CHAPTER III
RESEARCH METHODS
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3.1 Introduction

Communication occupies an enviable status in the process of tribal development. In this context, the flow of tribal development support communication into the rural areas of Jhabua district of Madhya Pradesh state was the chief focus of the study. The primary objective of the present study, as has been made clear in the previous chapter, requires investigating the role of television in tribal development. The forms of communication which link the tribal areas to the mainstream of development was also investigated by the researcher. This chapter enumerates the research questions, study variables, study areas, selection of samples, profile of the respondents, research design, methods of study, period of study, statistical analysis, limitations of the study and the definitions of the terms used in the study.

3.2 Research Questions

The objectives of the present study and the analysis of the findings of the studies reviewed in the earlier chapter have led to generating the following research questions.

1. What kind of media association the respondents have cultivated in the Jhabua district of Madhya Pradesh State?

2. What kind of television association the respondents have cultivated in the Jhabua district of Madhya Pradesh State?

3. Do the respondents have the benefit of access to various tribal development programmes broadcast by television?

4. What is the role of television in tribal development especially in the Jhabua district of Madhya Pradesh State?

5. Are the tribal development support broadcasting services evaluated systematically by the experts?
3.3 Study Variables

Keeping the above research questions in view, the following variables were selected for the present study on the basis of review of literature and discussion with subject experts.

3.3.1 Independent Variables

1. Gender
2. Age
3. Education
4. Occupation
5. Income
6. Caste

3.3.2 Dependent Variables

7. Association with various media
8. Access to various television channels
9. Access to various tribal development programmes broadcast by television
10. Role of television in tribal development
3.4 Selection of Study Areas

Table 3.1: Distribution of Study Areas and Sample

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Name of the Blocks</th>
<th>Name of the Villages</th>
<th>No. of Functionaries</th>
<th>No. of Beneficiaries</th>
<th>Total Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jhabua</td>
<td>Devyjiti</td>
<td>04</td>
<td>05</td>
<td>09</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Antarvelia</td>
<td>04</td>
<td>05</td>
<td>09</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kalapipal</td>
<td>04</td>
<td>05</td>
<td>09</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kalyanpura</td>
<td>04</td>
<td>05</td>
<td>09</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gundipada</td>
<td>04</td>
<td>05</td>
<td>09</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Baman Semialiya</td>
<td>04</td>
<td>06</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>Alirajpur</td>
<td>Ambari</td>
<td>04</td>
<td>07</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bagadi</td>
<td>03</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Haraswat</td>
<td>03</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kharakuva</td>
<td>03</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Masani</td>
<td>03</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Rajwat</td>
<td>03</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>Kattiwada</td>
<td>Agal Gota</td>
<td>03</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Badi Sardi</td>
<td>03</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Haveli Kheda</td>
<td>03</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Moradhi</td>
<td>03</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kabrisel</td>
<td>03</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bokadiya</td>
<td>03</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>Thandia</td>
<td>Bedawa</td>
<td>03</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Balawasa</td>
<td>03</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Khawasa</td>
<td>03</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sagwa</td>
<td>03</td>
<td>07</td>
<td>10</td>
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<td></td>
<td></td>
<td>Khawasa</td>
<td>03</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Harinagar</td>
<td>03</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td>5</td>
<td>Petlawad</td>
<td>Amargadh</td>
<td>03</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bawadi</td>
<td>03</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Beganbadi</td>
<td>03</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jamali</td>
<td>03</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mandan</td>
<td>03</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sarangi</td>
<td>03</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>05 Blocks</td>
<td>30 Villages</td>
<td>97</td>
<td>199</td>
<td>296</td>
</tr>
</tbody>
</table>

The authorities of National Informatics Center, Bhopal were approached and information was gathered regarding the selection of areas for the purpose of the study. It was decided to select Jhabua District of Madhya Pradesh State since there was greater television exposure among tribals when compared to other districts. Ultimately, five blocks namely Jhabua, Alirajpur, Kattiwada, Thandia and Petlawad were selected on the basis of block development and television exposure.

Ultimately, 30 villages from 5 blocks Jhabua, Alirajpur, Kattiwada, Thandia and Petlawad were selected on the basis of village development and television exposure. These villages truly represent the social, cultural, economic, political and media scenario of Madhya Pradesh State. The distribution of study areas in terms of blocks and villages is presented in table 2.1.
### 3.5 Selection of Sample

**Table 3.2: Demographic Details of the Respondents**

<table>
<thead>
<tr>
<th>Independent Variables</th>
<th>Functionaries</th>
<th>Beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No</td>
<td>%</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>70</td>
<td>72.16</td>
</tr>
<tr>
<td>Female</td>
<td>27</td>
<td>27.84</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>97</td>
<td>100.00</td>
</tr>
<tr>
<td><strong>Age (Years)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19-28</td>
<td>35</td>
<td>36.08</td>
</tr>
<tr>
<td>29-38</td>
<td>36</td>
<td>37.11</td>
</tr>
<tr>
<td>39-48</td>
<td>22</td>
<td>22.68</td>
</tr>
<tr>
<td>49-58</td>
<td>4</td>
<td>4.12</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>97</td>
<td>100.00</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SSLC (F)/Illiterate (B)</td>
<td>27</td>
<td>27.84</td>
</tr>
<tr>
<td>PUC (F)/Neo literate (B)</td>
<td>16</td>
<td>16.49</td>
</tr>
<tr>
<td>Degree (F)/Primary (B)</td>
<td>39</td>
<td>40.21</td>
</tr>
<tr>
<td>PG (F)/Secondary &amp; above (B)</td>
<td>15</td>
<td>15.46</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>97</td>
<td>100.00</td>
</tr>
<tr>
<td><strong>Occupation</strong></td>
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<td></td>
</tr>
<tr>
<td>State (F)// Farmer (B)</td>
<td>33</td>
<td>34.02</td>
</tr>
<tr>
<td>Central (F)// Artisan (B)</td>
<td>16</td>
<td>16.49</td>
</tr>
<tr>
<td>NGO (F)//Labour (B)</td>
<td>21</td>
<td>21.65</td>
</tr>
<tr>
<td>Others (F)// Student/ HW (B)</td>
<td>27</td>
<td>27.84</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>97</td>
<td>100.00</td>
</tr>
<tr>
<td><strong>Annual Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt; or = Rs. 25000</td>
<td>16</td>
<td>16.49</td>
</tr>
<tr>
<td>Rs. 50000</td>
<td>46</td>
<td>47.42</td>
</tr>
<tr>
<td>Rs. 75000</td>
<td>29</td>
<td>29.90</td>
</tr>
<tr>
<td>Rs. 1 lakh+</td>
<td>6</td>
<td>6.19</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>97</td>
<td>100.00</td>
</tr>
<tr>
<td><strong>Caste</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bhil</td>
<td>16</td>
<td>16.49</td>
</tr>
<tr>
<td>Bhilala</td>
<td>17</td>
<td>17.53</td>
</tr>
<tr>
<td>Patelia</td>
<td>22</td>
<td>22.68</td>
</tr>
<tr>
<td>Others</td>
<td>42</td>
<td>43.30</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>97</td>
<td>100.00</td>
</tr>
</tbody>
</table>

(F= Functionaries; B = Beneficiaries)
Ph. – 7 Tribals Watching TV Programmes At Community Hall And Market Place In Jhabua District
It was decided to interview people representing two major categories namely, functionaries and beneficiaries of various tribal development projects in Jhabua district of Madhya Pradesh State. It would require more time, money and manpower to contact all the functionaries and beneficiaries. An exhaustive and intensive study was not possible because of large numbers and time and resource constraints. Incidental sampling technique was followed in selecting the functionaries and beneficiaries due to above cited constraints. This method of selection also gives significantly correct results with much less time, money and material. Therefore, 97 functionaries working in various development departments in different capacities and 199 beneficiaries of various tribal development programmes were selected for the study and the category of respondents is presented in table 2.2. The demographic details of the respondents is as follows.
3.6 **Profile of the Respondents**

**Functionaries**

The total number of functionaries were 97 out of which 72.16% were male and 27.84% were female functionaries. There were 36.08% of respondents representing 19 – 28 years, 37.11% of the respondents representing 29 -38 years, 22.68% of the respondents representing 39 – 48 years and 4.12% of the respondents representing 49-58 years.

There were 27.84% of the respondents representing matriculation background, 16.49% of the respondents representing PUC background, 40.21% of the respondents representing degree background and 15.46% of the respondents representing Post Graduate background.

There were 34.02% of the respondents representing state service, 16.49% of the respondents representing central service, 21.65% of the respondents representing NGO sector and 27.84% of the respondents representing other occupational groups.

There were 16.49% of the respondents representing the Rs. 25,000 annual income group, 47.42% of the respondents representing the Rs. 50,000 annual income group, 29.90% of the respondents representing the Rs. 75,000 annual income group, and 6.19% of the respondents representing the Rs. 1,00,000 and above annual income groups.

There were 16.49% of the respondents representing the Bhil caste, 17.53% of the respondents representing the Bhilala caste, 22.68% of the respondents representing the Patelia caste and 43.30% of the respondents representing other tribal caste groups.

**Beneficiaries**

The total number of beneficiaries were 199 out of which 80.40% were male and 19.60% were female beneficiaries. There were 35.18% of respondents representing 19 – 28 years, 38.19% of the respondents representing 29 -38 years, 22.11% of the respondents representing 39 – 48 years and 4.52% of the respondents representing 49-58 years.
There were 27.84 % of the respondents representing illiterates, 12.56 % of the respondents representing neo-literates, 26.13 % of the respondents representing primary education and 27.67 % of the respondents representing secondary education and above.

There were 53.27 % of the respondents representing farmers group, 15.58 % of the respondents representing artisans group, 20.10 % of the respondents representing labour group and 11.06 % of the respondents representing other occupational groups.

There were 68.84 % of the respondents representing the Rs. 25,000 annual income group, 10.55 % of the respondents representing the Rs. 50,000 annual income group 17.59 % of the respondents representing the Rs. 75,000 annual income group, and 3.02 % of the respondents representing the Rs. 1,00,000 and above annual income groups.

There were 53.77 % of the respondents representing the Bhil caste, 27.64 % of the respondents representing the Bhilala caste, 6.53 % of the respondents representing the Patella caste and 12.06 % of the respondents representing other tribal caste groups.

3.7 Research Design

The present study approaches the problem through a systematic survey method which is very popular in the field of Mass Communication as well as Social Science research.

3.7.1 Method of Study

Two levels of structured and pre-tested schedules were administered to the functionaries and beneficiaries of tribal development projects. Primary data were collected through questionnaire and interview tools personally by the researcher. The one administered to the functionaries of various tribal development projects of the five selected blocks consisted of 43 questions on various aspects of tribal development programmes in general and dissemination of tribal development programmes through television. It was designed to explore the understanding of these functionaries have of the tribal development programmes and dissemination of tribal development programmes through television. The second interview schedule
which consisted of 48 questions was administered to the beneficiaries of tribal development programmes of the 30 selected villages. It was designed to explore the understanding of these beneficiaries have of the tribal development programmes and dissemination of tribal development programmes through television. There were several common questions to both functionaries and beneficiaries of tribal development projects on media association, television exposure, access to tribal development programmes of television and role of television in tribal development especially at the grassroots level. Twelve major components of tribal development and several specific factors of tribal development were retained commonly in case of both functionaries (28) and beneficiaries (27) for the purpose of factor analysis.

3.7.2 Pre-Test

Before administering the questionnaire to the respondents of the study, a pre-test was conducted after choosing the respondents (Functionaries and Beneficiaries) in Manpura village of Jhabua block and district which is a non-sample area. The contents of the questionnaire were subjected to modification and simplification to avoid ambiguity in the light of the pre-test.

3.7.3 Other Methods

Besides survey method, non-participant observation, informal discussions and several secondary sources of information (census report, district five year plans, reviews of tribal development programmes at block and district levels, media reports, articles in professional journals, books and other publications related to the research topic) were also used as other methods to study the various aspects of tribal development in general and role of television in tribal development in particular in Jhabua district of Madhya Pradesh State. The entire study was exploratory in nature. Several ideas emerged during the course of informal discussions with the experts, administrators, functionaries and beneficiaries were incorporated into the research design. Therefore, research methods were designed on the basis of flexibility, adaptability and ground realities.
Ph. – 8  Research Scholar With The Respondents In The Field
3.8 **Period of Study**

The pre-test was conducted during the month of January 2003 but the actual data collection from the selected respondents in the sample areas was done during March – December 2003.

3.9 **Statistical Analysis**

The analysis of data was done by using percentage analysis, graphical representation and factor analysis. The percentages were worked out to represent the proportion of respondents to the total sample considered in the study. The data were reduced to respective percentages in the case of data analysis of television broadcasting of tribal development programmes and role of television in tribal development in Jhabua district of Madhya Pradesh State. Graphical representation in the form of Bar diagram and Pie Chart are made available to provide clarity to the data pertaining to television broadcasting of tribal development programmes and role of television in tribal development. The factor analysis is an advanced statistical technique to decipher the behaviour of variables with respect to predicted factors. This is also used in the context of data reduction. This technique has been used as direct means of testing specific hypotheses about which variables hang together. Since factor analysis involves a very complex process, computing manually was beyond the control of the researcher. Hence, the factor analytic results were obtained from IBM PC AT computer through Statistical Package for Social Sciences (SPSS). The SPSS package provides for all statistical calculation from basic to advanced. The results were obtained as per the plan enunciated. Principal components were used to extract factors. The functionary and beneficiary data was subjected to Kaiser’s Varimax Rotation Test with respect to JDCP, Bhopal DD, DD-1 and Jaipur DD channels in the process of tribal development. Variables that were heavily loaded were considered for interpretation.

3.10 **Limitations of the Study**

The usual limitations of the survey method, namely time, human inadequacies, resource inadequacies, recollection and communication were experienced by the researcher. It was practically not possible to contact all the policy makers, bureaucrats, functionaries and beneficiaries due to lack of time. An exhaustive and intensive study was not possible because of large numbers and
above constraints. Incidental sampling technique was followed in selecting the
functionaries and beneficiaries since this method of selection also gives significantly
correct results with much less time, manpower, money and materials. Though much
care has been taken to collect the data, the memory bias on the part of the
respondents cannot be completely ruled out.

3.11 Definitions of the Terms Used in the Study

3.11.1 Tribes

The connotation ‘tribe’ attributed to certain ethnic groups in India is the
legacy of the British colonial rule. The term continues to be used in dealing with the
exotic indigenous people of India who live outside cities and townships. In the
present day, tribes are found to live in forests, hills and terrains which are the
repository of minerals, hydraulic and forest resources with their exotic culture which
is peculiar to modern day people. Therefore, the outsiders designate them with
various names like ‘adivasi’ (original inhabitants) ‘jana’ or ‘janjati’ (folk community)
‘adimjati’ (primitive community) ‘vanvasi’ (forest dwellers) ‘pahari’ (hill people) and
so on. The tribes are often fragmented into smaller groups because of scanty and
sporadic distribution of resources. India has the largest concentration of the tribal
population in the world. Indian tribes constitute roughly 8 percent of the nation’s
total population according to the 2001 census.

3.11.2 Development

Development is the process which permits man to gain absolute control over
himself, over environment and over national destiny and permits him to be what he
wants to be. Today, in all developing countries, ‘development’ is considered to be a
subject of special concern. Special programmes are being implemented in these
countries to improve the socio-economic conditions of the people. Statistically, this
means the peasants, workers, women and weaker sections in a developing country
like India. Thus, development deals with people and their overall progress.
Development is essentially a process of change initiated with an objective of
improving the quality of life of people.
3.11.3 Tribal Development

One of the major concerns of Indian planning has been the welfare and development of the weaker sections of the society and among them more especially that of the Scheduled Caste and Scheduled Tribes who constitute nearly ¼ of the total population. The Scheduled Tribes were identified on the basis of certain well defined criteria including the traditional home land of a definite geographical area, distinctive culture including shyness of contact, occupational traits such as pre-agricultural modes of cultivation and general lack of development. The list of Scheduled Tribes were notified by the President of India in accordance with the provisions of Article 342 of the Indian Constitution. Tribal development should be viewed at 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' with the basic concepts of ecology, environment, human resources and protection of human rights is the need of the hour. Tribal development encompasses broadly the multi-faceted development of tribals in India.

3.11.4 Communication

Communication is a basic human need. It is an essential component of human life. Mankind has been defined as essentially being animals with sophisticated communicative abilities. Satisfaction of all human needs involves communication. It is a critical factor in the process of development and a key to the door of information, education, entertainment, participation and empowerment. Thus, communication essentially means transmission of information, education, entertainment, advertisement, publicity and propaganda. Communication is a two-way interaction between the communicator and the recipient of the message. The process of communication includes – source, message, channel, receiver and effect. The process becomes incomplete if the receivers do not get the benefit of knowledge, experience and expertise. Communication is a critical factor in the process of development.

3.11.5 Development Communication

A real change in the lives of the people can be brought about through communication which is the ultimate facilitator of development. It is here that
communication both for the purposes of human resources development and national
development assumes new significance. Active, intelligent and constructive
participation of people in the process of development can be brought about if the
people are educated, organized and persuaded properly by our communication
media, government agencies and non-government agencies. Thus, development
communication necessarily means, planned, systematic and specialized
communication support for development. Participation of the beneficiaries in the
process of development is a must. Hence, development communication assumes
great significance especially in developing countries.

3.11.6 Grassroots Development

The necessary key to grassroots development is a change in attitudes and
then in actions of persons to be affected by the development at the grassroots level.
By developing appropriate infrastructure at the block level, the tribals living at the
grassroots level (below the block level i.e., villages, communities, homes etc.) could
be led to the path of development. The objectives of national development, rural
development, community development, tribal development and so on would depend
upon the proper functioning of a planned, systematic and effective development
administration system at the grassroots level.

3.11.7 Media Association

People are required to cultivate positive media habits. Media can be classified
broadly into traditional media (folk songs, folk dances, folk theatre forms and folk
traditions), modern mass media (print media, film, radio and television), new media
(telecommunication media, satellite communication media and computer
communication media) and extension media (group discussion, lecture sessions,
demonstrations, exhibitions etc.). In any country, communication gap poses major
threats not only to development but also to the entire polity. Active media
association brings about the active participation of the people in the process of
development.

3.11.8 Television Exposure

Television has become the massest of all mass media. It is also a very
powerful audio-visual medium of communication. Television, like theatre is filled
with creative people at various levels which includes producers, scriptwriters, cameramen, sound recordists, production assistants, editors, researchers and policy makers. Satellite TV signals was received in 2400 Indian villages for the first time during Satellite Instructional Television Experiment (SITE) launched in 1975 – 76. The Kheda Communications Project demonstrated how participatory and people oriented can a local TV system become. These efforts were followed by the application of one-way video two way audio teleconferencing for education and development training. The Jhabua Development Communications Project (JDCP) combines the features of all the above. However, the operational features are adjusted to the changed technological and socio-economic context. The use of satellite television broadcasting for beaming education and developmental programmes to rural India as communication support to developmental activities has been on the national agenda for over 25 years in India.

3.11.9 Jhabua Development Communications Project (JDCP)

Jhabua Development Communications Project (JDCP) stood on the shoulders of Satellite Instructional Television Experiment (SITE) and Kheda Communications Project (KCP) for which Development and Educational Communication Unit of Indian Space Research Organization is the nodal agency. The JDCP was established to meet the goals of information, education and developmental aspects of Jhabua which has a unique characteristics and commitment for alternative broadcasting. The JDCP programmes are mostly hardcore and cover development issues like health, education, watershed management, panchayati raj, social issues and so on. These programmes are broadcast in Jhabua district of Madhya Pradesh State with a view to bring about increased awareness about various tribal development projects and to enlist active participation of tribals in the process of tribal development.

3.11.10 Bhopal DD

Bhopal is the capital of Madhya Pradesh State. Prasar Bharati Corporation also has a prominent Doordarshan Kendra stationed at Bhopal. National and regional programmes are broadcast over Bhopal DD for the benefit of the people of Madhya Pradesh in Hindi which is a national language. The programmes of Bhopal DD are also watched by the tribals of Jhabua district of Madhya Pradesh State actively.
3.11.11 Jaipur DD

Jaipur is the capital of Rajasthan State. Prasar Bharati Corporation also has a prominent Doordarshan Kendra stationed at Jaipur. National and regional programmes are broadcast over Jaipur DD for the benefit of the people of Rajasthan in Hindi which is a national language. The programmes of Jaipur DD are also watched by the tribals of Jhabua district of Madhya Pradesh State actively.

3.11.12 DD-1

In the present times DD-1 programmes are watched in urban, rural and remote areas. Regional, national and international programmes are broadcast all over the country. Most of the programmes are broadcast in Hindi which is a national language. DD-1 programmes are also watched by the tribals of Jhabua district of Madhya Pradesh State actively.

3.11.13 Functionaries

Without efficient and trusted administrators and a delivery system, resources are likely to go a waste, leakages are created, corruption encouraged and in the process the objectives tribal development projects are defeated. It is here that the mediating role of education by the functionaries of various government and non-government agencies becomes a matter of profound significance. The officers, supervisors, field staff and activists of non-government organization working at grassroots level are termed as 'functionaries' and duly considered in the study for the purpose of primary data collection and analysis.

3.11.14 Beneficiaries

Participation in the process of tribal development will be effective if the implementers of development programmes and the target group of development programmes are able to understand each other's languages, needs, roles and responsibilities. It has been realized that social interaction model of development communication is better than authoritarian model of development communication in a developing country like India. The poor and needy among the tribals who are entitled to get the benefits of various tribal development projects that are implemented at the grassroots level are termed as 'beneficiaries' and duly considered in the study for the purpose of primary data collection and analysis.
3.11.15 Basic Needs and Infrastructural Facilities

Basic needs include food, cloth, shelter, health care, security and employment. The basic needs model of development essentially incorporates these vital aspects of development. Infrastructural facilities include drinking water, sanitation, roads, electricity, watershed, schools, hospitals, transportation facilities, communication facilities and other facilities which are required to build a strong base for tribal development at grassroots level.

3.11.16 Educational Facilities

It is the responsibility of the state to provide basic educational amenities and services to the people in urban, rural and tribal areas. Educational facilities include the availability of formal education, adult education, vocational education, technical education and higher education for the benefit of tribals. These educational facilities are required to build a strong base for tribal development at grassroots level.

3.11.17 Health Facilities

It is the responsibility of the state to provide basic health amenities and services to the people in urban, rural and tribal areas. Health facilities include the availability of food, nutrition, sanitation, family planning, prevention of communicable diseases, hygiene and allied facilities for the benefit of tribals. These health facilities are required to build a strong base for tribal development at grassroots level.

3.11.18 Economic Development Facilities

It is the responsibility of the state to provide the benefits of economic equity and justice to the people in urban, rural and tribal areas. Economic facilities include development of infrastructural services, agriculture development, horticulture development, sericulture development, cottage industry development, fisheries development and allied facilities for the benefit of tribals. These economic facilities are required to build a strong base for tribal development at grassroots level.

3.11.19 Vocational Training and Self-Employment Opportunities

It is the responsibility of the state to provide the benefits of vocational training and self-employment opportunities to the people in urban, rural and tribal
areas in order to combat unemployment, under-employment, poverty, unrest, conflict and other problems. Vocational training and self-employment opportunities include establishment of training centers, information centers and allied facilities for the benefit of tribals. These facilities are required to build a strong base for tribal development at grassroots level.

3.11.20 Panchayati Raj System and Programmes

In India panchayati raj institutions are established at district, block and village levels. Special provisions are created through Sixth Schedule for the administration of Tribal Areas. Tribals are also enabled to participate effectively in the process of development planning and administration processes. Decentralization and community driven management would usher in a new era of tribal development in India. Panchayati raj system and programmes include — creation of panchayati raj institutions and implementation of grassroots tribal development programmes. These facilities are required to build a strong base for tribal development at grassroots level.

3.11.21 Public Distribution and Consumer Welfare Activities

In India there is a separate department at national level and state level to facilitate effective distribution of food and civil supplies. It is the responsibility of the state to educate the people on these facilities and provide food and civil services to increase the standard of living of the people. These facilities are required to build a strong base for tribal development at grassroots level.

3.11.22 Social Justice and Empowerment Related Programmes

In India there is a separate department at national level and state level to facilitate effective implementation of social justice and welfare related programmes. It is the responsibility of the state to educate the people on these facilities and provide social justice and empowerment related services to increase the standard of living of the people and social security. These facilities are required to build a strong base for tribal development at grassroots level.
3.11.23 Women and Children Welfare Related Programmes

In India there is a separate department at national level and state level to facilitate effective implementation of women and children welfare related programmes. It is the responsibility of the state to educate the women and children on these facilities and provide gender justice and empowerment related services to increase the standard of living of the people in general and women and children in particular. These facilities are required to build a strong base for tribal development at grassroots level.

3.11.24 Human Rights Protection Related Programmes

In India there are two national commissions namely – National Human Rights Commission and National Commission for Scheduled Caste and Scheduled Tribes. These commissions are established to protect the interest of weaker sections who are the worst victims of circumstances. It is the responsibility of the state to educate the SC/ST people on various welfare measures and provide social justice and protection. These facilities are required to build a strong base for tribal development at grassroots level.

3.11.25 Environment Protection Related Programmes

Environment protection assumes great significance especially in developing world. The two Earth Summits (Rio De Janeiro – 1992 and Johannesburg – 2002) have emphasized the need and importance of sustainable development. It is the responsibility of the state to educate the tribals on environment protection and ensure safe and stable ecological balance. These facilities are required to build a strong base for tribal development at grassroots level.

3.11.26 Cultural Promotion Related Programmes

There is a symbiotic relationship between culture and development. Culture is the central concept of social and cultural anthropology. It is the responsibility of the state to promote the culture and facilitate culture-friendly tribal development projects. Planning for the development of tribal communities has to be undertaken with due respect to cultural ethos and traditions. Culture friendly development facilities and projects are required to build a strong base for tribal development at grassroots level.
3.11.27 Block

In India the 'Block' is a key unit of development administration below the district. The objectives of various rural and tribal development programmes have been achieved through initiating a process of planning at the block level. The block plan seeks to ensure optimum utilization of local resources, integration of various ongoing development programmes being implemented by different departments and formulation of development plans with the objective of providing economically viable activities to the rural poor.

3.11.28 Village

India is a land of villages. There are more than 7 lakh villages in India. About 75% of the national population live in the villages which are part of rural and tribal India. A village is an assemblage of houses bigger than a community and smaller than a town/municipality. In India, village development is the backbone of national development. Communities are sometime amorphous groups which are difficult to identify while typical profiles may overlap administrative units. An alternative unit is the village. Thus, village is usually the primary unit of rural social organization and administrative unit for effective programme implementation.

3.11.29 Community

The term community has been used to the sociological literature to refer directly to types of population settlements in villages or urban neighbourhoods. In the Indian context, a community is a union of several caste groups of people. In every village we find many caste-based groups. A village community consist of several caste-based groups of people who are part of the mainstream of village community. The notion of community has a strong symbolic power which accounts for the ready acceptance of policies put forward in its name.

3.11.30 Constitutional Provisions and Safeguards

The Indian sub-continent has the largest concentration of tribal population in the world and constitute 8.08% of the country’s tribal population. The founding fathers of our Constitution had desired to secure social, economic and political justice and equality of opportunities and status to all citizens including tribals. Specific safeguards are provided in the constitution for the weaker sections of the society in
3.12 Summary

Tribal development communication scenario of Madhya Pradesh State is less understood due to lack of comprehensive communication investigations. The primary data were collected from 296 respondents who were selected on the basis of incidental sampling technique. The present study approaches the problem through a systematic survey method. Besides survey methods, non-participant observation, informal discussion and several secondary sources of information were also used as other methods to study the role of television in tribal development in Jhabua district of Madhya Pradesh State. The analysis of data was done by using percentage analysis, graphical representation and factor analysis. The usual limitations of survey method, namely time, human inadequacies, resource inadequacies, recollection and communication were experienced by the researcher.