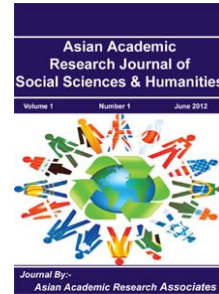




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**ENVIRONMENTAL POLLUTION: AN INEVITABLE CONSEQUENCE OF
INDUSTRIALIZATION.**

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ABSTRACT

Anthropology, ever since its inception as a discipline, was concerned with man and his culture. But gradually, the shape of anthropological researches changed and now a shift has taken place from traditional to applied aspect, while the method, technique and the central theme of the subject remained the same. The present paper is an earnest attempt in this direction by exploring the use of anthropological knowledge in understanding environmentalism i.e. a concern that environment should be protected, particularly from the harmful effects of human activities. The paper following anthropological approach focuses on various kinds of environmental pollution occurring due to industrialization in the Naini industrial area of district Allahabad of Uttar Pradesh, proceeds with its consequences, particularly on the occupation, health and drinking water facilities of the village selected under study and ends with certain suggestive measures which results into a peaceful and healthy life of the residents of the affected area.

KEY WORDS: Agriculture; Environmentalism; Health; Holistic Approach; Industrial Set-Up; Labor Based Economy.