

SOURCES OF INFORMATION FOR RURAL DEVELOPMENT IN TRIBAL AREA OF MELGHAT, MAHARASHTRA

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Abstract:

The research aims to present the sources of Information of Rural Development for Tribal area of Melghat. The researcher tried to analyse the sources of information for the Rural development. The Government officers i.e Gram sevak, Tribal project officers are trying to reach the end users with the schemes and policies of the Government. The NGO are also actively working for the betterment for the Tribal community. Doctors and Nurses are on their foot to help the tribal community and providing information regarding to health. Also in Locality Family members, relatives and neighbours found very popular sharing information among them about the schemes of Government and in Mass media/channels Radio, television, Advertisements (Wall display, paintings) and newspapers found popular to provide information to the Tribal community of Melghat.

KEY WORDS:

Sources of Information, Tribal, NGO, Government office, Locality, Cosmopolite, Mass media.

INTRODUCTION:

Melghat is one of the most remote areas in the Amravati District of the State of Maharashtra, and is inhabited mostly by the tribal's comprising of the Gond's and Korku tribes. Even though the country has gained independence from so many years, there has been no sign of development in the region of Melghat. The overall growth of the community residing here seems to have been paused, and one could very well imagine the future of the people belonging to this region. The Government schemes and policies may bring rays of light in the life of Tribal community.

Information Research in social science depends heavily on availability of information. Access to the right information is a difficult task because information is abundant, but users do not know whether it is available and where to locate it. Unless mechanisms for the organization of information are evolved to send information to the target user, all expenditure and efforts on its generation become wasteful. Information need of the community from the tribal area is of their basic needs, schemes and policies regarding to Health, Agriculture, and Education. Information in the form of data, both raw and processed, is heavily relied upon by the information users. Title dispersion, or the variety of information sources in social science, is greater than in the sciences. The users of the tribal area rely mostly on the Locality members, cosmopolite and mass media/channels etc. instead of conventional documents like books, journals, research papers, conference proceedings, theses, and statistical serials.

For proper and systematic planning and development of information resources and services, the user studies are the first step in the development of need-based collections in libraries. A large number of user studies have been reported in the literature from the west. There are only a few studies of users in India, and there are no in-depth studies in science and technology, social science, and humanities in India. In the present research, an attempt has been made to study the use of information sources by the end users of the backward and underdeveloped tribal area of Melghat regarding to the Rural Development.

The sources of information for Tribals were found of three types i.e. Locality, Cosmopolite and Mass Media/channels were selected for the present study. It includes: A) Locality 1) Family Member 2) Neighbour 3) Relative 4) Friends 5) Village Leaders 6) Panchayat member 7) Traditional folk media (Davandi)

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B) Cosmopolite 1) Panchayat officers (BDO) 2) Patwari 3) Gram Sevak 4) Social Organisation/Workers (NGO) 5) Tribal Development Project Office 6) Kisan Mela & various Exhibitions 7) Banks 8) Krishi Kendra (Pesticides/Seed/Fertilizers depot holders) 9) University Scientist 10) Co-Operative societies Personnel 11) Member of Parliament/Member of legislative Assembly 12) Doctor 13) Nurses etc. 14) Teacher. C) Mass Media 1) Radio 2) Television 3) Daily Newspapers 4) Agriculture related Magazines/Journals 5) Telephone/Mobile Call 6) Kisan Call Centre 7) Internet 8) Advertisements (Wall painting, Flex display, Pamphlet, Loudspeaker, Information Brochure)

LITERATURE REVIEW:

Carysforth (1994) identifies four main administrative sources of information. These include: (1) official paper-based information sources such as books, newspapers, journals, company documentation, brochures, leaflets and the company files; (2) data held on computers; (3) people at the workplace or in other organisations; and (4) a person's memory and/or written notes.

There are many sources of information to policy makers. Adams and Hairston (1995) identified textbooks, published scientific papers, conference proceedings, computer models, position papers from professional or advocacy groups, government agency staff, industry employees, consultants, or people with practical experience and "conventional wisdom" as common sources of information for policy makers.

Pinkleton et al. (1997) observed that magazines are perceived as being a useful source of public affairs information by citizens but not newspapers, and that citizens who are highly involved in public affairs consider interpersonal conversation as an important source of information.

RESEARCH METHODOLOGY:

Both quantitative as well as qualitative methods and techniques were used to conduct the survey. An extensive survey of tribal families was undertaken. Selection of families for the survey was based on a Random Sampling method. Thus, an "exploratory diagnostic research design" was used in this study. Relevant data was collected from both primary as well as secondary sources. Primary data was collected from the field through techniques of observation and interview. While secondary data was collected from government offices (District and Block) books, journals, news papers, non-governmental records, booklets etc. Tools like a structured Interview Schedule, Unstructured Interview Schedule, Open-Ended Questions etc. A preliminary Pilot Study was undertaken in order to verify authenticity, accuracy and reliability of the interview schedule. Group discussion and conversation with senior citizens in the village helped in verifying the data or information that was collected from the field. Conversational analysis and description was used to deal with qualitative data or information collected from the respondents. The quantitative data collected through structured questionnaire, interview schedules was processed through simple statistical techniques.

The families living in the tribal area of Melghat were taken into consideration for the present study. For the selection of families from tribal area, the researcher used random sampling technique. A total number of 1400 family members of tribal area in 112 villages of Melghat were selected for the present study, among which 750 questionnaire were received from the respondents. Out of 750 questionnaires 37 questionnaire found blank or half filled so these questionnaire were omitted and finally 713 questionnaire were selected for the present study i.e 50.92% was the response rate from the tribal area of Melghat.

ANALYSIS AND RESULTS:

The discussion with the people of tribal area was regarding to the awareness and the sources of information about the Rural Development schemes and policies for the underdeveloped and backward area of Melghat. The data was analyzed and presented as following:

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Table No. 1: Sources of information regarding to the Integrated Tribal Development Projects for the development of village

S N	Locality			Cosmopolite			Mass Media		
	Information Sources	No	%	Information Sources	No	%	Information Sources	No	%
1	Family Member	245	34.4	Panchayat Officers (BDO)	93	13.0	Radio	173	24.3
2	Neighbours	107	15.0	Patwari	147	20.6	Television	162	22.7
3	Relatives	122	17.1	Gram Sevek	229	32.1	Daily Newspapers	202	28.3
4	Friends	93	13.0	Social Organisation/Workers (NGO)	135	18.9	Agriculture related Magazines/Journals	91	12.8
5	Village Leaders	53	7.4	Tribal Development Project Office	94	13.2	Telephone/Mobile Call	92	12.9
6	Panchayat Members	120	16.8	Kisan Mela & Various Exhibition	51	7.2	Kisan Call Centre	52	7.3
7	Traditional folk Media (Davandi)	104	14.6	Banks	26	3.6	Internet	26	3.6
8				Krishi Kendra (Pesticides/Seed/Fertilizers/ depot holders	38	5.3	Advertisements (Wall painting, Flex display, Pamplet, Loudspeaker, Information Brochure)	186	26.1
9				University Scientists	-	-			
10				Co-Operative Societies Personnel	26	3.6			
11				Member of Parliament/Member of legislative Assembly	-	-			
12				Doctor	-	-			
13				Nurses etc	13	1.8			
14				Teacher	78	10.9			

The table no.1 shows that from Locality, it was found that respondents mentioned 245(34.4%) to family members, 107(15%) to neighbours, 122(17.1%) to relatives, 93(13%) to friends, 53(7.4%) to village leaders, 120(16.8%) to Panchayat members and 104(14.6%) mentioned about traditional folk as source of information regarding to the Integrated Tribal Development Projects for the development of village. In Cosmopolite, it was found that 93(13%) respondents mentioned that they get information from Panchayat officers, 147(20.6%) mentioned from Patwari, 229(32.1%) get from Gramsevak, 135(18.9%) mentioned NGO, 94(13.2%) mentioned that they get information from Tribal Development Project office, 51(7.2%) mentioned Kisan Mela & Various Exhibition, 26(3.6%) mentioned Banks, 38(3.6%) Krishi Kendra (Pesticides/Seed/Fertilizers/ depot holders, 26(3.6%) to Co-Operative Societies Personnel, 13(1.8%) mentioned to Nurses and 78(10.9%) to teacher for informing about the latest information. And regarding to the media/channels 173(24.3%) mentioned Radio, 162(22.7%) mentioned Television, 202(28.3%) mentioned Daily newspapers, 91(12.8%) mentioned Agriculture related Magazines/Journals, 92(12.9%) to telephone/mobile call, 52(7.3%) to Kisan Call centre, 26 (3.6%) respondents mentioned that they get information from Internet and 186(26.1%) mentioned to Advertisements (Wall painting, Flex display, Pamplet, Loudspeaker, Information Brochure)

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Table No. 2: Sources of information regarding to the various work undertaken under Drought Prone Area programme

Sr. No	Locality			Cosmopolite			Mass Media		
	Information Sources	No	%	Information Sources	No	%	Information Sources	No	%
1	Family Member	110	15.4	Panchayat Officers (BDO)	52	7.3	Radio	139	19.5
2	Neighbours	66	9.3	Patwari	106	14.9	Television	98	13.7
3	Relatives	82	11.5	Gram Sevek	122	17.1	Daily Newspapers	155	21.7
4	Friends	-	-	Social Organisation/Workers (NGO)	138	19.4	Agriculture related Magazines/Journals	95	13.3
5	Village Leaders	51	7.2	Tribal Development Project Office	59	8.3	Telephone/Mobile Call	37	5.2
6	Panchayat Members	136	19.1	Kisan Mela & Various Exhibition	22	3.1	Kisan Call Centre	33	4.6
7	Traditional folk Media (Davandi)	64	9.0	Banks	22	3.1	Internet	11	1.5
8				Krishi Kendra (Pesticides/Seed/Fertilizers/depot holders	33	4.6	Advertisements (Wall painting, Flex display, Pamplet, Loudspeaker, Information Brochure)	95	13.3
9				University Scientists	-	-			
10				Co-Operative Societies Personnel	25	3.5			
11				Member of Parliament/Member of legislative Assembly	-	-			
12				Doctor	-	-			
13				Nurses etc	-	-			
14				Teacher	36	5.0			

Regarding to the information about Drought Prone Area programme, 110(15.4%) mentions from family members, 136(19.1%) from Panchayat members get information in Locality. In Cosmopolite mostly respondents mention Social workers i.e 138(19.4%), followed by patwari i.e. 106(14.9%) and Gramsevak. In Mass media they get mostly information from Radio i.e 139(19.5%), Daily newspapers i.e 155(21.7%) followed by Advertisements (Wall painting, Flex display, Pamplet, Loudspeaker, Information Brochure) mentioned by 95(13.3%) and Agriculture related Magazines/Journals.

Table No.3: Sources of information regarding to Employment Guarantee scheme of Government

Sr. No	Locality			Cosmopolite			Mass Media		
	Information Sources	No	%	Information Sources	No	%	Information Sources	No	%
1	Family Member	175	24.5	Panchayat Officers (BDO)	120	16.8	Radio	118	16.5
2	Neighbours	106	14.9	Patwari	118	16.5	Television	214	30.0
3	Relatives	133	18.7	Gram Sevek	214	30.0	Daily Newspapers	241	33.8
4	Friends	79	11.1	Social Organisation/Workers (NGO)	123	17.3	Agriculture related Magazines/Journals	107	15.0
5	Village Leaders	120	16.8	Tribal Development Project Office	134	18.8	Telephone/Mobile Call	27	3.8
6	Panchayat Members	229	32.1	Kisan Mela & Various Exhibition	13	1.8	Kisan Call Centre	78	10.9
7	Traditional folk Media (Davandi)	146	20.5	Banks	-	-	Internet	39	5.5
8				Krishi Kendra (Pesticides/Seed/Fertilizers/depot holders	53	7.4	Advertisements (Wall painting, Flex display, Pamplet, Loudspeaker, Information Brochure)	175	24.5
9				University Scientists	-	-			
10				Co-Operative Societies Personnel	65	9.1			
11				Member of Parliament/Member of legislative Assembly	-	-			
12				Doctor	-	-			
13				Nurses etc	-	-			
14				Teacher	13	1.8			

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From the table no. 3 it was observed that in Locality for the information regarding to Employment Guarantee scheme of Government, Panchayat members found popular i.e 229(32.1%), family members i.e 175(24.5%) followed by Traditional folk rating 146(20.5%) followed by relatives i.e 133(18.7%) and neighbours i.e 106(14.9%). In Cosmopolite, Gramsevak is the most famous person scoring 214(30%) followed by Tribal development project office giving information related to the schemes i.e 134(18.8%), Panchayat officers, patwari providing information scoring 120(16.8%), 118(16.5%) respectively. In Mass media/channels Daily newspapers rating highest i.e 241(33.8%), Television i.e 214(30%), Radio 118(16.5%) followed by Agriculture related Magazines/Journals.

Table No. 4: Sources of information about Various Government schemes, 100% village free from darkness

Sr No	Locality			Cosmopolite			Mass Media		
	Information Sources	No	%	Information Sources	No	%	Information Sources	No	%
1	Family Member	130	18.2	Panchayat Officers (BDO)	178	25.0	Radio	39	5.5
2	Neighbours	115	16.1	Patwari	91	12.8	Television	64	9.0
3	Relatives	118	16.5	Gram Sevek	117	16.4	Daily Newspapers	131	18.4
4	Friends	78	10.9	Social Organisation/Workers (NGO)	78	10.9	Agriculture related Magazines/Journals	39	5.5
5	Village Leaders	64	9.0	Tribal Development Project Office	91	12.8	Telephone/Mobile Call	52	7.3
6	Panchayat Members	167	23.4	Kisan Mela & Various Exhibition	26	3.6	Kisan Call Centre	65	9.1
7	Traditional folk Media (Davandi)	104	14.6	Banks	40	5.6	Internet	40	5.6
8				Krishi Kendra (Pesticides/Seed/Fertilizers/depot holders)	13	1.8	Advertisements (Wall painting, Flex display, Pamplet, Loudspeaker, Information Brochure)	91	12.8
9				University Scientists	13	1.8			
10				Co-Operative Societies Personnel	52	7.3			
11				Member of Parliament/Member of legislative Assembly	79	11.1			
12				Doctor	-	-			
13				Nurses etc	-	-			
14				Teacher	-	-			

The table no 4 shows that In Locality Panchayat members rated highest to give information 100% electrification policy in vaillages i.e. 167(23.4%), family members i.e. 130(18.2%), realatives 118(16.5%) followed by friends and village leaders. In Cosmopolite Panchayat officers were rated highly i.e. 178(25%) followed by Gramsevak i.e 117(16.4%), Tribal development project office and Patwari i.e 91(12.8%) and, Politicians were rated 79(11.1%) followed by NGO i.e 78(10.9%) . In Mass media/channels Daily newspapers i.e. 131(18.4%) found mostly used to get information, the respondents expressed that advertisements in the daily newspaper through their literate children they get information followed by Advertisements (Wall painting, Flex display, Pamplet, Loudspeaker, Information Brochure) i.e 91(12.8%) . It can be concluded that mostly Government offices and Ngo provide information realated the village development.

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Table No. 5: Sources of Information for getting help regarding the construction of house

Sr. No	Locality			Cosmopolite			Mass Media		
	Information Sources	No	%	Information Sources	No	%	Information Sources	No	%
1	Family Member	131	18.4	Panchayat Officers (BDO)	184	25.8	Radio	117	16.4
2	Neighbours	117	16.4	Patwari	131	18.4	Television	64	9.0
3	Relatives	104	14.6	Gram Sevek	246	34.5	Daily Newspapers	129	18.1
4	Friends	64	9.0	Social Organisation/Workers (NGO)	104	14.6	Agriculture related Magazines/Journals	55	7.7
5	Village Leaders	118	16.5	Tribal Development Project Office	130	18.2	Telephone/Mobile Call	13	1.8
6	Panchayat Members	207	29.0	Kisan Mela & Various Exhibition	67	9.4	Kisan Call Centre	13	1.8
7	Traditional folk Media (Davandi)	104	14.6	Banks	26	3.6	Internet	26	3.6
8				Krishi Kendra (Pesticides/Seed/Fertilizers/depot holders)	26	3.6	Advertisements (Wall painting, Flex display, Pamphlet, Loudspeaker, Information Brochure)	129	18.1
9				University Scientists	13	1.8			
10				Co-Operative Societies Personnel	52	7.3			
11				Member of Parliament/Member of legislative Assembly	78	10.9			
12				Doctor	13	1.8			
13				Nurses etc	-	-			
14				Teacher	-	-			

The table no. 5 shows that Panchayat members found rated highest i.e 207(29%), followed by Family members, by Village leaders and neighbours i.e 131(18.4%), 118(16.5%) and 117(16.4%) respectively. Relatives and Traditional folk also found popular i.e 104(14.6%) in Locality. In Cosmopolite Gramsevak found rated high with the score 246(34.5%), Panchayat officers with the score 184(25.8%), Tribal Development Project office scoring 130(18.2%) followed by Kisan mela and various exhibition i.e 67(9.4%). And in Mass media/channels Daily newspapers found popular regarding to the construction of house through Govt. schemes, followed by Advertisements i.e 129(18.1%) and Radio i.e 117(16.4%) etc.

Table No. 6: Sources of Information regarding to the Government schemes

Sr. No	Locality			Cosmopolite			Mass Media		
	Information Sources	No	%	Information Sources	No	%	Information Sources	No	%
1	Family Member	131	18.4	Panchayat Officers (BDO)	142	19.9	Radio	130	18.2
2	Neighbours	52	7.3	Patwari	104	14.6	Television	116	16.3
3	Relatives	52	7.3	Gram Sevek	170	23.8	Daily Newspapers	157	22.0
4	Friends	39	5.5	Social Organisation/Workers (NGO)	143	20.1	Agriculture related Magazines/Journals	53	7.4
5	Village Leaders	104	14.6	Tribal Development Project Office	117	16.4	Telephone/Mobile Call	39	5.5
6	Panchayat Members	156	21.9	Kisan Mela & Various Exhibition	52	7.3	Kisan Call Centre	38	5.3
7	Traditional folk Media (Davandi)	103	14.4	Banks	39	5.5	Internet	39	5.5
8				Krishi Kendra (Pesticides/Seed/Fertilizers/depot holders)	38	5.3	Advertisements (Wall painting, Flex display, Pamphlet, Loudspeaker, Information Brochure)	104	14.6
9				University Scientists	26	3.6			
10				Co-Operative Societies Personnel	26	3.6			
11				Member of Parliament/Member of legislative Assembly	13	1.8			
12				Doctor	39	5.5			
13				Nurses etc	39	5.5			
14				Teacher	13	1.8			

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The table no 6 shows that In Locality, Panchayat members informed regarding to the Government schemes i.e 156(21.9%) followed by family members i.e 131(18.4%), traditional folk i.e103(14.4) followed by neighbours, relatives and friends.

In Cosmopolite highly rates were Gramsevak i.e 170(23.8%), Panchayat offices i.e 142(19.9%), Tribal development project office i.e 117(16.4%) while others have least rating. In Mass Media/channels Daily newspaper, radio and television were rated high with 157(22%), 130(18.2%) and 116(16.3%) respectively followed by Advertisements (Wall painting, Flex display, Pamplet, Loudspeaker, Information Brochure) i.e 104(14.6%).

It can be concluded that Government office workers and NGO actively working for providing information related to Government schemes.

Table No. 7: Sources of information about the 20 point program of Rural Development

Sr No	Locality			Cosmopolite			Mass Media		
	Information Sources	No	%	Information Sources	No	%	Information Sources	No	%
1	Family Member	26	3.6	Panchayat Officers (BDO)	13	1.8	Radio	-	-
2	Neighbours	13	1.8	Patwari	13	1.8	Television	26	3.6
3	Relatives	39	5.5	Gram Sevek	13	1.8	Daily Newspapers	25	3.5
4	Friends	-	-	Social Organisation/Workers (NGO)	39	5.5	Agriculture related Magazines/Journals	-	-
5	Village Leaders	39	5.5	Tribal Development Project Office	13	1.8	Telephone/Mobile Call	13	1.8
6	Panchayat Members	13	1.8	Kisan Mela & Various Exhibition	12	1.7	Kisan Call Centre	13	1.8
7	Traditional folk Media (Davandi)	26	3.6	Banks	-	-	Internet	13	1.8
8				Krishi Kendra (Pesticides/Seed/Fertilizers / depot holders)	-	-	Advertisements (Wall painting, Flex display, Pamplet, Loudspeaker, Information Brochure)	66	9.3
9				University Scientists	-	-			
10				Co-Operative Societies Personnel	40	5.6			
11				Member of Parliament/Member of legislative Assembly	-	-			
12				Doctor	13	1.8			
13				Nurses etc	13	1.8			
14				Teacher	13	1.8			

In Locality regarding to the information about 20 point program of Government for the betterment of Tribal area of Melghat was found providing by relatives and village leaders i.e 39(5.5%) followed by family members and traditional folk i.e 26(3.6%).

In Cosmopolite Co-operative Societies personnel found rated high i.e 40(5.6%) followed by NGO with 39(5.5%) while others are equally rated i.e 13(1.8%). In Mass Media/channels highly rated was the Advertisements (Wall painting, Flex display, Pamplet, Loudspeaker, Information Brochure) i.e 66(9.3%) followed by television and daily newspaper i.e 26(3.6%) and 25(3.5%) respectively.

It can be concluded that mostly in Locality village leaders, family members and relatives were found popular while in Cosmopolite cooperative societies found popular and in media/channels Advertisements on wall, flex found popular.

CONCLUSION:

Government and NGO's are working for backward and underdeveloped Tribal area of Melghat, Maharashtra in India. The tribal community found mostly illiterate community and due to their life style

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and superstition, it is very difficult task to deal with them. Though the community is illiterate, they helped to analyse the research through the educated family members who are benefitted with the Government education schemes.

The Government officers i.e Gram sevak, Tribal project officers are trying to reach the end users with the schemes and policies of the Government. The NGO are also actively working for the betterment for the Tribal community. Doctors and Nurses are on their foot to help the tribal community and providing information regarding to health. Also in Locality Family members, relatives and neighbours found very popular sharing information among them about the schemes of Government and in Mass media/channels Radio, television, Advertisements (Wall display, paintings) and newspapers found popular to provide information to the Tribal community of Melghat.

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