



Majuli and Rural Tourism

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Rural Economy means the activities that is basically relates to rural lifestyles of people. The primary source of rural economy is agricultural activities. Based on the growth of economy the concept of rural economics is both broad and narrow. The main focus area of rural economics are all kinds of activities that are available in the rural areas. There are mainly three sectors. And these are primary, secondary and tertiary sector. The contribution of primary sector helps to develop industries in the rural areas. On the other hand, if we are talking about industries, they are mainly divided into two categories. That is large scale industry and another one is small scale industry. These all sectors contributing a major percentage to the economy. According to economic survey of the year 2022-2023 people live in the rural area is around 65% and 47% of people depends on agricultural activities. And based on the recent report 2023-2024 6.8% is the India's Gross Domestic Product. To develop rural tourism in an area, rural economy is the main factor and under rural economy all the activities that boost productivity of an economy are included. To develop tourism whether it is rural, cultural, spiritual the first concentrate the economy, environmental condition of that particular area. That's why both economy and tourism are two sides of a same coin.

United Nations (UN) defines rural tourism as "a type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyles/culture, angling and sightseeing."

Majuli is the largest river island located in Assam on the river of Brahmaputra. The area is about 352 k.m square. The population according to 2011 census data is about 1,67,304. In the year 2016, it is become first river island named as a governmental district.

Majuli mainly famous from its cultural sides. Mainly satras. The name of satras of Majuli are given below-

a) Sri Sri Auniati Satra.

- b) Sri Sri kamalabari Satra.
- c) Sri Sri Dakhinpat Satra.
- d) Sri Sri Garmur Satra
- e) Sri Sri Begena Ati Satra
- f) Sri Sri Bhogpur Satra.

All mentioned above has different and own historical perspectives. Sri Sri Auniati Satra was established in the year of 1653 by Ahom Kingdom Sutamla. Daily the satra worships of Lord Krishna called Govinda. Sri Sri Samaguri satra has established in 1663 by Chakrapani. The satra is famous from traditional mask-making craft which recently receives Geographical Indication tag on 4th March 2024. Also manuscript painting of Majuli's also got Geographical Indication (GI) tag. Dakhinpat satra founded by Banamalidev. Raasleela is celebrated every year in this satra. Garmur satra is founded by Lakshmikantadev. It is divided into two basic part one is Garmur Borsatra and another one is Garmur saru satra. Kamalabari satra is the centre of art, culture and literature and is founded by Badulapadma Ata. Muraidev was the founder of the satra. It is also famous from culture and performing art.

The ethnic groups that lived in Majuli are Missing, Deori, Kaibatra, Sonowal, Kochari's, Koch, Ahom, Sutiya, Kalita, Brahmin, Nath etc. Majuli also famous from Handloom. The scheduled tribe comprises 14.27 % population in the area contributing handloom industry which boost rural economy. Along with mask-making craft, manuscript painting and handloom industry the famous Raas Mahotsav festival attracts people (tourist) to the area. The festival portraying Krishna's life.

As we said above to develop tourism we first concentrate on economy. There are various merits and demerits of rural tourism and rural economy. The advantages are helping livelihood, boosting rural development, contributing to Gross Domestic Product (GDP) and disadvantages are less capital, geographical problem, low raw material etc. Both advantages and disadvantages



helps to develop any medium, small-scale industries of a region.

References

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