

Why is communication strategy essential for tribal development research?: an anthropological study based on Malayali tribal community of Javahdu Hills, Tamil Nadu, South India

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This study is out come of our internship programme, which was undertaken by the Department of Anthropology, University of Madras, sponsored by SST (Srinivasn Service Trust) an offshoot of TVS and the participatory development research experience of forty five days, which was conducted in nine inhabitants of ST (Schedule Tribe) community namely 'the Malayali' community. The people have problems in the fields of education, water and sanitation. The students of M.A Anthropology were divided into three teams namely communication, education and water and sanitation teams. This internship was conducted to understand the problems in water, health and sanitation and education. Communication team used campaign mode to create awareness in the problem found by other two teams.

This study examines that communication strategy is one of the most important research strategies in order to create awareness among the tribal in participatory development research. The main objective of this study was to communicate with the people and to identify their problems, to do campaigning accordingly which was done on identifying the problem and the people were motivated to participate in the programs. The campaign was done in collaboration with the education team and water, health and sanitation team. The people were encouraged to give suggestion to these problems. The mode of campaigning was through street plays based on women empowerment and importance of education, songs based on education, unity and women empowerment, CD shows based on childcare and childbirth, rally for enrolment of children, issuing pamphlets for cholera, games conducted for children like Origami, counting with beads and story reading.

Key words: Anthropology, Tribal community, Participatory research, Communication strategy and Development

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