Television as a Medium for Social Upliftment: A Case Study from the Tribal District of Jhabua in MP in India

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Abstract
This paper is an attempt at ‘connecting media with society’ as it relates to the problems being faced by the tribal people in the predominantly tribal and rural district of Jhabua in Madhya Pradesh (MP) in India. The theoretical framework for this study thus includes, (i) Media Theories of Communication, and (ii) the Sociological models of Social Change. The objective in this paper is to examine the role of television as a medium for social upliftment. The efficacy of television is assessed as to how far it is effective in disseminating information about the potential benefits of the existing schemes aimed at tribal development. The research is based on descriptive approach using stratified purposive random sampling method, data were collected from some 250 respondents from the district of Jhabua in MP. The major findings are that, (a), there is a need for strengthening the existing mechanisms for monitoring, evaluation and feedback for taking corrective measures to make sure that the schemes aimed at social upliftment are being implemented as per the stated objectives, and (b), the role of television, currently on a scattered basis, needs to be formally organized in a defined structure.

Key words: Society, television, tribal studies, medium.

Socio-Economic profile of the predominantly rural and tribal district of Jhabua
Out of its total population, India has 8.6 % of the ST population. Out of its total population, MP has 21 % of the ST population. Out of its total population, Jhabua has 87 % of the ST population, making it a predominantly tribal district. More than 91 % of the total population lives in villages, while 97 % of the tribal population lives in villages. The economy of the district is primarily based on agriculture which largely depends on rainfalls. The bamboo products and decorative items like dolls, bead-jewellery are the source of livelihood for a lot of people. The bow and arrow, a symbol of chivalry among the tribals, is used for hunting animals on the one hand, and for self-defence on the other.

The district is extremely poor. More than half of its population is the below poverty line, against the 36.7 % of population of MP living below the poverty line (BPL).

In view of the predominance of tribal and rural, these people need emancipation, i.e. to be freed from social restrictions on the one hand, and to have modern ideas about their genuine place in society, for which the productive power of media is to be harnessed in motivating the people living in the inaccessible far flung rural areas for thousands of years, untouched by the modern amenities of life, and access to knowledge opened by the information technology, which is being spread far and wide by the media.

To create necessary impact on tribal people for ensuring their progress, effectiveness of the media is the key word. The more effective the media, the more chances of socio-economic development are there. Effectiveness can be achieved only when the communicators identify themselves with the problems and challenges faced by tribal, which will open road to progress and finding solution to their problems. For example, media can act as an effective means of communication in terms of dissemination of information, education, culture, and entertainment, in comparison to other means of communication. Media disseminate vital facts, transmits knowledge of many things, and do so most effectively and most speedily in motivating for social change for social upliftment. Accordingly, an attempt is made in this paper to find as to how television as a medium for social upliftment can be made more useful to tribal people, in discovering, identifying, and understanding their hidden capability for securing their maximum involvement and participation. This will then help policy planners and administrators in providing feedback for evaluation of the existing policies, programmes and schemes, aimed at socio-economic upliftment of tribal people.

Hence, in defining the ‘Model of Communication for Social Change aimed at Social Upliftment’ by integrating the ‘Theories of Media Effects and Media Uses’ and the “Theories of Social Change aimed at Social Upliftment”, the apparently visible role of media is linked with the methods of communication for social change, with a focus on the wide spread marginalized social status of tribal people in the district of Jhabua. A study including various tribes, literate and illiterate, gainfully employed and just doing nothing worthwhile if not necessarily unemployed so to say and non-tribal...
comparative, an in-depth study in each Development Block and each Tehsil, with a micro analysis of the tribal community will be done. Based on major findings and conclusion, an attempt will be made in this Thesis to evolve ‘A COMPOSITE MODEL OF COMMUNICATION FOR SOCIAL CHANGE AIMED AT SOCIAL UPLIFTMENT’.

In this model, the following definitional parameters are formulated:

**Communication:** The communication is perceived for getting the message across dealing with welfare schemes, taking into account the needs, aspirations and capacities of the intended beneficiaries, wherein the media becomes a critical tool in interpersonal communication between Government functionaries and the intended beneficiaries.

**Social Change:** The social change is perceived wherein people are empowered to participate in the decision-making process from the conceptualization of the schemes on the one hand, and their (schemes) implementation based on their (beneficiaries) participation itself.

**Social Upliftment:** The concept of social upliftment is perceived wherein welfare schemes are so designed which are aimed at improving the living conditions of the tribal people living largely in rural areas.

Accordingly, the objective in this survey based grass-roots level empirical study is to assess the efficacy of “development communication” as a subject in media studies:

(i) to achieve the higher quality of life on the one hand, and

(ii) to justify the legitimacy of the established social values for an harmonious living in society, on the other.

Regarding the efficacy of the media in effecting development and social change, Denis McQuail (2010: 92) has raised the following concerns:

- “What part do or can media play in major social change?
- Are the media typically progressive or conservative in their working?
- Can media be applied as an ‘engine of change’ in the context of development?
- How much of media induced change is due to technology rather than to typical content?
- Do the media diffuse innovations effectively”

**The significance of the study:** Television as mass educator for social change aimed at social upliftment

- As Television has an important role as an agent of social change aimed at social upliftment in dissemination of information, spread of education, the tribal people in remote areas can use it, for their benefit.
- As a companion, Television can provide through step by step identification, description, discussion, and solutions of the issues being faced by tribal people.
- Participation and involvement of tribal people in special audience program is the key to ensure development.
- Developmental issues of tribal people are addressed by the Television like other issues such as displacement, migration, unemployment, deforestation.
- Television programmes focuses on the success stories of tribal people for others to emulate.
- A Special supplements which caters to the needs of tribal people and give sufficient space to the cases of female feticide.
- Knowledge about vocational course related to tribal people is imparted, which helps in getting vocational jobs or helps in self-employment.

Television disseminates information on a mass scale, which ensures that every tribal area will be heard in their hour of need and ensure safety and justice to tribal people, which will also enhance their personality. The Television will
broadcast the Tribal people’s opinion when policies and schemes are being implanted, which will provide a monitoring, evaluation and feedback to the administrators.

The television thus can serve as an agent of social change aimed at social upliftment in disseminating technical knowhow on the one hand, and will help reduce inequalities in socio-economic opportunities as the broadcasting at the mass level will aid literacy, health, population control by motivation a desire for change and mobility among the not so aware of the opportunities made available by Government schemes and projects.

**Problems being faced by the tribal people**

While substantial amount of studies on tribal population are available, but not many systematic, methodological and empirical studies as such are available, most of whom dwell in far flung inaccessible rural areas, when various tribes in the predominantly tribal district differ so much in their rituals and daily chores of life.

In view of the above problems being faced by tribal people, the following are the significant issues of the Study:

1. High level of illiteracy in itself, and very low when compared with their male counterparts, literacy from a mere 4%, a giant leap forward, but still at 23%, a long, long way to go,
2. Early marriage reduces chances of education, thereby reducing or delaying their contribution in the sustenance of economy, i.e. social change aimed at social upliftment, decreasing their sources of earning livelihood on their own,
3. Tribal people remain engaged in superstitious, Rituals, traditional beliefs, thereby developing a culture centric mechanism
4. Lot of work, forest, cooking woods picking, and animal grazing: gathering products from the forest areas, working in agriculture, substantially involved in household and domestic activities, collection of fire wood, drinking water, care of children and cooking, and so and so forth,
5. Cultural heritage like tribal women wearing decorative beads, heavily laden nose, ear and ankle rings, throat rings, tend to turn the women folks at times like an adorable piece of art, rather than a human being contributing in the process of social change aimed at social upliftment. While the traits of rich cultural heritage of the tribal women must be protected and preserved at all costs, but at the same time it should not come as an hindrance in the larger process of social change aimed at social upliftment.
6. Women become intended, or unintended, victim of male chauvinism in a traditional society, where anxiety and restrictions on their freedom and dignity remain a built-in social mechanism, causing their subjugation and marginalization.
7. The institutional process of development carried from outside forces like Gov’t in the name of development and modernization, i.e. a top-down approach rather than building from bottom-up, has also been a cause of concern to the freedom and independence of tribal, which at times is being perceived as unduly imposed and interfering in their natural way of life living in harmony and proximity with jal, jangal, jamin and janwar (water, forest, land, and animals)
8. The process of development involving mega projects of international dimensions through multinational corporations like building dams, large scale mining, deforestation, special economic zones causing deforestation, all are uprooting tribal population,

**Research Design: Field survey based descriptive research, with stratified purposive random sampling**

In this paper, the research design is a sample survey based research. Research methodology for primary data collection is a purposive stratified random sampling method, based on structured questionnaires, focus group and depth interviews, testing hypotheses with percentage analysis and content analysis. Hence, I am to focus on the Application as Applied Research, with an objective of Descriptive Research, using Inquiry Mode, a mix of both, quantitative and qualitative research. Standard statistical techniques are used in data analyses, testing hypotheses with percentage analysis and content analysis.
The research sample

The administrative structure of Jhabua district is given below:

By way of political governance, India comprises 28 States and seven Union Territories. Madhya Pradesh is one of the States situated in the heartland of the Country. It has fifty districts. Jhabua is one of the Districts situated in the western part of MP.

Area = 2901.92 Sq. KM
Head Quarter of the District = Jhabua
Administrative Division = Indore

Demographic Data: Census 2011

Population = 10,25,048 (a little over a million people)
Rural Population = 9,33,065 (91 %)
Urban Population = 91,983 (09 %)
Population of scheduled Tribes (ST) = 8,91,818 (87 %)
Population of Scheduled Castes (SC) = 17,427 (01.7 %)

Tehsils:
Thandla, Petlawad, Meghnagar
Jhabua, Ranapur = 05

Development Blocks:
Thandla, Petlawad. Meghnagar
Jhabua, Rama, Ranapur = 06

Janpad Panchayats =
Thandla, Petlawad. Meghnagar
Jhabua, Rama, Ranapur = 06
Inhabited villages = 778
Seats in State Assembly = 03
Seats in Parliament of India (Ratlam) = 01
Main Tribes = Bhil, Bhilala

It is clear from the above data that Jhabua district has 87 % of the tribal population (ST) population, while 97 % of the tribal population lives in villages. Hence, the research sample has to be sufficiently representative of the rural population.

Accordingly, the Research Sample is to be divided in two distinct groups:
(a) Rural areas, and
(b) Groups in urban areas
The total sample includes 250 respondents, which represents six development blocks in rural areas, and five Tehasils urban areas. The Sample Size is given in the following Table 1:

General socio-economic data are taken from the erstwhile Planning Commission, Government of India, (2013) like population (total population, tribal population, male and female population, rural and urban population, literacy level, number of villages, population below poverty line (BPL), and languages spoken), of the district in each Tehsil and Development Block are collected, which also include the levels of education among the major Scheduled Tribes, Percentage of school going children in the age group 5-14 years percentage distribution of workers in economic categories like cultivators, agricultural laborers, and other workers. The secondary data from the Government of India, the State Government of Madhya Pradesh, and the District Administration of Jhabua, are collected and condensed as given below. The percentage of persons below the Poverty Line in 2011-12 has been estimated as 25.7% in rural areas, 13.7% in urban areas and 21.9% for the country as a whole. The respective ratios for the rural and urban areas were 41.8% and 25.7% and 37.2% for the country as a whole in 2004-05. It was 50.1% in rural areas, 31.8% in urban areas and 45.3% for the country as a whole in 1993-94. In 2011-12, India had 270 million persons below the Tendulkar Poverty Line as compared to 407 million in 2004-05, that is a reduction of 137 million persons over the seven year period.

### Table 1: The Sample Size

The number of Respondents from each of the group is based on the population in that group, with respect to the total population of the entire district of Jhabua.

<table>
<thead>
<tr>
<th>Development Blocks in Rural Areas</th>
<th>Tehasils* in Urban Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Population</td>
</tr>
<tr>
<td>(1) Thandla</td>
<td>1,66,606</td>
</tr>
<tr>
<td>(2) Petlawad</td>
<td>2,17,626</td>
</tr>
<tr>
<td>(3) Meghnagar</td>
<td>1,59,015</td>
</tr>
<tr>
<td>(4) Jhabua</td>
<td>2,87,451</td>
</tr>
<tr>
<td>(5) Ranapur</td>
<td>1,02,367</td>
</tr>
<tr>
<td>(6) Rama**</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>234</td>
</tr>
</tbody>
</table>

Grand Total Sample Size: 234+22=256
(This excess in total number by 6 is due to rounding off)

* It is to be submitted here that 90% of the population lives in rural areas, and 10% of the population lives in urban areas. But most of professional class like Media Persons, Gov’t Officials, Traders and Business People, Industrialist, and Professors and Students, lives in these urban areas. Hence, proportionately, the number of respondents to be selected from the urban areas will also be much less when compared with the respondents chosen from rural areas.

** The rural population of Rama when made available will be adjusted accordingly.
Data Collection: The socio-economic data are collected both from secondary and primary sources

Secondary Data (Gov’t documents available in public domain)

As per the Census of India (2011, Series24) Only 10.8 per cent of the household in the district of Jhabua have television sets, one of the lowest districts in MP, against 26.1 per cent in entire MP.

For 2011-12, for rural areas the national poverty line using the Tendulkar methodology is estimated at Rs. 816 per capita per month and Rs. 1,000 per capita per month in urban areas. Thus, for a family of five, the all India poverty line in terms of consumption expenditure would amount to about Rs. 4,080 per month in rural areas and Rs. 5,000 per month in urban areas. These poverty lines would vary from State to State because of inter-state price differentials. Separate data for the population below poverty line for rural and urban areas in Jhabua are not available as of now. According to the data provided by the District Collector’s office, it is estimated that more than 50 per cent of the predominantly tribal and rural district of Jhabua is below the poverty line.

The above mentioned poverty data are in the process of being revised by the Gov’t of India on which The Rangarajan Committee is deliberating and is expected to submit its report by middle of 2014.

Primary Data (Questionnaire, interviews)

A structured Questionnaire is designed and in-depth interview is conducted from the respondents, which provided the primary data for the research.

Views of the pre-selected Respondents on each Question in the Questionnaire are recorded, summarized, and analyzed which form the basis conclusions and recommendations. Primary data analyses included testing the hypotheses with percentage analysis and content analysis, living in:

- rural areas in villages under each Development Block, and
- urban areas in each Tehsil (sub-divisions) in the entire district.

Questionnaire is based on the following three aspects:

- Role of Media in effecting development and social change,
- Monitoring, Evaluation and Feedback for corrective measures, and
- Participation by the intended beneficiaries and the stake holders.

A summarized theoretical framework for communication for social change:

(1) Rostowian Model: W.W. Rostow (1960), an American author outlined five distinct stages of growth in a rather evolutionary way, namely, traditional society, preconditions, take-off, drive to maturity, and high mass consumption. In his model, Rostow had hoped that the time taken for the development of traditional societies will be reduced substantially as they will learn from each other, but this has not really happened as envisioned by him.

(2) Free Market Based Model: In this model those unable to help themselves find at the receiving end, and are left on their own, surviving on the so called, if any, on the welfare schemes of the Gov’t of the day. The major decisions for the development and social change are taken by those who control the private economic enterprises where the role of the government is limited if not necessarily curtailed in accordance with free market economy and prevailing social-cultural milieu.

(3) Dependency Model: In this model, the countries in the Third World are depended for aid, advise and technology, mainly from the developed countries. This is clearly an idealistic situation but the international relations are based on reality rather than idealism. This model has not worked at all, which more than often results in their (developing countries’) unwarranted exploitation.
(4) Structural Changes Model: In this system, radical if not necessarily revolutionary changes are required to be carried out in the existing system, which are aimed at helping the helpless or the downtrodden of the society. These situations do happen in the international arena but it more than often involves social upheavals and a period of large scale violence.

(5) Peaceful, consensual model of mixed economy: All the above four models of development depend upon how do the countries develop and what they understand of the developmental process, the strategies adopted for developmental process and so on so forth. Accordingly, there is no universal development model simply because it is an integral, multidimensional, and dialectic process that differs from country to country in line with their specific socio-cultural milieu and physical resources. In this model, all of the above four models are suitable included like in India.

The Indian Development Model: The Five Year Plans: In India, we have the unilinear development, which means developing or evolving progressively through defined stages from primitive to advanced and excluding any variation on this course. The development models in India are planned by the Government of India in consultation with the State Governments on the basis of Five Year Plans. The developmental policy has been harmonious since Independence, with a mixed economy, i.e. free market based, as well as a sizable public sector. Since 1991, the emphasis has shifted more towards free market based and less in public sector. This unilinear harmonious approach to developmental policy is thus both:

(1) Main stream or interventionist paradigm
(2) Non-interventionist or Counter-revolution (Market) paradigm

Sustainable Development: Besides, the above mentioned classical models of development, in the contemporary times where development is directed for social change as well, the word “development” is more than often referred to as “sustainable development”. The Wikipedia (2011) dictionary stated that:

“Sustainable development is the process of maximizing the use of available resources in order to ensure the long-term wellbeing of present and future beneficiaries. Sustainable Development is a continuous progress which aims for and maintains a constructive state of living in society as preserved by social institutions and systems. However, sustainable development entails

1. Economic sustainability.
2. Social sustainability.
3. Cultural sustainability.”

Media theories of communication: Many authors have illustrated media theories in their own ways as thought it best suited to the social-cultural milieu. For example, Stanley J. Baran (2010) has provided a detailed historical background of the development of the media theories right from the year 1900 till now in 2011, while Denis McQuail (2010) has given many related theories of mass media and their effects on social-cultural milieu, particular reference is made to Chapter 16, “Audience formation and experience”, Chapter 18, “Social-Cultural effects, and Chapter 19, “News, Public opinion, and Political communication”.

There is no commonly accepted specified standards as to which media theory is effectively capable of accelerating communication for development and social change. For our purpose in this paper, the following three media theories are by and large referred to as the most effective:

(1) Media person’s interactions, uses and gratification for audience formation,
(2) The cultivation theory for social-cultural effects, and
(3) The agenda setting theory for public opinion forming.
On the effects of the theories of Media and long-term social and cultural change, Denis McQuail (2010: 498-99) has submitted that:

“The theories of mass communication … in some way posit a variety of significant social and cultural effects. … The influence of media is generally likely to be indirect. They work to change public expectations, the possibility for meeting needs, and especially, the way things are done in other social institutions”

Furthermore, McQuail (2010: 7-9) has also identified the themes and issues in mass communication theories which include:

1. **Relations with the politics and the state:** political campaigns and propaganda; citizen participation and democracy; media role in relations to war and terrorism; influence on the making of foreign policy; serving or resisting the sources of power
2. **Cultural issues:** Globalization of content and flow; promoting the quality of cultural life and cultural production; effects on cultural and social identity
3. **Social concerns:** the definition of reality and mediation of social experience; links to crime, violence, pornography, and deviance; relation to social order and disorder; promotion of an information society; the use and quality of leisure time
4. **Normative questions:** freedom of speech and expression; social and cultural inequality: class, ethnicity, gender and sexuality; media norms, ethics and professionalism; media accountability and social responsibility
5. **Economic concerns:** degree of concentration; commercialization of content; Global imperialism and dependency

**Classical models of communication for development and social change**

There is a widely acknowledged variety of approaches in formulating the strategies for designing communication models for development and social change, where rural folks are perceived to be very different from their counterparts in urban areas while dealing with the issues of awareness and participation in the national developmental activities. In the recent past, there has been an unprecedented awareness in rural areas for keeping informed beyond their own village and block, where media have been a catalyst. Professor Jan Servaes has defined the concept of “Communication for Development and Social Change” (2011: 15, 390) that:

“… In essence **development communication** is the sharing of knowledge aimed at reaching a consensus for action that takes into account the interest, needs and capacities of all concerned. The Development Communication thus is a social process. Communication media are important tools in achieving this process but their use is not an aim in itself-interpersonal communication too must play a fundamental role.” “**Communication for Development and Social Change** is a multifaceted, multidimensional and participatory process through which people are empowered to control their own destinies. Culture is central to development and deserves greater emphasis in communication for development and social change.”

In accordance with the above formulations of the concept of “communication for development and social change”, the following three classical models are formulated:

1. **Daniel Lerner’s concept of media playing a major role in promoting interest among the people for better life along with increasing productivity, literacy, and urbanization; Empathy:** It is based on Daniel Lerner’s book, “The Passing of Traditional Society” (1958). It is argued that increasing productivity, literacy, and
urbanization alone did not work, and media played a major role in promoting interest among the people for a better life.

(2) Everett M. Rogers’s concept of shaping positive attitudes using communication for development; Diffusion of innovations: It is based on Everett M. Rogers’s book, “Communication and Development” (1962). It is argued that shaping the positive attitude in others who remain indifferent to the message through the spread of new ideas and practices is a crucial component of the modernization process.

(3) Wilbur Schramm’s concept of mass media as magic multiplier for national development; Mass media as Magic Multiplier: It is based on Wilbur Schramm’s book, “Mass Media and National Development” (1964). It is argued that contents of the message for social change is the key to development, that is the required amount of information and learning be made available by the media.

The findings of the field research:

The objective in this paper is to examine the role of media/communication in creating the awareness in implementing the schemes of the Gov’t aimed at tribal development enhancing their contribution aimed at social upliftment. The efficacy of the existing modes of media like Radio, TV, Newspapers, Printed Leaflets, used by the Government is to be assessed to how far they are effective in disseminating information about the potential benefits of the existing schemes.

According to Stanley Baran (2010: 245), “The 1960s also gave rise to a descriptive expression often used today when TV is discussed”. Hence, in this research, I have used survey based descriptive research. Descriptive research is case studies, content analysis, and action research.

According to C. R. Kothari (2004: 120), “Surveys are concerned with describing, recording, analyzing and interpreting conditions that either exist or existed”. Survey research is done in conditions that exist or existed. While interviewing the respondents, it was a focused-talk related to the subject, where they (the Respondents) were motivated for a depth-interview.

Recommendations: interactive participatory decision-making based on the direct involvement of the intended beneficiaries and related stakeholders

(a), there is a need for strengthening the existing mechanisms for monitoring, evaluation and feedback for taking corrective measures to make sure that the schemes aimed at tribal upliftment are being implemented as per the stated objectives, and

(b), the role of television is on a scattered basis without any formally organized structure.

Based on diversified experience in the international arena in the field of communication for development and social change, Professor Jan Servaes concluded that (2009):

“UN agencies deploy different elements of communication strategies because they adhere to different mandates, objectives and methods. Distinct development communication approaches and communication means used can be identified within organizations working at distinct societal and geographic levels.”

Given the above nature of the efficacy of the television in effecting development and social change, there is a difference of opinion on the model of communication for development and social change. Professor Jan Servaes (2011: 201-02) has defined the Communication for Development approaches:

“… There are two communication for development models: the ‘diffusion/mechanistic’ versus the ‘participatory/organic’ communication model”…

The research of the diffusion/mechanistic approach, like the modernization theory, suffers from overemphasis on quantitative criteria to the exclusion of social and cultural factors. As a result, the manner in which foreign media hardware and software interact within a cultural context is largely unexplored. …
The participatory/organic model sees people as the controlling actors or participations for development. People will have self-appreciation instead of self-depreciation. Development is meant to liberate and emancipate people. Local culture is respected. ”

Based on the recommendations by the Respondents from the elected representatives, and discussions held with the Government Officers posted in the Janpad Panchayat, it is quite obvious that the television used by the Government is going to be highly effective in disseminating information about the potential benefits of the existing schemes aimed at social upliftment.

The following is the summarized response from the respondents

- Better participation between the beneficiaries and the Gov’t officials has in the progress and accurate implementation of the particular scheme as it would ensure better understanding between both.
- Understanding the need and requirement of the beneficiaries is helpful in the implementation as the beneficiaries that they are also playing an important role in implementation of the scheme in an effective manner for the success of the scheme.
- Monitoring and evaluation: Janpad members through sarpanch in the group meetings monitor and evaluate the processes by which it is known that how many forms are filled by the beneficiaries and what were the total number of beneficiaries that would be effected by the scheme.
- Feedback. The feedback process is as follows. The work which is not done properly is reported to the CEO of the Janpad by the particular sarpanch of the Janpad.
- Different budgets for different Panchayats. A Proposal Register is maintained in which the proposed budget is written according to the requirements, demands, and problems of the particular Panchayats. The proposed budget is the approx. amount that would be used for the development of the particular Panchayat. It gives a rough estimation of the amount that will be spent for the development programmes of a particular Panchayat.

It is thus recommended that for television to work as a medium for social upliftment, what is required is an interactive participatory decision-making based on the direct involvement of the intended beneficiaries and related stakeholders, where the role of television is to act as a catalyst for effecting development and social change. Such an interactive participation is quite achievable in real life by what Srinivas R. Melkote and H. Leslie Steeves (2001: 365) call ‘Participatory Action Research’ (PAR). Professor Devesh Kishore (2010: 74) has summed it up as:

“Actually, participatory development communication is a two way, dynamic interaction, between ‘grass-roots’ receivers and information source, mediated by development communicators, which facilitates participation of the target group’ in the process of development.”

While much has been done, but still a long way to go for tribal development:

Hence, given the above economic deprivation, we still have a long, long way to go to remove the menace of poverty among the tribal people, particularly among the women, in the predominantly tribal and rural district of Jhabua, which has more than 50% of its population living below the poverty line. This is despite the fact tremendous efforts have constantly been made after the independence for socio-economic development in tribal areas in broad spectrum, as mentioned by Professor S. N. Chaudhary (2012: 3) that:

“Towards the dawn of independence it was recognized by the dominant change agents, especially by the state and civil society bodies that tribes have been marginalized. This realization led to formulation and
implementation of different Acts, Provisions, Policies and Schemes for the protection and promotion of human rights of tribal masses”

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