

Role of Media in the Empowerment of Tribal Women in Andhra Pradesh

RamanjiNaik G¹, Dr. K. Obulesh²

¹Research Scholar, Department of Economics, AcharyaNagarjuna University, Ongole Campus, Prakasam – 522508, A.P.

²Assistant Professor, Department of Economics, AcharyaNagarjuna University, Ongole Campus, Prakasam – 522508, A.P.

Abstract— The State has a constitutional obligation to create informed citizenry in the society. The communications media are required to educate, organize and motivate tribal women as a matter of corporate social responsibility. The central government agencies, state government bodies, tribal development research institutions, universities, media institutions, non-government organizations are called upon to coordinate the tribal women empowerment programmes in tribal areas. Tribal women specific media programmes are essential to enlist the active participation of tribal women in the process of development. The non –government organizations and media institutions are also important sources of communication for tribal women empowerment. These agencies could function as pressure groups to force initiation of action where none exist with respect to empowerment of tribal women in our society. In this article study of “Role of media in the empowerment of tribal women” in A.P.

Index Terms: Media, Tribal Women, Mass Communication, Empowerment.

INTRODUCTION

The tribes in India and Andhra Pradesh are characterized by the dominant groups as distinctive with their comparatively more isolated habitation in the hilly and the forest areas, and their distinct social, economic and cultural lives. The connotation ‘tribe’ attributed to certain ethnic groups in India is the legacy of the British colonial rule. The term continues to be used in dealing with the exotic indigenous people of India who live outside the cities and townships. In the present day, tribes are found to live in forests, hills, and forest terrains which are the repository of minerals, hydraulic and forester sources with their exotic culture which is peculiar to modern

day people. Therefore, the outsiders designate them with various names.

The anthropological literature reveals that the term tribe has been used for those groups of human beings whose place of residents is situated in remote areas like hills, forests, sea coasts and islands, and whose style of life is quite different of the present day civilized men. Local indigenous people in these places of the world are termed as tribe or tribal, to distinguish them from other people of the world. It is distressing to note that the gains of development have not yet reached the intended classes including the tribes to the desired extent. The media institutions have a corporate social responsibility of facilitating the empowerment of tribes who are the excluded sections of Indian society. The present investigation was carried out to assess the role of media in the empowerment of tribal women in Andhra Pradesh state.

Tribal Women Media Studies:

UNESCO (1985:245) assessed the communication in the service of women and submitted a report on action and research programmes. The study revealed that women were not active media users in modern society mainly due to gender bias and inadequate opportunities. The study also emphasized that women should be active users of media in order to explore new possibilities of empowerment in modern society. The study further suggested that media literacy, computer literacy and development literacy status of women should be enhanced through active media intervention for development in modern times.

Guru (1996:84) analyzed the role of media in the empowerment of women in India and reported that participation of women in media management,

portrayal of women in media and contributions of media for the development of women was far below the expectations in India. The study also reported that tribal women and minority women did not enjoy adequate media support for their social change, economic development, leadership development and personality development due to control of media by the market forces. The scholar suggested that tribal women, minority women and other disadvantaged women of India should be sensitized about constitutional safeguards and developmental opportunities in order to participate actively in the mainstream of development.

Bathla (2000:19) evaluated the women, democracy and media in India and stated that the status of women in Indian society was not good enough despite several constitutional provisions and developmental initiatives. The study revealed that women were not given adequate political representation for their leadership development. The scholar also noted that media did not play a crucial role in the empowerment of women. The scholar suggested that developmental gap between the tribes and non-tribes and tribal women and other women should be bridged through educational, political and economic developmental opportunities in India.

Role of Media in the Empowerment of Tribal Women

There are about 650 tribal groups in India and 34 tribal groups in Andhra Pradesh. The women are considered as an incorporated entity in the male-dominated social, economic, political and cultural order. The tribal women are equal partners with men in relation to work participation in forests, fields, markets and other spheres of human life. The position of tribal women in Indian society is quite paradoxical. The tribal women have always played a dominant role in agriculture, handicraft and forest based economy in India. The Constitution of India has guaranteed equality of opportunity to all sections of society including the tribal women. But they lag behind in every sphere of human life including education, employment and politics. The tribal women are subjected to discrimination in many ways. Communication media have also neglected the tribal women due to several reasons in the post-independence era in India.

Communication is rightly viewed as an instrument of development. Many scholars have studied the role of communication in the process of development in India and abroad. The essence of the ideology of 'development communication' is the creation of a new society on the basis of equality and justice. The media intervention packages and programmes are required to popularize the beneficial effects of various development projects and to enlist the active participation of the beneficiaries in the process of development. Media and development are inter-related systems. The maximum responsibility lies on the media to make the developmental activities clear and accessible to the common people. The media have not provided proper feedback to the policy makers and implementers regarding the effectiveness of various tribal development projects, according to empirical studies. A comprehensive policy of communication related to tribal development goals is not formulated to facilitate meaningful media intervention for tribal development over a period of time.

Status of Tribal Women

Total tribal population of Andhra Pradesh is 26, 31,145, among them male tribe 13, 09,399 and female tribe 13, 21,746 respectively. 49.8 % of Male to total Tribal population and 50.2 % of Male to total Tribal population. Kondadhora tribe women group is occupied first place (10, 65,32) among the all tribal women groups..

The tribal people have remained untouched by modern developments since they mostly live in rural and remote areas. They have lost their land, resources and rights due to increasing industrialization, urbanization and modernization processes. These processes have posed series of threats to the peaceful coexistence of tribes in India. A tribal woman occupies an important place in the socio-economic structure of tribal society. The tribal women are also exploited in many ways. A comprehensive review of educational, health, employment and developmental status of tribal women presents a pathetic picture. The tribal women are known for ignorance, ill health, malnutrition, unemployment and other complexities of development. There has been a good deal of studies on the status, problems and prospects of tribal women in India and Andhra Pradesh. The tribal women also lack significant leadership positions in

tribal economy and political sectors even though they played an active role in tribal movement. Social stratification has also affected the tribal society since the tribal people are subjected to rapid alteration, addition and adjustment due to structural and cultural change across the country.

Communication Support for Tribal Women Empowerment:

Serious doubts are also expressed as to the wanton devaluation of the tribal and its core values. Literally, the information underclass has become powerless. This is very much true especially in tribal areas where people are alienated from the mainstream of national development. The Indian Space Research organization (ISRO) carried out several progressive communication experiments in the tribal areas to enlist the active participation of tribes in the process of development. The policy makers have also encouraged the media institutions to undertake joint projects with user agencies to facilitate satellite based operational systems to support education and development in rural and tribal areas. Communications media including television and social media are expanded in the tribal areas. The print media, electronic media and new media have increased their space, time and resources in order to reach out to the unreached tribes. Communication support for tribal development is crucial in the present times. Participatory approaches to tribal development communication are required to open up new vistas of empowerment of tribal women. The Jhabua Development Communications Project (JDCP) of Madhya Pradesh facilitated the installation of community television station and disseminated various tribal development programmes for the benefit of tribal women in the project area.

The media professionals are called upon to assume pro-active roles as catalysts of tribal women empowerment in the country. Tribal development communication management in general and tribal women empowerment oriented media intervention in particular are enduring areas of research in India. The future agenda for media organizations must deal with the expansion of communications media in the tribal areas, production of tribal development oriented media programmes, and involvement of tribes in the communication programmes and evaluation of the impact of media on tribal women.

Social Significance of the Study:

The Constitution of India has guaranteed several provisions for the empowerment of women and weaker sections of society. There are specific safeguards and welfare measures which are enshrined in the Directive Principles of State Policy for the tribes of India. A vast majority of the tribes have remained underprivileged in India due to non-implementation of constitutional provisions and tribal development programmes due to lack of political commitment and social activism in the country. The tribal movement is at the cross roads in India due to several factors.

Activists and scholars have expressed their serious reservations about the tribal developmental initiatives which lack coordination and prompt implementation in the country. 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 properly 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 corporate 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.

Statement of the Problem:

The concept of empowerment of women is gaining importance throughout the world. Series of constitutional safeguards and provisions are included in the Constitution of India for the empowerment of women and weaker sections by the founders of constitution and builders of modern India. The central and state governments have also implemented several tribal development specific programmes in the post-independence era for the empowerment of women. The social and economic status of general women and tribal women remains pathetic in the country due to non-implementation of constitutional provisions and development projects. Studies have

revealed that tribal women remain disadvantaged in India in the absence of state patronage and civil society support. There is a growing recognition all over the world about the crucial role of media in the empowerment of women. A synthesis of the available literature suggests that societal, governmental, educational and media intervention for the empowerment of women in general and tribal women in particular with special reference to Andhra Pradesh suffer from certain limitations from research and development points of view. Therefore, the primary tasks of present study were concerned with identifying a reasonably representative sample of stakeholders of tribal development and beneficiaries of tribal development to assess their views on the role of media in the empowerment of tribal women in Andhra Pradesh state.

Objective of the Study:

- 1 To study the Demographic Details of the Tribal Women in the study area,
- 2 Evaluate the role of media in the empowerment of tribal women in Andhra Pradesh State.

Research Methodology:

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 Andhra Pradesh state. The respondents were selected from about 06 districts of Andhra Pradesh state which practically represented the four revenue divisions. The six districts names are Srikakulam, Vizainagaram, Visakhapatnam, East Godavari, West Godavari and Krishna districts respectively. The primary data were gathered from 397 respondents consisting of stakeholders of tribal women empowerment (91) and tribal women beneficiaries (306). Total sample size is 397. Two separate interview schedules were administered to them to understand the role of media in the tribal women empowerment in Andhra Pradesh State. The researcher followed the incidental sampling technique, purposive sampling technique and stratified sampling techniques to select the respondents for primary data collection. Relevant Secondary data collected from articles, media source, journals, other official reports from government, ect. The primary data were analysed on the basis of

certain standardized statistical tests which include – percentage analysis, graphical representation, Chi-square test, and cross tabulation. All the statistical methods were carried out through the SPSS.

Data Analysis:

Table 1. Demographic Details of the Tribal Women

Variable	Sub variable	Number	%
Age	18-28years	89	29.08
	29-39years	82	26.80
	40-50years	74	24.18
	51 and Above	61	19.93
Education	Matriculation	227	74.18
	Pre-university	68	22.22
	Graduates	11	03.59
Profession/ Occupation	Agriculturists	258	84.31
	Artisans	48	15.69
SES Groups	Upper	09	02.94
	Middle	36	11.76
	Lower	261	85.29
Revenue Divisions	Palakonda	76	24.84
	Paderu	68	22.22
	Jangareddygoodem	78	25.49
	Rampachodavaram	84	27.45
	Total	306	100

Source: Field Survey

Table:1, The total number of respondents representing the group of tribal women across Andhra Pradesh state was 306. There were 29.08% of the respondents representing 18-28years age group, 26.80% of the respondents representing 29-39years age group, 24.18% of the respondents representing 40-50years age group and 19.93% of the respondents representing above 51years age group respectively. A majority of the respondents (55.88%) belonged to 18-39 years age groups.

There were 74.18% of the respondents representing the matriculation educational category, 22.22% of the respondents representing the pre-university category and 03.59% of the respondents representing graduates and above category respectively. A majority of the respondents (74.84%) belonged to the matriculation and pre-university educational categories.

There were 84.31% of the respondents representing the agriculturists' category and 15.69% of the respondents representing the artisans' category respectively. A vast majority of the respondents (84.31%) belonged to the agriculturists' category.

There were 85.29% of the respondents representing low income group, 11.76% of the respondents representing middle income group and 02.94% of the respondent representing high income group respectively. A vast majority of the respondents (85.29%) belonged to the low income group.

There were 27.45% of the respondents representing the Rampachodavaram division, 25.49% of the

respondents representing Jangareddygoodem division, 24.84% of the respondents representing Palakonda division and 22.22% of the respondents representing Paderu division respectively. A majority of the respondents (52.94%) belonged to the Old Jangareddygoodem region.

There were more number of respondents 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 Jangareddygoodem region (52.94%) respectively among the study sample.

Drawbacks of Media in Tribal Women Empowerment

Table No.2: Communications media are not committed to the cause of tribal women empowerment

Variable	Sub variable		Stakeholders			Beneficiaries			Test Statistics
			A	DA	T	A	DA	T	
Profession	Agriculturists/ Officials	F	10	06	16	196	62	258	CC=0.044: P=.835
		%	62.50	37.50	100.00	75.97	24.03	100.00	
Artisans/Non- Officials	F	40	35	75	26	22	48		
	%	53.33	46.67	100.00	54.17	45.83	100.00		
Age	18-28yrs	F	10	09	19	63	26	89	CC=1.659: P=.198
		%	52.63	47.37	100.00	70.79	29.21	100.00	
	29-39yrs	F	15	13	28	59	23	82	
		%	53.57	46.43	100.00	71.95	28.05	100.00	
	40-50yrs	F	15	11	26	55	19	74	
%		57.69	42.31	100.00	74.32	25.68	100.00		
51+yrs	F	10	08	18	45	16	61		
	%	55.56	44.44	100.00	73.77	26.23	100.00		
Education	Matriculation	F	21	17	38	174	53	227	CC=0.021: P=.886
		%	55.26	44.74	100.00	76.65	23.35	100.00	
	Pre- University	F	20	17	37	42	26	68	
		%	54.05	45.95	100.00	61.76	38.24	100.00	
Graduates +	F	09	07	16	06	05	11		
	%	56.25	43.75	100.00	54.55	45.45	100.00		
SES Groups	Upper	F	09	07	16	06	03	09	CC=0.174: P=.677
		%	56.25	43.75	100.00	66.67	33.33	100.00	
	Middle	F	24	19	43	24	12	36	
		%	55.81	44.19	100.00	66.67	33.33	100.00	
Lower	F	17	15	32	192	69	261		
	%	53.13	46.87	100.00	73.56	26.44	100.00		
Revenue division	Palakonda	F	11	09	20	49	27	76	CC=0.132: P=.716
		%	55.00	45.00	100.00	64.47	35.53	100.00	
	Paderu	F	12	10	22	53	15	68	
		%	54.55	45.45	100.00	77.94	22.06	100.00	
	Jangareddygoodem	F	13	11	24	55	23	78	
		%	54.17	45.83	100.00	70.51	29.49	100.00	
Rampachodavaram	F	14	11	25	65	19	84		
%	56.00	44.00	100.00	77.38	22.62	100.00			
Total	F	50	41	91	222	84	306	$\chi^2=0.649$: P=.420	
%	54.95	45.05	100%	72.55	27.45	100%			

Note: A=Agree, DA=Disagree, T=Total; and TS=Test Statistics

Table No.2 provides the opinion of the respondents about the statement – ‘Communications media are

not committed to the cause of tribal women empowerment'. A majority of the stakeholders of tribal women empowerment representing officials (62.50%) and non-officials (53.33%) and tribal women beneficiaries representing agriculturists (75.97%) and artisans (54.17%) have stated that communications media were not committed to the cause of tribal women empowerment due to the control of media by the dominant powers. There is non-significant association ($CC=0.044:P=.835$) between the professional groups of the respondents and opinion of respondents about the drawbacks of communication from tribal women empowerment point of view.

A majority of the stakeholders of tribal women empowerment representing 18- 28years (52.63%), 29-39years (53.57%), 40-50years (57.69%) and above 51years(55.56%) and tribal women beneficiaries representing 18-28years (70.79%), 29-39years (71.95%), 40-50years (74.32%) and above 51years (73.77%) have stated that communications media were not committed to the cause of tribal women empowerment. There is non-significant association ($CC=1.659:P=.198$) between the age groups of the respondents and opinion of respondents about the drawbacks of communication from tribal women empowerment point of view.

A majority of the stakeholders of tribal women empowerment representing matriculation educational status (55.26%), pre-university educational status (54.05%) and graduation and higher educational status (56.25%) and tribal women beneficiaries representing matriculation educational status (23.35%), pre-university educational status (38.24%) and graduation and higher educational status (54.55%) have stated that communications media were not committed to the cause of tribal women empowerment. There is non-significant association ($CC=0.021:P=.886$) between the educational groups of the respondents and opinion of respondents about

the drawbacks of communication from tribal women empowerment point of view.

A majority of the stakeholders of tribal women empowerment representing upper class (56.25%), middle class (55.81%) and lower class (53.13%) and tribal women beneficiaries representing upper class (66.67%), middle class (66.67%) and lower class (73.56%) have stated that communications media were not committed to the cause of tribal women empowerment. There is non-significant association ($CC=0.174:P=.677$) between the economic groups of the respondents and opinion of respondents about the drawbacks of communication from tribal women empowerment point of view.

A majority of the stakeholders of tribal women empowerment representing Palakonda division (55.00%), Paderu division (54.55%), Jangareddygoodem division (54.17%) and Rampachodavaram division (56.00%) and tribal women beneficiaries representing Palakonda division (64.47%), Paderu division (77.94%), Jangareddygoodem division (70.51%) and Rampachodavaram division (77.38%) have stated that communications media were not committed to the cause of tribal women empowerment. There is non-significant association ($CC=0.132:P=.716$) between the regional groups of the respondents and opinion of respondents about the drawbacks of communication from tribal women empowerment point of view.

Overall, a majority of the stakeholders of tribal women empowerment (54.95%) and tribal women beneficiaries (72.55%) have stated that communications media were not committed to the cause of tribal women empowerment. There is non-significant association ($\chi^2=0.649:P=.420$) between the demographic features of respondents and opinion of respondents about the drawbacks of communication from tribal women empowerment point of view.

Table No.3: Communications media are not part of tribal development process

Variable	Sub variable	Stakeholders			Beneficiaries			Test Statistics	
		A	DA	T	A	DA	T		
Profession	Agriculturists/ Officials	F	10	06	16	184	74	258	CC=1.295: P=.255
		%	62.50	37.50	100.00	71.32	28.68	100.00	
	Artisans / Non-Officials	F	46	29	75	28	20	48	
		%	61.33	38.67	100.00	58.33	41.67	100.00	
18-28yrs	F	13	06	19	58	31	89		
	%	68.42	31.58	100.00	65.17	34.83	100.00		

Age	29-39yrs	F	17	11	28	56	26	82	CC=0.002: P=.969
		%	60.71	39.29	100.00	68.29	31.71	100.00	
	40-50yrs	F	15	11	26	52	22	74	
		%	57.69	42.31	100.00	70.27	29.73	100.00	
	51+yrs	F	11	07	18	46	15	61	
		%	61.11	38.89	100.00	75.41	24.59	100.00	
Education	Matriculation	F	22	16	38	166	61	227	CC=0.029: P=.865
		%	57.89	42.11	100.00	73.13	26.87	100.00	
	Pre- University	F	22	15	37	38	30	68	
		%	59.46	40.54	100.00	55.88	44.12	100.00	
	Graduates +	F	12	04	16	08	03	11	
		%	75.00	25.00	100.00	72.73	27.27	100.00	
SES Groups	Upper	F	10	06	16	07	02	09	CC=0.009: P=.923
		%	62.50	37.50	100.00	77.78	22.22	100.00	
	Middle	F	25	18	43	22	14	36	
		%	58.14	41.86	100.00	61.11	38.89	100.00	
	Lower	F	21	11	32	183	78	261	
		%	65.63	34.37	100.00	70.11	29.89	100.00	
Revenue division	Palakonda	F	13	07	20	50	26	76	CC=0.140: P=.709
		%	65.00	35.00	100.00	65.79	34.21	100.00	
	Paderu	F	13	09	22	50	18	68	
		%	59.09	40.91	100.00	73.53	26.47	100.00	
	Jangareddygood em	F	15	09	24	52	26	78	
		%	62.50	37.50	100.00	66.67	33.33	100.00	
	Rampachodavaram	F	15	10	25	60	24	84	
		%	60.00	40.00	100.00	71.43	28.57	100.00	
	Total	F	56	35	91	212	94	306	$\chi^2=0.334:$
		%	61.54	38.46	100%	69.28	30.72	100%	P=.563

Note: A=Agree, DA=Disagree, T=Total; and TS=Test Statistics

Table No.3 provides the opinion of the respondents about the statement – ‘Communications media are not part of tribal development process’. A majority of the stakeholders of tribal women empowerment representing officials (62.50%) and non-officials (61.33%) and tribal women beneficiaries representing agriculturists (71.32%) and artisans (58.33%) have stated that communications media were not part of tribal development process. There is non-significant association (CC=1.295:P=.255) between the professional groups of the respondents and opinion of respondents about the drawbacks of communication from tribal women empowerment point of view.

majority of the stakeholders of tribal women empowerment representing 18- 28years (68.42%), 29-39years (60.71%), 40-50years (57.69%) and above 51years(61.11%) and tribal women beneficiaries representing 18-28years (65.17%), 29-39years (68.29%), 40-50years (70.27%) and above 51years (75.41%) have stated that communications

media were not part of tribal development process. There is non- significant association (CC=0.002:P=.969) between the age groups of the respondents and opinion of respondents about the drawbacks of communication from tribal women empowerment point of view.

A majority of the stakeholders of tribal women empowerment representing matriculation educational status (57.89%), pre-university educational status (59.46%) and graduation and higher educational status (75.00%) and tribal women beneficiaries representing matriculation educational status (73.13%), pre-university educational status (55.88%) and graduation and higher educational status (72.73%) have stated that communications media were not part of tribal development process. There is non- significant association (CC=0.029:P=.865) between the educational groups of the respondents and opinion of respondents about the drawbacks of communication from tribal women empowerment point of view.

A majority of the stakeholders of tribal women empowerment representing upper class (62.50%),

middle class (58.14%) and lower class (65.63%) and tribal women beneficiaries representing upper class (77.78%), middle class (61.11%) and lower class (70.11%) have stated that communications media were not part of tribal development process. There is non-significant association (CC=0.009:P=.923) between the economic groups of the respondents and opinion of respondents about the drawbacks of communication from tribal women empowerment point of view.

A majority of the stakeholders of tribal women empowerment representing Palakonda division (65.00%), Paderu division (59.09%), Jangareddygoodem division (62.50%) and Rampachodavaram division (60.00%) and tribal women beneficiaries representing Palakonda division (65.79%), Paderu division (73.53%), Jangareddygoodem division (66.67%) and

Rampachodavaram division (71.43%) have stated that communications media were not part of tribal development process. There is non-significant association (CC=0.140:P=.709) between the regional groups of the respondents and opinion of respondents about the drawbacks of communication from tribal women empowerment point of view.

Overall, a majority of the stakeholders of tribal women empowerment (61.54%) and tribal women beneficiaries (69.28%) have stated that communications media were not part of tribal development process. There is non-significant association ($\chi^2=0.334:P=.563$) between the demographic features of respondents and opinion of respondents about the drawbacks of communication from tribal women empowerment point of view.

Table No.4: Tribal development communication services lack emphasis on tribal women empowerment

Variable	Sub variable		Stakeholders			Beneficiaries			Test Statistics
			A	DA	T	A	DA	T	
Profession	Agriculturists/ Officials	F	12	04	16	180	78	258	CC=1.460: P=.227
		%	75.00	25.00	100.00	69.77	30.23	100.00	
	Artisans / Non-Officials	F	52	23	75	28	20	48	
		%	69.33	30.67	100.00	58.33	41.67	100.00	
Age	18-28yrs	F	15	04	19	57	32	89	CC=1.391: P=.238
		%	78.95	21.05	100.00	64.04	35.96	100.00	
	29-39yrs	F	19	09	28	55	27	82	
		%	67.86	32.14	100.00	67.03	32.93	100.00	
	40-50yrs	F	17	09	26	51	23	74	
		%	65.38	34.62	100.00	68.92	31.08	100.00	
	51+yrs	F	13	05	18	45	16	61	
		%	72.22	27.78	100.00	73.77	26.23	100.00	
Education	Matriculation	F	26	12	38	164	63	227	CC=0.686: P=.408
		%	68.42	31.58	100.00	72.25	27.75	100.00	
	Pre- University	F	24	13	37	36	32	68	
		%	64.86	35.14	100.00	52.94	47.06	100.00	
	Graduates +	F	14	02	16	06	05	11	
		%	87.50	12.50	100.00	54.55	45.45	100.00	
SES	Upper	F	12	04	16	07	02	09	CC=0.014:
		%	75.00	25.00	100.00	77.78	22.22	100.00	
	Middle	F	29	14	43	20	16	36	
		%	87.50	41.18	100.00	58.33	45.45	100.00	

Groups		%	67.44	32.56	100.00	55.56	44.44	100.00	P=.904
	Lower	F	23	09	32	181	80	261	
		%	71.87	28.13	100.00	69.35	30.65	100.00	
Revenue division	Palakonda	F	15	05	20	49	27	76	CC=1.820: P=.177
		%	75.00	25.00	100.00	64.47	35.53	100.00	
	Paderu	F	15	07	22	49	19	68	
		%	68.18	31.82	100.00	72.06	27.94	100.00	
	Jangareddygoode m	F	17	07	24	51	27	78	
		%	70.83	29.17	100.00	65.38	34.62	100.00	
	Rampachodavara m	F	17	08	25	59	25	84	
		%	68.00	32.00	100.00	70.24	29.76	100.00	
Total	F	64	27	91	208	98	306	$\chi^2=0.117$: P=.733	
	%	70.33	29.67	100%	67.97	32.03	100%		

Note: A=Agree, DA=Disagree, T=Total; and TS=Test Statistics

Table No.4 provides the opinion of the respondents about the statement – ‘Tribal development communication services lack emphasis on tribal women empowerment’. A majority of the stakeholders of tribal women empowerment representing officials (75.00%) and non-officials (69.33%) and tribal women beneficiaries representing agriculturists (69.77%) and artisans (58.33%) have stated that tribal development communication services did not emphasize tribal women empowerment. There is non-significant association (CC=1.460:P=.227) between the professional groups of the respondents and opinion of respondents about the drawbacks of communication from tribal women empowerment point of view.

A majority of the stakeholders of tribal women empowerment representing 18- 28years (78.95%), 29-39years (67.86%), 40-50years (65.38%) and above 51years

(72.22%) and tribal women beneficiaries representing 18-28years (64.04%), 29- 39years (67.03%), 40-50years (68.92%) and above 51years (73.77%) have stated that tribal development communication services did not emphasize tribal women empowerment. There is non-significant association (CC=1.391:P=.238) between the age groups of the respondents and opinion of respondents about the drawbacks of communication from tribal women empowerment point of view.

A majority of the stakeholders of tribal women empowerment representing matriculation educational status (68.42%), pre-university educational status

(64.86%) and graduation and higher educational status (87.50%) and tribal women beneficiaries representing matriculation educational status (72.25%), pre-university educational status (52.94%) and graduation and higher educational status (54.55%) have stated that tribal development communication services did not emphasize tribal women empowerment. There is non-significant association (CC=0.686:P=.408) between the educational groups of the respondents and opinion of respondents about the drawbacks of communication from tribal women empowerment point of view.

A majority of the stakeholders of tribal women empowerment representing upper class (75.00%), middle class (67.44%) and lower class (71.87%) and tribal women beneficiaries representing upper class (77.78%), middle class (55.56%) and lower class (69.35%) have stated that tribal development communication services did not emphasize tribal women empowerment. There is non-significant association (CC=0.014:P=.904) between the economic groups of the respondents and opinion of respondents about the drawbacks of communication from tribal women empowerment point of view.

A majority of the stakeholders of tribal women empowerment representing Palakonda division (75.00%), Paderu division (68.18%), Jangareddygoodem division (70.83%) and Rampachodavaram division (68.00%) and tribal women beneficiaries representing Palakonda division (64.47%), Paderu division (72.06%), Jangareddygoodem division (65.38%) and Rampachodavaram division (70.24%) have stated that tribal development communication services did

not emphasize tribal women empowerment. There is non-significant association ($CC=1.820:P=.177$) between the regional groups of the respondents and opinion of respondents about the drawbacks of communication from tribal women empowerment point of view.

Overall, a majority of the stakeholders of tribal women empowerment (70.33%) and tribal women beneficiaries (67.97%) have stated that tribal development communication services did not emphasize tribal women empowerment. There is non-significant association ($\chi^2=0.117:P=.733$) between the demographic features of respondents and opinion of respondents about the drawbacks of communication from tribal women empowerment point of view.

Summary:

The present study was carried out in the four revenue divisions of Andhra Pradesh state in order to understand the role of communication in the empowerment of tribal women. Primary data were gathered from about 397 respondents (306 tribal women beneficiaries and 91 stakeholders of tribal women empowerment) spread across these four divisions. The data reveal that most of the respondents have not gained adequate communications media exposure. It was found that the stakeholders of tribal women empowerment and beneficiaries of tribal women development projects were not aware of most of the tribal development programmes implemented in Andhra Pradesh State. The study indicated that the stakeholders of tribal women empowerment and beneficiaries of tribal women development projects in Andhra Pradesh state had not enjoyed the benefit of media support for tribal women empowerment programmes. The results confirm that communications media did not play a crucial role in the empowerment of tribal women.

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