



ROLE OF MEDIA IN SOCIAL INCLUSION OF SCHEDULED CASTE AGRICULTURE LABOUR IN INDIA

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INTRODUCTION:

In Indian economy labour was major part of the economy to promoting the economic development of the Country. The role of labour is very important but in different causes there is increasing the problems of labour that reason increasing the obstacle of economic development. So to removing those obstacles many factors are helpful. There is one factor media was make the important role to reducing that obstacle and creating awareness about the labour problems. Today media is one of the important medium to increasing the presence of mind to the government as well as society. Media is done the revaluation of Indian society.

Indian Society divided into the difference Castes and Categories. There is around 3000 main Castes and more than 25000 was sub Castes in the Country. Scheduled Caste is one of the major part of the Indian Society. Because of in the total population of Country there is around 16.23 percentage of the Scheduled Caste population live in the Country. Most of Scheduled Caste people living in the rural area. So they have socially excluded from many year of the Indian Society. They have socially and economically one of the backward section of the Society. In Scheduled Caste people they don't have the optimum basic resources for survival and economic growth that reason their living condition are not improved.

The people of Scheduled Caste Category are having the job of organized as well as unorganized sector, but the most of people having the job of unorganized sector. So they having the many social economic problem such as the Caste discrimination, wage discrimination, hours of work, living condition, health, education etc. to reducing that problem and Improving the condition of that

labour it was very necessary to making the proper policy of the Government. But the lack of proper Information Government have not set up the policy. So providing the proper information and to increasing attention for Scheduled Caste labour to the Government is Very important. Media of this Country which is called the fourth pillar of the Democracy is making the very important role to the Country. Media will create the awareness about scheduled castes Agricultural labour in this country

The economic condition of Scheduled Caste Agricultural labour and other upper Caste people there is wide gap. Scheduled Caste people they have not their own business or any firm. In agricultural sector they have not their own land, very few people having very small holding of land. So the percentage of engaged in own business or own firm is very less. That reason the dependency of scheduled caste Agricultural labour was increasing so rapidly to the others land or landlord. So the dependency of the scheduled Caste labour is continuously increasing. In the period of globalization there is increasing disparity of upper caste scheduled caste agricultural labour. To reducing that dependence or disparity is very important to make the proper policy to the government. and in this scenario media will help to the government and Indian society.

Table 1

Occupational Classification of scheduled caste and other caste

Sr.No.	Occupational Classification	Others		Scheduled Castes	
		1991	2001	1991	2001
01	Cultivators	39.14	33.11	25.44	22.08
02	Agricultural Labour	19.66	20.29	49.06	39.16
03	Household Industry	02.56	03.90	02.41	03.70
04	Other Workers	38.04	42.70	23.08	35.05

(Source Census of India 1991 & 2001)

In the above Table No.1 Show's that, there is the occupational classification of the total population and scheduled caste population of India. In

1991 and 2001 there were comparatively shows that the working condition of total other caste population and the Scheduled Caste population. In the chart there is in 2001 decreasing the share of the cultivator's who had their own land compare to 1991. And also decreasing the share of Agricultural labour from scheduled caste but there is largely increasing other type of worker in Scheduled Caste. Because of in agricultural sector there was increasing the problems like not having Regular work, wage discrimination. So the share of scheduled caste agricultural labour was very high compare to total population.

Changing perspective of SC Agricultural labour in 1991-2001

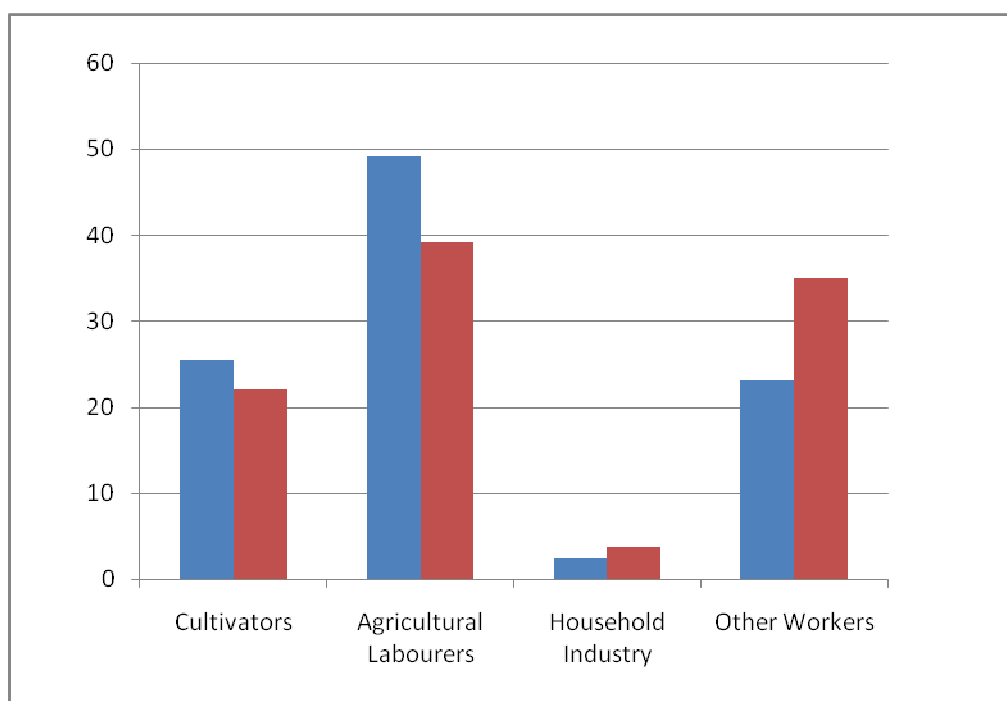


Diagram:-1

Above diagram show's that, the changing perspective of the Scheduled Caste people in 1991 to 2001. In the diagram shows that in 1991 there are 25.44 percentages Scheduled Caste people who having their own land but size of holding is vary less they depending upon the Agricultural. but after 10 years in 2001 there is decreasing the share of Cultivators. And very small percentage of decreasing the scheduled caste agricultural labour. But in that period increased

the share of household and other type labour in different sector of the Indian economy.

Table No 2: Caste wise Classification of People

Sr. No.	Sector	1961			1991		
		Gen	SC	ST	Gen	SC	ST
01	Cultivators	52.78	37.76	68.18	39.74	25.44	54.50
02	Agricultural	16.71	34.41	19.71	19.66	49.06	32.69
03	labour	06.38	06.56	02.47	02.56	02.41	01.01
04	Household Industry	24.13	21.20	09.64	38.04	23.08	11.76

(Source : Census of India 1961 & 1991)

In the above table it shows that, the majeure Caste wise Classification of the population in the Country in 1961 & 1991. Which was engaged to the different sector of economy. The Chart shows that 52 percent other people in 1961 have cultivators but in 1991 the share of cultivators was decline. In the labour context share of labour in different sector was incising in the Scheduled Caste population. In 1991 very few people in all Caste engaged to the household Industry or his own business. In Scheduled Caste other type of worker' share was increased to the year 1961 to 1991. It means that there is increasing the trend of Scheduled Caste Agricultural labour.

The business man and landlord in the Agricultural Sector. There is highly exploitation to the Scheduled Caste Agricultural labour. That is bonded labourers, sending Children to the work, migration to far distance in living place to search the work, caste and wage discrimination. To controlling that exploitation Media will highlight this exploitation of Scheduled caste Agricultural labour in the society and give their rights properly. But media is ignore such problems because of all media power was collected to the upper caste

peoples hand. There is around 70 percent of editor and journalists are from the upper class. They have not interested to focusing the problems of Scheduled Caste Agricultural labour. They promote to the Businessman's and land lord's policy.

Role of media to improvement of scheduled caste labours condition.

1. The media's it's social responsibility to print the news related to the Scheduled Caste labour.
2. To focus the different problem's of Scheduled Caste Agricultural labour such as exploitation, discrimination, untouchability etc.
3. Media is to promote the good relation between the Industrialist, Landlords and Scheduled Caste Agricultural labour to determine wage policy.
4. To make the duty as an intermediate between the Government and Scheduled Caste Agricultural labours.
5. Media will highlight the Scheduled casts Agricultural labour oriented issues in the print and electronic media.

CONCLUSION:

In India the Agricultural labour problems are very serious in general and problems of the Scheduled Caste labour in particular. Our country is seen the dream in 2020 to create the 'Super Power' of India. But in that situation there is increasing the shear of scheduled caste agricultural labour and also the problems of them. so the large share of Indian Society have suffer many social economic problem especially Scheduled Caste Agricultural labours. It is very necessary to make the role of media to improving the social economic condition of Scheduled Caste Agricultural labour and their inclusion to the main stream of the Indian Society.

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