

Abstract

Introduction

“Information needs” is an individual or group of desire to locate and obtain information to satisfy a conscious or unconscious need. Information need is one of the important aspects for every community. This “information need” term has become umbrella under which a variety of interpretations fall. Because it is a generic term, it often hides more than it reveals. If information need can be considered a generic concept, then there are subjects which address two types i) Information demands or requirement and ii) Information wants or desires. It has been found from Administrators, Anthropologist, Ethnologists, Social Scientist Researcher and other Studies that the tribal communities usually unable to express their need for information in various matter. Information need is the most essential aspect of our society and it plays a vital role for the overall development. In this society, the different types of community and their caste, religion, tradition are belonging. Where, the Santal community is one of them, and is defined as the most deprived and largest community in India. The Santal dominated area of Baripada Block in Mayurbhanj District, where most of the santal were engaged in rope making activities from several years. The rope making activity fulfilled a positive physical need in the daily requirement of the people and also served to satisfy for self-expression which reveals conscious aesthetic approach. “Sobai rope” is a kind of rope which is produced from grass; it is grown in a wide part of Mayurbhanj District which is mainly used for making rope. Sobai rope which is mostly sold outside the state and foreign country for use in paper manufacturing, household artistic design articles like- Chair, Sofa, Tea pay etc. Today Santal community are needed a proper trend, lack of fund, making facility which is cope up with the present demand of the society.

“Mayurbhanj District is situated in the northern part of Odisha. “The district is bounded in the North-East by Medinipur district of West Bengal, Singhbhum district of Jharkhand in the North-west, Baleshwar district in the South-East and by Kendujhar in the South-West”. There are total 62 tribal groups settled in this District. Odisha is a tribal dominated State with the largest number of tribal communities. Almost 44.21 per cent of the total land areas in Odisha have been declared as Scheduled area. The total tribal population of the State is 8.15 million, who constitute 22.13 per cent of population”.

Objectives of the Study

The objectives of the research study are: -

- i. To draw out the changing pattern of information needs and information seeking behavior of Santal community of Suliapada Block in Mayurbhanj District, Odisha.
- ii. To understand their traditional information needs and information seeking behavior pattern and judge their changing patterns of information needs which fulfill their daily requirement.
- iii. To study their information requirement regarding various areas such as Education, Agriculture, Occupation and to identify the sources of income.
- iv. To find out the condition of their health and hygiene like sanitation, medicine etc, and
- v. To provide the possible suggestions for upliftment of the community.

Research Methodology

The scope of this study is to focus on the changing pattern of information seeking behaviour of Santal community in Suliapada Block, in Mayurbhanj District of Odisha. Mayurbhanj District district has four sub-divisions: Baripada, Kaptipada Bamanghat, Panchapid. The highest numbers of Santal population is found under Baripada Sub-division and Bamanghati Sub-division. The total Block and Tahasils of Mayurbhanj district is 26. Suliapada Block total Gram Panchayat is 16 and total village is 185. From the above-mentioned Suliapada Block, three Gram Panchayat is covered in this study. Then from each Gram Panchayat, two villages are selected by random sampling method. Therefore, from the one blocks total six villages are covered. It is found that the total Santal population of six villages is 3,484. Here only the adult Santal population which is 500 has been taken for the study. Sample survey of 500 respondents of three Gram Panchayat of Chuhat, Kanimahuli, and Ufalgadia. The survey work has done two villages of each Gram Panchayat of Suliapada Block using Stratified Random Sampling Method taking males and females from each mouza. Data were collected through Questionnaire-cum-Interview Protocol, because it is very helpful to receive the maximum responses from each village. Respondents are divided into five strata (i.e., age groups wise) viz., 18-27, 28-37, 38-47, 48-57, 58 above to collect the trends of information needs and information seeking behaviour in various age groups.

Findings

- Educational Information need of the santal community is very low, it is founded that the literacy rate of the male is high than the female.
- They have only (42.4%) education information need.
- Only (1.8%) of respondents are interested about the library.
- For housing information need the Santal community members mainly depend on Panchayat as their information source.
- It has been founded that housing information seeking exists among (42.6%).
- Unemployed persons have less housing information need in comparison to the others. The male population among the Santal community shows their interest in housing information.
- The Santal community of the said localities satisfies their government project related information from Panchayat followed by political workers, B.D.O. office.

Keywords

Information Seeking Behaviour, Santal Community, Suliapada Block, Mayurbhamj District, Odisha