



ROLE OF MEDIA IN EMPOWERMENT OF TRIBLE WOMEN IN KARNATAKA

Dr. B. Shailashree

Senior Assistant Professor, Department of Journalism and Mass Communication, Bangalore University Bangalore.



ABSTRACT

The tribles in india are characterized by the dominant groups as distinctive with their comparatively more isolated habitation in the hilly and the forest areas, and their distinct social, economic and cultural lives. The connotation 'tribe' attributed to certain ethnic groups in india is the lagacy of the british colonial rule. The term continues to be used in dealing with the exotic indigenous people of india who live outside the cities and townships. In the present day, tribes are found to live in forests, hills, and forest terrains which are the repository of minerals, hydraulic and forest resources with their exotic culture which is peculiar to modren day people. Therefore, the outsiders designate them with various names.

KEYWORDS: *characterized , certain ethnic groups , hydraulic and forest resources.*

INTRODUCTION

The anthropological literature reveals that the term tribe has been used for those groups of human beings whose place of residents is situated in remote areas like hills, forests, sea coats and islands, and whose style of life is quite different of the present day civilized men. Local indigenous people in these places of the world. It is distressing to note that the gains of development have not yet reached the intended classes including the tribes to the desired extent. The media institutions have a corporate social responsibility of facilitating the empowerment of trives who are the excluded sections of indian society. The present investigation was carried out to assess the role of media in the empowerment of tribal women in karnataka state. The tribal development in india, constitutional provisions, reservation benefits, empowerment of women in indian, media intervention for the empowerment of women, role of media in the empowerment of tribal women, social significance of the study, statement of the problem and objectives of the study are presented in this chapter.

TRIBAL DEVELOPMENT IN INDIA

india has the largest concentration of the tribal population among the countries in the world, next only to Africa, according to Ratha(1986:190). According to 2011 census, the total tribal population is less than 9% of the country's total population.

The majority of the tribal population is found in the Eastern, Central and Westernregions of india. They are mostly backward, deprived and poossed sections of indian society. The tribal economy can be termed as a subsistence economy or a primitive economy. A large number of tribes are still dependent on cultivation, food gathering and fruit collecting excercises for their survival. They are at the lowest rung of social and economic order in india.

Article 342(1) provides that the president may with respect to any State or Union Territory and where it is a State after consultation with the Governor thereof by public notification, specify the tribes or tribal communities or parts of a group or groups within tribes or tribal communities which shall for the purpose of this Constitution be deemed to be Scheduled Tribes in relation to that State or Union Territory as the case may be. Parliament may by law include in or exclude from the list of Scheduled Tribes specified in a notification issued under Clause (1) any tribe or tribal community or part or group within any tribe or tribal community. Religion is not a bar in the case of Scheduled Tribes.

When India attained independence, the new democratic state was made aware of its responsibility towards the welfare of weaker sections of the society. One of the major concerns of Indian planning has therefore been the welfare and development of the weaker sections of the society. The Scheduled Castes and Scheduled Tribes constitute nearly one quarter of the total population in India. Tribal development should be viewed not merely in terms of material needs but equally or even more so in relation to non-material needs such as the right to live with freedom, human dignity and self-respect. Hence, a multi-dimensional approach to 'tribal development' is the need of the hour. Tribal development encompasses broadly the multi-faceted development of tribes in India. For the tribal population, there has always been a close traditional association with the territory or a tribal domain with the tribal community enjoying a collective command over the natural resources. Today, in all developing countries, 'tribal development' is considered to be a subject of special concern, in India, special programmes are implemented for the inclusive and sustainable development of tribes.

CURRENT STATE OF EMPOWERMENT OF WOMEN IN INDIA

The United Nations Assembly, Economic and Social Council and the Secretariat are the three main UN bodies which have been functioning effectively for the international level for the protection and advancement of human rights of women. Several conventions were held all over the world to protect human rights for women in general and facilitate the overall empowerment of women in particular. India is a party to these conventions but is not a signatory to the various resolutions passed by the international fora. The Women's Indian Association (1917:254) submitted a memorandum to the then Secretary of State for India to facilitate the development of women.

ROLE OF MEDIA IN THE EMPOWERMENT OF TRIBLE WOMEN

There are about 650 tribal groups in India. The women are considered as an incorporated entity in the male-dominated social, economic, political and cultural order. The tribal women are equal partners with men in relation to work participation in forests, fields, markets and other spheres of human life. The position of tribal women in Indian society is quite paradoxical. The tribal women have always played a dominant role in agriculture, handicraft and forest-based economy in India. The Constitution of India has guaranteed equality of opportunity to all sections of society including the tribal women. But they lag behind in every sphere of human life including education, employment and politics. The tribal women are subjected to discrimination in many ways. Communication media have also neglected the tribal women due to several reasons in the post-independence era in India.

Communication is rightly viewed as an instrument of development. Many scholars have studied the role of communication in the process of development in India and abroad. The essence of the ideology of 'development communication' is the creation of a new society on the basis of equality and justice. The media intervention packages and programmes are required to popularize the beneficial effects of various development projects and to enlist the active participation of the beneficiaries in the process of development. Media and development are inter-related systems. The maximum responsibility lies on the media to make the developmental activities clear and accessible to the common people.

The Mac Bride Commission (1982:124) observed that communication component in all development projects should receive adequate funding. Systematic media intervention is necessary to bridge the communication gap between the development programme and target group. Scholars have

advocated that an entirely new orientation to development in which education as a critical input is inescapable. Guru (1997:85) noted that development support communication includes the integration of planned, organized and specific communication package into development planning and programme implementation at various levels. Scholars have also proposed pedagogy of the oppressed on the basis of human values and distributive justice. Experience has shown that media when used without concomitant changes in the structure of the society and economy could lead to the strengthening of the status quo.

REVIEW OF LITERATURE

The studies on empowerment of women cannot be detached from general conventional considerations of ethnicity, class and power in Indian society. Gender is a persistent determinant of status along with ethnicity, class and power. There is no society which is totally gendered, and there is no society which does not have gendering. In reality, tribal society is patriarchic, matrilineal and patrilocal like non-tribal society. A very close relationship exists between the socio-economic development of a country and the degree to which its communication system is advanced. Media intervention for integrated tribal development is also a very broad area of research. A brief account of past studies under the following heads is presented in this chapter.

Tribal Development Studies

Majumdar (1937:128) assessed the cultural patterns of tribes in India and observed that tribes gradually turned towards transformation in Indian society. The scholar identified several factors associated with the transition of tribes in India. The study is also widely quoted by the scholars as a pioneering research in the field of tribal studies in India. He suggested that tribes should be protected through education, basic needs, infrastructural facilities and modern amenities.

Renuka Ray (1959:192) analyzed the status, problems and prospects of tribes in India and submitted a report to the Government of India. The scholar noted that tribes were excluded from the mainstream of national life. Tribal communities were deprived of basic needs, infrastructural facilities, developmental opportunities and social security in India. The committee suggested that area-specific and target group specific tribal development programmes should be implemented all over the country to bring about social and economic transformation of tribes in India.

Nanjundaiah and Iyer (1961:154) examined the Mysore Tribes and Cases and reported that Soligas constituted a majority of tribes in the region followed by JenuKuruba and KaduKuruba tribes. The scholars reported that the tribes lived, been isolated by the dominant powers in the region and treated as non-entities. The study offered practically relevant suggestions for the integrated development of Soligas in the Chamarajanagar district.

Gowda (1969:80) examined the problems and prospects of Soligas in Mysore region and reported that Soligas had remained as socially mist isolated and economically backward section of the society. The scholar carried out a descriptive analysis which identified several factors for the backwardness of Soligas and suggested that government and civil society should come forward to educate, liberate and promote Soligas in all aspects.

Parkin (1972:170) studied the class, inequality and political order and noted that indigenous people across the world were subjected to the politics of exploitation by the dominant powers. The scholar reported that tribes were politically disorganized, economically under developed and socially isolated in India. The study recommended that tribes should be given adequate political reservation and economic benefits in order to achieve the goal of inclusive tribal development. The scholar suggested that tribes could be liberated from the politics of exploitation through active social and political mobilization across the globe.

Mishra (1975:143) assessed the life, culture and progress of JenuKuruba in Mysore region and found that JenuKurubas lived in the forest and hill areas without basic amenities and infrastructural facilities. The scholar also reported that JenuKurubas constituted a meagre minority in the region and remained at the receiving end from development point of view.

Burman (1965:32) analyzed the perspectives of tribal development and administration in India and stated that tribal development programmes were imposed upon the tribes by the outsiders in Indian society. The study revealed that tribal development projects did not emanate from the hearts of the tribes but represented the whims and fancies of the tribal development administrators in the country. The scholars suggested that the process of tribal development administration should be strengthened on the basis of active participation of social activists, specialists in tribal development and beneficiaries of tribal development projects in India.

HYPOTHESES OF THE STUDY

The objectives of the present study and the analysis of the findings of the past studies have led to generating the following set of null hypotheses.

- The stakeholders of tribal women empowerment and beneficiaries of tribal women development projects have not gained adequate communications media exposure.
- The stakeholders of tribal women empowerment and beneficiaries of tribal women development projects have not gained awareness about various tribal development programmes.

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The stakeholders of tribal women empowerment and beneficiaries of tribal women development projects in Karnataka State have not obtained adequate communication support from the media.

The stakeholders of tribal women empowerment and tribal women beneficiaries have found that communications media did not play a vital role in the empowerment of tribal women.

The stakeholders of tribal women empowerment and tribal women beneficiaries are not satisfied with the tribal development communication system from the point of view of tribal women empowerment.

DATA PRESENTATION AND ANALYSIS

TABLE-1

AGE	NO OF RESPONDENTS	PERCENTAGE
21-30 AGE	32	34.5
31-40 AGE	48	51.6
41-50 AGE	14	14.89
TOTAL	94	100

ANALYSIS

The above table shows that the difference between ages of social equality in society. 34.5% between the age 21-30, 51.6% between the age 31-40 and 14.89% between the age of 41-50.

EDUCATION IN DIFFERENT LEVEL

TABLE -2

	NO OF RESPONDENTS	PERCENTAGE
SECONDARY	6	6.38
PUC	34	36.17
DEGREE	38	40.42
MASTER DEGREE	16	17.3
TOTAL	94	100

ANALYSIS

The above table shows that, there are different level of educations. 6.38% school time, 36.17% during PUC, 40.42% during degree and 17.3% when they are studing master degree.

FOLK MEDIA

TABLE -3

	NO OF RESPONDENTS	PERCENTAGE
Folk song	8	8.5
Folk Dance	24	25.53
Theater Form	10	10.63
Folk tradition	76	80.85
TOTAL	94	100

ANALYSIS

The above table shows that, there are different level of folk media. 8.5% for folk song, 25.53% for folk dance, 10.63% for theater form and 80.85%.

MASS MEDIA

TABLE -4

	NO OF RESPONDENTS	PERCENTAGE
Newspapers and Magzines	70	74.46
Documentries/Animated films	68	72.34
Radio	38	40.42
Television	38	40.42
TOTAL	94	100

ANALYSIS

The above table shows that, there are different level of mass media. 74.46% in newspaper and magazine, 72.34% of documentries, 40.42% for radio and 40.42% television.

NEW MEDIA

TABLE -5

	NO OF RESPONDENTS	PERCENTAGE
Telecommunication media	14	14.89
Online media	50	53.19
Satelite media	36	38.29
TOTAL	94	100

ANALYSIS

The above table shows that, there are different level of new media. 14.89% for telecommunication media, 53.19% in online media and 38.29% for satelite media.

Awareness about Tribble Women empowerment Programmes

AWARE OF CONSTITUTIONAL PROVISION

TABLE-6

	NO OF RESPONDENTS	PERCENTAGE
Aware	60	63.82
Unaware	24	27.65
No response	10	10.63
TOTAL	94	100

ANALYSIS

The above table shows that, 63.82% of the people aware, 27.65% of the people unaware of constitutional provision of women and no response from 10.63% of the people.

AWARE OF 'BHOOCETHANA' PROGRAMME FOR TRIBAL PEOPLE**TABLE-7**

	NO OF RESPONDENTS	PERCENTAGE
Aware	34	36.17
Unaware	36	38.29
No response	24	25.53
TOTAL	94	100

ANALYSIS

The above table shows that, 36.17% of the people aware, 38.29% of the people unaware of bhoochetana for trible people and no response from 25.53% of the people.

AWARE OF "YASHASHWINI" PROGRAMME FOR TRIBAL PEOPLE**TABLE-8**

	NO OF RESPONDENTS	PERCENTAGE
Aware	66	70.21
Unaware	21	22.34
No response	07	7.44
TOTAL	94	100

ANALYSIS

The above table shows that, 70.21% of the people aware, 22.34% of the people unaware of raitha mitra programme for tribal people and no response from 7.44% of the people.

**Source of Communication for tribal Women Empowerment
EDUCATE ABOUT CONSTITUNIAL PROVISION****TABLE-9**

	NO OF RESPONDENTS	PERCENTAGE
Interpersonal Media	22	23.40
Folk Media	32	34.04
Mass Media	10	10.63
New Media	30	31.91
TOTAL	94	100

ANALYSIS

The above table shows that, 23.40% interpersonal media, 34.04% folk media, 10.63% mass media and 31.91% of the people are interested in new media of educated about constitutional provisions to tribal women.

CONCLUSION**Introduction :**

The State has a contitutional obligation to create informed citizenry in the society. The communications media are required to educate, organize and motivate tribal women as a matter of corporate social responsibility. The central government agencies, state government bodies, tribal development research institutions, universities, media institutions, non-government orgaizations are called

upon to coordinate the tribal women empowerment programmes in tribal areas. Tribal women specific media programmes are essential to enlist the active participation of tribal women in the process of development. The non-government organizations and media institutions are also important sources of communication for tribal women empowerment. These agencies could function as pressure groups to force initiation of action where none exist with respect to empowerment of tribal women in India. The findings of the study, limitations of the study, testing of hypotheses, recommendations of the study and suggestions for future research are delineated in this chapter.

Limitations of the Study

It was not practically possible for the researcher to enjoy the benefit of accessibility of data to all the stakeholders of tribal women empowerment and tribal women beneficiaries due to large numbers and lack of time. The usual limitations of the survey method such as time, human inadequacies, resource constraints, recollection and communication were experienced by the researcher. Incidental, purposive and stratified sampling methods were followed in selecting the respondents. Though much care has been taken to collect the primary data, the memory bias on the part of the respondents cannot be completely ruled out.

Implications of the study:

- The state has the obligation to empower the tribes who are excluded from the mainstream of national development. The central, state and local-self governments have a responsibility to formulate suitable policies and develop the tribes.
- They should not be treated as mere receivers of benefits but they must be actively involved in policy making, planning, implementation and evaluation of tribal development programmes in India. The tribal development projects should be designed after proper analysis of the situations and consultation with the specialists and beneficiaries. The following suggestions are made with a view to improve the status of tribal women in the present times.

Tribal Development Related Suggestions

- The political democracy in India should be converted into a social democracy in order to establish a true welfare state.
- The government policy should be more focused towards bridging the prevailing extreme disparities in the society to realize basic goals of the Constitution.
- The state should play an active role in the process of tribal development with due respect to constitutional mandates.
- The Government of India should formulate a National Policy on Tribal Development in the new millennium.
- The welfare and development of tribes should be viewed not merely in terms of material needs but equally in relation to non-material needs and fundamental rights.
- It is necessary to undertake a 'look back' exercise to assess where the tribes stand after 68 years on national independence.
- The constitutional provisions and safeguards for the empowerment of tribes should become justiciable rights.
- The task of ameliorating the socio-economic conditions of the tribes should be accomplished with empathy, sincerity and responsibility.
- About 8 percent of budgetary allocation should be earmarked for the tribal development at national, regional and grassroots level.
- The tribal rights in lands and forests should be respected and implemented through constitutional amendment.

- The tribes should be equipped to participate effectively in a competitive environment dominated by the market forces.
- A variety of positive interventions are required to assist the tribes including land restructuring, employment generation, wage interventions, price interventions and effective implementation of special laws.
- Punitive measures should be ensured for non-implementation of tribal development projects by the elected representatives and officials.
- The basic needs model of development should be adopted in respect of tribal areas which are deprived of basic needs, civic amenities and infrastructural facilities.
- A special programme of an integrated character should be implemented in the tribal areas with intimate collaboration of concerned departments/ Agencies for the overall development of tribes.

Tribal Women Empowerment Related Suggestions.

- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of gender equity and justice.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of human rights protection.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of social harmony and unity.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of environment protection.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of cultural promotion.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of community development.

Tribal development Communication Related Suggestions

- The tribal development projects should have communication component in order to organize suitable media campaigns.
- Area-specific communication services should be rendered in the tribal areas.
- Adequate funds should be allocated for launching tribal development communication campaigns.
- Adequate tribal development communication infrastructural services and facilities are required in the tribal areas.
- Adequate funds should be allocated for launching tribal development communication campaigns.
- Tribal development communication projects should be designed by the media experts.
- Tribal development communication projects should lay emphasis on improving development literacy of tribal women.
- Tribal development communication projects should lay emphasis on human rights literacy of tribal women.
- Tribal development communication projects should lay emphasis on social change among tribal women.
- Tribal development communication projects should lay emphasis on economic development of tribal women.
- Tribal development communication projects should lay emphasis on entrepreneurship development of tribal women.

SUGGESTIONS FOR FUTURE STUDY

This study is an attempt to understand the role of communication in the empowerment of tribal women in Karnataka state. The role of communication in the empowerment of tribal women is a very vast area of research. But during the course of the study, it is understood that there are many areas which warrant serious research interests in this vital area of research. The future generation of researchers can concentrate on communication and educational empowerment of tribal women, communication and social empowerment of tribal women, communication and economic empowerment of tribal women, communication and political empowerment of tribal women, communication and personality development of tribal women, communication and leadership development of tribal women, communication and entrepreneurship development of tribal women, communication and gender justice, communication and tribal transformation, communication and human rights protection, communication and tribal environment protection and communication and social responsibility which are broadly associated with the processes of inclusive development and integrated development of tribal women in Karnataka and Indian Republic.

The role of educational institutions, media organization and NGOs can also be studied exclusively with reference to tribal women empowerment in modern society. The researcher is very conscious of the significance of the role media in the process of empowerment of tribal women in a developing country like India.

It is clearly emphasized that management of tribal development projects in general and empowerment of tribal women in particular are enduring areas of research in India and other developing nations. Hence, a combination of quantitative analysis, qualitative analysis, content analysis, case study and experimental research is strongly advocated for understanding the role of communication in the processes of inclusive development, sustainable development and empowerment of tribal women in future.

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