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Information Gathering Habits among Tribal People: with special reference to A.B Palli Thanda Anantapur District Andhra Pradesh, India.

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Abstract:

User research has started to be seen as an important part of information packages. Information providers like to broadcast more TV shows to understand the information need of their users and their information-gathering methods so that they can provide better service. The result shows 68.66% of users spend time on television collecting information. Finally, this article highlights the key point and issues related to information gathering, education health agriculture

Keyword:

Information Gathering, Education, Health, Agriculture, Tribal people, Lambadi.

Introduction:

In the 21st century, information plays an increasingly important role in every sphere of the development process. Without information human being can't be survived, they need the information to every stage of life, rising countries transforming the society from an industrial age to an information age. As an outcome now we are surrounded by vast several tools, sources that can provide instant access to information. We can say information is the power of sources any kind of developments to education, health, agricultural

What is Lambadi's?

Banjara (also known as lambadior banjara, gormati, gor-bol and sugali) is a community often described as a nomad from the Indian state of Rajasthan and is now spread across the Indian subcontinent. They have expanded to Maharashtra, Haryana Andhra Pradesh, Karnataka, Madhya Pradesh, Uttar Pradesh and other states in India.

Objectives:

1. To assess the use of information by the Tribal community;
2. To identify the information -gathering habits of Tribal community (Lambadi's)
3. To know the opinion of the respondent to getting information related to health
4. To know the opinion of the respondent to getting information related to agriculture
5. To know the opinion of the respondent to getting information related to educational
6. To know the opinion of the respondent to getting information related to government schemes
7. To know the awareness among the respondent about the RDT/NGO'S

Review of literature

Over 70% of Nigerian women still live in rural communities. Health literacy is an essential prerequisite for the effective management of any health problem. Although many women in the information age can read and write, many women still have difficulty reading and writing. People in rural areas are thought to be more likely to delay treatment for health problems and more likely to suffer from chronic health problems than women in urban areas. However, insufficient information on information literacy on rural women's health in delta state (**Onome Norah Ekoko 2020**)

It is considered the main occupation of the individual, and men and women are engaged in this sector to make ends meet. The main objective of the agricultural workforce is

to increase productivity and profitability. To achieve this, they use scientific, modern and innovative methods in the production process. With the use of technical and scientific methods, production methods have progressed. On the other hand, some marginal small farmers use traditional methods to increase productivity. The main areas examined in this research report include the importance of growth in the agricultural sector, the diversification of agriculture into high-value products and the importance of rural development, and measures to increase agricultural productivity and farmers' conditions. **(Kapur, Radhika 2019)**

India is a largely agricultural country, with 80% of its population living in rural areas, which puts great pressure on education for rural development, but the quality assurance mechanism still at the same time, regulators have been accused of corruption and the absence of an autonomous model. The Indian government is aware of the plight of the education sector and has worked on reforms at all levels. One approach is to develop coherent and comprehensive policies designed to inject excellence. Rural India ensues to be the root of our country. to strengthen the root cause, it is important to receive a full education. if we can consolidate the roots, the fruit harvest should follow closely. The ideas that inspired the rural population will pave the way for the growth of our country in the world. a well-educated Indian agricultural society with a strong value system can leave a permanent mark**(Chandra, Ritu .2014)**

Needs and Significance of the Study:

In this study, the researcher tries to know the types of information required by tribal people, what's the main source they preferred to gather information? The major problems are factor effecting to tribal people during information access, the study suggests different ways to improve communication in agricultural information and health care information and education to development for the tribal people in the rural areas understudy

Scope/limitation of the study:

The study covered only A.B Palli Thanda Anantapur Dist. Andhra Pradesh of India. The study distinguishes based on all rural people

Methodology:

The following methodology has been adopted to conduct the present study. The population of the study the total population of A.B Palli Thanda Anantapur Dist. A.P is around 1000, from that 90 (61 male 29 female) are selected as study through purposive sampling method.

Data analysis &interpretation:

100 questionnaires were distributed out of which 90 were received from the respondents. The data thus collected are presented in the form of tables in this chapter; the data collected from tribal people of a b palli thanda, Anantapur district has been presented. The questionnaire has been distributed to 100 respondents and the collected data has been analyzed and interpreted.

Table: 1 **Distribution According to Gender**

S. No	Gender	Number of questionnaire distributed	Number of questionnaires received
1	Male	66 (66%)	61 (67.77)
2	Female	34 (34%)	29 (32.23)
3	Total	100 (100%)	90 (100)

The table 1.shows the distribution of questionnaires to respondents 100 questionnaires were distributed out of which 90 (90%) were received and respondents according to their gender is presented in the above table. it is observed that 67.7% belong male category and the remaining 32.33% belong to the female category.

Table: 2 **Educational Qualifications**

S. No	Qualifications	Male	Female	Total
1	Illiterate	27	24	51(56.66)
2	Primary level	9	3	12(13.33)
3	Secondary level	10	1	11(12.22)
4	Intermediate level	6	1	7(7.77)
5	Collegiate level	9	0	9(10)
	Total	61	29	90(100)

The qualifications of respondents obtained are shown in table 2, it is observed from the table that the majority of the qualifications of the respondents are illiterates (56.66) and also primary level 13.33% having primary level education are secondary school level 12:12 for that found that and 10.00 a having secondary school collegiate level. There are very least respondents having acquired below intermediate level (7.77%). it can be concluded that the majority of the respondents (56.66) are illiterates.

Tables: 3 **getting information**

S. No	Information Source	Male	Female	Total
1	Tom -Tom (dandora)	111	1117	122818(20)
2	Radio	3	2	5(5.55)
3	TV	42	20	62(68.88)
4	Rachabanda	-	-	-
5	News Paper	5	-	5(5.55)

	Total	61	29	90(100)
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The above table explains that the majority of the respondents (68.88%) are getting information through T.V, followed by tom-tom (20%) and 5.55, of the respondent, are getting information through radio and newspaper. it can be concluded that the majority of the respondents (68.88%) are getting information through T.V.

Table: 4 **Kind of information**

S. No	Kind of information	Male	Female	Total
1	Medical	112	1128	124020(22.22)
2	Agricultural	27	16	43(47.77)
3	Educational	20	3	23(25.55)
4	Other information	2	2	4(4.44)
	Total	61	29	90(100)

It is evident from table 4 that most of the respondents (47.77%) are seeking agricultural information, 25.55 of the respondents are seeking educational information, 22.22% of the respondents are seeking medical information and less percentage of the respondents (4.44%) are seeking other information. it can be concluded that the majority of the respondents (47.77%) are seeking agricultural information.

Table: 5 **Habit of reading newspaper**

Response	Male	Female	Total
Yes	36	4	40(44.44)
No	25	25	50(55.55)
Total	61	29	90(100)

The above table 5 explains that the majority of the respondents (55.55%) are not having the habit of reading newspapers, and (44.44%) of the respondent having the habit of reading newspapers. it can be concluded that the majority of the respondents (55.55%) are not having the habit of reading newspapers.

Tables: 6 **acquiring information from library**

S. No	Kind of Books	Male	Female	Total
1	Health	15	1	6(6.66)
2	Agriculture	8	1	9(10)
3	Education	12	2	14(15.55)
4	Science Technology	9	1	10(11.11)
	Total	34	4	38 (42.22)

It is evident from table 6 that most of the respondents (15.55%) depend on the library to get educational information followed by 11.11% of the respondents to depend on the library to get science & technology information. 10 % 41 of the respondents depend on the library to get agricultural information, and 6.66% of the respondents are depending on the library to get health information. it can be concluded that the majority of the respondents (15.55) are depending on the library to get educational information.

Table: 7 **Getting Health information**

S. No	Health information	Male	Female	Total
1	Elders	1	-	1
2	Staff in the health field	52	26	78(86.66)
3	Village health guides	6	2	8(8.88)
4	Friends	2	1	3(3.33)
5	Voluntary organization (N.G.O)	-	-	-
	Total	61	29	90(100)

It can be observed from the above table7 that most of the respondents expressed that (86.66%) they are getting health information through staff in the health field, 8.88% of respondents are getting information through village health guides. and less percent of the respondents (3.33%) are getting information, through, friends. it can be concluded that the majority (86.66%) of the respondents are getting information through staff in the health field.

Table: 8 **Gathering agricultural information**

S. No	Agricultural information	Male	Female	Total
1	Elders	-	2	2(2.22)
2	Radio	4	1	5(5.55)
3	Ryothu mitra	39	21	60(66.66)

4	TV	13	4	17(18.88)
5	News paper	1	-	1(1.11)
6	Officers in agricultural Dept	4	1	5(5.55)
7	Voluntary organizations (N.G.O)	-	-	-
	total	61	29	90(100)

It can be observed from the above table 8 the respondents (66.66) are gathering agriculture information through ryothu Mitra, 18.88% of the respondents expressed that they are gathering agriculture information from TV. it is also evident from the above table that an equal percentage of the respondents are gathering information from the radio (5.55%) and officers in the agriculture department. it could be concluded that the majority (66.66%) of the respondents are gathering agriculture information through ryothu Mitra.

Table: 9 Getting Educational information

S. No	Educational information	Male	Female	Total
1	Elders	-	-	-
2	Vidya voluntaries	1	-	1(1.11)
3	Educational persons	43	19	62(28.88)
4	Teachers	16	10	26(28.88)
5	Voluntary organization (N.G.O)	1	-	1(1.11)
	Total	61	29	90(100)

It is clear from the above table 9 that 68.88% of the respondents mentioned that they are getting educational information through educational persons and 28.88% of the respondents are getting educational information through teachers. it can be concluded that the majority (68.88%) of the respondents are getting educational information from educational persons.

Table: 10 Information Regarding Government schemes

S. No	Media	Male	Female	Total
1	Tom -Tom (dandora)	23	10	33(36.66)
2	Radio	1	2	3(3.33)
3	TV	15	15	30(33.33)
4	Newspaper	6	-	6(6.66)

5	Elders	-	-	-
6	Government officials	5	2	7(7.77)
7	Neighbours	6	-	6(6.66)
8	Grama Sabhalu	5	-	5(5.55)
	Total	61	29	90(100)

It is evident that most of the respondents (36.66%) are getting information regarding government schemes from tom-tom, followed by 33.33% of the respondents who are getting information regarding government schemes from T.V and 7.77% of are getting information from government officials, followed by equal no. of respondents (6.66%) who are getting information from neighbours. it can be concluded that the majority of the respondents (36.66%) are getting information regarding government schemes via tom -tom.

Table: 11 Information obtaining through R.D.T/N.G.O'S

S. No	Purpose	Male	Female	Total
1	House construction	1	-	1 (01.11)
2	Education	1	2	3(3.33)
3	Saving schemes	1	-	1(01.11)
4	Agriculture	1	-	1(01.11)
5	All the above	57	27	84(93.33)
	Total	61	29	90(100)

it is evident from the above table 11 that most of the respondents (93.33%) are obtaining information through R.D.T/N.G.O'S on the house construction, education, saving schemes, and agriculture. it can be concluded that the majority of the respondents (93,33%) are obtaining information through R.D.T/N.G.O'S on the house construction, education, saving schemes, and agriculture.

Findings and conclusions:

1. Majority of the respondents (56.66%) are illiterates
2. The majority of the respondents (68.66%) are getting information through TV.
3. The majority of the respondents (47.77%) are getting agricultural information.
4. The majority of the respondents (55.55%) are not having the habit of reading newspapers.
5. Majority of the respondents are (15.55%) are depending on the library to get educational information

6. Majority of the respondents (86.66%) are getting information through staff in the health field.
7. The majority of the respondents (66.66%) are gathering agriculture information through ryothu Mitra.
8. Majority of the respondents (68.66) are getting educational information from educational persons
9. Majority of the respondents (36.66%) are getting information regarding government schemes via Tom Tom
10. The majority of the respondents (93.33%) are information obtaining through R.D.T./N.G.O'S from house constructions, education, saving schemes, and agriculture.

Suggestions

1. The schedule tribal people need providing information illiterates to conduct to awareness program through the government interacting initiating to provide the necessary in education health agriculture information, the tribal people are unable to access and utilize this same due to illiterates and awareness so utilize government and NGO need to concentrate to improve the illiterate among the tribal conduct awareness programme, how to access and utilize the available information related to all fields like education agriculture, health government scheme, and savings schemes.
2. Like most of the respondents the main need that gets information from T.V, more number of programmes are to be telecasted relating to needs the information demands of tribal people.

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