



## Means of information & news in tribal areas: a case study

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### *Abstract*

It is already common knowledge that medicinal plants play an essential role in both modern medicine and the preservation of biodiversity. However, in many remote regions of the Himalaya, knowledge of the medicinal properties of local plants is limited to rumour. With this in mind, the present investigation was launched in a western Himalayan region populated by indigenous peoples. The purpose of the research was to catalogue the wide variety of plants employed by locals in the treatment of illness. Information on plant usage was sought using questionnaire surveys, participant observations, and field trips. Thirty-five plant species were identified as being often utilised by locals as remedies for a wide range of illnesses. About half of the time, the plant's underground parts were put to good use. *Anemone rupicola* and *Ranunculus hirtellus* have been put to new medical applications in the region. Similar to how there is no record of the creation of the traditional dish known as "sik," which is meant to nourish pregnant women during their nine months of gestation. The impact that modernization and shifting socioeconomic situations have had on indigenous wisdom is also examined.

**KEY WORDS:** Tribal Region, Z score, Composite score, Human Resources Devolvement (HRD)

### **Introduction**

Humans have a fundamental ability to communicate with one another. Every aspect of human behaviour is governed and shaped by it. We engage in a wide variety of forms of communication on a daily basis, including but not limited to the following: dreaming; talking to others; arguing in a discussion; speaking in a public meeting; taking part in a traditional cultural function; evading a beast; warning others of impending danger; reading a newspaper; watching television; browsing the internet; etc. This implies that we are always interacting with other people in order to meet our physical, emotional, and other needs as well as to complete



our tasks. There's no denying the importance of talking to others. In reality, if people are unable to talk to one another, civilization would collapse. Communicating is more than just relaying information from one person to another. It's a continuous cycle of effort and communication that leads to progress. Thus, communication may be defined as the process through which two or more people communicate information, attitudes, and feelings via the use of mutually understood signs and symbols. Communicating is essential to human survival and development. Without interacting with other people, no one can survive on their own or in a group. Communication is the foundation of all human connection and activity; it fosters comprehension, makes cooperation possible, and fortifies communal life. As we speed toward the pinnacle of technology simulations of consciousness, the communal and corporate extension of the creative process of knowledge will be made available to everyone of human civilization. There are several types of communication processes that humans engage in, including intrapersonal, interpersonal, group, and mass communication, the latter of which is distinct in that it involves a mechanical device that sits between the sender and the recipient. An analysis of communication can be presented in model form for easy comprehension. Simply said, a model is just a reductionist view of interpersonal communication that makes it easy to grasp at a glance. In order for there to be communication, there must be a sender whose goal is to impart information; it is the sender's responsibility to determine what information to convey, how to give it, and to whom it should be sent. And the sender can't move on to the next act of communication until they know the receiver's reaction to the message and whether or not it was received as intended. There is a mutually dependent connection between the many aspects of human communication at play in this process. A well-thought-out and audience-centric communication strategy is essential at all times.

### **Socio-Economic profile of the predominately rural and tribal district of Jhabua**

Agriculture, which is heavily reliant on rain, drives the district's economy. Numerous individuals depend on the sales of bamboo goods and ornamental items like dolls and bead-jewelry for their livelihood. The bow and arrow is used both for hunting and self-defense by the tribal people, and is considered a sign of gallantry by those people. That area is one of the poorest in the country. When compared to the 36.7% of Minnesotans who are poor, more than half of its population is poor in this state (BPL). Due to their predominance in rural and tribal areas, these people require emancipation, or the lifting of social constraints, on the one hand, and up-to-date ideas about their true place in society, on the other. To achieve this, the



productive power of media must be harnessed in inspiring those who have lived in remote rural areas for thousands of years, without the benefit of modern conveniences or the wealth of information made available by the rise of the Internet. The efficacy of the media is the determining factor in whether or not tribal people will make the development that is essential for their survival. There will be greater opportunities for social and economic progress if the media is more effective. The only way for communicators to be truly effective is if they can put themselves in the shoes of their tribe audience and begin to empathise with the difficulties they encounter. When compared to other forms of communication, the media's ability to disseminate information, education, culture, and entertainment stands out as a prime example. The media is a powerful tool for spreading information and spreading that information quickly, which may be used to motivate people to take action that will lead to positive social change and advancement. As such, an effort is made to figure out how to make television, as a medium for social uplift, more valuable to tribal people by helping them uncover their latent potential and gain as much active engagement as possible. The information gleaned from this will be useful to policymakers and administrators in assessing the efficacy of current initiatives for improving the quality of life for indigenous peoples. For this reason, the "Theories of Media Effects and Media Uses" and the "Theories of Social Change aimed at Social Upliftment" were combined to define the "Model of Communication for Social Change aimed at Social Upliftment," which connects the media's outwardly obvious role with strategies for bringing about social change, particularly with regards to the widespread marginalisation of the district's indigenous population in the city of Jhabua. There will be a detailed research conducted in each Development Block and each Tehsil, with a micro analysis of the tribal community, comprising members of different tribes, ranging from the literate and educated to the uneducated and unemployed, as well as non-tribal comparisons.

One of the most important ways to get a message out to many people quickly and cheaply is through mass media. As a result of their recognition of the media's potential, government and non-government organisations and social institutions are increasingly employing it as a tool for communicating with their audiences, raising public awareness, and educating the public at large on a wide range of topics. It was also used to bring about a shift in societal norms and cultural practises by making previously unavailable material readily available.

One of the most important functions of the media nowadays is to disseminate information about government policies and to report on the public's thoughts and opinions on numerous societal



issues. It's also being deployed to help sway public opinion on critical matters. The media has a significant impact on shaping public opinion and behaviour by keeping people abreast of developments in a wide range of fields. As a by product of this procedure, it also provides the participants with the necessary knowledge, mindset, and abilities.

The most significant mass media outlets outside of the traditional media are radio, television, movies, newspapers, audio-video cassettes, and the internet. They have the ability to reach large groups of people. The discipline of adult education makes extensive use of radio, television, cinema, and other audio visual media, each in a variety of settings and contexts. They are implemented in classrooms as a means of imparting knowledge directly to students, as a concept in the education of teachers, to inspire and motivate students to study, and to raise community interest in and engagement with literacy initiatives. While all forms of media are equally important to literacy initiatives, just three are discussed here. Due to their inaccessibility, the following forms of mass media have been eliminated from the area: radio, television, and newspapers.

### **Review of literature**

(Somasundaram 2020) studied “level of development in tribal area - a case study of akole tehsil, Ahmednagar district, Maharashtra state, India” results showed, and Humans and the history of a place are constant factors in every planning and development process. Human progress, happiness, and the advancement of society as a whole are all aspects of development that are connected to scientific and technological progress. The process and dynamic character of evolution have persisted. Nineteen indicators have been used to evaluate progress in the research field. Generally speaking, there are four types of indicators: demographic, amenity, agricultural, and occupational. The research area's village degree of development. Z scoring was used to analyse the degree of progress made in the native community. This study will reveal which community is less developed and which is more developed. The findings of this study would be helpful to the Gram Panchayat and other government agencies in resolving issues on the ground.

(Nelson 2009) studied “Tribal Communication Technology: A Case Study of Kondhs of Kendama of Odisha” discovered that and Tribal communication technology, introduces unique features that frequently broaden the possibilities of information diffusion among the members of different tribes. Traditional tribal people of Odisha are not quick to give up their historic and



not necessarily anti-theatrical forms of communication while other regions of India embrace modern communications technology. While technological advancements are thrilling, they do not necessarily bode well for society. The Odishan approach to integrating modern information and traditional forms of tribal communication is instructive. We have made several attempts at transferring, adopting, duplicating, and otherwise fumbling historical and traditional technologies over the years. It's hard to tell how far we've come in our pursuit of technological advancement at this time. Odisha has access to every conceivable technological development and form in the rest of the country (including the internet). How widespread are these technologies, and what kind of effect do they have on the tribal people and their economy? We clearly do not have a well-coordinated and established communication system. It's important to have open conversations about and make timely use of traditional forms of communication to ensure the continued vitality of society before they disappear entirely.

(Anon n.d.) studied “a study on the mass media access, exposure and Preferences of the tribes towards adult education in visakha tribal region” discovered that and Mass media are important channels of communication for reaching many people at minimal cost and in a short amount of time. As a result of their recognition of the media's potential, government and non-government organisations and social institutions are increasingly employing it as a tool for communicating with their audiences, raising public awareness, and educating the public at large on a wide range of topics. It was also used to bring about a shift in societal norms and cultural practises by making previously unavailable material readily available.

(Pajankar 2016) studied “A Case Study on Accessibility of School in Tribal Areas and Its Implications on Educational Inclusiveness” observed that and Schools' availability are issues that have plagued the growth and expansion of the educational system in any developing country. The situation is the same in India. Since India's independence, the country has worked to ensure that its educational opportunities are available to people of all backgrounds and income levels. However, the learner is sometimes discouraged from visiting the learning centre due to the location's geographical features and the lack of development of essential infrastructure amenities (school). This case study is an examination of the impact that improved access to schools had on enrollment in two blocks in the Betul district of Madhya Pradesh, in the country's central region. Other regions of India share the same geography and other characteristics as the case study region, making its recommendations generalizable.



(Jain 2017) studied “Television as a Medium for Social Upliftment: A Case Study from the Tribal District of Jhabua in MP in India” results showed, and The focus of this study is on the difficulties experienced by the tribal people living in the rural and mostly tribal area of Jhabua in the Indian state of Madhya Pradesh (MP). Thus, I Media Theories of Communication and (ii) Sociological theories of Social Change form the basis of our investigation. This research aims to analyse how television may be used for positive social change. The ability of television to disseminate information about the benefits of existing initiatives targeted at tribal development is evaluated. Data were obtained from around 250 residents of the Jhabua district in MP, India utilising a stratified purposive random sample method for the study's descriptive approach. The primary findings are (a) that the current haphazard structure of television's role needs to be formally organised in a defined structure; and (b) that there is a need to strengthen the existing mechanisms for monitoring, evaluation, and feedback for taking corrective measures to ensure that the schemes aimed at social upliftment are being implemented according to the stated objectives.

(Samal 2001) studied “tribal development administration: case study of a district in orissa” uncovered the fact that research into and bal growth has traditionally had a significant role in the social sciences. This issue has become critically important on a global scale in recent years. A number of international non-governmental organisations (NGOs) have taken up the cause of the "indigenous people," and with the active backing and frenzied campaign of these NGOs, this subject has sprung onto the global stage. In addition, 1993 was officially recognised as the International Year of the World's Indigenous People by the United Nations, demonstrating the rising concern of the international community's highest body for the advancement of indigenous people everywhere.

### **Conclusion**

More over half of the district's residents are poor. The success of the media relies on its ability to influence tribal communities and spur the required change for the people there. The purpose of this research is to better understand how television may be used to help indigenous communities. As a result, policymakers and administrators will have more information with which to assess the efficacy of existing plans, initiatives, and programmes. There will be a cross-sectional study of people from diverse ethnic groups, educational levels, occupational statuses, and levels of inactivity. The media has a significant impact on shaping public opinion



and behaviour by keeping people abreast of developments in a wide range of fields. Non-conventional forms of media such as radio, television, movies, newspapers, and audio-visual cassettes are still crucial components of the mass media landscape.

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