



A STUDY ON THE ROLE OF MEDIA AND MoTA TO GENERATE AWARENESS ABOUT SCHEMES FOR TRIBAL DEVELOPMENT

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ABSTRACT :

In India there is an amalgam of 437 tribes, and in Odisha the number is sixty two. According to latest date, in Odisha the total strength of tribal population is approximately seven million which constitutes 22.21 per cent of the total population of the State.

KEYWORDS : *strength of tribal , Communication , concept of tribalism.*



INTRODUCTION

The tribes of Odisha though belong to three linguistic divisions, yet they have lots of socio-cultural similarities between them. These commonalities signify homogeneity of their cultures and together they characterize the notion or concept of tribalism. Tribal societies share certain common characteristics and by these they are distinguished from complex or advanced societies. In India tribal societies had apparently been outside the main historical current of the development of Indian civilization for centuries. Hence tribal societies manifest such cultural features which signify a primitive level in socio-cultural parameter.

Communication become part of the life of mankind and a day passes without it. Through communication people can establish social relationship get knowledge and improve their living conditions. It is one of the means for development and change. The media brings the people together and helping for the globalization process in the modern scientific era. All of the problems of the world are communication problems and all the problems in this world can be solved by more and better communication. Similarly most of the tribal problems can be solved with appropriate and effective mode of communication. Transport communication and mass media brings the isolated tribal communities into the limelight and integrates them into the main stream. The proposed research will explore communication system in tribal habitats, tribal's problems and their exposure to mass media in two most densely tribal-dominated districts of Odisha.

The broad purpose of this proposed research study is to assess the impact of awareness programs and methodologies adopted by the government at various levels to popularize and generating awareness about developmental programmes. This research will also recommend to various stakeholders working in this area of tribal development communication for making them to adapt more effective communication strategies in future. Besides, it will be also a part of the survey to know the media consumption habits of the tribal people. The researcher will follow right-based approach in the research survey keeping in mind that both service providers and users must possess enough

awareness, capacity and commitment to protect and fulfill entitlements on the one hand and to demand and claim them and hold providers accountable individually or collectively on the other.

OBJECTIVES

- (a) To study the measures taken by MoTA for creating tribal awareness through mass media.
- (b) To study the impact of mass media on tribal society.

RESEARCH HYPOTHESIS

- [1] The tribals are very little aware about developmental programmes undertaken by the government for their welfare
- [2] There is no effective communication strategy adopted by the government and non-government organizations to bring the tribals into the fold of vicious circle of information flow; Due to lack of this strategy the government fails to get the desired results in socio-economic and health development of tribal population.
- [3] Communication is vital for tribal development. In the globalization of information world, the tribals cannot be left behind from accessing information.

RESEARCH METHODOLOGY

The Researchers have resorted to doctrinal research. Primary data is collected by the researchers relating to literacy trends of tribes in Keonjhar and Mayurbhanj districts of Odisha. Secondary source information is used for this study. Researchers have used many reference books, journals and web.

Measures taken by MoTA to generate awareness about schemes/projects for tribal development

Tribal Population has their own tradition life styles, remoteness of habitations, dispersed population and displacement. Ministry of Tribal Affairs seized of the matter that tribal population are inhabiting in far flung remote areas and may not be fully aware of the programmes, policies and development schemes but it has taken several steps to disseminate awareness of the programmes/schemes implemented by the Ministry as mentioned below :-

- [1] Guidelines of schemes/ programmes implemented by the Ministry as well as Annual Reports have been uploaded on the Ministry's Website.
- [2] Sanction Orders mentioning therein the name of the project to be implemented in the States under a particular Scheme are uploaded on the Ministry's website.
- [3] Scholarships are provided directly in the accounts of the students.
- [4] With regard to implementation of Forest Rights Act, 2006, training and awareness programmes are organized at Gram Panchayat level by the States.
- [5] While issuing sanction orders under the Scheme Special Central Assistance to Tribal Sub-scheme (SCA to TSS). State Governments are advised to ensure that concerned Panchayati Raj Institutions (PRIs) should be duly informed about the projects / programmes relating to Tribal Development to be implemented in the area of jurisdiction. It is also advised to ensure that meetings of Gram Sabha are conducted on regular intervals as per norms in such areas.
- [6] MoTA also provides focused advertisement in the newspapers / dailies besides press releases from time to time in order to generate awareness among the targeted ST beneficiaries so that they can approach the system for the services due to them.
- [7] Further MoTA provides supports to local NGOs for conducting awareness programmes, training of local level of functionaries, Forest Rights Committees and training of master trainers, capacity building of functionaries and tribal representatives on socio-economic programs and capacity building of artisans through Tribal Research Institutes (TRIs).
- [8] As per the Guidelines for Tribal Sub-plan issued by erstwhile Planning Commission, the States/UTs shall set up its own Social Audit Programme with the involvement of elected

representatives, beneficiaries and reputed voluntary organization / NGOs / CSOs. As tribal habitations are scattered at large distances. States / UTs has to design social audit programmes such that these are undertaken at the level of ST cluster or habitation. States / UTs shall undertake to develop adequate capacities amongst the inhabitants of the cluster / habitations.

- [9] In order to consistently improve public service delivery, Ministry of Tribal Affairs continuously reviews various schematic initiatives: the recent ones being rationalization of scholarship schemes, onboarding of scheme on DBT, online portal for NGO Grants etc.
- [10] The Ministry has been consistently spending funds for programmes / schemes for educational, and socio-economic development of tribals and monitoring the spend through various mechanisms like Prject Appraisal Committee. Utilization Certificates, Physical Progress Reports, field visits etc. MoTA has developed and an online monitoring system <http://stemis.gov.in> , wherein funds provided by various Central Sector Ministries / Departments under the schemes meant for the development of tribals and tribal dominated areas with respect to roads, buildings, hygiene, education, scholarship etc. are invariably reflected and updated on daily basis.

LITERACY TRENDS OF TRIBES

Literacy is an important indicator of development among tribal groups. The trend of literacy of tribes in India from 1961 to 2011. The percentage of literacy of tribes was only 8.54% in 1961 which has increased to 63.1% in 2011. But female literacy of tribes is only 54.4% compared to male literacy of 71.7%. During the post-Independence period, the Indian Government implemented legislation and allocated funds to facilitate access to enrollment in primary education (grades I-V) in India. As a result, both literacy rates and gross enrollment ratios of boys and girls across the general population have increased substantially during the past 50 years.

Education [A]	TABLE 1 : KEONJHAR							
	Bansapal		Keonjhar Sadar		Keonjhar Periphery		KEONJHAR TOTAL	
Illiterate	15	24.2%	8	12.7%	1	4.0%	24	16.0%
Upto Lower Primary 1-3	3	4.8%	0	0.0%	0	0.0%	3	2.0%
Upto Upper Primary 4-5	10	16.1%	2	3.2%	1	4.0%	13	18.7%
Upto ME 6-7	3	4.8%	7	11.1%	4	16.0%	14	9.3%
Upto High School 8-10	9	14.5%	21	33.3%	9	36.0%	39	26.0%
Upto +2	11	17.7%	11	17.5%	6	24.0%	28	18.7%
Upto +3	1	1.6%	11	17.5%	3	12.0%	15	10.0%
Illiterate but never went to school	10	16.1%	3	4.8%	1	4.0%	14	9.3%
Total	62	100.0%	63	100.0%	25	100.0%	150	100.0%

Source : Primary Data collected by the researchers.

Education B	TABLE 2 : MAYURBHANJ							
	Shymakhunta		Jashipur		Mayurbhanj Periphery		MAYURBHANJ TOTAL	
Illiterate	17	27.4%	16	25.4%	2	8.0%	35	23.3%
Upto Lower Primary 1-3	9	14.5%	1	1.6%	5	20.0%	15	10.0%
Upto Upper Primary 4-5	2	3.2%	4	6.3%	0	0.0%	6	4.0%
Upto ME 6-7	7	11.3%	5	7.9%	6	24.0%	18	12.0%
Upto High School 8-10	11	17.7%	12	19.0%	9	36.0%	32	21.3%
Upto +2	0	0.0%	6	9.5%	1	4.0%	7	4.7%
Upto +3	3	4.8%	0	0.0%	1	4.0%	4	2.7%
ITI / CT	1	1.6	1	1.6%	0	0.0%	2	1.3%
Illiterate but never went to school	12	19.4%	18	28.6%	1	4.0%	31	20.7%
Total	62	100.0%	63	100.0%	25	100.0%	150	100.0%

Source : Primary Data collected by the researchers.

ROLE OF MASS MEDIA IN TRIBAL DEVELOPMENT

We all are bounded directly or indirectly with the loads of social problems and issues, which are affected by the people of the people of the people and for the people. Social issues or matters include so many types such as poverty, violence, corruption, bribery, suppression of human rights, rape, discrimination and crime, killing in the name of honor. Today news channels, newspapers, radio, internet etc. help us to estimate the realities of live and focused on the every social matters with the pure and effect, it has a chance to explore the issues of society more openly.

The Media has got a vital role in molding a good society to develop our lifestyle and move it on the right path, because it always try to side with the truth and relevant factor. It is the best tool to spread awareness in social issues of tribes and the modern society either it be political, social or economic and giving us latest sight about what is happening in our world.

Mass media have also an impact on traditional media. Print media like signboard, billboard etc. are popularly used today even in rural areas. In traditional media system communication are done mainly through human means to spread some events and news. Mobile communication, Internet and social media also utilized by people to communicate message. Modern public address system is rapidly replacing traditional means for announcement. Instead of erecting plain stone to commemorate some important event of an old people, now-a-days inscription are used in memorial stone. Blowing of horn is very rare which was very important to announce or proclaim autumn seasons. However, the tradition remains the same even through its practice is not very regular.

FINDINGS AND SUGGESTIONS

It is observed that media like news-paper, television and radio are used by the tribal groups for entertainment only. Media has achieved a limited success in creating social awareness towards various developmental and social issues. Media are not too much important in the day to day life of tribals. Tribal women play a very outstanding role in the advancement of the tribal society. Government is trying to create awareness and bring change in tribalsociety with help of media. But, mass communication and social media can be used in a positive manner only when tribals are educationally empowered. The attitude of the tribal parents towards girls' education should be improved through

proper guidance and counseling. Easy-access and more opportunities should be provided to the tribes in order to bring them to the mainstream of educational, economic, social and cultural development. There is an urgent need for various government interventions, planners, Mass Medias, and policy makers to address this problem and allocate more funds in the central and state budgets for tribal development.

CONCLUSION

Communication plays a vital role in the life of human beings. Through communication social relationship are established, knowledge is gained and living condition is improved. It is one of the means for social change and development. Media brings the people together, and has eased the globalization process. Problems arise due to barriers in communication and they can be resolved by effective communication. Most of the tribal problems can be solved with appropriate mode of communication. Mass media brings the isolated tribal communities into the limelight and integrates them into the mean stream.

Media is considered as the catalyst of change and development. It can accelerate the process of globalization and empowerment. The process of communication has created informed citizenry. Media has played a vital role in diffusion of innovations and ideology of progress and modernity. Media has been perceived as the voice of masses against exploitations. Media can create a pressure on the system to work for public welfare. It can provide communication functionality between all stake holders of development : government, local leadership, donors, field workers, local population and civil society.

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