

COMMUNICATION STRATEGY FOR TRANSFER OF TECHNOLOGY IN FISHERIES

Mrs. JANCY GUPTA

(Agricultural Scientist, extension)

Promotion of fisheries sector has emerged as a priority area in the developmental planning of our country. The outstanding research work done in the fisheries sector, by way of development of appropriate technologies, timely assessment of fishery resources and the declaration of Exclusive Economic Zone and related factors have accelerated the development of fisheries sector. However, fisheries technology, like any other technology, has no inherent value unless it meets the needs for which it is developed. Research, technology development and transfer of technology are closely related factors of the integrated agricultural research-extension system and they have no practical value unless the product of these three factors solve the problems of farmers. The interactive interface between scientists and potential users increases the prospects that whatever is developed and delivered will properly fit when it arrives. (Lionberger, 1983).

Complex challenges

In relation to transfer of technology the challenges of fisheries sector are complex compared to agriculture and animal husbandry. Agriculture and animal husbandry practices can easily be communicated through demonstrations, exhibitions, talks etc. These types of exposures seem to be not fully useful in fisheries sector. The impediments are the unpredictability of the sea conditions, uncertainty of catch, site of work, mostly in deep and vast waters, beset with nature's fury and cumbersome and costly operations. Hence there is need to develop effective audio-visual aids which may realistically communicate the appropriate technologies.

Effective media

For making the media relevant and effective, its content should originate at the community level and should relate to the viewers' world of values and environment. This will in-

crease message credibility and acceptance and help to motivate action. Democratisation of the media will lead to community actualization, which in turn will lead into self actualization. Video, closed circuit TV and computerised information systems are media-based on this principle.

Utility of Video

Experiments in various developing countries using Video as a communication medium have proved that it is the ideal medium for promoting audio-visual literacy for motivation, attitudinal change, behaviour reinforcement, community participation and entertainment (Dubey and Bhanja, 1982). The Indian experience with Video as an interactive medium for community development is encouraging although work done is very limited.

Video has added advantage in Fisheries Communication due to its immediate reproducibility, easy handling, portability, extensive availability, ability to involve local people and deal with their problems, as well as achievements, Video has powers of realistic presentation or, in short, a medium of the community, by the community and for the community.

Computerised information systems

Computerised information systems have gained importance in recent times as another effective communication medium. Extension persons can operate it on behalf of the fishermen. Realistic simulation models can be made based on research, stock assessment, improved fishing practices, and weather and market information. Extension personnel and research institutes can help to keep this data up to date. Such computerised information system can help fishermen to have immediate access to information regarding resources, weather forecast and market information. It will help to

keep pace with the variations in information from time to time.

Use of closed circuit T.V.

Closed circuit Television is another medium which may be used for realistic depiction of fishing activities which usually take place in distant water areas. This will be very useful for disseminating usage of improved crafts and gear for marine fishermen and new innovations in farming for fish farmers. The cost of operation will be limited and the operation very simple. Another advantage is that same demonstration may be shown at different localities at the same time.

Media-mix systems

Fishermen live in remote villages in the coastal belts of India and they live in a localised social system. They believe in what they see and what they practice. Due to their high rate of illiteracy and socio-economic backwardness, a communication strategy based on realistic and democratised communication systems can only work for their benefit. Along with these media the conventional communication like lectures, demonstrations etc can be used wherever appropriate or media-mix systems may be utilized for more effectiveness.

References

1. Dubey, V K and Bhanja, S K (1982). Using Video in Rural Development, World Future Society, Fourth General Assembly, Washington, D C.
2. Jancy Jacob, Krishna Srinath and T Jacob. (1986). Extension Education in Human Resource Development with Reference to Marine Fisheries Sector. Paper presented in the National Seminar on Extension Education in Human Resources Development Organised by The Indian Society of Extension Education.
3. Lionberger, Herbert F, and Paul H Gwin. (1983). Communication Strategies: A guide for Agricultural Change Agents. Danville, IL: Interstate Printers and Publishers.
4. Rogers, E M and Shuemaker. (1971). Communication of Innovations: A Cross Cultural Approach, New York: The Free Press.