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RESEARCH ARTICLE

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SOCIO-ECONOMIC PROVISIO, MALNUTRITION & MEDIA INVOLVEMENT EFFECTUATE A CHALLENGEABLE ENSUE OF A TRIBAL VILLAGE - THE JUAL BHANGA

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ABSTRACT

Health is determined by several factors including genetic inheritance, personal behaviors, access to quality health care, and the general external environment - like quality of air, water and housing conditions. In recent years, scientists and epidemiologists have turned their attention to a growing range of social and cultural variables as antecedents of health. These variables include SES, race/ethnicity, gender and sex roles, immigration status and acculturation, poverty and deprivation, social network and social support, and the psychological work environment, in addition to aggregate characteristics of the social environments- distribution of income, social cohesion and collective efficacy. In the present era media plays an important role in people's lives. Watching television, surfing World Wide Web, Listening Music, Reading Newspaper and Magazines, all are time framing production of mass media around the clock. The proliferation of communication technologies, audio-visual learning, encourages omnipresence of the media in daily life. Protein Calorie Malnutrition (PCM) is the burning social cohesion and unrest among the tribal people specially who is residing deep inside the forest, their nutritional value in daily food habit was based on forest collection only. But illiteracy, lack of awareness, shy behaviour and socio-economic proviso did not explore such endeavor to avail proper nutrition. Thus, they are suffering from Malnutrition since decades. The present study peered into Media involvements which effectuate a challengeable ensue to the Santal and Lodha population of the tribal village, Jual Bhangra. The potential role of the media as an actor in the public health ensue, that is, how it can use its presence and power to lead to the mobilization of societal action that creates a challengeable conditions for restriction and protection of Malnutrition in the process of eradication from grass-root level, while Jual Bhangra Tribal village is an unique accumulation towards socio-economic amplifications.

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INTRODUCTION

Socio-economic status always eventuates the juxta positions of a particular society at large, which can be emphasized on the social determinants of health also conceptualized as influencing health at multiple levels throughout the life course. Poverty can be determined as an exposure to influence the health of individuals at different levels of organization—within families or within the neighborhoods in which individuals reside.

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Moreover, these different levels of influence may co-occur and interact with one another to produce health. The detrimental health impact of growing up in a poor family may be potentiated if that family also happens to reside in a disadvantaged community (where other families are poor) rather than in a middle-class community. Furthermore, poverty may differentially and independently affect the health of an individual at different stages of the life course (e.g., in utero, during infancy and childhood, during pregnancy, or during old age). The importance of effective communication among public health officio, the media, and the public is particularly critical during crises. During such times, the news media play an important role in amplifying or attenuating the public's perception of risk and serve as a key link in the risk communication process.

In recent years, scientists and epidemiologists have turned their attention to a growing range of social and cultural variables as antecedents of health. These variables include SES, race/ ethnicity, gender and sex roles, immigration status and acculturation, poverty and deprivation, social network and social support, and the psychological work environment, in addition to aggregate characteristics of the social environments- distribution of income, social cohesion and collective efficacy. Protein Calorie Malnutrition (PCM) is the burning social cohesion and unrest among the tribal people specially who is residing deep inside the forest, their nutritional value in daily food habit was based on forest collection only. But illiteracy, lack of awareness, shy behavior and socio-economic proviso did not explore such endeavor to avail proper nutrition. Thus, they are suffering from Malnutrition since decades. The present study peered into Media involvements through watching television, surfing World Wide Web, listening Music, reading Newspaper and Magazines, these are time framing production of mass media around the clock, effectuate a challengeable ensue to the Santal and Lodha people of the Jual Bhanga, a tribal village. The potential role of the media as an actor in the public health ensue, that is, how it can use its presence and power to lead to the mobilization of societal action that creates a challengeable conditions for restriction and protection of Malnutrition in the process of eradication from grass-root level, while Jual Bhanga Tribal village is an unique accumulation towards socio-economic amplifications.

There are several scientists who emphasized and explored about the captioned matter of which few are mentionable to substantiate the present context. Berkman and Kawachi in 2000, Marmot and Wilkinson in 2006 described that, health is a determined factor for a growing body which has documented and have associations between social and cultural factors. An association between SES and health has been recognized for centuries by Atonosovsky in 1967. He narrated socioeconomic differences in health are large, persistent, and widespread across different societies and for a diverse range of health outcomes. Dr. Suparna Sanyal Mukherjee described why the Lodhas are abdicate their traditional occupation in The Lodha – Compelled to Abdicate Traditional Occupation Due to Indian Forest Act, The International Journal Of Humanities & Social Studies, Vol 3 Issue 11, Nov-2015, Page-238-24. She also narrated in her article Indian Forest Act & Democracy: Effects on Traditional Tribal System, Main Stream Weekly, Vol LIV, No 18, New Delhi, April 23, 2016. pp- 17-19. Dr. Sanyal Mukherjee also narrated the entire Tribal situation and their transitional phase in her Book “Impact of Indian Forest Act On The Forest Dwelling Tribes”, in Aug 2017. Dr. Sanyal Mukherjee narrated the exact situation of the Forest Dwelling Tribes in her published Book “Impact of Indian Forest Act on the Forest Dwelling Tribes” on Aug 2017. Gillespie, Stuart 2003 narrated in his book The Double Burden of Malnutrition in Asia, that malnutrition is heterogenic conditions and people are suffering from it in wider scale, protection, restriction and eradication is an essential aspects for protecting society at large.

The Role of Media: Mass media plays a central role in people's lives. Its importance is evident in the amount of time people spend watching television, surfing the World Wide Web, listening to music, and reading newspapers and magazines. The delivery of information through mass media is instant and available around the clock. The proliferation of communication technologies— miniature TVs, handheld radios, and personal computer companions such as Blackberry and Palm Pilot—contribute to the omnipresence of the media in daily life. More and more, a growing proportion of “life experience” is mediated through communication technologies instead of being directly experienced or witnessed. The public health community and policy makers often do not appreciate the importance and power of the media in shaping the health of the public. More importantly, media outlets or organizations do not see themselves as a part of, or contributing to the public health system. However, the media plays a number of roles in educating the public about health issues and has a responsibility to report accurate health and science information to the public.

The media involvement in the Jual Bhanga village is a unique step forwarding measures for future aspirations to restrict malnutrition among the tribal people especially who are lack in knowledge of their nutritional aspects and daily food intake including values. The measures were taking through audio-visual method of explanations of daily food details, nutritional value, health protection, supportive health prospects along with strengthening of physic.

Malnutrition & Its Impact: Nutrition is ensured by regular intake of balanced diet, capable of supporting the consumer, in a state of good health by providing the desired nutrients optimally, providing the right amount of energy to execute normal physical activities. If the total amount of nutrients provided in the diet is insufficient, a state of under nutrition will develop. Under nutrition will lead to malnutrition and ultimately to severe malnutrition.

Factors Affecting the Nutrition

Cultural Influences

-) Food habits, customs & belief
-) Religious beliefs
-) Food fads
-) Cooking practices, child rearing practices

Socio-Economic Factors

-) Poverty
-) Awareness
-) Education

Knowledge

Media & Health

The relationship between media and health related with social networks, social support for the health issues are bidirectional in two ways.

-) First, major illnesses (such as a diagnosis of depression) can be a potent trigger of changes in social networks and social support. Depression typically results in social withdrawal, while newly diagnosed patients may find that members of their social network when suffer from a particular disease needs support to fight against such disease.
-) Second, social networks and social support can be both a positive and negative influence on health outcomes simultaneously.

Thus, the association between social networks and social support with the health also may reflect confounding by a third variable, such as temperament or personality. While media has a definite role to generate consciousness among the sufferers who are not aware about their health problems under the surveillance of socio-economic provisions. The concerned tribes collected their daily food from the forests which are the rich sources of protein, vitamin, carbohydrates and other essential nutrients. Daily consumption of such essential forest foods are their main sources of nutrition, without proper knowledge and uses they could not collect properly also could not use it in proper fashion and manner, suffers from Malnutrition. Socio-economic structure and provisions never compromise such situation to overcome the problem which they are suffering from since decades. The media involvement through audio-visual learning help them to identify the perfect nutrients and uses thereof for maintaining good health, fighting against diseases and from malnutrition. Protein Calorie Malnutrition is a common phenomenon among most people especially indigenous mass, the tribes. The forest-based tribes who were/are suffering from Malnutrition since decades. Being ousted from their own domain the forest, by dint of implementation of the Indian Forest Act 1865.

Table 1. Population Distribution of the Studied Tribes

SN	Name of the Tribes	Total Popu	Children 11-14yrs age				Adult 15-50 yrs age				Aged above 60 yrs			
			Male T%		Female T%		Male T%		Female T%		Male T%		Female T%	
01	Lodha	156	29	18.59	15	09.62	37	23.78	29	18.59	19	12.18	27	17.35
02	Santal	58	07	12.06	08	13.79	12	20.68	10	17.24	09	15.51	12	20.68
03	Total	214	36	16.82	23	10.74	49	22.89	39	18.22	28	13.08	39	18.22

Table 2. Family Size of the Selected Tribes

SN	Name of the selected Tribes	Total no of Household	Small Family size (Members up to 4 persons)	Medium Family Size (Members 5-10 persons)	Large Family Size (Members more than 10 persons)
		Total %	Total %	Total %	Total %
01	Lodha	28	73.68%	05	17.85 %
02	Santal	10	26.31%	02	20%
03	Total	38	100 %	07	18.42%

Table 3. Degree of Dependence on the Forest for Collections of Non-Timber of Minor Forest Produces

SN	Name of the Selected Tribes	Total No of Population	Regular Dependence	Occasional Dependence	Non-Dependence
			Total %	Total %	Total %
01	Lodha	156	40 26%	35 23%	81 51%
02	Santal	58	08 14%	15 26%	35 60%
03	Total	214	48 22%	50 23%	116 54%

Table 4. Collection of Seasonal Flowers, Fruits, Roots and Tubers from the Forest & Market Through one Calendar year by the Lodha, and the Santal without Media Involvement

Sl. NO.	Name of the Forest Items	Forest Items used as	Forest items procured / preserved calendar wise	
			English Calendar	Bengali Calendar
1.	Mahua (Madhuca latifolia)	Food (June - July)	March - April	Falgun - Baishak
2.	Sal (Shorea robusta)	Food (flowers, seed) Oil (Seeds) making plates, donga (Bowl), Bidi, Wrapper, Invitation for marriage (Leaves)	March - April	Falgun - Baishak
3.	Kendu (Diospyros melanoxylon)	Leaves (For making Bidi)	April - May	Chaitra - Jaishtha
4.	Mattna	Leaves (vegetables, Food) Dryleaves in winter	April - May December - January	Chaitra - Jaishtha Aghravam - Mag
5.	Banyan (Bar)	Leaves (Fodder), Fruits (Food)	Throughout the year	Sara Bachor
6.	Neem	Leaves, Bark, Fruit (Medicine) Seeds (Oil).	Throughout the year	Sara Bachor
7.	Bhadur Sag	Vegetable	March	Magh - Falgun
8.	Dumur (Fig)	Fruits (Vegetables) Leaves (Fodder)	Throughout the year	Sara Bachor
9.	Amra (Hog Plum)	Fruit (Food, Medicine)	Throughout the year	Sara Bachor
10.	Bhelwa (Wild Cashew)	Nuts (Food, Oil) Raw juice - (Medicine, Acid, Pesticide)	May-June	Baishak-Ashar
11.	Jamun	Fruit (Food, Medicine)	June-July	Jaishtha - Sraban
12.	Mango	Fruit (Green, Burnt, Ripe, Food, Medicine at different stage)	April - July	Baishak - Sraban
13.	Bel	Fruit (Food Medicine)	May-June	Baishak - Ashar
14.	Char (Chiranjee)	Fruit (Food, Dry Seeds as Nuts exchange for salt)	April - May	Chaitra - Jaishtha
15.	Arjun	Bark (Medicine)	April - May	Chaitra - Jaishtha
16.	Kheer Kanchan	Fruit (Medicine for increasing mother's milk taken with cow milk or water)	January - December	Sara Bachor
17.	Sharifa (Wild Custard fruit)	Fruit (Food)	August - September	Sraban - Aswin
18.	Ber (Kw)	Fruit (Food)	March - April	Falgun - Baishak
19.	Kundri	Fruit (Vegetable)	June-August	Jaishtha - Bhadra
20.	Porho (Tuber)	Tuber (Food)	July - August	Jaishtha - Bhadra
21.	Kanthal (Jack Fruit)	Fruit (Food) Leaves (Fodder)	July - August	Jaishtha - Bhadra
22.	Arum (Kache)	Stem & Root (Food)	Throughout the year	Sara Bachor
23.	Mushroom (Wild)	Vegetables	Throughout the year	Sara Bachor
24.	Ghenti Sag	Vegetable, Medicine	Throughout the year	Sara Bachor
25.	Jhitti, Jhubra, Chaulisanga, Jaributti	Putrichal Combinedly used for fermentation at Hariaya	Throughout the year	Sara Bachor
26.	Bhootnashal	Storage Root (Medicine) Resins Collected and their use	Throughout the year	Sara Bachor
27.	Sal	Resin (Incense Stick, gum)	January - December	Sara Bachor
28.	Babool	Resin (Gum)	January - December	Sara Bachor

Table 5. Collection of Forest Food Products by the Tribes, Quantum of Protein (In 100gm), Calorie and Nutritional (Protein) Value in Connection with Media

SN	Name of the Forest Items	Forest Items Used as	Collected by Tribe/s	Protein in 100gm	Calorie	Nutritional (Protein) Value.
01	Amra(Hog Palm raw)	Fruit	Lodha & Santal	0.7 gm	46	1%
02	BhadurSag(Vegetables)	Leaves, Stem	Lodha	0.5gm	31	1%
03	Bhelwa(Wild Cashew)	Nuts	Lodha & Santal	18gm	553	36%
04	ChirkaAaloo (Aram)	Stem & Roots	Lodha	0.7gm	45	3%
05	Dumur (Fig)	Fruits	Lodha	0.9gm	48	4%
06	Ghenti Sag (Vegetable)	Leaves, Stem	Lodha	0.3gm	40	1%
07	Jamun	Fruit	Lodha	0.6gm	47	2%
08	Jhitti Sag (Vegetables)	Leaves	Lodha	0.3gm	39	1%
09	Kanthal(Jack Fruits)	Fruits	Lodha & Santal	0.8gm	102	7%
10	Kher Kanchan	Fruits	Lodha	0.4gm	34	1%
11	Kundri	Fruits	Lodha	0.3gm	30	0.5%
12	Mahua	Fruits	Lodha & Santal	0.7gm	39	3%
13	Mangoe	Fruits	Lodha & Santal	0.4gm	63	1%
14	Mushroom	Fruits	Lodha	3.1gm	31	6%
15	Mattna(Veg)	leaves	Lodha	0.2gm	20	0.3%
16	Mahua Flower	Flowers	Lodha & Santal	0.5gm	25	0.3%
17	Sal	Flowers	Lodha & Santal	10gm	15	2%
18	Herb Beverages tea	Brewed herbs	Lodha	0.0gm	1	0%
19	Total	18 types	Joint	38.4gm	1209	70.1%

Table 6. Collection of Food Products Procured from the Market by both the Tribes, Quantum of Protein (In 100gm), Calorie and Nutritional (Protein) Value with Media Involvement

SN	Name of the Food Items	Food Items Used as	Brought by Tribe Lodha	Brought by Tribe Santal	Protein in 100 gm	Calorie	Nutritional (Protein) Value.
01	Rice	Cooked	Occasionally Approx-15days/M	Regular Growers & Borrower 30days/M	7.5gm	362	15%
02	Potato	Cooked & Mashed	Occasionally Approx-15days/M	Regular Growers & Borrower 30days/M	2gm	106	4%
03	Wheat flour whole grain	Cooked	Occasionally Approx-15days/M	Regular Growers & Borrower 30days/M	13gm	340	26%
04	Cereals ready to eat	Cooked	Occasionally Approx-15days/M	Regular Borrower 30days/M	11 gm	352	22%
05	Species Cardamom	Cooked	Occasionally Approx-15days/M	Regular Borrower 30days/M	11 gm	311	22%
06	Tomato	Cooked, ripe red	Occasionally Approx-15days/M	Regular Growers & Borrower 30days/M	1gm	18	2%
07	Total 6	Cooked	Occasionally 15 days/M	Regular Growers & Borrower 30days/M	45.5gm	1489	91%

Table 7: Protein Calorie Consumption, Total % of Protein (in 100gm), Total Food Value in Calorie, Total intake of Protein & Total % of Nutritional Value through Media Learning

Sno	Total Protein Consumption by the Lodha	Total % of Protein in 100gm	Total Protein Consumption by the Santal	Total % of Protein in 100gm	Total Food Value in Calorie	Total Protein intake	Total Nutritional value
Forest Food	38.4=14.74%	38.4%	31.1=11.94%	38.4%	1209	70.1	5.8%
Food from Market	23.75=10.80%	45.5%	45.5=20.70%	45.5%	1489	91.0	6.11%
Total value	62.15=25.54%	83.9%	76.6=32.64%	83.9%	2698	161.1	5.97 %

The food habit and dietary system which they adhered to, or were habituated with, through generations had to be abdicated due to the effect and embargo of the said Act. Gradually they shifted from deep inside of the forest to its fringe villages. The dismal situation they are enduring with severe nutritional simulate which propagate them to suffer from malnutrition.

2030 is targeted to annihilate malnutrition from India, to achieve sustainable developmental goals which enhance and foster community development as a whole. Role of civil society and various community-based programs propagate to reach its ultimatum in tackling malnutrition. The media has an essential part to process annihilation of malnutrition from grass root level and its enhancement is a challengeable ensue for future aspiration of the people concerned specially the tribal people who are suffering from malnutrition, mostly protein-calorie malnutrition.

The Village Jual Bhanga: The village Jual Bhanga situated deep inside the forest, in Jhargram Forest Division, Lodhashuli Range and Beat, Jhargram District of West Bengal is inhabited by the Lodha and Santal Tribes. The total population of the village is 214 belonging to 38 households of which 28 are the Lodha and 10 households belong to the Santal. Among them are 156 Lodha and 58 Santals. The Santal's of Jual Bhanga are essentially agricultural workers and/or cultivators. The Lodha's are gatherer of forest produces, thereby have a stint of visiting the Forest still. Their diversification of life sustenance relies on agricultural labour also. Collection of minor forest produces and gathering thereof, for maintaining livelihood sustenance is the principal source of economic pursuit maintained by the Lodha, which denotes the degree of dependence on forest and nutritional consumption at the present day, which is protein insufficient thereby lack in calorie absorption, causing malnutrition.

The Santal who are food growers and settled agriculturist. Agriculture being their principal source of economic pursuit yield crops like paddy, potato and seasonal vegetables as per demand. The Lodha and the Santal are living in the same village with different occupational status, food habits, lead to malnutrition especially protein calorie malnutrition among them, while sine qua non of human being is value oriented, not, need based motivation. An authentic development should focus on the enrichment of human being not ceasing expansion of the existing. Standard of living must be corollary to the standard of life, not vice versa.

-) Total Lodha Male 85 and Female 71
-) Total Santal Male 28 and Female 30

The above table depicts the Lodha and the Santal population of the village Jual Bhangra in category of their respective age groups, falling under the heading of children (1-14 years of age), adult (15-60 years of age) and aged (above 60 years of age). According to table the Lodha having 29 (18.59%) Male children and 15 (09.62%) Female. The adult Male counts 37(23.78%), Female depicts 29 (18.59%). The aged Lodha scores 19 (12.18%) Male and 27 (17.35%) Female out of 156 total Lodha populations from 28 households. The Santal population points 07 (12.06%) Male along with 08 (13.79%) Female children. Adult Male counts 12 (20.68%) and Female 10 (17.24%). Male aged exhibits 09 (15.51%) and Female 12 (20.68%) for specified categories. Therefore, population distribution of the village Jual Bhangra is clearly points out the today's exact situation. The Lodha and the Santal are living together though their traditional way of living and forest dependence are distinctly different from each other.

-) The above table denotes 28 (73.68%) Lodha and 10 (26.31%) Santal households of total 38 village households.
-) The Lodha points out 05 (17.85%) Small Family Size (SFS), 16 i.e. 57.14% Medium Family Size (MFS) and 07 means 25% Large Family Size (LFS).
-) The Santal exhibits 02 (20%) Small Family Size, 07 (70%) Medium Family Size and 01 (10%) Large Family Size out of total households 10.
-) As per entire village households Small Family Size is 18.42%, Large family Size points 21.05% while Medium Family Size counts 60.52% which is higher than the rest two.
-) It is observed that in both the Tribal heads Medium Family Size is higher than the Small and Large category of Family Sizes. 57.14% in Lodha and 70% in the Santal Medium Family Size proves the tendency of the tribal communities turning towards Nuclear Family system.
-) Gradually leaning towards Nuclear and/or Small Family Size shows coming away from Large and/or Joint Family system.
-) Nevertheless, the table iterates the community living is step wise getting absent which creates unhealthy living orientations, propagate lack of awareness, with availability of plentiful rights and concessions people are still not getting facilities due to communication faults though they still have a tendency to settle in a same village.
-) The Family Size orientation is also responsible for not getting proper knowledge of Policy Guidelines and its facilities which provided for them.
-) Degree of dependence as per table Regular Dependence points out Forest visit more than 15 days in a month while Occasional Dependence denotes less than 15 days of Forest visits and Non-Dependence means not a single day in a month of Forest visit and collection of Non-Timber of Minor Forest Produces according to Policy Guidelines.
-) The Table 4 clearly indicates the exact situation prevailing today, in respect of the Tribes dependence on the Forest. The Lodha who were absolutely depended on the forest are now not keen to the forest. Regular collection of forest produces reduced only 26% and occasional dependence 23% which are at per more or less and 51% non-dependence speaks of Forest is not

need based area for maintaining of their daily livelihood sustenance.

-) The Santal non-dependence is more than the dependence, only 14% regular dependence and 26% occasional dependence, 60% Santal are not depending on the forest for collection of non-timber of minor forest produces at present situation.
-) The Lodha Male is more dependable on forest than the Female i.e. 26% and 23% respectably for livelihood sustenance.
-) The Santal Female is more accessible into the forest visit than the Male counterparts. According to the above table 26% and 14% respectively.
-) The above table depicts the alarming situation of the forest dwelling tribes for their collection of non-timber minor forest produces. The Lodha are dependable 49% in comparison with the Santal which is only 40% in both ways.
-) As per table Female are keener to the forest and their dependence is still higher than their Male counterparts and collections thereof among both the Tribal communities.

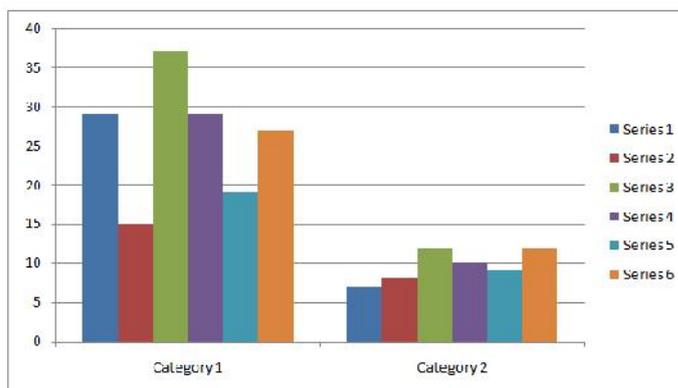


Table 8. Column Diagram shows population distribution of the Lodha & the Santal

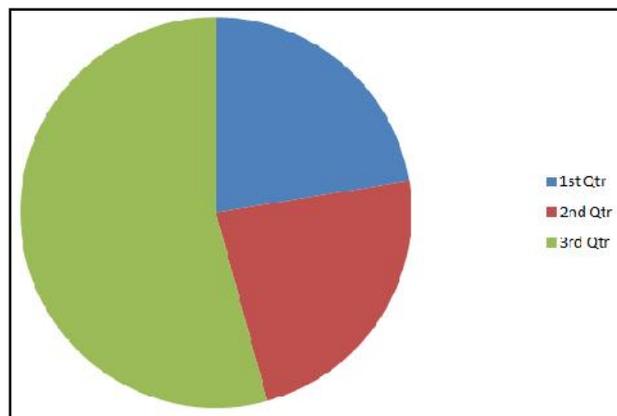


Table 9. Degree of Dependence on the Forest for Collections of Non-Timber Minor Forest produces

The above table shows the daily food collection from the forest and from the market with their scanty knowledge of nutritional value, without media connections and information. They are habituated with their routine menu but not conscious with protein calorie aspects. The intake of such food and consumption never complete nutritional value in proper way though they having those items in regular basis, without knowing its protein calorie nutritional value. The above table depicts 18 varieties of daily required forest food product collection and use thereof by the Lodha and Santal, of which 7 types are collected by both tribes and the rest by the Lodha only. Quantum of total protein value is 38.4 per 100gm, total calorie 1209 and total nutritional especially protein value is 70.1% in the above-mentioned food items. Procurement of Forest Food by the Lodha and the Santal depend upon availability of the mentioned food in the Forest.

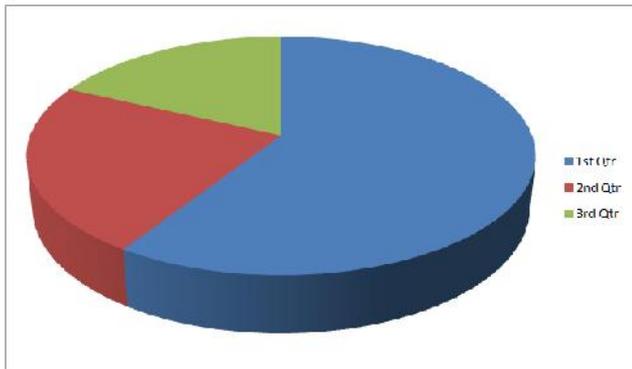


Table 10. Total percentage of protein in per 100gm of Food and consume by the Lodha and the Santal with Media Preference.

The Lodha procured all the mentioned food regularly but Santal are not, which exhibit total 38.4% in per 100gm food Lodha procured 14.74% protein consumption by them and Santal procured 31.1% in 100gm i.e. 11.94% consumption of protein. The above table depicts 7 items of daily required food products collected from the market and use thereof by the Lodha and Santal. The Lodha procures the mentioned food items from the market occasionally, approximate 15 days in a month while the Santal by dint of being food growers preserve produces for home consumption, procuring from the market regularly as per requirement. Quantum of total protein value is 45.5gm in 100gm, total calorie 1489 and total nutritional especially protein value is 91% of the above-mentioned food items. But food procured from the market occasionally by the Lodha and in regular basis by the Santal shows 45.5% total and 10.80 % by the Lodha and 20.70% by the Santal.

- J The above table exhibits Protein consumption of the Lodha from Forest Food which demonstrate 14.74% out of 38.4% of total protein value and Food procured from the market is 10.80%, out of 45.5 % of total protein value, so total protein food value is 25.54% in 62.15% of combined protein value. Thereby, in 100gm of food, dual collected food protein value procurement procedure exhibits 83.9%.
- J In case of Santal the Protein consumption from Forest Food which demonstrate 11.94% out of 31.1% of total protein value and Food procured from the market is 20.70%, out of 45.5 % of total protein value, so total protein food value is 32.64% in 76.6% of combined protein value. Thereby, in 100gm of food, dual collected food protein value procurement procedure exhibits 83.9%.
- J Total Forest Food value in calorie 1209 and value of procured food from market 1489, conjoint value 2698.
- J Total protein intake from forest food depicts 70.1% > 1209 calorie total food value, 91% > 1489 calorie food procured from the market by both the tribes.
- J Thereby the above table depicts 2698 calorie total food value, procured from both ways, total intake of protein is 161.1 which points out 5.97% of total nutritional protein value.
- J Protein calorie nutrition shows 5.97 % total protein consumption in 2698 calorie of food value which is meagre to the required amount, this insufficient protein absorption in daily food intake leads to protein calorie malnutrition.

- J The above column diagram depicts Male Female population distribution the concerned tribes.
- J Category 1 exhibits the Lodha population of the village Jual Bhanga from series 1 – 6.
- J Category 2 points out the Santal population distribution of the mentioned village.
- J Series 1 & 2 counts Male & Female children of both the tribes.
- J Series 3& 4 points out Adult and 5& 6 series depict Aged population of the both tribes are concerned.

- J Adult Lodha & Santal are showing higher strata in distribution category for both the tribes.
- J Aged Female is finding high value to the Lodha & the Santal portfolio.
- J Adult Male are maintaining higher ratio than the Female for both the tribes.
- J Male and Female children are maintaining equilibrium in case of both the tribes.
- J Village population of the Jual Bhanga village are very alarming so far as livelihood sustenance is concerned.
- J The ratio of working people is less than the non-working mass.
- J The above Pie diagram points out degree of forest dependence of the concerned tribes for collection of non-timber minor forest produces.
- J 1stQtr denotes scale point of 22% of regular forest dependent of the tribes.
- J 2ndQtr points out scale point 23% of occasional dependence on the forest.
- J 3rdQtr exhibits scale point of 54% non-dependence on the forest for collection of non-timber minor forest produces for maintaining livelihood sustenance.
- J Thereby, it is evident from the above table that degree of dependence on forest is deteriorating gradually of the tribal communities for livelihood sustenance.

The above chart represents total percentage of protein per 100gm of Food consumed by the Lodha and the Santal with Media Preference.

- J Istqtr denotes scale point of 83.9% of total protein contents present in 100gm of food products procured from the Forest and Market.
- J 2ndqtr exhibits 32.64% of total protein consumed by the Santal.
- J 3rdqtr points out 25.54% of total protein value consumed by the Lodha procured from the forest and the market in regular basis.
- J Thus, the Media involvement narrates the exact protein value which Santal procured from both the ways. 7.1% higher food value than the Lodha in the context of Protein Consumption in per 100gm food products. It has become possible to evaluate through Media learning which is a challengeable ensue to the tribes at present day.

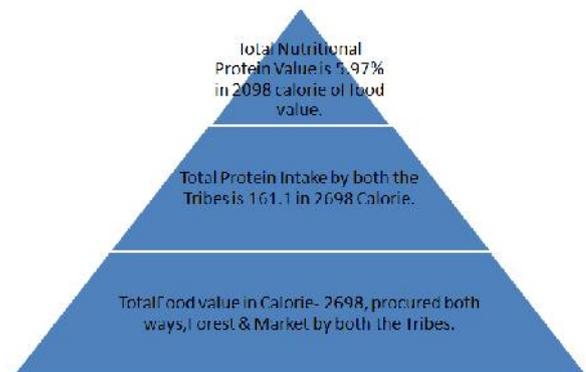


Table 11. Protein Calorie Nutritional Chart through Media Connections

The above basic chart shows protein calorie nutritional status of the concerned tribes residing at village Jual Bhanga. The pyramid points out three tire calorie exhibition and exactness.

- J The base indicates total food value which is 2698 calorie. The tribes are procuring from forest and market.
- J The second strata points out total protein intake as 161.1 calorie in 2698 calorie food value.
- J Pinnacle of the pyramid intent the gist of 5.97% total protein nutritional value in 2698 calorie food value which expresses the quantum of protein intake by both the tribes.

-) Thus, the basic pyramid categorically proves that the concerned tribes of Jual Bhanga are suffering from Protein Calorie Malnutrition.
-) The table 12 protein calorie charts demonstrate the studied tribes' exact nutritional situation and quantum of total protein intake by way of forest food collection and food procured from the market through Media learning.
-) 1stqtr shows total food value in calorie, which is 2698, denotes 47% scale point.
-) The 2ndqtr display 1498 calorie food value from food procured from the market in 2698 calorie total food value, counting 26% scale point.
-) 3rdqtr manifest 1209 calorie food value from forest collected food in 2698 total calorie of food value, points out 21% scale point.
-) In the chart 4thqtr evidences 161.1 calorie total protein intake by both the tribes from both way of food procurement, denotes 3% of the total scale point.
-) 5thqtr evinces 91 calorie total protein intake, food procured from the market, i.e. 2% of the total scale point.
-) The 6thqtr express 70.1 calorie total protein from forest food collection, which is 1% of the total scale point.
-) 7thqtr exhibits total protein nutritional value of 2698 calorie total food value which is 6.11%, food procured from the market by both the tribes, denotes 0% scale point.
-) 8thqtr indicates 5.8% of total protein nutritional value, food collected from the forest by both the tribes in 2698 calorie total food value, shows 0% in scale point.
-) The 9thqtr disclose total nutritional protein value 5.97% in 2698 calorie total food value for both the tribes procured from both ways; calculates 0% in scale point.
-) Thereby, the above bar of pie chart represents all calculated value and its exact narration in scale point. Thus, proving that the tribes of Jual Bhanga are suffering from Protein Calorie Malnutrition. Media learning proved that the exact situation of the tribes of Jual Bhanga and their suffering from malnutrition without knowledge of nutritional aspects. The accessibility of the food items is easy to them but lack of knowledge is leading them in malnutritional probability. While media learning is the challengeable issue to them and effectuate their daily subsistence, consumption of food items according to value addendum.

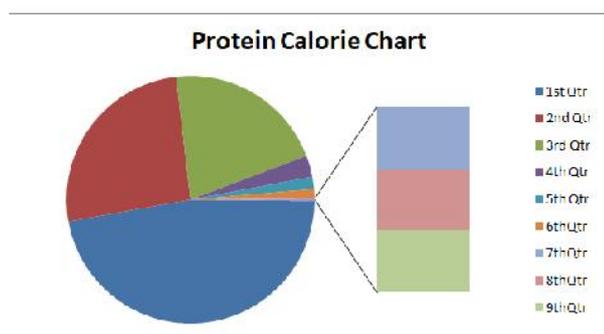


Table 12. Protein Calorie Chart through Media Learning.

Thus, media plays a vital role to them with proper narration of the food items procured from both the ways the forest and the market. The challenge ensued to some extent to the tribes of Jual Bhanga village where the people are suffering from Malnutrition since decades also entrusted the people at large who are not aware about the food values and quantum of intake thereof.

Conclusion

The data has been analyzed on the captioned subject matter, the affected Tribes are still in a state of ignorance, so far as collection of forest food produces is solicitude.

The tribes who were absolutely forest based for their daily subsistence and maintenance of livelihood pattern was forest oriented but the basic nutritional phenomenon was unknown to them. They had no wider scope for exploration, media involvement is ensuing a new pattern of learning style which usher them improper living with standard nutritional food items mostly accessible to them and affordable thereof, propagates better socio-economic provisions along with greater nutrition. Nutritional development and maintenance of sustainability is a healthy orientation, while protection of Malnutrition and restriction thereof is the one ushering aspiration of the people at large in 21st century. A conglutinate effort of the Tribes through collection of forest food produces and market food procurement enhance community practice among them while media learning is the challengeable issue for nutritional development. The present sequel iterates the exact situation of village Jual Bhanga. Population distribution, family size exhibit village situation and degree of dependence on the forest enabling kith and keen relationship, and forest dependence of the tribes concerned, jurisprudence of sustainability and community practice also exhibit at a glance. The specified tribes the Lodha and the Santal are still in jeopardy regarding their state of living. They are in utter dismay still. The study proves that their present increasing population structure, family size is alarming, to survive in a critical society at large, while degree of dependence on the forest is gradually deteriorating which was the known territory of their livelihood sustenance.

Procurement of Forest Food by the Lodha and the Santal depend upon availability of the mentioned food in the Forest. Extended family size, large number of population structure, deterioration of forest dependence and unavailability of the required food value is leading them towards malnutrition. The Lodha are more dependent on the forest 49% than the Santal 40% is demonstrated in the table no 3. Thus, the Lodha procure forest food in higher quantity than the Santal, depicts 38.4gm and 31.1gm in per 100gm food respectively, and exhibited in table no 7. Food procured from the market the Santal are quite accessible than the Lodha, table 7 also shows differences among them 23.75gm in case of Lodha and 45.5gm in the Santal in per 100gm food procurement. Protein consumption by the Lodha from Forest Food depicts 14.74% and 11.94% by the Santal, whereas Food procured from the market exhibit 20.70% protein consuming capacity by the Santal and 10.80 % by the Lodha in 100gm food accordingly. Total 83.9% protein value of 100gm food which they procure by both ways. The food value in association with forest food and food procured from the market denotes 2698 calorie of which 1209 they induce from the forest and 1489 from the market. Total protein intakes 161.1 calorie, 70.1 calorie obtained from the forest food and 91 calorie compass food from the market, the nutritional value points out 5.8% and 6.11% calorie respectively. The table 6 effectively prove that 5.97% total nutritional protein value of 2698 calorie food value which is extremely alarming so far as protein calorie nutrition is concerned.

Thus, it is quite evident through media learning that the concerned studied tribes are suffering from malnutrition at this juncture. Nevertheless, both the studied tribes the Lodha and the Santal of Jual Bhanga are trying to secure themselves, of suffering from malnutrition by way of new orientation, introduction of media learning is the challengeable ensue through audio-visual learning. The narration of exact food value of the foods procured from the forest and from the market are encompasses media connection at large. The collection of forest produces as food, vegetables, by the Lodha, and the Santal, while media involvement quantifying a unique effort by them for enhancement of a better tomorrow with proper nutritional food, protect them in suffering from malnutrition specially Protein-Calorie Malnutrition. Thus, the present exertion emphasized into Media involvements which effectuate a challengeable ensue to the Santal and the Lodha population of the tribal village, Jual Bhanga. The potential role of the media as an actor in the public health ensue, that is, how it can use its presence and power to lead to the mobilization of societal action that creates a challengeable conditions for restriction and protection of Malnutrition in the process of eradication from grass-root level, while Jual Bhanga Tribal village is

an unique accumulation towards socio-economic amplifications which promulgate community development and restriction of malnutrition especially protein calorie malnutrition in 21st century in the context of sustainability and community development. It has become possible to evaluate through Media learning which is a challengeable ensue to the tribes at present era.

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