## THE ENIGMA OF POVERTY AND STEPS IN ITS SOLUTION

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## **Abstract**

Many of us are aware of the existence of poverty and its impact on a country, but we often overlook the fact that the best way to combat such a negative phenomenon is to identify and address the root causes that generate it or at least to improve them. The authors aim, through this work, to conceptualize the economic phenomenon of poverty and define it in the context of the current economy. Through an extensive literature review, this article seeks to define the types of poverty, particularly in rural areas, and identify their defining characteristics in the current economy. Rural areas undergo transformation over time due to economic, social, and environmental factors, which is why addressing poverty in rural settings should be integrated and coordinated to tackle these causes and create opportunities for sustainable development in these areas. This economic phenomenon has always been a complex and persistent issue that requires significant efforts to address and ensure equal opportunities for development and prosperity for rural residents. The conceptualization of this phenomenon cannot be reduced to a single cause; it is the result of a combination of interrelated factors. As a result of interpreting the specialized works, we will identify the various perspectives through which this economic phenomenon is defined and the indicators used to measure it.

Key words: Rural areas, Relative poverty, Absolute poverty, Specific poverty, Multidimensional poverty