



## ROLE OF EXTERNAL AGENCIES IN CHANGING SOCIAL- CULTURE LIFE OF GUJJAR COMMUNITY IN HIMACHAL PRADESH: A MASS MEDIA PERSPECTIVE

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### **Abstract:**

The present century has seen a boom in the field of media and technology. There is hardly any part of our life that has remained untouched by media. After independence, Government launched different policies in order to reach the unprivileged section of society through media. But the perception of Media and its usage has meant differently to different people, depending upon different social cultural milieu. At present, media helps us to understand reality of the world in a better way depending upon our perception. People who are educated and are socially, economically well have a different media perception and are benefitted by it in comparison to those who are marginalized. The present paper tries to study the role of media in changing the social and cultural life of Gujjars a schedule tribe inhabited in Himachal Pradesh. For the purpose of study “Kangra and Chamba district of Himachal Pradesh” has been selected.

### **Introduction**

In primitive societies man lived in very small units, where one's reality of the world defined by the social and culture of the society. The technology explosion in the late 20<sup>th</sup> century resulted in the expansion of all forms of media. Consequently, man's perception of reality was acclimatized through the culture of media. Though, the perception of reality through media depends upon the selective perception and uses of media, in the process individual selects or rejects the message of media. A society or individual accepts those messages which affirm the views of the society and rejects or ignores those messages which are against the standard views of society. Social and cultural values is a forceful determinant how media is perceived by the individual. The advanced societies of the world have a different perception and usage of media in the comparison of those who are unprivileged. This also depends upon the access of media, media literacy, education and all other sources of communication. Mohanty and Parhi,(2011) writes that in India there is totally an insufficient reach of media due to a very complex social system with countess castes-creeds, different social classes and Tribes in the country. A country with such a vast diversity where majority of population is unprivileged and reeling under the inhuman circle of poverty and illiteracy. Media can play a positive role for their development, especially among those people who are living in the remote areas far away from the clamor of the world with their unique identity and culture.

### **Objectives of the study:**

- To study the utilization of mass media among the Gujjars
- To study the impact of mass media among the Gujjars
- To study the expansion of govt. schemes through mass media among the Gujjars
- To study the impact of mass media programs on health, cattle rearing practices and politics through mass media among the Gujjars



**Hypothesis**

Hypothesis 1. There will be no significant difference in the utilization of mass media among the Gujjars in relation to their Gender, Resident and education qualification

Hypothesis 2 There will be no significant difference in the mass media impact among the Gujjars in relation to their Gender, Resident and education qualification

Hypothesis 3 There will be no significant difference in the expansion of govt. schemes through mass media among the Gujjars in relation to their Gender, Resident and education qualification.

**Research Methodology:**

Sampling: 200 For the present study total number of respondents were 200 from Gujjar community surrounding the area of Chamba, Himachal Pradesh with equal representation to the gender. Out of the total sample of 200 respondents, 87.0 percent were rural and 13.0 percent were urban.

**Tools and Techniques:** For the present study self-standardized questionnaire were used. And further the data was analysed by using Mean and, 2 Way Anova.

<b>Analysis and interpretation</b>					
<b>Table 1.1: Showing F Value related to Utilization of Mass Media among the Gujjar Tribes in relation to their Gender, Resident, and Educational Qualification.</b>					
<b>Source</b>	<b>Type III Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Corrected Model	922.297 <sup>a</sup>	12	76.858	12.558	.000
Intercept	417.014	1	417.014	68.137	.000
Resident	5.708	1	5.708	.933	.335
Gender	1.379	1	1.379	.225	.636
Education Qualification	358.066	4	89.517	14.626**	.000
Resident * Gender	.000	0	.	.	.
Resident*Education Qualification	35.930	2	17.965	2.935**	.056
Gender * Education Qualification	31.150	3	10.383	1.697	.169
Resident *Gender *Education Qualification	.000	0	.	.	.
Error	1144.483	187	6.120		
Total	3646.000	200			
Corrected Total	2066.780	199			

a. R Squared = .446 (Adjusted R Squared = .411)

An outlook of the above table 1.1 shows the significance difference related to Utilization of Mass Media among the Gujjar Tribes in relation to their Gender, Resident, and Educational Qualification. The F value related to difference between Genders, resident and educational qualification described as following. The resident (Urban and Rural) of respondents in respect to Utilization of Mass Media among the Gujjar Tribes the ‘F’ value is .933 with significant probability is .335. It shows that ‘F’ value is not significant at 0.05 level of significant, Further it can be concluded that there is no significant difference between the utilization of mass media among Gujjars on the basis of their resident (Urban and Rural). Both the categories, Urban and Rural of Gujjars were having no difference



in the Utilization to the mass media usage. The Gender (Male, Female) of respondents in respect to Mass media utilization among Gujjars related ‘F’ value is .225 with significant probability is .636. It shows that ‘F’ value is not significant at 0.05 level of significant, Further it can be concluded that there is no significant difference between the utilization of mass media among Gujjars on the basis of gender. Both the categories of respondents were having no differences in the exposure to the mass media usage in relation to their sex.

The Educational Qualification of respondents in respect to Mass media utilization among Gujjars related ‘F’ value is 14.626 with significant probability is .000. It shows that ‘F’ value is significant at 0.05 level of significant, further it can be concluded that there is significant difference between the utilization of mass media among Gujjars on the basis of their Educational Qualification. Both the categories of gender were having difference in the utilization to the mass media. The difference is further described in the Mean Plot 1.1.1.

The Resident\*Educational Qualification of respondents in respect to Mass media utilization among Gujjars related ‘F’ value is 2.935 with significant probability is .056. It shows that ‘F’ value is significant at 0.05 level of significant, further it can be concluded that there is significant difference between the utilization of mass media among Gujjars on the basis of Resident\*Educational Qualification. Both the categories, on the basis of Resident\*Educational Qualification of Gujjars were having differences in the utilization to the mass media. The difference is further described in the Mean Plot 1.1.2

The Gender\*Educational Qualification of respondents in respect to Mass media utilization among Gujjars related ‘F’ value is 1.697 with significant probability is .169. It shows that ‘F’ value is not significant at 0.05 level of significant, further it can be concluded that there is no significant difference between the utilization of mass media among Gujjars on the basis of Gender\*Educational Qualification. Both the categories, on the basis of Gender\*Educational Qualification of Gujjars were having no difference in the utilization to the mass media usage.

**Table 1.1.2 Utilization of Mass Media among the Gujjar Tribes in relation to their Gender, Resident, and Educational Qualification.**

Locality	Gender	Education Qualification	Mean	Std. Deviation
Urban	Male	Higher Secondary	9.00	.000
		Graduation	1.00	.000
		Total	7.67	3.114
	Female	Primary Edu.	1.00	.000
		Middle	1.00	.000
		Total	1.00	.000
	Total	Primary Edu.	1.00	.000
		Middle	1.00	.000
		Higher Secondary	9.00	.000
		Graduation	1.00	.000
	Total	4.08	3.969	
Rural	Male	Illiterate	1.00	.000
		Primary Edu.	1.58	2.017
		Middle	2.81	3.114



		Higher Secondary	5.00	3.870
		Graduation	2.33	1.033
		Total	2.80	3.158
	Female	Illiterate	1.00	.000
		Primary Edu.	1.00	.000
		Middle	1.00	.000
		Higher Secondary	6.33	4.131
		Total	1.91	2.582
	Total	Illiterate	1.00	.000
		Primary Edu.	1.43	1.746
		Middle	2.37	2.809
		Higher Secondary	5.17	3.883
		Graduation	2.33	1.033
		Total	2.62	3.065

The above table explored that there was a significant difference between the respondents related to their educational qualification in relation to the utilization of mass media resources. There was found no illiterate, primary and Middle respondents of Gujjar community in the urban area. Further in the rural area Primary and Middle respondents of Gujjar respondents were available. The Mean Value found among male respondents of Higher secondary from urban and rural areas (9.00 & 5.00 respectively) Showing a difference in the utilization of their available mass media resources, comparatively urban male respondents utilize more mass media resources in comparison to rural respondents on the basis of their Higher Secondary Educational Qualification. The graduate respondents of urban area score 1.00 mean values in comparison to rural graduate respondents scored mean value 2.33. Which clearly indicate a significant different related to utilization of resources. Further it can be concluded that rural graduate respondents utilize more mass media resources.

In the case of female respondents from urban and rural areas the in the urban area there was found no illiterate female respondent and there was also no Higher secondary of graduate respondent was found in urban area. In case of female respondents from rural area there was found no respondent from no graduate female respondents. Further the primary and middle level educated female respondents from urban and rural area scored 1.00 mean values respectively which explored no difference in utilization of mass media resources on the basis of their middle or primary level of education. But in case of Middle and graduate level female respondents from rural area scored 1.00 and 6.33 mean value. It indicates a significant difference in utilizing mass media resources. So it can conclude that rural female respondents are utilizing more mass media resources that are having middle and higher secondary level education.

**Hypothesis 2 There will be no significant difference in the mass media impact among the Gujjars in relation to their Gender, Resident and education qualification**



**Table No. 2.1 “F” value for the Influence of Mass Media on culture and social Life of Gujjars in Relation to their Gender, Locality and Educational Qualification**

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	12.428 <sup>a</sup>	12	1.036	9.818	.000
Intercept	203.752	1	203.752	1931.451	.000
Resident	4.591	1	4.591	43.524	.000
Gender	1.237	1	1.237	11.723	.001
Education Qualification	1.856	4	.464	4.399	.002
Resident * Education Qualification	.237	2	.119	1.125	.327
Gender * Education Qualification	5.031	3	1.677	15.896	.000
Corrected Total	32.155	199			

a. R Squared = .387 (Adjusted R Squared = .347)

The analysis of the table 2.1 shows the significance difference related to the Influence of Mass Media on culture and social Life of Gujjars in Relation to their Gender, Locality and Educational Qualification as follows:

The Resident of respondents in respect to the Influence of Mass Media on culture and social Life of Gujjars in Relation to their resident related ‘F’ value is 43.524 with significant probability is .000. It shows that ‘F’ value is significant at 0.05 level of significant, Further it can be concluded that there is significant difference between the Influence of Mass Media on culture and social Life of Gujjars in Relation to their Resident. Both the categories of Gujjars on the basis of Resident were having differences in the influence of Mass Media on culture and social Life of Gujjars in Relation to their Resident. The difference is further described in the table 2.1.1, The Gender of respondents in respect to the Influence of Mass Media on culture and social Life of Gujjars in Relation to their resident related ‘F’ value is 11.723 with significant probability is .001. It shows that ‘F’ value is significant at 0.05 level of significant, further it can be concluded that there is significant difference between the Influence of Mass Media on culture and social Life of Gujjars in Relation to their Gender. Both the categories of Gujjars on the basis of gender were having difference in the Influence of Mass Media on culture and social Life of Gujjars. The difference is further described in the table 2.1.2.

The Educational Qualification of respondents in respect to the Influence of Mass Media on culture and social Life of Gujjars related ‘F’ value is 4.399 with significant probability is .002. It shows that ‘F’ value is significant at 0.05 level of significant, further it can be concluded that there is significant difference between the Influence of Mass Media on culture and social Life of Gujjars in Relation to their Educational Qualification. All the categories of Gujjars on the basis of Educational Qualification were having difference in the Influence of Mass Media on culture and social Life of Gujjars. The Resident\*Educational Qualification of respondents in respect to the Influence of Mass Media on culture and social Life of Gujjars related ‘F’ value is 1.125 with significant probability is .327. It shows that ‘F’ value is significant at 0.05 level of significant, further it can be concluded that there is no significant difference between the Influence of Mass Media on culture and social Life of Gujjars in Relation to their Resident\*Educational Qualification. The Gender\*Educational Qualification of respondents in respect to the Influence of Mass Media on culture and social Life of Gujjars related ‘F’ value is 15.896 with significant probability is .000. It shows that ‘F’ value is significant at 0.05 level of significant, further it can be concluded that there is significant difference between the Influence of Mass Media on



culture and social Life of Gujjars in Relation to their Gender\*Educational Qualification. All the categories of Gujjars on the basis of Gender\*Educational Qualification were having difference in the Influence of Mass Media on culture and social Life of Gujjars.

**Table 2.1.1 Showing Mean differences related to the influence of Mass Media on Culture and Social Life of Gujjars in Relation to their Resident.**

Statement	Locality	N	Mean	Std. Deviation
	Rural	174	1.60	1.069
In your opinion, which mass media does promote western culture?	Urban	26	3.58	.703
	Rural	174	3.54	.830
Is promoting western culture through mass media a threat for your cultural values?	Urban	26	2.23	1.451
	Rural	174	2.49	1.384
After viewing different programs on mass media, is there any change in the following aspects?	Urban	26	1.46	.859
	Rural	174	2.64	1.562
Do you think Mass media can bring a positive change in your life?	Urban	26	1.00	.000
	Rural	174	1.32	.840
Do you think Mass media is exposing different social problems and evils prevalent in the society?	Urban	26	1.00	.000
	Rural	174	1.48	1.007
Any other experience related to media influence on Gujjars' social and cultural life?	Urban	26	1.50	.510
	Rural	170	2.71	1.568

Analyzing the above details, it can be comprehended that there is a significant different among the respondents in the context of their locality. To the question, do you think mass media has an impact on the community? (Mean value urban 1.92 and rural 1.60) which means that respondents from the urban community are more impacted to the media in the comparison of the rural respondents. To the question, regarding the various areas where mass media has an impact, (mean value urban 4.77 and rural 4.39) which shows a significant difference between in the responses of both respondents from the rural and urban. To the question, which mass media promote western culture? (Mean value urban 3.58 and rural 3.54), to the question, is promoting western culture through mass media is a threat for your culture? (Mean value urban 2.43 and rural 2.49), to the question, after viewing different programs on mass media, is there any change in the following aspects? (Mean value urban 1.46 and mean value rural 2.64) do you think mass media can bring a positive change in your life? (Mean value urban 1.00 and rural 1.32) to the question, If yes, in what terms, (mean value urban 3.50 and rural 3.38), do you think mass media is exposing social evils in the society? (Mean value urban 1.00 and mean value rural 1.48), do you think mass media objectively report the threats faced by society? (Mean value urban 2.23 and mean value rural 1.99). To the question, do you have any other experience to share regarding the impact of mass media? (Mean value urban 1.50 and rural 2.71). The difference in the mean value in respect to the locality between urban and rural respondents shows that there is a significant difference in the impact of mass media among the rural and urban. In most of the responses it was found that Gujjars from the urban areas are more impacted to the mass media.



**Table No. 2.1.2 Showing Data Related to difference in the Influence of Mass Media on culture and social Life of Gujjars in relation to their Gender**

Statement	Gender	Mean	S.D.
Do you think mass media has an impact on the community?	Male	1.44	.935
	Female	2.27	1.396
In your opinion, which mass media does promote western culture?	Male	3.62	.832
	Female	3.33	.718
Is promoting western culture through mass media a threat for your cultural values?	Male	2.72	1.401
	Female	1.65	1.011
After viewing different programs on mass media, is there any change in the following aspects?	Male	2.45	1.595
	Female	2.59	1.368
Do you think Mass media can bring a positive change in your life?	Male	1.26	.761
	Female	1.35	.879
Do you think Mass media is exposing different social problems and evils prevalent in the society?	Male	1.38	.870
	Female	1.55	1.174
Do you think media objectively report the social and cultural threats faced by Schedule Tribes?	Male	1.75	1.071
	Female	2.86	.913
Any other experience related to media influence on Gujjars' social and cultural life?	Male	2.64	1.512
	Female	2.27	1.552

Analyzing the above details, it can be comprehended that there is a significant difference among the respondents in the context of their gender. To the question, do you think mass media has an impact on the community? (Mean value among the male respondents is 1.44, whereas among the female respondents mean value is 2.47), which means that female respondents are more impacted to the media in the comparison of the male respondents. To the question, regarding the various areas where mass media has an impact, (mean value male 3.99 and female 5.82) which shows a significant difference in the responses of both male and female regarding the responses of both. To the question, which mass media promote western culture? (Mean value male 3.62 and female 3.33). To the question, is promoting western culture through mass media is a threat for your culture? (Mean value male 2.72 and female 1.65), to the question, after viewing different programs on mass media, is there any change in the following aspects? (Mean value male 2.45 and mean value female 2.59), regarding to the question do you think mass media can bring a positive change in your life? (Mean value male 1.00 and female 1.32) to the question, If yes, in what terms, (Mean value male 3.58 and female 4.27). To the question, do you think mass media is exposing social evils in the society? (Mean value male 1.38 and mean value female 1.55). To the question, do you think mass media objectively report the threats faced by society? (Mean value male 1.75 and mean value female 2.86). To the question, do you have any other experience to share regarding the impact of mass media? (Mean value male 2.64 and female 2.27).

**Hypothesis 3 There will be no significant difference in the expansion of govt. schemes through mass media among the Gujjars in relation to their Gender, Resident and education qualification**



**Table 3.1 Showing ‘F’ Value of Various Groups of Gujjars Formed on the basis of Sex, Locality and Educational Qualification in respect to their Expansion of Government Schemes for the socio-economic upliftment**

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Corrected Model	46.576 <sup>a</sup>	12	3.881	6.859	.000
Intercept	172.264	1	172.264	304.421	.000
Gender	.001	1	.001	.001	.974
Education Qualification	8.510	4	2.128	3.760**	.006
Resident	.258	1	.258	.455	.501
Gender * Education Qualification	2.888	3	.963	1.701	.168
Gender * Resident	.000	0	.	.	.
Education Qualification * Resident	9.791	2	4.896	8.651**	.000
Gender * Education Qualification * Resident	.000	0	.	.	.
Error	105.819	187	.566		
Total	727.000	200			
Corrected Total	152.395	199			

a. R Squared = .306 (Adjusted R Squared = .261)

The analysis of the table 3.1 shows the significance difference related to expansion of government schemes for the socio-economic upliftment of Gujjars through mass media in relation to their Gender, Resident, and Educational Qualification. The F value related to difference between Gender, resident and educational qualification described as following:

The Gender (Male and Female) of respondents in respect to expansion of government schemes for the socio-economic upliftment of Gujjars through mass media ‘F’ value is .001 with significant probability is .974. It shows that ‘F’ value is not significant at 0.05 level of significant, further it can be concluded that there is no significant difference between the expansion of government schemes for the socio-economic upliftment of Gujjars through mass media on the basis of their Gender (Male and Female). The categories, Male and female were having no significant differences in the expansion of government schemes for the socio-economic upliftment of Gujjars through mass media.

The Educational Qualification of respondents in respect to expansion of government schemes for the socio-economic upliftment of Gujjars through mass media related ‘F’ value is 3.760 with significant probability is .006. It shows that ‘F’ value is significant at 0.05 level of significant, further it can be concluded that there is significant difference between the expansion of government schemes for the socio-economic upliftment of Gujjars through mass media among Gujjars on the basis of their Educational Qualification. All the categories on the basis of Educational Qualification were having significant differences in expansion of government schemes for the socio-economic upliftment of Gujjars through mass media. The Resident (Urban and Rural) of respondents in respect to expansion of government schemes for the socio-economic upliftment of Gujjars through mass media among Gujjars related ‘F’ value is .455 with significant probability is .501. It shows that ‘F’ value is not significant at 0.05 level of significant, further it can be concluded that there is no significant difference between the expansion of government schemes for the socio-economic upliftment of Gujjars through mass media





among Gujjars on the basis of gender. Both the categories of gender were having no differences in the expansion of government schemes for the socio-economic upliftment of Gujjars through mass media. The Educational Qualification\*Resident of respondents in respect to expansion of government schemes for the socio-economic upliftment of Gujjars through mass media among Gujjars related 'F' value is 8.651 with significant probability is .000. It shows that 'F' value is significant at 0.05 level of significant, further it can be concluded that there is significant difference between the expansion of government schemes for the socio-economic upliftment of Gujjars through mass media among Gujjars on the basis of Educational Qualification\*Resident. Both the categories, on the basis of Educational Qualification\*Resident of Gujjars were having differences in the expansion of government schemes for the socio-economic upliftment of Gujjars through mass media.

The Gender\*Educational Qualification of respondents in respect to expansion of government schemes for the socio-economic upliftment of Gujjars through mass media among Gujjars related 'F' value is 1.701 with significant probability is .168. It shows that 'F' value is not significant at 0.05 level of significant, further it can be concluded that there is no significant difference between the expansion of government schemes for the socio-economic upliftment of Gujjars through mass media among Gujjars on the basis of Gender\*Educational Qualification. Both the categories, on the basis of Gender\*Educational Qualification of Gujjars were having no difference in the expansion of government schemes for the socio-economic upliftment of Gujjars through mass media.

**Hypothesis 4 There will be no significant difference in the impact of mass media programs on health, cattle rearing practices and politics through mass media among the Gujjars in relation to their Gender, Resident and education qualification**

**Table 4.1 'F' Value of Various Groups of Gujjars Formed on the basis of Sex, Locality and Educational Qualification in respect to impact of mass media programs on Health, Cattle Rearing practices, and Politics.**

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	16.057 <sup>a</sup>	12	1.338	7.741	.000
Intercept	151.437	1	151.437	876.107	.000
Resident	.662	1	.662	3.831**	.052
Gender	6.087	1	6.087	35.217**	.000
Education Qualification	4.291	4	1.073	6.206**	.000
Resident*Gender	.000	0	.	.	.
Resident*Education Qualification	1.826	2	.913	5.283**	.006
Gender*Education Qualification	.601	3	.200	1.158	.327
Resident*Gender*Education Qualification	.000	0	.	.	.
Error	32.323	187	.173		
Total	554.000	200			
Corrected Total	48.380	199			

a. R Squared = .332 (Adjusted R Squared = .289)



The analysis of the table 4.1 shows the significance difference related to impact of mass media programs on Health, Cattle Rearing practices, and Politics among Gujjars in relation to their Gender, Resident, and Educational Qualification. The F value related to difference between Gender, resident and educational qualification described as following:

The Resident (Urban and Rural) of respondents in respect to impact of mass media programs on Health, Cattle Rearing practices, and Politics among Gujjars related 'F' value is 3.831 with significant probability is .052. It shows that 'F' value is significant at 0.05 level of significant, Further it can be concluded that there is significant difference between the impact of mass media programs on Health, Cattle Rearing practices, and Politics among Gujjars on the basis of resident. Both the categories Urban and Rural were having differences in the impact of mass media programs on Health, Cattle Rearing practices, and Politics.

The Gender (Male and Female) of respondents in respect to impact of mass media programs on Health, Cattle Rearing practices, and Politics related 'F' value is 35.217 with significant probability is .000. It shows that 'F' value is significant at 0.05 level of significant, further it can be concluded that there is significant difference between the Male and Female in respect to impact of mass media programs on Health, Cattle Rearing practices, and Politics among Gujjars on the basis of their Gender (Male and Female). Both the categories, Male and female were having significant differences related to impact of mass media programs on Health, Cattle Rearing practices, and Politics.

The Educational Qualification of respondents in respect to impact of mass media programs on Health, Cattle Rearing practices, and Politics related 'F' value is 6.206 with significant probability is .000. It shows that 'F' value is significant at 0.05 level of significant, further it can be concluded that there is significant difference between the impact of mass media programs on Health, Cattle Rearing practices, and Politics of Gujjars on the basis of their Educational Qualification. All the categories on the basis of Educational Qualification were having significant differences in impact of mass media programs on Health, Cattle Rearing practices, and Politics.

The Educational Qualification\*Resident of respondents in respect to impact of mass media programs on Health, Cattle Rearing practices, and Politics of Gujjars related 'F' value is 5.283 with significant probability is .006. It shows that 'F' value is significant at 0.05 level of significant, further it can be concluded that there is significant difference between the impact of mass media programs on Health, Cattle Rearing practices, and Politics among Gujjars on the basis of Educational Qualification\*Resident. Both the categories, on the basis of Educational Qualification\*Resident of Gujjars were having differences in the impact of mass media programs on Health, Cattle Rearing practices, and Politics.

The Gender\*Educational Qualification of respondents in respect to impact of mass media programs on Health, Cattle Rearing practices, and Politics among Gujjars related 'F' value is 1.158 with significant probability is .327. It shows that 'F' value is not significant at 0.05 level of significant, further it can be concluded that there is no significant difference between the impact of mass media programs on Health, Cattle Rearing practices, and Politics among Gujjars on the basis of Gender\*Educational Qualification. Both the categories, on the basis of Gender\*Educational Qualification of Gujjars were having no difference in the expansion of government schemes for the socio-economic upliftment of Gujjars through mass media.



## Findings of the study

1. Both the categories, Urban and Rural of Gujjars were having no difference in the Utilization to the mass media usage.
2. Both the categories of respondents were having no differences in the exposure to the mass media usage in relation to their sex.
3. Both the categories of gender were having difference in the utilization to the mass media.
4. On the basis of Resident\*Educational Qualification of Gujjars were having differences in the utilization to the mass media. Urban male respondents utilize more mass media resources in comparison to rural respondents on the basis of their Higher Secondary Educational Qualification. Further rural graduate respondents utilize more mass media resources. Rural female respondents as compared to urban female respondents were utilizing more mass media resources that are having middle and higher secondary level education.
5. On the basis of Gender\*Educational Qualification of Gujjars were having no difference in the utilization to the mass media usage.
6. Both the categories of Gujjars on the basis of Resident were having differences in the Influence of Mass Media on culture and social Life of Gujjars in Relation to their Resident.
7. Both the categories of Gujjars on the basis of gender (Male and Female) were having difference in the Influence of Mass Media on culture and social Life of Gujjars.
8. All the categories of Gujjars on the basis of Educational Qualification were having difference in the Influence of Mass Media on culture and social Life of Gujjars.
9. There is no significant difference between the Influence of Mass Media on culture and social Life of Gujjars in Relation to their Resident\*Educational Qualification.
10. All the categories of Gujjars on the basis of Gender\*Educational Qualification were having difference in the Influence of Mass Media on culture and social Life of Gujjars.
11. The categories, Male and female were having no significant differences in the expansion of government schemes for the socio-economic upliftment of Gujjars through mass media.
12. All the categories on the basis of Educational Qualification were having significant differences in expansion of government schemes for the socio-economic upliftment of Gujjars through mass media.
13. Both the categories of gender were having no differences in the expansion of government schemes for the socio-economic upliftment of Gujjars through mass media.
14. On the basis of Educational Qualification\*Resident of Gujjars were having differences in the expansion of government schemes for the socio-economic upliftment of Gujjars through mass media.
15. On the basis of Gender\*Educational Qualification of Gujjars were having no difference in the expansion of government schemes for the socio-economic upliftment of Gujjars through mass media.
16. Both the categories Urban and Rural were having differences in the impact of mass media programs on Health, Cattle Rearing practices, and Politics.



17. Both the categories, Male and female were having significant differences related to impact of mass media programs on Health, Cattle Rearing practices, and Politics.
18. All the categories on the basis of Educational Qualification were having significant differences in impact of mass media programs on Health, Cattle Rearing practices, and Politics.
19. On the basis of Educational Qualification\*Resident of Gujjars were having differences in the impact of mass media programs on Health, Cattle Rearing practices, and Politics.
20. On the basis of Gender\*Educational Qualification of Gujjars were having no difference in the expansion of government schemes for the socio-economic upliftment of Gujjars through mass media.

## Conclusion

The study reveals the role of mass media on the lives of the gujjars of Himachal Pradesh. The urban gujjars have good infrastructural and transport communication facilities when compared with that of interior villages. The residents of the road side villages are more exposed to outside when compared with that of the interior tribals. The extension of communication facilities to the interior tribals definitely bring them to the main stream, when they come into contact with the advanced communities of the plain area, they try to change their life styles in the direction of the most civilized communities. Gujjar people who are nomads moving from one place to another with their animals are access to social networking. The role of media in the gujjars development process has been very low. The NGO's agents, the village leaders, the political leaders have to take up this challenging task in order to elevate them into the equals than being to kept aside. The interior tribals should be brought into the mainstream instead of keeping them in isolation. Majority of the gujjars are still ignorant about the government development programs because lack of information and proper motivation. Education media can help a lot for the Tribal Development and change. Television facility should be extended to the tribal areas and also the felt need of setting community TV centres. They treat the folk media items, film and radio media as entertainment. The film media has much effect on the life of the gujjar people when compared to other modern media items. It brought certain change in the dressing pattern of the tribal people. The government public relations department need to pay much attention to organize audio-visual programs regularly in the tribal areas. This kind of media can also create awareness and make them to participate fully in the ongoing development programs and in turn they get the opportunity to contribute for nation development.

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