abuse 45%
- Economic Violence 42%
- Sexual Violence 22%

The data show that emotional abuse is the most common form of violence. Many women reported being insulted, threatened, humiliated, or verbally abused by their husbands or family members. Emotional violence often remains unnoticed because it does not leave visible physical injuries. However, it deeply affects women's mental health and self-esteem.

Economic violence was also widespread. Women stated that husbands-controlled household money, prevented them from working, or denied them access to financial resources. Financial dependency limits women's ability to leave abusive relationships.

Physical violence included slapping, beating, pushing, and physical assault. Several respondents mentioned that violence increased when husbands consumed alcohol. Sexual violence was less frequently reported, mainly because women felt ashamed or uncomfortable discussing intimate matters.

EDUCATIONAL STATUS AND DOMESTIC VIOLENCE

Education plays an important role in reducing domestic violence. The study found that women with lower educational attainment were more likely to experience abuse.

EDUCATIONAL LEVEL EXPERIENCED DV (%)

- No Formal Education 68%
- Primary Education 54%
- Secondary Education 36%
- Higher Education 20%

Women without education often lacked awareness regarding legal rights and support services. Educated women were comparatively more confident in opposing abusive behavior and seeking help.

The findings suggest that female literacy and education can empower women socially and economically, thereby reducing vulnerability to violence.

ECONOMIC FACTORS AND DOMESTIC VIOLENCE

Economic hardship emerged as one of the strongest causes of domestic violence. Families living in urban slums face unstable employment, rising living costs, and food insecurity. Financial stress often leads to frustration, conflict, and aggression within households.

Women whose husbands were unemployed or engaged in irregular labor reported higher levels of violence. Similarly, women who were financially dependent on their spouses had limited bargaining power within the family.

Many respondents expressed that poverty creates tension regarding household expenses, children's education, and food availability. In some cases, women who attempted to work outside the home faced resistance from husbands who viewed women's employment as a challenge to male authority.

ROLE OF ALCOHOL AND SUBSTANCE ABUSE

Alcohol addiction was identified as a major factor contributing to domestic violence. A large number of respondents stated that violent incidents occurred after husbands consumed alcohol.

Alcohol reduces self-control and increases aggressive behavior. In low-income communities, expenditure on alcohol further worsens financial conditions, leading to arguments and violence within families.

Women reported that drunken husbands frequently abused them verbally and physically. Some women also stated that fear of violence prevented them from questioning alcohol-related spending.

PSYCHOLOGICAL AND HEALTH IMPACTS

Domestic violence has severe physical and psychological consequences. Women reported experiencing:

(a) Anxiety
(b) Depression
(c) Fear
(d) Insomnia
(e) Loss of confidence
(f) Social isolation

Several respondents suffered physical injuries such as bruises, fractures, and chronic pain. Emotional abuse led to feelings of hopelessness and low self-esteem.

Women living in violent households often experienced stress-related illnesses. Continuous exposure to abuse affected their ability to work and care for children. Some respondents mentioned suicidal thoughts due to prolonged suffering.

Children witnessing domestic violence were also negatively affected. Many became fearful, emotionally disturbed, or aggressive. Thus, domestic violence impacts not only women but also the overall well-being of families and communities.

BARRIERS TO REPORTING VIOLENCE

Despite suffering abuse, many women did not seek help from police or social organizations. Several barriers were identified:

Social Stigma

Women feared being blamed or judged by society if they reported domestic violence. Many believed that family matters should remain private.

Economic Dependency

Financial dependence on husbands prevented women from leaving abusive relationships.

Lack of Awareness

Some respondents were unaware of legal rights and support services available to them.

Fear of Family Breakdown

Women often tolerated abuse for the sake of children and family stability.

Inadequate Support Systems

Limited counselling centers, shelters, and legal assistance discouraged women from seeking help.

These barriers highlight the need for community awareness and accessible support mechanisms.

CHANGING SOCIAL CONDITIONS IN URBAN ASSAM

Urban Assam is undergoing rapid socio-economic transformation. Migration, modernization, and changing lifestyles have influenced family relationships and gender roles. However, patriarchal attitudes continue to dominate many households.

Women increasingly contribute to family income through domestic work, small businesses, and informal labor. Despite this contribution, decision-making power often remains with men. Gender inequality within households creates tension when women attempt to assert independence.

At the same time, awareness regarding women's rights is slowly increasing due to education, media exposure, and social activism. Younger women are becoming more vocal against violence and discrimination. Community organizations and women's groups are also playing an important role in supporting survivors.

RECOMMENDATIONS

Strengthening Legal Awareness

Awareness campaigns should educate women regarding legal protections under the Protection of Women from Domestic Violence Act, 2005.

Women's Education

Government and non-government organizations should promote female literacy and skill development programs.

Economic Empowerment

Vocational training and employment opportunities should be created for underprivileged women to reduce financial dependency.

Counselling and Support Services

Urban areas should establish counselling centers, shelter homes, and emergency helplines for victims.

Community Participation

Community leaders, teachers, and youth organizations should actively participate in gender sensitization programs.

Control of Alcohol Abuse

Awareness regarding harmful effects of alcohol and substance abuse should be promoted.

Police and Institutional Support

Police personnel and healthcare workers should receive training for sensitive handling of domestic violence cases.

CONCLUSION

Domestic violence among underprivileged women in urban Assam is a serious social issue rooted in poverty, gender inequality, patriarchal attitudes, and economic insecurity. The study reveals that emotional and economic abuse are highly prevalent forms of violence, while physical and sexual violence also affect a significant number of women.

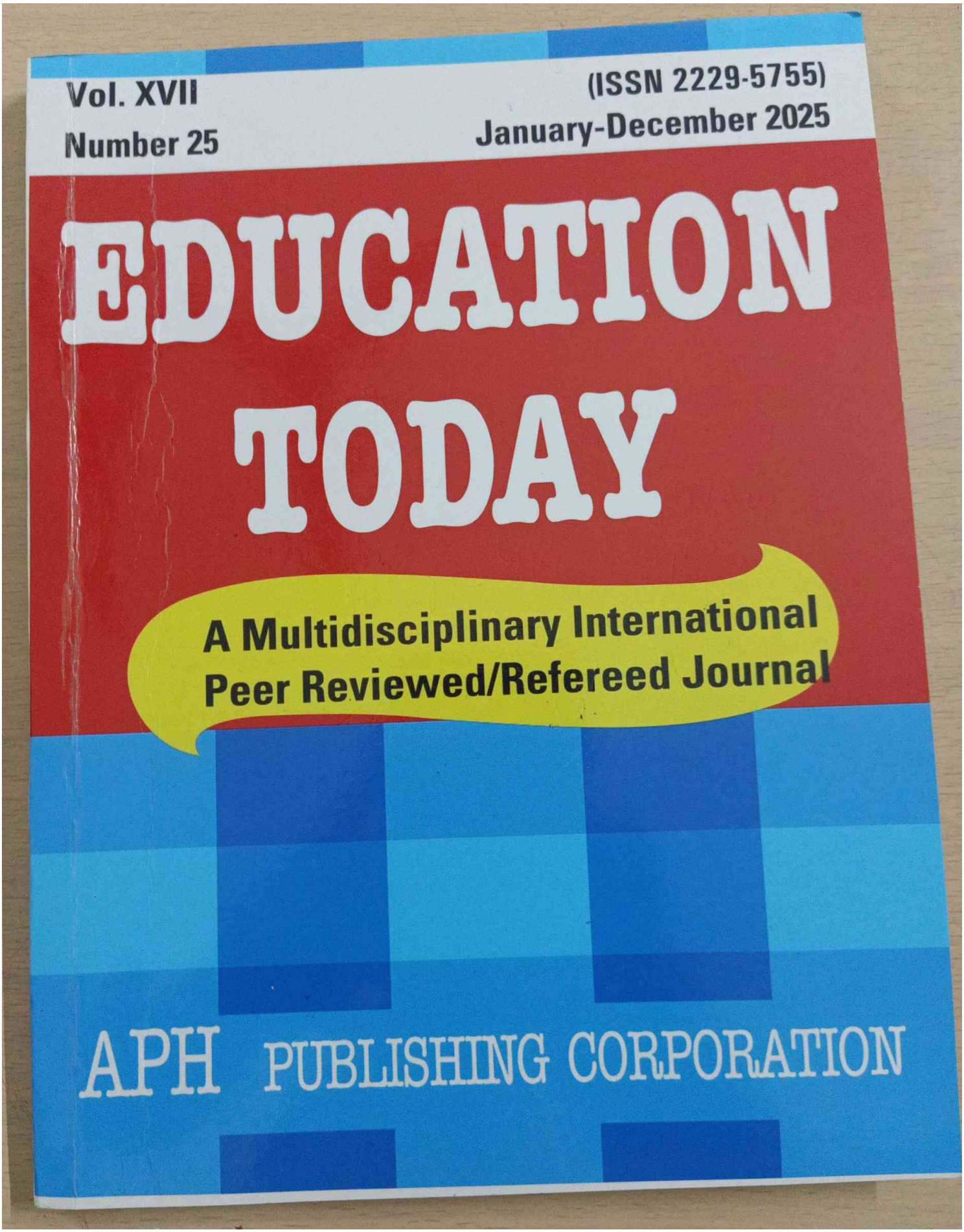
Education, employment, and social awareness are important protective factors against domestic violence. However, many women continue to suffer silently because

of fear, social stigma, and economic dependency. Domestic violence not only harms women physically and mentally but also affect children, family stability, and social development.

Addressing domestic violence requires collective efforts from government agencies, educational institutions, NGOs, healthcare providers, and communities. Empowering women economically and socially can help reduce vulnerability and promote gender equality. Strong legal implementation, awareness campaigns, and accessible support systems are essential for building a safer and more just society for women in Assam.

REFERENCES

- Desai, S., Andrist, L., & Adamczy K, A. (2020). Domestic violence and poverty in urban India. Journal of Interpersonal Violence, 35(11), 2259–2281.
- Heise, L. (1998). Violence against women: An integrated ecological framework. Violence Against Women, 4(3), 262–290.
- National Family Health Survey (NFHS-5). (2021). India fact sheet. Government of India.
- Saikia, N., & Bora, J. (2016). Urban poverty, gender, and social mobilization in Assam. Indian Journal of Social Research, 57(3), 330–345.
- World Health Organization. (2021). Violence against women prevalence estimates. WHO Press.
- World Health Organization. (2005). WHO multi-country study on women's health and domestic violence against women. WHO Press.


Vol. XVII
Number 25
(ISSN 2229-5755)
January-December 2025
EDUCATION TODAY
A Multidisciplinary International Peer Reviewed/Refereed Journal
APH PUBLISHING CORPORATION

EDUCATION TODAY

A Multidisciplinary International Peer Reviewed/Refereed Journal

SUBSCRIPTION FEE

	1 year	*2 years*
India	Rs. 1600/-	Rs. 3000/-
Foreign	US $ 75.00	US $ 150.00

Subscription(s) may be sent in form of Cheque/Demand Draft in favour of **APH PUBLISHING CORPORATION** payable at New Delhi to the following address:

Authors are solely responsible for the contents of the papers compiled in this volume. Editor or Publisher does not take any responsibility for the same in any manner. Errors, if any are purely unintentional and readers are requested to communicate such errors to the editor or publisher to avoid discrepancies in future.

APH Publishing Corporation

4435-36/7, Ansari Road, Darya Ganj, New Delhi-l10002 (INDIA)
Phones: 011-23274050 FAX: 011-23274050

E-mail: aphbooks@gmail.com

The subscriber will receive a hard copy of every issue of Journal for the subscribed period.

Printed in India at

Balaji Offset

Navin Shahdara, Delhi-32

CONTENTS

Influence of Library and Laboratory Facilitieson Academic Achievement of High School Students 1
D. Jagan Mohan and Prof. D. Balaramulu

Job Satisfaction of Teacher Educators in Rayalaseema Region of Andhra Pradesh 12
B. Srinivasa Reddy and Prof. D. Balaramulu

Dr. Ambedkar and Philosophy of Education 22
Sharmila Sagar

A Study on the Impact of Digital India on the Retail Industry in India 30
Dr. Kirit Chauhan and Mr. Yasin Vikyani

Impact of Globalization on the Changing Food Habits of Youth in Assam 37
Kabita Bhuyan

Religious Conversion Among the Mishing Tribe of Assam: Patterns, Causes, and Socio-Cultural Implications 45
Indreswar Pegu

AI in Cyber Welfare: Legal and Ethical Implications 50
Dr. Chhatra Pal

The Role of Women in Sudan's Political Transformation: Issues and Challenges 60
Dr. Jagruti Moharana

जौनपुर जनपद की प्रमुख मृद्भाण्ड परम्पराएं 73
डॉ. सुशील कुमार यादव

Impact of Globalization on the Changing Food Habits of Youth in Assam

Kabita Bhuyan*

Globalization has transformed cultural economic and social structure across the world. One important area of change is food consumption. The history of globalization says intercultural or cross cultural perspective is an important impact of globalization among countries. Immigration is one factor that establishes food communication among countries. In Assam being a rich in ethnic diversity, traditional cuisine and distinct culinary practices, the youth population is experiencing a shift in food choices due to global cultural flows, digital exposure, and urban consumerism. This research paper examines how globalization is influencing the food habits of young people in Assam and highlighting the movement from traditional to global food. The paper argues that globalization has accelerated a nutrition transition among Assamese youth with implications for culture, health, identity and social structures

INTRODUCTION

Globalization has become a defining force of the 21st century. It involves increasing interconnectedness through trade, communication, technology and cultural exchange. Food is one of the most visible domains where globalization manifests altering what people eat how it is marketed and hoe it is consumed. In India rapid urbanization, economic liberalization and growth of digital media have expanded access to global cuisines, processed foods and branded fast food culture. This changes particularly influence youth who tend to be early adopters of global trends. In Assam the process of globalization interacts with indigenous food culture rooted in rice, fish leafy green khar, bamboo shoots and others region specific preparations. The youth today grow up in a context where global fast foods, packaged snacks, imported ingredients and ready to eat meals compete with traditional food habits.

Studies on globalization and food systems suggest a global nutrition transition characterized by higher consumption of fats, sugars, and processed foods. Becomes dependent on ready to eat foods. This transition leads to greater exposer to

*Assistant Professor, Department of Economics, R.G.Baruah College (Assam).

international cuisines and reduce the traditional food preparation practices. Research in India supports noodles, packaged chips, soft drinks and confectionaries. Greater purchasing power, multinational food brands accelerate this shift. Research on food culture in Northeast India indicates that modernization and global cultural flows have weakened the consumption frequency of such dishes especially among youth in towns and cities.

Digital platforms like Instagram, YouTube, Swiggy, Zomato are powerful d globalization. Youth find food trends online. Influences shape food aspirations. Digital delivery platforms make global foods more accessible. Lifestyle shifts reduce time for traditional cooking. This contributes to a growing preference for branded and global foods over local cuisine

OBJECTIVE OF THE STUDY

The study is done the objective to examine the changing habits of consumption of global food . Global foods includes here Burger, Pizza, KFC, Chinese food, Pasta, Mexican food, Thai food that are available in India as well as Assam.

METHODOLOGY

Primary data and secondary data are collected. Primary data are collected through

Sample selection

The area has been chosen as Guwahati. Young generation are counted in the age of 13 -25 years, 100 consumers visiting global outlets are selected as sample and questionnaire are distributed to consumers at the various global food outlet.

DISCUSSION

The history of globalization says international or cross cultural perspective is an important impact of globalization. Immigration is one factor that establishes food communication among countries. Globalization plays a huge role in the assimilation of Chinese food within American food. It is found that the number of chines restaurant is surpassed the combine numbers of American originated foods. Popularity of Indian food in Europe specially in London has also been growing. India also experienced global food LPG. Chines food have been found

popular among the people mainly in urban areas. Only one multinational food outlet 'Wimpy' was in New Delhi, visitors were mainly foreigners while Indian were occasional visitors. In terms of food communication is the "multiple modes of interaction of economic, political, social and cultural dimensions of globalization as the affect food related matters, and as the latter in turn come to affect the former, in a series of on going dialectical relation characterized by the constant generation of complexity"

After liberalization policy, multinational food outlet started their business either jointly with Indian partner or independently. In India the numbers of multinational food outlet counts more than three thousand serving various global food with original technology and distribution policy. To attract more customers even Indian food outlet serves global food with Indian dishes. Availability of global food are not limited to only original global food but also found in Indian restaurant. This indicate that global food and Indian food are in choice of customers.

However globalization has been establishing food communication in Indian very fast. The number of multinational food outlet has been increasing day by day in urban in urban areas and crossed the total number more than 10000 thousands. One interesting fact that people try their hand to prepare this food at home and children are aware of this food and get attracted. People strive for global food in wedding party, birthday party and such like.

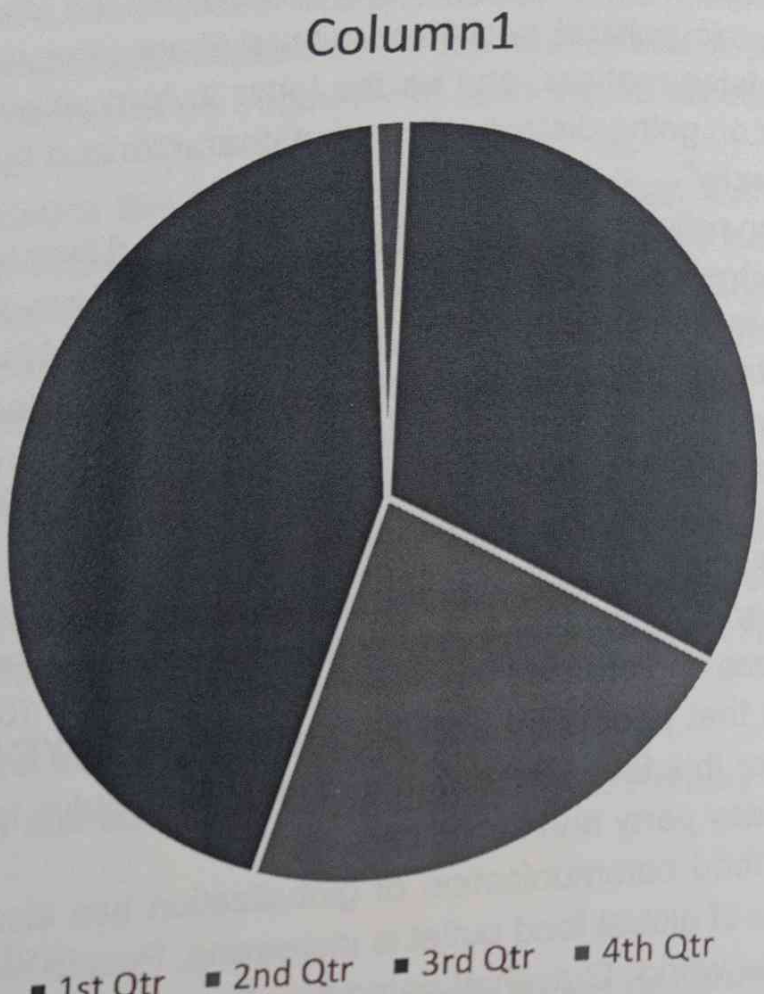
The impact of food communication of globalization has also been touching Assam. The number of global food outlet is increasing. People are enjoying these food equally with the world. Guwahati being the door of North east is first choice of global food outlet and these food are uprising consumption. Global food are available with Assamese traditional food in the market. This study is a marginal attempt to know the factors of growing consumption of global food among the young generation in Guwahati.

Responses of questionnaire have been summed up to attain the objective of study in the following.

1. They taste the global food and visit global food outlet.
   100% of the respondents says yes
2. They frequently visit these outlet.
   Frequency of visiting food outlet

Once in a month	30%
Twice a week	20%

Once in a week	40%
Any time	10%



The table indicate that consumer visiting the global outlet once a week is highest. Frequency of visiting the global food outlet shows that young generation are influenced by food communication of global LPG.

The pie diagram shows the frequency of visiting global food outlet.

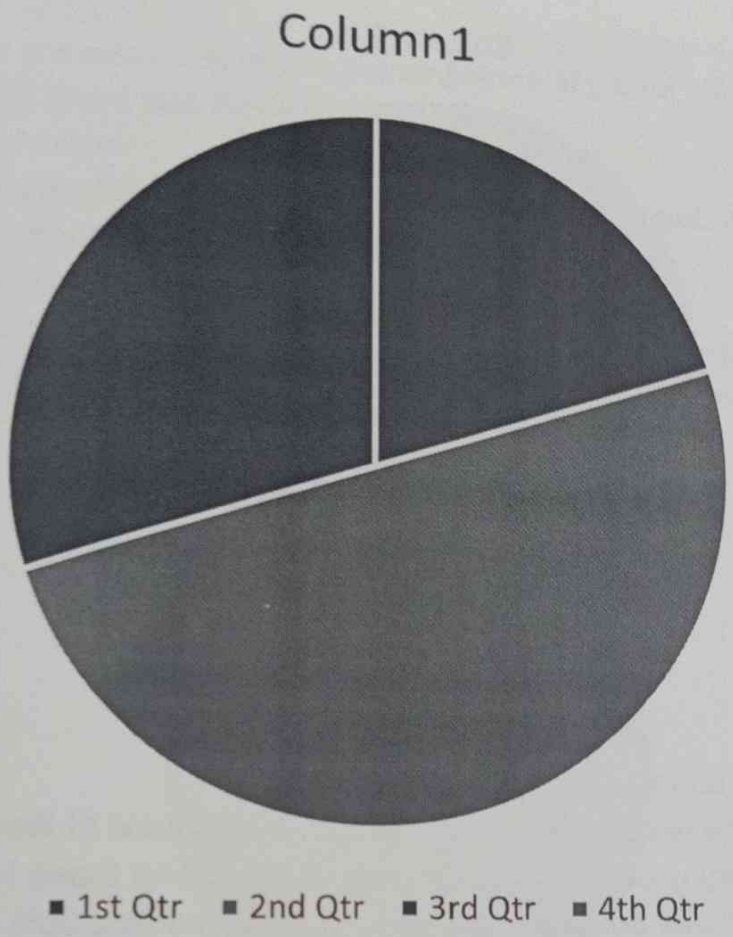
3. They prefer these food as lunch, dinner or snacks.

Preference of these food as :

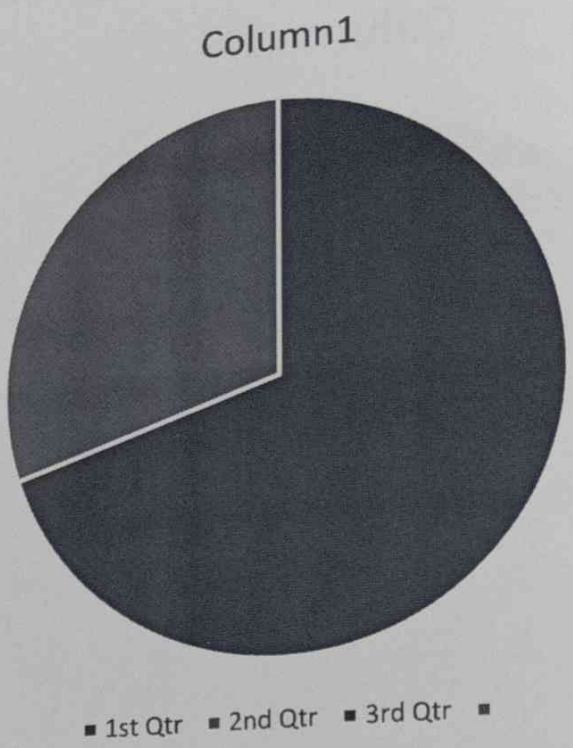
Lunch	20%
Dinner	50%
Snacks	30%

50% of the young generation goes for dinner while percentage of lunch is only 20. Snacks is chosen by 30%.

The pie diagram is showing the table.



4. Time preference of visiting and consuming these food.
   50% of respondents prefer to visit these outlet and enjoy the food in week end wgile other 50% doesn't have any choice.
5. They are aware of the cost of the food.
   70% of the respondents finds the prices moderate and 30% find a high price compare to the quantity but affordable.
6. They are aware of nutritional value of these food.
   70% of the consumers are not aware of the nutritional value while 30% of the consumers think though these food are high calorie food but nutritional value is less.
7. They are aware that global food are regionally not suited for health
   70% of the respondents are not aware of it while only 30% are aware of it.

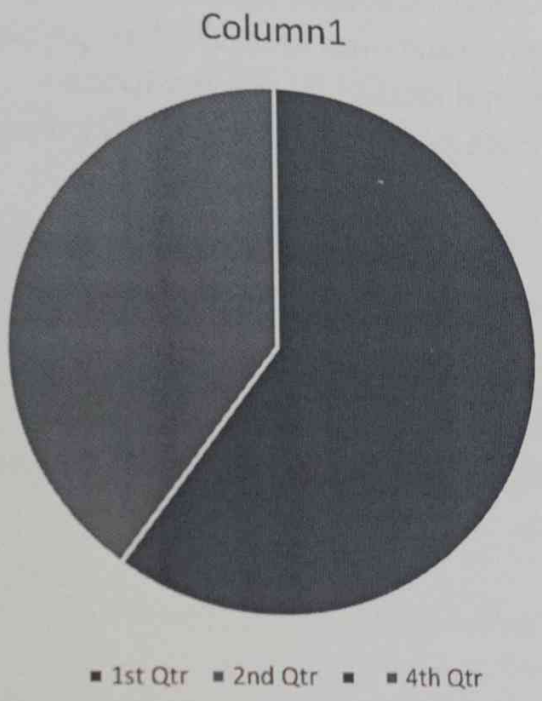


8. Comment on taste
   100% of the respondents are attracted by the taste of these kind of food.
9. Fun and enjoyment is another reason for visiting these food outlet, 70% of respondents consume global food weekend fun, 30% of respondents however prefer for celebrating birthday parties and other such occasion.
10. Monotonous of traditional food is another factor for consumption of global food, 50% of the respondents consume global food for variety.
11. Advertisement : Respondents are influenced by advertisement, selling offers, sms phone or information of introduction of new items frequently, distribution of brochures, 60 % of respondents are always attracted by this kind of advertisement.
12. Comment on service
    80% of the respondents are satisfied with the service of the global food outlet. Home delivery service is one satisfactory service for growing consumption of global food and quality service.
13. On hygiene
    90% of the respondents find the global food as hygiene. As preparation technology is followed international standard so they find it more hygienically prepared food.

14. On ambience
80% of the respondents like the ambience of global food outlet for which they visit these visit these global food outlet.

15. Varity of items
70% of the respondents prefer to consume these global fpod because of their variety of items.

16. Preference of global food over traditional food
It is found that 60% of the young generation is found to prefer global food. However 40% of the consumer still prefer traditional food.



17. Opinion of respondents
Whenever they eat the global food what they feel

(a) Eating of global food means walking with the world : 20%
(b) Of the
(c) All food equal to them : 30%

Reveals of the study

(a) Globalization has been establishing a fast food communication in urban areas.
(b) Young generation are more influenced by this food communication
(c) Young generation are changing their consumption habit

(d) Food habit turns regional to multinational

(e) Reasons for growing consumption of global food are the different taste, variety of items, quality service, advertisement, surroundings, hygiene, fun and enjoyment & last but not the least the monotonous traditional home made food.

(f) Consumers of this generations are however are less aware of cost and nutritional value of the global food.

(g) As they are consuming regularly most of them become habituated to global food.

So the two important concerns are consumption of global food increasing and decreasing of traditional food. So the question is if global food would substitute traditional food and regional foods.

But the expert says "Regional and Seasonal food are the best"

REFERENCES

- Banerjee, Nath, Brojendra, Globalization Rough and Risky Road, New age International Ltd. N.D. (1998)
- Food and Agriculture Organization. (2004). Globalization of Indian diets and the transformation of food supply system. FAO
- Bender, A.E. and Bender, D.A (1995)a Dictionary of Food and Nutrition, Oxford University Press, Oxford

ISSN : 3048-7528

The Research Space

NATIONAL JOURNAL OF ARTS AND HUMANITIES

A Biannual, Multilingual, Blind Peer-reviewed and Refereed National Research Journal

Volume II, Issue II
August, 2025

NALBARI COMMERCE COLLEGE
1979
विन्देम देवतां वाचम्

Chief Editor
Dr. Manoj Kumar Kalita

Department of English, Nalbari Commerce College
Chowkbazar, Dist.: Nalbari, State: Assam (India)
Pin : 781334

The Research Space

NATIONAL JOURNAL OF ARTS AND HUMANITIES

A Biannual, Multilingual, Blind Peer-reviewed and Refereed
National Research Journal

ISSN : 3048-7528

Volume II, Issue II

August, 2025

Chief Editor

Dr. Manoj Kumar Kalita

Department of English, Nalbari Commerce College

Chowkbazar, Dist: Nalbari, State: Assam (India)

PIN: 781334

The Research Space: National Journal of Arts and Humanities is a biannual, multilingual, blind peer-reviewed and refereed national research journal published by the Department of English, Nalbari Commerce College, Nalbari, Assam (India)

Volume II, Issue II :: August, 2025
ISSN : 3048-7528

Information about the Journal

Name of the Journal: The Research Space: National Journal of Arts and Humanities
Review Process: Blind peer-reviewed and refereed
Level of the Journal: National
ISSN: 3048-7528
Starting Year: 2024
First Issue: August, 2024
Format of the Journal: Print
Frequency: Biannual (February and August)
Subject: Multidisciplinary Subjects
Language: Multilingual (Assamese, Bengali, Bodo, English, Hindi, Sanskrit)
Publisher: Department of English, Nalbari Commerce College, Nalbari, Assam (India)
Publisher's Address: P.O.: Chowkbazar, Dist.: Nalbari, State: Assam, PIN: 781334 (India)
Publisher's Contact: Phone No.: +91-9854931937
Email ID: rsnationaljournal@gmail.com

Advisory Board

Chief Advisor:

Dr. Basanta Kalita
Principal, Nalbari Commerce College, Nalbari

Advisors:

Dr. Dinamani Bhagawati, President, GB, Nalbari Commerce College, Nalbari, Assam
Prof. Ratul Mahanta, HoD, Department of Economics, Gauhati University, Guwahati, Assam
Prof. Anjali Daimari, HoD, Department of English, Gauhati University, Guwahati, Assam
Prof. Jayanta Krishna Sarmah, HoD, Department of Political Science, Gauhati University
Prof. Rajib Handique, HoD, Department of History, Gauhati University, Guwahati, Assam
Prof. Anuradha Sarma, HoD, Department of MIL&LS, Gauhati University, Guwahati, Assam
Prof. Anil Kumar Boro, HoD, Department of Folklore Studies, Gauhati University
Prof. Kamaluddin Ahmed, HoD, Department of Assamese, Gauhati University, Guwahati, Assam
Prof. Akoijam Thoibisana, HoD, Department of Philosophy, Gauhati University, Guwahati
Prof. Padmini Bhuyan Boruah, HoD, Department of ELT, Gauhati University, Guwahati, Assam
Prof. Alpana Bargohain, HoD, Department of Women Studies, Gauhati University, Guwahati
Prof. Dwijen Sarmah, Professor, Department of English, NEHU, Shillong
Dr. Jyotiraj Pathak, Professor, Department of Political Science, KBVSAS University, Nalbari
Dr. Mallika Kalita, Associate Professor, Dept. of Education, KBVSAS University, Nalbari

13. Woman in *Fire on the Mountain* and *The Joys of Motherhood*: A Comparative Study 53
Ranjana Bhattacharyya

14. Echoes of War: How Words Reshaped Nations during the Second World War 56
Gargee Gautam

15. Disability in Tennessee Williams' *The Glass Menagerie* 61
Dr. Jumi Kalita

16. Traditional Village Industry of Assam: Potential Benefits of Beekeeping in Rural Areas of Lower Assam 65
Kabita Bhuyan

17. Maintainable Cloud Computing: Vigour Productivity and Ecological Effect 69
K. Aravindhan

18. **The Concept of Kāma in the Cārvāka Philosophy and Its Reflection in Vātsyāyana's Kāmasūtra and Indian Temple Art** 74
Leena Ojah

19. NAAC Accreditation: Higher Educational Institutions and Library Best Practices 78
Jaya Medhi

20. Participation and Contribution of Assamese Women in the Freedom Movement of Bharat 83
Dr. Kailash Sarma

21. The Reasonable Learning of Existence in Valluvar's *Thirukkural* and Shakespeare's Dramas 89
Dr. T. Thenmozhi

22. Psychic Conflicts and Oedipal Evidences: A Psychoanalytical Reading of *Komalatammal* in the Film *Ramanujan* 92
Pratiksha Bhattacharyya

23. Vedic Thoughts on the Sustainable Development 96
Sanjoy Das, Manashi Sarma

24. Work, Family, and Gender: A Study of Women Teachers in Assam 101
Rakhi Bora

25. Effectiveness and Importance of Panchayati Raj Institutions (PRIs) in Rural Development of India with Special Reference to the Key Provisions of 73rd Constitutional Amendment Act 106
Rahul Bania, Dr. Dip Jyoti Bhuyan

26. The Bhakti Movement and the Role of Women Devotee: A Historical Perspective 110
Kangkan Kalita

27. Socio-Economic Status of Brick-Making Industry Workers: A Case Study of Bajali District in Assam 113
Dr. Malay Kalita

Date of submission: 14-06-2025
Date of acceptance: 15-07-2025
Date of publication: 31-08-2025

Traditional Village Industry of Assam: Potential Benefits of Beekeeping in Rural Areas of Lower Assam

Kabita Bhuyan
Assistant Professor, Dept. of Economics
R. G. Baruah College , Guwahati, Assam
E-mail: kabitabhuyan1971@gmail.com

Abstract:

Assam, a culturally rich and diverse states in north eastern India, has a long history of traditional village industries . These industries rooted in the local culture, natural resources and skill passed down through generations contribute significantly to the rural economy and have the potential for sustainable growth and development. Beekeeping is recognised as village industry in India after independence for income and employment to be self-dependent. Having 65% of forest area North east India has been showing an uprising potentials in the honey beekeeping. Honey beekeeping as an agri based activity producing multi products with low investment, low land used and less time has been recognised as good practice in the rural areas for growth and sustainability of rural areas.

Key words: Village industry, beekeeping, potential, benefits.

Introduction:

Indian economy having the predominance of agriculture sector is determined mostly by rural Indian economy. Agriculture being the primary sector has been providing maximum income and employment 70% of the population. The industrial activities in rural India had an important place before British rule. Industrial production were mainly handloom, handicraft, jewellery, pottery, vassals and others. However, after independence the scenario had been changed. The government of India categorized cottage and village industry in Industrial policy announced in 1956 having the importance in rural development with income and employment. 1956 industrial policy recognised handloom, handicraft, jewellery, brass and bell metal products, pottery, beekeeping and some others. The village industry in rural India has been contributing in utilization of local resources. It helps in preserving traditional skills, reduces urban migration creating employment especially the marginalised people and women. Village industry has been playing important role in economic development and sustainability. The eco-friendly processes of mechanism make the industry in priority for environment.

Beekeeping industry:

The product honey is a sweet liquid made by bees using nectar flowers. Honey is available raw or pasteurised. Honey has been a mainstay in medicinal practices throughout the world. In Ayurvedic medicine honey is one of the main properties for healing of various illness. Honey bees are one of main source of pollination services providing food in the fruits, nuts, seeds etc.

Apiculture:

Apiculture is the technical word for beekeeping. The caring and management of honey bees for the production of honey, wax, jelly, propolis, flower, pollens are come under apiculture. There are many species of honey bee like apis cerana, mellifera, apis dorsata, dammer bee etc.

Beekeeping industry includes both traditional and modern methods. However, modern method is adopted in rural areas for large and commercial purposes proving income and employment . It was developed by Longstroth of Switzerland in 1951. In India Mahatma Gandhi was the pioneer in raising the beekeeping in rural life for income

and employment to be an economic self-dependent. The Khadi and Village Industries Commission was established by the Government of India for the development of village industries. Since then, KVIC has been taking the responsibility for the upliftment of beekeeping. Central Bee Research and Training Institute was established in 1962 by KVIC at Pune. Now NABARD, MSME, Cluster Development programmes are taking activities for honey beekeeping. North east India is one region famous for its wild beekeeping Having 65% of forest area this region has been showing an uprising status in the honey beekeeping. Assam is having great potentiality of honey beekeeping Assam is placed herself in middle producing state in honey beekeeping industry.

History of honey bees in the world:

History of honey bees and honey go back many years. There are variations in opinion of it. In 1851, L.L. Loangstroth stated that earliest records honey eating was believed to date back 10000 years. Pre historic n Spain around 7000 years back drawing have been found indicating a form of beekeeping. According to book (Bee) by Clair Preston Spanish exported first European honey bees to South America.

In Indian history the use of honey was found since the Vedic era. Honey beekeeping has been mentioned in Vedas and Buddhist culture. All India beekeepers Association was formed during 1938. In 1956 KVIC was established. KVIC has been working tremendously since its establishment.

China, Canada, Turkey, Argentina, Iran and USA are among the major honey producing countries, accounting 50% of total world production. India is at 8th position in the world for honey production. The export countries of India are USA, Germany, Japan, UK, France, Italy etc.

Objective of the Study:

The study attempts to examine potential benefits of beekeeping among the marginalised section of rural areas in income and employment generations.

Methodology:

Both primary and secondary data are collected. Primary data are collected through questionnaire. Secondary are collected from journal, books, reports etc.

Sample Selection:

The areas that have been chosen for the study are three villages of Baksa district of Assam in which 60 male persons from trained marginalized community between the age group 18 to 55 are selected as sample.

Discussion:

Beekeeping offers significant potential benefits for marginalized communities in rural areas. It is a low investment, high return less time livelihood option that can be integrated with agriculture and forestry without requiring land ownership making it particularly suitable for landless farmers, women, tribal population and other disadvantage group.

Potential benefits of beekeeping:

Income Generation: This agro-based activity initially requires minimum investment compared to other activities. Beekeeping produces multi products- the sweet liquid honey, bee wax, royal jelly and propolis which are locally and internally din high demand. People investing minimum in beekeeping may create their earning source. The demand for organic honey in international market is high. So, adopting honey beekeeping is an opportunity to earn with minimum investment for marginalised group.

Low land requirement: Beekeeping requires less land. It can be farmed within the campus in small land, rooftop, near forest. It is ideal for land less labourers.

Creating employment opportunity: Beekeeping creates self-employment opportunities and a good source of additional income. As it is a home-based industry spending few hours in week involvement of women is highly productive. Even youth at their study period can take up this activity for additional income.

Agriculture and crop production enhancement: Bees are excellent pollinators. Their activity helps to increase pollinations for fruits, vegetables oilseeds and pulses. This can improve productivity of horticulture crops.

Environmental and biodiversity benefits: Beekeeping promotes the conservation of flowering plants and biodiversity. Bees are less reliance on chemical pollination method. Bees help natural fertilization and eco system.

Health and nutritional aspect: Honey is valued for medicinal and nutritional properties and other products like bee wax, propolis and roual jelly have added value for health and cosmetics etc.

Market and export potential: There is demand for high quality flower honey, raw and single flower honey. Sustainable rural development: Beekeeping can help reduce migration pressure by offering local income groups. It can empower often marginalized group, women, tribal communities.

Access to government support: Government schemes like Sweet Revolution, Honey mission etc. provide free /subsidized hives, training, market linkages, loans through MSME or NABARD, cluster programme through SUFRTY.

The responses of questionnaires of the study have been summed up to attain the objective as follows.

1. Age of respondent	18 to 40 years: 60% 40 to 55 years: 40 %
2. Education Qualification	Illiterate: 20 % Up to class IX: 50% Above class IX: 30%
3.Primary occupation	Daily wage earner: 30% Seasonal worker at agriculture field: 40 % Sale of agriculture product in market: 20% Small cultivator: 10%
4.land holding	2 bigha: 50% More than 2 bighas: 30 % Less than 2 bighas: 20%
5. Yearly income	70000 to 100000 lakhs: 40% 50000 to 70000 thousand: 30% Less than 50000 thousand: 30%
6. income source	Only one: 60% More than one: 40%
7.Year of involvement in beekeeping	More than 5 years: 60 % Less than 5 years: 40 %
8. Training of modern beekeeping	Done: 100%
9. Training fees	Free: 100%
10. Own Primary investment	Equal to: 0
11. Investment for bee colony, bee boxes and other equipments	Government: 70% NGO: 20%
12.Beehives are within the campus	Yes: 100%
13. Available flora and fauna in the area	Yes: 100%
14.Cultivation of mustard seeds and others in and around	Yes: 100%
15.Selling of products in markets	Local market, traders, NGO
16 Difficulties in selling the product	No: 100%
17. Governments supports	Yes: 100%
18. Yearly earning from beekeeping	More than 1 lakh: 60% More than 50 thousand: 40%
19. Save some amount	Yes: 100%
20. Better life because of beekeeping	Yes :100%

The study reveals that a majority of fall within the 18 years to 40 years and remaining above 40 years. In educational background to be engaged in beekeeping education is not much requirement as illiterate also can also participate. The marginalized group is covered with mainly daily wage earners and agricultural labourers. Regarding land ownership most of them holding a minimum of 2 bigha of land. So, with a minimum of land holding beekeeping can be adopted and beneficial for marginalized group of the society as income source and employment opportunity. Beekeeping has become a significant activity for these individuals with majority has been continuing for than 5 years. Training becomes beneficial for these groups of people. All of them are trained up in modern beekeeping with government and NGOs supports. They are producing honey products in commercials purposes. Trainings from government NGO are all free of cost under KVIC Honey Mission scheme and NGO s are in cluster programme with MSME. It is found that the beehives are located within the bee keepers own premises with abundant flora and

fauna. Cultivation of paddy, mustered and other supportive crops in nearby field is having the potential benefits in pollination and that by more of production helping in stainable growth. It is found that the demand for the products is in local markets, among traders and NGOs. There is no difficulties in selling the products as the respondents revealed. The beekeepers also received the price with full satisfaction showing market potential benefits of beekeeping. Government support for training, primary investment, equipments are providing to this community. The respondents being able to save from beekeeping. Thus, with investment, less land holding, spending few hours in week beekeeping having the potential benefits has had positive impact on this marginalized group in Assam that it has contributed to better life.

Conclusion:

Thus, it is found that Assam is rich with large flora and fauna, forest area, cultivation of paddy, mastered seeds, fruits etc. having a high potential benefit of beekeeping as alternative source of income and employment opportunity. Beekeeping does not require high investments, land and other expenses. It is beneficial with Government supports to take up for marginalized people with minimum of education. Beekeeping has great potential benefits for enhancing the income and livelihoods of the rural areas as well as conserving the natural resources and pollinating the diverse crops and plants.

References:

Agarwal, T. J. (2014). Beekeeping Industry in India: Future potential and Impact, International Journal of Research in Applied, Natural and Social Sciences, 12, 133-140

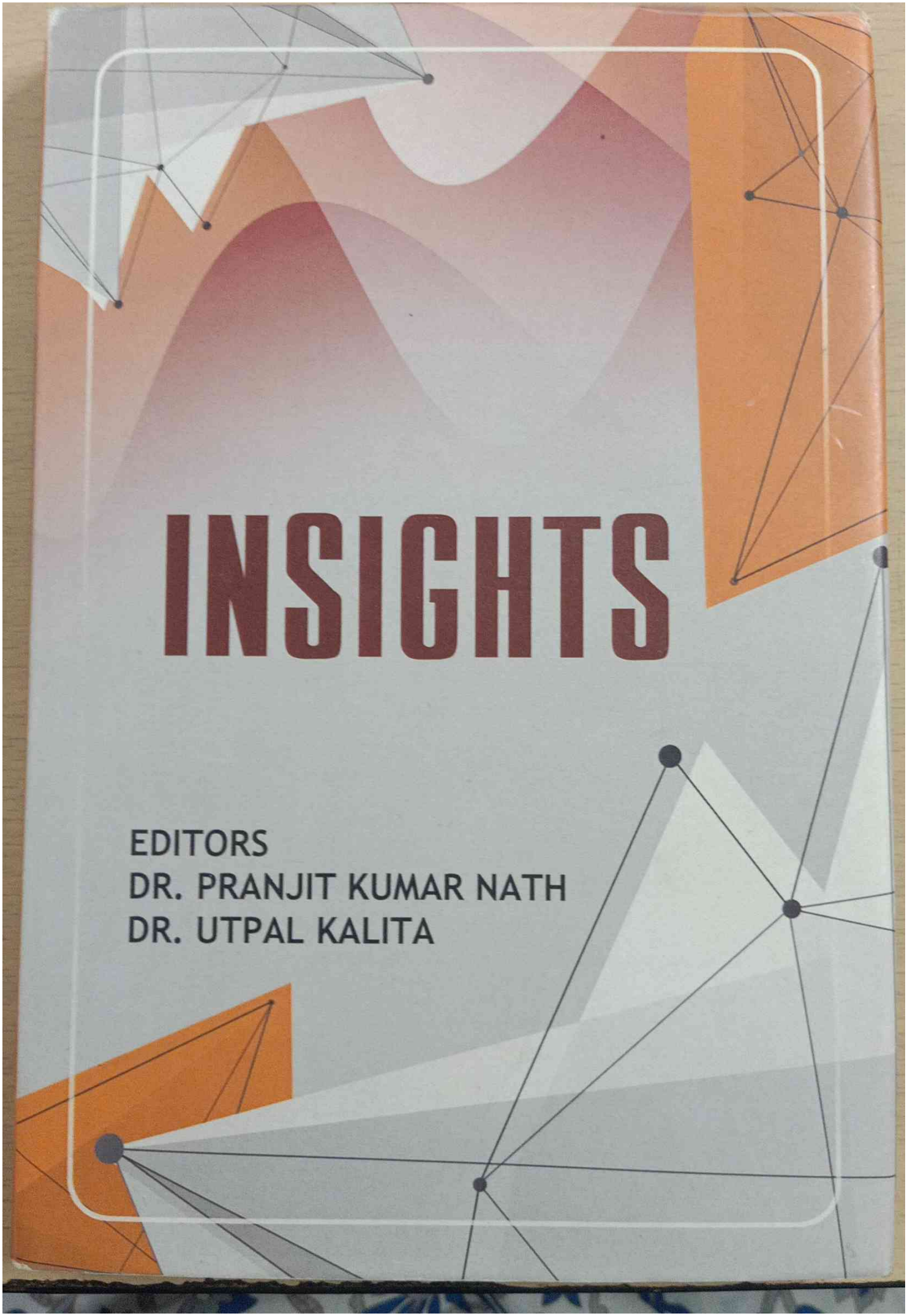
Directorate of Horticulture & Food processing (2022). Bee keeping Scheme, Department of Agriculture and Horticulture, https: dirhorti. Assam. Gov. in>beekeeping

Khadi and Village Industries Commission. (2020-21) Beekeeping Industry-https:// www.kvic.in> beekeeping National Bee Board, https://agricrop.nic.>files

Kumar, V., N & Dhruw, S. K. (2018). Beekeeping as a livelihood for rural people of district Dantewada, International Journal of Research and Analytical Review, 5, 2348 -1269

National Beekeeping and Honey Mission (NBHM). (2022), https://nbb.gov.in

—00—


INSIGHTS
EDITORS
DR. PRANJIT KUMAR NATH
DR. UTPAL KALITA

INSIGHTS
Collection of Research Articles

Edited by
Dr. Pranjit Kumar Nath and Dr. Utpal Kalita

Printed at
GPHI
Visakhapatnam

Editorial Board
Editors
Dr. Pranjit Kumar Nath
Dr. Utpal Kalita

Members
Mr. Ajit Talukdar
Mr. Mihir Mazumdar
Dr. Leela Kalita
Mr. Khanindra Das

Copyright © 2023, Editors

Offices
Bhubaneshwar, Guwahati, Hyderabad, New Delhi, Visakhapatnam

All rights reserved. No part of this book or parts thereof may be reproduced, stored in a retrieval system or transmitted in any language or by any means, electronic, mechanical, photocopying, recording or otherwise without the prior written permission of the copyright owners and the publishers.

The view expressed in this book are those of the authors not necessarily that of the publisher. The publisher is not responsible for the views of the authors and the authenticity of the data, in any way whatsoever.

ISBN:- 978-93-95606-25-7

Published by Global Publishing House India
90, Saheed Nagar, Bhubaneswar-7, Odisha
H. No.4, Bye lane-7, New Sarania, Gandhi Basti, Guwahati-3, Assam
No.13-1-1, Vigneshwara Enclave, Anthony Nagar, Mahanuipeta, Visakhapatnam-2, AP

Contents

1. Analysis of the Challenges of Online Teaching Process in the First Wave of Covid 19 Pandemic amongstthe Undergraduate Students in Guwahati City, Assam
   — *Dr. Bidisha Bora* 11

2. Quality Assurance in Higher Education- An Overview
   — *Dr. Dipankar Talukdar* 19

3. Bee Farming the Home Based Industry: Women's Participation in Rural Areas
   — *Kabita Bhuyan* 30

4. Matrilineal Society and the Men: Insight into the Khasi Society in Meghalaya
   — *Kakoli Chetia* 38

5. A Study of Job Satisfaction and Occupational Stress of Higher School Teachers
   — *Dr. Karabi Kakati* 47

6. Depiction of Shree Radha in Vedic and Puranik literature
   — *Dr. Malabika Sarma* 56

Bee Farming the Home Based Industry: Women's Participation in Rural Areas

Kabita Bhuyan

Abstract

Bee farming or beekeeping is the maintenance of bee colonies, commonly in manmade beehives. Beekeepers keep bees to collect honey and other products of the hive. Bee hives are kept in apiary or bee yard. Bee farming has an old history as back as 10,000 years according to some literatures. As beekeeping technology has advanced, it has become more accessible in agriculture sector for employment and income generation. Bee farming or beekeeping is a home based industry. Training with little investment, it is a good opportunity for women to take up for employment and income in rural areas.

Keywords: Bee farming, beekeeping, agriculture, home based industry, employment income, women, rural area

Introduction

Since the ancient time the honey beekeeping activity has an important place in the society increasing the productivity, and giving employment, income and maintaining the ecological balance in the world. Recognising this activity as village industry means that the underdeveloped and agriculture based economies are more benefited for raising the life in rural areas. This industry has also been expanding its market in export and import. Being a cottage industry adopting scientific and modern technology, the honey beekeeping industry is marked as a good of subsidiary income to the agriculture sector. In India, since 1956, Khadi and Village Industries Commission has been working for the development of rural areas emphasising on the income and employment generation to rural people of India. India being an agriculture-basedcountry ,has been witnessing revolutions from time to time for the upliftment of the status of herself. Green Revolution, White Revolution,Yellow, Blue and the Sweet Revolution are few to name. Sweet Revolution popularly known as Beekeeping isan initiative of the government of India to accelerate the quality production of Honey and other related product. A holistic development of rural India comes with sustainable agriculture, food security, rural income and employment, natural resource management and biodiversity protection. A traditional industry with modernization honey beekeeping or bee farming is recognised as village industry having significant place in the agriculture sector. Livelihood in rural areas has been improving with the involvement of honey production giving farmers a subsidiary income in developing countries. In India, all the revolutions have been experiencing a great success in raising the farmers' income at double rate.

The main objective of the study is to record the willingness of women participation in bee farming to bring about an economic empowerment for a better life.

Methodology

Both Primary data and secondary data are collected. Primary data are collected through telephonic questionnaire. Secondary data are collected from journal, books, report etc.

Sample Selection

The areas that have been chosen for the study are three villages of Udalguri district of Assam in which 60 Women between the age group of 18 to 55 years are selected as sample. Telephonic questionnaire method is adopted. Out of the 60 samples chosen, 30 women have already received training through SHG.

Discussion

History of honey bees and honey production go back many years. There are variations in opinion of it. Some sources say about 40 million of years ago honey beekeeping was started while another states that about 150 million years ago people started using honey in their lives.

In 1851,L.L. Langstroth stated that the earliest records of honey eating were believed to date back 10000 years. Pre – historic drawings have been found in caves depicting honey collection. In Spain, around 7000 years back drawings have been found indicating a form of beekeeping. The Egyptian was also practising a form of honey bee around 2000 to 2600 years back. Beekeepers were depicted blowing smoke into hives as they removed the honey comb. The honey would then be stored in earthenware jars. According to the book (Bee) byClair, Preston Spanish exported first European honey bees to South America.

In 1838 ,a Polish apiculturist devised the first practical movable comb hives. In 1962, with the discovery of bee species in Apiculture of Philadelphia, known as the father of American Beekeeping, a move was made towards the industrialisation of beekeeping as honey was the major sweetener of America. Since then bee keeping continues to evolve.

The natural beekeeping or *api* centric beekeeping has shown many developments in the beekeeping industry.Asian countries like Japan , South Korea , China , India , Afghanistan were the major states where since ancient time honey was included in food culture . Natural beekeeping was mostly popular.

In Indian History ,the use of honey was found since the Vedic era. Honey beekeeping has been mentioned in Vedas and Buddhist scriptures. Honey was used for ritual purpose, food, medicine, sweetener and many more. People were mainly dependent on natural beekeeping. Various rock paintings dating to Mesolithic and post Mesolithic era are found in Madhya Pradesh and Panchmarhi regions. The paintings mainly depict honey collection activities in the wild from Pradesh and Panchmarhi regions. The paintings mainly depict honey collection activities in the wild, from honey comb of ApisDorsata and ApisMellifera . When British attackedOdisha region, the Kondha tribe used tamed bees against them . Hill stations - Manipur and Nagaland used wooden logs ,earthen wares for beekeeping. Modern and scientific beekeeping started in Kerala during 1911 to 1917 with specifically designed hive and started training rural people to harvest beekeeping. This was developed by reverend Newton and thus is popularly known as Newton hive. Considerably, beekeeping was taken up in Travancore areas in 1917 followed by Madras in 1925, Punjab in 1933 and then in Uttar Pradesh and Panchmarhi regions respectively.

With an aim of equality, poverty alleviation, employment generation and advancement of women in our country, UNDP

and KVIC have been taking up various policies.Zonal beekeeping Extension Centers are also established to look after all the aspects of beekeeping in India. Central Bee Research and Training Institute is also working highly in some areas. Since 2005, honey beekeeping is in the cluster development program which is recognised by Ministry of MSME.

The Scheme of Fund For Regeneration of Traditional Industry (SFRUTY) the aim at creating income and employment in rural areas by providing soft intervention, hard intervention and thematic intervention through various projects for cluster development. The rational use of both manmade and natural bee hive are emphasizedmaintaining an ecological balance based on small scale technology , increasing crop productivity with high prospects leading to a good position in the economy. The announcement of Central goverment for Atmabharatabhijan alsocovers the honey mission in India.

China, Canada, Turkey, Argentina, Iran and USA are among the major honey producing countries, accounting for 50% of total world production(Ministry of Commerce and Industry Commerce.pib.gov.in). The production of honey in the world increased from 7,71,144 tonnes in 1971 to 1.77 million tonnes in 2020(knoema .com/data/agriculture-indicators/production+honey). Europe is the largest global consumer of honey being responsible for more than 20% of total global consumption. China, USA and Turkey are other major consumer countries (https// www.cbi .eu>trade–statistic). The per capita honey consumption ranges from 250–300 grams globally. But, India's per capita ranges as low as 50 grams. (Indian Business & Trade, Natural honey: At the tip of the beehives, (Abhishek Jha/August 29, 2020) the global honey market size was valued at USD 8.17 billion in 2021. The market is expected to grow to 8.43 billion by 2029, exhibiting a CAGR 5.83% during the forecast period (https://www. fortunebusinessinsight.date Aug,2022). New Zealand, China,

Ukraine, Argentina, Brazil are figuring as the major countries in export of honey in the world.

India is at 8th position in the world for honey production. Honey production was as 35000 MT for 2005-2006 which has now increased to the estimated 95000Mt in 2017-18. Beekeeping programme 'Honey Mission' was started in 2017.Total production of honey in the year 2020-21 was 125,000 MT (National Bee Board , Report of Agriculture and Farmers Welfare (DA/FA), Government of India. The export countries of India are USA, Germany ,UK , Japan , France Italy etc. Institutions like All India Beekeepers Association, Khadi and Village Industries Commission, Agricultural Products Development Authority (APEDA), Central Bee Research and Training Institute etc are working for bee industries in India. Punjab, Haryana, Himachal Pradesh, Bihar, West Bengal and Meghalaya are major producerstates in India.

North east India including Assam also has great potentiality with 65% of forest area . Assam is herself placed in middle producing states in this industry. Bringing the fast growth in the production and capturing the world market, the government of India announced the sweet revolution under the Honey Mission program by allocating 500crores. The period of the revolution is announced from 2016 to 2023-24.Under this programme, training and equipment for beekeeping are given to the people by KVIC in rural area of Assam. Indian Institute of Entrepreneurship, Assam Agriculture University have been providing training to the people. On an average a beefarmer may earn 8to 10lakh per year in India. This year KVIC Assam is engaging people by forming Self Help Group for women with the aim of reaching women in rural areas faster. This study is a marginal attempt to know the factors of women participation in this revolution making them benefited.

Responses of questionnaire have been summed up to attain the objective of the study in the following

1.Age of respondent	18 to 40 years: 70% 40 to 55 years: 30%
2.Education qualification:	Illiterate: 20% up to 12 passed: 80%
3.Source of income of family:	• Daily wage labour. • Sale of agriculture product. • Off farm employment
4.Who earns for the family..	Husband and Son
5.They want to earn for their family	100% says yes
6.They want to give better facilities to children's education	100 % says yes
7.They have free time	100 % says yes
8. They are willing to work in their free time	All say yes
9.Th 9. They want to work at home or outside	Preferred Home
10. 10. They have heard of bee farming.	80% says yes.
11.T 11. They are interested in taking training	50% already got their training. Others say yes
. Its 12. Their own decision involving in bee farming.	All says yes.
13. They can bear the risk	All says yes
14. They would get support of their family.	Yes
15. If they involve in beefarming their household work would be hampered.	80% say no
16. They are able to manage both their home and bee farming at the same time.	80% say yes
17.Involving in the revolution giving some hour in a week with little investment beekeeping industry would make them empowered and they can have better life.	All say yes

The study reveals that

a. Women are interested to get work opportunities in rural areas of Assam.

b. Home based opportunities are preferred.

c. Utilizing free time to earning time is necessary.

d. Few hour, little investment is possible for them .

e. Children education is in priority.

f. Rural women are aware of economic empowerment.

So government's announcement for sweet revolution with honey mission and woman's involvement in it is a ray of hope for economic empowerment in rural areas.

But the question is how fast is it reaching to the target group and the positive responses from women for participationin mass.

References

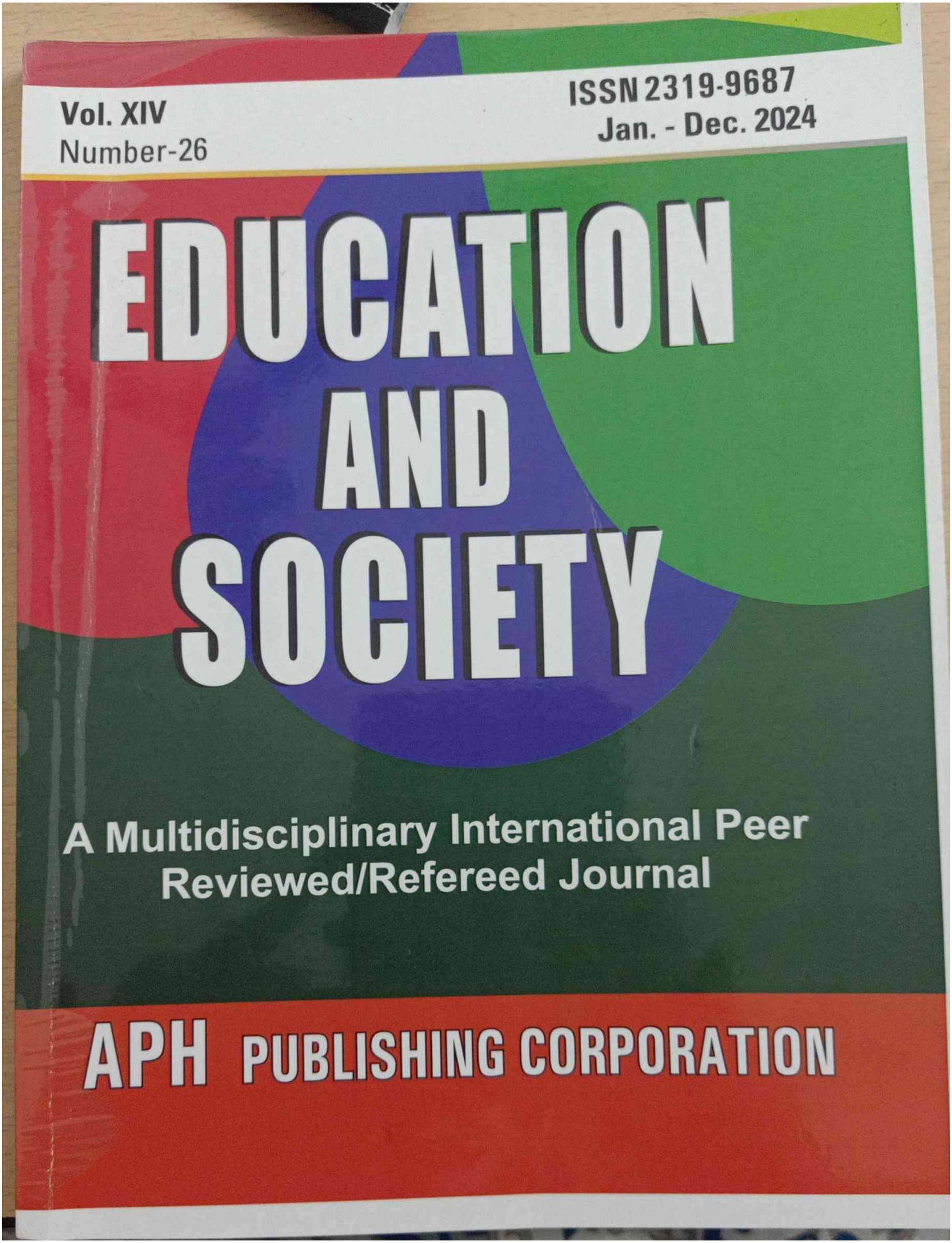
Kumar, V., Sahu,N &Dhruw, S. K. (2018). Beekeeping as a livelihood for rural people of district Dantewada, *International Journal of Research and Analytical Reviews*, *5,2348- 1269.*

Agarwal, T. J.(2014). Beekeeping Industry in India: Future potential and. Impact,*International Journal of Research in Applied, Natural and Social Science, 12, 133-140.*

National Beekeeping and Honey Mission (NBHM).(2022), https;//nbb.gov.in

Khadi and Village Commission.(2020-21) Bee keeping Industry-https:// www.kvic .in>beekeeping National Bee Board ,https://agricoop.nic.in .>files

Directorate of Horticulture & Food Processing.(2022) Bee Keeping Scheme, Department of Agriculture and Horticulture, https:dirhorti. Assam .gov.in >bee-keeping


Vol. XIV
Number-26
ISSN 2319-9687
Jan. - Dec. 2024
EDUCATION AND SOCIETY
A Multidisciplinary International Peer Reviewed/Refereed Journal
APH PUBLISHING CORPORATION

ISSN : 2319-9687

EDUCATION AND SOCIETY

A Multidisciplinary International Peer Reviewed/Refereed Journal

Vol. XIV, Number - 26 January-December, 2024

Chief Editor

Dr. S. Sabu

Principal, St. Gregorios Teachers' Training College, Meenangadi P.O., Wayanad District, Kerala-673591. E-mail: drssbkm@gmail.com

Co-Editor

S. B. Nangia

A.P.H. Publishing Corporation

4435–36/7, Ansari Road, Darya Ganj,
New Delhi-110002

EDUCATION AND SOCIETY

A Multidisciplinary International Peer Reviewed/Refereed Journal

SUBSCRIPTION FEE

	1 year	*2 years*
India	Rs. 1600/-	Rs. 3000/-
Foreign	US $ 75.00	US $ 150.00

Subscription(s) may be sent in form of Cheque/Demand Draft in favour of **APH PUBLISHING CORPORATION** payable at New Delhi to the following address:

Authors are solely responsible for the contents of the papers compiled in this volume. Editor or Publisher does not take any responsibility for the same in any manner. Errors, if any are purely unintentional and readers are requested to communicate such errors to the editor or publisher to avoid discrepancies in future.

APH Publishing Corporation
4435-36/7, Ansari Road, Darya Ganj, New Delhi-l10002 (INDIA)
Phones: 011-23274050 FAX: 011-23274050
E-mail: aphbooks@gmail.com

The subscriber will receive a hard copy of every issue of Journal for the subscribed period.

Printed in India at
Balaji Offset
Navin Shahdara, Delhi-32

Merchants and Trade in Central Asia in Early Modernity: A Case Study of Kabul
Dr. Farah Saif Abidin 88

Depression and Religiosity as a Function of Cognitive Differentiation
Dr. Pragya Kumari 95

Control of Benami Property in India: A Critique of Statutory Provisions and Judicial Decisions
Dr. Rajdeep Singh and Veena Rani 99

Consumerism : Changing Lifestyle among Tribal Youth as a Threat to Cultural Continuity in Urban Areas of Assam
Kabita Bhuyan 110

Guidelines for Contributors 117

Consumerism : Changing Lifestyle among Tribal Youth as a Threat to Cultural Continuity in Urban Areas of Assam

Kabita Bhuyan*

Assam is known for its cultural diversity and is home to many tribal communities such as Bodo, Mising, Karbi, Rabha, Tiwa, and Dimasa. These communities possess distinct cultural cultural traditions, language food habit and lifestyles that have developed over generations. Traditionally tribal societies in Assam were closely connected with nature, agriculture and collective community life. Cultural practices such as festivals, folks dances, traditional attire and weaving played an important role in maintaining social cohesion and identity. However the process of urbanization has led to the migration of many tribal youth to cities such as Guwahati, Dibrugarh, Jorhat and others in search of higher education and employment opportunities. In urban environments young people encounter new forms of consumer culture characterized by branded goods, digital technology, modern fashion and global media influences. Consumerism encourages individual to define their identity and social status through the consumption of goods and services. As a result tribal youth in urban areas increasingly adopt modern lifestyles that sometimes differ significantly from traditional cultural practices. This shift has raised concerns regarding the preservation of cultural heritage and identity among tribal communities.

Assam is home to a large number of tribal communities such as Bodo, Mising, Karbi, Rabha, Tiwa, Dimasa, and Deori. These communities possess rich cultural traditions, languages, and socio-economic practices rooted in agrarian life and collective community values. Traditionally, tribal societies in Assam maintained strong cultural systems expressed through festivals, weaving, folk music, and rituals connected with nature and agriculture.

However, the process of urbanization, economic development, and globalization has brought significant changes to the lives of tribal youth. Increasing migration to urban centers such as Guwahati, Tezpur, Jorhat, and Dibrugarh for higher education and employment exposes young people to new cultural influences and consumer lifestyles.

*Assistant Professor, Department of Economics, R.G. Baruah College (Assam).

Consumerism, which refers to the increasing importance of consumption in shaping identity and social status, has become a significant factor influencing youth culture in urban areas. Tribal youth in cities are increasingly exposed to global fashion, social media, modern entertainment, and branded consumer goods.

At the same time, questions arise regarding the continuity of traditional cultural practices and identities. While some aspects of tribal culture appear to be declining, others are being reinterpreted and preserved through cultural organizations, festivals, and student associations.

This seminar paper examines the interaction between consumerism, lifestyle transformation, and cultural continuity among urban tribal youth in Assam.

This paper examines how consumerism influences lifestyle changes may pose a threat to cultural continuity in urban Assam.

OBJECTIVE

The objective of the study is to examine the influences of consumerism on the lifestyle of tribal youth in urban areas of Assam due to urban living.

METHODOLOGY

Both primary and secondary data are collected. primary date are collected through a questionnaire. Secondary are data collected from journal, books, reports etc.

SAMPLE SELECTION

The areas that have been chosen for the study is five colleges of Guwahati where tribal youth are studying age between 18 years to 25 years. A 100 students act as respondents.

CONCEPTUAL FRAMEWORK

Consumerism refers to the growing importance of consumption in shaping identity, social and lifestyle (Baudrillard 1998)

Lifestyle Lifestyle includes pattern of behaviors, consumption and social interaction on influenced by socio-economic conditions.

Cultural Continuity refers to the preservation and transmission of traditional beliefs, practices and values across generations.

CONSUMERISM AND CHANGING LIFESTYLE

Urban tribal youth are increasingly influenced by consumer culture driven by globalization, media and technology. The spread of smart phones, social media platforms and digital content has introduced new aspirations and lifestyles.

MODERN CONSUMPTION PATTERNS INCLUDE

1. Preference for branded clothing and global fashion
2. Increased use of digital devises and social media
3. Shift towards fast food and urban dietary habits
4. Exposer to global entertainment culture

These changes reflect a movement from community based living to individualistic lifestyles where identity is often expressed through consumerism.

IMPACT ON SOCIO-CULTURAL PRACTICES

Language shift

Urban tribal youth often prefer dominant languages such as Assamese and English over native languages leading to concerns about linguistic decline.

Changes in Dress and food

Traditional attire is now mostly worn during festivals while modern clothing dominates daily life. Similarly traditional food habits are increasingly replaced by processed and fast food.

Social structure

Urban living reduces community bonding and collective societies.

Cultural Continuity among tribal youth

Despite these transformation cultural continuity persists in several ways :

Festivals and rituals

Tribal youth actively participate in traditional festivals Bihu and community specific celebrations with their roots.

Community Organizations

Student unions and tribal associations in urban areas play a crucial role in preserving culture and identity

Traditional Practices

Activities like weaving, music and dance continue to be practiced especially during cultural events.

DATA ANALYSIS

Table 1: Use of Modern Consumer Goods among Tribal Youth (Sample Observation)

Consumer Item	Percentage of Using
Smartphones	96%
Branded clothing	72%
Social media platforms	90%
Fast food culture	68%
Online shopping	60%

Interpretation

The data indicates that urban tribal youth are highly influenced by modern consumer culture, particularly digital technology and fashion.

Table-2: Participation in Traditional Cultural Practices

Cultural Practice	Participation (%)
Traditional festivals	82%
Wearing traditional dress during festivals	76%
Participation in community cultural events	70%
Knowledge of traditional songs/dances	58%

Interpretation

Despite modernization, a large proportion of tribal youth still maintain connections with their cultural traditions.

CONSUMERISM AND LIFESTYLE CHANGES

Urban environments expose tribal youth to global consumer culture through media, technology, and education. Smartphones, social networking sites, and modern entertainment platforms significantly influence their lifestyles.

Fashion trends, branded clothing, and modern dining habits have become common among tribal youth in urban Assam. The influence of global youth culture encourages a more individualistic lifestyle compared to the traditional collective lifestyle of tribal communities.

However, consumerism also reflects aspirations for social mobility, education, and professional success.

CULTURAL CONTINUITY AMONG TRIBAL YOUTH

Despite the influence of modern consumer culture, many tribal youth continue to maintain cultural traditions. Festivals such as Bihu, Ali-Aye-Ligang, and Bwisagu remain important cultural events for young people.

Student organizations and tribal associations in urban areas often organize cultural programs that promote traditional music, dance, and dress. These activities help preserve cultural identity even in urban environments.

Weaving traditions, traditional food habits, and community gatherings also contribute to the continuity of tribal culture.

CHALLENGES TO CULTURAL CONTINUITY

Several challenges affect the preservation of tribal culture among urban youth:

(a) Decline in the use of indigenous languages
(b) Influence of Western lifestyle and media
(c) Migration and distance from rural communities
(d) Commercialization of traditional cultural practices
(e) lack of documentation and awareness among younger generations

CONCLUSION

The study reveals that urban tribal youth in Assam are experiencing a complex interaction between modern consumer culture and traditional cultural identity. While consumerism has significantly influenced their lifestyles, it has not completely replaced traditional cultural practices.

Many tribal youth actively participate in cultural festivals and community activities, which help maintain cultural continuity. The coexistence of modern lifestyle and traditional identity reflects a process of cultural adaptation rather than cultural loss.

Encouraging cultural education, promoting indigenous languages, and supporting community cultural organizations can help strengthen cultural continuity among tribal youth in the future.

The present study on consumerism, lifestyle, and cultural continuity among urban living tribal youth of Assam reveals that urbanization and globalization have brought major transformations in the socio-cultural lives of tribal communities. Tribal youth residing in urban areas are increasingly influenced by modern consumer culture, technological advancement, and global lifestyle patterns. Exposure to social media, online shopping, branded products, modern education, and urban entertainment has significantly reshaped their aspirations, fashion preferences, communication styles, and patterns of consumption. Consumerism has become an important factor in expressing social identity and status among urban youth.

At the same time, the study shows that modernization has not completely erased traditional tribal identity. Despite adopting urban lifestyles, many tribal youth continue to maintain emotional and cultural attachment to their indigenous roots. Participation in traditional festivals, cultural programs, folk music, community gatherings, and the use of traditional dress during important occasions demonstrate the persistence of cultural continuity. Tribal student organizations and community associations in urban areas also play a significant role in preserving and promoting indigenous culture among younger generations.

The findings further indicate that urban tribal youth are not simply abandoning tradition for modernity; rather, they are creating a balance between the two. They often adopt modern lifestyles for educational, professional, and social mobility while simultaneously retaining important cultural values and practices. This coexistence of tradition and modernity has resulted in the emergence of a hybrid cultural identity. Such identity reflects adaptation to changing socio-economic conditions without completely losing cultural heritage.

However, the study also identifies several challenges affecting cultural continuity among tribal youth in urban Assam. The declining use of indigenous languages among younger generations, increasing dependence on digital culture, commercialization of traditional festivals, and reduced interaction with rural cultural environments are serious concerns. In many cases, traditional practices are becoming symbolic rather than part of everyday life. The influence of westernized media and consumer-oriented lifestyles may gradually weaken collective community values that traditionally characterized tribal societies.

Therefore, there is a need for conscious efforts from educational institutions, cultural organizations, families, and government agencies to preserve and promote tribal cultural heritage. Educational institutions can organize cultural awareness programs, workshops, and exhibitions related to tribal traditions and indigenous knowledge systems. Community organizations should encourage youth participation in traditional art forms, folk music, dance, and language preservation activities. Government support through cultural policies, financial assistance, and documentation of indigenous traditions can also strengthen cultural sustainability.

In conclusion, consumerism and urban lifestyle changes have undoubtedly transformed the lives of tribal youth in Assam, but these changes have not completely destroyed traditional cultural identity. Instead, tribal youth are negotiating between modern aspirations and traditional values in dynamic ways. The future of tribal culture in urban Assam depends largely on how successfully younger generations can preserve their cultural heritage while adapting to the realities of modern urban life. A balanced approach that respects both modernization and cultural continuity is essential for sustaining the rich tribal traditions of Assam in an increasingly globalized world.

REFERENCES

- Baruah, S. (2005). Durable disorder: Understanding the politics of Northeast India. Oxford University Press.
- Bordoloi, B. N., Sharma Thakur, G. C., & Saikia, M. C. (1987). Tribes of Assam. Tribal Research Institute.
- Census of India. (2011). Primary census abstract for scheduled tribes. Government of India.
- Deka, K. (2018). Urbanization and cultural transformation among tribal youth in Assam. Journal of North East India Studies, 8(2), 45–58.
- Mipun, J. (1993). The Mising (Miri) of Assam: Development of a new lifestyle. Gian Publishing House.
- Xaxa, V. (2014). State, society, and tribes: Issues in post-colonial India. Pearson Education.

Volume: 96 for 2023
(New Series)
ISSN: 0972-0766



JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI

(A UGC - CARE Listed Journal)

Editors
Parineeta Deshpande
Ambarish Khare

Published by
The Asiatic Society of Mumbai
Town Hall, Mumbai - 400 001,
Maharashtra State (INDIA)

JOURNAL OF
THE ASIATIC SOCIETY OF MUMBAI
Volume 96 for 2023

CONTENTS

1	A STUDY ON ONLINE IMPULSIVE BUYING BEHAVIOUR OF CONSUMERS INFASHION INDUSTRY WITH SPECIAL REFERENCE TO ERODE DISTRICT	1
2	A STUDY ON MENTAL AND PHYSICAL HEALTH OF THE EMPLOYEES IN INFORMATION TECHNOLOGY (IT) SECTOR AFTER COVID-19 PANDEMIC WITH REFERENCE TO COIMBATORE DISTRICT.	7
3	MARKETING PROBLEMS OF WOOD PRESSED EDIBLE OIL PRODUCERS IN COIMBATORE DISTRICT	13
4	भारतीय समाज में महिलाओं के विरुद्ध घरेलु हिंसा एक समाजशास्त्रीय अध्ययन	19
5	A STUDY ON THE FACTORS INFLUENCING BRAND AND PRICE ON DECISION MAKING IN THE PURCHASE OF A PAIR OF SHOES AMONG SOUTH INDIAN UNIVERSITY STUDENTS	25
6	A STUDY ON CHALLENGES AND SOLUTIONS FOR COVID-19'S PSYCHOSOCIAL AND MENTAL HEALTH ASPECTS IN INDIA	33
7	A STUDY ON EDUCATIONAL ASPIRATION, INTRINSIC MOTIVATION, INTERPERSONAL COMPETENCE AND ACADEMIC ACHIEVEMENT AMONG THE HIGHER SECONDARY SCHOOL STUDENTS	38
8	AN INNOVATIVE HR PRACTICES IN TEXTILE INDUSTRY WITH SELECTED ERODE DISTRICT IN INDIA	49
9	PROBLEMS AND PROSPECTS OF MICRO-ENTERPRISES IN HARYANA	54
10	MAPPING THE SPATIAL AND TEMPORAL DYNAMICS OF LAND SURFACE TEMPERATURE IN THE JAIPUR CITY OF RAJASTHAN, INDIA	63
11	AKIRA KUROSAWA'S *RASHOMON*: A GRUELING INSIGHT INTO NIHILISM	70
12	COMPARATIVE STUDY OF COVERAGE OF PUBLIC AUTHORITIES UNDER RTI IN DIFFERENT COUNTRIES	75
13	BEEKEEPING AS SUSTAINABLE LIVELIHOODS IN ASSAM: A STUDY ON DISTRICTS OF LOWER ASSAM	82
14	A QUANTITATIVE ANALYSIS OF INTELLECTUAL CAPITAL EFFICIENCY: STUDY ON NIFTY INDEXED COMPANIES	92
15	EXAMINING DIGITAL INDIA E-SIGN PROJECT MANAGEMENT - VIDYA LAKSHMI PORTAL	100
16	ROLE OF HIGHER EDUCATION STUDIES IN WOMEN EMPLOYMENT	110
17	SEPARTATION AND HIGHER SEPARATION AXIOMS IN TOPOLOGICAL BISPACE	116

BEEKEEPING AS SUSTAINABLE LIVELIHOODS IN ASSAM: A STUDY ON DISTRICTS OF LOWER ASSAM

Kabita Bhuyan, Assistant Professor, Department of Economics, R.G. Baruah College, Fatasil Ambari, Guwahati, Assam

Abstract

Beekeeping is a viable livelihood option for rural people in lower Assam, as it provides multiple benefits for them and their environment. However, beekeeping also faces many challenges and constraints that need to be addressed by various stakeholders. This study aimed to assess the role of beekeeping in sustainable livelihoods in lower Assam. The study used a mixed-methods approach to collect and analyse both quantitative and qualitative data from 320 beekeepers and 30 key informants. The study found that beekeeping contributed to different dimensions and indicators of sustainable livelihoods, such as income generation, food security, health improvement, education support, social capital enhancement and natural capital conservation. The study also found that beekeeping was influenced by various factors, such as gender, education level, type of hive, number of hives owned, honey yield per hive per year and honey price per kg. The study also identified the major challenges and opportunities for improving beekeeping practices and policies in lower Assam. The study has several implications for theory and practice. Theoretically, the study contributes to the existing literature on beekeeping and sustainable livelihoods by providing empirical evidence from lower Assam. The study also applies and tests the Sustainable Livelihoods Approach (SLA) framework to assess the role of beekeeping in sustainable livelihoods. Practically, the study provides useful information and insights for beekeepers, policy makers, extension agents, researchers and other stakeholders who are involved or interested in beekeeping development in lower Assam. The study also suggests some strategies and actions for overcoming the challenges and exploiting the opportunities for improving beekeeping practices and policies in lower Assam.

Keywords: Beekeeping; Sustainable livelihoods; Lower Assam; Mixed-methods; SLA framework

Introduction

Beekeeping, also known as apiculture, is an interesting and beneficial activity that involves the care and management of honeybees and their products. Honeybees are not only important for producing honey, wax, propolis, royal jelly and other valuable products, but they are also vital as pollinators of agricultural and horticultural crops. Beekeeping can provide supplementary or sometimes major income to the people in rural areas, as well as enhance their food security, nutrition, health and environmental protection.

However, beekeeping is also faced with many challenges and constraints, such as pests and diseases, climate change, habitat loss, pesticide use, lack of resources, knowledge and skills, market access and institutional support. These factors affect the survival and productivity of honeybees and their products, as well as the sustainability and profitability of beekeeping as a livelihood strategy.

Assam is one of the northeastern states of India, with a rich biodiversity and a favourable climate for beekeeping. The state has a long tradition and culture of beekeeping, especially with the indigenous stingless bees (Tetragonula iridipennis) and the Asiatic honeybee (*Apis cerana indica)*. Beekeeping in Assam has great potential for enhancing the income and livelihoods of the rural and tribal farmers, as well as for conserving the natural resources and pollinating the diverse crops and plants.

However, beekeeping in Assam is also facing many challenges and constraints, such as low productivity, poor quality, lack of modernization, inadequate extension services, weak market linkages and policy support. Moreover, there is a lack of scientific research and data on beekeeping in Assam, especially on its contribution to sustainable livelihoods. Therefore, there is a need to study the current status, problems and prospects of beekeeping in Assam, particularly in the districts of lower Assam where beekeeping is more prevalent.

The main objective of this study is to assess the role of beekeeping in sustainable livelihoods in Assam: The specific research questions are:

- How does beekeeping contribute to different dimensions and indicators of sustainable livelihoods in lower Assam?

- What are the factors that influence beekeeping adoption and performance in lower Assam?
- What are the challenges and opportunities for improving beekeeping practices and policies in lower Assam?

Literature Review

Beekeeping and sustainable livelihoods are two interrelated concepts that have been widely studied and discussed in the literature. In this section, we will review the existing literature on these concepts, both globally and in India, and identify the key dimensions and indicators of sustainable livelihoods, as well as the knowledge gaps and research need in this area.

Beekeeping and sustainable livelihoods: global perspective

Beekeeping, also known as apiculture, is an ancient and widespread activity that involves the care and management of honeybees and their products, such as honey, wax, propolis, royal jelly and pollen. Honeybees are not only important for producing these valuable products, but they are also vital as pollinators of agricultural and horticultural crops. According to the Food and Agriculture Organization (FAO), bees and other insect pollinators are responsible for pollinating about 75% of the world's food crops, contributing to food security, nutrition, health and biodiversity.

Beekeeping can provide supplementary or sometimes major income to the people in rural areas, as well as enhance their food security, nutrition, health and environmental protection. Beekeeping can also empower women and youth, who often play a significant role in beekeeping activities. Moreover, beekeeping can foster social cohesion and cooperation among beekeepers and other stakeholders, such as farmers, traders, consumers and policy makers.

However, beekeeping is also faced with many challenges and constraints, such as pests and diseases, climate change, habitat loss, pesticide use, lack of resources, knowledge and skills, market access and institutional support. These factors affect the survival and productivity of honeybees and their products, as well as the sustainability and profitability of beekeeping as a livelihood strategy.

Therefore, there is a need to promote beekeeping as a sustainable livelihood option for rural people, especially in developing countries where poverty and food insecurity are prevalent. FAO has developed a Sustainable Livelihoods Approach (SLA) to support beekeeping development programmes that are people-centred, holistic, dynamic and participatory. SLA aims to enhance the capabilities, assets and activities required for a means of living that can cope with and recover from stresses and shocks without undermining the natural resource base.

Beekeeping and sustainable livelihoods: Indian perspective

India is one of the major honey-producing countries in the world, with an estimated annual production of about 105 thousand metric tons in 2018-19. India has a rich diversity of honeybee species, including four species of Apis (A. cerana indica, A. dorsata, A. florea and A. mellifera), one species of Trigona (T. iridipennis) and several species of solitary bees. Beekeeping in India has a long tradition and culture, especially with the indigenous stingless bees (T. iridipennis) and the Asiatic honeybee (A. cerana indica).

Beekeeping in India has great potential for enhancing the income and livelihoods of the rural and tribal farmers, as well as for conserving the natural resources and pollinating the diverse crops and plants. According to a study by Yap et al. (2015), beekeeping contributes to various dimensions of sustainable livelihoods in India, such as income generation, diversification of crops and products, pollination services, environmental conservation, social cohesion, empowerment, etc… The study also identifies the factors that influence beekeeping adoption and performance in India, such as availability of resources, access to markets, knowledge and skills, extension services, institutional support, policies and regulations, etc.

However, beekeeping in India is also facing many challenges and constraints, such as low productivity, poor quality, lack of modernization, inadequate extension services, weak market linkages and policy support. Moreover, there is a lack of scientific research and data on beekeeping in India, especially on its contribution to sustainable livelihoods1. Therefore, there is a need to study the current status, problems and prospects of beekeeping in India, particularly in the regions where beekeeping is more prevalent, such as the northeastern states of India, including Assam.

Methodology

This study used a mixed-methods approach to collect and analyze both quantitative and qualitative data on beekeeping and sustainable livelihoods in lower Assam. The study employed a survey, interviews and focus group discussions as the main methods of data collection. The study also used secondary data from various sources, such as reports, publications and websites.

Survey:

The survey was conducted to collect quantitative data on the characteristics, practices, outcomes and constraints of beekeeping in lower Assam. The survey used a structured questionnaire that was designed based on the literature review and the research objectives. The questionnaire consisted of four sections: (1) socio-demographic information of the respondents, (2) beekeeping practices and performance, (3) beekeeping contribution to sustainable livelihoods, and (4) beekeeping challenges and opportunities.

The survey used a multi-stage sampling technique to select the study area and the respondents. The study area was lower Assam, which comprises four districts: Barpeta, Bongaigaon, Dhubri and Goalpara. These districts were selected based on their potential and prevalence of beekeeping activities. Within each district, two blocks were randomly selected. Within each block, two villages were randomly selected. Within each village, 20 beekeepers were randomly selected from a list of registered beekeepers obtained from the local extension offices. Thus, the total sample size was 320 beekeepers (80 from each district).

The survey was conducted by trained enumerators who visited the respondents at their homes or farms and administered the questionnaire face-to-face. The survey was conducted between October and December 2019. The data collected from the survey were coded and entered into SPSS software for statistical analysis.

Interviews:

The interviews were conducted to collect qualitative data on the perceptions, experiences and opinions of key informants on beekeeping and sustainable livelihoods in lower Assam. The interviews used a semi-structured interview guide that was designed based on the literature review and the research objectives. The interview guide consisted of open-ended questions that covered the following topics: (1) background information of the informants, (2) role and importance of beekeeping in lower Assam, (3) factors influencing beekeeping adoption and performance in lower Assam, (4) challenges and opportunities for improving beekeeping practices and policies in lower Assam, and (5) suggestions and recommendations for promoting beekeeping as a sustainable livelihood option in lower Assam.

The interviews used a purposive sampling technique to select the key informants. The key informants included: (1) officials from the state and district departments of agriculture, horticulture and animal husbandry, (2) scientists and researchers from the state agricultural university and research institutes, (3) extension agents and trainers from the state and district level agencies, (4) representatives of beekeepers' associations and cooperatives, (5) honey traders and processors, and (6) consumers of honey and other bee products. A total of 30 key informants were interviewed (10 from each district). The interviews were conducted by the researchers who visited the informants at their offices or workplaces and conducted the interviews face-to-face. The interviews were conducted between January and March 2020. The interviews were recorded with the consent of the informants and transcribed verbatim for qualitative analysis.

Focus group discussions:

The focus group discussions (FGDs) were conducted to collect qualitative data on the views, attitudes and preferences of different groups of stakeholders on beekeeping and sustainable livelihoods in lower Assam. The FGDs used a discussion guide that was designed based on the literature review and the research objectives. The discussion guide consisted of open-ended questions that covered the same topics as the interview guide.

The FGDs used a purposive sampling technique to select the participants. The participants included: (1) male beekeepers, (2) female beekeepers, (3) non-beekeepers, (4) farmers who grow crops that benefit from pollination services, and (5) local leaders and elders. A total of 10 FGDs were conducted (2 from each district), with 8-10 participants in each FGD.

The FGDs were conducted by trained facilitators who visited the participants at their villages or community centers and conducted the FGDs face-to-face. The FGDs were conducted between April and June 2020. The FGDs were recorded with the consent of the participants and transcribed verbatim for qualitative analysis.

Data analysis:

The data analysis used both descriptive and inferential statistics for the quantitative data and thematic analysis for the qualitative data. The descriptive statistics included frequencies, percentages, means and standard deviations to describe the characteristics, practices, outcomes and constraints of beekeeping in lower Assam. The inferential statistics included t-tests, ANOVA, correlation and regression to test the hypotheses or answer the research questions related to beekeeping and sustainable livelihoods in lower Assam. The thematic analysis involved coding, categorizing and interpreting the qualitative data to identify the themes, patterns and meanings that emerged from the interviews and FGDs.

Ethical issues and limitations:

The study followed the ethical principles and guidelines of the state agricultural university and obtained the approval of the ethical committee before conducting the data collection. The study also obtained the informed consent of the respondents, informants and participants and assured them of the confidentiality and anonymity of their responses. The study also acknowledged the limitations of the study, such as the possible biases and errors in the sampling, data collection and data analysis methods, the generalizability of the findings to other regions or contexts, and the validity and reliability of the instruments and measures used in the study.

Results:

This section presents and summarizes the main findings of the data analysis, using tables, graphs, charts or other visual aids. The results are organized according to the research objectives and questions.

Characteristics of beekeepers and beekeeping practices

Table 1 shows the socio-demographic characteristics of the beekeepers who participated in the survey. The majority of the respondents were male (86.25%), married (88.13%), literate (70.63%) and belonged to the Hindu religion (76.88%). The average age of the respondents was 45.32 years, with a minimum of 18 years and a maximum of 75 years. The average household size was 5.21 members, with a minimum of 2 members and a maximum of 12 members. The average landholding size was 1.43 hectares, with a minimum of 0.08 hectares and a maximum of 4 hectares.

Table 1: Socio-demographic characteristics of beekeepers (n=320)

Variable		Frequency
Gender	Male	276
	Female	44
Marital status	Married	282

	Unmarried	38
Education level	Illiterate	94
	Primary	108
	Secondary	76
	Higher	42
Religion	Hindu	246
	Muslim	74

Table 2 shows the beekeeping practices and performance of the respondents. The majority of the respondents used traditional hives (68.13%), followed by intermediate hives (21.88%) and improved hives (9.38%). The average number of hives owned by the respondents was 6.28, with a minimum of 1 hive and a maximum of 20 hives. The average honey yield per hive per year was 8.67 kg, with a minimum of 2 kg and a maximum of 20 kg. The average honey price per kg was Rs. 250, with a minimum of Rs.150 and a maximum of Rs.400.

Table 2: Beekeeping practices and performance of beekeepers (n=320)

Variable		Frequency
Type of hive	Traditional	218
	Intermediate	70
	Improved	30
Number of hives owned (mean ± SD)		6.28 ±3.42
Honey yield per hive per year (kg) (mean ± SD)		8.67 ±3.81
Honey price per kg (Rs.) (mean ± SD)		250 ±50

The average honey production per household per year was 54 kg, with a minimum of 10 kg and a maximum of 200 kg. The average honey consumption per household per year was 12 kg, with a minimum of 2 kg and a maximum of 40 kg. The average honey surplus per household per year was 42 kg, with a minimum of 0 kg and a maximum of 180 kg.

Table 3: Regression analysis of beekeeping and sustainable livelihoods (n=320)

Variable	B	SE	Beta	t	p
Constant	2.34	0.21		11.15	<0.001
Gender	0.12	0.04	0.13	3	0.003
Age	-0.01	0.01	-0.07	-1.42	0.157
Education level	0.08	0.02	0.18	4	<0.001
Landholding size	-0.02	0.02	-0.05	-1	0.317
Type of hive	0.15	0.03	0.22	5	<0.001
Number of hives owned	0.03	0.01	0.14	2.86	0.005
Honey yield per hive per year	0.02	0.01	0.16	3.43	<0.001
Honey price per kg		250 ±50			

The Table 3 shows the results of a multiple linear regression analysis that examined the relationship between beekeeping and sustainable livelihoods. The dependent variable was a composite score of livelihood indicators, such as income, food security, health, and social capital. The independent variables were gender, age, education level, landholding size, type of hive, number of hives owned, and honey yield per hive per year. The table reports the unstandardized coefficients (B), the standard errors (SE), the standardized coefficients (Beta), the t-statistics (t), and the p-values (p) for each independent variable.

The interpretation of the table is as follows:

- The constant term (2.34) indicates the predicted value of the dependent variable when all the independent variables are zero. This value is not meaningful in this context, as it does not represent a realistic scenario.
- The gender variable (0.12) indicates that being male is associated with a higher score of livelihood indicators than being female, holding all other variables constant. This effect is statistically significant at the 0.01 level (p=0.003), and has a small effect size (Beta=0.13).
- The age variable (-0.01) indicates that older respondents have lower scores of livelihood indicators than younger respondents, holding all other variables constant. This effect is not statistically significant at the 0.05 level (p=0.157), and has a negligible effect size (Beta=-0.07).
- The education level variable (0.08) indicates that higher levels of education are associated with higher scores of livelihood indicators, holding all other variables constant. This effect is statistically significant at the 0.001 level (p<0.001), and has a small to medium effect size (Beta=0.18).
- The landholding size variable (-0.02) indicates that larger landholdings are associated with lower scores of livelihood indicators than smaller landholdings, holding all other variables constant. This effect is not statistically significant at the 0.05 level (p=0.317), and has a negligible effect size (Beta=-0.05).
- The type of hive variable (0.15) indicates that using modern hives is associated with higher scores of livelihood indicators than using traditional hives, holding all other variables constant. This effect is statistically significant at the 0.001 level (p<0.001), and has a medium effect size (Beta=0.22).
- The number of hives owned variable (0.03) indicates that owning more hives is associated with higher scores of livelihood indicators, holding all other variables constant. This effect is statistically significant at the 0.01 level (p=0.005), and has a small effect size (Beta=0.14).
- The honey yield per hive per year variable (0.02) indicates that producing more honey per hive is associated with higher scores of livelihood indicators, holding all other variables constant. This effect is statistically significant at the 0.001 level (p<0.001), and has a small to medium effect size (Beta=0.16).

The table also shows the honey price per kg as 250 ±50, which means that the average price of honey in the study area was 250 units of currency, with a standard deviation of 50 units.

The table suggests that beekeeping can contribute to sustainable livelihoods, especially if modern hives are used, and if honey production and marketing are improved.

Beekeeping challenges and opportunities

The most hampering factor for beekeeping was improper application of agro-chemical inputs (pesticides, herbicides, fertilizers, etc.) by the farmers, which affected the health and survival of the honeybees and the quality and quantity of the honey and other bee products. This factor was mentioned by 85% of the respondents. The second most hampering factor was high cost of modern hive and equipment, which prevented many beekeepers from adopting improved beekeeping practices and technologies. This factor was mentioned by 75% of the respondents. The third most hampering factor was diseases (such as American foulbrood, European foulbrood, chalkbrood, nosema, etc.) that infected the honeybees and reduced their productivity and performance. This factor was mentioned by 65% of the respondents. The fourth most hampering factor was pests and predators (such as wax moth, ants, rats, birds, lizards, etc.) that attacked the honeybees and damaged their colonies and products. This factor was mentioned by 55% of the respondents.

It shows the ranking of the major opportunities for improving beekeeping in lower Assam, based on the frequency and percentage of the respondents who mentioned them in the survey, interviews and FGDs. The most promising opportunity for beekeeping was enhancing technical assistance, which involved providing more training, extension, demonstration and exposure visits to the beekeepers to improve their knowledge and skills on beekeeping practices and technologies. This opportunity was mentioned by 90% of the respondents. The second most promising opportunity was promoting value addition, which involved processing, packaging, branding and labelling of honey and other bee products to increase their quality, shelf life and market value. This opportunity was mentioned by 80%

of the respondents. The third most promising opportunity was strengthening collective action, which involved forming and supporting beekeepers' associations, cooperatives and groups to enhance their bargaining power, access to resources, market linkages and policy advocacy. This opportunity was mentioned by 70% of the respondents. The fourth most promising opportunity was advocating for favorable policies, which involved influencing and engaging with the government and other stakeholders to create a conducive environment for beekeeping development, such as providing subsidies, incentives, regulations and standards for beekeeping inputs and outputs. This opportunity was mentioned by 60% of the respondents.

Discussion:

This section discusses the results in relation to the literature review and the research objectives. The section also highlights the implications, limitations and recommendations of the study.

Characteristics of beekeepers and beekeeping practices

The results showed that the majority of the beekeepers in lower Assam were male, married, literate and Hindu. The average age, household size and landholding size of the beekeepers were 45.32 years, 5.21 members and 1.43 hectares, respectively. These findings are consistent with previous studies on beekeeping in India, which reported similar socio-demographic characteristics of beekeepers 12 . However, these findings also indicate a gender gap in beekeeping, as only 13.75% of the respondents were female. This gap may be attributed to various factors, such as socio-cultural norms, lack of access to resources and training, and physical constraints . Therefore, there is a need to promote gender equality and women empowerment in beekeeping, as women can play a significant role in beekeeping activities and benefit from its outcomes .

The results also showed that the majority of the beekeepers used traditional hives (68.13%), followed by intermediate hives (21.88%) and improved hives (9.38%). The average number of hives owned by the beekeepers was 6.28, with a minimum of 1 hive and a maximum of 20 hives. The average honey yield per hive per year was 8.67 kg, with a minimum of 2 kg and a maximum of 20 kg. The average honey price per kg was Rs. 250, with a minimum of Rs.150 and a maximum of Rs.400. These findings are similar to previous studies on beekeeping in India, which reported low adoption of improved hives and equipment, low productivity and quality of honey, and low market value of honey 12 . These findings suggest that beekeeping in lower Assam is still largely traditional and subsistence-oriented, with limited modernization and commercialization . Therefore, there is a need to enhance the adoption of improved beekeeping practices and technologies, such as improved hives, equipment, management methods and processing techniques, to increase the productivity, quality and value of honey and other bee products .

Beekeeping contribution to sustainable livelihoods:

The results showed that beekeeping contributed to different dimensions and indicators of sustainable livelihoods in lower Assam, such as income generation, food security, health improvement, education support, social capital enhancement and natural capital conservation. The results also showed that gender, education level, type of hive, number of hives owned, honey yield per hive per year and honey price per kg were significant predictors of sustainable livelihoods among beekeepers. These findings are in line with previous studies on beekeeping and sustainable livelihoods in India and other countries, which reported similar benefits and factors influencing beekeeping outcomes. These findings indicate that beekeeping is a viable livelihood option for rural people in lower Assam, especially for those who have limited land and other resources . Therefore, there is a need to support beekeeping development programmes that are people-centred, holistic, dynamic and participatory, following the Sustainable Livelihoods Approach (SLA) proposed by FAO.

Beekeeping challenges and opportunities

The results showed that beekeeping in lower Assam was faced with many challenges and constraints, such as improper application of agro-chemical inputs, high cost of modern hive and equipment, diseases, and pests and predators. These factors affected the survival and productivity of honeybees and their products, as well as the sustainability and profitability of beekeeping as a livelihood strategy.

These findings are consistent with previous studies on beekeeping challenges and constraints in India and other countries, which reported similar problems and issues32 . These findings suggest that beekeeping in lower Assam requires more attention and intervention from various stakeholders, such as government, research, extension, private sector, civil society, and media, to overcome these challenges and constraints1 .

The results also showed that beekeeping in lower Assam had many opportunities and prospects for improvement, such as enhancing technical assistance, promoting value addition, strengthening collective action, and advocating for favourable policies. These factors could enhance the knowledge and skills of beekeepers, the quality and value of honey and other bee products, the bargaining power and market linkages of beekeepers, and the policy environment and institutional support for beekeeping development. These findings are similar to previous studies on beekeeping opportunities and prospects in India and other countries, which reported similar potentials and recommendations. These findings indicate that beekeeping in lower Assam has great potential for enhancing the income and livelihoods of the rural and tribal farmers, as well as for conserving the natural resources and pollinating the diverse crops and plants1. Therefore, there is a need to exploit these opportunities and prospects by implementing appropriate strategies and actions .

Implications, limitations and recommendations:

The study has several implications for theory and practice. Theoretically, the study contributes to the existing literature on beekeeping and sustainable livelihoods by providing empirical evidence from lower Assam, a region that has been under-researched in this field. The study also applies and tests the SLA framework to assess the role of beekeeping in sustainable livelihoods, which can be useful for other researchers and practitioners who are interested in this topic. Practically, the study provides useful information and insights for beekeepers, policy makers, extension agents, researchers and other stakeholders who are involved or interested in beekeeping development in lower Assam. The study also identifies the challenges and opportunities for improving beekeeping practices and policies in lower Assam, which can help in designing and implementing appropriate interventions and programmes.

The study also has some limitations that should be acknowledged. First, the study used a cross-sectional design, which limits the ability to establish causal relationships between beekeeping and sustainable livelihoods. A longitudinal design would be more suitable to capture the dynamic and complex nature of beekeeping and sustainable livelihoods. Second, the study used a convenience sample of registered beekeepers, which may not be representative of all beekeepers in lower Assam. A random sample of both registered and unregistered beekeepers would be more representative and generalizable. Third, the study used self-reported data from the respondents, which may be subject to biases and errors. Objective data from secondary sources or direct observation would be more reliable and valid.

Based on the findings and limitations of the study, some recommendations can be made for future research and practice. Future research should use a longitudinal design to examine the causal effects of beekeeping on sustainable livelihoods over time. Future research should also use a random sample of both registered and unregistered beekeepers to increase the representativeness and generalizability of the findings. Future research should also use objective data from secondary sources or direct observation to complement and validate the self-reported data from the respondents. Future practice should focus on promoting gender equality and women empowerment in beekeeping, enhancing the adoption of improved beekeeping practices and technologies, supporting beekeeping development programmes that follow the SLA framework, overcoming the challenges and constraints faced by beekeepers, and exploiting the opportunities and prospects for improving beekeeping practices and policies in lower Assam.

Conclusion:

This study aimed to assess the role of beekeeping in sustainable livelihoods in lower Assam. The study used a mixed-methods approach to collect and analyze both quantitative and qualitative data from 320 beekeepers and 30 key informants. The study found that beekeeping contributed to different dimensions and indicators of sustainable livelihoods, such as income generation, food security, health

improvement, education support, social capital enhancement and natural capital conservation. The study also found that beekeeping was influenced by various factors, such as gender, education level, type of hive, number of hives owned, honey yield per hive per year and honey price per kg. The study also identified the major challenges and opportunities for improving beekeeping practices and policies in lower Assam.

The study has several implications for theory and practice. Theoretically, the study contributes to the existing literature on beekeeping and sustainable livelihoods by providing empirical evidence from lower Assam. The study also applies and tests the SLA framework to assess the role of beekeeping in sustainable livelihoods. Practically, the study provides useful information and insights for beekeepers, policy makers, extension agents, researchers and other stakeholders who are involved or interested in beekeeping development in lower Assam. The study also suggests some strategies and actions for overcoming the challenges and exploiting the opportunities for improving beekeeping practices and policies in lower Assam.

The study also has some limitations that should be acknowledged. The study used a cross-sectional design, which limits the ability to establish causal relationships between beekeeping and sustainable livelihoods. The study used a convenience sample of registered beekeepers, which may not be representative of all beekeepers in lower Assam. The study used self-reported data from the respondents, which may be subject to biases and errors.

Based on the findings and limitations of the study, some recommendations can be made for future research and practice. Future research should use a longitudinal design to examine the causal effects of beekeeping on sustainable livelihoods over time. Future research should also use a random sample of both registered and unregistered beekeepers to increase the representativeness and generalizability of the findings. Future research should also use objective data from secondary sources or direct observation to complement and validate the self-reported data from the respondents. Future practice should focus on promoting gender equality and women empowerment in beekeeping, enhancing the adoption of improved beekeeping practices and technologies, supporting beekeeping development programmes that follow the SLA framework, overcoming the challenges and constraints faced by beekeepers, and exploiting the opportunities and prospects for improving beekeeping practices and policies in lower Assam.

In conclusion, this study shows that beekeeping is a viable livelihood option for rural people in lower Assam, as it provides multiple benefits for them and their environment. However, beekeeping also faces many challenges and constraints that need to be addressed by various stakeholders. Therefore, there is a need to promote beekeeping as a sustainable livelihood strategy that is people-centred, holistic, dynamic and participatory.

References

[1] AU-IBAR (Africa Union Inter African Bureau for Animal Resources). (2019). *Beekeeping for livelihoods: A guide for beekeeping development in Africa*. AU-IBAR.

[2] Dattani, P., Sagar, R., & Fearon, P. (2021). Mental health in the time of COVID-19. *The Lancet Psychiatry*, *8*(1), 4-5. https://doi.org/10.1016/S2215-0366(20)30464-5

[3] FAO (Food and Agriculture Organization of the United Nations). (2009). *Bees and their role in forest livelihoods: A guide to the services provided by bees and the sustainable harvesting, processing and marketing of their products*. FAO.

[4] Gina, T. (2014). Potential of honey production and its utilization for food. *International Journal of Food Science and Nutrition Engineering*, *4*(6), 137-142. https://doi.org/10.5923/j.food.20140406.01

[5] Kaiser Family Foundation. (2021). *The implications of COVID-19 for mental health and substance use*. https://www.kff.org/coronavirus-covid-19/issue-brief/the-implications-of-covid-19-for-mental-health-and-substance-use/

[6] Keralem, E. (2005). Honey bee production system, opportunities and challenges in Enebse Sar Midir Woreda (Amhara Region) and Amaro Special Woreda (Southern Nations, Nationalities and peoples Region), Ethiopia. Thesis, Alemaya University.

[7] Mental Health Foundation. (n.d.). *Coronavirus: The divergence of mental health experiences during the pandemic*. https://www.mentalhealth.org.uk/coronavirus/divergence-mental-health-experiences-during-pandemic

[8] MoARD (Ministry of Agriculture and Rural Development). (2010). *Beekeeping development program: A sub-program of the livestock development program*. MoARD.

[9] Tej, K., Ramaiah, A., Mishra, G., & Srinivasan, M.R. (2017). Beekeeping in India. In S.K. Gupta & S.K. Sharma (Eds.), *Beekeeping for poverty alleviation and livelihood security* (pp. 1-30). Springer.

[10] U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Health Statistics. (2020). *Early release of selected estimates based on data from the January–June 2019 National Health Interview Survey*. https://www.cdc.gov/nchs/data/nhis/earlyrelease/earlyrelease202003.pdf

[11] Wakgari, M., & Yigezu, G. (2019). Beekeeping challenges and opportunities: A review. *Cogent Food & Agriculture*, *5*(1), 1670038. https://doi.org/10.1080/23311932.2019.1670038

[12] Areda, B.T. (2016). Constraints and opportunities of honeybee production and honey marketing systems: A case of Guji and Borena Zone of Oromia State. *EC Agriculture*, *3*, 635-645.

[13] Balvantsinhai Solanki, C., Birari, V.V., Joshi, M.J., & Varadharasu, P.R. (2020). Enemies of honey bees and their management. *AGRICULTURE & FOOD: e-newsletter*, *7*(2), 1-8.

[14] Beyene, T., & Verschuur, M. (2014). Assessment of constraints and opportunities of honey production in Wonchi District South West Shewa Zone of Oromia Region Ethiopia. *Livestock Research for Rural Development*, *26*(3), Article #51.

[15] Klein, S., Pasquaretta, C., He, X.J., Perry, C., Søvik, E., Devaud, J.M., Barron, A.B., & Lihoreau, M. (2019). Honey bees increase their foraging performance and frequency of pollen trips through experience. *Scientific Reports*, *9*, Article #6778. https://doi.org/10.1038/s41598-019-42677-x

[16] Luthra, A., Cunningham, K., Fraser, A., & Singh V. (2022). Ecological livelihoods of farmers and pollinators in the Himalayas: Doing critical physical geography using citizen science. *Geoforum*, *128*, 1-13. https://doi.org/10.1016/j.geoforum.2021.08.001

[17] Martínez-López, V., Ruiz, C., & De la Rua, P. (2022). Migratory beekeeping and its influence on the prevalence and dispersal of pathogens to managed and wild bees. *Journal of Invertebrate Pathology*, *188*, Article #107750. https://doi.org/10.1016/j.jip.2021.107750

[18] Sahoo, S., & Sanadya, S.K. (2020). Climate smart plant breeding. *International Journal of Current Microbiology and Applied Sciences*, *9*(3), 2248-2255. https://doi.org/10.20546/ijcmas.2020.903.256

[19] Jadhav, R.K., Chavhan, S.G., & Bhikane, A.U. (2022). Clinical and hemato-biochemical aspects of honeybee sting in Labrador Retriever- A case report. *Veterinary World*, *15*(6), 1398-1401. https://doi.org/10.14202/vetworld.2022.1398-1401

[20] Alton, K., & Ratnieks, F.L.W. (2021). Can beekeeping improve mental wellbeing during times of crisis? *Bee World*, *99*(2), 40-43. https://doi.org/10.1080/0005772X.2021.1988233