CHAPTER – 5

CONCLUSION

5.1 Introduction

India is primarily a pluralistic society. About 25% of the people in India belong to Scheduled Castes and Scheduled Tribes. These sections of Indian society are socially, educationally, economically and politically backward, oppressed and depressed mainly because of the prevailing caste system, social hierarchy, economic order and political conditions. The builders of Indian Republic and Constitution had considered it necessary to provide specific Constitutional safeguards and reservation benefits in education, employment and political sectors to the Scheduled Castes and Scheduled Tribes in India in order to ensure social justice, economic equity, educational progress and political power to them. The importance of social justice forming the core of national development strategies is being increasingly recognized in India. Several welfare measures have been launched in the post-independence era in order to fulfill the Constitutional obligations in free India and to make the Scheduled Castes and Scheduled Tribes catch up other sections of Indian society in the race for social, educational, economic and other progress.

Research and developmental activities concerning the Scheduled Castes and Scheduled Tribes assume great significance in a developing country like India. The cultivation of healthy media habits and information acquisition are inter-related activities which have a bearing on the development of modern organizations as well as the personnel. The personnel who represent the Scheduled Castes and Scheduled Tribes in India are also required to actively participate in the organizational and social activities by acquiring a good deal of information, education, experience, expertise and guidance by various communications media which are rightly termed as informal universities. The cultivation of healthy media habits and information acquisition among these personnel who represent weaker sections of Indian society becomes even clearer as the world
entered the new millennium which is dominated by communication power. This chapter contains the summary of the study, findings of the study, implications on Government of India, Andhra Pradesh State Government, media organizations, research, training and development organizations and implications on future research.

5.2 Summary of the Study

There are large number of research, training and developmental organizations in the Ranga Reddy District of Andhra Pradesh State which have recruited the SC/ST personnel in accordance with the reservation norms and other guidelines of the government. These organizations have also developed their own communication networks and Management Information System with a view to increase the professional status of the personnel including SC/ST personnel. The flow of information, acquisition of information, personal, professional and social utilization of information, the role of information in human resources development and human rights protection of the SC/ST personnel need to be evaluated scientifically and systematically. Hence, the present study primarily evaluated the media habits, information acquisition from various media, role of communication in human resources development and human rights protection of SC/ST personnel working in these modern organizations. The salient features of the study are presented in the first chapter namely, introduction.

The gap between the information haves and information have nots should be bridged in a developing country like India. “Be informed, be empowered” is a very popular slogan of our times. The modern society mainly depends on information flow which facilitates the development of people. Effective and efficient utilization of information resources would contribute in a big way toward the development of the nation. A brief survey of the notable works done in the fields of welfare of weaker sections, communication management and personnel advancement throughout the world, India and Andhra Pradesh is presented in the second chapter namely, review of literature. Prominent among them include Mark Tessler (1969), Gordon C. Whiting (1972), Yadava (1979), Paramahamsa and Premalatha (1980), Isaac Obeng-Quaiddoo (1985), Rice (1985), Klara Pihlajamaki (1989), Vijendra Kumar (1989), Ives and Jarvenpaa (1993), Rebath
The forms of communication which link the SC/ST personnel to the mainstream of development was also investigated by the researcher. The third chapter namely, research methodology 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. The Scheduled Castes and Scheduled Tribes communities in Andhra Pradesh and other parts of Indian Republic are marginalized sections. The present study assumes great significance because it analyzed the role of communications media in human resources development and human rights protection of the personnel representing SC/ST communities in nationally reputed organizations.

The primary data were scientifically analysed and that the findings of the study are furnished in the fourth chapter namely, results and discussions. The overall findings revealed that the communications media association of the respondents and their awareness about the role, responsibilities and advantages of communications media are highly satisfactory. The respondents are actively associated with print media, electronic media, NCTs and inter-personal media of communication. The respondents have found that all these communications media were personally, professionally, organizationally and socially useful to a medium extent. These communications media have not been highly supportive as far as human resources development and human rights protection of SC/ST personnel who serve as scientists, technocrats and administrators in various research, training and developmental institutions at Ranga Reddy District of Andhra Pradesh State are concerned. The temporal drawbacks of various communications media regarding the empowerment of SC/ST personnel also envisaged future investigations at
different time periods and scales thereby evaluation of media intervention for empowerment of SC/ST personnel could be appreciated.

5.3 Findings of the Study

The findings of the study are classified under seven different heads, namely, a) socio-economic status b) awareness about media, c) accessibility of media, d) utility of media, e) role of media in human resources development, f) role of media in human rights protection and g) media drawbacks.

5.3.1 Socio-economic Status

- A vast majority of the sample were males (91.43%) and females constituted a meager minority (8.57%). A significant difference was found between the gender and professional background of the respondents (chi-square= 87.021; P<.000).

- A majority of the respondents belonged to 39 – 58 years age groups (69.52%) and a significant difference was found between the age groups and professional background of the respondents (chi-square=56.008; P<.000).

- A majority of the respondents possessed post-graduate, M.Phil and Ph.D. qualifications and a significant difference was observed between the educational qualifications and professional background of the respondents (Chi-square=102.825; P<.000).

- A majority of the respondents irrespective of their professional background had medium income and remaining sample had high income (Chi-square=49.376; P<.000).

- A majority of the respondents knew English, Hindi and Telugu languages for reading, writing and speaking purposes and a significant difference was also observed in reading languages (chi-square=65.257; P<.000), writing languages
(chi-square=58.074; P<.000) and speaking languages (chi-square=57.059; P<.000).

- There were a majority of Scheduled Castes respondents (81.90%) and a minority of Scheduled Tribes respondents (18.10%) and a significant difference was observed between the caste background and professional background of the respondents (Chi-square=47.597; P<.000).

5.3.2 Awareness about Media

- All the respondents (100%) regardless of gender, age, education, profession, income and caste were fully aware of newspapers and magazines as primary sources of information, education and guidance. A vast majority of the respondents regardless of their background were also aware of the books (97.62%) and journals (90%) as sources of information, education and guidance. The respondents regardless of their professional background had been highly aware of various print media channels (newspapers-100%, magazines-100%, books-97.62% and journals-90%). As far as the print media are concerned, scientists, technicians, and administrators had similar frequencies as the observed chi-square value is found to be non-significant. According to the ‘F’ test, a significant difference was found among groups’ value (6.7334) with respect to their awareness about print media (newspapers, magazines, journals and books).

- All the respondents (100%) regardless of gender, age, education, profession, income and caste were fully aware of television, cable TV and film as primary sources of information, education and guidance. A vast majority of the respondents regardless of their background were also aware of the radio (98.10%) as a source of information, education and guidance. The respondents regardless of their professional background had been highly aware of various electronic media channels (radio-98.10%, TV-100%, cable TV-100% and film-100%). As far as the electronic media are concerned, scientists, technicians, and administrators had similar frequencies as the observed chi-square value is found to be non-
significant. According to the 'F' test, a non-significant difference was found among groups’ value (1.8444) with respect to their awareness about electronic media.

- A vast majority of the respondents regardless of gender, age, education, profession, income and caste were fully aware of Internet (93.80%), CDs/VCDs (91.42%), e-mail (88.57%) and e-newspapers, magazines and books (56.19%) as primary sources of information, education and guidance. A vast majority of the respondents regardless of their background were also aware of NCTs as prominent sources of information, education and guidance. The respondents regardless of their professional background had been highly aware of NCTs (Internet-93.81%, e-mail-88.57%, e-newspapers, books and magazines-56.19% and CDs/VCDs-93.80%). A non-significant difference was observed between NCTs and respondents with respect to their awareness about these instruments of communication and development. However, irrespective of the categories, significant difference is found between total sample and awareness about NCTs (Chi-square=11.92; P<.003). According to the 'F' test, a highly significant difference was found among groups’ value (12.085) with respect to their awareness about NCTs.

- A majority of the respondents regardless of gender, age, education, profession, income and caste were fully aware of inter-personal media of communication (66.66%) as tested and tried sources of information, education and guidance. The scientists, technocrats and administrators were highly aware of the inter-personal media (66.67%) and there is significant difference (chi-square=13.818; P<.001) among these frequencies. According to the ‘F’ test, a significant difference was found among groups’ value (6.7617) with respect to their awareness about inter-personal media of communication.
5.3.3 Association with Media

- Newspapers, radio, television and cable TV were possessed by a vast majority of the respondents regardless of their professional background (more than 90%) while other communications media such as magazines (57.14%), books (55.71%) and Internet (57.14%) were possessed by a majority of the respondents. A minority of the respondents possessed other communications media like journals (32.86%) and e-newspapers, books and magazines (34.29%). In particular, a highly significant difference was observed between the possession of various communications media and category of respondents namely scientists, technocrats and administrators (Chi-square= 100.928; P<.000). According to ‘F’ test, a significant difference was found (F=4.1347; P<.05) regarding the extent of possession to various communications media to the respondents namely scientists, technocrats and administrators.

- A vast majority of the respondents regardless of gender, age, education, profession, income and caste had medium (90.95%) extent of association with print media while a meager minority of the respondents had low extent (9.05%) of association with print media. In particular, the print media were available to the scientists (95.50%), technocrats (87.81%) and administrators (87.17%) to a medium extent while the administrators (12.82%), technocrats (12.19%) and scientist (4.49%) had low extent of print media availability. A highly significant difference was found between the association with print media and professional background of the respondents (Chi-square=77.756; P<.000).

- A majority of the respondents regardless of gender, age, education, profession, income and caste had medium (65.71%) extent of association with electronic media while a minority of the respondents had low and high extent (17.14%) of association with electronic media. In particular, a majority of the respondents namely, scientists, technocrats and administrators opined that the extent of association with electronic media was medium (68.57%) and there is highly
significant difference between the electronic media availability and professional background of the respondents (Chi-square=52.494; P<.000).

- A majority of the respondents regardless of gender, age, education, profession, income and caste had medium (70.95%) extent of association with NCTs while a minority of the respondents had high (16.19%) and low (12.86%) extents of association with NCTs respectively. In particular, a majority of the respondents namely scientists, technocrats and administrators opined that the extent of association with NCTs was medium (71.90%) and there is highly significant difference between the NCTs availability and professional background of the respondents (Chi-square=6.146; P<.000).

- A majority of the respondents regardless of gender, age, education, profession, income and caste had medium (76.66%) extent of difference with inter-personal media of communication while a minority of the respondents had low (15.71%) and high (7.62%) extents of association with inter-personal media of communication respectively. In particular, a majority of the respondents namely scientists, technocrats and administrators opined that the extent of association with inter-personal media of communication was medium (76.67%) and there is highly significant difference between the inter-personal media association and professional background of the respondents (Chi-square=83.047; P<.000).

### 5.3.4 Accessibility of Media

- A majority of the respondents regardless of gender, age, education, profession, income and caste had medium (74.28%) extent of accessibility to print media while a minority of the respondents had high (17.62%) and low (9.05%) extents of accessibility to print media. In particular, a majority of the respondents namely, scientists, technocrats and administrators opined that the extent of accessibility to print media was medium (70.95%) and there is highly significant difference between the print media accessibility and professional background of the respondents (Chi-square = 63.064; P<.000).
A majority of the respondents regardless of gender, age, education, profession, income and caste had medium (64.29%) extent of accessibility to electronic media while a minority of the respondents had low (19.52%) and high (16.19%) extents of accessibility to electronic media. In particular, a majority of the respondents namely scientists, technocrats and administrators opined that the extent of accessibility to electronic media was medium (64.28%) and there is highly significant difference between the electronic media accessibility and professional background of the respondents (Chi-square = 40.269; P<.000).

A majority of the respondents regardless of gender, age, education, profession, income and caste had medium (65.24%) extent of accessibility to NCTs while a minority of the respondents had high (21.90%) and low (12.86%) extents of accessibility to NCTs. In particular, a majority of the respondents namely, scientists, technocrats and administrators opined that the extent of accessibility to NCTs was medium (51.42%) and there is highly significant difference between the NCTs accessibility and professional background of the respondents (chi-square=49.169; P<.000).

A vast majority of the respondents regardless of gender, age, education, profession, income and caste had medium (81.76%) extent of accessibility to inter-personal media of communication while a minority of the respondents had high (19.05%) extent of accessibility to inter-personal media of communication. In particular, a majority of the respondents namely, scientists, technocrats and administrators opined that the extent of accessibility to inter-personal media of communication was medium (80.95%) and there is highly significant difference between the inter-personal media accessibility and professional background of the respondents (chi-square=40.775; P<.000).

5.3.5 Organizational, Professional and Social Utility of Media

A majority of the respondents regardless of gender, age, education, profession, income and caste had medium (71.42%) extent of utility to print media while a minority of the respondents had low (25.24%) and high (3.33%) extent of utility
to print media respectively. In particular, a significant association was observed between the utility of print media and professional background of the respondents as the chi-square value of 19.39 was found to be statistically significant at .000 level. The extent of utility of print media was medium (71.43%) and there is highly significant difference between the print media utility and professional background of the respondents (chi-square=82.986; P<.000).

- A majority of the respondents regardless of gender, age, education, profession, income and caste had medium (64.76%) extent of utility of electronic media while a minority of the respondents had low (26.67%) and high (8.09%) extent of utility of electronic media respectively. In particular, a non-significant association was observed between the utility of electronic media and professional background of the respondents since the chi-square value of 1.237 reveals statistical insignificance. The extent of utility of electronic media was medium (64.76%) and there is highly significant difference between the electronic media utility and professional background of the respondents (chi-square=54.764; P<.000).

- A majority of the respondents regardless of gender, age, education, profession, income and caste had medium (74.76%) extent of utility of NCTs while a minority of the respondents had low (16.19%) and high (9.04%) extent of utility of NCTs respectively. In particular, a non-significant association was observed between the utility of NCTs and professional background of the respondents since the chi-square value of 3.739 reveals statistical insignificance. The extent of utility of NCTs was medium (74.76%) and there is highly significant difference between the NCTs utility and professional background of the respondents (chi-square=75.03; P<.000).

- A majority of the respondents regardless of gender, age, education, profession, income and caste had medium (54.76%) extent of utility of inter-personal media of communication while a minority of the respondents had low (30.48%) and high (14.76%) extent of utility of inter-personal media of communication respectively. In particular, a non significant association was observed between the utility of
inter-personal media of communication and professional background of the respondents since the chi-square value of 8.305 reveals statistical insignificance. The extent of utility of inter-personal media of communication was medium (54.76%) and there is significant difference (chi-square=26.274; P<.000) between the inter-personal media of communication utility and professional background of the respondents.

- According to the ‘F’ test, the respondents had been able to express their perception on media utility which was found at the significant level statistically. The media utility perception is at 7.9959 differences among the respondents who represent scientists, technocrats and administrators indicate statistically a slight significant value.

5.3.6 Role of Media in Human Resources Development

- A majority of the respondents regardless of gender, age, education, profession, income and caste had stated that print media played a medium role (68.10%) in the process of human resources development while a minority of the respondents had rated the role of print media as low (31.90%) in this regard. In particular, a non-significant association was observed between the role of print media in HRD and professional background of the respondents as the chi-square value of 2.063 was found to be statistically insignificant. The extent of utility of print media was medium (68.09%) and there is highly significant difference between the role of print media in HRD and professional background of the respondents (chi-square=12.817; P<.000).

- A majority of the respondents regardless of gender, age, education, profession, income and caste had stated that electronic media played a medium role (70.48%) in the process of human resources development while a minority of the respondents had rated the role of electronic media as low (29.52%) in this regard. In particular, a non-significant association was observed between the role of electronic media in HRD and professional background of the respondents as the
chi-square value of 1.709 was found to be statistically insignificant. The extent of utility of electronic media was medium (72.38%) and there is highly significant difference between the role of electronic media in HRD and professional background of the respondents (chi-square=16.606; P<.000).

- A majority of the respondents regardless of gender, age, education, profession, income and caste had stated that NCTs played a medium role (67.14%) in the process of human resources development while a minority of the respondents had rated the role of NCTs as low (32.86%) in this regard. In particular, a significant association was observed between the role of NCTs in HRD and professional background of the respondents as the chi-square value of 10.631 was found to be statistically significant at the level of .005. The extent of utility of NCTs was medium (67.14%) and there is highly significant difference between the role of NCTs in HRD and professional background of the respondents (chi-square 11.455; P<.001).

- A majority of the respondents regardless of gender, age, education, profession, income and caste had stated that inter-personal media of communication played a medium role (60.00%) in the process of human resources development while a minority of the respondents had rated the role of inter-personal media of communication as low (27.62%) and high (12.38%) respectively in this regard. In particular, a non-significant association was observed between the role of inter-personal media of communication in HRD and professional background of the respondents as the chi-square value of 4.941 was found to be statistically insignificant. The extent of utility of inter-personal media of communication was medium (60.00%) and there is highly significant difference between the role of inter-personal media of communication in HRD and professional background of the respondents (chi-square=37.292; P<.000).
5.3.7 Role of Media in Human Rights Protection

- A majority of the respondents regardless of gender, age, education, profession, income and caste had stated that print media played a low role (67.14%) in the process of human rights protection while a minority of the respondents had rated the role of print media as medium (32.86%). In particular, the extent of utility of print media was low (67.14%) and there was a significant difference (chi-square=11.455; P<.001) between the role of print media in human rights protection and professional background of the respondents.

- A majority of the respondents regardless of gender, age, education, profession, income and caste had stated that electronic media played a low role (76.19%) in the process of human rights protection while a minority of the respondents had rated the role of print media as medium (23.81%). In particular, the extent of utility of electronic media was low (71.42%) and there is highly significant difference between the role of electronic media in human rights protection and professional background of the respondents (chi-square=18.281; P<.000).

- A majority of the respondents regardless of gender, age, education, profession, income and caste had stated that NCTs played a low role (74.76%) in the process of human rights protection while a minority of the respondents had rated the role of print media as medium (25.49%). In particular, a majority of the respondents opined that the extent of utility of NCTs was low (82.38%) and there is highly significant difference between the role of NCTs in human rights protection and professional background of the respondents (chi-square=45.191; P<.000).

- A majority of the respondents regardless of gender, age, education, profession, income and caste had stated that inter-personal media of communication played a low role (59.05%) in the process of human rights protection while a minority of the respondents had rated the role of print media as medium (42.86%). In particular, a majority of the respondents opined that the extent of utility of inter-personal media of communication was low (59.04%) and there is an insignificant
difference between the role of inter-personal media of communication in human rights protection and professional background of the respondents.

5.3.8 Media Drawbacks

• The scientists have opined that print media and electronic media had comparatively more drawbacks as compared to NCTs and inter-personal media of communication in providing need-based, HRD-based, profession-based and human right-based communication support to them. A non-significant difference (chi-square=18.586; P<.993) was observed between the overall drawbacks of media and communication support for the SC/ST scientists in enhancing their knowledge and enriching their personalities.

• The technocrats have opined that print media and electronic media had comparatively more drawbacks as compared to NCTs and inter-personal media of communication in providing need-based, HRD-based, profession-based and human right-based communication support to them. The chi-square value of 13.857 revealed a non-significant difference between the overall drawbacks of media and communication support for the SC/ST technocrats in enhancing their knowledge and enriching their personalities.

• The administrators have opined that print media and electronic media had comparatively more drawbacks as compared to NCTs and inter-personal media of communication in providing need-based, HRD-based, profession-based and human right-based communication support to them. The chi-square value of 46.568 revealed a non-significant difference between the overall drawbacks of media and communication support for the SC/ST administrators in enhancing their knowledge and enriching their personalities.
The personnel have opined that print media and electronic media had comparatively more drawbacks as compared to NCTs and inter-personal media of communication in providing need-based, HRD-based, profession-based and human right-based communication support to them. The value (chi square = 5.131; P<.999) of revealed a non-significant difference between the overall drawbacks of media and communication support for the SC/ST personnel in enhancing their knowledge and enriching their personalities.

5.4 Implications

The implications of the study are classified under five different heads, namely, a) implications on Government of India, b) implications on Andhra Pradesh State Government, c) implications on media organizations, d) implications on research, training and developmental organizations and e) implications on future research.

5.4.1 Implications on Government of India

The Government of India have to function in accordance with the constitutional obligations, norms and guidelines. The State has largely failed to fulfill its constitutional obligations as far as creating informed, educated, enlightened, active and responsible citizenry is concerned. In this age of information revolution and right to information, the state has to create organized, planned, deliberate and state of the art communication networks at grassroots level, provincial level and national levels. The present investigation reveals that it is imperative to formulate a National Policy on Scheduled Castes and Scheduled Tribes at this juncture. Experience revealed that in none of the Five Year Plans, the Government of India has earmarked funds judiciously and adequately in accordance with the population of weaker sections. The Government of India should earmark funds under Five Year Plans in accordance with the population of the Scheduled Castes and Scheduled Tribes in India.
The Government of India has failed to implement the reservation policy in letter and spirit. In case of Group D employees, the candidates representing the Scheduled Castes and Scheduled Tribes are fairly represented while in case of Group A, B and C reservation norms are not properly followed even though qualified, experienced and competent candidates are available from these groups. The special recruitment drive should be completed on a missionary zeal. The Government of India may also consider establishing a National Monitoring and Evaluation Committee in order to monitor and evaluate all recruitment and promotional activities relating to the Scheduled Castes and Scheduled Tribes in India in various Central and State Government Organisations.

There is also a need for amending the Constitution of India in order to extend the benefit of reservation to the Scheduled Castes and Scheduled Tribes in the private sector since these sections have become the worst victims of circumstances in the age of liberalization, privatization and globalization.

The Government of India may also consider constituting a National Media Commission consisting of eminent personalities representing all walks of life including the representatives of Scheduled Castes and Scheduled Tribes. This commission may consider the need for planning communications programs at national, state and grassroots levels as effective instrument of social justice, human resources development and human rights protection with special reference to Scheduled Castes and Scheduled Tribes. This commission may also advise the Government of India, Planning Commission, University Grants Commission, Universities, Research, Training, Development and Media Organisations on various aspects of media intervention for empowerment of Scheduled Castes and Scheduled Tribes.

The Government of India may also consider expanding various media units such as Prasar Bharati Corporation, Directorate of Field Publicity, Directorate of Advertising and Visual Publicity and Song and Drama division at various levels so that these media units can make apparent contribution for social justice and empowerment of Scheduled Castes and Scheduled Tribes.
Social evaluation of SC/ST development programs in general and role of communications media in the empowerment of Scheduled Castes and Scheduled Tribes in particular will also improve the state of affairs in Indian sub-continent.

5.4.2 Implications on Andhra Pradesh State Government

The Government of Andhra Pradesh have established research, training, development and media organizations in order to empower the people of Andhra Pradesh in general and Scheduled Castes and Scheduled Tribes in particular. The State Government of Andhra Pradesh should also formulate a Policy on Scheduled Castes and Scheduled Tribes and facilitate their empowerment since they are the most marginalized sections of the state. The State Government has not earmarked even five percent of the plan outlay during the last ten Five Year Plans. The State Government should also earmark adequate funds for the empowerment of Scheduled Castes and Scheduled Tribes in Andhra Pradesh. Special recruitment drive should also be launched in the state in order to fill up backlog vacancies earmarked for Scheduled Castes andScheduled Tribes in various government departments and organizations.

The Government of Andhra Pradesh may also consider constituting a state level media commission which would monitor media contents and services in the interest of social justice and empowerment of weaker sections. A media watch dog committee is also very essential in order to prevent unhealthy media coverage and facilitate social justice friendly media coverage in the state. The Government of Andhra Pradesh may also consider expanding community media facilities in order to reach out to the weaker sections of the society and enlist their active participation in the process of nation building.
5.4.3 Implications on Media Organisations

5.4.3.i. Print Media

The present investigation revealed that print media were accessible to the SC/ST personnel to the greatest possible extent and that these respondents were fully aware of the role, responsibility and advantages of print media. However, the present study revealed that print media were personally, professionally, organizationally and socially useful to the SC/ST personnel to the medium extent. Besides this, the print media have also cut a sorry figure as far as promotion of human resources development and human rights protection of the SC/ST personnel are concerned. The print media also have had several limitations and drawbacks with respect to the empowerment of SC/ST personnel in the study area.

The print media namely, newspapers, magazines, journals and books have to accord a place of pride to social justice in general and empowerment of Scheduled Castes and Scheduled Tribes people and personnel in particular since these subjects are very much neglected in Indian Journalism. Special pages and supplementaries on SC/ST welfare programs, atrocities on SC/ST people, inadequate representation to SC/ST sections in educational institutions and government organizations, special recruitment drive for SC/ST communities, violation of human rights of SC/ST communities, promotional opportunities to SC/ST communities, social struggles launched by weaker sections etc, should be covered by the print media on priority basis in a pluralistic society like India. Special emphasis should be laid on Scheduled Castes and Scheduled Tribes who are the neglected sections of Indian society and media.

5.4.3.ii. Electronic Media

The present investigation also revealed that electronic media were accessible to the SC/ST personnel to the greatest possible extent and that these respondents were fully aware of the role, responsibility and advantages of electronic media. However, the
The present study revealed that electronic media were personally, professionally, organizationally and socially useful to the SC/ST personnel to the medium extent. Besides this, the electronic media have not come forward to facilitate human resources development and human rights protection of the SC/ST personnel to a considerable extent. The electronic media also have had several limitations and drawbacks with respect to the empowerment of SC/ST personnel in the study area.

The electronic media namely, radio, television, cable TV and film have to accord a place of pride to social justice in general and empowerment of Scheduled Castes and Scheduled Tribes people and personnel in particular since these subjects are very much neglected in electronic media in India. Special broadcasting services, news reels, documentaries, feature films and serials on the status, problems and prospects of SC/ST people in general and personnel in particular should be produced and disseminated in order to create public opinion and facilitate the empowerment of Scheduled Castes and Scheduled Tribes who are the marginalised sections of Indian society. The Prasar Bharati Corporation, private broadcasting channels and film makers should accord importance to social justice and empowerment of SC/ST sections including personnel.

5.4.3.iii. New Communication Technologies

We are living in the age of information revolution. New Communication Technologies such as satellite communication, telecommunication and computer communication channels are extensively used world wide for educational, administrative, business, development and allied purposes. Information storage, retrieval and distribution are ensured all over the world. These technologies have created a new system of globalization of communication. The present investigation also revealed that NCTs were accessible to the SC/ST personnel to a considerable extent and that these respondents were fully aware of the role, responsibility and advantages of NCTs in modern organizations and society. Interestingly, the present study revealed that NCTs were personally, professionally, organizationally and socially useful to the SC/ST personnel to the medium extent. Besides this, the NCTs have come forward to facilitate human
resources development and human rights protection of the SC/ST personnel to a certain extent. The NCTs also have had several limitations and drawbacks with respect to the empowerment of SC/ST personnel in the study area.

The NCTs namely, Internet, e-mail, CDs/VCDs, e-newspapers, magazines and books have to be acquired by the Central Government, State Government and other autonomous research, training and developmental organizations and utilized for the purposes of organizational development, professional advancement, human resource development and human rights protection of all sections of personnel including SC/ST communities. These new media should also be actively utilized for the purpose of disseminating information, education and guidance on SC/ST welfare programs, atrocities on SC/ST people, inadequate representation to SC/ST sections in educational institutions and government organizations, special recruitment drive for SC/ST communities, violation of human rights of SC/ST communities, promotional opportunities to SC/ST communities, social struggles launched by weaker sections etc. These modern organizations should utilize NCTs to bridge communication gap between the government and society, organizations and publics and managements and weaker sections. NCTs should be used by these governments and organizations as effective instruments of social justice and empowerment of SC/ST personnel.

5.4.3.iv. Inter-Personal Media of Communication

Inter-personal media of communication such as workshops, seminars, conferences, demonstrations, exhibitions, group discussions, public meetings and so on are known all over the world as most effective and persuasive communication channels. These are also identified as participatory communication channels in modern organizations and societies. These are also tested and tried means of communication which facilitate optimum people's participation in the process of crisis management, institution building and nation building. The present investigation also revealed that inter-personal media of communication were accessible to the SC/ST personnel to a
considerable extent and that these respondents were fully aware of the role, responsibility and advantages of inter-personal media of communication in modern organizations and society. Interestingly, the present study revealed that inter-personal media of communication were personally, professionally, organizationally and socially useful to the SC/ST personnel to the medium extent. Besides this, the inter-personal media of communication have come forward to facilitate human resources development and human rights protection of the SC/ST personnel to a considerable extent. The inter-personal media of communication also have had several limitations and drawbacks with respect to the empowerment of SC/ST personnel in the study area.

The inter-personal media of communication namely, workshops, seminars, conferences, demonstrations, exhibitions, group discussions, public meetings and so on have to be utilized by the Central Government, State Government and other autonomous research, training and developmental organizations for the purposes of organizational development, professional advancement, human resource development and human rights protection of all sections of personnel including SC/ST communities. These media should also be actively utilized for the purpose of disseminating information, education and guidance on SC/ST welfare programs, atrocities on SC/ST people, inadequate representation to SC/ST sections in educational institutions and government organizations, special recruitment drive for SC/ST communities, violation of human rights of SC/ST communities, promotional opportunities to SC/ST communities, social struggles launched by weaker sections etc. These modern organizations should utilize inter-personal media of communication to bridge communication gap between the government and society, organizations and publics and managements and weaker sections. Inter-personal media of communication should be used by these governments and organizations as effective instruments of social justice and empowerment of SC/ST personnel.
5.4.4 Implications on Research, Training and Developmental Organizations

The present study reveals that research, training and developmental organizations have a fairly developed communication infrastructural facilities. These organizations have primarily utilized new communication technologies and inter-personal media of communication in order to reach out to various publics including general personnel and SC/ST personnel. These organizations have also enabled the SC/ST personnel to understand the various services and facilities extended to them through vertical channels of communication in the present times. The SC/ST personnel should be given primary attention, encouragement and support by the managements of these research, training and developmental organizations with respect to recruitment, promotion, human resources development, human rights protection and distribution of social justice. These organizations are required to create awareness about the programs, services and specific facilities available to the SC/ST personnel on a priority basis. These personnel should be enabled to approach the management on welfare measures, redressal of grievances, promotional activities and protection of human rights. The perception of the SC/ST personnel on organizational activities in general and welfare activities in particular depends upon the flow of information from various communications media and their interpretation. The media intervention is a must for the active participation of the SC/ST personnel in every sphere of activity of these research, training and developmental organizations in Ranga Reddy District of Andhra Pradesh State and elsewhere.

5.4.5 Implications on Future Research

This study is an attempt to understand the perception of SC/ST personnel on the communications media awareness, accessibility, personal, professional, organizational and social utility of communications media, role of communication in human resources development and human rights protection of SC/ST personnel working in various research, training and developmental institutions in Ranga Reddy District of Andhra Pradesh State. But during the course of the study, it is understood that there are many areas which warrant serious research interest in this virgin area as far as SC/ST personnel
in Andhra Pradesh and India are concerned. Media intervention for human resources development and human rights protection with special reference to SC/ST personnel is a very vast area of research. Yet, there are many areas of future research – media and social change, media and social modernization, media and personality development, media and human resources development, media and human rights protection, media and social justice, media and empowerment of weaker sections, media and minorities, media and women; media and empowerment which are broadly associated with the process of national development including the empowerment of Scheduled Castes and Scheduled Tribes who are the most marginalized sections of Indian Republic.

Media intervention for the empowerment of Scheduled Castes and Scheduled Tribes is also a very broad area of research. The role of print media, electronic media, NCTs, inter-personal media of communication, folk media and non government organizations can also be studied exclusively with reference to the empowerment of Scheduled Castes and Scheduled Tribes in Andhra Pradesh and Indian Republic.

The researcher is very conscious of the significance of media habits and information acquisition among SC/ST personnel in research, training and developmental organizations in a developing country like India. It is clearly emphasized that media intervention for empowerment of socially and economically weaker sections of Indian society is an enduring area of research in a pluralistic and developing country like India. Hence, a combination of quantitative analysis, qualitative analysis, content analysis and experimental research is strongly advocated for understanding the role of media in the empowerment of weaker sections in future.

5.5 Epilogue

India is prominently a pluralistic society. About 25 percent of the people in India belong to Scheduled Castes and Scheduled Tribes who are most neglected, deprived, marginalized and oppressed sections of Indian society. Even the well educated and comfortably placed personnel who belong to Scheduled Castes and Scheduled Tribes
suffer from the stigma of untouchability. The importance of social justice and economic equity forming the core of national development strategies is being strongly recognized in India. The challenge facing the Indian society today is how to bridge the gap between the haves' and have-nots' and how to empower the women and weaker sections in every respect. It is here that the social responsibility of the government, media, research, development and other organizations assumes profound significance. Optimum use of all available communication channels in proper combinations can certainly bring about the empowerment of Scheduled Castes and Scheduled Tribes citizens in general and personnel in particular. In the absence of planned, organized, systematic and sustainable communication support, social justice is denied, human rights are violated and empowerment of weaker sections becomes a casualty. The future agenda for the government and media organizations must deal with the processes of human resources development and human rights protection of Scheduled Castes and Scheduled Tribes citizens as well as employees who deserve priority based media intervention for their overall progress. The government and media organizations have to work in close collaboration toward ensuring meaningful and constructive communication support for the empowerment of weaker sections of India.