



## **ROLE OF MEDIA IN TRIBAL AGRICULTURE DEVELOPMENT - A STUDY OF ITDA AREAS OF ADILABAD DISTRICT**

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### **ABSTRACT**

*Agriculture is playing pivotal role in the rise of sedentary human civilization. This Agriculture is carried out in various methods in different places. Maximum of Indian citizen are agrarian, 70% of the population live in village, who do not go to office but do go to field to feed the nation. Agriculture is the back bone of economy, the innovation and advance education in this platform definitely will provide a room to improve nation's socio economic conditions. There is no doubt that agriculture is back on the development agenda. The media is decisive in helping farmers access the information that they need and transmitting their concerns. In the country like India, farmers are generally poor and they do not have their own farm land to cultivate and such farmers cannot afford sophisticated technologies and media to nurture their cultivable land or food grains. So they depend on Radio, as such they are illiterate to read newspapers at large. In our context, agri-based programmes should be more innovative and it should cover most of day schedule. Still, the role of the media in our country as an effective player in agricultural and rural development is undervalued. The media have a role to play in funding and investment for agriculture. The Government and Non government has implemented various policies for agricultural growth through Integrated Tribal Development Agency (ITDA). The Media plays significant role in transforming the various development activities and dissemination of information by the Government for the tribal development.*

**Keywords:** Agency area, tribal development, mass media, policies

## INTRODUCTION

Maximum of Indian citizen are agrarian, 70% of the population live in village, who do not go to office but do go to field to feed the nation. Agriculture is the back bone of economy, the innovation and advance education in this platform definitely will provide a room to improve nation's socio economic conditions. There is no doubt that agriculture is back on the development agenda. But despite the promises and the rhetoric from governments worldwide, investment in agriculture and rural development is still lagging. Unemployment is a big issue that hurdles the development of nation and it also lead to commit different unwanted crimes regarding drug paddling, sex assault, and monetary demands etc in almost every cities and towns in India. We are now in a high time to come into a resolution. One of the points towards the resolution is Food Security. Agriculture is the cultivation of land related activity includes Agriculture production, animals, and other products used to sustain life. Agriculture is playing pivotal role in the rise of sedentary human civilization. This Agriculture is carried out in various methods in different places. This differ from place to place in some places farmers using new technological agriculture equipments and in some places farmers are still using traditional methods. It had been pretended that agriculture is the foremost priority in the development agenda, but investment in agriculture and rural development is still lagging behind. One of those is tribal area, where the people are illiterates and they are living away from the main streams society. They are not connected with other areas people. For the development of tribes Government established Integrated Tribal Development Agency (ITDA) has the overall responsibility of bringing about the development of the tribals area. ITDA helps tribals in distribution of High Yield Variety seeds, providing modern agriculture equipments on subsidy and it also giving education in Horticulture, animal husbandry, minor irrigation, sericulture and Fisheries. Any schemes provided by ITDA reach the people by better communication through the media.

There are different types of media like print media, electronic media, image media, folk media, and wordings. Any way Print media cannot reach the tribals because they live in inaccessible areas and they are illiterates, but electronic media reaching. With a good and ground knowledge about the agriculture and farming communities, a journalist can act like a catalyst in the field of agricultural development. The media is decisive in helping farmers access the information that they need and transmitting their concerns. But I think we are

making a mistake in depending on mainstream media to do this. In the country like India, farmers are generally poor and they do not have their own farm land to cultivate and such farmers cannot afford sophisticated technologies and media to nurture their cultivable land or food grains. So they depend on Radio, as such they are illiterate to read newspapers at large. In our context, agri-based programmes should be more innovative and it should cover most of day schedule. Discussion in a studio room and giving suggestion in practical is impractical, so better be on spot. Still, the role of the media in our country as an effective player in agricultural and rural development is undervalued. The media have a role to play in funding and investment for agriculture. By creating greater awareness, they can encourage political decision-makers to become more actively involved in agricultural and rural innovation processes.

Majunder (1987) noticed that the Garos (a hilly tribal group) have now become a part of the modernized world society. In technological development they took a great leap from shifting cultivation, but it was pre modernization achievement and till now they have been refusing to accept any more advanced technology in agriculture through attempts have been made through various governmental agencies to modernize their agriculture. But, in other aspects they are deep inside modern technological development, their dresses now come from highly developed textile mills. Their ground and pottery containers have almost totally been replaced by iron and aluminum ware utensils produced by highly developed technology. Same thing is observed in Adilabad District tribes. We can see change in their dress style food habits as mentioned above. But tribes of some agencies in Adilabad District adopting to modern technology in Agriculture and they started producing commercial crops. Sangle and Kulkarni have attempted to study the extent of technological gap in tribal farming and to determine the extent which the factors like situational, personal, and socio- psychological and communication can help in the prediction of technological gap on tribal farms.

Mass media do not involve the individual directly. They bring changes largely in the psychological domain. They capture the audience by changing their opinions, attitudes, beliefs, and knowledge and value systems. Psychological changes are considered to be more effective as compared to the change which is introduced directly into the social structure by means of law and government policies to which individuals are forced to adjust.

Purushothaman C, Kavaskar M, Reddy YA and Kanagasabapathi K says that Radio, Television has been acclaimed to be the most effective media for diffusing the scientific knowledge to themasses. In a country like India, where literacy level is low, the choice of

communication media is of vital importance. In this regard the television and radio are significant, as they transfer modern agricultural technology to literate and illiterate farmers alike even in interior areas, within short time. In India farm and home broadcast with agricultural thrust were introduced in 1966, to enlighten farmers on the use of various technologies to boost agricultural development. At present, there are about 50 such radio units all over the country. With the main stream of Indian population engaged actively in agriculture, television could serve as a suitable medium. For the tribal farmers can easily understand the operations, technology and instruction through television.

The effectiveness of the mass communication depends on the type and kind of audience, image of development bureaucracy, and the interpretation of media practitioners which affect the interpretation of communication and its persuasive efficacy. Wilbur Schramm was one of the first to recognize that communication could play an important role in the national development of the Third World Countries. He believed that mass media could better the lives of people by supplementing the information resources and exposing people for learning opportunities. Same is applicable to tribes that mass media will play important role in tribal development in agency areas.

## **PROFILE OF ADILABAD DISTRICT**

The District derives its name from Adilabad, its headquarters town which was named after Ali Adil Shah, the ruler of Bijapur. The district was for long, not a homogeneous unit and its component parts were ruled at different periods by various dynasties, namely, the Mauryas, Satavahanas, Vakatakas, Chalukyas of Badami, Rashtrakutas, Chalukyas of Kalyani, Yadavas of Devagiri, Kakatiyas, Bahmanis, Imad Shahis of Bedar, Nizam shahis of Ahmednagar, Mughals, Bhosle Rajas of Nagapur and Asaf Jahis, besides the Gond Rajas of Sirpur and Chanda. Originally this was not a full fledged district but a sub-district named Sirpur-Tandur which was created in A.D. 1872 with Edlabad (Adilabad), Rajura and Sirpur as its constituent taluks. In 1905, the status of this sub-district was raised to that of an independent district with headquarters at Adilabad. It gained the taluks of Nirmal and Narsapur from Nizamabad district and Chennur and Luxettipet from Karimnagar district and Narsapur and a part of Edlabad were formed into a new taluk. In 1905, the district comprised in all eight taluks, namely (1) Rajura (2) Adilabad (3) Sirpur (4) Jangaon (5) Luxettipet (6) Chennur (7) Nirmal (8) Kinwat in addition to the above eight taluks, Yelgadap Paigah taluk, named as Khanapur sub-taluk in 1949, was constituted during the decade 1901-1910.

The district is situated between 77° 47' and 80° 0' of the eastern longitudes and 18° 40' and 19° 56' of northern latitudes. The district is bounded on the north by Yeotmal and Chanda districts of Maharashtra on the East by Chanda district, on the south by Karimnagar and Nizamabad districts and on the west by Nanded District of Maharashtra State.

The rainy season starts in June and ends in September. The rainfall in the district increases from the south-west towards the north east. About 85% of the rainfall is received during the rainy season. July is the rainiest month. The Normal rainfall in the district is 1157.0 mm. Extensive deposits of low grade iron-ore consisting of magnetite and hematite occur in Dharwarian schists near Chittial and Kalleda in Kadam mandal, Rebbenapalli in Luxettipet Mandal and near Birsaipeet in Utnoor Mandal. The north Godavari field occupying an area 75 sq.km. is located about in 6.40 Kms. South-west of Tandur coal field. There are fairly extensive deposits of cement grade lime stones belonging to the Penganga series. The main deposits are those of the Royal Reserve Forest are in erstwhile Luxettipet taluk and those occurring to the north of Asifabad and Adilabad. The former has a reserve of 600 million tonnes of cement grade lime stone and these are actively worked by the Associated Cement Companies Limited for their cement factory at Mancherial. Recent work of the Geological Survey of India has indicated reserve of 50 million tonnes of flux grade lime stone in the Asifabad area. The lime stones in the district are used by the local people for lime. The most important river that drains the district is the river Godavari.

The Penganga, the Wardha, and the Pranahita come next importance. The Kadam and the Peddavagu are tributaries of the Godavari. Besides these, there are also rivulets like the Satnala, the Swarna vagu, and the Sudda vagu which drain the district. The Godavari which is the largest river in Peninsular India rises in the Western Ghats at Triambakeshwar near Nasik in Maharashtra State and enters this district near Basar in Mudhole Taluk. This mighty river forms the southern boundary of the district separating the district from Nizamabad and Karimnagar districts and skirts the southern borders of Chennur, Luxettipet, Khanapur, Nirmal and Mudhole earstwhile taluks. The Penganga forms part of the northern boundary of the district in Adilabad earstwhile taluk, while the Wardha and the Pranahita form the northern and eastern boundaries of the district. Skirting earstwhile Sirpur and Chennur taluks respectively. The Kadam river takes its origin at Bothai village in earstwhile Boath taluk and flowing across this taluk and enters Khanapur at Paspula and finally falls into Godavari. The Peddavagu flows across the earstwhile taluks of Asifabad and Sirpur. The Satnala Swarna

vagu and Sudda vagu rivulets flow across the erstwhile taluks of Adilabad, and Nirmal and finally join the Godavari.

The Population of the district is 24.88 Lakhs of which the rural population accounts for 18.28 Lakhs or 73.47% of the total, while the urban population accounts for 6.60 Lakhs forming 26.53% of the total population. The increase in population during decennial ending 2001 over 1991 is 19.47%. The density of population of the district is 155 persons per sq.km as against the State average of 277 persons per Sq.km. out of the total population of the district, 4.61 Lakhs persons are scheduled Castes and 4.17 Lakhs persons are Scheduled Tribes forming 18.54% and 16.74% of the total population respectively. The total No. of workers are 11,23,248 constituting 45.15% of the Total population of district. The literate persons in Adilabad district are 11,12,189. The increase in literacy rate population during decennial ending 2001 over 1991 is 1972. The scheduled tribe population constitutes nearly 17% to the total population of the most educationally backward district of Telangana region.

**Adilabad District Mandal wise total population and scheduled tribe population census 2011**

Sl. No.	Name of the Mandal	Total population			Scheduled Tribe Population			Proportion of STs to Total Population (%)
		Persons	Males	Females	Persons	Males	Females	
1	2	3	4	5	6	7	8	9
1	Tamsi	36164	17944	18220	10101	5128	4973	27.93
2	Adilabad	170090	85591	84499	20761	10217	10544	12.21
3	Jainad	44805	22339	22466	5.38	2520	2518	11.24
4	Bela	32970	16694	16276	11317	570	5617	34.33
5	Talamadugu	31103	15561	15542	7740	393	3807	24.89
6	Gudihathnoor	25704	12851	12853	9372	4659	4713	36.46
7	Indervelly	38642	19045	19597	23361	11307	12054	60.45
8	Narnoor	40728	20749	19979	27491	13881	13610	67.50
9	Kerameri	24530	12515	12015	11285	5707	5578	46.00
10	Wankidi	29388	14938	14450	8449	4256	4193	28.75
11	Sirpur (T)	29105	14923	14182	3975	1994	1981	13.66
12	Koutala	44929	22599	22330	7104	3632	3472	15.81
13	Bejjur	42796	21356	21440	13447	6700	6747	31.42
14	Kagaznagar	104001	52628	51373	5080	2570	2510	4.88
15	Asifabad	49782	25332	24450	8996	4344	4652	18.07
16	Jainoor	23487	11964	11523	14516	7315	7201	61.80

17	Utnoor	53578	27474	26104	25594	13157	12437	47.77
18	Ichoda	43179	22006	21173	12160	6284	5876	28.16
19	Bazarhathnoor	23657	12079	11578	9903	5136	4767	41.86
20	Boath	42766	21359	21407	13116	6616	6500	30.67
21	Neradigonda	24632	12396	12236	10661	5401	5260	43.28
<b>22</b>	<b>Sirpur</b>	<b>21841</b>	<b>10898</b>	<b>10943</b>	<b>19219</b>	<b>9539</b>	<b>9680</b>	<b>88.00</b>
23	Rebbena	33243	16982	16261	4017	2055	1962	1208
24	Bhimini	23687	12119	11568	1695	851	844	7016
25	Dahegaon	30596	15171	15425	3130	1527	1603	10.23
26	Vemanpalle	18233	9206	9027	2546	1288	1258	13.96
27	Nennel	21389	10756	10633	2943	1485	1458	13.76
28	Tandur	33888	16972	16916	2030	1030	1000	5.99
<b>29</b>	<b>Tiriyani</b>	<b>22804</b>	<b>11597</b>	<b>11207</b>	<b>16561</b>	<b>8426</b>	<b>8135</b>	<b>72.62</b>
30	Jannaram	49464	24782	24682	7242	3618	3624	14.64
31	Kadam (Peddur)	48632	24592	24040	9221	4749	4472	18.96
32	Sarangpur	41664	20098	21566	6972	3487	3485	16.73
33	Kuntala	28832	14112	14720	2115	1101	1014	7.34
34	Kubeer	38602	19206	19396	7033	3573	3460	18.22
35	Bhanisa	75768	38233	37535	1563	784	779	2.06
36	Tanoor	34831	17516	17315	2261	1148	1113	6.49
37	Mudhole	49911	25024	24887	2811	1442	1369	5.63
38	Lokeshwaram	31197	14924	16273	2179	1049	1130	6.98



39	Dilawarpur	33026	15920	17106	3373	1633	1740	10.21
40	Nirmal	121353	60130	61223	4158	2024	2134	3.43
41	Laxmanchanda	34068	16521	17547	1463	702	761	4.29
42	Mmamda	28921	14059	14862	6607	3217	3390	22.84
43	Khanapur	55517	27836	27681	10410	5269	5141	18.75
44	Dandepalle	46824	23414	23410	3730	1855	1875	7.97
45	Kasipet	32016	16378	15638	8938	4592	4346	27.92
46	Bellampalle	94070	4701	46369	3353	1683	1670	3.56
47	Kotapalle	30605	15253	15352	3184	1595	1589	10.40
48	Mandamarri	123233	62902	60331	4718	2391	2327	3.83
49	Luxettipet	46755	23238	23517	1066	507	559	2.28
50	Mancherial	182846	93531	89315	6355	3364	2991	3.48
51	Jaipur	46786	23800	22986	3690	1889	1801	7.89
52	Chennur	51365	25744	25621	2461	1256	1205	4.79
	<b>Total:</b>	<b>2488003</b>	<b>1250958</b>	<b>1237045</b>	<b>416511</b>	<b>209586</b>	<b>2069925</b>	<b>16.74</b>

**Source:** *As per 2011 census Govt. of India.*

From the following table it is clear that out of four villages in Adilabad, three villages got below 500 population. Only Pangidi Madhara village has more than 2000 population. Only two villages have G.C.Cs out of four villages. As Health Centres are nil, people depend on R.M.Ps for medical help. Tribal children depend on Govt. Schools and Ashram Pathashalas for their education but most of them stop with primary school education only. All the four villages depend on agriculture and produce millets for self-consumption. Drinking water is supplied through hand pumps. Motor vehicles, T.Vs and cell phones are becoming popular among the tribal youth in recent years. They depend mostly on village shandies for purchases at the week ends although a few Kiranam shops are available in the villages. On the whole, the sample villages present the characteristics of a backward tribal economy. The only commercial crop known to them in that area is cotton which is grown along with other traditional crops. The following table gives particulars about the study villages.

### **AREA OF STUDY**

The Integrated Tribal Development Agency (ITDA) came in to existence on 1-8-1975 with head quarter at Adilabad. The head quarter was shifted to Utnoor in September, 1979. ITDA extends over 45 mandals covering (412) Scheduled Villages, (234) Non Scheduled Villages (TSP) and (12) cluster villages in the district. The tribal sub-plan area comprises (646) villages covering an area of 6353 Sq. Kms which works out to be 38.13% of total geographical area of the District.

The total population of the district is 20,82,000 out of which the tribal population is 3,55,000 as per 1991 census. The tribal population in the Tribal Sub-Plan area is 2,35,000 covering 47,304 house holds and the remaining 1,20,000 tribal population consisting of 23,507 house holds are residing out side the Tribal Sub-Plan area in the District.

The district has two Parliamentary constituencies and ten Assembly constituencies. Adilabad and Peddapally(partial) are the parliamentary constituencies whereas the assembly constituencies are Adilabad, Asifabad, Boath, Chinnoor, Khanapur, Mancherial, Bellampalli, Mudhole, Nirmal and Sirpur-T.

## **Administrative divisions**

Adilabad district comprises 52 Mandals and 1743 villages. There are 7 Municipalities in the district. The district is divided into 5 divisions namely Adilabad, Nirmal, Utnoor, Asifabad and Mancherial.

The district has 52 Mandals organized into five revenue divisions which are as follows:

- 1. Adilabad Division:** (10 Mandals) Adilabad, Talamadugu, Tamsi, Jainad, Bela, Boath, Bazarhathnoor, Ichoda, Gudihathnoor and Neradigonda.
- 2. Utnoor Division:** (8 Mandals) Utnoor, Inderavelly, Narnoor, Jainoor, Sirpur(U), Tiryani, Kerameri and Wankdi.
- 3. Nirmal Division:** (13 Mandals) Lokeswaram, Kuntala, Sarangapur, Nirmal, Dilawarpur, Mamda, Laxmanchanda, Kubeer, Bhainsa, Mudhole, Tanoor, Khanapur and Kaddam (Peddur)
- 4. Mancherial Division:** (12 Mandals) Jannaram, Dandepalle, Luxettipet, Mancherial, Mandamarri, Kasipet, Chennur, Kotapalle, Vemanpalle, Nennal, Jaipur and Bellampalle.
- 5. Asifabad Division:** (9 Mandals) Asifabad, Rebbana, Tandur, Sirpur (T), Kouthala, Bejjur, Dahegaon, Bhimini and Kagaznagar.

The Tribal Population works out to be 17.78 % to the total population of the district. A number of different groups of the Tribals i.e., Gonds, Naikpods, Kolams, Pardhans, Koyas, Manne, Andhs, Thoties, Lambadas and Yerukalas are living in the district. The Kolams and Thoties are the most backward & poorest and classified as Primitive Tribal Group (PTG) for special attention. Even the poorer Mannes (Telugu Speaking Kolams) are extended with the same benefits with a special government order. Tribal's have adopted Diverse agriculture practices with their time tested indigenous Knowledge's and technologies and have integrated several related world view practices. In the Adilabad area there are mainly three types of agriculture they are

1. Shifting cultivation (Podu)
2. Terrace cultivation
3. Plain land agriculture (pallam/ metta)

The Government has established ITDA in the district in the year 1975 to implement the developmental Schemes pertaining to tribals with head quarters at Utnoor existence on 1-8-1975 in order to become nearer to the tribal habitations for speedy implementation of programs. Earlier Tribals are basically dependent used to do shifting cultivation. With the intervention of the ITDA, settled agriculture has become of the order of the day, with more and more tribals coming down for settled agriculture using new varieties of seeds and agriculture implements. ITDA activities include distribution of new variety of seeds, agriculture implements, transfer of modern Agricultural technology, packages, and enlightening the people on new crops and cropping patterns. The agriculture wing of the ITDA plans, implements, and monitors the development of agriculture in the land owned by the tribals of the forest area.

The Horticulture Wing looks after the development of Horticulture and Encourages the Tribals to bring their wasteland, degraded land etc. under horticulture crops like Cashew, Mango, etc. The tribals are encouraged to take-up improved varieties and are taught grafting and modern methods of horticulture to improve the productivity and to bring more and more land under useful cultivation.

The Minor Irrigation Wing of the ITDA is responsible for taking up construction of minor irrigation tanks, Bore wells, check dams, community irrigation wells. Electric Motors, Oil Engines are supplied to the tribal beneficiaries for irrigating their land using water from small rivulets and wells. They also develop lift irrigation schemes by taking water from the perennial, water sources. Godavari river which flows through the district and also from the various irrigation bore wells which are dug throughout the district, taking in to consideration the ground water availability. The ITDA bears the cost for extending electric lines for energisation of the motors meant for lift irrigation schemes as well as for the wells.

The Animal husbandry section of the ITDA ensures the supply of strong Plough Bullocks for ploughing the lands, Milch Animals like Cows and Buffaloes for milk production for domestic consumption as well as sale, distribution of new and improved varieties of poultry, sheep units etc. The Sericulture wing helps tribals to take up rising of mulberry crops and rearing of cocoons. Since lot of forest land with T.Arjuna trees is available, this wing encourages tasar cultivation in a big way.

The Girijan Co-operative Corporation (GCC), for which the Project Officer is one of the Executive Directors, is responsible for the supply of daily requirements to the tribals in the interior areas at nominal rates, for the purchase of various non-timber minor forest products which are collected by the tribals, for distribution of loans - short term and Long term credit loans - to the tribal farmers for rising of the crops and for supply of motors etc., The GCC has a monopoly of the purchase of the minor produce from the forest. The shandy inspectors of the GCC are present in local markets to ensure that the poor tribals are not cheated by the non tribals. They ensure the correct price and Weighment of the produce collected. The GCC also distributes daily requirements like rice, dal and other essential commodities at the interior village points and they are running fair price shops to help in the public distribution system of the Government.

The TRICOR wing of the ITDA gives margin money to the tribals at very low rate of the interest and help the beneficiaries to purchase modern agriculture implements, tractors, electric motors and auto-rickshaws etc. and for starting small scale industries. Most (80%) of the tribal groups live in inaccessible mountain valleys, hilltops and in plain forest areas with diverse life style and eco natured practices based on their beliefs in nature, world-views and indigenous knowledge. The tribal economy is mostly agro forest based which is a subsistence type of economy .While agriculture and animal husbandry are the major economic bases for land owning families, and animal husbandry and the collection of minor forest products are the major income source for marginalized and landless families of the tribals.

People of this area illiterates they don't have relations with other area people. Earlier there was no development, but the intervention of ITDA and government and schemes and with a proper media communication slowly we can observe a playing an important role for development of tribals. In every constituency there are no such large irrigation projects, even though there is a development in agriculture.

#### **Adilabad District Operational Holdings And Area Operated By Schedule Tribes**

Category	Number of people	Area ( Hect )
Marginal (up to 1.0 Hect)	69191	34261
Small (1.0-2.0 Hect)	32633	46095
Semi medium (2.0-4.0 Hect)	21850	57743
Medium (4.0-10.0 Hect)	7483	40326
Large(Upto 10.0 Hect and above)	438	5948
Total	131595	184373

Source: Basic statistics on scheduled tribes of Andhra Pradesh-2011

Above information is according to 2011 census. After forest Right act came into picture in 2006 tribals got rights on forest and Government issued pattas for 5 acres. Today most of the tribes owning minimum 5 acres land. TSP areas tribal people owning lands but no proper pattas unable to agriculture they faced harassments from forest officers. But after Forest Right act came into picture they got rights on land now they are happily cultivating their lands. There by cultivating land increased by many folds by now.

**Data of Schedule Tribe Workers Activity Wise Status in  
Adilabad District As Per 2011 Census**

Sl. No.	District	Marginal Workers	Culti-vators	Agricultural Labourers	House hold Indus-tries	Others
1	Adilabad	56,364	6,037	38,633	2,330	9,364

Source: Directorate of Census Operations, Hyderabad.

Note:\* Data includes transferred villages.

Above information is according to 2011 census. After getting awareness of 1/70 act by mass media. Most of the Agricultural labors became land owners. Before the act came into picture these tribal people are working as agriculture labours under non tribals and learned modern methods of agriculture while working with them. After this acts came into picture they took their lands and able to cultivate all types of crops including commercial crops and became Land owners.

**ROLE OF MEDIA**

Any development programme implemented by Government to reach people by means of better communication. In this context electronic media is playing important role, especially Radios and Television. It is creating awareness to tribal farmers and changing social behaviors in adopting new technology in agriculture, and also which crops have to be grown in which season, which soil and what pesticide and fertilizers to be used.

As these people are innocent and illiterates some brokers are trying to sell them fake seeds, pesticides and fertilizers to tribal's. Media can develop the awareness about these things. but these incidents media bringing them into light and awaking people. Apart from this media is helping introducing new variety of seeds. Adilabad District agency tribes cultivated cotton crops, here media played important role in bringing awareness of cotton

crop cultivation and pesticides and also marketing. Now this commercial cotton crop is cultivated all over the Adilabad district agency tribes copiously. After the lot of efforts they finally able to cultivate some food grains but they are not getting reasonable prices while selling them in markets. Some mediators are cheating them. For these ITDA provided shandy Inspectors but still some people not aware of these things.

Apart from this media is providing information about weather. In the time of natural disaster media is playing key role in bringing them to officials and trying them to get exgratia. Agriculture is primitive, infant mortality rates are high and transportation and communication facilities are poor. The purpose of Jhabua development communication project is to experiment with the utilization of an interactive satellite-based broadcasting network to support development and education in remote, rural areas of India. Some 150 direct-reception systems (a satellite dish, Television sets, CD's and other equipment) have been installed in several villages of Jhabua, which receive television broadcasts for two hours every evening from DECU's (Development and Educational communication unit) Ahmadabad studio, unlinked through satellite. In addition, 12 talkback terminals have been installed in each of the block headquarters, provide feedback, and report on progress.

The evening's television broadcasts on topic such as health, education, rainfall watershed management, agriculture, natural forestry, local governance and marketing information are designed to be entertaining and educational. The programs are made with the active participation of the local people of Jhabua. In the afternoons, interactive training programs are conducted with a variety of village functionaries like teachers, anganwadi workers, hand pump mechanics and local panchayat members.

In the same way ITDA provided Television DTH connection and DVD Player sets for every hilltop area. Using this they are teaching the students and the evening times they are creating awareness in adults by showing agricultural programs, news and other entertainment programs. But there are some problems like programs telecasted in these channels are not designed for tribal people and language. In this context if ITDA starts a local Television channel for agency tribes like JDCP (Jhabua Development Communications Project) it will be even more helpful for tribes for their development in all angles.

All these people belongs to Kondareddi tribes and illiterates. it is located 12 Kms away from Grampanchayathi Headquarters , which is in thick forest area and till date there is

no roads for transportation. 20years ago ITDA moved Kondareddis tribes from Hill top areas to forest areas they provided them food grains. Along with this ITDA People brought awareness in how to cultivate food grains after that they learned so many methods of cultivation by visiting the plain areas, communication through folk media, image media at shandy markets, mouth to mouth communications and jataras. Now they are cultivating all commercial crops like Tobacco, Cotton, chilies. Today they are not less than any other plain area people in agriculture. In this village 25 families are living in that 10 members having Television with DTH connection, 7 members having radios and 8 members having both technologies.

## **SUGGESTIONS**

- ITDA should provide training for tribes in collecting and preserving forest goods.
- Training In making leaf plates and making house decorating Items with bamboo's and jute where the raw material available from forests.
- Providing them direct markets with out mediators helps them a lot.
- If ITDA starts Community Radios and local Television channel and provides information about agriculture for the tribes in their own language.
- ITDA has to increase the subsidies and has to take initiative to train them in cultivation of commercial crops.
- ITDA should start residential school for tribal students at their villages.
- Government should develop the roads for better transportation for agriculture development.
- ITDA should develop the irrigation facilities for agriculture.

## **CONCLUSION**

There is no doubt that agriculture is back on the development of tribal areas. But and the rhetoric from governments worldwide, investment in agriculture and rural development is still lagging. Communication for agriculture is also not seen as a major priority at either national or international level and the role of the media as an effective player in agricultural and rural development is undervalued. For the development of tribal areas the Government should invest on communication, transport, health, education and infrastructure.



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