CHAPTER II

REVIEW OF LITERATURE
CHAPTER – 2

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2.1 Introduction

The communication infrastructure in the rural and tribal areas is impoverished. But there is only scattered empirical evidence about the tribal accessibility, tribal utility, tribal modernization and tribal development communication in India. There is no dearth of intelligence, expertise and resources. We only lack political will and commitment toward democratizing, decentralizing and localizing communication networks and operations especially in the rural and tribal areas and enlist the active participation of the people in the processes of integrated rural development, integrated tribal development and national development. A brief survey of the notable works done in the field of communication and tribal development throughout the world, India and Madhya Pradesh State is presented in this chapter.

2.2 International Studies

G C Chu and Wilbur Scharmm (1968: 19) in their study on 'Learning From Television: What the Research Says' had examined the role of television especially as an effective tool of instruction. They have observed that instructional television works best when it is made an integral part of instruction. The experts have suggested that effective use of television grows out of attention to the basic requirements of good teaching rather than to any fanciness that might be peculiar to television. The researchers had not examined the role of television in tribal development.

Everett M Rogers et.al. (1969: 100) in their study on 'Modernization Among Peasants: The Impact of Communication' report on Colombian villager's modernization. The respondents also included the tribals living in rural areas. The major concepts whose relationships with modernization of the individual peasants including tribals investigated are literacy, mass media exposure, cosmopolitanism, fatalism, empathy, innovations and achievement motivation. The treatment of the report affords a detailed look into the middle – range theory analysis and research design employed in the study. The researchers add to the cross-cultural literature by
comparing the similar data from India, Kenya, Brazil, Turkey, and other Third World Countries. The study had not chiefly focused on vital aspects tribal accessibility, tribal utility, tribal modernization and tribal development communication in India and elsewhere.

Higino A Ables (1970: 02) in his study on ‘Towards An Improved Role of Communication Media in Community Development’, observes that mass media should be combined with interpersonal communication since they are more effective in changing the attitudes of the people. The study was limited to the analysis of the combination of mass media and inter-personal media as tools of community development. The researcher suggests that mass media should be integrated with inter-personal communication for maximum effectiveness and efficiency in communication strategies to development programmes. The researcher had not concentrated much on the problems and prospects of tribal development communication in particular.

E Lloyd Sommerland (1972: ) in his paper on 'The Use of Satellites for Educational Television in Developing Countries' had explored the possibilities of utilizing satellite communication for educational and developmental endeavours especially in developing countries. The researcher had not concentrated on the role of television in tribal development.

Robert H Crawford (1972: 21) in his study on 'The Use of Traditional Media in Family Planning Programmes in Rural Java' identifies the existence of many different sub-cultures in rural Java where there are sizable chunk of tribal population. In particular, the researcher observed low media saturation and other communication limitations and constraints associated with development process. He argues that traditional media mainly folk songs and folk theatre forms which are an integral part of the culture could be used as tools of community development in Java. However, tribal development support communication factors and forces were not specifically covered in the study.

Elihu Katz and George Wedell (1977: 71) in their work on 'Broadcasting in the Third World: Promise and Performance' had examined the status, problems and prospects of broadcasting from the point of view of national development. The
researchers had not emphasized the role of broadcasting in tribal development in particular.

Frances J Berrigan (1979: 13) in 'Community Communications: The Role of Community Media in Development' brought out by UNESCO states that uses of communications media which include two-way communication from periphery to center and vice-versa constitute community media. She enumerates three micro-level development communication projects namely, 1) Audio Cassette Listening Forums Projects (ACLF), 2) Audio-Visual Production Center for Training and 3) Kheda TV Project. The researcher emphasizes that communications media are the vehicles through which practical participatory democracy as well as communication might be applied in rural and tribal areas. These three projects clearly emphasize the need for local initiatives, plans and programmes toward making communication as an instrument of micro-level development. However, the researcher had not adequately analyzed the role of communication including television in the process of tribal development.

Rudolfo Fernandez (1980: 38) in his study on 'Multi-Media Support for Agricultural Development Programmes: Masagana 99' analyzed the role of various communications media in the context of agriculture development. Tribals and ruralites were also included for the purpose of the study. However, the study does not contribute significantly toward promoting tribal development through proper media intervention packages.

Neville Jayaweera (1985: 65) in his study on 'Assessing Communication Satellites' examines the role of satellite communication from the point of view of community development. The researcher identifies the need and importance of satellite communication in the present age of information revolution. However, the study does not present significant methods toward improving the status of tribal development support communication.

Bella Mody (1991: 86) in her study 'Designing Messages for Development Communication: An Audience Perception-Based Approach' conducted in 1991 had critically opposed the 'Dominant Paradigm' and argued for upward movement of communication and development based on active people's participation at the grassroots level. Bella Mody had strongly advocated an alternative communication
system in the rural areas which would facilitate the development of people. The study was restricted to the analysis of people's participation in the process of message development rather than tribal development communication management at the grassroots level.

Seames Grimes (1992: 48) in his study 'Exploiting Information and Communication Technologies for Rural Development' analyzes the impact of new communication technologies on rural development and tribal development processes. The researcher observes that new communication technologies are not adequately distributed in the rural and tribal areas. The researcher finds the differences between information haves and information have-nots especially in the rural areas where sizable chunk of tribals dwell in. The researcher strongly argues that in this age of information revolution new communication technologies should be made accessible to the rural and tribal people.

2.3 Indian Studies

Y V Lakshman Rao (1966: 98) in his study on 'Community and Development: A Study of Two Indian Villages' examines the functions of communication in a developing country as they emerged from the study of two villages with a contrasting stages of development. He advocates that communication plays a decisive role in national development and the relationship between communication and development is a constant and cumulative one. The study which was based on participant observation method does not contribute significantly for the advancement of communication system at the grassroots level with special reference to tribal development.

P Dharam Yadav (1967: 143) in his study 'Comparative Analysis of Communication Structure and Innovation Diffusion in two Indian Villages' had analyzed the communication structure, pattern and approaches from the point of view of diffusion of innovations in rural setting. The researcher had not emphasized the role of communication in tribal development.

K S Sripada Raju (1967: 99) conducted a study namely, 'Village Development and Communication Patterns: A Factor Analytic Typology of Selected Villages and Farmers in Three States of India' during 1966 – 67. The aspects of communication pattern were: village-outside communication integration, village-within inter-personal
integration, structure, role and communication participant composition. The researcher had suggested different communication strategies for development in those villages. The study which was based on factor analytic investigation method does not contribute significantly for the improvement of communication system at grassroots level with special reference to tribal development.

Frederic C Fliegel et.al. (1968: 35) studied 'Agricultural Innovations in Indian Villages' and analyzed the process of diffusion of agricultural innovations in 108 villages in the states of Maharashtra, Andhra Pradesh and West Bengal. Some tribal areas were also included for the purpose of the study. The researchers studied the factors that facilitate or inhibit the success of agricultural programmes in rural and tribal areas. The report specifically deals with development administration, communication, village resources, village and social structure, leadership characteristic institutional development and multi-variate analysis of factors associated with agricultural development. The study had not dealt with the role of communication in tribal development.

Vikram Sarabhai (1970: 108) in his study on 'Television for Development' observed that television can be utilized effectively for developmental endeavours in a developing country like India. He had stated that education and development should become high priorities for Indian television. He had strongly advocated that satellite communication in general and community television in particular should become tools of community development.

I P Tiwari (1971: 132) in his paper on 'TV as a Tool of Change and Development' had analyzed the role of television in development broadly. The researcher had also explored the possibilities of utilizing television as a tool, technology, resource and process with respect to attaining the goals of development in India. However, the researcher had not touched upon the role of TV in tribal development in particular.

Yash Pal (1975: 91) in his paper 'Some Lessons During the Setting Up of SITE' observes that satellite instructional programmes cover agriculture, animal husbandry, health, hygiene and other development concerns in addition to entertainment. He has examined important aspects namely hardware development, village selection, operation electricity, deployment and maintenance, programme
production, special evaluation and so on. He had suggested that training the manpower should be undertaken on scientific basis. He has warned that over professionalization would mar the progress. The expert had not analyzed the role of satellite communication in tribal development.

    E V Chitnis (1976: 23) in his paper on 'Social Implications of the Satellite Instructional Television Experiment' had analyzed SITE as a communication system in Indian context in general and formative research, programme production and feedback system in particular. He has observed that SITE is conceived as an inter and multi-disciplinary exercise and that SITE evaluation should be an on-going exercise rather than after-the-event activity. He has called upon the authorities concerned to examine the social implications which arise from its ability to deliver television service to even remote and backward areas of a vast country such as India. He had suggested that development agencies must have dedicated funds and competent persons to provide inputs for television programmes. The expert has not specifically dealt with the role of satellite communication in tribal development.

    Binod C Agrawal et.al. (1977: 03) in their study on 'Social Impact of SITE on Adults' analyzed the impact of SITE and found that television was perceived as the most effective and popular medium of communication especially by the adults. The researchers have suggested that television could be used as an instrument of personality development among the adults. They have also emphasized the need and importance of youth welfare programmes in television.

    Ranjit Gupta (1977: 45) in his paper 'TV for the Oppressed' observes that nothing could be effective unless the social structure itself was tinkered. He argues that exploitation takes place because of the resource position and its distribution among different groups of people in the society. He has called upon the researchers to assume the role of activists in particular. He had suggested that television as a medium of development should be useful to work with social activists and government functionaries. He had also called upon the TV producers to try to seek and project what are the constraints in the way of these functionaries. The expert had not touched upon the role of TV in tribal development.

    N N Vyas (1978: 138) in his study 'Communication, Development and Change: A Case Study of Tribal Development in Southern Rajasthan' examines the
role of communication media as change agents and facilitators of tribal development. The researcher identifies the communication gaps in the process of tribal development in particular. The researcher had also called upon the media to assume the role of catalysts of tribal development on a priority basis.

Binod C Agrawal (1978: 05) in his study 'Television Comes to the Village' examines the role of satellite communication in general and television in particular in the process of rural development. The researcher had not studied the role of television in tribal development in particular.

D Banerjee (1979: 12) in his study 'Issues in Developmental Communication' observes that in our structure decision-making gets centralized in the hands of the elite even though we have a democratic structure. He had called upon that demographic scene in India should be changed. He had suggested that media should play the role of an adversary in order to bring to the notice of the decision makers where and how implementation of government schemes has failed. According to him, the media must present the problems of the poor and help in seeking redressal. The expert had not emphasized the role of media in tribal development.

Karnik, K S (1980: 72) in his paper on 'SITE Management' had analyzed SITE management in terms of intra-government coordination, project oriented structures, management philosophy and so on. He has identified that decentralization of responsibility along with full authority was one of the pillars of the SITE management structure. The expert had also highlighted the salient features and feathers of SITE management in India. The expert has not identified the pitfalls of SITE management with special reference to tribal development.

Binod C Agrawal and J B Ambekar (1980: 06) in their study on 'Inducing Change Through Television: An Evaluative Study of SITE in a Karnataka Village' had analyzed the role of television in social change in particular. They have found that television could be used as a powerful medium of communication in rural areas in order to bring about attitudinal and behavioural changes among the ruralites. The researchers have not focused on the role of TV in tribal development.

Shampa Banerjeee (1981: 14) in her study on 'Kheda: An Experiment in Rural TV' examines the role of television in community development. She had also
analyzed the satellite communication network and operations in the context of rural development. However, the study does not contribute significantly toward promoting tribal development support communication in Indian context.

Anand Mohan Prasad Sinha (1982: 116) in his study 'Communication Theory of Modernization: An Empirical Exploration in Two Indian Villages' examined the difference in the social system of the two villages in Bihar State and found that the social system heavily conditioned the media diet and media use by the villagers. The study reveals that mass communication can successfully play a decisive role in modernization by entering into a tripartite interaction relationship among social system, mass media and modernization. The researcher had emphasized the role of communication in rural modernization rather than tribal development.

Arbind K Sinha (1985: 117) in his study on 'Mass Media and Rural Development: A Study of Village Communication in Bihar' analyzed the process of existing rural communication, the barriers of communication hindering rural development and socio-cultural implications of satellite television. The researcher had made an attempt to understand the role and relevance of television in rural development. The total fieldwork was divided into three phases namely, pre-SITE, during-SITE and post-SITE. The study reveals that television enjoyed higher credibility than other sources of information from rural development point of view. The study was limited to the role of television in the process of rural development rather than tribal development.

Nutan (1988: 89) conducted a study namely 'An Experimental Study on Communication Effectiveness of Selected Media Mix for Health Communication'. She had analyzed various media and methods from the point of view of health communication. The researcher had not studied the role of communication in tribal development specifically in particular.

Ambekar, J B (1991: 08) studied 'Communication and Rural Development' from anthropological point of view in a village called Pothenal in Raichur District of Karnataka State. The researcher had also analyzed the role of communication in the process of tribal development to some extent. He argued that development communication scholars have overemphasized the psychological and communication attributes and neglected the social structural characteristics and differences in rural
and tribal areas. The researcher stresses social justice and participatory communication which are vital elements of rural development and tribal development communication processes.

Prabhu A N (1993: 92) in his study 'Media and Rural Development' analyzes the role of media in the process of rural development. The researcher had also examined media intervention for tribal development to some extent. He observes that modern mass media have not done justice to their role as facilitators of rural development in general and tribal development in particular. He argues that mass media should change their profile, approaches and contents in order to live up to the expectations of the people who constitute rural India and real India.

Rekha Bhagat (1994: 17) in her study 'Communication Role of Village Extension Worker' identifies the need and importance of extension communication from the point of view of rural development. The researcher had not adequately examined the various aspects of tribal development support communication in particular.

Agrawal et.al. (1997: 03) conducted a study on the 'Social Impact of SITE on Adults' and found that the satellite based communication programmes were not effective due to lack of local initiatives, prevalence of class difference and other external factors. The researchers had not studied the role of other media in promoting tribal development in particular.

B P Mahesh Chandra Guru (1997: 49) in his study 'An Evaluation of Grassroots Level Development Communication System in Karnataka State' had analyzed the status, problems and prospects of grassroots level development communication system. He had also conducted factor analytic investigation into media patterns and practices with reference to rural development in Karnataka State. The researcher has also provided an ideal media mix which would promote rural development. The researcher has not emphasized the role of communication in tribal development.

B S Bhatia (2000: 18) in his study on 'SITE Social Evaluation' had analyzed the organization of the social evaluation setup, SITE impact survey of adult, SITE impact survey of children, holistic studies, feedback on programmes, media utilization and other aspects. The study attempts at experimental by establishing the
effect of providing a follow-up support to messages communicated through television. Five experimental and five control villages were selected in each of the six SITE clusters. It was found that the overall knowledge of agricultural practices increases significantly more in utilization villages as compared to 'TV only' villages. The penetration of TV in the farmer population within a short span of one year was greater than that of radio, print media or village level worker.

B S Bhatia (2000: 18 a) in his study on 'SITE: What It Did Not Do' examined the audience and its characteristics, changes in awareness, knowledge and practice in agriculture, health and family planning and changes in attitudes and orientation in personal and social areas of life. It was found that agricultural programmes were understood and appreciated to a great extent by the audience. Television was far ahead of all other media. However, the researcher chose to call the SITE experiment as a failure as total as can be and suggested that the decisions should be based on inputs of such evaluation.

Binod C Agrawal (2000: 09) in his study on 'SITE Evaluation Though Holistic Study' examined the role of TV as a new medium of communication in SITE instructional areas. Anthropologists lived in the villages for a period of 18 months during pre-SITE, during-SITE and post-SITE periods. Seven villages were selected from seven states representing Andhra Pradesh, Bihar, Gujarat, Karnataka, Madhya Pradesh, Orissa and Rajasthan. Television viewing patterns, programme preference, impact of TV and other aspects were examined by the researcher. It was found that lack of facilities was an important factor in the non-utilization of the acquired knowledge.

Gopala Krishna Sahu (2000: 122) in his study 'Participatory Communication Approach for Tribal Development' has analyzed the role of communication in the process of tribal development in particular. The researcher had identified the factors and forces in the media which impeded tribal development. The researcher strongly advocates decentralization and localization of communication resources especially in the tribal areas. In particular, the researcher recommends that participatory communication approaches would really bring about tribal change and development in Indian context.
Gopala Krishna Sahu (2001: 127) in his study 'Tribal Development Through Communication' observed the various communication approaches in the context of tribal development. The researcher examined the role of various communications media and recommends that communication planning, implementation and evaluation should become chief components of tribal development projects. The researcher concludes that communication plays a decisive role in the process of tribal development.

A K Singh et al. (2001: 128) in their study 'Communication Strategy for Tribal Development in India: A Blend of Modern and Indigenous Communication Media' have analyzed the role of communication in the process of tribal development in Indian setting. They have compared both modern and indigenous communication media from the point of view of tribal development. They have strongly advocated integration of modern and indigenous communication media in order to wipe out communication gaps in the process of tribal development.

R Kannan et al. (2003: 76) in their study 'Communication and Exposure to Media Among the Tribals in Lower Hill of Palani, Tamil Nadu' examined the media exposure, media access and media intervention especially among tribals. The researchers have identified poor media exposure in general and inadequate media intervention in particular from the point of view of tribal development in Tamil Nadu. The researchers have called upon the media to provide adequate communication support to tribal developmental programmes in particular.

2.4 Regional Studies

Kenneth J Foreman (1972: 36) in his study on 'Communication and Message diffusion in Four Indian Villages' had made a comparative study of the diffusion patterns across messages and across villages in four rural communities in the Jabalpur District of Madhya Pradesh. The researcher had primarily focused the attention on diffusion of innovation vis-à-vis inter-personal channels of communication. The study had not covered the broader aspects of media intervention for tribal development in particular.

Y C Sonoria (1974: 110) in his study on 'Analysis of Communication Pattern in Farm Information Development and Dissemination in Madhya Pradesh' had analyzed the communication patterns and practices with special reference to agriculture
development. The researcher had not concentrated adequately on the communication patterns and practices with special reference to tribal development.

Radha Mishra et al. (1983: 82) in their study 'Formal Education Programmes: Impact Study' examined the impact of Kheda Communications Project in terms of both formative research and summative research. It was found that most people were aware of the formal educational programmes and that even adults watched the programmes actively. The researchers also found that the gain was not very encouraging considering the amount of money, time and effort that were utilized for the project. The problems of non-operation of the sets were also noticed. It was suggested that school transmission should be undertaken on the basis of proper communication strategies.

Hansa Joshi (1996: 66) in her study 'Profile of Selected Villages of Jhabua Development Communications Project' presented the profile of selected villages and described the procedures adopted for village selection with respect to Jhabua Development Communications Project. The gigantic exercise of physically visiting of the 240 villages and gathering detailed information on all the villages was undertaken by the research team. The researcher suggests that careful selection of villages for installation of direct reception sets is a necessary condition in all such projects. This effort led to a list of 150 villages where community TV sets were installed for the purpose of tribal development broadcasting.

Kamalesh Sharma (1996: 118) in her study 'Needs Analysis and Communication Briefs for Health Based on Situation Study' had analyzed need perception, programme approach, experts observations and communications briefs. The study chiefly focused on health facilities and programmes which were broadcast in Jhabua district. It was found that there was lack of communication between health administration and villagers. Besides this, there was no co-ordination amongst various departments which managed health. The researcher has suggested several measures toward improving health broadcasting in Jhabua district.

Ila Joshi (1997: 68) in her study 'Women as Target Viewers: Jhabua District' covered 150 respondents from the villages which had Direct Reception System installed by ISRO. Equal number of males and females representing all categories were included in the sample. It was found that men and women both watched
television programmes and JDCP programmes with equal interest and enthusiasm. Time, distance, irregular power supply and other constraints affected the viewing patterns. It is suggested that special treatment and sensitivity on the part of the producer is required to enhance the effectiveness of the television programmes.

Hansa Joshi and Vinita Srivastava (1997: 67) in their study 'Development Television and Jhabua: Feedback from Viewers' had analyzed the feedback of viewers with respect to overall television operations undertaken by the Jhabua Development Communications Project in Madhya Pradesh State. Primary data were collected from viewers including TV custodians and operators. It was noticed that most of the problems were caused by irregular supply of electricity. It was suggested that generators should be provided for uninterrupted telecast and that faulty TV sets and dish antennas should be repaired in general. In particular, the researcher suggested that the programmes should be complimented by the involvement of local artists, use of simple local language and production of user-friendly documentary and video magazines.

Vimal P Shah (1998: 119) in his study 'Jhabua Development Communications Project: A Benchmark Survey' had analyzed the demographic features, media exposure and programmes of JDCP in particular. The finalization of research and evaluation plan was preceded by a national level workshop. The researcher also examined the pre-JDCP scenario with respect to its priority areas for development communication. It was found that the infrastructural facilities in the survey villages were, on the whole, very limited. Besides this, the socio-cultural factors were also analyzed with reference to media exposure. The researcher had suggested that development-centered subjects which have a bearing on the target group should be broadcast with due respect to the local needs and aspirations of the target group.

Vimal P Shah (1999: 120) in his study 'JDCP Viewers: An Interim Report During JDCP Surveys' had analyzed the profiles, perceptions and opinions of the target audience regarding the JDCP programmes. The survey was divided into three phases namely 1) Pre-JDCP transmissions, 2) During-JDCP transmissions and 3) Post-JDCP transmissions. The primary data were collected from 36 experimental and 24 control villages in Jhabua District. The surveys constituted a fairly representative cross-section of males and females in various categories. It was found that socio-economic status and exposure to mass media was universally related to the
percentage of regular viewers among the target audience. Water-shed management, health, panchayt raj, forestry, government schemes, cultivation and other subjects were covered by the television programmes. Multiple classification analysis was carried out by the researcher. It was suggested that JDCP programmes should be made more region-specific, need-specific, time-specific and subject-specific in order to achieve the overall objectives of the project.

Vinod P Shah (2000: 124) in his study 'Development Communication and Change: An Impact Study of JDCP' had examined the impact of Jhabua Development Communications Project on the basis of the recommendations of a national seminar. The researcher adopted innovative methodological approaches in order to gather primary data. Separate estimates of JDCP viewers in the target population and the respondents were made at different points in time and under different field situations. It was found that a majority of the respondents had never viewed JDCP programmes mainly due to distance, non-availability of electricity, fear of security, lack of proper operational facilities and other factors. The researcher has suggested that betterment of infrastructural facilities, civic amenities, effective communications strategies, participatory communication approaches and positive programming would go a long way in making Jhabua Development Communications Project highly purposeful.

Vimal P Shah (2000: 121) in his study 'Development Communication and Change: An Impact Study of JDCP' examined the impact of JDCP programmes. The study involved four large scale longitudinal surveys spread over two years (96 – 98). The study answers several pertinent questions and throws up several larger questions for further research. The report remains as a source of information and guidance to the decision makers and social scientists.

K M Parmar (2001: 96) in his study 'Jhabua Development Communications Project: Process Document of Drought Related Programmes For JDCP' made an attempt to analyze the drought related special programmes which were produced by Development and Educational Communicational Unit of Indian Space Research Organization during 1999 in Jhabua District. The researcher broadly examined drought events in India over the past 200 years, administrative districts frequently affected by drought and yearly rainfall in Jhabua District in general. The researcher specifically analyzed the special communications programmes which were broadcast
through Jhabua Development Communication Project in particular. The whole process of communication was participatory by nature and the programmes were made in simple Hindi language with an element of entertainment in order to attract the attention of the target groups. Several aspects like scriptwriting, role of producers, orientation of producers, programme transmission strategy and so on were systematically analyzed. It was found that the whole programme was broadcast with a view to motivate the viewers to save water. It is suggested that theme based programmes should be produced on the basis of a particular situation campaign mode of communication with close co-ordination between government authority and communicators.

S K Yadav et al. (2002: 144) in their study ‘Government Welfare Scheme for Tribal Development’ had examined media’s penetration and access in the Training of Rural Youth for Self-Employment (TRYSEM) and Jawahar Rojgar Yojana (JRY) programmes which were implemented in Jaitthari and Jaisingh Nagar Development Blocks of Shahdol District of Madhya Pradesh. They had studied the role of mass media, folk media, panchayat raj institutions and extension communication agencies in the process of tribal development. They have identified the communication gaps in the process of tribal development. They have strongly found that the beneficiaries are more influenced through inter-personal channels rather than mass media. They have recommended that the involvement of opinion leaders and grassroots development functionaries would boost tribal development to a considerable extent especially at the grassroots level in tribal areas.

P Sahu et al. (2002: 129) in their study ‘Need for Reorganizing, Rewarding and Documenting the Indigenous Knowledge and Traditional Practices of Tribals of Madhya Pradesh in the Context of Bio-Diversity Conservation’ observe that the most important global crisis of today is the loss of biological diversity and that the traditional knowledge system in India is fast ending. Tribals hardly understand the intricacies of the so-called intellectual property rights and their implications. According to them, Ethno botanists, therefore have a greater responsibility not only in reinventorizing the traditionally used biological resources but also in conserving and revitalizing the traditional beliefs. They have suggested that there is an urgent need to inventories and record all ethno-biological information among the diverse ethnic communities before the traditional cultures are completely lost. The study is
confined to the preserving of traditional knowledge in order to protect the tribals of Madhya Pradesh and elsewhere from extinction.

P Sahu et. al. (2002: 130) in their study 'Indigenous and Traditional Way of Conservation and Sustainable Use of Bio-Diversity of the Tribals of Bastar (Madhya Pradesh) have observed that indigenous knowledge should be preserved in order to enhance the quality of life of those who have generated it since times immemorial. They have analyzed different aspects of indigenous knowledge with respect to tribals of Bastar district of Madhya Pradesh State in general. They have stated that the tribals of the area preserve individual plant, forests and forest patches traditionally on religious ground and worship forest gods in order to maintain lasting relationship with nature. They have suggested that the traditional culture and indigenous knowledge of the tribals should be systematically documented in order to sustain tribal development in Madhya Pradesh and elsewhere.

S Koley (2002: 75) in his study 'Genetic Research and its Applied Aspects with Special Reference to the Tribes of Madhya Pradesh' analyzed the distribution of different genetic markers in different tribal population of Madhya Pradesh where the concentration of tribes is maximum among the major states in India. They have also examined the ABO System, Rhesus System, MN System, Serum Protein System and Enzyme System in particular which play a major role in the incidence of genetic disorders. They have suggested that there should be a National Institute for Tribal Research specially dealing with genetic disorders. They have also identified the need for combining the interests and techniques of anthropology, genetics, medicine, ecology, nutrition and social sciences for comprehensive understanding of the problems of tribals in Madhya Pradesh and elsewhere.

A S Dey and J Tiwari (2002: 31) in their study 'Infant Feeding and Child Nutrition Among Tribal Population in Madhya Pradesh' made an attempt to study infant's feeding practices and child nutrition among tribes in Madhya Pradesh. They have observed that breast-feeding is nearly universal in Madhya Pradesh among tribals as found in general population. It was also observed that most of the children had not been given other liquids or solid food with a view to improve the nutrition status of the children. Most of the children were underweight mainly due to acute under nutrition. They have suggested that special efforts are required to improve
nutritional status of mothers and children in the tribal community of Madhya Pradesh.

A K Gharami and A N Sharma (2002: 54) in their study on ‘Some Aspects of Health-Seeking Behaviour Among the Kol Tribe with Special Reference to Singahapur Panchayat of Satna District, Madhya Pradesh’ have observed that demographic parameters of tribal population are considerably associated with the health status. They have found that most of the Primary Health Centers did not adequately serve the tribals. They have suggested that there is an urgent need to educate the Kol and other tribes and to undertake intervention programmes to increase their faith and acceptance of the modern health services including family planning.

M K Jain et.al. (2002: 69) in their study ‘Health Problem, Maternal and Child Health Practices and Ethnomedicine Among Saur Tribe of Tikamgarh District of Madhya Pradesh’ have examined the health problem, ethnomedicine and MCH practices among the Saur tribe of Madhya Pradesh. They had used participant method, observation, survey and group discussion methods for the purpose of their investigation. They have found that tribals of that area suffered from various diseases mainly due to lack of awareness, education, medical facilities and other civic amenities. They have suggested that serious efforts are required to improve the economic status, educational status and health status of the tribals of Tikamgarh District of Madhya Pradesh.

2.5 Summary

Madhya Pradesh has the largest concentration of Scheduled Tribe population in the country. Jhabua is one of the 45 districts of Madhya Pradesh. Communication networks are not adequately and systematically developed especially in the tribal areas including Jhabua district. Few researchers have assessed the role of mass media, traditional media, inter-personal media, extension media and new communication technologies in the process of development. Couple of investigations are conducted on the impact of television on viewers in urban, rural and tribal areas at international, national and regional levels. Prominent among them include: G C Chu and Wilbur Scharmm (1968), Higino A Ables (1970), Vikram Sarabhai (1970), I P Tiwari (1971), E Lloyd Sommerland (1972), E V Chitnis (1976), Ranjit Gupta (1977), K S Karnik (1980), Hansa Joshi and Vinita Srivatsava (1997), Vimal P Shah (1999),