

SELF HELP GROUP – A POLICY FOR REVIVAL OF CULTURE: A STUDY IN ASSAM, INDIA

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GEOGRAPHICAL LOCATION OF ASSAM, INDIA



Assam is one of the north eastern states of India

Its geographical and ecological diversity is a place of magical beauty

The region is the habitat of heterogeneous population including various castes and tribes

Village of Assam





ASSAM HAS A LONG GLORIOUS CULTURAL HISTORY



ASSAM – GLOBALISATION - IMPACT

- ✘ The rich and vibrant culture of Assam experienced the impact of globalization resulting in entire life style of the people of Assam
- ✘ economy boost up ----- positive impact
- ✘ Negligence to culture ----- negative impact

ASSAM – GLOBALIZATION - MIGRATION

- ✘ Globalization, rapid growth and development resulted into migration.
- ✘ Migration  financial security 
better life style (Outside Assam)
- ✘ Globalization and Migration contributed for a changing scenario of Assam.

SELF HELP GROUPS

- ✘ Local government of Assam promoted self help groups.
- ✘ Self help groups are village based micro organizations, where people from a particular area with same type of problems, may it be financial or social form a group to become financially secure.
- ✘ Members of such groups mutually agrees to contribute for the development of any socio-cultural or financial issue with a goal to meet their basic needs.
- ✘ Most self help groups are located in India, but also found in other countries of south Asia and south east Asia.

THE RESULT – HANDLOOM INDUSTRY



TRADITIONAL HANDLOOM



**Result - handloom
industry**



TRIBAL GIRLS IN THEIR TRADITIONAL COSTUMES –

THE RESULT—

- ✘ Changes occurred in every aspect of life style of the Assamese people**
- ✘ In religious practices**
- ✘ In socio religious celebrations**
- ✘ In dress patterns**
- ✘ In food habits**

THE RESULT

- ✘ Migrated young educated youths gone back to their own place, started small industries.....economy booms...
- ✘ But.....at the same time required promotion, return and appreciations

THE RESULT

- ✘ Local government patronized few NGOs like NEDFI, but for commercial benefits
- ✘ Here, the role of Srimanta sankaradeva Kalakshetra is worth mentioning.

It houses a museum, a library, conference and seminar hall, an artists village, an open theatre hall, a crafts demonstration cum sale area and a few temporary exhibition halls.



SHRIMANTA SANKARADEVA KALAKSHETRA

It organizes temporary exhibitions, workshops, seminars, conferences, special lectures etc. where artists get the opportunity to showcase their work.

Shilpagram of Kalakshetra is one of the most striking components.



SHRIMANTA SANKARADEVA KALAKSHETRA

TO CONCLUDE—

IN THE CONTEXT OF THE RICH HERITAGE OF ASSAM, THE ROLE OF LOCAL GOVERNMENT IS VERY IMPORTANT. ONCE ALMOST VANISHING RICH CULTURE OF THE REGION AND ALSO MIGRATED POPULATION REGAINED THEIR LOSS THROUGH THE SELF HELP GROUPS. IT IS WITH THE GOVERNMENT AIDED INSTITUTION LIKE KALAKSHETRA THAT TODAY ARTISANS OF ASSAM GET ENCOURAGEMENT AND INSPIRATION TO CONTINUE THEIR TRADITIONAL PRACTICES. THIS POLICY OF THE GOVERNMENT IS PRESERVING THE HERITAGE AND PROVIDING FINANCIAL SECURITY TO THE PEOPLE AS WELL.