CHAPTER V

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5.1 Introduction

India is prominently a pluralistic society. About 75% of the people reside in rural and tribal areas. The importance of tribal development forming the core of rural development strategies is being increasingly recognized. Many area-specific and target-group specific programmes have been implemented throughout the country including Madhya Pradesh State to achieve the goals of integrated rural development and integrated tribal development. Planning for better development communication at the grassroots level has, until now, been a rather haphazard process. New approaches call for procedures which systematically identify and select relevant policy instruments, communication resource, media intervention programmes and widely participatory networks in relation to the causes of malnourished development communication system in the country.

Television came to India ostensibly for education and development. In this age of commercialization, television is providing sizable chunk of entertainment-centered and advertisement-centered programmes to the audience. These events have relegated education and development to a back seat. India has acquired the capability over the years to beam television programmes to every part of the country mainly because of the revolutionary experiments conducted by the Indian Space Research Organization. Satellite instructional programmes can be transmitted from all studios linked to earth stations and can be received anywhere in the country using the medium for providing educational and developmental programmes to the target groups. Low cost television studios are now within the reach of educational institutions and developmental agencies. Television has also become one of the extension tools of these agencies.

This chapter contains the summary of the study, findings of the study, implications on the Government of India, Madhya Pradesh State Government, Local-Self Government Organizations, Non-Government Organizations, Television Media, Research Institutions, A Model of Television in Tribal Development and Ideal
Television Programming for Tribal Development in Madhya Pradesh State and elsewhere.

### 5.2 Summary

The Indian sub-continent has the largest concentration of tribal population in the world. One of the largest states of India, Madhya Pradesh in central India can boast of some glorious associations with well known martyrs of history. This state has a sizable chunk of tribal population. After independence, various measures have been devised and implemented for the uplift of the tribals. These measures have not disseminated significant benefits for the tribals in India. Practically, all developing countries have accepted communication as an integral part of development planning. The works of Lerner, Schramm, Rogers and others helped to launch the belief that communication brings about development. In India, Gandhi, Ambedkar, Lohia, Jayaprakash Narayan, Vinoba Bhave and others upheld the importance of social justice. They were also strong advocates of tribal development. Participatory communication approaches are required at the grassroots level to translate the goals of integrated rural development and integrated tribal development into realities. Investigations dealing exclusively with the grassroots level broadcasting system in Madhya Pradesh State are scanty as seen through the paucity of literature. The role of television in tribal development in Madhya Pradesh State is chiefly focused in the present study.

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 through out the world, India and Madhya Pradesh State is presented in this chapter.

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.

The attainment of the goals of tribal development programmes does not become a reality in the absence of well-equipped communication network in the tribal areas. In particular, television has made its presence felt in 21st century in urban, rural and tribal areas. There is a need to make tribals self-reliant and create a situation where government, non-government and media organizations can assist
tribal development. The task of tribal development communication is to promote progress by utilizing all available communication channels including television. Data collected from questionnaire survey, observation and unstructured interviews was first organized and the raw data was transformed in such a way that inferences could be drawn and the corroborated data was put in the form of Tables and graphic representations following the principles of Miles and Huberman and analyzed.

The findings reveal that the media association of functionaries and beneficiaries is quite satisfactory. Both the groups are actively associated with traditional media, mass media, new media, NGOs and extension media. The functionaries and beneficiaries have identified the positive and negative aspects of television broadcasting with respect to tribal development. By and large, JDCP, Bhopal DD, DD-1 and Jaipur DD are accessible to them. However, there are mixed responses with respect to the role played by these channels in the process of tribal development in Madhya Pradesh State. In reality JDCP and Bhopal DD channels have been rated as fairly good sources of information and guidance from tribal development point of view in the study area. DD-1 and Jaipur DD channels have not lived up to the expectations of the respondents (functionaries and beneficiaries) in this regard.

Factor analysis is an advanced statistical technique to decipher the behaviour of the variables with respect to predicted factors. The numerical data has been constrained toward the major system and sub-system relationships with respect to the role of various TV channels in the process of tribal development. Twelve major components of tribal development were retained commonly in case of both functionaries and beneficiaries for the purpose of factor analysis. However, 28 specific factors of tribal development were considered for functionaries and 27 specific factors of tribal development were considered for beneficiaries from factor analysis point of view. The functionary and beneficiary data was subjected to Varimax Rotation Test with regard to JDCP, Bhopal DD, DD-1 and Jaipur DD channels. The data reveal that most of these channels did not adequately facilitate tribal development in letter and spirit. Television has a long way to go in facilitating tribal development in Madhya Pradesh State as well as India. It can be concluded that JDCP and Bhopal DD are fairly good when compared to DD - 1 and Jaipur DD channels. The factor analysis exhibits no bi-polar loadings on any factor. In retrospect, this study envisages the subtle existence of television channels that
enforce changes in the tribal areas through the functionaries and beneficiaries. The temporal constraint in the behaviour of the major systems and sub-systems envisages future investigations at different time periods and scales thereby evaluation of future tribal developmental conditions could be appreciated.

5.3 Findings

The findings of the study are classified under four different heads, namely a) media association of functionaries and beneficiaries, b) availability of different tribal development programmes in various television channels, c) broadcasting of fundamentals of tribal development and d) factor analysis of the role of television in tribal development.

5.3.1 Media Association Of Functionaries And Beneficiaries

a) A majority of the functionaries are actively associated with traditional media folk song (83.51 %), folk dance (77.32 %), folk theatre (71.13 %) and folk tradition (65.98 %), mass media - print media (96.91 %), film (96.91 %), radio (95.88 %) and television (100 %) and extension media - exhibition (81.44 %), public speech (80.41 %), group discussion (77.32 %) and demonstration (75.26 %). Surprisingly, a majority of the functionaries are not actively associated with non-government organizations - peasant organizations (21.65 %) worker's union (27.84 %), women's association (19.59 %) and youth clubs (28.87 %) in general and computer media (24.74 %) in particular.

The chi-square test has revealed that there is no significant difference with respect to factors affecting watching different television channels. Independent variables like gender, age, education, occupation, annual income and caste do influence audience opinion on watching different television channels from the point of view of functionaries.

b) A majority of the functionaries are actively associated with traditional media folk song (folk song 83.51 %), folk dance (86.43 %), folk theatre (79.40 %) and folk tradition (77.39 %), extension media exhibition (50.26 %) and public speech (82.91 %), mass media, radio (84.92 %) and television (100 %). Surprisingly, a majority of the beneficiaries are not actively associated with new media and non-government organizations.
The chi-square test has revealed that there is no significant difference with respect to factors affecting watching different television channels. Independent variables like gender, age, education, occupation and annual income do influence audience opinion on watching different television channels. However, the caste factor had no bearing with respect to opinion on viewing different television channels from the point of view of beneficiaries.

5.3.1.a. Media Habits of the Beneficiaries

i. A great majority of the beneficiaries have stated that they watched the television programmes at community hall (74.87 %), friends and relatives’ house (15.08 %), market place (5.53 %) and their homes (4.52 %) respectively. It is saddening to note that a great majority of the tribals do not own television sets due to poverty.

ii. A great majority of the beneficiaries have stated that they watched the TV programmes daily (78.89 %), few days in a week (13.07 %), occasionally (6.53 %) and rarely (1.51 %) respectively. It may be noted that a great majority of the beneficiaries watched the television programmes daily.

iii. A majority of the beneficiaries have stated that they watched the television programmes for about 1 hour (55.28 %) everyday, half an hour everyday (21.61 %), 2 hours everyday (19.60 %) and more than 2 hours everyday (3.52 %) respectively. It is a matter of satisfaction that a majority of the beneficiaries spend about one hour on watching the television programmes.

iv. A vast majority of the beneficiaries (85.93 %) have expressed their satisfaction while a minority of them (14.07 %) have expressed their dissatisfaction with respect to the timing of the television programmes.

5.3.2 Availability Of Different Tribal Development Programmes In Various Television Channels to Functionaries And Beneficiaries

a) A majority of the functionaries regardless of gender, age, education, occupation, income and caste groups have watched television programmes relating to basic needs and infrastructural facilities (55.67%), educational services (54.64%), health services (61.86%), Panchayati Raj (52.58%), women and children welfare (60.82%), and environment protection (52.58%). Surprisingly, economic
development programmes (88.66%), vocational training and self-employment programmes (79.38%), public distribution and consumer welfare programmes (88.66%), human rights protection programmes (71.13%), social justice and empowerment (53.61%) and cultural promotion programmes (77.32%) were not received by a great majority of the functionaries. Vital aspects of tribal development are not adequately watched by the functionaries in the study area.

b) A majority of the beneficiaries regardless of gender, age, education, occupation, income and caste groups have watched television programmes relating to basic needs and infrastructural facilities (53.77%), educational services (71.86%), health services (52.26%) and Panchayati Raj (78.39%). Surprisingly, economic development programmes (73.87%), vocational training and self-employment programmes (94.97%), public distribution and consumer welfare programmes (68.84%), social justice and empowerment (66.83%), women and children welfare (73.37%), human rights protection programmes (63.82%), environment protection (54.27%) and cultural promotion programmes (53.77%) were not received by a great majority of the beneficiaries. Vital aspects of tribal development are not adequately watched by the beneficiaries in the study area.

5.3.3 Broadcasting Of Tribal Development Programmes

5.3.3.1 a) A majority of the functionaries have received programmes relating to basic needs and infrastructural facilities from JDCP (86.69%), Bhopal DD (76.29%) and DD-1 (64.95%) channels. Surprisingly, a majority of the respondents (71.14%) have stated otherwise in this regard with respect to Jaipur DD channel.

b) A majority of the beneficiaries have not received programmes relating to basic needs and infrastructural facilities from JDCP (76.38%) and Jaipur DD (85.93%). Surprisingly, a majority of the respondents have stated otherwise in this regard with respect to Bhopal DD (54.77%) and DD-1 (73.37%) channels.

5.3.3.2 a) A majority of the functionaries have received programmes relating to educational progress of tribals from Bhopal DD (73.20%) and JDCP (56.70%) channels. However, there are large number of functionaries who have not received these programmes from DD-1 (77.32%) and Jaipur DD (73.20%) channels.
b) A majority of the beneficiaries have not received programmes relating to educational facilities from JDCP (81.41%) and Jaipur DD (94.97%). Surprisingly, a majority of the respondents have stated otherwise in this regard with respect to Bhopal DD (72.36%) and DD-1 (80.90%) channels.

5.3.3.3 a) A majority of the functionaries have received programmes relating to health progress of tribals from Bhopal DD (82.47%) and JDCP (73.20%) channels. However, there are large number of functionaries who have not received these programmes from DD-1 (58.76%) and Jaipur DD (67.01%) channels.

b) A majority of the beneficiaries have received programmes relating to health facilities from JDCP (84.42%), Bhopal DD (73.37%), DD-1 (54.27%) and Jaipur DD (75.88%) channels.

5.3.3.4 a) A great majority of the functionaries have not received programmes relating to economic development of tribals from JDCP (77.32%), Bhopal DD (81.44%), DD-1 (62.89%) and Jaipur DD (71.13%) channels. These television channels have not lived up to the expectations of the functionaries in bolstering the economic progress of the tribals.

b) A majority of the beneficiaries have not received programmes relating to economic progress from JDCP (80.90%), Bhopal DD (81.41%), DD-1 (62.81%) and Jaipur DD (84.42%) channels. It is observed by the respondents that they received sizeable chunk of agricultural programmes only. Vital programmes relating to the economic progress of the tribals are not broadcast by all these channels in the study area.

5.3.3.5 a) A majority of the functionaries have not received programmes relating to vocational training and self-employment of tribals from JDCP (65.98%), Bhopal DD (61.86%), DD-1 (58.76%) and Jaipur DD (90.72%) channels. These television channels have not lived up to the expectations of the functionaries in bolstering the economic progress of the tribals by providing vocational training and self-employment oriented programmes.

b) A majority of the beneficiaries have not received programmes relating to vocational training and self-employment opportunities from JDCP (75.88%), Bhopal DD (74.37%) and Jaipur DD (69.85%) channels. Surprisingly, a majority of the
respondents have stated that they received these programmes only from DD-1 (72.36 %) channel. Vital programmes relating to the vocational training and self-employment opportunities for the tribals are not broadcast by JDCP, Bhopal DD and Jaipur DD channels. DD-1 channel is the only honourable exception in this regard.

5.3.3.6 a) A majority of the functionaries have received programmes relating to panchayati raj system and programmes from JDCP (71.13 %), Bhopal DD (74.23 %) and DD-1 (61.86 %) channels. Surprisingly, a majority of the respondents (91.75 %) have stated otherwise in this regard with respect to Jaipur DD channel.

b) A majority of the beneficiaries have received programmes relating to panchayati raj system and operations from JDCP (77.39 %), Bhopal DD (70.85 %) and DD-1 (52.76%) channels. Surprisingly, Jaipur DD channel has not lived upto the expectations of the tribals in this regard.

5.3.3.7 a) A majority of the functionaries have not received programmes relating to public distribution and consumer welfare of tribals from JDCP (54.64 %), Bhopal DD (65.98 %), DD-1 (67.01 %) and Jaipur DD (97.94 %) channels. These television channels have not lived upto the expectations of the functionaries in bolstering the economic progress of the tribals by providing public distribution and consumer welfare oriented programmes.

b) A majority of the beneficiaries have not received programmes relating to public distribution and consumer welfare programmes from JDCP (65.83 %), Bhopal DD (87.44 %) and Jaipur DD (87.94 %) channels. Vital programmes relating to public distribution and consumer welfare are not broadcast by JDCP, Bhopal DD and Jaipur DD channels. Surprisingly, DD-1 (67.34 %) channel has lived upto the expectations of the tribals in this regard.

5.3.3.8 a) A majority of the functionaries have not received programmes relating to social justice and empowerment of tribals from JDCP (69.07 %), Bhopal DD (60.82 %), DD-1 (67.01 %) and Jaipur DD (96.91 %) channels. These television channels have not lived upto the expectations of the functionaries in bolstering the welfare of the tribals by providing social justice and empowerment oriented programmes.

b) A majority of the beneficiaries have not received programmes relating to social justice and empowerment programmes from JDCP (54.27 %), Bhopal DD (65.83 %)
and Jaipur DD (81.91%) channels. These three channels have not lived upto the expectations of the tribals in this regard. Surprisingly, a majority of the respondents have stated that they received these programmes only from DD-1 (73.37 %) channel. It is a matter of satisfaction that Doordarshan Delhi Kendra has broadcast sizeable chunk of programmes relating to social justice and empowerment of tribals.

5.3.3.9 a) A majority of the functionaries have received programmes relating to women and children welfare from JDCP (52.58 %), Bhopal DD (54.64 %) and DD-1 (62.89 %) channels. Surprisingly, a majority of the respondents (94.85 %) have stated otherwise in this regard with respect to Jaipur DD channel.

b) A majority of the beneficiaries have received programmes relating to women and children welfare from JDCP (57.79 %) and DD-1 (60.30 %) channels. Surprisingly, a majority of the respondents have stated that they did not receive these programmes from Bhopal DD (55.28 %) and Jaipur DD (81.41%) channels. These vital programmes are not broadcast by these two leading regional Doordarshan Kendras namely Bhopal DD and Jaipur DD channels. It is a matter of satisfaction that JDCP and Doordarshan Delhi Kendra have broadcast sizeable chunk of programmes relating to the women and children welfare.

5.3.3.10 a) A majority of the functionaries have not received programmes relating to human rights protection of tribals from JDCP (58.76 %), Bhopal DD (86.60 %), DD-1 (64.95 %) and Jaipur DD (88.66 %) channels. These television channels have failed to do justice to their role in this regard.

b) A majority of the beneficiaries did not receive programmes relating to human rights protection from JDCP (60.30 %), Bhopal DD (57.79 %), DD-1 (53.77 %) and Jaipur DD (77.89 %) channels. These television channels have failed to do justice to their role in this regard.

5.3.3.11 a) A majority of the functionaries have received programmes relating to environmental protection of tribals from JDCP (55.67 %), Bhopal DD (51.55 %) and DD-1 (51.55 %) channels. Surprisingly, a vast majority of the functionaries have not received these programmes from Jaipur DD (93.81 %) channel.

b) A majority of the beneficiaries did not receive programmes relating to environment protection from JDCP (62.31 %), Bhopal DD (77.89 %), DD-1 (61.31 %) channels.
5.3.3.12 a) A majority of the functionaries have not received programmes relating to cultural promotion from JDCP (53.61 %), Bhopal DD (53.61 %), DD-1 (57.73 %) and Jaipur DD (65.98 %) channels. These television channels have not lived up to the expectations of the functionaries in promoting the culture of the tribals by providing culture-oriented programmes adequately on a priority basis.

b) A majority of the beneficiaries did not receive programmes relating to cultural promotion from JDCP (65.33 %), Bhopal DD (61.81 %), DD-1 (62.31 %) and Jaipur DD (76.38 %) channels. These television channels have not broadcast vital programmes relating to cultural promotion adequately on a priority basis.

5.3.3.13 a) The chi-square test has revealed that there is no significant difference with respect to factors affecting opinion on the question if different television channels provided information on the above 12 major components of tribal development to the functionaries. Independent variables like gender, age, education, occupation, annual income and caste do influence the functionaries' opinion in this regard. In some cases the caste factor does not influence the opinion of the functionaries.

b) The chi-square test has also revealed that there is no significant difference with respect to factors affecting opinion on the question if different television channels provided information on the above 12 major components of tribal development to the beneficiaries. Independent variables like gender, age, education, occupation, annual income and caste do influence the beneficiaries' opinion in this regard. In some cases the caste factor does not influence the opinion of the beneficiaries.

5.3.4 Factor Analytic Findings On The Role Of Television In Tribal Development

5.3.4.1 a) The functionary data was subjected to Varimax Rotation Test with regard to the availability of tribal development programmes in various television channels which are accessible to the tribals of Jhabua District. The data reveals that of the 12 factors listed, a total of 6 items showed association. This clearly indicates moderate
association of JDCP, Bhopal DD, DD-1 and Jaipur DD television channels with the process of tribal development in the study area.

b) The beneficiary data was subjected to Varimax Rotation Test with regard to the availability of tribal development programmes in the above cited television channels which are accessible to the tribals of Jhabua District. The data reveals that of the 12 factors listed, a total of 8 items showed association. This clearly indicates moderate association of these television channels with the process of tribal development in the study area.

5.3.4.2 a) The functionary data was subjected to Varimax Rotation Test with regard to the availability of tribal development programmes in JDCP channel which is accessible to the tribals of Jhabua District. The data reveals that of the 28 factors listed, a total of 24 items showed association. This clearly indicates fairly good association of JDCP channel with the process of tribal development in the study area from functionaries point of view.

b) The beneficiary data was subjected to Varimax Rotation Test with regard to the availability of tribal development programmes in JDCP channel which is accessible to the tribals of Jhabua District. The data reveals that of the 27 factors listed, a total of 21 items showed association. This clearly indicates fairly good association of JDCP channel with the process of tribal development in the study area from beneficiaries point of view.

5.3.4.3 a) The functionary data was subjected to Varimax Rotation Test with regard to the availability of tribal development programmes in Bhopal DD channel which is accessible to the tribals of Jhabua District. There were twenty-eight items listed to find out the role played by television in tribal development. The data reveals that of the 28 factors listed, a total of 18 items showed association. This clearly indicates moderate association of Bhopal DD channel with the process of tribal development in the study area from functionaries point of view.

b) The beneficiary data was subjected to Varimax Rotation Test with regard to the availability of tribal development programmes in Bhopal DD channel which is accessible to the tribals of Jhabua District. The data reveals that of the 27 factors listed, a total of 17 items showed association. This clearly indicates moderate
association of Bhopal DD channel with the process of tribal development in the study area from beneficiaries point of view.

5.3.4.4 a) The functionary data was subjected to Varimax Rotation Test with regard to the availability of tribal development programmes in DD-1 channel which is accessible to the tribals of Jhabua District. The data reveals that of the 28 factors listed, a total of 15 items showed association. This clearly indicates low association of DD-1 channel with the process of tribal development in the study area from functionaries point of view.

b) The beneficiary data was subjected to Varimax Rotation Test with regard to the availability of tribal development programmes in DD-1 channel which is accessible to the tribals of Jhabua District. The data reveals that of the 27 factors listed, a total of 7 items showed association. This clearly indicates low association of DD-1 channel with the process of tribal development in the study area from beneficiaries point of view. Lack of locally relevant television programmes and insensitivity of national channel towards tribal development in Madhya Pradesh State clearly indicates low association of DD-1 channel in tribal development in the study area.

5.3.4.5 a) The functionary data was subjected to Varimax Rotation Test with regard to the availability of tribal development programmes in Jaipur DD channel which is accessible to the tribals of Jhabua District. The data reveals that out of twenty-eight items enlisted for tribal development, only sixteen items in total revealed association under various factors with respect to the achievement of tribal development in the study area. This clearly indicates inadequate association of Jaipur DD channel with the process of tribal development in the study area from functionaries point of view.

b) The beneficiary data was subjected to Varimax Rotation Test with regard to the availability of tribal development programmes in Jaipur DD channel which is accessible to the tribals of Jhabua District. The data reveals that of the 27 factors listed, a total of 7 items showed association. This clearly indicates low association of Jaipur DD channel with the process of tribal development in the study area from beneficiaries point of view. This clearly indicates that the Jaipur DD channel has a very poor relevance in tribal areas of Madhya Pradesh and is not in a position to directly support tribal development in this area.

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5.4 Implications

5.4.1 Implications on Government of India

The State has largely failed to fulfill its constitutional obligation as far as creating informed citizenry is concerned. The investigation reveals that it is imperative to formulate a National Policy on Tribal Development at this juncture. This has been a long pending demand and the Government of India may consider constituting an expert committee of legal luminaries, development experts, social activists and educationists for evolving an authentic, effective and purposeful national policy. This policy may consider devoting a separate section on decentralized and localized development administration system at the grassroots level especially for tribal development.

The Government of India may also consider establishing a National Tribal Research Institute in order to monitor and evaluate all tribal research and developmental activities in the country. All agencies involved in tribal development like Planning Commission of India, Anthropological Survey of India, Directorate of Science and Technology, National Institute of Rural Development, National Institute of Health and Family Welfare, Universities and other Research and Development Organizations should closely collaborate and redraw their research agenda to fulfill the goals of tribal development in India.

The grassroots level tribal development institutions and other NGOs should be made more transparent, accountable and responsive. The habitual beneficiaries system for various tribal development programmes should be removed so as to enable the real poor and needy among tribals to avail the benefits of empowerment. The tribals should not be treated as mere receivers of benefits but they must be actively involved in policymaking, planning, implementation and evaluation of tribal development programmes. All tribal development programmes should be implemented after proper analysis of the situations.

The Government of India may also consider constituting a National Media Commission consisting of eminent personalities representing all walks of life. This commission may consider the need for planning communication programmes at national, state and grassroots levels as effective instrument of tribal development.
This national commission may also advise the Government of India and Planning Commission on various aspects of tribal development support communication.

The Government of India may also consider expanding the media units namely, Prasar Bharati Corporation, Directorate of Field Publicity, Directorate of Advertising and Visual Publicity and Song and Drama Division at the district level so that these media units can make apparent contribution for tribal development.

The Government of India can also enable the Space Application Center to conduct series of experiments in order to make television a medium of education and development especially in rural and tribal areas. If the medium has to deliver goods properly, it would be useful to work with activists, functionaries and beneficiaries of tribal development projects. Television should also be encouraged to play the role of an adversary in order to provide proper feedback to the policy makers and facilitate timely redressal of the grievances of the tribals. Decentralization of power and initiative should be practiced. Lack of facilities seems to be an important factor in the non-utilization of television instructional services. Low cost programmes production facilities, participatory software and user-involvement are the needs of the hour. Earnest efforts are required to demonstrate the potential value of satellite broadcast television in the practical instruction of tribals in Madhya Pradesh and elsewhere. Social evaluation of these experiments should be encouraged in order to attain the goals of rural and tribal development.

The Government of India should also take steps to co-ordinate the tribal development support communication activities and efforts of various developmental agencies, NGOs and others at work in tribal areas in order to achieve the goals of integrated tribal development.

Social evaluation of tribal development programmes in general and tribal development communications including broadcasting in particular will improve the delivery system.

5.4.2 Implications on Madhya Pradesh State Government

The Government of Madhya Pradesh have established the Directorate of Information and Public Relations to facilitate free flow of development information to all the segments of rural and tribal populace and also to collect feedback from the
people on the policies and programmes of the government. The Government of Madhya Pradesh may consider providing free community sets to the rural and tribal people in order to make television an effective instrument of rural and tribal development.

The Government of Madhya Pradesh may also consider constituting a state level co-ordination committee of Heads of various development departments, different organizations and media in order to effectively utilize satellite instructional programmes in particular and television channels in general toward attaining the goal of tribal development. The budgetary allocations for development communication for the Information and Public Relations Department has to be improved in accordance with the needs and demands of present times. Close co-ordination between Space Application Center and Information and Public Relations Department is the need of the hour.

The Government of Madhya Pradesh may also consider expanding community television viewing facilities in tribal areas in order to reach out to the weaker sections of society and enlist their active participation in the process of tribal development. Roads, buildings, electricity, maintenance of TV sets, repair of TV sets and other fundamental necessities should be looked into by the State Government. Lack of facilities seems to be an important factor in the non-utilization of the acquired knowledge. The State Government should expand infrastructural facilities and provide basic amenities to the tribals in order to bridge the gap between promise and performance.

5.4.3 Implications on Local-Self Government Organizations

The Jilla Panchayat Samithi (district level), Taluk Panchayat Samithi (block level) and Gram Panchayat Samithi (cluster/village level) are constituted for the purpose of achieving the goals of rural development and tribal development all over the state. These organizations are required to plan, supervise, monitor and evaluate development communication activities in general and development broadcasting activities in particular. Co-ordination committees at the above levels should be constituted in order to pool the resources and integrate communication and broadcasting activities for tribal development at district, block and village levels. This would also bridge the communication gap between local-self government bodies,
broadcasting agencies, Space Application Center and people. These agencies must place the broader interests of the beneficiaries of tribal development first in every decision affecting their operations. The social relevance of tribal development support broadcasting must be adequately emphasized. Thus, co-ordination means, organizing development support broadcasting campaigns for the various tribal development project benefits provided by the local-self government bodies and broadcasting organizations working at the grassroots level to reach out to the target groups in rural and tribal areas. These bodies may spend about 5% of the total budget for the development communication purposes.

5.4.4 Implications on Non-Government Organizations

The non-government organizations namely, peasant organizations, workers unions, women’s associations, Self-Help Groups, youth clubs, literacy clubs, environment organizations, cultural promotion organizations and other tribal welfare organizations have to take active part in the process of integrated tribal development. The leaders, activists and associates of these organizations may strengthen the efforts of local-self government organizations, development departments, educational institutions, media organizations, co-operatives and project authorities of satellite instructional programmes in order to take the tribal development projects to the door steps of the beneficiaries and provide relevant feedback on tribal development support communication services to the concerned authorities. These organizations may increase the budgetary allocations for development communications activities in their respective areas of service. In particular, satellite instructional television experiment becomes people friendly and purposeful with the active involvement of non-government organizations in the tribal areas.

The non-government organizations should act as pressure groups to force initiation of action where none exist with respect to empowerment of tribals. If necessary, the NGOs should not hesitate to co-operate with the state in this regard.

5.4.5 Implications on Television Medium

Television medium has to develop sufficient rural and tribal bias. Tribal communication is a critical factor in the process of integrated tribal development. Low power television centers are required all over the country in order to boost
integrated rural development and integrated tribal development. Television cannot relegate education and development to a back seat especially in a developing country like India. Doordarshan and other private channels cannot shirk away their social obligations and responsibilities. Development broadcasting in general and tribal development broadcasting in particular cannot continue to remain as neglected sector of Indian broadcasting.

The existing software has to be replaced with tribally relevant and need based software in Madhya Pradesh State and elsewhere. Decentralization, democratization and localization of broadcasting is also needed for the advancement of tribal development support communication. The policy makers should also concentrate their attention, resources and energies on developing appropriate area-specific, project-specific and target-specific broadcasting campaigns in order to empower the tribals. Television has to become a major extension tool of educational and developmental agencies.

The Government of India can consider the de-linking of the rural broadcasting system from the present urban-based system. It could establish low power television centers especially in the rural and tribal areas in order to ensure that rural television becomes accessible and adaptable to the existing tribal environment in general and tribal development projects in particular. The policy statement should necessarily list out the prerequisites for the setting up of a rural/tribal television system such including programme production with tribal development orientation and strong tribal bias. The local television centers should have considerable autonomy in order to produce area-specific, project-specific, subject-specific and need-specific television programmes. Besides this, the local centers should be self-sufficient in hardware, software, manpower development, delivery of goods and evaluation of programmes. The local TV centers should be self-sustaining to the extent of day-to-day operations and production of locally relevant programmes. The center should also be enabled to tap the resources of the public and private organizations located in the tribal areas to promote social advertising activities. The local advisory committee should also be empowered to decide priorities and programmes of the center. Meaningful co-ordination among the producers, scriptwriters, subject experts, functionaries, beneficiaries and researchers would also contribute immensely to make the local TV system viable and fruitful.
Education through entertainment would certainly make the television programmes more effective.

5.4.6 Implications on Indian Space Research Organization

India has acquired the capability over the years to beam television programmes to every part of the country mainly because of the revolutionary experiments conducted by the Indian Space Research Organization. The experiences of SITE led to the development of the INSAT and also to substantial educational television effort in the form of UGC and NCERT. These efforts were followed by the application of one-way video and two-way audio teleconferencing for education and development purposes. The Jhabua Development Communication Project combines all these features. Development broadcasting has a prime role to play in the fulfillment of this larger task of tribal development. Less expensive, less elaborate, culture-friendly, eco-friendly and mission-friendly satellite instructional television experiments should continue all over the country in order to make television an effective medium of tribal development. ISRO must be second to none in the application of advanced technologies to the real problems of rural and tribal masses. Satellite television experiments should be conducted in hard social and economic terms. The benefits of space technologies should be taken to the doorsteps of the people who live in rural and tribal areas. A much higher degree of involvement of government and non-government agencies, in maintenance, programme production and research needs to be accomplished by ISRO. The viability and effectiveness of satellite instructional television experiment should be scientifically and systematically examined by ISRO. Nation wide satellite based communication system should be developed in order to reach out to rural and tribal areas to support development. Social activists, educationists and researchers should be involved in monitoring the utility, effectiveness and impact of the various areas of 'software' such as production of television programmes, maintenance of community television sets, training of television programme producers and society-technology interaction. Soul searching efforts should also be made by the policy makers of ISRO with respect to the operation of domestic satellite system in general and tribal development support broadcasting in particular. Consistent training is essential for the users to be effective in the utilization of the satellite television networks. The users include anchorpersons, resource persons, facilitators, custodians, monitors, beneficiaries etc. Especially training though broadcasting facilitates wider reach, repeatability and
uniformity of training. The users should also be motivated to make greater use of training facilities.

5.4.7 Implications on Future Research

This study is an attempt to understand the attitude as well as perception of the respondents (tribal development functionaries and beneficiaries) on association with television, access to tribal development programmes of television and role of television in tribal development at the grassroots level in Madhya Pradesh State. But during the course of the study, it is understood that there are many areas which warrant serious research interests in this virgin area of research as far as Madhya Pradesh State and India are concerned.

Tribal development support communication system is a very vast area of research. Yet, there are many areas of future research, namely – media and tribal change, media and tribal modernization, media and tribal environment protection, media and tribal human resources development, media and tribal cultural promotion, media and tribal entrepreneurship development, media and tribal development administration and media and tribal women empowerment which are broadly associated with the process of integrated tribal development in Madhya Pradesh State and Indian Republic.

Tribal development communication management is another broad area of research. Key elements, namely policy making, planning, programming, implementing, co-ordinating, supervising, motivating, controlling, guiding and evaluating can also be studied exclusively with reference to integrated tribal development in Madhya Pradesh State and Indian Republic.

Media intervention for integrated tribal development is also a very broad area of research. The role of radio, television, film, press, folk media, NGOs, new communication technologies (satellite communication, telecommunication and computer communication) can also be studied exclusively with reference to integrated tribal development in Madhya Pradesh State and Indian Republic.

Indian Space Research Organization is a premier organization in the country which conducts series of experiments in the field of satellite communication. These experiments can also be evaluated continuously and consistently. Independent
research organizations can also be entrusted with the task of evaluation of experiments conducted by the ISRO.

The researcher is very conscious of the significance of tribal development communication in a developing country like India. It is clearly emphasized that tribal development communication management in general and tribal development broadcasting management in particular are enduring areas of research in India and other developing nations. Hence, a combination of quantitative analysis, qualitative analysis, content analysis, experimental research and case study is strongly advocated for understanding the grassroots tribal development communication system in future.

5.5 Ideal Television Programming for Tribal Development

Tribal development communication does not occur only through the use of big media or new technologies especially at the grassroots level. In Madhya Pradesh State and other developing societies, the policy makers must realize that tribal areas need people-friendly, cause-friendly, culture-friendly, eco-friendly and mission-friendly low power television centers and programmes. Integrated tribal development demands simple hardware and software which would fit into the tribal context and environment. Participatory tribal development broadcasting can alone meet the local needs very effectively. Special communication campaigns should be launched through television in order to reach out to the tribal areas and enlist the active participation of the beneficiaries in the process of integrated tribal development. The TV producers should lay emphasis on basic needs, infrastructural facilities, education, vocational training, health, hygiene, development administration, public distribution, consumer welfare, social justice, human rights protection, environment protection, cultural promotion, gender justice and other vital aspects of tribal development. Community TV sets should be maintained properly by the government, NGOs and local community. Locally relevant television programmes should be produced in consultation with the functionaries and beneficiaries of tribal development projects.

The involvement of local intellectuals, social workers, activists of NGOs and community leaders in hardware maintenance, software development, monitoring and
evaluation would go a long way in making tribal development support broadcasting really purposeful.

The language of the tribal broadcasting programmes should ideally be local or simple Hindi. Local language, local idioms, local issues, local events, local problems and local solutions should be reflected in the television programmes. Participatory software, committed writers, creative producers and conscious policy makers would make television broadcasting more tribals friendly. There must be attempts to avoid mistakes rather than find them out afterwards. After transmission, the broadcasters should undertake transmission analysis, conduct feedback analysis, take note of viewers’ changing needs and demands, make content wise analysis of programmes and make television programmes tribal development friendly.

5.6 A Suggested System for Tribal Development Television Programme

**Production**

<table>
<thead>
<tr>
<th>Profile of the Target Group in each subject</th>
<th>Needs assessment for each</th>
<th>Goal specification for each subject</th>
<th>Producer, Script-Writer, Subject Expert, Beneficiaries and Researcher develop idea bank for each</th>
<th>Infrastructure development and basic needs fulfillment</th>
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<tr>
<td>Formative Research and Preparation of Grounds for Programme Production for each subject</td>
<td>Producer, Script-Writer, Subject Expert, Beneficiaries and Researcher develop proposals for Programme Production for each subject</td>
<td>Script drafting by local experts in consultation with beneficiaries, subject experts and producer</td>
<td>Evaluation of script feasibility by producer, subject expert and beneficiaries</td>
<td>Changes and Modification of the contents of the script</td>
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<th>Script finalization</th>
<th>Production</th>
<th>Preview</th>
<th>Transmission</th>
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<td>Tested and tried changes and modifications</td>
<td>Summative research – impact and utility of programmes</td>
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5.7 Epilogue

The importance of tribal development forming the core of national development strategies is increasingly recognized. Communication is an important component of the process of integrated tribal development. The challenge facing the policy makers today is how to widen the reach of development communication — how to make it accessible to tribals everywhere and how to empower the tribals in every respect. So long as the communication system remains divorced from the overall objectives of integrated tribal development, the goal of tribal development remains unfulfilled. The future agenda for television and other communications media at the grassroots level must deal with expansion of television medium in the tribal areas, production of development-friendly programmes, involvement of tribal development functionaries and beneficiaries in programme production and evaluation of the impact of tribal development broadcasting services should also be addressed. The Government of India, State Government of Madhya Pradesh, Local Self-Government Organizations, Non-Government Organizations and communications media have to work in close collaboration toward designing alternative tribal development support communication in general and tribal development support broadcasting in particular.