

COMMUNICATION STRATEGIES & COMMUNICATIONS

1. In their 1961 report, the Dhebar Commission wrote that development programmes aimed at the tribals' all-round progress, including communications should start with the village as the centre: roads should be expanded; posts, telegraphs and telephones should be increased; even air communication should be established; in phasing this programme, priority should be given to the most urgent and daily needs of the tribal people. Communications cover a number of sectors which are vital for all-round development of tribals. They involve not merely physical infrastructure like roads (connecting tribal villages, markets, growth-centres etc.), post and telegraph services, telephones, but also other media like telecom, TV, which were, perhaps, in incipient stages in the early sixties.	
2. Since the times of the Dhebar Commission, communications have undergone revolutionary changes. It is often said that we live in times of information explosion. In fact, we are the target of information, misinformation and disinformation bombardment. In spite of the vastly improved means of communication, we find that communication gap is one of the major hindrances in the promotion of tribal development. Various forms of communication are involved. The first and foremost concerns human communication between the target group and the extension agencies, be it a government or a voluntary agency. In this context, the important point to be noticed is that, from the traditional point of view and because of low level of literacy among tribals, oral culture has been and continues to be dominant among them. Other bridges between the tribals and the outside world are roads, railways, air, inland waters, posts and telegraph, telephone, radio, television, computer etc. Clear strategies need	