



Need of Marriage of Mass Media with Traditional Folk Media in Empowering Towards Sustainable Development among Santals: A Review

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ABSTRACT

Information is treated as a vital and powerful tool of socio-economic development, no less important than land, labour and capital towards empowerment of people towards attaining sustainable development (SD). Empowerment, the degree of autonomy and self-sufficient, self-dependent, self-determined, self-responsible, self-reliable, self-confident in the democratic society in controlling their lifelong learning and their own quality of life. Access of right information at the right time in right form and ability of sharing information to others empower people. Mass media in this regard plays a crucial role as a vast portion of population may be reached through mass media. Present study conducted in four Santal villages of Birbhum district of West Bengal with 100 Santals (50 male and 50 female) attempts to investigate the extent of use and utilization pattern of mass media in information seeking behavior by the Santals of the study area and finally suggest towards empowering the Santals for attaining sustainable development in the study area. In the study a mixed reaction of the respondents have been received regarding the exposure to various mass media. Mean value of social awareness based on mass media of female Santals ($\bar{x}_2 = 109.43$) was better than the male Santals ($\bar{x}_1 = 106.18$). 't' value of the study indicated that null hypothesis H_0 is rejected and alternative hypothesis H_1 is accepted. The Santals are incapable of developing themselves, by their own efforts. Many government schemes and initiatives remain still unutilised due to their illiteracy, neo-literacy, barrier of language, lack of guidance, unawareness about the programmes *etc.* They should be motivated to come out from their isolation and should be aware about various government initiatives. Observed also that, availability of mass media with the Santals is too much limited, but however, accessibility to these media is somewhat better among them. Evening (17:30-18:00 Hrs.) found to be the best time for exposing to mass media and majority by respondents like to expose to mass media in group. Folk items and formal discussions were the preferable format in mass media. The study demands for coalition for traditional folk media with mass media to improved their quality of life and attaining empowerment.

Key words: Agriculture, Information communication, Information seeking behaviour, Mass media, Rural credits/loans, Santals, Self-help group employees, Visva-bharati.

Development is a bridge between the hopes and dreams of people on the one side of a coin and it is realities of the world on the other side of the coin. Sustainable development (SD), as the term was defined in Brundtland Report (WCED, 1987; IISD, 2012) is the 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs'. According to the UN Food and Agriculture Organisations (FAO, 1992) SD is 'management and conservation of the natural resources base and the orientation of technological and institutional change in such a manner as to ensure the attainment and continued satisfaction of human needs for present and future generations'. SD ties together concern for carrying capacity of natural systems with the social challenges faced by humanity, creating opportunities for people to increase their

skills, betterment of quality of living as well as reducing unemployment and poverty *etc.* for everyone- now and for generations to come. It contains two key concepts, firstly, the concept of 'needs', in particular the essential needs of the world's poor, to which overriding priority should be given and secondly, the idea of limitations imposed by the state of technology and social organisation on the environment's ability to meet present and future needs (Brundtlan Report, 1987). In this regard, people should be economically and socially empowered in gaining control over their own lives.

Though, due to the information explosion or information pollution, most of the information and the information sources or channels been unused, unaccessed and unutilised as the people become confused about their actual information needs. Information access and information

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seeking behaviour (ISB) differs from person to person and varies among the user groups, based on their requirements. ISB is a type of communication behaviour, which is influenced by the kind of information requirements. Generally there are four types information requirements: (i) Everyday information need, which is required to meet the daily activities and decision making; (ii) Current information need, which necessitates the need of up-to-date and right information in right form in right time in respective field; (iii) Exhaustive information need, which refers to need of any particular information in details and (iv) Catching-up information need, that refers to the requirement of information in simple and precise form (Sinha, 2019).

India holds the second largest tribal population in the world, followed by Africa. The tribal population of India is 10,42,81,034 constituting 8.6 per cent of the total population and the decadal growth of the tribes was 23.7 per cent during the period 2001-2011 (Census Report 2001 and 2011). As per Census 2011, in West Bengal, Scheduled Tribe (STs) numbering 5,296,953 persons constituted 5.8 per cent of the entire population. According to the Constitution (ST) Order of 1950, as enumerated in its Schedule to Article 342, Santals are recognized and enlisted as ST in West Bengal and according to the Census 2001, Santals constitute more than half (51.8 per cent) of the total ST population.

After Independence, the first Prime Minister of India, Pandit Jawaharlal Nehru's 'Tribal Panchsheel' explained there exists a false belief 'to call some people primitive and to think of ourselves as highly civilized' and proposed that the tribes should 'develop along the lines of their own genius' (Nehru, 1953). The tribes in general and particularly the Santals must be fully encompassed by the government policy and integrated with the mainstream of the national culture in view of their socio-economic background traditions, norms and social relations. There is a need to create awareness about the conditions outside and also the advantages of coming out of their isolation. In this regards, mass media plays a crucial role for attaining empowerment towards sustainable development providing right information to the right user at the right time and in right format in bridging information divide among information rich and information poor.

Statement of the problem

The logic behind selecting the topic titled 'Need of Marriage of Mass Media with Traditional Folk Media in Empowering towards Sustainable development among Santals: A Review' is most important as Santals are the third largest tribal community of India, first largest tribal community in West Bengal, in the district Birbhum and its Community Development Block Bolpur-Sriniketan. Thus, keeping the background of the study in mind, the present study is derived with the purpose of exploring the level of attitude and adjustment towards information communicated by the mass media and to find out whether there exist any gap based on gender in information seeking behaviour among the Santals under study.

Review of related literature

Parmar (1975) mentioned that for rural communication the traditional folk media have great importance. Ahuja and Batra (1978) expressed that, the society has been changed due to communication media technologies with rapid speed with the usage of modern mass media like print, radio, films and TV. Ansaloni (1986) observed that, 86.7% respondents had a habit of watching TV daily, 59.1% reading various specialized publication and 41.38% listening to radio daily. Ramanathan and Shrinivasan (1988) stated that, our country needs a blending effect of mass media and traditional mode of communication for effective bridging of dissemination gap, since there is less of literates and limited reach of electronic media. Pahad (2000) stated that only modern mass media can't adequately fulfill the needs that are expected from the tribal people and provide relevant information to the masses which can change the life style of the population. Chapke and Bhagat (2003) reported that, in India having diversified cultures, traditions, customs, values and beliefs, traditional art forms like drama, puppetry, folk songs *etc.* can effectively be utilized in the national development to the rural masses, who emotionally believe in their old traditions. Kalita and Singh (2003) mentioned that, village level workers were most credible sources of information than any other information sources. They also observed that, farmers had negligible preference to both print and non-print mass media. Sinha (2018) recommended for balanced combination of traditional and mass media for changing the attitude and adjustment of the Santals about the ongoing situation around the world. Shalvee and Sambhav (2020) observed social media platforms like Facebook, WhatsApp *etc.* creating panic with fake news or misinformation among the people.

Objectives of the study

The present study is undertaken comprising the following objectives:

- (i) To study the information seeking behavior of the Santals of the study area.
- (ii) To find out the ownership of various mass media by the respondents.
- (iii) To investigate the exposure to various mass media items of the responding Santals of the study area.
- (iv) To assess the communication pattern and source of information of the respondents of the respondents.
- (v) To survey to impact the effectiveness of mass media to the Santals.
- (vi) And finally to suggest towards empowering the Santals for attaining sustainable development in the study area.

Research hypothesis

H_0 : There exists a significant relationship in social awareness based on communication channels of information based on Gender (male and female) among the Santals in the study area. Against H_1 : There does not exist any significant relationship in social awareness based on communication channels of information in the study area among the male and female Santals.

Research methodology

The study was conducted in 4 villages, viz, Balipara, Kaliganj, Baganpara and Pearson pally under Ruppur Gram Panchayat of Bolpur-Sriniketan Development Block, Birbhum district, West Bengal. These villages are within a radius of ± 1 Km. from Visva-Bharati, the first central university of independent India and within the close proximity to Santiniketan-Sriniketan Development Authority (SSDA). Most of the Santals of these villages enjoy the SHG Scheme facilities provided by Visva-Bharati and the population comprises reflects a mixed habitat of STs and general castes people. Respondents were selected randomly and limited to 100 only (50 male and 50 female) from the 4 villages. A pilot study was conducted with fifty respondents within the four selected villages in the month of July, 2019.

The present study was conducted from September, 2019 to February, 2020 and June, 2020 to February, 2021. The study wasn't conducted during the three months (*i.e.* March, 2021 to May, 2021) because during this period, majority of them were spending the workless days, physical distance was strictly maintained in the area, distribution of newspaper had been affected as the transport communication during the this period has got down as well as most of the people didn't take any risk or transmission of virus through newspaper or newspaper vendors during the lockdown period due to COVID-19 pandemic.

Questionnaire survey was applied to collect quantitative data regarding the basic situational background of the respondents like asset possession, media exposure and preference of media as a source of information seeking

behavior as well as communication of information. SES scale of Udai Pareek (1964, latest updated 2014) was used to measure attitude and awareness of the Santals about mass media. Statistical tools used include: Mean, Standard Deviation and t-test.

Findings and interpretation

Data collected from the findings of the study were tabulated in Table 1 to 11 below.

In the present study, from the Table 1 enumerating the data about the information seeking behaviour of the respondents, it was clearly observed that, need of information differs among the male and female responding Santals. Requirement of information was broadly divided into three sub-categories under the broad term empowerment, viz. Social empowerment, economic empowerment and psychological empowerment. SHG activities, agriculture and rural credit/loans ranked first, second and third respectively. Santals of the study showed no interest regarding the information about mental fitness, as it ranked sixteenth.

Table 2 shows the data about the sources of information of the respondents under study, both formal and informal sources along with their respective rank scores and rank orders. The study reveals that the SHG members, which was the main informal source of information of the respondents also ranked first among all the sources of information. Among the formal sources of information, mobile phone was much preferable by the respondents. TV, training programmes and radio ranked second, third and fourth

Table 1: Information seeking behaviour of the respondents.

Category	Respondents			Rank order	
	Male (%)	Female (%)	Total (%)		
Social empowerment					
a) Food and nutrition	09 (18.00)	15 (30.00)	24 (24.00)	1	XIII
b) Family planning	19 (38.00)	21 (42.00)	40 (80.00)	2	IX
c) Child development	12 (24.00)	13 (26.00)	25 (25.00)	3	XII
d) Govt. Progs. and schemes	26 (52.00)	28 (56.00)	54 (54.00)	1	V
e) Health and sanitation	08 (16.00)	06 (12.00)	14 (14.00)	4	XV
Economic empowerment					
a) Agriculture	26 (52.00)	41 (82.00)	67 (67.00)	2	II
b) Agriculture marketing	28 (56.00)	37 (74.00)	65 (65.00)	2	IV
c) Fertilisers	16 (32.00)	13 (26.00)	29 (29.00)	8	X
d) Soil improving	15 (30.00)	13 (26.00)	28 (28.00)	9	XI
e) Livestock farming	17 (54.00)	26 (52.00)	43 (43.00)	5	VII
f) Animal breeding and diseases	09 (18.00)	14 (28.00)	23 (23.00)	10	XIV
g) Employment	29 (58.00)	16 (32.00)	45 (45.00)	4	VI
h) Savings	26 (52.00)	16 (32.00)	42 (42.00)	6	VIII
i) SHG activities	38 (76.00)	42 (84.00)	80 (80.00)	1	I
j) Rural credit/Loans	25 (50.00)	41 (82.00)	66 (66.00)	3	III
Psychological empowerment					
a) Mental fitness	07 (14.00)	06 (12.00)	13 (13.00)	5	XVI

Source: Survey by authors. Responses are mutually not exclusive.

respectively. It seems logical SHG members, mobile phones, TV, training programmes keep them updated and are much influential for providing entertainment, disseminate information, inculcate socially accepted norms and values and perform a general socialisation function. Finding also reveals that importance of TV as relevant source of information is more with compared to radio or newspaper.

Table 3 depicts the satisfaction level of the respondents about different information sources. Study shows that, SHG members, village leaders were found preferable information providers of the respondents, which ranked first and second respectively. However, mobile phone and training programmes, which ranked third and fourth, found as most preferable formal source of information of the respondents. It is logical that SHG members, mobile phones and training programmes are more influential to the illiterate or neo-literate Santals.

Table 4 shows the number of newspaper subscribing families and the newspaper reading habits among the

respondents. Only 10 (10.00%) respondents subscribe newspapers personally. Among the respondents, 30 (30.00%) don't and can't read newspaper. Only a very few educated elite (25; 25.00%) read newspaper regularly. Most of the occasional and regular respondents (45; 45.00%) read newspaper and mostly become aware of the published messages or information in newspaper at the offices or householder's houses they are engaged for work or while visiting the village shops.

Table 5 represents the number of radio owning families as well as listeners and non-listeners of radio among the sample respondents. It was found that only 12 (12.00%) families own radios and 88 (88.00%) families have no radio. A total of 30 (30.00%) and 23 (23.00%) listened radio occasionally and regularly respectively, while 47 (47.00%) don't show their interest in listening radio. It was also observed that, respondents who don't have personal radios listened radio at their friend's or neighbour's houses or at the village shops.

Table 2: Source of information of the respondents.

Sources of information	Frequency of exposure			Total rank	Rank order	
	Less times	Whenever possible	Most of times			
Informal sources of information						
Family members	20	58	22	443	3	V
Friends/Relatives	65	20	15	121	2	III
Village leaders	20	23	57	110	4	VIII
SHG members	70	23	07	142	1	I
Formal source of information						
Newspaper	30	40	30	101	5	IX
Radio	25	52	23	111	4	VII
Television	30	38	32	119	2	IV
Mobile phones	20	35	45	125	1	II
Training progs.	20	43	37	112	3	VI

Source: Survey by authors.

Table 3: Satisfaction of the respondents about different information sources.

Sources of information	Frequency of exposure			Total rank	Rank order	
	Less times	Whenever possible	Most of times			
Informal sources of information						
Family members	32	50	18	77	4	VIII
Friends/Relatives	23	57	20	95	3	V
Village leaders	23	18	59	103	2	II
SHG members	18	20	62	118	1	I
Formal source of information						
Newspaper	45	30	25	71	5	IX
Radio	18	52	30	88	4	VII
Television	24	36	40	89	3	VI
Mobile phones	20	55	25	102	1	III
Training progs.	15	42	43	96	2	IV

Source: Survey by authors.

Table 4: Responses regarding exposure to newspaper by the respondents.

No. of family having own subscription (N = 100)		Frequency of reading newspaper (N = 100)		
Subscribe newspaper	Non-subscriber of newspaper	Read occasionally	Read regularly	Don't read/ Can't read
10 (10.00)	90 (90.00)	45 (45.00)	25 (25.00)	30 (30.00)

Source: Survey by authors. Figure in the parenthesis indicates percentage of respondents.

Table 5: Responses regarding exposure to radio by the respondents.

No. of family having own radio (N = 100)		Frequency of listening to radio (N = 100)		
Ownership of radio	Having no radio	Listen occasionally	Listen regularly	Non-listener to radio
12 (12.00)	88 (88.00)	30 (30.00)	23 (23.00)	47 (47.00)

Source: Survey by authors. Figure in the parenthesis indicates percentage of respondents.

Table 6: Responses regarding exposure to television by the respondents.

No. of family having (N = 100)		Having Cable/DTH (N = 100)			Frequency of watching TV (N = 100)		
Ownership of TV	Having no TV	Cable	DTH	Neither Cable/DTH	Watches occasionally	Watches regularly	Don't watches
80 (80.00)	20 (20.00)	53 (53.00)	20 (20.00)	27 (27.00)	30 (30.00)	65 (65.00)	05 (5.00)

Source: Survey by authors. Figure in the parenthesis indicates percentage of respondents.

Table 6 shows the families having TV and having cable or DTH connections and their frequency of watching TV. Finding shows that the TV was the most favourable mass media for entertainment or being aware of empowerment. Most of the respondents had either cable connection or DTH connections for their TV, though most of them had moderate financial condition. Study reveals that, most of the respondents (65; 65.00%) regularly watched TV and 30 (30.00%) watched TV occasionally. Only 5 (5.00%) didn't showed their interest in watching TV. It is logical that, as newspaper cannot process voice and motion picture, radio cannot process still and motion pictures, TV is more influential to the illiterate or neo-literate Santals because of having sight and hearing capabilities simultaneously.

Table 7 represents the findings about the willingness of the respondents about the minimum payment towards cable/DTH for watching TV. It is clear that 56 (56.00%) pay less than Rs. 200 followed by 28 (28.00%) who pay Rs 200-Rs. 300 per month. Most of them had access to private pay channels like ABP Ananda, Zee Bangla, Star Jalsha, Jalsha Movies, Colours Bangla, News Times *etc.* beside the free channel like National Channel (*i.e.* Doordarshan) of television.

Table 8 presents the number of respondents having personal mobile phone, had own data connectivity or not and frequency of exposure to mobile phones. Findings shows that majority of the respondents has personal mobile

Table 7: Pay towards cable/DTH services for TV by the respondents.

Pay for cable/DTH (per month)	Number of respondents (Percentage)
Less than Rs. 200	56 (56.00)
Rs. 200-Rs. 300	28 (28.00)
Rs. 300-Rs. 400	14 (14.00)
Above Rs. 400	02 (02.00)

Source: Survey by authors. Figure in the parenthesis indicates percentage of respondents.

phone (85; 85.00%) and have data connection (60; 60.00%). Most of the responding Santals (80; 80.00%) had exposure to mobile phones at almost all the times and only 15 (15.00%) exposed to mobile phones whenever possible. Respondents who don't have personal mobile phone get various information from their friends, family members or neighbours or at the village shops. It was also observed that, some young respondents found in misuse of mobile phones. Most of the young respondents used their mobile phone for playing *Free Fire*, *Subway Surfers*, *Gully Rummy etc.* games and they also expressed their opinion about earning money from these mobile games.

Table 9 represents the findings about the willingness of the respondents about the minimum monthly payment towards recharge of mobile phones per month. It is clear

Table 8: Responses regarding exposure to mobile phones by the respondents.

Having personal mobile phone (N = 100)		Having Data connectivity (N = 100)		Frequency of exposure to mobile (N = 100)	
Has personal Mobile phone	No personal mobile phone	Yes	No	Whenever possible	Most of the day
85 (85.00)	15 (15.00)	60 (60.00)	25 (25.00)	15 (15.00)	80 (80.00)

Source: Survey by authors. Figure in the parenthesis indicates percentage of respondents.

Table 9: Pay for recharge of mobile phones by the respondents.

Pay for mobile phones (per month)	Number of respondents (Percentage)
Less than Rs. 100	13 (13.00)
Rs. 100-Rs. 200	46 (46.00)
Rs. 200-Rs. 300	18 (18.00)
Above Rs. 300	08 (08.00)

Source: Survey by authors. Figure in the parenthesis indicates percentage of respondents.

Table 10: Preferences/opinions towards various mass media by the respondents.

Preferences/opinions	Number of respondents (Percentage)
Timing of reading/listening/watching	
07:00-08:00 Hrs.	08 (08.00)
08:00-09:00 Hrs.	06 (06.00)
10:00-10:30 Hrs.	14 (14.00)
13:00-14:00 Hrs.	03 (03.00)
17:30-18:00 Hrs.	43 (43.00)
18:00-19:00 Hrs.	22 (22.00)
Any time	04 (04.00)
Mode of reading/listening/watching	
Individually	15 (15.00)
In group	85 (85.00)
Place of reading/listening/watching	
Home	15 (15.00)
Club	30 (30.00)
Tea shop	45 (45.00)
Any other place	10 (10.00)
Preferred format of reading/listening/watching	
Formal discussion	12 (12.00)
Folk items	48 (48.00)
Interview	06 (06.00)
Feature	04 (04.00)

Source: Survey by authors. Figure in the parenthesis indicates percentage of respondents.

that 46 (46.00%) respondents pay Rs. 100-Rs. 200 followed by 18 (18.00%) respondents who pay Rs. 200-Rs. 300 per month. Only 8 (8.00%) pays above than Rs. 300 for recharge of their mobile phones. It is logical that, recently mobile phones have become interactive medium because of the possibility to reach audience personally at all time in the study villages.

Table 10 enumerated the finding of data regarding the preferences and opinions towards exposure to various mass media by the respondents. Findings depicts that 4 (4.00%) persons read newspaper or listen radio or watch TV at any time. This may be that they don't have interest to these media or don't subscribe newspaper or have no personal radio/TV. It was also observed that at morning, they don't prefer in listening radio or watching TV-this may be that in this time they are busy in their work. Evening (17:30-18:00 Hrs.) found to be the best time for reading newspaper or listening radio or watching TV by majority of the respondents (43; 43.00%) followed by the time 18:00-19:00 Hrs (22; 22.00%). Agriculture related programme *Kishanvani* is broadcasted within this time slot every day.

Majority of the respondents (85; 85.00%) expose to various mass media in group while only (15; 15.00%) responded individually. Tea shop is the more preferable place for exposing mass media by 45 (45.00%) respondents followed by 30 (30.00%) respondents. Folk items was found as most preferable format by 48 (48.00%) respondents followed by 12 (12.00%) who like formal discussion published or broadcasted in various mass media.

Table 11 represents the analysis of data pertaining to the hypothesis of the study, to test-

H_0 : There does not exist any significant different in social awareness based on mass media between male and female Santals in the study area.

Against H_1 : The social awareness based on mass media of female Santals is greater than that of male Santals in the study area.

Table 11: t-test showing difference of awareness based on mass media between the male and female Santals.

Sample	Mean (M)	S.D. (σ)	S.E. (σ_e)	t_{obs}	Df= (N-1)+(N-1), where N=100	t=	Conclusion
Male santals	106.18	6.94	3.25	3.40	98	0.96	$t_{obs} > t_{0.05;98}$. H_0 rejected.
Female santals	109.43	9.52					

Source: Findings from the survey by authors.

It is found from the Table 11 that, the male and female Santals do not differ about social awareness based on mass media in the four Santal villages under study. It is also interesting to note that the mean of social awareness based on mass media of female Santals ($\bar{x}_2 = 109.43$) is better than that of the male Santals ($\bar{x}_1 = 106.18$). The result of the study also indicates that, 't' is not significant at 0.05 level which indicates that male and female Santals of the study area do not differ about the mean adjustment ability. It is interesting to note that the mean adjustment ability score of the female Santals is slightly greater than of the male Santals. It may be concluded from the obtained results that male and female Santals do not differ significantly in their attitude and adjustment ability in the society. Thus, the null hypothesis (H_0) is rejected and alternative hypothesis H_1 is accepted.

CONCLUSION AND SUGGESTIONS

The present study depicts that Santals of the selected villages under study are not very much dependent on forest for daily needs but unfortunately, most of them had medium level of information seeking and consumption behaviour due to their socio-economic backwardness, unemployment, massive poverty and illiteracy. On the basis of the finding of the present study, it may be concluded that reading newspaper, listening to radio or watching TV are casual in nature among the Santals of the four study villages of Birbhum district of West Bengal. Messages through entertainment, music, dance, costume, colour in folk drama like *Bhadu*, *Alkap*, folk music like *Tushu gan*, *Bhadu gan*, *Bolangan*, folk-rhymes like *Kabigan* and local *melas* (fairs), *Jatra* (open air opera performance) are still more popular, emotional and influential in providing entertainment, productive, sustainable use of their land as well as other available resources and disseminating information, creating awareness and consciousness to the responding Santals over mass media like radio and TV, for its instant and constant appeal to the illiterate or neo-literate masses. Majority of the respondents belong mobile phones of their own followed by TV and radio. Among the mass media, TV is more preferable than any other mass media as it has sight and hearing capabilities simultaneously. Among the major needs of the respondents towards empowerment were (i) SHG activities, (ii) Agriculture, (iii) Rural credit/Loans respectively. Majority of the respondents preferred to expose to various mass media in the evening from 17:30-19:00 Hrs. Specific format preferred by the respondents were folk items and formal discussions.

Thus, this study, although limited to four Santal villages of Birbhum district of West Bengal, has implication in empowering towards sustainable development among the tribals all over the India. Keeping it in mind modules of the radio or TV programmes may be designed with 'marriage', i.e., keeping a balanced coalition with traditional folk media may be applied based on the major need assessment in specific preferred by the respondents within these time slots

to be more effective for empowering the Santals towards sustainable development in the study area. To overcome the language barrier, radio or TV programmes may be broadcasted in Santali language as in the 8th Schedule of Indian Constitution, the Santali language has been recognised.

There is a need to subsidise the cost aspects related to recharge of Cable/DTH connection and mobile phones. Publication and broadcast of these types of information should be increased in various mass media. Information of these categories should be highlighted as headings in newspapers and specific topics should be announced before time. More programmes should be broadcasted in radio and TV. Government, village leaders, extension agents, Panchayat members should pay more attention to organise audio-visual programmes at regular basis in order to encourage them in developing more awareness and consciousness towards consuming reliable and authentic information for acquiring empowerment towards sustainable development.

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