

Does Diversifications of Technology Help Promotion of Tribal Community Products - A study of Jharkhand State

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ABSTRACT

Tribal communities are diverse groups of people who have their own unique cultures, languages, and traditions. These communities are spread across various states in India and reside in the forest and hilly regions make up a significant portion of the country populations. As per the census 2011, the population belonging to tribal communities are 196 in India. The tribal population constitutes about 8.9% of the total population in India. The states with the highest tribal populations were Odisha 18.6%, Chhattisgarh 14.6%, and Jharkhand 12.9%. The Tribal economy is mainly condensed around the assemblage and processing of minor forest products and cultivation mostly for the purpose of domestic consumption. They usually fray to meet their economic needs with a base of minimum income. This is due to rational number of tribal being detach from the civilized world. The tribal community lack of organised market as well as financial institution to promote the tribals products local to global. The tribals are often unaware of the consumer taste, preferences and the consumers do not have information about the product that are produced by traditional groups. This is one of the effects of inadequate marketing strategies, technological changes as a result the community is unable to profit from the product that it produces. The Indian government has implemented various policies and Programme to support the development and empowerment of tribal communities. Diversification of technology a key occasion for companies to rapid expanding market and contribution to the economic growth rate. Thus, efficient production and effective promotion to become imperative for the economic development of the communities.

KEYWORDS: Communities, Tribal, Promotions, Strategies, Products, Economic.

1.0 Prelude

India has the second largest tribal population in the world. The Adivasi are heterogeneous tribal groups across the Indian subcontinent the populations of India and Bangladesh making up 8.6% of Indian population according to the 2011 census. Adivasi as the collective for the tribes of the Indian subcontinent. However, tribal and Adivasi have a different meaning “Tribal means a social unit whereas Adivasi means ancient inhabitants. Tribal community are an integral segment of the Indian society since the days of the Ramayana and the Mahabharata. The constitution of Indian does not use the word Adivasi and direct government officials to not use the word in official documents. Hence to many Adivasi people known as tribals. the tribal people through the country have rich traditions, cultural and heritage with unique life style and customs. Despite, some regional variation the tribes share many common traits including living in relative geographics isolation and being relatives more homogeneous and more self-centered than the

non-tribal social groups. The areas inhabited by the tribal constitutes a significant part of the under developed area of country. The latter is home to more the 80% of the tribes which differ from the northeastern tribes in ethnicity and in having experienced greater intrusion of the Indian mainstream and the pan-India model of the state, society, economy, and culture; there are also difference in the extent to which the tribes interact with non-tribal communities. While the northeastern tribes are usually isolated communities, the peninsular India tribes may at times coexist with non-tribal people.

1.1 Objectives of the Study

- To study about the livelihood, cultural heritage of tribal communities of Jharkhand state
- To study development of Handloom, silk products local to global for tribals community
- Impact of Diversification for technology in promotion of tribe products
- Implementation of government policies for growth of tribal communities.

1.2 Research Methodology

The research study is a descriptive and theoretical. study is based on secondary data from various research papers, reports, books, journals, company's websites, Government scheme and online data bases.

2.0 Origin of Tribal in Jharkhand State

Jharkhand, a state embedded in the eastern part of India is renowned for its diverse tribal population and richly biodiverse state as compared to others, because of its maximum area covered with the forests which act as an adequate hotspot of various plants which the tribal use to consume as foods, households use and mainly as medicinal plants. Its diverse tribal population which constitutes a significant portion of its demographics landscape, almost 31-32 tribal communities are found in Jharkhand retain as unique livelihoods, cultural heritage characterized by its rich tradition languages and customs that have persisted for generations.

The origins of Jharkhand tribal population can be traced back to ancient times with archaeological evidence suggesting their presence in the region dating back to thousands of years. The tribes in Jharkhand were originally classified based on their cultural types by the Indian anthropologist, Lalita Prasad Vidyarthi, these classifications were as—

- Hunter gatherer type – Birhor, Korwa, Hill Kharia
- Shifting Agricultural – Sauria, Paharia
- Simple Artisans – Mahli, Lohra, Karmali, Chik, Baraik
- Settled Agricultural – Santhal, Munda, Oraon, Ho, Bhumij

The scheduled tribe (ST) population of Jharkhand state is as per 2001 census 26.3% of the total population. The scheduled Tribe (ST) is primarily rural as 91.7% of them reside in villages.

2.1 Livelihood Opportunities for Tribal Communities

A sustainable livelihood refers by which communities earn a living. In the context of tribal communities critically depends on land and forest resources for historical and ecological regions most tribal people in habit the forest and highly in accessible regions of the state. These communities involve in various customary, usufructuary rights of tribal communities over land and forest it was also an extensive system of production. In social term the common pool natures of resources supported customary rights and prevented the intensification of production in the interest of sustaining the long-term productivity of livelihood resources, such as hunting, fishing, and agriculture as well as modern activities, which have often been modified by state policies and legislation. In recent years the government has been trying to

improve the economic condition of tribal communities by providing them with alternative livelihood opportunities.

The government has also launched several schemes to develop in tribal community. Some micro-enterprises take initiative in tribal areas help in the conservation of natural resources another initiative is the promotion of eco-tourism in tribal areas. This generate income for the tribals and help them to spread awareness about their cultural and way of life, also provide basic amenities such as water and electricity is also being taken care of under these schemes. All these steps aim at improving the living standard of tribal communities and providing them with better livelihood opportunities.

3.0 Government Initiated several programmes for Tribal communities' development: -

- Pradhan Mantri Janjatiya Vikas Mission (PMJVM) – The Programme start with the merger of two earlier schemes for promotion of tribal livelihood 'i.e, Mechanism for marketing of minor forest product (MFP) through the minimum support price. In the next five years 2021-22 to 2025-26 the PMJVM has the vision to strength tribal entrepreneurship initiatives to facilitate livelihood opportunities by promoting more efficient equitable, self-managed optimum use of natural resources, farm/non-farm tribal product promoting under the scheme.
- Marketing and Logistics development for promotion tribal products from the North Eastern Region (PTP-NER) – The Programme has been approved during 2021-22 to strength livelihood opportunities for tribal of north eastern states of India through increased efficiency in procurement, logistics and marketing product of tribals.
- Equity support to National/State Scheduled Tribes finance and Development corporation (NSTFDC/STFDCS) In this program ministry releases the funds in the forms of equity share capital assistance to NSTFDC/STFDCS which is deployed for the purpose of giving concessional loans to eligible members of scheduled tribes (ST).
- NABARD has been closely associated with tribal development and sustainable livelihoods through orchard-based farming systems. The central focus on Adivasi development Programme is "Wadi" model of tribal development worldwide as a sustainable and replicable model for poverty alleviation.

3.1 Cultural and Languages Heritage of Tribes

In response to centuries of colonialism, socio-economic marginalization and cultural assimilation of tribal communities, many treasures relatively new state of Jharkhand situated in the chottanagpur plateau is still less known to most of the people, many rivers like Demodar, Brahmi, Karkhi and Subarnrekha gently flow adding to the charm of Jharkhand state.

Languages - The regional languages that belong to Indo-Aryan branch in Jharkhand there are khortha, Nagpuri and kudmali spoken by sadan, some languages that belongs to the Austroasiatic branch are Mundari by mundas, santhali by santhals and Ho. These languages are belonged to drevidan family are kurkh by Oraon, malto/paharis. Some of the tribes such as santhal, mundas and ho have initiatives to preserving tribal identity and fostering, their intergenerational transmission of indigenous knowledge so has established languages schools' cultural centers and literacy programs aimed at promoting their native languages.

Festivals – cultural revival movements seek to reclaim and celebrate traditions practices rituals and art forms in festivals such as – "Sharul" is celebrating spring season and the sal (*Shorea robusta*) tree get new flowers on their branches it is a worship of the village deity to protect village, the "priest or pahan" fast for a couple of days. "Karma" is held on 11th day of the phase of moon in Bhadra month. The youth of

villages get together in the forest where they dance, sing and collect fruits or flowers for the worship of the deity known as karma devta. "Sohrai" is a cattle festival of Jharkhand it is celebrated during the Amavasya of the month of kartik. "Phaguwa" or Holi" spring festival which falls in the month of phalgun. People collect sal flower special dance and songs on this festival. "Tusuparab" on the last day of posh month people of Bundu, Tamar and Raidh celebrate the harvest festival.

Dance and Music – Traditional tribes costume indicate the state nature, culture, and simplicity of the people. The Adivasi "Mundas, Santhals, Oraon" are born dancers and singers, their songs and music are for people to get together." Paika and Mundari dance form of Mundas their rituals connected with the preparation of war in paika dance. The dancer displays their skills in handling the sword and shield. "Hunta and Jhumar" dance mainly in santhal pargans. "Barao, Domkach, Seraikella chaau dance form of oraon community. Traditional dance, music and folk performances provides platforms for expressing tribal narratives values and aspirations to connect the nature. The grassroot organisations and tribals leaders have been at the forefront of recognition and preservation of indigenous cultural heritage.

3.2 Local to Global promotion of Tribal products

Jharkhand is one of the largest producers of silk in India, and its handlooms industry is also blooming. Due to major population of tribes it also famous for its tribal traditional weaving techniques which have been passed through the generations to indicate authentic tribal cultural designs and high-quality materials products are not only beautiful but also eco-friendly. In a global market huge demand for tribal artifacts, textiles, ornaments, painting, potteries, bamboo products, organic and natural food products. Thus, efficient production and effective promotion become imperative for the economic development of this community. Tribes procure most of the raw materials from the forest and produce a variety of products that have significant symbolism in their culture. These products have a huge demand across the world, especially in the South Asian and Southeast Asian countries as well as in the domestic markets. But the supply of these products is less. The tribes are often unaware of the consumer preferences and the consumers do not have the right information about the products that are produced by indigenous groups it creates a gap.

The government of India established TRIFED in Aug 1987 under the multi state co-operative societies act 1984. It's a national level co-operative governing body. Its main objectives is to ensure the socio-economics development of the Indian tribal community by institutionalizing the trade of minor, forest, agricultural produce, handicraft items produce. TRIFED has created a chain of retail outlet stores called tribes India through which TRIFED provides a sustainable market for tribal art and craft items. There are now more than 130 retail outlets across India and they later to both domestic as well as international markets. Ministry of tribal affairs has introduced a mechanism for marketing minor forest produce through minimum support price and development of value chain for social safety of this forest produce gatherers in 2013.

3.3 Jharkhand Silk Textile and Handicraft Development Corporation (JHARCRAFT)

Government of Jharkhand initiatives to represent the tribal heritage in local to global level. It is a strong backbone of Jharkhand state. JHARCRAFT is an industry department registered under section 26 under companies Act 1956. It was established to develop and support sericultural farmers, weavers, and artisans living in rural areas of Jharkhand. The organisation is running the role of implementation of government funded schemes to promote tasar (silk) handloom, handicraft, cultural and festivals of Jharkhand state. To revive the unique culture expression of tribes and its potential of this sector the government of Jharkhand has taken many steps for its upliftment. Even through such schemes have given

a boost to the production and promotion of tribal produce, the effects have not been significant. Some time they lack the awareness about such schemes and fail to benefit of such schemes. Production of such products may result in large scale employment generation of tribal community.

4.0 Diversification of Technology

Technology in new era can be benefit to tribal products in various ways; by adopting of new technologies very close to world, up to date with current market trends, the business can be improving their productivity reduce costs and increase their competitiveness. This in turn can diversification of technology open new opportunities for growth and expansion additionally by leveraging technology, tribe products can reach customers beyond their local range thus expanding customer base and revenue streams.

Hon'ble Minister (Ex. Sh. Arjun Munda) of tribal Affairs launched GOAL 2.0 program, uplifting tribal communities through digital source to launch the second phase of the online digital upskilling connect and empower of 10 lakh youth and women from tribal communities of the country will act as a bridge for social media. On this program participant will have access to meta business coach –a WhatsApp based learning bot that will give the participant an opportunity to learn skills on how to build and grow their business using Facebook, Instagram, and WhatsApp to empower the participant to play an active role in the digital economy. The program will also include Facebook live sessions in nine different languages. The program aim at empowering youth and women from tribal and indigenous communities to harness the full potential of digital platform and enhancing their leadership skill for driving the community development.

Coffee E-market place for tribal farmer; technology can pay a key role in bridging the information loopholes the exists in agricultures market with the use of blockchain technology in the coffee market represents one such illustration. This is a pilot project which is likely to help an understand the farmers with market in a clear manner and lead to understand of fair price for the coffee producer. It will also reduce the number of layers between coffee growers' tribal farmers and transparency in the traders. On this platform has registered a group of 15 to 20 coffee farmers.

To launches of "Go tribals campaign by Indian tribal under which various major innovative activities were planned to be undertaken to promote the products of tribals.

Tribes India through online marketing platform such as E-Marketing, E-Commerce selling is spreading it's like a wing in the new age of digital world. Flagship of India TRIFED had adopted digital standard mode of financial tractions customers are also encourage to go cashless and pay by credit/debit card.

5.0 Conclusion

The implication of the study is recognizing the state is not only rich in natural resources and minerals but also has enormous cultural heritage despite rapid growth and development in all sectors, the tribal cultural is still well preserved. The tribal population is essential for formulating effective policies and programmes, emphasizing education, skill development and healthcare in tribal area can foster empowerment and sustainable development. Jharcraft respect and values the diverse cultures exiting in the state and contributes widely towards revival of the tribal culture. Government policies also help to develop the tourism, agricultural farming, handlooms, arts, and craft, silk products to produce a good quality. Through the digitalization of the technologies that can helps a lot to grown the tribal businesses local to global level for the different platforms digitally promoting tribal products.

5.1 References

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