ORIGINAL RESEARCH PAPER
VOLUME-6 | ISSUE-5 | MAY - 2017 | ISSN No 2277 - 8179 | IF : 4.176 | IC Value : 78.46
INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH

PERCEPTIONS OF THE TODA TRIBAL WOMEN ABOUT THE TOURISM MARKETING IN THE NILGIRIS DISTRICT

Commerce

Ms. Legy C.Joseph Ph.D (PT) Scholar, Dept Of Commerce, Holy Cross College (Autonomous),Tiruchirappalli.

Dr. S. Vasanthi Associate Professor In Commerce, Dept Of Commerce, Holy Cross College, Tiruchirappalli.

KEYWORDS:

INTRODUCTION

In the tribal area economic opportunities for women are insufficient while hardships are abundant. Women often see minute hope for themselves or their children to improve their future. Since 70% of the affected people are women, it is women that have found a way to lift themselves and their families out of poverty and thus women were driven to make a decision of survival. India is a nation where its women are both glorified as well as suppressed. The majority of women in the lower strata has to depend on a male member for financial support. Due to the practice of liquor addiction, smoking, drugs, etc., women and families suffer to a great extent. This is one of the main reasons for poverty in India and that's why children have been deprived of education and other basic necessities of life. If women could become financially self-sufficient, then families would get at least the basic benefits of food, clothes, medical attention, and nourishment and above all, children could get a good education. This realization has been the main reason for the evolution of the Self-Help Groups in India and the SHG's have been promoted to undertake women Entrepreneurship.

HISTORY OF THE NILGIRIS DISTRICT

The Name 'Nilgiris' means Blue Hills (Neelam – Blue and Gray – Hill or Mountain) the first mention of this name has been found in the Silappadikaram. There is a belief that the people living in the plains at the foot of the hills, should have given the name, the Nilgiris, in view of the violet blossoms of 'kurinji' flower enveloping the hill ranges periodically. The earliest reference to the political history of the Nilgiris, according to W.Francis relates to the Ganga Dynasty of Mysore. Immediately after the Nilgiris was ceded to the British in 1789, it became a part of Coimbatore District. In August 1868 the Nilgiris was separated from the Coimbatore District. James Wilkinson Breeks took over the administration of the Nilgiris as its Commissioner. In February 1882, the Nilgiris was made a district and a Collector was appointed in the place of the Commissioner. On 1st February 1882, Richard Wellesley Barlow, who was the then Commissioner became the First Collector of Nilgiris.

GEOGRAPHICAL LOCATION OF THE DISTRICT

The Nilgiris is situated at an elevation of 900 to 2636 meters above MSL. Its latitudinal and longitudinal dimensions being 130 KM (Latitude : 10 - 38 WP 11-49N) by 185 KM (Longitude : 76.0 E to 77.15 E). The Nilgiris is bounded on North by Karnataka State on the West by Coimbatore District, Erode District, South by Coimbatore District and Kerala State and as the East by Kerala State. In Nilgiris District the topography is rolling and steep. About 60% of the cultivable land fall under the slopes ranging from 16 to 35% of the hilly areas.

TODA TRIBAL WOMEN

The Todas are a purely pastoral people. The Toda are known by several names like Tudas, Tudavans, and Todar. They are found only in Nilgiri district. The Government of India has identified the Toda as one of the six Primitive Tribal groups of Tamil Nadu. The name "Toda" is supposed to be derived from the word 'tud', the sacred tud tree of Todas. The uniqueness of the half - barrel shaped houses given speculations regarding their origin ranged from Rome to Sumeria. Today, people are white (fair) in color being tall, strong built and well shaped. The striking feature of the women is the arrangement of their hair, which is dressed in ringlets and flows waving down to the shoulders. The traditional garment of a Toda is known as "Puthukulli" is of thick white cotton cloth with red and blue stripes, which is embellished further embroidery by the Toda women, is thrown around the body by the men and women like 'Roman toga'. Jewelry is worn by both men and women.

APPEARANCE

The Toda are a fair complexioned people with sharp features. Their traditional clothing or **"puthkuly"** and the **hairstyle** of their women set them apart from other communities in Nilgiris. The puthkuly, a thick white cotton cloak embroidered by their women with designs mostly in black, red, blue and green stripes is the same for both sexes but worn in slightly different manner by men and women. Their appearance, dress, dwelling, way of life, beliefs and traditions have fascinated scholars and visitors alike over the past two centuries.

TODA EMBROIDERY

Toda embroidery is used for adorning a range of products like pouches, spectacle cases; luncheon sets table cloths and other similar accessories. The Toda women are experts in embroidery work. The embroidery shawls are sold to the tourists and others in the market and also leasing out their own cultivable lands to non-tribal expert cultivators besides formal school education and market economy also contributed to their transition from the traditional occupation to modern type of mixed economic activities.

NEED AND SIGNIFICANCE OF THE STUDY

There are certain tribal communities who are having low level of literacy, declining or stagnant population, and pre-agricultural level of technology and economically backward. 75 such groups in 15 States/UTs have been identified and have been categorized as Primitive Tribal Groups (PTGs). State/UT-wise list of PTGs is at Annexure I. each of these groups is small in number, differentially developed with respect to one another, of remote habitat with poor administrative and infrastructure back up. Therefore, they are in need of priority to be accorded for their protection and development. They are good experts in hand embroideries and struggle a lot to complete the workmanship needed in that art of designing the work. They are well trained nowdays and work in groups and single to strengthen their family needs. They presently possess good awareness about the city life and carry on their business well among the tourists. Tourism marketing plays a excellent role for their survival regularly and they also get good support from NGOs also. Thus this paper focuses the problems faced by the tribal toda women in the Nilgiris district. Hence it is felt that this present study is undertaken to examine the insight of the Toda Tribal women about the Tourism Marketing in the Nilgiris District.

SCOPE OF THE STUDY

In many rural areas, people are unable to live healthy lives because they lack access to basic things like safe drinking water, safe sanitation facilities, and efficient fuel sources. The Tribes suffer without basic facilitates infrastructure and face problems such as toilets and eco-friendly biomass stoves, which will indirectly affect

their quality of life. To create awareness among the tribal women regarding the following issues: Economic independence through SHGs, women's participation in decision making, age of marriage, issues related to women's health, children's education and health, nutrition, gender discrimination, illiteracy, modern methods of cultivation.

OBJECTIVES OF THE STUDY

The following are the specific objectives of the present study:

1 To analyse the marketing problems faced by the sample respondents
2 To highlight the findings, suggestions and conclusion.

METHODOLOGY

The present study is a descriptive study, theoretical in nature based on both primary and secondary data. Required primary data were collected through structured questionnaire through interview schedule by survey method from the toda Tribal women who belong to the Queen of the Hills (Nilgiri Hills). Convenience sampling method was used to collect their perceptions about tourism marketing from 30 sample respondents. Required secondary data has been collected from the sources like websites of Government Schemes, various publications, journals, Reports. etc

LIMITATIONS

The study is restricted only to tribal toda women respondents who are active in their entrepreneurship in order to promote their embroidery handwork in the Nilgiris District. It is limited to the information provided both by primary and secondary data. It is confined only to the Toda women living in their munds in the Nilgiris district.

DISCUSSIONS

Fundamentally tribes are very innocent and they feel insecure to deal with educated people. Tribal Toda women are not been allowed by their men to take the initiative for their innovative development. So their men should be taught to recognize the talents of their women and allow them to enter into developmental activities. Tribal Toda women are allowed by their men to take up any activities, but the women do not know how to take initiative or go the things, for which, they need training from the experts in the areas of small scale industry, agriculture etc.

There is a great need of more help to the tribes to develop their status in life. During summer they have good sales, at the same time the winter season in the Nilgiris district decreases their sales. During winter, there is a very low entry of tourists in the big budget hotels. The tourists visiting to hilly region have appreciated the attractive and appeal of the Toda tribal embroidery work and pay any amount of money for it. The mountain honey is sold to the tourists by the Kurumbas tribes and the honey is in good demand. The Paintings of the Kurumbas, the spices collected by the Panniyas, the embroidery of the Todas, the Pottery of the Khotas and the ornaments of the Irulas are very attractive and are sold throughout the Nilgiri shopping outlets Nowadays tribes have also entered in cultivation, horticulture is followed in a dynamic way by them. They also cultivate organic vegetables and sell them in the markets. There is an outlet "Key Stone Foundation" organized only to uplift the tribes and the tribes in the Nilgiris are trained to produce all tribal products under this foundation. More foundations must be developed to motivate these tribes in order to retain their traditional culture, workmanship, art etc.

ANALYSIS :

The population size of the toda tribes in the hills are vanishing and they dwell in "munds" on top above of the hilly area inside dense forests.. Few main Munds are filled with their dwellings/hamlets with low numbers. Their perceptions were analyzed from the women who undertake business and have more insight on tourism marketing. Out of the 35 sample respondents 80% of the toda tribal felt that they expect more new schemes from the Govt to motivate tourism marketing in the district.72% opted that the present schemes may be tuned well too. 56% felt that the Tribal products are moving well among tourists in the town. 71% felt that they need more stalls to sell their products. 82% agreed that the cost of installation is very high for them, 57% felt that they suffer huge loss in business due to winter seasons from October to February every year, 48% tribal women felt that they are running their business in isolated tourists spot waiting for tourists every day for their business. 85% felt that they gain well during summer season, Flower show, Fruit show etc.66% felt that they hold sufficient business during the festival seasons in the district.

Thus their problems and needs are quite different from other Scheduled Tribes. Since Primitive Tribal Groups constitute the most vulnerable among tribal groups, States/UTs have been requested to allocate requisite funds from Central Sector/Centrally Sponsored and State Plan schemes for their socio-economic development. However, there are items/activities, which though very crucial for the survival, protection and development of PTGs, and more schemes are to be developed together with the present existing scheme, and utilize more funds for their progress in the society.

CONCLUSION

Nilgiris District is a unique district with dwellings of different types of tribes, carrying out various culture, habits and style. The Toda Tribal people must be recognized in a healthy way in order to protect them and considering them as "the sons of the soil". The Nilgiris district should cater to the needs of all the tribes throughout the district. It must give more facilities to focus the tribes and ensure that the tribes are to be cared and motivated. The tourism marketing should be enhanced in a dynamic way to encourage the local and the tourists to buy tribal products.