

**Changing Pattern of Information Seeking Behaviour
of Santal Community of Suliapada Block in
Mayurbhanj District, Odisha.**

Synopsis of the Thesis Submitted for the Degree of
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Introduction

Information is recognized as a vital source indispensable for the development of an individual and society. "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 Suliapada Block in Mayurbhanj District, where most of the santal were engaged in agricultural activities from several years. The agricultural 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. Today Santal community are needed a proper trend, lack of fund, making facility which is cope up with the present demand of the society.

"Information seeking behavior" refers to the way people search for and utilize information. The term was coined by Thomas D. Wilson in his 1981 paper, on the grounds that the current 'information needs' was unhelpful as a basis for a research agenda, since 'need' could not be directly observed, while how people behaved in seeking information could be observed and investigated. However, there is growing research linking behaviour to underlying demands in the realm of information needs. In 2000, Information behaviour, which includes both active and passive information-seeking as well as information use, was defined by Wilson as the entirety of human activity in respect to sources and channels of information. He defined knowledge seeking as a deliberate behaviour that results from the need to achieve a specific objective. The micro-level of conduct used by the searcher when engaging with information systems of all kinds is known as information seeking behaviour.

Mayurbhanj District is situated in the northern part of Odisha. There are several groups of tribes settled in this District. The tribes constitute 58.72% of the total population of this District. Through the population of Mayurbhanj is only 6% of the States total population, the tribal population shares a 3.52% of the States total S.T population. Various groups live in this area. Those tribes include Munda, Hos, and Kharias, Bhumujias, Santal and some other tribes.

According to their mythological belief Chae Chpama, Badolliand Koendaforts existed and they had spent happy life over there. They dwelt for a long period enjoying undisturbed joy, peace and untold prosperity at these places. They believed that their happiest period is over; till now they cherish with nostalgia being shaped into their tradition. The tradition says that they were defeated by some intruder and were pushed away from place to place. Then they come to contact with some more civilized people and they were found and brought in the pages of modern history. At this period, they were in Chhotanagpur, especially in the districts of Hazaribagh, Palamau and Singhbhum and neighbouring districts of Manbhum, Midnapur and Birbhum (**Bodding, 1940**).

The Santals are considered one of the largest homogenous Scheduled Tribe (ST) in India. They are in India since time immemorial. It has been argued that the Santals are the only cultured people on the empress of the underlying philosophic speculation and order of the thought that was wide spread in India prior to the rise and social order of pre-Dravidian (**Mohapatra, 1986**). Ethnically the Santal, Ho, Munda and Kharia belong to the same family of Kolarian race and linguistically the Santals are grouped with the Munda family of language. Now a days, the Santal have their own Script which is known as “OLCHIKI” or “OLCHEMED” which belong to the Munda group languages of the Austro-Asiatic language family.

Santal community in Mayurbhanj District constitutes the larger percentage of the population whose information and development need are not adequately met and consequently they have not been able to productively participate in the development process and enjoy the benefits thereof. Equity and justice can be required to any programme for Socio economic development, whether general or in a specific sector should cover and benefit all sections of the society, irrespective of race, cast, colors, religion, culture and other social, economic or political differences. If we study the long history of the Santal community, we have seen that rural communities in Mayurbhanj District have suffered from enjoying any meaningful

development largely because of policy implementation gap artificially created by the Odisha Govt. and political leaders. The consequence of those neglected resulted in rural communities lacking access to basic needs such as water, food, education, health care, sanitation, information and security.

Community information can play a major role by providing them proper information in right time which enables them to raise their standard and knowledge of their law and rights.

Literature Review

The purpose of the literature search is to provide an in-depth analysis of previous research studies on Santal and related aspects have been studied to get a clear picture about the sociological status of the Santals. It helps to measure the quality of works and it is useful to conduct the research efficiently and effectively. For the research work the researcher has gone through several foreign and Indian literatures. I have studied so many National and International journal and visited different places like, Tribal areas, BDO Office, public library, college library, National library, University library and so on.

Statement of the problems

The research study mainly focuses on basis information needs of Santal Community which has same specific problems as follows:

- i) It is very much clearly to identify the information needs of Santal Community, where most of the Santal Community is belonging below poverty line.
- ii) There is no such Community Information Centre in the tribal area where they can judge their basic information.
- iii) What extent the identification of information needs will facilitate to formulate the Santal community's information needs? How to formulate the information needs of this community? What should be the methodology for its formulation.

Objectives of the Study

- i) To draw out 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.

Hypothesis

- i) To identify the information needs and information seeking behavior of the Santal community and to determine their uncertainty of knowledge.
- ii) To find out the information gaps of knowledge than, they can face their different situation.
- iii) To find out such Community Information Centre in the tribal area where they can judge their basic information.

Methodology

The study has been made to explore the information needs of Santal Community of Suliapada Block in Mayurbhanj District, Odisha, which based on both primary and secondary sources data, in the primary data has been use survey questionnaire, on the basis of use random sample survey and all the data has been collect by interviewing the respondents. The secondary data have been collected from literature search help of different library, Visit and Tour program, Community Survey, BDO Office and Community Information Centre of this district. Finally, all the data are arranged in the suitable form, and prepare table and diagram for better understanding through analysis. At last, on the basis of interpretation, conclusion is made.

Scope of the Research Study

The study was designed to focus on the Santal community under the Suliapada Block under Mayurbhanj District, Odisha, to identify their information requirements based on empirical data. The study covers the Santal Community who resides under the Suliapada Block.

As per the Census 2011, Suliapada Block of Mayurbhanj district has total population of 86,355. Out of which 43,238 are males while 43,117 are females. In 2011 there were total 21,297 families residing in Suliapada Block. The Average Sex Ratio of Suliapada Block is 997. The Schedule Tribe (ST) constitutes 41.7% while Schedule Caste (SC) was 7.4% of total population in Suliapada Block. The total literacy rate of Suliapada Block is 66.02%. The male literacy rate is 67.49% and the female literacy rate is 49.22% in Suliapada Block (**Census 2011**). However, this study is a depth study on Santal communities where as there is needed lot of access of information on daily life like, housing, education, Sanitation, finance etc. There is an urgent need to conduct further study of this kind because now a day's community study is neglected on the part of professionals, non-Government and Government. So, the government should develop some polices which will support to enhance the services of government departments to reach the rural mass and to build the community information centre, assist them in their problem which they face every day, and led them to cultural development which completely developed their life style. There are certain areas which require more detailed study they are given below:

- i) A Study of information needs and Sabai Grass making activities of Santal Community.
- ii) Building up a standard community information service that could eradicate ignorance and gives enlighten on how to achieve educational, social, political and cultural activities towards the development of the entire community.
- iii) Design the core concepts of information poverty and communication information service of Santal Community.

It is expected that the present study will serve the purpose of bringing improvement in the different aspects of Santal community and also inform them about the comfortable life style, that they may seek equal facility like the other development community.

Limitation of the Study

The present research study is limited to the Suliapada Block. In this study, Santal community are covered under the study. Those farmers who have engaged in agriculture land but at present, most of them are engaged in collecting forest product and animal husbandry. The Suliapada Block is selected for this study. The total Santal population of suliapada Block is 36,017 where male is 18,035 and female population is 17,982 (censusindia.co.in). During the

sample survey, the researcher chose three Gram Panchayats, with two villages chosen for each Gram Panchayat. The results of the study were undoubtedly based on information gathered from the study's target population. Therefore, the study's findings will have direct relevance for that region even if they might also be applicable to other similarly situated regions across the nation.

Chapterization

The main purpose of this research study is to find out the changing pattern of information seeking of the Santal community of Suliapada Block, in Mayurbhanj District of Odisha. The study tries to identify the daily requirement of the disadvantage community and existing sources of information that can satisfy those daily requirements. For their convenience the Santal are selected different types of sources of information for fulfilling their actual needs. The entire research work will run into eight chapters.

Chapter 1: Introduction

It covers six sub-topics, Background of the Study, Objectives of the Study, Scope and Limitation of the Study, it again di sub-divided into two-part Area Demarcation and Limitation of the study. Choice of the Community, Hypothesis, Significance of the Research Study and all the chapters has been given in the Chapterization.

Chapter 2: Literature Review

It also covers seven sub-topics: Introduction, Information Needs and Information Seeking Behaviour, Information needs of the Santal Community, Literature related to Community Studies, Community Information Services (CIS) and Role of the Library as Community Information Services and Statement of the Problems.

Chapter 3: Research Design and Methodology

Research Design divided four sub-topics, Design of Questionnaire, Data Collection, Data Compilation and Reference (APA Style). Research Methodology is also divided into five sub-topics Literature Search, Population of the Study, Visit and Tour Programme, Community Study and Sample of the Study.

Chapter 4: Information Needs and Information Seeking Behaviour

“Definition of Information Needs and Information Seeking Behaviour” covers three sub-topics, Information Needs, Information Seeking Behaviour and Model of Information Seeking Behaviour.

Chapter 5: Mayurbhanj District: An Overview

It covers fourteen sub-groups, Background of Mayurbhanj District, Location, Origin Development, Natural Resources, Demographic Profile, Climate, Administrative Divisions, Tribal Profile of the District. Infrastructure divided into five sub groups: Road Transport and Communication, Electricity, Irrigation, Banking and Literacy and Education. Poverty divided into three sub-groups: Health care Systems, Child Health and Maternity and Drinking water facility and Sanitation. Occupation, Agriculture, Production Sector and Conclusion are also included in this chapter.

Chapter 6: Santal Community: An Overview

It covers nineteen sub groups, Historical Background of Santal, Origin of Santal, Santal in Mayurbhanj District, Physical features of Santal, The Language and Script of Santal, Education, Economical Background, Settlement and Housing, Traditional dress, Food and Drinks, Professional Occupation, Religion, Celebration of Spiritual Festival, it again sub-divided into eight groups, Baha/Magmore Porab (Flower Festival), Sohoray Porab (Diwali Festival), Dasai Porab (Durga puja Festival), Sakrat Porab (Makar Sankranti), Maghsim Bonga (Conclusion of the Santal Year), Jomsim Bonga (Gate together Festival of Santal), Gomha Porab (Raksha Bandhan), Karam Bonga (Karam Puja). The Political Organisation or Judicial Systems is sub-divided into four groups, Village Council (More Hor), Mapanjhi (Council of Five Majhis), Pargana or Parganit (Village Constitute Body) and Lo Bir (Forest Council or Khunt Council). Village Council (More Hor), again divided into seven sub groups: Majhi Halam (Village Council), Paranic (Assistant Village Headman), Jog Majhi (Deputy of Headman), Jog Paranic (Deputy of Paranic), Godet (Secretary of Village Headman), Naeke (Village Head Priest) and Kudam Naeke (Assistant to Village Priest). Development of Political Organization of Santals of Mayurbhanj District, Marriage, Types of Santali Marriages: Santal marriage is sub-divided in to eleven subgroups, Sange Bariyat Bapla, Sangha Bapla Bapla, Kadam Bapla, Kiring Bapla, Apangir Bapla, Tunki Dipil Bapla, Itut-Sindur Bapla, Kondel Napam Bapla, Duar Lebed Bapla, Haram Bariyat Bapla, and

Ghardi-Jawain Bapla. The Divorce, Ritual at the time of Birth and Death and Funeral are some important topics also discuss in this chapter.

Chapter 7: The chapter seven is “Data Analysis and Findings” of the research study.

Chapter 8: The chapter eight is “Conclusion and Suggestions and Scope for Further Research Work”.

Conclusion

The investigation was designed and carried out for the analysis of Santal Community of Suliapada Block in Mayurbhanj District, Odisha. This analysis was used as a basis for examining the socio-economic developments of the Santal community through community information service. Information service fulfills the demand for information needs of rural communities. The Development of the communities depends on the Socio-economic condition. The upliftment of the Socio-economic position of a community comes through the literary and awareness of facts or information related to their needs or daily lives.

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