THE SCENARIO OF UNDERDEVELOPMENT:
BALARAMPUR BLOC

The role of print media was found to have a far flung effect on the minds of the people of a particular village, Bela by name in Balarampur block as a model one. The investigator received a printed copy of the development activities of the Bela Gram Panchayat from 1978 to 1985. After going through the contents of the booklet, it was found necessary to get a feedback on various accounts of works with the respective population that come under the aforesaid village.

A description and associated data seemed important before the details of the feedback are given. Bela village has an area of 12,296 acres and flanked by Balarampur in the North, Bihar in the South, Bihar in the West and Darda village in the East. The total population stood at 11,837 with 1924 families, spread over 14 moujas. It has two post offices, one railway station, 17 primary schools, one junior high school, one library, two cooperative societies, 17 adult education centres for men and five for women, 16 intergrated Child Development Centres, seven athletic clubs, one community centre, one health sub centre and one low insemination centre.

Water management of the village showed potable water wells in the village at 28, with 28 tubewells, 15 irrigation wells, 3 large wells and 52 ponds (under the management of the gram panchayat). Besides, electricity has reached to only two moujas.

As regards agricultural occupation, the number of agricultural labour stood at 3281 while that of pattadar at 780 and bargadar 10.

For the purpose of a feedback, the investigator held discussion with 87 persons in village, belonging to various socio-economic levels with 87 persons in the block,
belonging to various socio-economic levels with illiterates to graduates. Primarily, the booklet was regarded as a documents of accountability of the works of the panchayat to the people concerned who were also politically polarised. Out of 87 persons, 9 persons were graduates, 45 persons had an education level between class VIII and class XII, 23 persons had read upto class V while the rest 10 persons were illeterate but receiving adult education.

The total number of persons interviewed, 79 persons have seen the booklet while 59 per cent of them had actually read them individually or in a collective way. The latter group, however, did not subscribe to the view, repressed in the preface of the booklet that limited financial capability of the Government of West Bengal and miser economic policy of the centre were responsible for many of the unfulfilled development works in the bloc. But they welcomed the role of the gram panchayat in creating 10,134 manadays for the weaker section who would otherwise have faced starvation.

When asked about the economic benefit in terms of regular wage payments and creation of permanent assets through development activities in the village, 50 per cent of the group wanted more such work and also put a greater emphasis on slow but steady amalgamation of the tribal society to the national mainstream, so as to facilitate openings for further development.

In fact, their observation on development activities was found to be enough mature despite the fact that these people have been socially neglected for centuries. One such view had it that they have become aware of various official policies for the economic development of the weaker section and they were ready to cooperate with the government, to implement such massive work for micro-level development. In fact, they subscribed the view that loans and financial advances to them should be repaid but at a time only when a favourable financial strength of this section moves through. Otherwise, they would again fall into poverty.

When enquiries were made about the effectiveness of print media like that of the above booklet, 90 per cent of 87 persons interviewed made it clear that the periodicity of the publication of such and similar booklets were imperative in order to create an awareness among the villagers that the panchayat has been accountable to the people for its activities. This view no doubt reflects a revolutionary attitude in media concept wherein the positive aspects of communication could manifest.
The interviewed segment also pointed out that as they have been involved in a
development process, however small it might be, print media could post them with
various pros and cons of generally accepted microlevel planning. A spark in awareness
was enough since only after that, they could sort out a model, of development
most suitable for them which could be intimated to the bloc officials and to district
authorities. This down to top information flow has to be reckoned with, they added.
The ultimate analysis of the feedback shows that a small printed booklet has
created a profound influence in the people of Balarampur block where the tribal
population lives in a backward economic environment.

A discussion on the effects of adult education programme in Balarampur block
needs to be highlighted in this paper as the success of adult education programmes
depends more or less on the frequency in the use of print media, without which
oratory and other visual method can not sustain the realizations of the objectives.

Here, it may be remembered that education does not only foster literacy as commonly
understood, but also transcends the recipients to develop, rather kindle those
human instincts that cover physical, mental and those relating to character simul­taneously. Taking into consideration these aspects of education, Professor Rogers
remarked that dependence on others from whom help in any form emanate, was
contradictory to the more development.

Elimination of this dependence should be the essential objective of education which
can be possible only when oppressed segment of the population gather together
to achieve means for eradicating poverty, based on mutual trust, which can only
bring down the incidence of dependence to a negligible point.

The above situation is possible only when education enlightens a given population
about an awareness of self improvement at a given point of time. The Planning
Commission has accepted this ultimate realistic approach of education in 1975 as
a paralleled process for achieving development for those who were poor. Unfortunately,
this basic tenet of education has been lost as has been indicated by a registration,
of poverty at a higher point to the extent of 38 per cent of our population since
then.

Till now, the education policy as a whole and adult education in particular, have
not been able to achieve the goal of self-confidence of individuals and as such
economic development for those below the poverty line is yet to create a desirable impact. In this connection, the investigator thinks that the ultimate key to economic development rests with the individuals concerned. The stagnant economic profile of a particular community can never give way for self-determination to achieve something. Self determination is the most crucial non-economic attribute for eradication of poverty as it gives strength to overcome the ill-effects of economic hardship, ignorance, population boom, malnutrition, diseases and dependence on others.

Now, we have come to the core of the utility of adult education. This viewpoint should be made a background for understanding of the adult education programme in Balarampur block of Purulia district where the super majority of the population is tribal.

The adult education programme under the various government schemes has no doubt created an impact in the tribal population of the block to take it as an essential ingredient for socio economic upliftment. But such a trend, the investigator feels does not augur well for the entire population as there is no system of finding the cascading effects of the lessons taught particularly in relation to motivation to achieve something tangible and a continuous upgradation of skill required for such achievement.

Perhaps, a correlation for the failure as found between economic self-reliance and adult education could be found if we accept a realistic approach to the issues. Such an approach would inevitably lead to the conclusion that the use of print media as a vehicle for a desirable change from the present level of poverty to self reliant economic base has not been given its due share in the process by the planners. From selection to distribution of books, periodicals, literatures, local newspaper, if any and other related print media require a special set-up with personnel, committed to the goals for bio-economic achievement.

At this juncture of discussion, the investigator would point out to a monthly newspaper which was found to have a better understanding of the rural situation and which was again found in certain community centres including gram panchayat offices. The mentioned of this paper is included here because it is published by an adult education centre with the name of Sareek.

This paper, Matir Kachakachhi (near to the soil) aims to educate the illeterate and the neo-literates in all aspects, encompassing burning social issues, science,
agriculture, health, diseases, medicines, animal husbandry etc. An acquaintance of this paper showed that this paper has made considerable influence in the learners in some of the adult education centres in Balarampur block.

An example of its editorial policy of the paper would show its endearment to learners which is given below in its January, 1986 issue, an article on agricultural loans to small and marginal farmers was discussed. Among other things it mentioned that the cooperative societies and nationalised banks contribute between 15 and 20 per cent of agricultural loans to this sector. Accordingly the article commented that the above amount had been insufficient and a desirable rural economic upsurge could not be witnessed unless the flow of money from the institutions was increased to the small and marginal farmers as well the bargadars and pattadars.

At the same time, it has also highlighted the need for recovery of such loans so as to allow the government to provide further fund for the backward section of the community.

Keeping in view, the objective of awareness among learners in adult education centres, the recovery element in the editorial in loans from government had been able to create an impression in them about the problem of non-payment of loans to the government. An enquiry with several gram panchayat members and other individuals revealed that such enlightenment on agricultural loan had presented a reality, however, they observed that the amount of such loan should have been much higher than the present level.

Among other things, the readers of this monthly paper as learners in adult education centres pointed out that such a paper has educate them in science and technology relevant to agricultural use, medicines for human and animal diseases and a political issues like bride burning and importance for education for the women. In this regard, the investigator feels that the present generation of the learners in the age group between 20 and 35, would definitely pass on to their next generation about the knowledge they have acquired which it is expected, would again do to the third generation, say, in a time span of 50 years from now. In that eventuality the effect of the ultimate objective of education, that is self-reliance would be achievable to a large extent.

Moreover the second and third generations would also aid by acquired literacy in the coming years which would led them to understand the issues more properly.
However there has been an exceptional case in communication from the higher echelons to the lower rung in Balarampur block. Enquiries with gram panchayat members in the area revealed that Bengali daily paper, published by the Communist Party of India (Marxist), West Bengal, has penetrated deep into the soil as was indicated by primary members of the panchayats despite the acceptance of other Bengali newspaper like Anandabazar Patrika, Jugantar, Satyajug, and Bartaman by local educated population. The wide circulation of Ganasakti is a distinctive feature in the one way communication profile of the area.

An analysis of the reading profile of the Ganasakti showed that primarily, it were the CPI(M) local supporters in the votes had a preference for the paper since it was basically a political paper published by the CPI(M) headquarters in Calcutta. As was indicated earlier, majority of the local populace belonged to the political ideology of the CPI(M) although a considerable number of voters remained in the political fold of Indian National Congress.

It was also seen that the Ganasakti published news items relating to the problems of the rural people which were not usually found in other daily subscribed papers. This situation has led to an identification between the State Government and the people of Balarampur. Again this identification has even created an awareness among those inhabitants of the Block who did not believe in the ideology of the CPI(M) which is a positive achievement in the communication profile of the area under review.

Limitation like the one way communication channel and political consideration could not deter the development of an awareness among the people concerned because, communication, having a tangible shape, crosses the barrier of political consideration as has been seen at the Balarampur bloc. To some extents the people are influenced by the panchayat Samity (who belonged to the CPI(M) to read the paper regularly to know about the objectives of the State Government. Not withstanding such efforts, the basic fact remains that there has been a perceptible improvement in the communication profile in an otherwise backward district of Purulia.

Besides, the Ganasakti, another daily newspaper, The Satyajug, published from Calcutta, was favoured by a section of literate population, either in the bodies of the local self-government or engaged in agricultural and block development activities.
Most of the readers of the Satyajug said that they read this paper which is not essentially a party paper although having socialist attitude to words its editorial policy.

The above discussion brings to an observation that it was a political undercurrent that has wrought change in the communication profile of the Balarampur block. The opposite political undercurrent, could not in fact made no forceful negative force to come in the way. As stated earlier, the identification of the problems of the area with repeated official statements in the area which lead to an impression with the local people that the newspaper, Ganasakti is a vital vehicle for communication from the Government side.

However a critical appreciation of the whole affairs made it clear that there is need for occasional inclusion of the problems of the Balarampur block in the other media including radio and T.V. Such an exposure about the area would not only create an awareness and feedback to the people about their status but also an impact among the official agencies about the speedy implementation of various socio-economic projects, required for economic uplift of the block.

The origin of the above suggestion lies in the absence of print media to the particular needs of the population who are grounded in the severe economic stagnation for reasons like racial discrimination, illiteracy, and other socio-economic constraints, The efficacy of the print media, originating with Government agencies and local self-Government on one hand and the those coming up from the people in the grass root level was kindly felt by this investigator. For the second possibility, it was not that much difficult to get people who could run such newspapers.

The publication of a local newspaper has but one tremendous advantage in so far as it voices specific problems and tardy implementation of any development scheme, leading to a desirable achievement. This function of the print media would only provide much stimulus for an awareness among the people but also the relevance of official development works.

Generally, there is a national approach to the schemes for removing poverty in each state. But such a scheme may not suit the particular needs of the people of Balarampur block, although Government explanation would point out to a high success rate of such a scheme, with a sort of generalisations, say, in the backward Harijan district of Andhra Pradesh to similar other projects elsewhere in the country.
Perhaps this is one of the most formidable factors to embark upon development activities in different backward areas of the country which should be taken care of by the Planning Commission.

Taking cue from the above, the role of print media in socio-economic development of the Balarampur block, the area, inhabited largely by Adivasi people has a traditional attitude towards the concepts of man, his environment and the world at large. Given this reality, it is but natural that effort should proceed economic measures to dismantle age-old superstitions of the adivasi people in order to reorient them towards the needs of a better world to live in.

At this point, the investigator finds it essential that print media has a basic role which no other instrument can perform for a total achievement in terms of a human values which ultimately lead to the acceptance of certain attitudes, vital for socio-economic leap. In this regard, one has to take into consideration the tangible objectives that could spring up from the publication of local print media when official as well as private print media could not make a desirable development, perhaps for the inner weakness of such media.

The investigation into the role of print media gave an opportunity to the researcher about a publicity campaign by the Shellac Export Promotion Council (in Calcutta) for enthusing the people of Balarampur block to involve in lac crop cultivation. The findings are recorded below.

Balarampur has been a traditional lac growing area in the Purulia district along with Bagmundi and Kalimati. The demand for Shellac had increased from foreign countries in 1984. As a result, the SEPC had decided to undertake a publicity campaign among tribal growers. Among the uses of other publicity media, printed posters in colour and black and white had played a vital role, resulting in a sustained effect of the benefits of lac crop cultivation.

According to official spokesmen covered the council chalked out a detailed publicity programme in the bloc in cooperation with the Bloc Development Officer and Directorate of the Cottage and Small Scale Industries, Government of West Bengal in September 1984 which continued from time to time till a desired level in lac crop production was discernable up to May, 1986.

In a nutshell, this campaign was found necessary for lac growers in Purulia district who were very confused as to the low economic returns that were occasionally
experienced by the growers when higher output of lac crop had caused a corresponding fall in the market price. According to the B.D.O, the cultivators in the Balarampur area were literally given a wide exposure to the economic benefit through films, field demonstration and free circulation of coloured poster and literatures among the adivasi population.

At present, there are 6136 lac cultivators in Balarampur block, who utilise 54,453 trees including Palas, Kusum and Ber. During October-November 1983, 15 quintals of broodlac were distributed among the cultivators of different blocks of the Purulia district including that of Balarampur by the West Bengal Lac Crop Artisans Society, situated at Balarampur.

The positive effect of the publicity campaign was found in a greater response in the cultivators, some of whom were interviewed by the investigator. One of them Sri Braja Bhusan Sah of Tulin village said that they had left cultivation of lac crop but when free broodlac was distributed, he started cultivation of the crop. Others, like Mukund Mallick of Darpa village and Pagal Mandal of Dava village also narrated the same views although they were very much concerned of a possibility of lower unit price realisation in the current year below Rs. 10 kg of stick lac. All these persons have made it clear that the relevant print media have roused a sustained interest in them which originally came from film shows.

A few lines on the prospects of shellac require to be mentioned here in order to give a picture of its industrial use and a resultant trading practice of this product. It is largely distributed in India and abroad, and Shellac, a final product of the lac crop is used in paint, varnished, chemical solvents, medicines and as a colouring agent including food items. Recently, the scientists all over the world have confirmed that there is high potential for this product since it has natural with less toxiciting.

As usual, the market forces of demand and supply have their inevitable ramifications in all products, be it agricultural or industrial. Likewise, shellac proved to be no exception, so there were ups and downs in its prices during the last decade. One of the difficulties for an increase in its production is found in a ready agricultural infrastructure as broodlac is reared in host trees and naturally it takes a considerable time.
When price of sticklad (produced after processing the broodlac) had been around Rs. 5 a kg to growers in 1983-84, which reached a higher level to Rs. 30 a kg in 1985 because of lower crop realisation throughout the country. These variations in prices affect both ways the urge to cultivate lac crop in growers. Already, price of lac has fallen to Rs. 12 a kg by a higher crop in the current financial year.

In view of the above situation, the investigator, has found that proper training in the market reality was essential. Perhaps the role of media, particularly that of the printed ones have a vital role to play.

The leaflets were published in Bengali and were distributed among lac crop growers in Balarampur block had included information on rising demand of lac in the world market, a lower production profile and obviously a remunerative earning per unit to growers.
A BRIEF DESCRIPTION OF DEVELOPMENT – BALARAMPUR

The researcher decided to choose Balarampur block in the Purulia district as the block is as backward one which is inhabited by mostly tribal population, the majority of the area and its subsequent implementation at the grassroot level gave ample opportunity to the investigator in getting a first hand knowledge of the role of information towards a rapid economic development for the socio-economic progress of the backward and tribal population.

Balarampur bloc has an area of 105 square kilometres with a total backward class population of 36,296 belonging to scheduled castes and tribes. According to the census of 1981, the demografic profile of the block shows a male population of 42,599 and that of female at 41,323. The literacy of population is around 27% of the total population. At present, there are 100 primary schools, 4 junior high schools 5 Madhyamik schools and only one college.

Agriculture being the main occupation of the tribal population, the census report noted that there was 17,425 agricultural farmers including 10,108 small farmers and 4,163 middle level farmers but the number of agricultural labourers stood at 10,924. The arable land of the bloc was spread in 94 moujas in 200 areas. Of the total land under cultivation only 14 per cent is covered by irrigation.

Georgraphically, the block is surrounded by Baghmundi block and Arsha block in west, Barabazar block in east, Barrabazar and Arsha blocks in north and Bihar in south. At present, Balarampur block has a metalled road of 58 kms and 26 kms of kucha road. However, the block has a better transport communication since National Highway 32 runs through it, connecting West Bengal and Bihar. Moreover, train communication is better as the block accommodates two railway stations, namely, Baraurma and Barabhum railway stations. At present, two sets of trains connections between the bloc and Howrah and another 4 sets of train with Tatanagar railway stations have put the area under a distinct advantage.

The investigator made several enquiries at the bloc level government offices and those under the Panchayat system to examine the various activities of these agencies at the grassroot level. Accordingly, it was found that the bloc has been exposed to various Central as well as State Government schemes like, National Rural Employment Programme, (NREP), Rural Landless Employment Generation Programme (R.L.E.G.P.), Integrated Rural Development Programme (I.R.D.P.), Rural Works...
Programme (RWP), Food For Work Scheme (F.F.W), Special Rural Employment Programme (S.R.E.P) Schemes under the Khadi and Village Industries Commission and other adhoc schemes to make the living standards of the beneficiary better.

It is understood that the above schemes of the Government have been implemented to raise the living standard of the tribal population from the economic morass which compels them to live below the poverty line. It is pertinent here to point out that during the Sixth Plan period, the number of total beneficiaries in Purulia district under various official schemes stood at 25903 who received Rs. 176 lakhs as subsidy from DRDA and Rs., 278.39 lakhs as loan from public sector and cooperative banks. In this regard it was concluded by the district planning authorities that economic upliftment programme envisaged 60,000 families during the plan period with a target for disbursement of Rs. 700 lakhs as subsidy and Rs. 1000 lakhs as loan from banks would enable them to cross the poverty line. Unfortunately, only 42 per cent of the physical target and 39 per cent of financial target could be achieved.

Keeping in view the above target realizations in the economic regeneration programme of the district, the researcher has enough ground to comment that a similar trend is likely to emerge in the Balarampur block, which is invariably connected with the total mainstream of development process and existence of certain communication constraints which were revealed by the official spokesmen at the bloc level while the investigation was carried out.

The present communication pattern in the block shows that district authority informs about the various schemes and their financial allocations to the offices of the block development and that of the Zilla Parishad which comes under the panchayat system. Then the information flows to different gram panchayat bodies through written communication which is again passed on to the would-be beneficiaries partly through printed media (like blackboards - notes and posters at the gram panchayat offices and party though oral communication. Similarly, communication from the grassroots level through the appropriate bodies where the bits of information are screened and sent to the highest district authority.

However, the somewhat backward communication setup in the bloc is being made good by way of providing directs information of the schemes and those related to
the achievement of gainful economic development, through the adult education centres in the block. As a result, an awareness among the grassroot level population has started emerging to know more about such scheme through print media. Newspaper, books, pamphlets, periodicals etc.

This apart, exact flow of communication in absence of specific print media like weekly or fortnightly newspapers originating in the block has made little progress. The researcher has come to know about their government officials as well as those who require the information.

As outlined earlier, the role of print media particularly those having their origin in the area concerned, was found to have little impact among those who were interested in them. Occasionally, a fortnightly tabloid paper, (Chalti Jagat) published from Calcutta is purchased by the who require specific information. This paper is specially published for those who have a knowledge of functional literacy.

But an examination of the copy showed that the subjects (except generalised agricultural newsitems) have had no relation to schemes of the Government that could make a positive impact on their livelihood. As a result, the paper’s success in creating a direct contribution to economic progress has been somewhat limited despite its price being only 0.25 p.

The absence of a continuous supply of relevant print media or economic regeneration firmly established the fact that schemes, specially or generally earmarked for tribal people by the Government, would never create adequate infrastructure on which such development could stand. Enquiries with the local people failed to encourage the investigator about the role of the print media as only print media from the district is an irregularly fortnightly Purulia Gazette in Bengali. Several copies of different issues showed less coverage has been given on development activities. However, some of the gram panchayat sanities published activities under different government schemes from time to time which were found to have created certain amount of awareness among the villagers about the development activities of the Balarampur block.

The importance of local print media and its absence can be assessed by an example for establishment of a cold storage in the area. According to official sources, setting up of a cold storage was found to be paramount in order to encourage potato cultivation in the block. The information that such a facility was urgently
necessary took more than 15 months to travel from the district level to the appropriate authorities of the Government of West Bengal. It is learnt that the Deputy Commissioner of Purulia had informed Mr. Benoy Chowdhury, Minister-in-Charge of Land Reforms and Panchayat that a cold storage was required having 40000 M.T. capacity, it was found extremely necessary to store approximately 20,000 M.T. of Potato. Recently, sanction of such a scheme has been accorded.

Now, it becomes clear that the absence of a cold storage has had a deleterious effect on cultivation of potato by the tribal growers who could have benefitted financially, leading to less dependent on existing rural development schemes.

The above example shows that a print media as such identify the hopes and aspirations of the local population ventilating a demand for a cold storage. Publications of such demand in a local paper would have made a speedier progress in creating an awareness in the district level or might have been picked up by national newspapers which in turn could shorten the time for sanctioning the project as outlined above.

However, the present trend of disseminating news on development activities through the adult education centres is a hopeful sign so far as it makes a direct exposure to possible beneficiaries. This exposure has as a political flow of information, particularly to the male participants but unless there is an increase in large formal and functional literacy, the possibility of netting a large number of tribal population in the vortex of development may not reach a desired level.

During the investigation, it became clear that political force could play a vital role to shape dishevelled information into a compact one for those who need it most at the grassroots level. This indication was clearly perceptible at Balarampur where several efforts were made by the local self-government in the form of gram panchayat, culminating in Zilla Parishad as a parallel elected body to the district, to bring into notice various economic measures, initiated by both the centre and the State Governments. At present, the Balarampur panchayat system has 62 gram panchayats and 20 panchayat samities culminating on the higher level to one Panchayat Samity and seven gram panchayats. The party-wise break-up of the gram panchayats were as follows- Communist Party of India (63), Indian National Congress (31), Independent (2) and those of the Panchayat Samities were at 17 and 3 respectively. The political profile of the population of the Balarampur block which participated in the 1983 panchayat election showed that 19,093 persons voted for CPI(M), 13,763
persons voted for I.N.C. for the Panchayat Samity pool while 27,061 persons voted for CPI(M) and 20,052 persons for I.N.C.

As majority of the population voted for the ruling party namely the CPI(M) various instances were found where a definite flow of information travelled from the official level to the village level. Primarily, the information flow starts from the Government level to the district authority of Purulia which again goes down to Panchayat Samities. From this samities the gram panchayats are informed about the programmes through official circulars. But the movement of printed matter in the forms of official circulars and publicity media of government agencies gets halted at this level and obviously information is passed either individually or collectively with oral means.

The political bearing at the block level and down to village level no doubt makes possibly pressure of information which would not have been possible in a situation where no self government is allowed to work. But severe lapses in the information process were also confirmed by some State Government officials who happen to be the ex-official members of the panchayat samities.

Perhaps, certain loopholes in the Government superstructure like non-availability of finance or political preference to area where highest number of pro-government political forces are at work, might have forced compulsion of tardy implementation of development activities. Whatever may be the political aims involved in such process it is clear that information, be it printed or oral, is likely to be one sided so far as it tries to present a pro-government overview of the situation at least in success stories in implementation of schemes.

This theoretical assumption was somehow proved by the fact that gram panchayats of the area have published bulletins on the achievement of the panchayat system in Balarampur block. One such bulletin was published by the Bela Gram Panchayat, P.O. Shyamnagar in December, 1985, which showed various success stories of development projects. But enquiries at the village level where the population has had a different political value system indicated that not all the benefits that should have accrued from various government programmes reached the entire population in recent years.

The political parallelism, just ennumerated above has shown that printed media could not reach below the level of a block organisation which has got an official status. As a result, the far-flung influence of print media to alliviate poverty in a
suitable population was not even properly understood by the members of the Panchayat Samity of Balarampur and the gram panchayats. When enquiries were made with the elected officials of such bodies, it became clear that none of them have an idea about the scope of the print media that could accelerate economic development. Then it was more difficult to assess the role of information as an input for development. Perhaps, an urge to understand such a need could not make much headway since majority of the grassroot adivashi population was illiterate. So, oral communication has found a firm place instead.

As stated, earlier the role of adult education centres in the area needs special mention. At present, there are 150 centers of literacy project of the State Government, there are about 300 centres, the participants are divided equally with male and female students. The primary objectives of this programmes are to increase skill for various works relevant to their livelihood, increase in literacy and creation of awareness about the various changes that are taking place including those related to economic issues.

In view of the above objectives, this programme has to take into consideration the essential exposure of various publications of different development wings of the State Government and other agencies. In most cases, when awareness among participants are noticed, these booklets pamphlets brochures and other literatures are exchanged and follow up action on enquiries from participants are carried out.

But such policy objectives were found to be unattainable for want of adequate personnel (namely instructor and instrlectress) who were reportedly voiced their unwillingness to continue their jobs of instruction with the present meagre salary scale.

As a result, classes in adult education centres were adversely affected by inadequate number of teaching staff, leading to increasing instances of dropping out from classes by the learners.

With this reality, the researcher was told by the official sources that of prospect of communication to the people below poverty line would be impossible unless the present working condition for the teaching staff was reversed. Now, it becomes clear that a vital area that could be developed into a solid vehicle for communication has been neglected, which requires urgent attention by the appropriate authorities.