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RESEARCH ARTICLE

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## CULTURAL REPRESENTATION OF THE BAIGA TRIBE ON SOCIAL MEDIA PLATFORMS: A CONTENT-BASED STUDY

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### ABSTRACT

Tribal traditional knowledge, art and Culture are an integral part of Indian Culture. The Baiga tribe has preserved its traditional art forms and cultural practices over the centuries. The art and Culture of the Baiga tribe are unique, vibrant and colourful. From the intricate designs on their clothes to the elaborate paintings on their walls, the Baiga art forms are a source of pride for them. Tribal traditional knowledge is an important part of the cultural diversity of the Indian subcontinent. It has been passed down from generation to generation and is still prevalent today. As the world moves towards digitization, tribal Indigenous knowledge like art and Culture have found a new home on social media platforms like Instagram, Facebook and YouTube. The art and Culture of the Baiga tribe are now being shared with the world through social media platforms. It allows people from all over the world to appreciate their unique Culture. By sharing their art and Culture on these platforms, they are able to preserve their traditions for generations to come. With the development of social media, most people from all over the world can now appreciate this art. In this research paper, we will discuss how social media can be useful in promoting Culture in India and in their preservation, as well as other aspects of the history of art and Culture of the Baiga tribe.

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## INTRODUCTION

The word communication means to flow, to walk and in English, the word communication is used for this which means to share, i.e., to share communication is the process of sharing and receiving feelings and ideas. In this process, both the informant and the receiver depend on each other. Life cannot be imagined without communication. It is the process by which a person introduces their feelings to another person and influences them. A person starts communicating at birth. He conveys his feelings to the other through his body language. When a child is hungry, he cries and transmits it to his mother. As he grows up, he exchanges information in different ways. In ancient times, emotions and information were communicated through traditional mediums. The current era is the era of the new medium, i.e., the Internet. There are 5.24 billion social media users in the world as of February 2025. It is estimated that by the year 2027, there will be 5.85 billion social media users worldwide. Social media is used by 85% of the world's 5.27 billion mobile phone users. China is the country with the highest number of social media users in 2025, with 1,021.96 million users. India is in second place with 755.47 million, and the United States is in third place with 302.25 million users. An average person around the world uses social media for two hours and thirty-five minutes per day.

Along with the use of the Internet, the use of social media has also increased continuously. Facebook has the most users; it has 3.065 million users as of April 2024. Out of these, India has the highest number of Facebook users. The current era is of user-generated content. The Internet has given everyone the facility to share their views, thoughts, text, video, or audio with people. This facility has also made traditional media accessible to the masses. Anyone can upload videos of traditional cultural programs and traditions on the Internet through social media. Anyone sitting in the world can watch and listen to these videos on the Internet and download them through social media and keep them safe on his computer and mobile. That is to say, even with fewer resources, they can be easily promoted through social media. Social media is a computerized technology in which views, information, photos and videos can be shared through the network. In Social Media The trend of mass media variability appears to be in the form of social media. It is an online platform for simultaneous partnership, dialogue, sharing, collaboration and linking. Social media, Interactive Web 2.0, is an internet-based application (Milovich & Burleson, 2017). User-generated content, such as words or comments, digital photos or videos and statistics, is the attractive part of social media. Some examples of social media include Facebook, WhatsApp, Twitter, LinkedIn, Google Plus, YouTube, Pinterest, Instagram, Tumblr, Flickr, Reddit and Snapchat.

### According to the world's largest social media platforms:

Number of Social Media Platform Users in India January 2025

S. No.	Social Media	User
1.	Facebook	681 Million
2.	YouTube	5.1 Billion
3.	Instagram	919 Million
4.	WhatsApp	511 Million
5.	Twitter	500 million

According to (Warwas et al., 2021), a person spends an average of 2 hours and 24 minutes a day on social media, and if someone signs up at the age of 16 and lives until the age of nature, he will spend 5.7 years of his life on it.

**Culture:** The Indian tribal tribes have been recognized from ancient ages (Vivek Kumar, 2023, pp. 1–10). In tribal Culture, it is not God or spirit nature is the main one with which man lives, grows, nurtures, and perishes, even after death, he becomes fertilizer for the development of nature; his skeleton and his bones become fertilizer for the earth, does not occupy the earth. According to the tribals' opinion, his soil part annexes into soil, water mixes into water, energy mixes into fire and breath mixes with air. These beliefs are marked in the Primordial religion. Tribal civilisation is the civilisation of ancient, it never be a dominated civilisation in the tribal lifestyle, man, nature, and their creatures live together, suffer together, laugh together, sing and cry together and they also believe that nature nurtures them. As per Satyaketu Vidyalkar What a man creates in the field of thought and action by using his intellect is called Culture. Shri Chakravarti Rajagopal Acharya said Culture is the name of thought, speech and action or form that prevails in the elegant men of any caste or nation. Upadhyaya Vidyanda Muni reflects Sanskriti is the name of the mass of ritual. Traditional art forms and cultural practices include dance, songs, festivals, food habits, lifestyle, etc. First, dance, a symbol of human cognitive, has been a tradition since primitive times. This can be combined with man's effort to express himself. Just as painting is considered the first step of human expression, dance can be considered the first human effort to express their feelings.

### Traditional performances of the Baiga tribe:

**Karma Dance:** This is the Popular Dance form of Baigas. In which men and women and people of all age groups can participate. There are many types of Karma Dance.

For example:

- (i) Karma Khap: In this, 'Khap' means to set foot in this dance from performs while working in the forests.
- (ii) Karma Khari - means descent, i.e., while descending from the mountains, as the feet move downward on their own, in the same way, it is lined up and danced back and forth like a flow.
- (iii) Jhoomar Dance- A slow swinging dance is performed slowly in this. In this, the body of the dancers bends forward and rises with more elasticity.
- (iv) Karma Jhulani: This dance is similar to Karma Jhulani. However, there is less elasticity in the bodies of the dancers. In this, the Mandar performers come excitedly and jump in front of the female dancers and sometimes sit and sometimes bend down and play the mandar.
- (v) Karma Lahki: It literally means to raise the ardour in which there are men in one row and women in the other row.

**Jharpat Dance:** In this, men and women form two rows face to face. This dance is often associated with the youth. In this, there is a lot of banter through questions and answers and the speed of the dance increases with the song.

**Bilma Dance:** This is the typical dance form of wedding ceremonies. It is different from Karma and Jharpat dances, it is performed with the mandar. In Bilma, drums and timpani are played together.

**Gudum Baja:** A new tribal dance, "Gudum Baja" has become very popular in Madhya Pradesh. At this time, Gudum Baja is a tribal dance that is performed at the time of birth, death, marriage, and worship rituals. It is their traditional musical instrument. Gudum Baja is tied in front of the waist of each dancer and the dancers dance according to the dance style by playing the tunes of Dagar Chali, Mata Paar, Daur, Ghumak, Taalband, Kaharba, and Lahti. Recently, tribal dance troupes from 14 states of the country participated in the Tribal Dance Festival 2022 in Visakhapatnam, Andhra Pradesh. The Gudum Baja dance of the Anuppur district won first place in the National Dance Art Competition across the country.

**Dress:** Baiga men wear a girdled petticoat around their waist. They wear shirts and black jackets. A turban is placed on the head, peacock feathers, wrists, etc. A variety of colorful and biran garlands are worn around the neck. Earrings made of coral or silver and gilt are worn in the ears. Brass or iron ghungroos are tied around the feet during the dance. In the hands are worn gilt, silver, and iron bracelets. They tie a 'back' of colorful splashes on the back. Women naturally dress up specifically for dancing. There is often a brightly colored coral dhoti on the body. She ties a bun of hair and decorates it with various furs. They put gilt, iron, and silver pins on it. Apart from this, women also wear feathers in their hair. Garlands of colorful gurus around the neck. She wears earrings and bangles, as well as silver and gilt rings in her hands. She wears a mudri in her hand, two rings in her toes and a pajab on her feet. In this way, their dance becomes highly captivating and enchanting with complete makeup.

**Song:** In art forms, 'song' is also inevitably associated with 'dance'. Which makes it possible to combine emotions and words with physical actions. The tribal song tradition is the carrier of their strong oral tradition. Whose power pervades the throats of every member of the group. In the process, one generation is handed over to the next. On the one hand, the tradition of these songs includes their daily activities, joys and sorrows. At the same time, in cultural songs, the importance of ancient rituals has been sung as associated with divine or superphysical power.

### There are two types of audio music found in Baigas:

**Dadariya:** "It may be rightly regarded as a forest-hymn or a jungle song, which Baiga and other hill tribes sing during their work. During the work in the forests, it is suddenly started by a member and all the members join it. Love is requested through Dadariya among the youth. It is in the background of these songs that it is transformed into a marriage by them.

**Karma:** The Karma song is comparatively longer than Dadaria. They are mostly sung during dances. Sometimes karma is also created between lovers on a topic. In addition, serious topics are often chosen in karma. They are also sung during the worship of Gods and Goddesses.

**Festivals:** It would not be an exaggeration to call the festival a symbol of the vibrancy of the human spirit. In the midst of the difficult life of the tribal community, these opportunities are such that their lives are drenched with colors. A festival is that aspect of Culture, which is a wonderful combination of material and non-material cultural elements. While the rituals and rituals associated with Teej/festivals represent the physical elements, there are beliefs and immaterial aspects associated with these festivals that give uniqueness to the cultural beliefs of a group.

### Baigas festivals:

**Bidri:** This is the most prominent festival of Baigas, which is celebrated to wish for a good harvest before sowing seeds. It is celebrated in the months of June and July before the start of agricultural work. It is carried out by the villagers on the appointed day after consultation among themselves. On this day, 'Thakur Dev' is especially worshiped.

**Hareli:** This festival is celebrated on the new moon day of the month of August. After withstanding the heat of a dry season between July and August, nature assumes a new look. On this day, the male member of the house brings bamboo slat, Bhilwa branches, Yogi lathi, as well as Bhanwar Mali, Kargi, and Bhagwadheri branches from the forest, collects it in the fields and brings something with him which he puts in front of the house, it is considered auspicious. No other work is done on this day; animals are also given rest on this day; they are fed salt and are fed well, as well as clean and prepare their agricultural equipment; on this day, boys dance and jump by making carts for agricultural work.

**Nava:** This is the festival of harvest preparation. They first offer new crops to their ancestors and Thakur Dev. Before celebrating Nava, the head of the family members goes to the fields and invites the gods and ancestors by giving cucumber flowers. There is a painting in the house. Dal and rice are made and some new paddy is added. A small part of this is offered to 'Narayan Dev' on the door, 'Raat Mai' in the verandah, 'Dulha Dev' and 'Dulhin Devi' inside the house after offering incense.

**Social Media:** Facebook is the Internet's largest social media site, launched on February 4, 2004. Its headquarters is located in California. Initially, its founders kept its membership only for Harvard students. But later, it was expanded to include Boston-area higher education institutions, the Ivy League School, and Stanford University. After 2006, anyone over 13 years of age could become a member of the social media site. Facebook can be easily used on desktops, laptops, tablets, and smartphones. Once registered, the member has to create their profile in which they can add their name, work, school, etc. The member can add another member as a friend. Along with this, messages, photos, videos, and various software applications can be shared through Facebook. Members can also join a group of their choice or create a new group or page.

YouTube is the Internet's largest video-sharing social media platform. It was created in 2005 by three former PayPal employees, Choud Halen, Steve Chan, and Jawed Karim. Google bought it in November 2006, YouTube now runs as a subsidiary of Google. YouTube allows users to upload, watch, share, like, report, comment on videos, and subscribe to other users. It offers a wide variety of user-derived and corporate media videos. Available content includes video clips, TV show clips, music videos, short and documentary films, audio recordings, movie trailers, live streams, and other content such as video blogging, short original videos and educational videos. Most of the content on YouTube is uploaded by individuals. Instagram-Instagram is a mobile, desktop and internet-based photo-sharing application, which allows users to share photos or videos publicly or privately. This social media site was launched on October 6, 2010. Two years later, in 2012, Facebook bought Instagram for \$100 million. It was founded by Kevin Systrom and Mike Krieger. Registered members on Instagram can share countless photos and videos in which they can also change filters. You can also add your location with these pictures. Apart from this, just as hashtags are added to Twitter and Facebook, there is also an option to put hashtags in this too. In addition to photos and videos, you can also post by writing. The Instagram Story feature allows you to broadcast videos and photos that disappear from Instagram after 24 hours

#### **Features of Social Media:**

**Engagement and Contribution:** Social media has almost bridged the line between the medium and the audience. Social media encourages people to express their thoughts and feelings and comment on other's content.

**Communication:** While earlier media used to disseminate only content, it has become interactive through the Internet and social media. Every person is free to speak in it. He does not need to depend on any other traditional medium.

**Community:** Social media offers a platform through which one can build and communicate with a community of like-minded people

(Kumar & Sharma, 2024). These communities can be based on any subject, such as political, photography, social, economic, etc.

**Without Geographical Constants:** It is possible to exchange ideas with a person from any other country sitting at home through social media. There is no need to be present there with any kind of passport or physical presence for this. It has eliminated the geographical constraints.

#### **Benefits of Social Media:**

- Compared to the traditional medium, it helps in creating a group of people with common interests as a cheaper and easier medium of publicity.
- Online participation is easier than face-to-face.
- Constant exchange of information in real-time
- Content available on any topic
- Global Interaction

#### **Purpose of Research**

After the arrival of smartphones, the Internet has become easily available in everyone's hands. Access to people's has increased through the Internet. Through social media, a person from one country can interact with a person from another country sitting at home. Earlier this facility was not there. Today, millions of people are active on social media sites like Facebook, YouTube, and Instagram all the time. In this situation, its positive use should be considered.

To analyse the role of social media in the propagation of the Baiga culture.

Knowing which social media platform is simpler and helpful for propagating the Culture of the Baiga tribe. Reviewing the features and benefits of the social media platform.

**Significance of Research:** In the present era, many such tasks have been possible through the Internet and social media, which would have required a lot of hard work earlier. The Internet has turned the global world into a village. Physically, even if someone is thousands of miles away, the Internet has made them a neighbor. There has been a conversation, an audio-video exchange with that neighbor through social media. Social media has become a medium for the exchange of ideas and for marketing, culture, and knowledge sharing. In this situation, it would be important to know how the Baiga culture is being propagated through this and which medium is simpler and helpful in promoting Baiga culture.

## **RESEARCH METHODOLOGY**

This research paper has utilized certain channel contents, which have captions related to the Baiga Tribes. Secondary data have been collected from social media platforms such as YouTube, Facebook, and Instagram. Content analysis and comparative study of these data have been done. In the qualitative approach, Krippendorff (2004) defined content analysis as "a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use" (p. 18). Since the Baiga culture can be propagated more through audio-video, YouTube has been chosen as the largest video social site for this, while Facebook is the most used social site. At the same time, Instagram is known for interest-based photo sharing. That's why they were all selected.

## **ANALYSIS & FINDINGS**

Analysis of the top ten results that found after using Baiga Culture word on YouTube (figures as of 20 Feb2025):

The detailed description of the table has been discussed below:

- The first search on YouTube was "Baiga Women and Body Decorations: Ornaments and Tattoo Culture." This video is

S. No.	Caption	Channel	Broadcast Date	View	Likes	Comments
1.	Baiga Women and Body Decorations: Ornaments and Tattoo Culture	Sahapedia	29 January 2020	226 K	588	0
2.	Tribal Question/ How do Baiga tribals live? Talk about Baiga Culture and Living Standard	BGT Media	8 Oct 2021	4.4 K	84	2
3.	Keeping Culture alive: the Baiga Adivasis of Chhattisgarh	Video Volunteers	25 May 2018	432 K	1.4 K	71
4.	Baiga Tribe – Documentary with Madhya Pradesh Tourism  Full Body Tattoo Tribals in India   Baiga	TheGlobalBlogster	July 12, 2022	14 K	93	27
5.	Baiga Tribe- A documentary Movie	Ministry of Tribal Affairs, GOI	19 June 2018	112 K	808	37
6.	Baiga Tribes   Tribes of India	Prasar Bharati Archives	10 Sept, 2021	42 K	NA	16
7.	In the Baiga tribe, marriage is still done in the old tradition. Chhattisgarh   India	DK 808	14 April 2022	508 M	14 K	640
8.	Senior artists of Baiga tribe Shri Arjun Singh Dhurve and Shri Hari Singh Baiga in conversation with Sunil Mishra	Tribal museum MP	on 10 Aug, 2016	82 K	NA	NA
9.	Folk dance of Dindori (4)	Chaurasiadvijay	March 1, 2016	294 K	786	33
10.	Baiga Project Shaadi Dhursi Kandwani	Ramhe Singh	May 19, 2019	91 K	168	3

about 42 minutes and 34seconds. This was broadcast by the Sahapedia channel on YouTube on January 29, 2020, and has received over 226 thousand views and 588 likes so far. The video explains the detailed concept of Kneading, everything from the kneading procedures to its method, and the material used for making the knead was shared.

- On October 8, 2021, BGT Media published a Tribal Question/Interview on the second search, which talks about. How do Baiga tribals live? The video was uploaded under the name Talk About Baiga Culture and Living Standard, and it received 4.4K likes and 84 comments. Balaghat News reporter Yamlesh Banjari has prepared a special report on the culture, civilization, and benefits of government schemes for the Baiga tribes in Sukulpat, Songudda. This report is 13minutes 27 seconds.
- The third video clip is titled Keeping Culture Alive: The Baiga Adivasis of Chhattisgarh, which was uploaded by Video Volunteers on May 25, 2018, and has 432K views so far and 1400 likes. The video starts with the song Karma. This video is from Chhirpani village in Kawardha district, where Dina Ganvir gave the voice-over. Biran also talks to the Baiga woman who is making garlands. This garland is sold for 200 to 300 rupees. Beads and special designs made by the Baiga are unique, and they are separate from those of other tribes.
- The Global Blogster Baiga Tribe shares a Documentary with Madhya Pradesh Tourism. It talks about full-body tattoo Tribals in India. The Baiga taboo documentary has been viewed by 14K people so far. Ninety-three people liked it, and 27 people commented. This video also shares the wedding ceremony of Silpidi village, where the women and men use traditional instruments and perform specific dances.
- The Ministry of Tribal Affairs (GOI) shares a documentary on the Baiga Tribe. This documentary movie was made in December 2002 in the Mandla district of Madhya Pradesh, and was uploaded on YouTube on June 19, 2018. So far, more than 112 K people have seen it, 808 people have liked it, and 37 people have commented. This 24:30-minute video was conceptualized and researched by R.N. Pawar. In this video, the Baiga's lives are depicted for their development work at the district level, and the Baiga Development Authority has also been formed. Video also shares that the authority constructs drinking water wells, jhiria, etc, for drinking water under community-oriented programs such as drinking water. In the video, the benefits of government schemes and the facilities provided to the Baiga people have been thoroughly explained.
- The documentary titled Baiga Tribes, Tribes of India was streamed by Prasar Bharti archives channel on YouTube on September 10, 2021. It has been viewed by 42K people so far, and 16 other people have also commented. The option to like

here has been closed. The 23:12-minute video depicts the life of the Baiga tribe and the difficulties they faced on a daily basis.

- "Marriage is still done in the old tradition in the Baiga tribe region of Chhattisgarh A shocking video called "India" has crossed the 508M views mark in a year 14 thousand people have also liked this video, and 640 people have also commented; the maker posted this video on his YouTube channel called DK 808 on April 14 2022 This video is a 15:30 minute video that has received so many likes and views in a very short time; it is a video of the wedding of a boy from the Baiga tribe; in this video, the family and relatives can be seen dancing around the pavilion.
- An interview with Sunil Mishra of "Senior Artists of Baiga Tribe Shri Arjun Singh Dhurve and Shri Hari Singh Baiga" was conducted by the tribal museum MP on August 10, 2016. Arjun Singh Dhurve Baiga, who is a skilled dancer and singer of Parghoni dance, shares the view that dance instruments and special movements were discussed. This conversation lasted for 1 hour and 20 minutes. In the end, Arjun Singh ji expressed his desire to open a cultural school to preserve the Culture for a long time. This interview has been viewed by 82 K people.
- Dr. Vijay Chaurasia uploaded on his YouTube channel Chaurasiadvijay on March 1, 2016, under the name Folk dance of Dindori, which has been viewed by more than 294 thousand people, 786 people have liked, and 33 people have commented.
- Ramhe Singh, on May 19, 2019, posted a YouTube video under the name Baiga project Shadi Dhurse Kandwani, which has been viewed by 91 people, 168 people who liked it, and three people who commented. This video shows the marriage of the Baiga community.
- One thing to note is that in the top ten channels of the Ministry of Tribal Affairs, Government of India, Prasar Bharati Archive, Tribal Museum, Madhya Pradesh Government Organization, despite this, their reach is still limited. This indicates that it is also necessary to have technical knowledge for promotion on social media. This kind of technical knowledge is not available to the tribal people who have been traditionally preserving their Culture. Along with this, the name under which you are uploading content on social media is also important. On the basis of that, the content is searched in search engines.

Analysis of the results obtained after typing Baiga Culture on Instagram (Statistics as of 03 March 2025)

S. No.	Account	Post	Followers	Following
1.	baiga_tribal_and_culture	272	2434	107
2.	Cfor36garh	2691	2988	412
3.	MinistryofCultureGoi	12.8K	370K	14
4.	Gochhattishgarh	2997	89.5 K	25
5.	Loksutr	137	3059	244

- The account that came on the first number is "Baiga tribal and culture, this account has 272 posts, 2434 followers, and 107 people are following.
- The account that came in number two was Cfor36garh. This account has 2691 posts, 2988 followers, and 412 people are following.
- The account that came in number three was the Ministry of Culture Goi. This account has 12.8K posts, 370K followers, and 14 people are following.
- The account that came at number four was "Gochhattishgarh". This account has 2997 posts, 89.5 K followers, and 25 people are following.
- The account that came at number five was "Loksutr", this account has 137 posts, 3059 followers, and 244 people are following.

Baiga culture is a very simple culture; from their view, it can be clearly said that through social media, so many people can be reached that it is not possible to reach as many people physically.

Facebook statistics analyze the top results obtained after typing Baiga Culture. Analysis of the top results that occurred after typing (Baiga Tribe) (Figures as of March 3, 2025)

#### Facebook Page

S. No.	Facebook Page Name	Likes	Followers
1.	Baiga	696	705
2.	Baiga Sanskriti	2.4 K	53
3.	The Baiga Primitive Tribe	4.4k	4.5k
4.	Baiga Tribe	14	15

- The Facebook page that came in number one was "Baiga"; this page has 696 likes and 705 followers.
- The Facebook page that came in second place was "Baiga Sanskriti This page has 2.4K likes and 53 followers.
- The Facebook page that came in third was The Baiga Primitive Tribe. This page has 4.4k likes and 4.5k followers.
- The Facebook page that came in at number four was Baiga Tribe. This page has 14 likes and 15. followers
- Facebook statistics analyze the top results obtained after typing Baiga Culture (Figures as of March 3, 2025)

#### Facebook Groups

S. No.	Facebook Group Name	Member
1.	Hamar Baiga Sanskriti	640
2.	Baiga Adivasi Vikas Sangh, Balaghat	227
3.	Bajag (The land of Great Baigas)	403
4.	Baiga Aadim Janjati Kalyan evam Vikas Sangh Jila Dindori Madhya Pradesh	264

- The first Facebook group was Hamar Baiga Sanskriti. This group has 640. members
- The Facebook group that came in second place was Baiga Adivasi Vikas Sangh, Balaghat. This group has 227 members.
- The Facebook group that came in third was Bajag (The land of Great Baigas). This group has 403 members.
- The Facebook group that came in fourth was Baiga Aadim Janjati Kalyan evam Vikas Sangh Jila Dindori, Madhya Pradesh. This group has 264 members.

## CONCLUSION

In today's times, the Internet is abuzz with user-generated content. Social media is a major contributor to that. Because of this feature, it has turned out to be the largest vehicle of publicity and dissemination. Content analysis on YouTube, Instagram, and Facebook reveal that although there is a stunning availability of Baiga cultural content on social media, its audience and systematic categorization are still limited (Nimrod, 2017). YouTube, indeed, has been the most effective platform in promoting Baiga tribal traditions due to its

audiovisual format and worldwide accessibility. Video formats such as documentaries, interviews, and cultural performances have attracted a huge following at times reaching hundreds of thousands or even millions. This demonstrates the enormous potential of YouTube in engaging people with tribal narratives. But government- and institution-sponsored content, despite its authenticity and quality, has comparatively less engagement compared to independently produced or grassroots content. That makes the importance of not just creating content, but also of witty usage of platform algorithms, keywords, titles, and thumbnails for more visibility. Facebook and Instagram have some Baiga-related pages and posts, but no specific strong communities or strong Baiga culture promotion pages consistently. All of these exhibit low and intermittent rates of interaction. A second significant observation is the digital divide. While tribal individuals possess a rich reservoir of indigenous knowledge, they are generally thought to lack the technical skill to fully create and disseminate content on social media platforms. The potential of digital technology is not yet fully tapped due to this divide. Thus, it is evident that social media, more so YouTube, holds huge potential for the marketing and maintenance of Baiga indigenous knowledge and culture. However, this potential can be unleashed only with carefully planned digital literacy programs, platform-based training, and aggressive patronage by cultural institutions and governments. By bridging the digital divide and empowering the Baiga people with media, their cultural productions are able to gain wider recognition, keeping their traditions alive in the future while enabling them to reach a global audience.

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#### Online Sources:

- <https://www.demandsage.com/social-media-users/>
- <https://backlinko.com/social-media-users>

#### Facebook Profile Visited

- <https://www.facebook.com/profile.php?id=100063701271567&mibextid=ZbWKwL>
- <https://www.facebook.com/profile.php?id=100072110843214&mibextid=ZbWKwL>
- <https://www.facebook.com/BaigaTribe?mibextid=ZbWKwL>

- <https://www.facebook.com/1429169607369989/posts/pfbid02hzz2DwBEtuk8EF91HLH6fmJW9Re8odtgDd4yE5EGq9hdKgzoFLHznMnsULjbbPLXI/?mibextid=Nif5oz>

#### **You Tube Profile Visited**

- [https://youtu.be/WNtNzWf\\_yRg](https://youtu.be/WNtNzWf_yRg)
- <https://youtu.be/c1CefyfZhg>
- <https://youtu.be/DJqCSzPX89U>
- <https://youtu.be/uPzO5HzuRkk>

- Baiga project shadi Dhurseek kandavani
- <https://youtu.be/86CRpINHkwY>
- <https://youtu.be/yA8rG0QjhPk>
- <https://youtu.be/5KXgbeYLFxs>
- <https://youtu.be/PDBlx7UvVAc>
- Baiga Tribe - A documentary with Madhya Pradesh Tourism | Full Body Tattoo Tribals in India | बैगा

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