



Media Access And Utility Among Tribal Women in Karnataka State: An Empirical Study

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ABSTRACT

The importance of empowerment of women forming the core of national development strategies is increasingly recognized all over the globe. The local indigenous people of the world are termed as tribe or tribal, to distinguish them from other people of the world. Though our national leaders and constitution makers were committed to the uplift of the weaker sections, it is distressing to note that the gains of development have not yet reached the intended classes to the desired extent. The media institutions are regarded as the fourth estate of democracy. They have a corporate social responsibility of facilitating the empowerment of tribes who are the excluded sections of Indian society from national development point of view. The issues and concerns of tribal women are not seriously addressed by the policy makers and organizers of women's movement in the country. The media too have neglected the development of tribal women due to the absence of concern and commitment. The market forces have sit on the driver's seat from media management point of view. The media have not devoted judicious time and space for the discussion of the problems and prospects of tribal women in India. The importance of empowerment of women forming the core of national development strategies is increasingly recognized all over the globe. The local indigenous people of the world are termed as tribe or tribal, to distinguish them from other people of the world. Though our national leaders and constitution makers were committed to the uplift of the weaker sections, it is distressing to note that the gains of development have not yet reached the intended classes to the desired extent. The media institutions are regarded as the fourth estate of democracy. They have a corporate social responsibility of facilitating the empowerment of tribes who are the excluded sections of Indian society from national development point of view. The issues and concerns of tribal women are not seriously addressed by the policy makers and organizers of women's movement in the country. The media too have neglected the development of tribal women due to the absence of concern and commitment. The market forces have sit on the driver's seat from media management point of view. The media have not devoted judicious time and space for the discussion of the problems and prospects of tribal women in India.

KEYWORDS

System configuration, Cost of energy, Renewable energy technology

The present study was carried out on the basis of systematic survey research method. A structured and pre-tested interview schedule was administered to the stakeholders of tribal women empowerment and tribal women beneficiaries of Karnataka state. About 397 respondents consisting of stakeholders of tribal women empowerment (91) and tribal women beneficiaries (306) were approached for primary data collection. A majority of the stakeholders of tribal women empowerment and tribal women beneficiaries are not blessed with adequate media exposure. A majority of the stakeholders of tribal women empowerment and tribal women beneficiaries are not aware of most of the tribal development programmes. But they have commonly pointed out that traditional media were more useful sources of communication on several constitutional institutions, provisions and development projects rather than the new media. The tribal development projects should be designed after proper analysis of the situations and consultation with the specialists and beneficiaries. The tribal development project authorities should design the development projects in consultation with the tribal women beneficiaries. The future agenda for the policy makers, administrators and other professionals at the grassroots level must deal with expansion of communications media, manpower development,

resource mobilization, improving the delivery system, implementation of development programmes, involvement of women and weaker sections in the implementation of programmes and evaluation of the role of communications media should also be addressed.

Preamble
The local indigenous people of the world are termed as tribe or tribal, to distinguish them from other people of the world. Though our national leaders and constitution makers were committed to the uplift of the weaker sections, it is distressing to note that the gains of development have not yet reached the intended classes to the desired extent. The media institutions are regarded as the fourth estate of democracy. They have a corporate social responsibility of facilitating the empowerment of tribes who are the excluded sections of Indian society from national development point of view. The present investigation was carried out to assess the media access and utility among tribal women in Karnataka state.

Review of Literature
Tribal development assumes great significance in the present times. The role of communication in the process of tribal de-

velopment is subjected to wide scientific research all over the world. Empowerment of tribal women is a neglected sector from research and development points of view. Prominent studies carried out by the scholars on tribal women in general and media interventions for tribal women empowerment in particular are subjected to a brief overview in this chapter. They include -Sen (1978:10), Mann (1987:07), Waghmare and Choudhary (1989:13), Zoonen (1996:14), Sharma and Mittal (1998:11), Bathla (2000:01), Lipi (2002:06), Devon (2003:03), Bhowmik (2005:02), Kumar (2006:04), Mariswamy (2006:08), Sindhi (2012:12), Kumar (2013:05) and Ravichandran (2014:09). The review of literature clearly indicates that adequate scientific investigations are not carried out in the state of Karnataka on the role of media in the empowerment of tribal women.

Significance of the Study

The Government of India has implemented specific programmes under the banner of Tribal Sub-Plan and Integrated Tribal Development Project for the empowerment of tribes in the country. Tribal women are not actively involved in the process of development due to poverty, ignorance, disorganization and other constraints. The women's movements in India have not taken the tribal women into confidence. The issues and concerns of tribal women are not seriously addressed by the policy makers and organizers of women's movement in the country. The media too have neglected the development of tribal women due to the absence of concern and commitment. The market forces have sit on the driver's seat from media management point of view. The media have not devoted judicious time and space for the discussion of the problems and prospects of tribal women in India. Scholars have examined the role of media in tribal development in India and abroad. Surprisingly, the role of media in the empowerment of tribal women has not been systematically evaluated by the past researchers in India. Hence, it was decided to systematically investigate the role of media in the empowerment of tribal women with special reference to Karnataka state.

Objectives of the Study

1. Assess the media access among tribal women in Karnataka state.
2. Analyze the communication sources from tribal women empowerment point of view; and
3. Suggest appropriate methods for the betterment of media services for the empowerment of tribal women in Karnataka state.

Research Design

The present study was carried out on the basis of systematic survey research method. A structured and pre-tested interview schedule was administered to the stakeholders of tribal women empowerment and tribal women beneficiaries of Karnataka state. The respondents were selected from about 08 districts of Karnataka state which practically represented the four revenue divisions. The primary data were gathered from 397 respondents consisting of stakeholders of tribal women empowerment (91) and tribal women beneficiaries (306). Two separate interview schedules were administered to them in order to explore the understanding of the respondents have about the media access and communication sources from tribal women empowerment in Karnataka state.

Distribution of Study Area and Sample

Sl.No.	Revenue Division	Stakeholders	Beneficiaries	Total
1	Kalburgi	20	76	96
2	Belgaum	22	68	90
3	Mysore	24	78	102
4	Bengaluru	25	84	109
Total		91	306	397

n = 397

Statistical Analysis

The primary data were analyzed on the basis of certain stand-

ardized statistical tests which include – percentage analysis, graphical representation, Chi-square test, and cross tabulation. All the statistical methods were carried out through the SPSS for Windows (version 16.0). A brief discussion of these statistical tests is as follows.

Findings of the Study
Demographic Features of Respondents

There was more number of stakeholders of tribal women empowerment representing the 29-50 years (59.34%), matriculation and pre-university educational background (82.42%), non-officials' category (82.42%), middle and low income groups (82.42%) and Old Mysore regions (54.38%) among the study sample. There were more number of tribal women beneficiaries of 18-39 years age group (55.88%), matriculation educational category (74.18%), agriculturists (84.31%), low income group holders(85.29%) and respondents of Old Mysore region (52.94%) respectively among the study sample.

Communication Media Association of Respondents

A majority of the stakeholders of tribal women empowerment and tribal women beneficiaries are not blessed with adequate media exposure. Most of the media except radio and mobile are not accessible to them. The distribution of responses regarding the non-accessibility of media include- newspapers (77.83%), magazines (75.57%), television (51.39%), DVD Player (88.67%),tape recorder (94.46%), three in one (97.48%),computer (97.23%), computer with Internet (99.24%), Smart Phone (97.23%) and Cable / Satellite connection (89.92%).

Communication Source of Tribal Development Programmes

A majority of the stakeholders of tribal women empowerment and tribal women beneficiaries are not aware of most of the tribal development programmes. But they have commonly pointed out that traditional media were more useful sources of communication on several constitutional institutions, provisions and development projects rather than the new media. The distribution of responses in this regard is as follows.

- Central Government Schemes (traditional media -06.30% and new media- 01.76%)
- State government schemes (traditional media -10.75% and new media- 02.61%)
- Grassroots level development programmes (traditional media -10.58% and new media- 03.02%)
- Integrated Tribal Development Project (traditional media -07.05% and new media- 02.02%)
- Integrated Child Development Scheme (traditional media -08.56% and new media- 02.27%)
- Tribal Development Block Programme (traditional media -04.78% and new media- 01.76%)
- Tribal Sub-Plan Activities (traditional media -06.30% and new media- 02.01%)
- Land ownership programme (traditional media -07.30% and new media- 02.77%)
- 'Bhoochetana' programme (traditional media -08.06% and new media- 03.02%)
- 'Suvarna Bhoomi' programme (traditional media -05.29% and new media- 01.76%)
- organic farming programme (traditional media -08.33% and new media- 02.77%)
- 'Raita Mitra' programmes (traditional media -09.07% and new media- 03.27%)
- 'Ganga Kalyana' programmes (traditional media -20.65% and new media- 05.29%)
- 'Stree Shakti' programmes (traditional media -49.37% and new media- 09.57%)
- 'Manaswini' programme (traditional media -10.08% and new media- 02.51%)
- 'Yashaswini' programme (traditional media -44.84% and new media- 12.34%)
- 'Help Line for Elderly Citizens' programme (traditional media -43.58% and new media- 09.57%)
- 'Ambedkar Housing and Rajiv Gandhi Rural Housing' pro-

grammes (traditional media -45.34% and new media-12.59%)

- 'Annabhagya' programme (traditional media -82.87% and new media- 17.13%)
- 'Vajapayee Arogyashree' programmes (traditional media -13.10% and new media- 06.04%)
- Health help line – 104 programmes (traditional media -05.29% and new media- 02.27%)
- Distribution of medicare facilities (traditional media -06.30% and new media- 02.52%)
- 'Bhagyalakshmi' programme (traditional media -47.86% and new media- 15.36%)
- Financial assistance (traditional media -08.31% and new media- 03.27%)
- Old age pension programme (traditional media -80.35% and new media- 18.64%)
- Scholarship and educational facilities (traditional media -33.50% and new media- 09.07%)
- Skill development programme (traditional media -06.30% and new media- 02.52%)
- Nursery and women welfare programme (traditional media -26.20% and new media- 07.55%)
- Residential schools programme (traditional media -07.30% and new media- 03.02%)
- Self employment programme (traditional media -16.37% and new media- 07.56%)
- Health and family welfare programme (traditional media -14.36% and new media- 06.30%)
- Higher educational facilities (traditional media -07.05% and new media- 02.77%)
- Agricultural promotion programme (traditional media -18.39% and new media- 10.07%)
- Horticultural development programme (traditional media -17.13% and new media- 08.81%)
- Animal husbandry and dairying programme (traditional media -28.46% and new media- 10.08%)
- Social forestry promotion programme (traditional media -21.41% and new media- 10.83%)
- Cottage industry promotion programme (traditional media -08.31% and new media- 04.53%)
- Sericulture promotion programme (traditional media -11.08% and new media- 04.03%)
- Free electricity supply programme (traditional media -66.50% and new media- 14.10%)
- Vocational training and self employment programme (traditional media -16.37% and new media- 06.30%)
- 'Swarana Jayanti Rojgar Yojana' (traditional media -13.10% and new media- 05.04%)
- 'Jawaharlal Nehru National Urban and Rural Mission' programme (traditional media -69.27% and new media- 17.63%)
- Loan and subsidy services (traditional media -28.72% and new media- 08.31%)
- Santana' programme (traditional media -34.26% and new media- 11.84%) and
- Human rights protection services (traditional media -11.84% and new media- 06.04%).

Testing of Hypotheses

H1. The stakeholders of tribal women empowerment and beneficiaries of tribal women development projects have not gained adequate communications media exposure.

The data reveal that the officials of agriculture department and farmers in Karnataka state had not enjoyed the benefit of adequate communications media exposure. Hence, the above hypothesis stands proved according to the data analysis.

H2. The stakeholders of tribal women empowerment and beneficiaries of tribal women development projects in Karnataka State have not obtained adequate communication support from the media.

The data reveal that the stakeholders of tribal women empowerment and beneficiaries of tribal women development projects in Karnataka state were not happy with the media

support for various tribal development projects in Karnataka state. Hence, the above hypothesis stands proved according to the data analysis.

Limitations of the Study

It was not practically possible for the researcher to enjoy the benefit of accessibility of data to all the stakeholders of tribal women empowerment and tribal women beneficiaries due to large numbers and lack of time. The usual limitations of the survey method such as time, human inadequacies, resource constraints, recollection and communication were experienced by the researcher. Incidental, purposive and stratified sampling methods were followed in selecting the respondents. Though much care has been taken to collect the primary data, the memory bias on the part of the respondents cannot be completely ruled out.

Implications of the Study

The state has the obligation to empower the tribes who are excluded from the mainstream of national development. The central, state and local-self governments have a responsibility to formulate suitable policies and develop the tribes who should not be treated as mere receivers of benefits but they must be actively involved in policy making, planning, implementation and evaluation of tribal development programmes in a pluralistic society like India. The tribal development projects should be designed after proper analysis of the situations and consultation with the specialists and beneficiaries. The following suggestions are made with a view to improve the status of tribal women in the present times.

Tribal Women Empowerment Related Suggestions

- The tribal development project authorities should conduct field survey and identify deserving tribal women beneficiaries for the purpose of providing financial assistance.
- The tribal development project authorities should identify the worthy tribal women beneficiaries and extend financial benefits.
- The tribal development project authorities should design the development projects in consultation with the tribal women beneficiaries.
- The tribal development project authorities should give proper orientation to the office-bearers, members and officials about the empowerment of tribal women.
- The tribal development project authorities should deliver the services on the basis of corporate social responsibility.
- The tribal development project authorities should enable the tribal women beneficiaries to develop civic responsibility.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of gender equity and justice.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of human rights protection.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of social harmony and unity.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of environment protection.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of cultural promotion.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of community development.
- The tribal development project authorities should enable the tribal women beneficiaries to fight against the oppressive forces in the society.
- The tribal development project authorities should enable the tribal women beneficiaries to adopt the scientific innovations and technological advancements.
- The tribal development project authorities should enable the tribal women beneficiaries to develop leadership qualities.

- The tribal development project authorities should enable the tribal women beneficiaries to develop entrepreneurship.
- The tribal development project authorities should enable the tribal women beneficiaries to develop personality.
- The tribal development project authorities should enable the tribal women beneficiaries to participate in the development projects of government and non-government agencies.
- The tribal development project authorities should enable the tribal women beneficiaries to sensitize the policy makers and officials about their developmental obligations.
- The tribal development project authorities should enable the tribal women beneficiaries to become aware of opportunities of empowerment of women.
- The tribal development project authorities should enable the tribal women beneficiaries to work for social equality.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of social freedom.
- The tribal development project authorities should enable the tribal women beneficiaries to gain the benefit of social justice.
- The tribal development project authorities should enable the tribal women beneficiaries to fight against superstitions.
- The tribal development project authorities should enable the tribal women beneficiaries to fight against human trafficking.
- The tribal development project authorities should enable the tribal women beneficiaries to fight against human rights violation.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of small family.
- The tribal development project authorities should enable the tribal women beneficiaries to prevent atrocities against women.
- The tribal development project authorities should enable the tribal women beneficiaries to prevent female infanticide and foeticide.
- The tribal development project authorities should enable the tribal women beneficiaries to fight against the drug and liquor addiction.
- The tribal development project authorities should enable the tribal women beneficiaries to fight against the child labor and bonded labor.
- The tribal development project authorities should enable the tribal women beneficiaries to fight against the dowry system and fight against early marriage.
- The tribal development project authorities should enable the tribal women beneficiaries to gain the benefit of social mobility.
- The tribal development project authorities should enable the tribal women beneficiaries to actively in participate in social service.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of agricultural development and cottage industrial development.
- The tribal development project authorities should enable the tribal women beneficiaries to gain control over their economic assets and achieve financial independence.
- The cooperatives should enable the tribal women beneficiaries to gain equal property rights.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve family infrastructural development.
- The tribal development project authorities should enable the tribal women beneficiaries to gain self – employment opportunities.
- The tribal development project authorities should enable the tribal women beneficiaries to improve production and productivity.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of business promotion.
- The tribal development project authorities should enable the tribal women beneficiaries to improve their economic bargaining power.
- The tribal development project authorities should enable the tribal women beneficiaries to develop professional skill and competence.
- The tribal development project authorities should enable the tribal women beneficiaries to improve their saving ability.
- The tribal development project authorities should enable the tribal women beneficiaries to preserve the goods and services.
- The tribal development project authorities should enable the tribal women beneficiaries to market their goods and services.
- The tribal development project authorities should enable the tribal women beneficiaries to avail the benefits of development projects.
- The tribal development project authorities should enable the tribal women beneficiaries to participate actively in the development projects.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of economic self-sufficiency.
- The tribal development project authorities should enable the tribal women beneficiaries to understand the constitutional safeguards and provisions.
- The tribal development project authorities should enable the tribal women beneficiaries to understand the activities of women's commission.
- The tribal development project authorities should enable the tribal women beneficiaries to gain the benefit of women's political reservation.
- The tribal development project authorities should enable the tribal women beneficiaries to understand the significance of adult franchise.
- The tribal development project authorities should enable the tribal women beneficiaries to understand the significance of electoral reform.
- The tribal development project authorities should enable the tribal women beneficiaries to actively participate in the political activities.
- The tribal development project authorities should enable the tribal women beneficiaries to improve their political bargaining power.
- The tribal development project authorities should enable the tribal women beneficiaries to enhance their political status.
- The tribal development project authorities should enable the tribal women beneficiaries to manage political crisis.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of political equality.
- The tribal development project authorities should enable the tribal women beneficiaries to participate actively in political movements.
- The tribal development project authorities should enable the tribal women beneficiaries to participate actively in elections.
- The tribal development project authorities should sensitize the tribal women beneficiaries to demand their rights and privileges.
- The tribal development project authorities should enable the tribal women beneficiaries to network with civil society institutions and also to understand the role of getting together.

Conclusion

The importance of empowerment of women forming the core of national development strategies is increasingly recognized all over the globe. Communications media are indeed effective instruments of development at the grassroots level. The challenge facing the policy makers today is how to strengthen the foundations of the tribal development, widen the reach of communications media, how to make communications media accessible to women and weaker sections and how to em-

power the women in every respect. So long as the communications media remains divorced from the overall objectives of integrated tribal development, the goal of empowerment of tribal women remains unfulfilled. The future agenda for the policy makers, administrators and other professionals at the grassroots level must deal with expansion of communications media, manpower development, resource mobilization, improving the delivery system, implementation of development programmes, involvement of women and weaker sections in the implementation of programmes and evaluation of the role of communications media should also be addressed. The Government of India, State Government of Karnataka, Non-Government Organizations, media institutions, community organizations, educational institutions, research institutions and development institutions have to work in close collaboration toward designing tribal development management in general and delivering tribal women empowerment oriented communication services in particular.

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