

CHAPTER – VI

CONCLUSION

6.1 Introduction

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 India. The findings of the study, limitations of the study, testing of hypotheses, recommendations of the study and suggestions for future research are delineated in this chapter.

6.2 Findings of the Study

Demographic Features of Respondents

There was more number of stakeholders of tribal women empowerment representing the 29-50 years (59.34%), matriculation and pre-university educational background (82.42%), non-officials' category (82.42%), middle and low income groups (82.42%) and Old Mysore regions (54.38%) among the study sample. There were more number of tribal women beneficiaries 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 Mysore region (52.94%) respectively among the study sample.

Communication Media Association of Respondents

A majority of the stakeholders of tribal women empowerment and tribal women beneficiaries are not blessed with adequate media exposure. Most of the media except radio and mobile are not accessible to them. The distribution of responses regarding

the non-accessibility of media include- newspapers (77.83%), magazines (75.57%), television (51.39%), DVD Player (88.67%), tape recorder (94.46%), three in one (97.48%), computer (97.23%), computer with Internet (99.24%), Smart Phone (97.23%) and Cable / Satellite connection (89.92%).

Awareness about Tribal Development Programmes

A majority of the stakeholders of tribal women empowerment and tribal women beneficiaries are not aware of most of the tribal development programmes except Stree Shakti' programme (58.94%), Yashaswini' programme (57.18%), Help Line for Elderly Citizens (53.15%), Ambedkar Housing and Rajiv Gandhi Rural Housing (57.93%), Annabhyoga' programme (100%), Bhagyalakshmi' programme (63.22%) and old age pension programme (98.99%).

They have pleaded ignorance about certain provisions and programmes of tribal development that have a bearing on tribal women empowerment. They include-

- Constitutional provisions (97.48%)
- National Commission for Scheduled Tribes (98.24%)
- National Human Rights Commission (97.48%)
- National Commission for Women (93.45%)
- Indira Gandhi National Tribal University (98.99%)
- Central Government Schemes (91.94%)
- State Government Schemes (89.67%)
- Grassroots level development programmes (86.40%)
- Integrated Tribal Development Project (90.93%)
- Integrated Child Development Scheme (89.17%)
- Tribal Development Block Programme (93.45%)
- Tribal Sub-Plan activities (91.69%)
- Land ownership programme (89.92%)
- Bhoochetana' programme (88.92%)
- Suvarna Bhoomi' programme (92.95%)
- Organic farming' programme (88.92%)
- Raita Mitra' programmes (87.66%)
- Ganga Kalyana' programmes (74.06%)
- Manaswini' programme (87.41%)

- environment protection programme (83.63%)
- Vajapayee Arogyashree' programmes (80.86%)
- Help line – 104 programme (92.44%)
- Distribution of medicare facilities (91.18%)
- Financial assistance by the banks and cooperatives (88.41%)
- Scholarship and educational facilities (57.43%)
- Skill development programmes (91.18%)
- Nursery and women welfare programme (66.25%)
- Residential schools programme (89.67%)
- Self employment programmes (76.07%)
- Health and family welfare programme (79.35%)
- Higher educational facilities (90.18%)
- Infrastructural development programme (78.59%)
- Basic needs programmes (67.76%)
- Agricultural promotion programme (71.54%)
- Horticultural development programme (74.06%)
- Animal husbandry and dairying programme (61.46%)
- Social forestry promotion programme (67.76%)
- Cottage industry promotion programme (87.15%)
- Sericulture promotion programme (84.89%)
- Free electricity supply programme (80.60%)
- Vocational training and self employment programme (77.33%)
- Swarana Jayanti Rojgar Yojana (81.86%)
- Jawaharlal Nehru National Urban and Rural Mission' programme (86.90%)
- Loan and subsidy services (62.97%)
- Santwana' programme (53.90%)
- Human rights protection services (82.12%)
- Human trafficking problem (82.37%) and
- Non-government organizational programmes (66.75%).

Communication Source of Tribal Development Programmes

A majority of the stakeholders of tribal women empowerment and tribal women beneficiaries are not aware of most of the tribal development programmes. They have commonly pointed out that traditional media namely inter-personal communication and extension communication channels were more useful sources of communication on several constitutional institutions, provisions and development projects rather than the new media. The distribution of responses in this regard is as follows.

- Central Government Schemes (traditional media -06.30% and new media- 01.76%)
- State government schemes (traditional media -10.75% and new media- 02.61%)
- Grassroots level development programmes (traditional media -10.58% and new media- 03.02%)
- Integrated Tribal Development Project (traditional media -07.05% and new media- 02.02%)
- Integrated Child Development Scheme (traditional media -08.56% and new media- 02.27%)
- Tribal Development Block Programme (traditional media -04.78% and new media- 01.76%)
- Tribal Sub-Plan Activities (traditional media -06.30% and new media- 02.01%)
- Land ownership programme (traditional media -07.30% and new media- 02.77%)
- ‘Bhoochetana’ programme (traditional media -08.06% and new media- 03.02%)
- ‘Suvarna Bhoomi’ programme (traditional media -05.29% and new media- 01.76%)
- organic farming programme (traditional media -08.33% and new media- 02.77%)
- ‘Raita Mitra’ programme (traditional media -09.07% and new media- 03.27%)
- ‘Ganga Kalyana’ programme (traditional media -20.65% and new media- 05.29%)
- ‘Stree Shakti’ programme (traditional media -49.37% and new media- 09.57%)
- ‘Manaswini’ programme (traditional media -10.08% and new media- 02.51%)
- ‘Yashaswini” programme (traditional media -44.84% and new media- 12.34%)

- ‘Help Line for Elderly Citizens’ programme (traditional media -43.58% and new media- 09.57%)
- ‘Ambedkar Housing and Rajiv Gandhi Rural Housing’ programmes (traditional media -45.34% and new media- 12.59%)
- ‘Annabhagya’ programme (traditional media -82.87% and new media- 17.13%)
- ‘Vajapayee Arogyashree’ programme (traditional media -13.10% and new media- 06.04%)
- Health help line – 104 programmes (traditional media -05.29% and new media- 02.27%)
- Distribution of medicare facilities (traditional media -06.30% and new media- 02.52%)
- ‘Bhagyalakshmi’ programme (traditional media -47.86% and new media- 15.36%)
- Financial assistance (traditional media -08.31% and new media- 03.27%)
- Old age pension programme (traditional media -80.35% and new media- 18.64%)
- Scholarship and educational facilities (traditional media -33.50% and new media- 09.07%)
- Skill development programme (traditional media -06.30% and new media- 02.52%)
- Nursery and women welfare programme (traditional media -26.20% and new media- 07.55%)
- Residential schools programme (traditional media -07.30% and new media- 03.02%)
- Self employment programme (traditional media -16.37% and new media- 07.56%)
- Health and family welfare programme (traditional media -14.36% and new media- 06.30%)
- Higher educational facilities (traditional media -07.05% and new media- 02.77%)
- Agricultural promotion programme (traditional media -18.39% and new media- 10.07%)
- Horticultural development programme (traditional media -17.13% and new

- media- 08.81%)
- Animal husbandry and dairying programme (traditional media -28.46% and new media- 10.08%)
 - Social forestry promotion programme (traditional media -21.41% and new media- 10.83%)
 - Cottage industry promotion programme (traditional media -08.31% and new media- 04.53%)
 - Sericulture promotion programme (traditional media -11.08% and new media- 04.03%)
 - Free electricity supply programme (traditional media -66.50% and new media- 14.10%)
 - Vocational training and self employment programme (traditional media - 16.37% and new media- 06.30%)
 - ‘Swarana Jayanti Rojgar Yojana’ (traditional media -13.10% and new media- 05.04%)
 - ‘Jawaharlal Nehru National Urban and Rural Mission’ programme (traditional media -69.27% and new media- 17.63%)
 - Loan and subsidy services (traditional media -28.72% and new media- 08.31%)
 - ‘Santana’ programme (traditional media -34.26% and new media- 11.84%) and
 - Human rights protection services (traditional media -11.84% and new media- 06.04%).

Role of Media in the Empowerment of Tribal Women

A majority of the stakeholders of tribal women empowerment and tribal women beneficiaries are not satisfied with the role of media in the empowerment of tribal women. The distribution of responses in this regard is as follows.

- Absence of media support for social equality (stakeholders of tribal women empowerment -68.13% and tribal women beneficiaries- 76.67%)
- Promotion of social freedom (stakeholders of tribal women empowerment - 61.54% and tribal women beneficiaries- 73.86%)
- Promotion of social justice (stakeholders of tribal women empowerment - 57.14% and tribal women beneficiaries- 71.90%)
- Eradication of superstitions (stakeholders of tribal women empowerment -

68.13% and tribal women beneficiaries- 68.63%)

- Prevention of human trafficking (stakeholders of tribal women empowerment -57.14% and tribal women beneficiaries- 71.90%)
- Prevention of human rights violation (stakeholders of tribal women empowerment -63.74% and tribal women beneficiaries- 67.97%), promotion of small family (stakeholders of tribal women empowerment - 59.34% and tribal women beneficiaries- 66.01%)
- Prevention of atrocities (stakeholders of tribal women empowerment - 65.93% and tribal women beneficiaries- 67.97%)
- Prevention of female infanticide and feticides (stakeholders of tribal women empowerment -61.54% and tribal women beneficiaries- 66.67%)
- Fight against the drug and liquor addiction (stakeholders of tribal women empowerment -52.75% and tribal women beneficiaries- 64.05%)
- Prevention of child labor and bonded labor (stakeholders of tribal women empowerment -57.14% and tribal women beneficiaries- 65.36%)
- Prevention of dowry system and fight against early marriage (stakeholders of tribal women empowerment -63.74% and tribal women beneficiaries- 73.20%)
- Promotion of social mobility (stakeholders of tribal women empowerment -57.14% and tribal women beneficiaries- 70.59%)
- Promotion of remarriage of divorced / widowed persons (stakeholders of tribal women empowerment -52.75% and tribal women beneficiaries- 67.97%)
- Involvement in social service (stakeholders of tribal women empowerment -72.53% and tribal women beneficiaries- 65.36%)
- Promotion of agricultural and cottage industrial development (stakeholders of tribal women empowerment -65.93% and tribal women beneficiaries- 69.28%)
- Control of economic assets and achievement of financial independence (stakeholders of tribal women empowerment -57.14% and tribal women beneficiaries- 66.01%)
- Promotion of equal property rights (stakeholders of tribal women empowerment -54.95% and tribal women beneficiaries- 64.71%)

- Promotion of family infrastructural development (stakeholders of tribal women empowerment -63.74% and tribal women beneficiaries- 66.67%)
- Promotion of self-employment opportunities (stakeholders of tribal women empowerment -70.33% and tribal women beneficiaries- 64.05%)
- Improvement of economic bargaining power (stakeholders of tribal women empowerment -63.74% and tribal women beneficiaries- 60.78%)
- Business promotion (stakeholders of tribal women empowerment -62.64% and tribal women beneficiaries- 63.73%)
- Betterment of economic status (stakeholders of tribal women empowerment -56.04% and tribal women beneficiaries- 68.63%)
- Development of professional skill and competence (stakeholders of tribal women empowerment -67.03% and tribal women beneficiaries- 67.65%)
- Improvement of saving ability (stakeholders of tribal women empowerment -59.34% and tribal women beneficiaries- 66.01%)
- Preserving goods and services (stakeholders of tribal women empowerment -64.84% and tribal women beneficiaries- 67.65%)
- Marketing goods and services (stakeholders of tribal women empowerment -73.63% and tribal women beneficiaries- 71.57%)
- Obtaining benefits of development projects (stakeholders of tribal women empowerment -62.64% and tribal women beneficiaries- 67.65%)
- Participation in development projects (stakeholders of tribal women empowerment -58.24% and tribal women beneficiaries- 65.69%)
- Development of economic self-sufficiency (stakeholders of tribal women empowerment -60.44% and tribal women beneficiaries- 67.65%)
- Understanding constitutional safeguards and provisions (stakeholders of tribal women empowerment -68.13% and tribal women beneficiaries- 62.09%)
- Understanding the activities of women's commission (stakeholders of tribal women empowerment -58.24% and tribal women beneficiaries- 65.03%)
- Protection of tribal women's political reservation (stakeholders of tribal women empowerment -59.34% and tribal women beneficiaries- 67.65%)
- Understanding the significance of adult franchise (stakeholders of tribal women empowerment -63.74% and tribal women beneficiaries- 68.63%)

- Understanding the significance of electoral reforms (stakeholders of tribal women empowerment -62.64% and tribal women beneficiaries- 66.99%)
- Enhancement of leadership development opportunities (stakeholders of tribal women empowerment -61.54% and tribal women beneficiaries- 66.67%)
- Participation in political activities (stakeholders of tribal women empowerment -67.03% and tribal women beneficiaries- 69.61%)
- Improving political bargaining power (stakeholders of tribal women empowerment -55.24% and tribal women beneficiaries- 66.34%)
- Enhancing political status (stakeholders of tribal women empowerment - 53.85% and tribal women beneficiaries- 64.37%)
- Managing political crises (stakeholders of tribal women empowerment - 56.04% and tribal women beneficiaries- 66.34%)
- Achieving political equality (stakeholders of tribal women empowerment - 72.53% and tribal women beneficiaries- 63.40%)
- Participation in political movements (stakeholders of tribal women empowerment -53.85% and tribal women beneficiaries- 63.73%)
- Participation in elections (stakeholders of tribal women empowerment - 56.04% and tribal women beneficiaries- 66.67%)
- Assertion of rights and privileges (stakeholders of tribal women empowerment -58.24% and tribal women beneficiaries- 66.99%) and
- Networking with civil society institutions (stakeholders of tribal women empowerment -57.14% and tribal women beneficiaries- 63.73%).

Drawbacks of Media in Tribal Women Empowerment

A majority of the stakeholders of tribal women empowerment and tribal women beneficiaries have noted certain drawbacks in the present media services from tribal women empowerment point of view. The distribution of responses in this regard is as follows.

- Absence of commitment to the cause of tribal women empowerment (stakeholders of tribal women empowerment -54.95% and tribal women beneficiaries- 72.55%)

- Lack of decentralization of media services in the tribal areas (stakeholders of tribal women empowerment -67.03% and tribal women beneficiaries- 70.59%)
- Lack of localization of media services in the tribal areas (stakeholders of tribal women empowerment -62.64% and tribal women beneficiaries- 68.63%)
- Lack of area-specific communication services in the tribal areas (stakeholders of tribal women empowerment -62.64% and tribal women beneficiaries- 65.36%)
- Absence of communication component in tribal development projects (stakeholders of tribal women empowerment -61.54% and tribal women beneficiaries- 69.28%)
- Inadequate funds for tribal development communication (stakeholders of tribal women empowerment -74.73% and tribal women beneficiaries- 74.51%)
- Absence of media specialists in tribal development communication projects (stakeholders of tribal women empowerment -63.74% and tribal women beneficiaries- 67.32%)
- Inadequate tribal development communication infrastructural facilities (stakeholders of tribal women empowerment -70.33% and tribal women beneficiaries- 69.28%)
- Absence of resource persons in tribal development communication management (stakeholders of tribal women empowerment -65.93% and tribal women beneficiaries- 67.97%)
- Absence of project-specific communication services in the tribal areas (stakeholders of tribal women empowerment -61.54% and tribal women beneficiaries- 66.67%)
- Absence of planning of tribal development communication activities by experts (stakeholders of tribal women empowerment -63.74% and tribal women beneficiaries- 67.32%)
- Absence of competent human resources for the management of tribal development communication projects (stakeholders of tribal women empowerment -59.34% and tribal women beneficiaries- 70.59%)

- Absence of participatory communication in tribal development projects (stakeholders of tribal women empowerment -65.93% and tribal women beneficiaries- 73.20%)
- Absence of beneficiaries in the tribal development communication projects (stakeholders of tribal women empowerment -59.34% and tribal women beneficiaries- 69.93%)
- Absence of scientific evaluation of tribal development communication projects (stakeholders of tribal women empowerment -68.13% and tribal women beneficiaries- 66.67%)
- Absence of emphasis of tribal women empowerment in the tribal development communication projects (stakeholders of tribal women empowerment -70.33% and tribal women beneficiaries- 67.97%)
- Absence of emphasis on social change among tribal women in the tribal development communication projects (stakeholders of tribal women empowerment -60.44% and tribal women beneficiaries- 66.99%)
- Absence of emphasis on economic development of tribal women in the tribal development communication projects (stakeholders of tribal women empowerment -61.54% and tribal women beneficiaries- 62.74%)
- Absence of emphasis on entrepreneurship development of tribal women in the tribal development communication projects (stakeholders of tribal women empowerment -68.13% and tribal women beneficiaries- 67.97%)
- Absence of emphasis on political leadership development of tribal women in the tribal development communication projects (stakeholders of tribal women empowerment -74.73% and tribal women beneficiaries- 66.01%)
- Absence of emphasis on crisis management capacity of tribal women in the tribal development communication projects (stakeholders of tribal women empowerment -68.13% and tribal women beneficiaries- 62.09%)
- Absence of emphasis on the protection of tribal culture in the tribal development communication projects (stakeholders of tribal women empowerment -67.03% and tribal women beneficiaries- 65.03%)
- Absence of emphasis on tribal women welfare and development programmes in the tribal development communication projects (stakeholders of tribal women empowerment -70.33% and tribal women beneficiaries- 68.63%)

- Absence of emphasis on inclusive development of tribal women in the tribal development communication projects (stakeholders of tribal women empowerment -63.74% and tribal women beneficiaries- 67.32%)

6.3 Testing of Hypotheses

H1. The stakeholders of tribal women empowerment and beneficiaries of tribal women development projects have not gained adequate communications media exposure.

The data reveal that the stakeholders and beneficiaries of tribal women projects in Karnataka state had not enjoyed the benefit of adequate communications media exposure. Hence, the above hypothesis stands proved according to the data analysis.

H2. The stakeholders of tribal women empowerment and beneficiaries of tribal women development projects have not gained awareness about various tribal development programmes.

The data reveal 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 Karnataka State. Hence, the above hypothesis stands proved according to the data analysis.

H3. The stakeholders of tribal women empowerment and beneficiaries of tribal women development projects in Karnataka State have not obtained adequate communication support from the media.

The data reveal that the stakeholders of tribal women empowerment and beneficiaries of tribal women development projects in Karnataka state were not happy with the media support for various tribal development projects in Karnataka state. Hence, the above hypothesis stands proved according to the data analysis.

H4. The stakeholders of tribal women empowerment and tribal women beneficiaries have found that communications media did not play a vital role in the empowerment of tribal women.

The data reveal that stakeholders of tribal women empowerment and tribal women beneficiaries have perceived that communications media did not play a crucial role in the empowerment of tribal women. Hence, the above hypothesis stands proved

according to the data analysis.

H5. The stakeholders of tribal women empowerment and tribal women beneficiaries are not satisfied with the tribal development communication system from the point of view of tribal women empowerment.

The data reveal that the stakeholders of tribal women empowerment and tribal women beneficiaries were not satisfied with the tribal development communication system and services. Hence, the above hypothesis stands proved according to the data analysis.

6.4 Limitations of the Study

It was not practically possible for the researcher to enjoy the benefit of accessibility of data to all the stakeholders of tribal women empowerment and tribal women beneficiaries due to large numbers and lack of time. The usual limitations of the survey method such as time, human inadequacies, resource constraints, recollection and communication were experienced by the researcher. Incidental, purposive and stratified sampling methods were followed in selecting the respondents. Though much care has been taken to collect the primary data, the memory bias on the part of the respondents cannot be completely ruled out.

6.5 Implications of the Study

The state has the obligation to empower the tribes who are excluded from the mainstream of national development. The central, state and local-self governments have a responsibility to formulate suitable policies and develop the tribes. They should not be treated as mere receivers of benefits but they must be actively involved in policy making, planning, implementation and evaluation of tribal development programmes in India. The tribal development projects should be designed after proper analysis of the situations and consultation with the specialists and beneficiaries. The following suggestions are made with a view to improve the status of tribal women in the present times.

6.5.1 Tribal Development Related Suggestions

- The political democracy in India should be converted into a social democracy in order to establish a true welfare state.
- The government policy should be more focused towards bridging the prevailing extreme disparities in the society to realize basic goals of the Constitution.
- The state should play an active role in the process of tribal development with due respect to constitutional mandates.
- The Government of India should formulate a National Policy on Tribal Development in the new millennium.
- The welfare and development of tribes should be viewed at not merely in terms of material needs but equally in relation to non material needs and fundamental rights.
- It is necessary to undertake a ‘look back’ exercise to assess where the tribes stand after 68 years of national independence.
- The constitutional provisions and safeguards for the empowerment of tribes should become justiciable rights.
- The task of ameliorating the socio-economic conditions of the tribes should be accomplished with empathy, sincerity and responsibility.
- About 8 percent of budgetary allocation should be earmarked for the tribal development at national, regional and grassroots level.
- The tribal rights in lands and forests should be respected and implemented through constitutional amendment.
- The tribes should be equipped to participate effectively in a competitive environment dominated by the market forces.
- A variety of positive interventions are required to assist the tribes including land restructuring, employment generation, wage interventions, price interventions and effective implementation of special laws.
- Punitive measures should be ensured for non-implementation of tribal development projects by the elected representatives and officials.
- The basic needs model of development should be adopted in respect of tribal areas which are deprived of basic needs, civic amenities and infrastructural facilities.

- A special programme of an integrated character should be implemented in the tribal areas with intimate collaboration of concerned departments / agencies for the overall development of tribes.
- There is a need to improve the efficiency and coverage of self-employment and wage-employment programmes in the tribal areas.
- The Special Component Plan and Tribal Sub-Plan should be implemented on the basis of suitable administrative infrastructure, both from the personnel and structural points of view.
- The Integrated Tribal Development Project should be implemented on the basis of human resources management, allocation of funds in proportion to the tribe population percentage, active participation of ST beneficiaries and scientific evaluation by the experts.
- Area-specific and target group-specific tribal development programmes should be implemented on the basis of planning from grassroots level upwards.
- Constant monitoring and evaluation of tribal development programmes should be undertaken by effective machinery at local, regional and national levels.

6.5.2 Tribal Women Empowerment Related Suggestions

- The tribal development project authorities should conduct field survey and identify deserving tribal women beneficiaries for the purpose of providing financial assistance.
- The tribal development project authorities should identify the worthy tribal women beneficiaries and extend financial benefits.
- The tribal development project authorities should design the development projects in consultation with the tribal women beneficiaries.
- The tribal development project authorities should give proper orientation to the office-bearers, members and officials about the empowerment of tribal women.
- The tribal development project authorities should deliver the services on the basis of corporate social responsibility.
- The tribal development project authorities should enable the tribal women beneficiaries to develop civic responsibility.

- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of gender equity and justice.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of human rights protection.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of social harmony and unity.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of environment protection.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of cultural promotion.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of community development.
- The tribal development project authorities should enable the tribal women beneficiaries to fight against the oppressive forces in the society.
- The tribal development project authorities should enable the tribal women beneficiaries to adopt the scientific innovations and technological advancements.
- The tribal development project authorities should enable the tribal women beneficiaries to develop leadership qualities.
- The tribal development project authorities should enable the tribal women beneficiaries to develop entrepreneurship.
- The tribal development project authorities should enable the tribal women beneficiaries to develop personality.
- The tribal development project authorities should enable the tribal women beneficiaries to participate in the development projects of government and non-government agencies.
- The tribal development project authorities should enable the tribal women beneficiaries to sensitize the policy makers and officials about their developmental obligations.
- The tribal development project authorities should enable the tribal women beneficiaries to become aware of opportunities of empowerment of women.

- The tribal development project authorities should enable the tribal women beneficiaries to work for social equality.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of social freedom.
- The tribal development project authorities should enable the tribal women beneficiaries to gain the benefit of social justice.
- The tribal development project authorities should enable the tribal women beneficiaries to fight against superstitions.
- The tribal development project authorities should enable the tribal women beneficiaries to fight against human trafficking.
- The tribal development project authorities should enable the tribal women beneficiaries to fight against human rights violation.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of small family.
- The tribal development project authorities should enable the tribal women beneficiaries to prevent atrocities against women.
- The tribal development project authorities should enable the tribal women beneficiaries to prevent female infanticide and foeticide.
- The tribal development project authorities should enable the tribal women beneficiaries to fight against the drug and liquor addiction.
- The tribal development project authorities should enable the tribal women beneficiaries to fight against the child labor and bonded labor.
- The tribal development project authorities should enable the tribal women beneficiaries to fight against the dowry system and fight against early marriage.
- The tribal development project authorities should enable the tribal women beneficiaries to gain the benefit of social mobility.
- The tribal development project authorities should enable the tribal women beneficiaries to actively participate in social service.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of agricultural development and cottage industrial development.

- The tribal development project authorities should enable the tribal women beneficiaries to gain control over their economic assets and achieve financial independence.
- The cooperatives should enable the tribal women beneficiaries to gain equal property rights.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve family infrastructural development.
- The tribal development project authorities should enable the tribal women beneficiaries to gain self – employment opportunities.
- The tribal development project authorities should enable the tribal women beneficiaries to improve production and productivity.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of business promotion.
- The tribal development project authorities should enable the tribal women beneficiaries to improve their economic bargaining power.
- The tribal development project authorities should enable the tribal women beneficiaries to develop professional skill and competence.
- The tribal development project authorities should enable the tribal women beneficiaries to improve their saving ability.
- The tribal development project authorities should enable the tribal women beneficiaries to preserve the goods and services.
- The tribal development project authorities should enable the tribal women beneficiaries to market their goods and services.
- The tribal development project authorities should enable the tribal women beneficiaries to avail the benefits of development projects.
- The tribal development project authorities should enable the tribal women beneficiaries to participate actively in the development projects.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of economic self-sufficiency.
- The tribal development project authorities should enable the tribal women beneficiaries to understand the constitutional safeguards and provisions.

- The tribal development project authorities should enable the tribal women beneficiaries to understand the activities of women's commission.
- The tribal development project authorities should enable the tribal women beneficiaries to gain the benefit of women's political reservation.
- The tribal development project authorities should enable the tribal women beneficiaries to understand the significance of adult franchise.
- The tribal development project authorities should enable the tribal women beneficiaries to understand the significance of electoral reform.
- The tribal development project authorities should enable the tribal women beneficiaries to actively participate in the political activities.
- The tribal development project authorities should enable the tribal women beneficiaries to improve their political bargaining power.
- The tribal development project authorities should enable the tribal women beneficiaries to enhance their political status.
- The tribal development project authorities should enable the tribal women beneficiaries to manage political crisis.
- The tribal development project authorities should enable the tribal women beneficiaries to achieve the goal of political equality.
- The tribal development project authorities should enable the tribal women beneficiaries to participate actively in political movements.
- The tribal development project authorities should enable the tribal women beneficiaries to participate actively in elections.
- The tribal development project authorities should sensitize the tribal women beneficiaries to demand their rights and privileges.
- The tribal development project authorities should enable the tribal women beneficiaries to network with civil society institutions and also to understand the role of getting together.

6.5.3 Tribal Development Projects Related Suggestions

- The tribal development projects should have the state of the art infrastructural facilities to achieve the goal of integrated tribal development.
- The tribal development projects should have adequate skilled and

competent manpower to bring about transformation in the tribal areas.

- The tribal development projects should conduct systematic research in order to find out the needs and demands of tribal women.
- The tribal development projects should deliver beneficiary-friendly services in the tribal areas.
- The tribal development projects should facilitate quick delivery of services in order to win over the confidence of the tribal women.
- The tribal development projects should provide financial assistance to the deserving beneficiaries in order to do justice to their role.
- The tribal development projects should monitor the progress of beneficiaries after delivery of services to ensure optimum utilization of the financial resources.
- The tribal development projects should develop the entrepreneurship of the tribal women after delivery of services to ensure to improve their problem-solving capacity and productivity in the rural areas.
- The tribal development projects should provide suitable opportunities for the development of leadership qualities of the tribal women.
- The tribal development projects should provide socially responsible services in order to build organizational reputation in modern society.

6.5.4 Tribal Development Communication Related Suggestions

- The media services should be decentralized in the tribal areas to facilitate active participation of beneficiaries in the development projects.
- The tribal development projects should have communication component in order to organize suitable media campaigns.
- Area-specific communication services should be rendered in the tribal areas.
- Adequate funds should be allocated for launching tribal development communication campaigns.
- Adequate tribal development communication infrastructural services and facilities are required in the tribal areas.
- Tribal development communication projects should be designed by the media experts.

- The tribal development communication projects should have qualified and trained communication professionals.
- Adequate tribal development project specific communication campaigns should be launched in the tribal areas.
- Adequate participatory communication opportunities should be created in the tribal areas.
- Tribal development communication projects should lay emphasis on tribal women empowerment.
- Tribal development communication projects should lay emphasis on improving media literacy of tribal women.
- Tribal development communication projects should lay emphasis on improving constitutional literacy of tribal women.
- Tribal development communication projects should lay emphasis on improving environment literacy of tribal women.
- Tribal development communication projects should lay emphasis on improving development literacy of tribal women.
- Tribal development communication projects should lay emphasis on human rights literacy of tribal women.
- Tribal development communication projects should lay emphasis on social change among tribal women.
- Tribal development communication projects should lay emphasis on economic development of tribal women.
- Tribal development communication projects should lay emphasis on entrepreneurship development of tribal women.
- Tribal development communication projects should lay emphasis on political leadership development of tribal women.
- Tribal development communication projects should lay emphasis on crisis management capacity development of tribal women.
- Tribal development communication projects should lay emphasis on inclusive and integrated development of tribal women.

6.6 Suggestions for Future Research

This study is an attempt to understand the role of communication in the empowerment of tribal women in Karnataka state. The role of communication in the empowerment of tribal women is a very vast area of research. But during the course of the study, it is understood that there are many areas which warrant serious research interests in this vital area of research. The future generation of researchers can concentrate on communication and educational empowerment of tribal women, communication and social empowerment of tribal women, communication and economic empowerment of tribal women, communication and political empowerment of tribal women, communication and personality development of tribal women, communication and leadership development of tribal women, communication and entrepreneurship development of tribal women, communication and gender justice, communication and tribal transformation, communication and human rights protection, communication and tribal environment protection and communication and social responsibility which are broadly associated with the processes of inclusive development and integrated development of tribal women in Karnataka and Indian Republic.

The role of educational institutions, media organizations and NGOs can also be studied exclusively with reference to tribal women empowerment in modern society. The researcher is very conscious of the significance of the role media in the process of empowerment of tribal women in a developing country like India. It is clearly emphasized that management of tribal development projects in general and empowerment of tribal women in particular are enduring areas of research in India and other developing nations. Hence, a combination of quantitative analysis, qualitative analysis, content analysis, case study and experimental research is strongly advocated for understanding the role of communication in the processes of inclusive development, sustainable development and empowerment of tribal women in future.

6.7 Epilogue

The importance of empowerment of women forming the core of national development strategies is duly recognized in the new millennium. Communications media are indeed effective instruments of development at the grassroots level. The challenge facing the policy makers today is how to strengthen the foundations of the

tribal development, widen the reach of communications media, how to make communications media accessible to women and weaker sections and how to empower the tribal women in every respect. So long as the communications media remains divorced from the overall objectives of integrated tribal development, the goal of empowerment of tribal women remains unfulfilled. The future agenda for the policy makers, administrators and other professionals in the tribal areas must deal with expansion of communications media, manpower development, resource mobilization, improving the delivery system, implementation of development programmes, involvement of women and weaker sections in the implementation of programmes and evaluation of the role of communications media should also be addressed. The Government of India, State Government of Karnataka, Non-Government Organizations, media institutions, community organizations, educational institutions, research institutions and development institutions have to work in close collaboration toward designing tribal development management, tribal communication management and tribal women empowerment oriented communication services in modern times.