

A Study On Relationship Between Profile Characteristics And Communication Behaviour Of Tribal Farmers

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ABSTRACT: *The study on relationship between profile characteristics and communication behaviour of tribal farmers, was conducted to study about communication behavior of tribal farmers in Kolli hills in Namakkal district of Tamilnadu. A sample of three hundred tribal farmers (respondents) was selected from the tribal hamlets using proportionate random sampling technique. Sixteen variables were selected. The data were collected with the help of well structured and pretested interview schedule and suitable statistical tools were used to analyse the data. It could be observed that out of sixteen variables studied, Annual income, Mass media experience, innovativeness and risk orientation contributed significantly and positively at one per cent level of probability. Educational status, socio-economic status, achievement motivation, decision making behavior and self confidence of respondents had contributed significantly and positively at five per cent level of probability towards adoption level. All other variables were found to be non-significant.*

Key words: *Tribal, Communication behavior, Profile characters, Relationship.*

1. INTRODUCTION

Tribal communities, the weakest section of the Indian society, constitute 29.9 million, which forms seven per cent of India's total population. Despite the growing importance attached by social scientists to the study of tribal development and consequent prolific growth of literature on the subject, one has reasons to feel dissatisfied with the status of tribal research in India, which is marked by a low level of sophistication. For social scientists, tribes are those which are included in the scheduled tribe list in the Constitution of India. According to Wiktionary's dictionary of Anthropology, a tribe is a social group usually with a definite area, dialect, cultural homogeneity and unifying social organization. A „typical“ tribe is the one, which exhibit an isolated ecology, demography, politics, economy, and other social relations from other ethnic groups. Belonging to over 550 communities, though only 427 are officially recognized, and forming 227 ethnic group, the tribes of India number 67.80 million constituting over 8 percent of the total population of the country as per the latest population census. Tribes are primarily seen as a stage and type of society. They represent a society that lacks the positive traits of modern society and thus constitutes a simple, illiterate and backward society. The tribal society is no longer considered to be tribal. Transhumant are the backward people living in jungles, more or less isolated, and tending to be self-sufficient with limited interaction with other societies governed by their traditional councils. (Darbarilal,1972).

The 414 tribes listed following the 1956 Presidential notification differ greatly in their habitats, modes of production, degree of isolation, degree of acculturation, level of development, social customs, beliefs and so on. The anthropologists' conception of a tribe "as a small, culturally distinct and economically self-sufficient community with a language of its own and autonomous political organisation" is utterly inappropriate to the so-called tribal groups in India. Indian anthropologists have depicted tribes as small, self contained, self sufficient and autonomous communities practicing subsistence economy with limited external trade. Lack of communication facilities is one of the major reasons for agricultural backwardness of tribal villages. The diffusion of knowledge of improved agriculture is limited by the communication gap in tribal society. (Vasanthakumar,1979.)

The scenario of Tribes in Tamil Nadu

In Tamil Nadu state of India the total tribal population is rather small and scattered all over the state. Like the rest of India, the tribal population in the state is found to occur in and around hilly tracts. The tribal population in Tamil Nadu state is about 5.2 lakhs representing 1.10 per cent of the total population of the state. An Indian tribe is a small, culturally distinct and economically self sufficient community with a language of its own and an autonomous political organization. (Goswami 1984). In India the tribes are included in the schedule tribe list in the constitution of India. There are 414 tribes listed as per the 'Presidential Notification' in India. Among the various tribal communities 'Malayali Gounders' of Pachiamalai hills is one of the predominant tribal communities in Tamil Nadu state.(Shanmugaraja,1998). The main aim of the study is to identify the present day communication behaviour of the tribes of this tract. A study on communication network of the theses tribes can serve a lot for enabling agricultural development of this tract.

2. RESEARCH METHODOLOGY

As the primary objective of this study was centered on the communication behavior of tribal people it was planned to select Kolli hills as the study area. Namakkal district has been administratively divided into seven taluks and fifteen blocks. Kolli hills had sixteen revenue tribal villages and five villages were purposively selected based upon its maximum tribal population.

The list of farmers from each selected village was obtained from the gram panchayat office. For the selection of the respondents based on the proportionate random sampling technique was followed to select a sample size of 300 respondents. A well prepared, pre-tested interview schedule is used to collect data from the respondents. Scores were allotted for each question and the scores obtained by the respondents were summed up for the respondent. The respondents were categorized into low, medium and high by using cumulative frequency. Further, the percentage analysis was worked out for the relationship between profile characteristics and communication behavior.

3. RESULTS AND DISCUSSION

Correlation between the social economic and Psychological characteristics of tribal farmers with their communication behaviour (n-300)

Variable No	Independent variables	Correlation coefficient 'r' values
X1	Age	0.096 NS
X2	Educational status	0.266*
X3	Occupation status	0.014 NS
X4	Farm size	0.233 NS
X5	Farming experience	0.143 NS
X6	Annual income	0.296**
X7	Social participation	0.231NS
X8	Socio-economic status	0.109*
X9	Mass media exposure	0.200**
X10	Innovativeness	0.116**
X11	Fatalism	0.059NS
X12	Risk orientation	0.298**
X13	Achievement motivation	0.223*
X14	Economic motivation	0.087NS
X15	Decision making behaviour	0.269*
X16	Self confidence	0.254*

* - Significant at 0.05% level of probability ** - significant at 0.01% level of probability
NS - Non significant

Education and socio-economic status had created a positive and significant Association with their communication behaviour of tribal farmers at 0.05 Percent level of probability respectively. This might be due to the fact that majority of the respondents had acquired education and situation might have influenced the respondents to involve themselves intensively in communication. Education also provided knowledge, skills and positive attitude towards communication and farming which would certainly help in improving the communication behaviour. It has its findings from Subramniom, 2003.

Annual income and mass media exposure in tribal had shown positive and significant Association at 0.01. Percent level of probability. A majority of the respondents were shown high level of annual income in their communication. It was expected that the number of mass media exposure was likely to make them more mature and rational in decision making. It has its findings from Shanmugaraja, 2020.

The risk orientation would indicate the preparedness of the respondents and their families to make use of the avenues of communication provided by mass media and social participation. Such a facilitating nature of risk orientation might be the reason for the positive and significant relationship with communication behaviour of tribal farmers. This finding is line with the findings of Narmatha (2001) and Pradhiba (2003).

It also had positive and significant association with the communication behaviour of the respondents at 0.05 per cent level. It is quite natural to expect better communication behaviour from the farmers who are motivated to achieve more. This is in line to the findings of Shanmugaraja (1998).

Decision making behaviour procession had shown positive and significant relationship at 0.05 Percent level of probability. , hence, it could be inferred that the tribal entrepreneurs who possessed more decision making authority were having additional income. It has its findings from Shanmugaraja, 2008.

Innovativeness was found to have positive and significant relationship with the with their communication behaviour of tribal farmers. The reason might be due to the fact that

innovative thinking enhances the respondents to think beyond the boundaries. An innovative person will always be ready to accept the risk with some level of extent that usually leads to an effective communication. Jothimani (1999) and Lakshmidevi (2004).

Self confidence had also shown a positive Association at 0.05 percent level of probability with their communication behaviour of tribal farmers. The respondents with higher self confidence would have a chance to interact with resourceful persons and thereby this would have enabled them to gain more knowledge about the communication. It is quite obvious that members with high self confidence to improve the communication behaviour of tribal as in the findings of Sanathoi Khuman, 2014.

4. CONCLUSION

It could be observed that out of sixteen variables studied, Annual income, Mass media experience, innovativeness and risk orientation contributed significantly and positively at one per cent level of probability. Educational status, socio-economic status, achievement motivation, decision making behavior and self confidence of respondents had contributed significantly and positively at five per cent level of probability towards adoption level. Variables such as age, occupational status, farm size, farming experience, social participation, fatalism and economic motivation has non significant relationship with the communication behaviour of tribal farmers.

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