



## Support to Regional Aquatic Resources Management

Rights of Fish Farmers  
*by Dr P M Misra*

Right persons and groups  
Right inputs  
in the  
Right proportion  
at the  
Right time for production  
and  
Right help for marketing  
to get the  
Right income

**DFID NRSP Research Project R8334**  
**Promoting the Pro-Poor Policy Lessons of R8100 with Key Policy Actors in India**  
**September 2003 – February 2005**

State-level Communications Strategy Workshops

*Kolkata, West Bengal, 30-31 October 2003*  
*Ranchi, Jharkhand, 3-4 November 2003*  
*Bhubaneswar, Orissa, 6-7 November 2003*

In Association with  
Gramin Vikas Trust (GVT)

*About the Cover Verse*

During the discussion which followed the presentation of the Project Brief: Questions and Answers (see Contents) in the Orissa workshop, Dr P M Misra made comments about various 'rights' related to fish farmers and fish farming. After he composed his spoken words into the verse which appears on the cover, it was presented and read out to the whole group during the Closing Session in Bhubaneswar. Dr Misra is a former Director of Fisheries, Orissa, and current Member of the Task Force for the Vision Statement of the State of Orissa. His contributions to the Orissa workshop were highly valued.

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## Contents

Acronyms and Definitions	ii
Acknowledgements	iii
Executive Summary	iv
The Workshops	1
Inaugural Session	1
Project Brief: Questions and Answers	2
Discussion	3
Communications Strategy	4
West Bengal	6
Jharkhand	12
Orissa	15
Follow-up Actions	19
Monitoring and Evaluation	20
A Story – <i>Back to Jabarrah</i>	21
Closing Session	22
Evaluation	23
Appendices	
1. Participants	24
2. Agenda	27
3. Project Brief	28
4. Communications Strategy Diagrams	29
5. Excerpts for Communications Strategy	33
6. Evaluation	36
7. Notes from Orissa Meetings	40

## Acronyms and Definitions

<i>Adivasis</i>	Indigenous people, literally ‘first settlers’
ASHG	Aquaculture Self-Help Group
BDO	Block Development Officer
CEO	Chief Executive Officer
CH	Communications Hub
CIFA	Central Institute for Freshwater Aquaculture
CIFE	Central Institute for Fisheries Education
CIFRI	Central Inland Fisheries Research Institute
Collector	Chief government official at district level; District Magistrate (DM) in West Bengal
DAHD	Department of Animal Husbandry and Dairying
DDG	Deputy Director General
DFID	Department for International Development (UK)
DOF	Department of Fisheries
FCS	Fishermen’s Cooperative Society
FEO	Fisheries Extension Officer
FFDA	Fish Farmers Development Agency
GOI	Government of India
<i>Gram Panchayat</i>	Village-level tier of government that distributes and administers state funding
<i>Gram Sansad</i>	Electoral booth administrative level
GRAMSAT	Indian satellite system
<i>Gram Sabha</i>	Village-level assembly
GVT	Gramin Vikas Trust
ICAR	Indian Council of Agricultural Research
IIM	Indian Institute of Technology
IIT	Indian Institute of Management
IPICOL	Industrial Promotion and Investment Corporation of Orissa Ltd
ISRO	Indian Space Research Organization
M&E	Monitoring and Evaluation
<i>Mela</i>	Fair
mmt	million metric tons
NABARD	National Bank for Agriculture and Rural Development
NACA	Network of Aquaculture Centres in Asia-Pacific
NGO	Non-governmental Organization
NRSP	Natural Resources Systems Programme
OSDMA	Orissa State Disaster Mitigation Authority
OVI	Objectively Verifiable Indicator
<i>Panchayat Raj</i>	Level of local governance, may be one or more villages
PMG	Project Monitoring Group
PRA	Participatory Rural Appraisal
<i>Pradhan</i>	Subdivision-level officer of Panchayat
R8100	Previous DFID NRSP project entitled “Investigating Improved Policy on Aquaculture Service Provision to Poor People”
<i>Samiti</i>	Committee
<i>Sabhapati</i>	Chairperson of the Panchayat at district level
SHG	Self-Help Group
SPARK	Sharing and Promoting Awareness and Regional Knowledge (VSO)
STREAM	Support to Regional Aquatic Resources Management
TFF	Trained Fish Farmer
UK	United Kingdom
UNDP	United Nations Development Program
VSO	Voluntary Service Overseas
WORLP	Western Orissa Rural Livelihoods Project
<i>Zila Parishad</i>	District-level administrative body for development

## Acknowledgements

We are deeply grateful to our project partners ICAR, the Government of India and the NGO Gramin Vikas Trust (GVT) for our continuing collaboration. In particular, we would like to thank:

- Dr S Ayyappan, DDG (Fisheries) ICAR, Mr P K Pattanaik, Joint Secretary, Department of Dairying and Animal Husbandry, Dr M K R Nair, Fisheries Commissioner, GOI, Dr D P S Chauhan, Deputy Fisheries Commissioner, GOI, for their interest and support.
- Mr Amar Prasad, CEO GVT, Mr J S Gangwar, Additional CEO GVT, and Dr Virendra Singh, Project Manager GVT East, for their continuing support.
- Our government colleagues from Jharkhand, Orissa and West Bengal who participated in the workshops: Mr Rajiw Kumar, Director, and Mr Ashish Kumar, Deputy Director, DOF Jharkhand; Mr A K Tripathy, Commissioner-cum-Secretary, Fisheries and Animal Resources Development Department, Mr Satyabrata Sahu, Director, and Mr T K Behera, Joint Director, DOF, Government of Orissa; Mr A K Patnaik, Principal Secretary (Fisheries), and Mr A K Ray, Special Secretary, Ministry of Fisheries, Government of West Bengal; for their support and valuable contributions to the project.
- Mr Rubu Mukherjee, STREAM India Communications Hub Manager, and Ms Reby Cajilig, STREAM Program Officer, for organizing successful workshops.

We thank each participant for working with us in such a productive and collaborative manner, and look forward to continuing our association with these friends and colleagues.

Appreciation is also expressed to DFID and its Natural Resources Systems Programme (NRSP) for the support it has provided to do this work, and for their keen interest in its progress.

## Executive Summary

Three consecutive State-level Communications Strategy Workshops were held in the capitals of Jharkhand, Orissa and West Bengal states to make it potentially possible for Ministers, Secretaries and Directors to be present. The aim of the workshops, as with all project activities, was to “contribute to ‘giving people a voice’ in policy-making processes that have an impact on their livelihoods.” The specific objectives were to review and orient participants to the project’s four outputs; draft a state-level communications strategy, including ideas for a monitoring and evaluation process; and report to and get feedback on these from state ministers, secretaries and directors.

Following an overview of the workshop aim, objectives and agenda, a Project Brief was presented followed by questions from participants to clarify information about the project. This is essentially part of a longer on-going process of awareness raising and encouraging comment and feedback on the work that STREAM and NRSP are doing with GVT, the Fisheries Departments of the three states, the Government of India and ICAR.

To generate ideas for state-level communications strategies for the project, and more widely for STREAM India, workshop participants worked in ‘stakeholder groups’ to discuss and report back: What we need to communicate about? how? by whom? and when? This elicited wide-ranging suggestions about which stakeholders to involve, the kinds of actions most valued by different groups, descriptions and opinions of different ways of working, and key communications challenges.

The information, suggestions and opinions about needs and modes of strategic communications will next feed into a planning process to design and pilot test various aspects of improved service delivery with government and NGO stakeholders.



## The Workshops

Based on discussions during the Stakeholders Meeting in Ranchi, Jharkhand from 18-19 September 2003 (see Publication 1 – R8334), it was agreed that the intended Communications Strategy Workshop needed to be held at state level in each of the three capitals to make it possible for Ministers, Secretaries and Directors to be present. Therefore the State-level Communications Strategy Workshops were held in Kolkata, West Bengal on 30-31 October 2003, Ranchi, Jharkhand on 3-4 November 2003, and Bhubaneswar, Orissa on 6-7 November 2003. The lists of participants from each of the three workshops can be found in Appendix 1.

The aim of the workshops, as with all project activities, was to “contribute to ‘giving people a voice’ in policy-making processes that have an impact on their livelihoods.” The specific objectives were to:

- Review and orient participants to the project’s four outputs
- Draft a state-level communications strategy
- Generate ideas for a monitoring and evaluation process in line with the draft communications strategy
- Report to and get feedback on the project outputs, communications strategy and monitoring and evaluation, from state ministers, secretaries and directors

Although there were modifications appropriately made for each of the three workshops, their agenda (Appendix 2) comprised similar sessions, around which this report has been structured for all the three states.

## Inaugural Session

In Kolkata, it was agreed at the beginning of the workshop that we would wait until the arrival of Mr A K Patnaik, Principal Secretary, Department of Fisheries, West Bengal, before having formal comments from him (see “Comments from the Principal Secretary” in the West Bengal part of the Communications Strategy section) and from Mr Amar Prasad, GVT CEO. In Ranchi, Dr Virendra Singh opened the workshop with a few informal comments.

In Bhubaneswar, opening comments were made by Mr P K Mishra, GVT Orissa State Coordinator, and Mr T K Behera, Joint Director of Fisheries. Welcoming the participants, Mr Mishra said that the voices of farmers had already reached Delhi when the last workshop of R8100 was held there in April 2003. If the 13 recommendations mentioned there were implemented, it would provide a great relief to farmers in the country. He gave a brief on the GVT project and indicated that the project is participating with WORLP in livelihoods support, which is likely to bring a big change in the life of people in the region.

In his observations, Mr T K Behera, Joint Director of Fisheries, said that while policy-makers are high-ups in the bureaucracy, the involvement of grassroots farmers is essential. He indicated that there is much to be learnt from the pro-poor policy project that has involved *adivasis* from Jharkhand and West Bengal. A large number of these *adivasis* (7.39 lakhs or 28%) want to develop to be ‘Above the Poverty Line’ but there are problems that inhibit their progress. There are 30 FFDA’s in Orissa that face one or the other kind of problem which could be discussed here. Long-term leases for Gram Panchayat tanks is one such problem that

has been solved and an order for five-year lease periods has been issued in line with recommendations from farmers captured by R8100. The State has already developed a Reservoir Policy but how would it reach ordinary people also needs to be discussed. All policies need to be disseminated and known.

## Project Brief: Questions and Answers

Following an overview of the workshop aim, objectives and agenda, Mr William Savage presented the Project Brief<sup>1</sup> and then took questions from participants to clarify information about the project, as outlined below from the presentation:

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“Promoting the Pro-Poor Policy Lessons of R8100 with Key Policy Actors in India”  
*September 2003 through February 2005*

“Investigating Improved Policy on Aquaculture Service Provision to Poor People”  
*March 2002 through May 2003*

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### Partners

- STREAM Initiative of NACA
  - Gramin Vikas Trust (GVT)
  - Indian Council of Agricultural Research (ICAR)
  - Government of India
  - Departments of Fisheries of Jharkhand, Orissa and West Bengal
  - Communities
  - DFID-NRSP
- 

### September 2003

- Meeting senior policy-makers in Delhi
  - Holding a Stakeholders Meeting in Ranchi
  - Visiting Jabarrah village in West Bengal
- 

### Output 1

To hold regular Project Working Group<sup>2</sup> (PWG) meetings to build on the process which we all worked on (in the previous project), of highlighting and prioritizing recommendations for changes in policy.

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<sup>1</sup> As a result of presentation and discussion during the workshops, the Project Brief was revised as it appears in Appendix 3.

<sup>2</sup> During the workshop, it was agreed that this would be referred to as Project Monitoring Group (PMG).

*The PWG will likely develop short written pieces ('Policy Briefs' and 'Better Practice Guidelines') about how the priority recommendations already defined can be incorporated into current or new ways of working.*

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#### Output 2

To improve sharing of policy-related experiences to all stakeholders and to promote policy recommendations to policy-related people in government.

*We aim to develop a communications strategy and an action plan. The STREAM Communications Hub being established alongside the GVT East office in Ranchi will test new ways of sharing information and experiences.*

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#### Output 3

To pilot test some of the new ways of working recommended by the previous project.

*These might include the so-called 'one-stop-shop' for aquaculture service provision (or the 'Aquashop') and the approach of supporting and working with Self-Help Groups.*

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#### Output 4

To try to assess the value of service delivery and how well it meets requirements by measuring changes in poor people's lives.

*This will involve measuring how we are doing against indicators of progress and also trying to capture unanticipated changes through the collection of 'significant change' stories.*

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### **Discussion**

[In both Kolkata and Ranchi, there were no questions about the information provided in the presentation on the Project Brief, though in both cases, clarifications were made throughout subsequent sessions.]

In Bhubaneswar, Mr K C Patra, a Community Organizer with GVT Baripada, asked how it was possible to establish an M&E system in such a short duration of less than two years (September 2003 – February 2005). Mr Mishra, GVT Orissa State Coordinator, also had the same query. Mr Behera, the Joint Director of Fisheries, observed that the Reservoir Policy, with a budget outlay of Rs 5 crores was already approved for a five-year period (2002-07) and the STREAM project could be linked to that for establishment of an M&E system.

Dr P M Misra, former Director of Fisheries and Member of the Task Force for the Vision Statement of the State of Orissa, then made some suggestions to be incorporated in the 13 recommendations from the second project (R8100). He outlined how the FFDA, first established in 1973 in Ganjam district, had made such remarkable progress as a result of the

honesty and sincerity of members. He indicated that it was no longer possible to increase the fish harvest from the sea unless heavy expenses are incurred in going out to the deep sea, but the country has made tremendous progress in freshwater aquaculture; as a result, the inland production has surpassed that of the marine. By 2020, India's population would reach the 1.3 billion mark and the requirement of fish would be 7.2 mmt. With the marine potential being only about 4 mmt, the rest has to come from inland fisheries and largely from aquaculture. No policy can do wonders. It takes time for development of any production system.

He emphasized that right inputs at the right time for the right person in the right proportion are necessary for development with the right help for marketing. There are about 16-18 schemes for poor people but some of them have failed. What needs to be kept in mind while developing freshwater aquaculture is:

- Whether or not the land or water is free from litigation.
- An identity card may be issued to fishermen.
- Leases for 10-15 years are necessary. Anyway, a 5 to 7-year policy has come up now.
- Loans should be made available to farmers at the earliest along with subsidies.
- From 70, the number of extension officers is now over 300 but timely delivery is not ensured.
- Quality feed is also essential. The market is full of spurious feed.
- Insurance is essential to save farmers from natural hazards.
- The farmer must be ensured of a minimum income.

Mr S K Bandyopadhyay, Officer-in-Charge, UNDP Orissa Programme, mentioned that one of their projects has developed an effective communications system in that it has 80 kiosks where information on various aspects of agriculture and to some extent on fisheries is also available. The communications system is much better developed than the one by Manage<sup>3</sup>. The certification of SHGs is done in collaboration with the Child and Welfare Department of the state.

## Communications Strategy

To generate ideas for state-level communications strategies for the project, and more widely for STREAM India, workshop participants worked in 'stakeholder groups' to discuss and report back (see below by state) on these four questions:

- What do we need to communicate about?
- How?
- By whom?
- When?

In terms of 'what', participants were reminded of the suggestions which had come from the September 2003 Stakeholders Meeting:

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<sup>3</sup> Manage is the National Institute of Agricultural Extension Management, an organization of the Ministry of Agriculture of the Government of India, located in Hyderabad, Andhra Pradesh.

- Development and promotion of ‘Policy Briefs’ and ‘Better Practice Guidelines’ on the R8100 recommendations
- Pilot testing of ‘Aqua-shops’ and Aquaculture Self-Help Groups
- Changes in how information is made available to farmers (involving input of the FFDA and possible reform to the FFDA system), and the lessons from GVT (beyond the Block Office)
- Mechanism for sharing experiences in policy-shaping and service provision revisions.

For the ‘how’ of a communications strategy, there were three groups of mechanisms which had been discussed at the Ranchi Stakeholders Meeting:

- Communications skills development and awareness-raising
- Communications ‘resource centers’
- Information kiosks
- Farmers group meetings
  
- Translations of articles in journals, e.g., *Fishing Chimes*, *Aquaculture Asia*, *NAGA*, *STREAM Journal*
- Posters and diagrams
- Radio, audio-visual, leaflets, newspapers, cassettes, TV, video and CDs
- E-mail and video conferencing
- Drama and street-plays
- Awareness camps
  
- STREAM India Communications Hub at GVT East in Ranchi
- Relate Communications Strategy with the Monitoring and Evaluation (M&E) System

In addition, the project proposal had also mentioned the intention to work towards:

- A Network of Aquaculture Self-Help Groups
- Exposure visits

In considering ‘by whom’ a communications strategy should be carried out, participants were reminded of project and STREAM stakeholders:

- STREAM Initiative of NACA
- Gramin Vikas Trust (GVT)
- Indian Council of Agricultural Research (ICAR)
- Government of India
- Departments of Fisheries of Jharkhand, Orissa and West Bengal
- Communities
- Other STREAM Communications Hubs in Cambodia, Nepal, Philippines, Vietnam, and soon in China’s Yunnan Province, Indonesia, Laos and Myanmar
- DFID-NRSP

The question of ‘when’ elements of a communications strategy would be carried out was left for the small groups to discuss and report back on.

## West Bengal

The participants in the West Bengal workshop in Kolkata worked in four groups:

- Midnapore (community members)
- Purulia (community members)
- GVT
- Department of Fisheries

A narrative of their reportback presentations and other comments follow, with statements related to a communications strategy in *italic print*. Following the reportback session, participants agreed on a common communications strategy diagram (Appendix 4).

### *Midnapore*

Fisheries is a profitable business, but particularly in the villages of West Midnapore, people are not satisfied with the facilities available for aquaculture. There is a *lack of technical guidance*. Although Fisheries Extension Officers (FEO) are there in each block, few people have been able to approach them, due to *lack of communication links; information is not reaching the villages*. Therefore the production level is low. On fish production (Silver and Grass Carp, along with Rohu, Catla and Mrigal) in the collaboration with GVT *through Self-Help Groups, we get encouragement and knowledge to do aquaculture*.

[DOF comment: There are extension officers in every block.]

We have *contacted the Sabhapati*, who said that because an NGO is working in that area, there is no support.

[DOF comment: From next time, contact the FEO in the block, and if you do not get proper guidance, then report to the Director directly or the Deputy Director for West Midnapore. In all blocks, FEOs are working. There are schemes and training programs. *There is a communication gap between the beneficiaries, Block Office and GVT.*]

We *need to contact the Panchayat and Sabhapati*. Otherwise we will not be able to do anything without their support. Today's question is how will we do the work. We are already doing aquaculture in our village. Whatever natural resources we have in our area, the question is how to use them in a fruitful way. We will get fingerlings and distribute them, and get the benefit from fish farming. We got training and support from GVT and started doing the activities. There are contributions from GVT (50%) and from ourselves (50%). We have formed the group. After getting the fish, the profit is ours.

[DOF comment: Now we have understood how GVT has supported in kind. Before entering GVT, what was the production, and after, what is the production?]

In July 2002, we formed a group with 17 people and now the total is 31. In 2002, we sold around Rs 2,000 of fish. After the support from GVT, the profit is up to Rs 13,000. We have purchased a fishing net. Otherwise we have to borrow a net and it costs more. We have consumed 5 quintals of fish, the depth of the pond is 10-12 feet and the area is around one-half acre. We developed the place and have blocked the seepage so that the water will retain.

In the men's group, there is Rs 32,000 in the group fund, and in the women's group, Rs 26,000.

[DOF comment: We understand that those who deserve to get the pond, do not, but those that do not, do. It all depends on the Panchayat members and committee, and the DOF has nothing to do with that.]

We are from the tribal community. We did not know about aquaculture and now with GVT support, we have been able to gain knowledge, support and generate these amounts of funds. GVT has shown the way, but the *government will always be there, so we should be able to get support from them.*

[DOF comment: The Panchayat are supporting their own people. If there is a problem, *go to the DOF and the help will be there, and visit to GVT people.* If you feel you face any problem, you can directly contact us. If there is a problem of disease, they would put chemicals in the pond. DOF are distributing leaflets and organizing *mela*. You can *go to the Block Office every Tuesday, which is when the FEO is there.*]

*When to do the communications strategy? As soon as possible so that we can make a communication channel which starts from the village to block to district to state levels, which finally links us to country level.*

### ***Purulia***

*Exposure visits are helpful, and we have also come to know many things from the visits, and there should be more. We are able to know many things about aquaculture. A villager does not know about academics, and will not be able to know after reading and writing. But if he or she can see, then they will be able to do it in their village. Whatever we have done is through GVT only, and GVT should be involved to organize these types of activities, particularly for exposure visits. Exposure visits can be made to different states and countries.*<sup>4</sup>

The way that GVT has developed the *jankar*, this should be encouraged. *Jankars can spread the information in the nearby village and we need to think about this at village level for DOF.*

There are some other things, the communications mechanisms and the communications centers. The Communications Hub is in Ranchi. We are having connection with GVT, and it is difficult for others to contact Ranchi. So if a '*communications center*' is based at block level, then people will be able to make contact.

Different departments are there (agriculture, forestry). *We need cooperation from those departments also; then that will be helpful.*

In Panchayats, they are discussing about ponds and wells, but the *information is not properly distributed.* But through GVT we have come to know many things. Whatever activities we have got from them, GVT should put other things, like forestry, and try to influence the Panchayat, though groups after giving proper guidance.

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<sup>4</sup> STREAM can investigate linkages with SPARK [a VSO program currently working in Indonesia, Thailand and Vietnam], and invite them to India to link with GVT, DOF and communities.

*For communication, the Gram Sansad should be the discussion forum. Information should be available at Gram Sansad and Gram Sabha levels.*

In our village level, there are no fisheries officers. FEO are limited in Purulia. In every Panchayat, there are Agriculture Development Officers; then there should be Fisheries Development Officers also.

[In response to a question about changes in the village:]

There is *no communication in our area*. Things were unorganized earlier, and people did not understand what a Self-Help Group is. There was no question of women forming a group! GVT came, did PRA and then asked us to form a group, and we put our efforts in the development. We have done piggery and goatery. After forming a group, for the sustainability of the group, they have given paddy threshers, and they have given importance to fisheries.

The ponds have not been utilized by anyone, and we did the breeding of Grass Carp and also Mrigal. We feel that we are quite capable of doing aquaculture activities. Earlier people used to migrate to get work, and the migration problem has been checked to a great extent. People are doing activities like poultry and aquaculture.

Earlier, we were aware of the Panchayat, and they were not giving any support, but *now Panchayat are supporting and involved with the group*. We have a strength. *Dissemination jankars are working with other villages*, and it is not possible for them to go everywhere, so the *jankars* can do that work.

Earlier, there was barren land where no one had done anything. We have cultured peanuts, paddy and other things, because of the knowledge that we have got from GVT. The aim has been to give us the way, eradicate poverty and have different ways to make our livelihoods.

The *group is going to the Panchayat* and we are asking the Panchayat to help our groups. Groups have taken loans from the banks and *now approach the banks on their own*. Now after making groups, they are able to return the loan and also to make profit. People are working in many areas. We have gained a lot. We know that they will withdraw the support, and we can stand on our own, creating our own groups.

Aquaculture activities should be systematized as soon as possible, so that there will be no hindrance and they will be able to do aquaculture with proper knowledge. *Information needs to reach the villages*.

### ***Comments from the Principal Secretary***

At this point in the session, observations were made by Mr A K Patnaik, Principal Secretary (Fisheries), Government of West Bengal:

Mr Patnaik had a view that there are NGOs of all kinds and most of them have been doing a service to themselves rather than to poor people or society in general: "What good has it done in so many years that these NGOs have been working? Has the situation in the rural sector visibly improved? Can a boy from any rural area think of



competing for IIT, IIM or for that matter any competition? There is no point in blaming the government that is constituted by people's representatives."

"As for the local representatives again, their affiliations to their respective political parties are more important than for the people. The Panchayat in general is composed of semi-educated but powerful people. Local funds are used the way they want. They have wide powers and it would require a constitutional amendment to change all this."

"Aquaculture is a simple technology and the West Bengal farmers know it so well. The officers in the department are highly educated, trained and capable and have been supporting the farmers to improve their technical skills. We do not have anything to learn here; perhaps we could advise others." Hearing the observations of the *jankar*, Mr Kuddus Ansary, the Principal Secretary indicated there was no difficulty in contacting the officials of the department and taking their advice and support for development. He wanted some such case studies too where even a little development has taken place that could be highlighted.

He said that the department has now taken up the improvement of the marketing system with a view to help fishermen to get more money for their produce: "Until recently the fishermen sold the fish by numbers but we have suggested that it be sold by weight. To support this, we have provided them with a good balance and a set of weights."

"The quantum jump that has been achieved in other countries has not been possible here. However, we have done something in the agriculture sector. The kind of rosy picture that is painted has no meaning. Can we be millionaires overnight? Can our poor boys from the villages imagine that they could ever go to the institutes of excellence like the IIT or IIM?"

"ICAR people sit in isolation and we have no help. The technologies are old and there is nothing new. There is no interaction between the State and the ICAR people that is so necessary."

"What is the social cost of poverty alleviation efforts? What alternatives are there?"

The Principal Secretary made these suggestions:

- Review the roles of organizations in development activities.
- Make a strong case for fisheries at central government level [this could be a Policy Brief of the project].
- Analyze what is the role of fisheries in poverty alleviation.

He also welcomed a case study on communications issues and gaps at village level and outwards, which would be extremely helpful as "we are coming up in a big way and it would help us convince the policy-makers".

## GVT

### What

- Collection and sharing *knowledge and experiences* both in positive and negative views from village level, especially failures and successes, and also about earlier local practices
- Sharing experiences from other countries, including improved and indigenous techniques
- Availability of information about different concerned projects or programs (e.g., GOI, state-level and other countries)
- Availability of quality inputs

### How

- Through group meetings and regular discussions with *Aquaculture Self-Help Groups (linking GVT and DOF groups)*
- *Development of aquaculture jankars* and disseminate the methodology by them
- Organizing *training* (on improved techniques) at village and block levels by GVT at regular intervals
- Organizing *communications and information-sharing workshops with different stakeholders involving Gram Panchayat*
- Journals and leaflets in local *languages*
- Exposure visit to ‘model area’, within and outside country
- Exposure visit of facilitators of GVT, within and outside country
- ‘Mobile Aqua-shop’ (with all information)
- Workshop and working with government officials, especially DOF, including Panchayat personnel

### By Whom

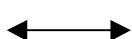
Aquaculture SHGs formed by GVT



Aquaculture *jankars* trained and developed by GVT



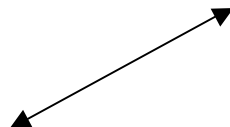
Facilitators from GVT



Department of Fisheries and Panchayat



STREAM Communications Hub



### When

March-April: Training; May-August: Exposure visits, monitoring; September-March: Training, workshop

### *Department of Fisheries*

The participants from the DOF presented their ideas about a communications strategy and more generally about NACA-STREAM's work in association with the West Bengal DOF. The following day, they presented a signed memo with this information in it, which is on file with the STREAM Regional Office.

“We propose the STREAM Initiative will please consider establishing such STREAM Communications Hub and Aquashop in each district of the state of West Bengal and to start from Paschim Midnapore and Purulia and keep a liaison with the Director of Fisheries and the Deputy Director of Fisheries (Research and Training) of the Directorate of Fisheries, so that the required information could reach to the target people of other areas and districts.

However, for the greater interest of the state, we propose further that the NACA-STREAM Initiative may please consider helping the state Fisheries Department in the following:

1. Catfish culture by the women folk utilizing the small doba/ditch/homestead ponds in the districts of Purba and Paschim Midnapore, Bankura, Purulia, North and South 24-Parganas.
2. Jhora fishery with improved formulated feed in Darjeeling district.
3. Freshwater prawn (scampi) culture, including establishment of scampi hatchery in the districts of North and South 24-Parganas, Purba and Paschim Midnapore, Nadia and Purulia.
4. Setting up crab hatchery (*Scylla serrata*) in the Sundarban.
5. Setting up of sea bass hatchery in the Sundarban.
6. Aquaculture in the irrigation and drainage canal in the Purba Midnapore. This will on one hand provide livelihoods to the huge fishermen population and also ensure natural conservation of many threatened economic fish species as well.
7. Setting up of mother hatchery-cum-training center on ornamental fish which will provide: a) quality F1 generation of seed for rearing to fetch good market, b) on-the-job training and work on the captive breeding of indigenous fish species having potential in the export market at Freshwater Fisheries Research Station at Kalyani where similar work is in operation.
8. Provide training material in the form of posters, charts, CD, video and link our research station and training center in their netmeetings.
9. Provide copies of NACA, NAGA and Aquaculture Asia publications and Bengali versions as those being done by the Communications Hub.
10. Help us in training of the resource persons in the different fields in and around.
11. Help us in the exposure visits of our officials and farmers as and when required in the different places and centers in and around.
12. Integrated farming, especially which China has much developed. In West Bengal, most people have small farms, and they can culture fish with duck, pig and cattle.”

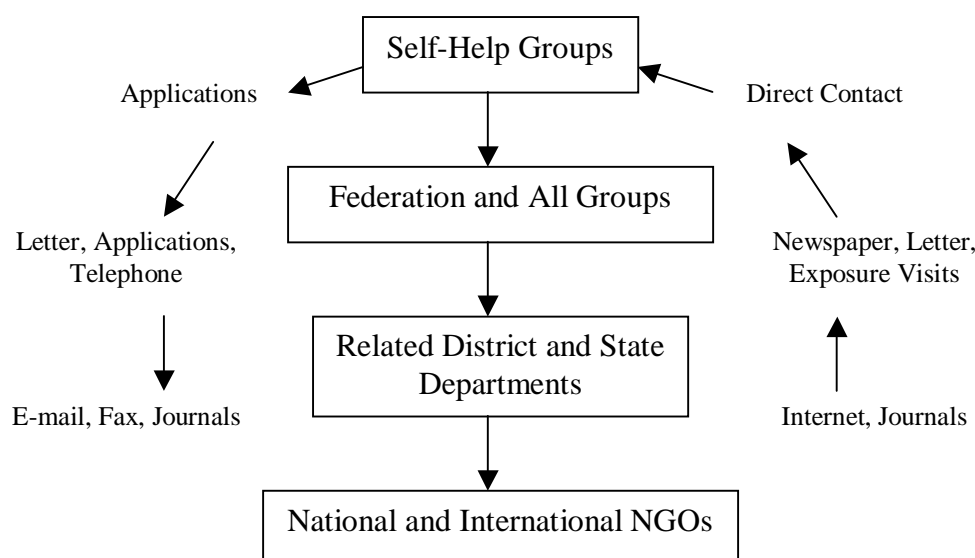
## Jharkhand

The participants in the Jharkhand workshop in Ranchi worked in four groups:

- GVT SHGs and *jankars*
- DOF-associated farmers
- GVT-NGO
- DOF

Each group was encouraged to come up with a diagram. These were reviewed together and a common draft communications strategy diagram was agreed by participants (Appendix 4).

### *GVT SHGs and Jankars*



#### *What*

- Formation of SHG at village level
- Inform people at village, Panchayat and regional levels by organizing monthly meetings at a fixed place
- Contact the bank through SHGs
- Inform people about the facilities available from the government

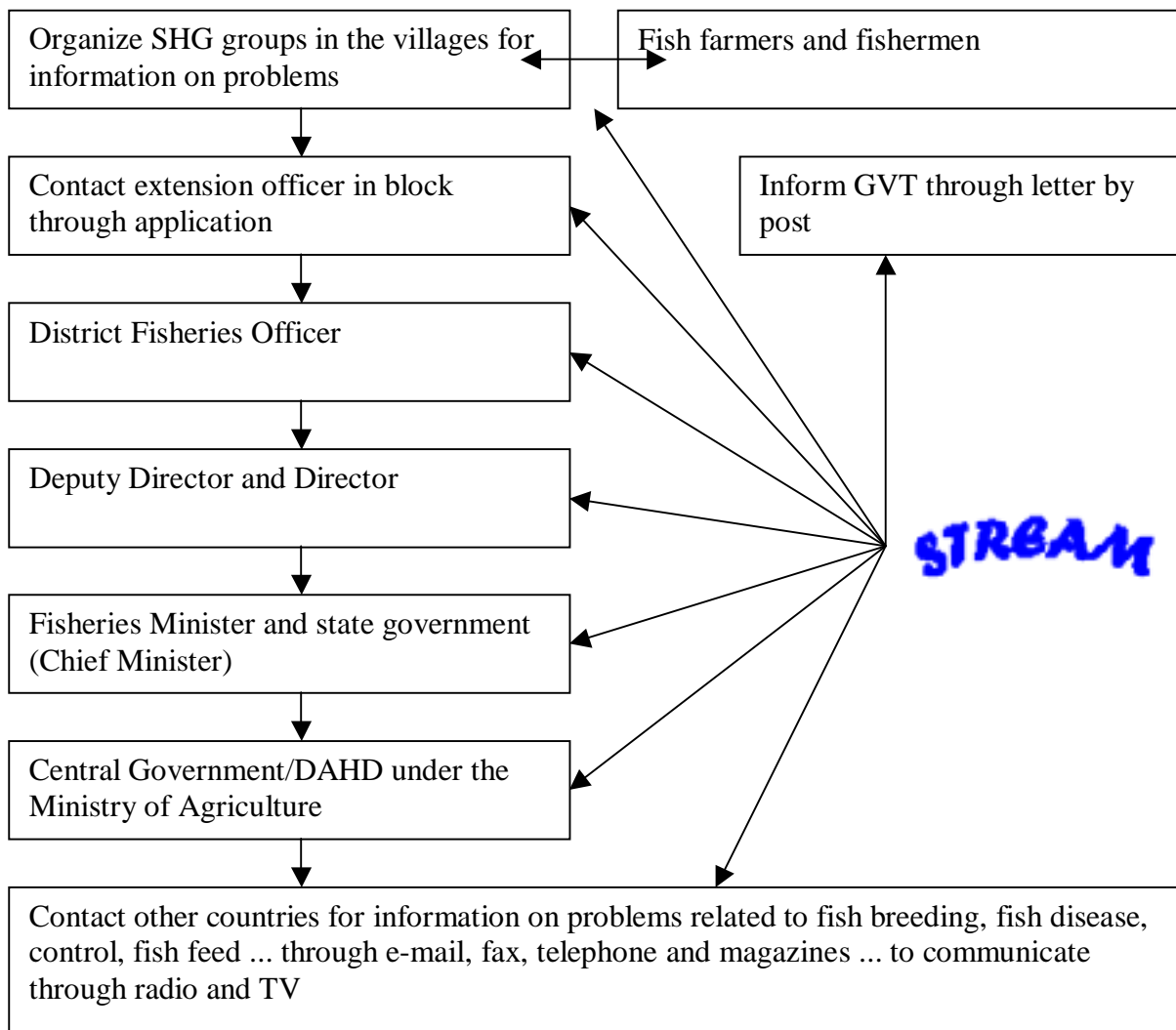
#### *How*

- Through NGOs
- Exposure visits
- Newspapers, radio, TV, street-plays, internet

#### *By Whom*

- Collect information from different places and exchange it with villagers at block, district and state levels
- The voice of the community to be conveyed to district- and state-level authorities through NGOs (grassroots organizations)

*DOF-associated Farmers*



Determine what the problems are, and then select the media for communication. STREAM's role should be as a facilitator of communications.

What → Whatever problems they face in the village they will discuss it.

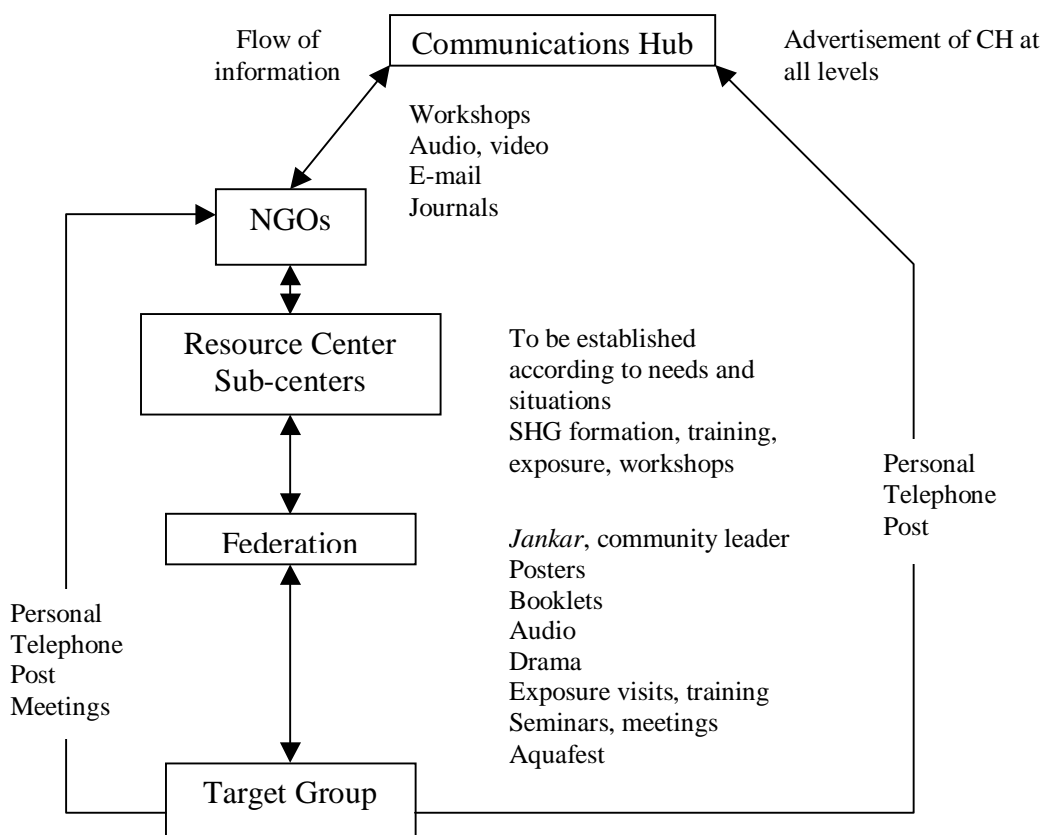
How → Through STREAM, NGOs and government, by the means of newspapers, TV and letters.

By whom → Through fish farmers, government and NACA-STREAM.

When → Through regular meetings (weekly, monthly) so that information can be shared, so that they interact with people and come to know new things, as soon as possible and before that we will again meet.

**GVT-NGO**

*How*

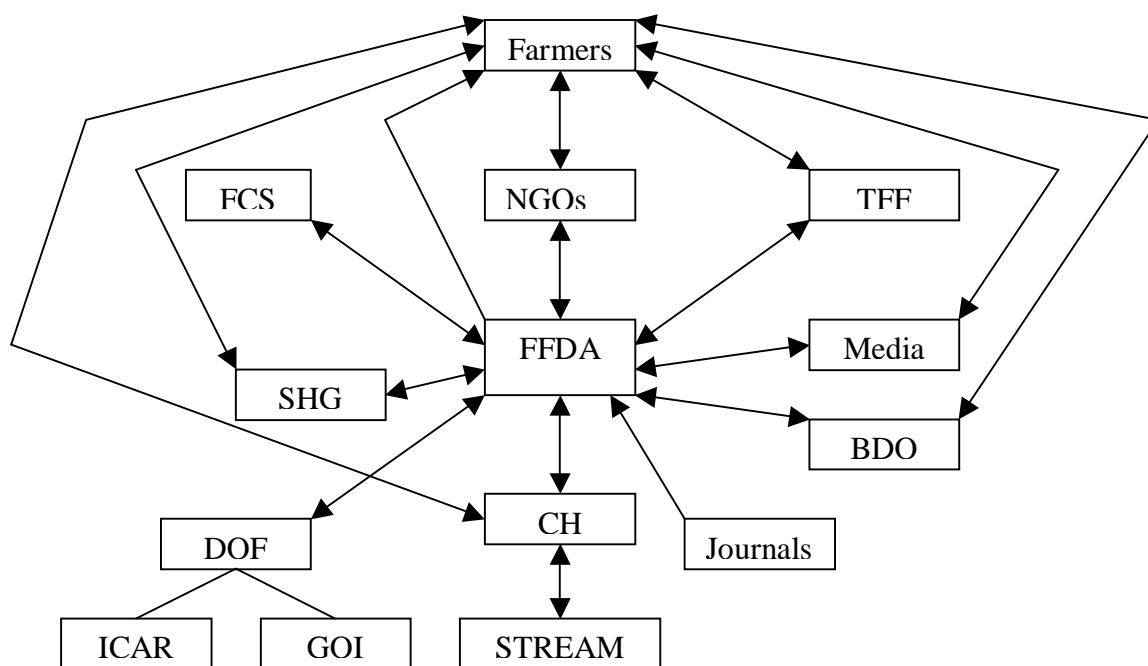


*When*

Areas (Activities)	Time (effective from today)
Communications Hub	Established
Identification and selection of NGOs	Two months
Establishment of resource center	Three months
Establishing SHG federation (training for capacity-building and skills-generation, upgrading)	One year
Activities for awareness creation	Community leaders visit the target, twice a month Poster Booklets Audio (radio on weekends), trumpets (fortnightly) Drama (quarterly) Exposure visits (yearly) Seminars, meetings (monthly) Aquafest, Matiya-Alankar (yearly)

**DOF**

How	What	When
Meetings Press Conference Radio, TV interviews Monthly bulletins Resource centers meetings Internet Film show	Government schemes New technologies New rules Problems of farmers Success stories Significant changes Requirements	Monthly As needed



**Orissa**

The participants in the Orissa workshop in Bhubaneswar worked in four groups:

- Dhenkanal and Keonjhar (community members)
- Mayurbhanj (community members)
- GVT
- DOF

The matrix drafted by the GVT group (see below) was modified to include the comments of each of the other three groups (Appendix 4), and agreed by participants as elements of a state-level communications strategy. The Joint Director of Fisheries, Mr Behera, also drafted a diagram to illustrate the DOF group’s ideas for a state-level communications strategy (Appendix 4).

### ***Dhenkanal and Keonjhar***

#### *What*

- Will self-select the representatives of each group starting from the village to Panchayat and make a group for aquaculture.
- Hold fisheries *mela* so that people will get all the information regarding aquaculture, so that farmers will be able to know the policies and schemes for better understanding of aquaculture.
- Information should reach to the villagers through the Panchayat-level people regarding schemes and bank loans and how they will be able to use those schemes.

#### *How*

- Through NGOs, Panchayat and government (state and central), they have to form SHGs and an information flow will be available to them, if they discuss among them, then they can disseminate.
- Training and education for aquaculture, want at the right time so that they will be able to carry it out properly, so that they can keep it in their mind, right time, right moment.
- Exposure visits to those places where people are doing aquaculture in a better way.

#### *By Whom*

Radio, video, pictures, street-plays, newspapers, magazines and other media, and through exposure visits

#### *When*

One month before doing aquaculture, all the information should reach the fish farmers through Panchayat, government and local NGOs and each of them should take interest for providing that information in the village level (for people have greater confidence to take up aquaculture). [There is also the issue of the lease duration – most of the ponds are seasonal, and it is difficult to get profits, there is also a need for renovation, since they get silted; perennial ponds give better results]

### ***Mayurbhanj***

#### *What*

Whatever policies we have made are alright, but group formation should be given more emphasis. It is necessary for people to unite, and one person can get educated and that person can teach others.

#### *How*

Information regarding aquaculture and loans and other schemes; information should also be available in the form of CD, radio, video and other popular means.



*By Whom*

Through the FEOs, who are posted in block level and we should also involve them in these types of meetings.

There are more than two ponds in each Panchayat. They are not encouraging the members of that group and they will not give the pond in those areas. Government should be interested in these things and then they will be able to do aquaculture.

[Comments:]

- But these ponds have numerous uses, multipurpose.
- On the time period when they get the ponds, some of the members used to take that pond, and they have been used for the betterment of the pond, the profit they get from the pond they will use to improve the village.
- From the Deputy Director of Fisheries: “I do believe these things that have been stated, and I think that both parties are right in their own ways, and I just want to give clarification – if we make awareness-camps then people will know how to use the ponds – we should divide those Gram Panchayat ponds so that they are used by the community and some should be dedicated to aquaculture. In some of the villages we have found that people are using the ponds, and some of them are outside the village and people are not able to use the tank, Gram Panchayat tanks should be given for aquaculture and some should be for domestic use. Another example is that we are having a seasonal pond and the water remains there for four months only and we should make arrangements from that – the technologies are there and we have to disseminate these to villagers.”
- From a farmer: “If we start the fish farming in June or July, there may be political influences on who gets to use the ponds – tanks are the property of the Panchayat and the Collector cannot do anything; therefore there needs to be timely leasing of the pond.”

*When*

Training should be provided to all fish group members, through NGOs or government. They should get all the information regarding from where they will get the fingerlings, and they should get the fingerlings through government or NGOs

*GVT*

<b>What</b>	<b>How</b>	<b>By Whom</b>
Formation of SHGs and cooperatives		NGOs (e.g., GVT), DOF
Technical know-how	Community training to SHGs	DOF, NGOs (e.g., GVT), STREAM
Awareness-building about government policies and schemes	Street-plays in villages; posters, leaflets, journals made available at Panchayat, Samitis; exposure visits	DOF, NGOs (e.g., GVT), STREAM
Stories of successful entrepreneurs, involvement of financial institutions	Publications	DOF, NGOs, STREAM
Problems faced by communities	Problem analysis with communities	DOF, NGOs, STREAM
Excellence in fish culture	Model aquaculture blocks, Panchayats, villages	DOF

The GVT group also proposed an action plan for a communications strategy [which was subsequently revised in the preparation of the report]:

2004	February	<ul style="list-style-type: none"> <li>□ Orientation by STREAM India Communications Hub</li> <li>□ Participatory planning with communities, ASHG, federations, cooperatives</li> <li>□ Exposure to wider networking of ASHG</li> <li>□ Training of GVT personnel along with other stakeholders on communication skills, especially in aquaculture information transfer</li> </ul>
	March	
	April	
	May	
	June	<ul style="list-style-type: none"> <li>□ Case studies formulation through street-play and audiovisual aids</li> <li>□ Organizing ‘aqua-mela’ of publications ensured</li> <li>□ Review Workshop with participation by some stakeholders</li> </ul>
	July	
	August	
	September	
	October	<ul style="list-style-type: none"> <li>□ District-level information center established</li> <li>□ Sharing of information by community at information center on credit facility and market</li> </ul>
	November	
	December	
	2005	January
February		

## *DOF*

### *What*

- Transmission of information pertaining to the availability of resources and their potentialities
- Circulation of comparative success stories on aquaculture vis-à-vis other agricultural activities
- Information on government policies and on-going sponsored schemes meant for socio-economic development of rural poor people
- Information on availability of inputs like fish seed, feed, fertilizers, medicines and others required for aquaculture
- Dissemination of latest aquaculture technology
- Information on credit support mechanisms
- Information on forward and backward linkages with special reference to marketing and price structure

### *How*

- Prioritization of the programs to be communicated
- It should be in a programmatic manner about the activities, responsibilities and timeframes
- Awareness and sensitization programs in small groups involving local NGOs and SHGs at village, Gram Panchayat, block and district levels
- Through leaflets, posters, street-plays, newspapers, advertisements and others
- Through audiovisual aids like radio, TV, video conferencing, CD and others
- Field exposure visits to successful units, including research scientists
- Promoting information centers at district level, to be updated from time to time

*By Whom*

- Through Department of Fisheries, NGOs, SHGs, research and educational institutions, Panchayat Raj Institutions and international agencies
- Linkage with OSDMA and others
- Credit support institutions

*When*

- When villagers are not busy, or not occupied otherwise
- Sufficiently ahead of a particular program

## Follow-up Actions

**For all three states:**

- Write and disseminate report of the workshops
- STREAM India Communications Hub to develop stakeholder database
- Send boxed sets of first project outputs to all 'new' stakeholder participants
- Inform all stakeholder participants of upcoming project activities
- Widely publicize and promote the establishment of the STREAM India Communications Hub
- Set up state- and central-level Project Monitoring Groups (PMG)
- Set up a system for the 'one-stop shop' with catalytic help from STREAM India Communications Hub to 'register' ASHG's (GVT, DOF and others)
- Develop a Communications Strategy Action Plan and implement from December 2003 – February 2005 (consider the excerpts from an information access survey carried out in India, in Appendix 5)
- Consider the presence of STREAM India Communications Hub at district and state levels (e.g., through provision of computers to link with the Hub)
- Organize workshops and seminars at district level, including DOF, communities, financial institutions, and NGOs (GVT), Panchayat Raj Institutions (e.g., for Policy Briefs and Better Practice Guidelines)

**For West Bengal:**

- Elicit two articles for *STREAM Journal* 2(4) on group formation by GVT in Jabarrah (Dr V Singh, Mr G Dutta and Mr B K Sahay) and West Bengal DOF (Dr B K Mandal)
- Call first discussion meeting among GVT, DOF, Panchayat, SHGs, *jankars*, after November
- Investigate the funding of the meetings (such as the one above)
- Hold a meeting at village level involving SHG *jankars* of GVT and DOF, and Panchayat officials, to make changes in the norms of forming groups, so that groups can approach GVT, Block Office and banks. They have different criteria, so there is a need to come up with a shared understanding of the various sets of criteria.

### For Jharkhand:

- STREAM to report on the outcomes of the workshop to Secretary and Director of Fisheries, to seek permission for FFDA's to work with STREAM through the PMG
- Organize PMG meeting of representatives between FFDA, FCS, Federation of SHGs, NGOs, GVT and STREAM India, after mid-January 2004

### For Orissa:

- STREAM to report on the outcomes of the workshop to Minister, Secretary and Director of Fisheries
- Elicit an article for *STREAM Journal* 2(4) on a 'success story' of SHG and entrepreneurship by DOF Keonjhar (Mr Golakha Bihari Porida)

## Monitoring and Evaluation

Mr William Savage gave a presentation on how the project will monitor and evaluate its work, as reflected in Output 4 of the project logframe:

To try to assess the value of service delivery and how well it meets requirements by measuring changes in poor people's lives.

This will involve measuring how we are doing against *indicators of progress* and also trying to capture unanticipated changes through the collection of '*significant change*' stories. The project four outputs can be described as:

1. Promotion of Process – PMG, Policy Briefs, Better Practice Guidelines
2. Capacity-building for Policy Formulation – Communications Strategy
3. Capacity-building for Service Provision – Pilot Tests → Aqua-shop, SHGs
4. Assessing Progress – M&E

Indicators of progress, or objectively verifiable indicators (OVIs) as they are called in the project logframe, have been stated for each of the four project outputs as follows:

1. Promotion of Process – PMG, Policy Briefs, Better Practice Guidelines
  - By Dec 2003, agreement obtained and meeting held of some kind of a Project Monitoring Group (PMG)
  - By March 2004, a CBP Policy Brief available in draft
  - By Sept 2004, at least two policy-related mini-projects, initiated by DDG-ICAR Fisheries, have specified the use of CBP in their designs
  - By Dec 2004, stakeholder awareness is optimal for policy-favourable use of the CBP for pro-poor outcomes
2. Capacity-building for Policy Formulation – Communications Strategy
  - By Mar 2004, state and national-level policy 'shapers' share a common vision on how to advance R8100's recommendations into formal policy channels

- By Sep 2004, draft policy briefs available for the suite of pro-poor service priorities of R8100
- By Jan 2005, evidence that Communications Hub has assisted pro-poor policy dialogues
- By Feb 2005, evidence of use of information in the R8100-related policy briefs by apex-level policy-makers at national and state levels

### 3. Capacity-building for Service Provision – Pilot Tests → Aqua-shop, SHGs

- By Feb 2004, key GO and NGO stakeholders in at least one state agree on prioritised plan to test revisions in service delivery
- By Dec 2004, stakeholders assess progress and evaluate their experiences in pilot testing of revised service delivery
- By Feb 2005, at least three stakeholders in service provision communicate their experiences to apex-level policy actors

### 4. Assessing Progress – M&E

- By January 2005, ‘significant change’ assessed in at least one target state with a sample of at least 30% of the men and women exposed to the project’s pilot testing
- By March 2005, findings on ‘significant change’ communicated and implications discussed amongst intermediate stakeholders
- By March 2005, evidence of at least two ways by which intermediate stakeholders have internalised the project feedback

Along with evidence for the above OVIs about the progress of each out the project’s four outputs, ‘significant change’ stories will be used to capture unanticipated outcomes as a result of the project’s work.

### A Story – *Back to Jabarrah*

Mr William Savage used excerpts from *Back to Jabarrah* (full text printed in Publication 1 – R8334) with photographs to give examples of what significant change stories can be like. The story is subtitled “A closer look at the evolution of successful Aquaculture Self-Help Groups in rural West Bengal, the discovery of new uses for local resource systems and the energizing effect of flexible rural credit”. It was written by Satyendra D Tripathi, Graham Haylor and William Savage in consultation with Jagdish Saran Gangwar, Virendra Singh, Gautam Dutta and Prabhat Kumar Pathak.

## Closing Session

In Kolkata and Ranchi, the closing sessions were brief and informal. In Orissa, the workshop participants were joined by the Secretary and Director of Fisheries<sup>5</sup>:

Expressing his sincere thanks for sparing their time for participating in the workshop, Mr J S Gangwar, Additional CEO of GVT, welcomed Mr Ashok K Tripathy, Commissioner-cum-Secretary, Fisheries and Animal Resources Development Department, Government of Orissa, and Mr Satyabrata Sahu, Director of Fisheries, Government of Orissa. Mr Savage then proceeded to give a brief on the project for the benefit of the dignitaries. Mr Tripathy was keen to know whether Ms S Ganju Thakur was aware of the workshop and if she was, then probably it would not be necessary to reinvent the wheel. He also pointed out that video-conferencing would be one of the best means of reaching the farmers. The Director of Fisheries is already using the GRAMSAT that has been developed for the purpose by the Government of Orissa in collaboration with the ISRO.

Mr Tripathy pointed out that the observation of Mr Behera, Joint Director of Fisheries, Orissa, that the policy is formulated by the high-ups and trickles down to be adopted, is wrong. In fact, the government has been holding long discussions with people at various levels and the recommendations and suggestions of the Panchayats and Zila Parishads are taken as the basis for developing the policies, while implementation and supervision is done by the department. It is necessary to involve educational and research as well as financial institutions in the workshop as technological changes and availability of finance will also have a role in policy. His department has already involved Lead Banks, NABARD, IPICOL and others for vertical and horizontal expansion.

The Secretary and Director then enquired of the status of aquaculture and the problems faced by the farmers from Dhenkanal, Keonjhar and Mayurbhanj. They informed the representatives from these districts of the new lease policy for a minimum of seven years and at a minimum amount of Rs 1,875/ha. The lease amount would increase annually at 10% each year. They were unhappy to note that the fisheries officers from the district had not made any efforts to sensitize the Panchayats as well as the lessees about this development. The Secretary also asked the Panchayat Pradhan (Dhenkanal) as to why he wanted the lease to be given for a longer period as against the present practice of annual leases.

On a query from the Pradhan about increasing the period of water retention by digging the tank, he suggested them to form the group and get bank loans to do it rather than wait for the government to do everything for them. The director informed the participants that there were 60,000 ponds and tanks in the state, of which 12,000 are suitable for pisciculture. It is up to the Panchayat to decide as to how many and which of the tanks it wanted to be leased. There are several schemes such as Food for Work with the Collector where funds are available that could be utilized by the villagers for digging the ponds in the dry western districts. Unfortunately, the system

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<sup>5</sup> On the day before the workshop in Orissa, Mr William Savage, Dr S D Tripathi and Mr Rubu Mukherjee met with several officials from the Government of Orissa. The notes appear in Appendix 7.

is not working. It was also clarified that the SHGs are taking the ponds on lease and indulging in the corrupt practice of sub-leasing to others.

He was critical of the practice adopted by farmers regarding initiating fish culture in ponds that were not suitable or without analysis of the soil and water quality, and also of poor training. He agreed that the fault also lies with the officers of the department who did not communicate with the farmers properly. These should be considered as gaps in communication. He suggested the use of small tanks for production of fingerlings to be stocked in seasonal tanks for faster growth so as to attain marketable size during the short period available for culture. He also indicated the government guidelines on the rate of stocking as 7.5 million/ha at a cost of Rs 35,000. He felt that the mistakes committed in the past need not be repeated and a fresh look taken at the program as it is the mandate of the Fisheries Department to disseminate the technology.

Mr William Savage thanked the Secretary as well as the Director, who had already left to attend a meeting of the Veterinary Department of which he was holding an additional charge, and indicated that their suggestions were well taken and will be borne in mind to fill the communication gaps.

## Evaluation

Workshop participants in all three states were asked to respond to the question: “What are your thoughts about the workshop and its outcomes, in particular about your own participation and contributions to the Communications Strategy?” Their responses appear in Appendix 6.

*Appendix 1 Participants*

**Kolkata, West Bengal, 30-31 October 2003  
Tollygunge Club**

<i>State and District</i>	
1. Mr A K Patnaik, IAS	Principal Secretary, Department of Fisheries, West Bengal
2. Mr A K Ray	Special Secretary, Department of Fisheries, West Bengal
3. Mr S Chakrabarti	Joint Director of Fisheries, West Bengal
4. Dr S N Biswas	DDF Research, West Bengal
5. Dr B K Mondal	Deputy Director of Fisheries-cum-CEO, FFDA, Midnapur
6. Mr A K Nandy	Fisheries Extension Officer, Midnapur
<i>Panchayat</i>	
7. Mr Purnachandra Soren	Aquaculture Jankar, Nalbon village, Midnapur, cum Member of Panchayat Samiti
8. Mr Jagadish Singh	Member of Gram Panchayat, Bandhgora, Jhargram
<i>GVT</i>	
9. Mr Amar Prasad	CEO, GVT
10. Dr Virendra Singh	Project Manager, GVT East, Ranchi, Jharkhand
11. Mr S L Yadav	State Coordinator, GVT West Bengal
12. Mr Gautam Dutta	Field Specialist (Aquaculture), GVT Purulia
13. Ms Jhinuk Ray	Community Organizer, GVT Jhargram
14. Mr Amitav Mitra	Accountant, GVT East, Ranchi, Jharkhand
<i>Recipients</i>	
15. Mr Kuddus Ansary	Jankar, Khawasdih village, Barabazar, Purulia
16. Mr Sakya Singha Mahato	Jankar, Jabarrah cluster, Hura block, Purulia
17. Mr Nityo Gopal	Jankar, Nabdaya Group, Jabarrah cluster
18. Ms Alpna Mahato	Jankar, Kaipara, Bara Bazar, Purulia
19. Mr Dhiren Singh	Jankar, Banstola village, Midnapur
20. Ms Laxmi Manjhi	Jankar, Banstola village, Midnapur
<i>NACA-STREAM</i>	
21. Dr S D Tripathi	Consultant, Mumbai
22. Mr William Savage	Communications Specialist, Bangkok, Thailand
23. Mr Rubu Mukherjee	Communications Hub Manager, Ranchi, Jharkhand



*Appendix 1 Participants (continued)***Ranchi, Jharkhand, 3-4 November 2003  
GVT East Office**

<i>State and District</i>	
1. Mr Rajiw Kumar	Director of Fisheries, Jharkhand
2. Mr Ashish Kumar	Deputy Director of Fisheries, CEO FFDA, Ranchi, Jharkhand
3. Mr D K Singh	Fisheries Extension Officer, Ranchi
4. Mr Ashok Kumar Singh	DFO-cum-CEO, FFDA, Gumla
<i>GVT</i>	
5. Dr Virendra Singh	Project Manager, GVT East, Ranchi, Jharkhand
6. Mr P K Pathak	GVT Jharkhand State Coordinator, Ranchi
7. Mr B K Sahay	Field Specialist Social Development, GVT East, Ranchi, Jharkhand
8. Mr Birendra Kumar	Community Organizer, GVT, Hazaribagh, Jharkhand
9. Mr Amitav Mitra	Accountant, GVT East, Ranchi, Jharkhand
<i>NGO</i>	
10. Mr Sanjeev Kumar Verma	Aquaculture Scientist, Organization for Developmental Activities (ODA), Ranchi
11. Ms Ajita Tiwari	Society for Rural Industrialization (SRI), Ranchi, Jharkhand
<i>Recipients</i>	
12. Mr Devnarin Prasad	Jankar, Ganeshitand village, Hazaribagh, Jharkhand
13. Ms Poonam Devi	Jankar, Ganeshitand village, Hazaribagh, Jharkhand
14. Mr Md Rushtam Khan	Jankar, Lakhnu village, Hazaribagh, Jharkhand
15. Mr Bhukal Singh Munda	Jankar, Merhi village, Ranchi, Jharkhand
16. Mr Bhim Nayak	Fulwar Toli village, Bundu, Jharkhand
17. Mr Krishna Machhua	Fulwar Toli village, Bundu, Jharkhand
18. Mr Ras Behari Baraik	Chhota Changru village, Silli, Jharkhand
19. Mr Manohar Naik	Goradih village, Silli, Jharkhand
20. Mr Veer Singh Munda	Bagda cluster, Ranchi
<i>NACA-STREAM</i>	
21. Dr S D Tripathi	Consultant, Mumbai
22. Mr William Savage	Communications Specialist, Bangkok, Thailand
23. Mr Rubu Mukherjee	Communications Hub Manager, Ranchi, Jharkhand

*Appendix 1 Participants (continued)***Bhubaneswar, Orissa, 6-7 November 2003  
Crown Hotel**

<i>State and District</i>	
1. Mr A K Tripathy, IAS	Commissioner-cum-Secretary, Fisheries and Animal Resources Development Department, Orissa
2. Mr Satyabrata Sahu, IAS	Director of Fisheries, Orissa
3. Mr T K Behera	Joint Director of Fisheries, Orissa
4. Dr P M Misra	Advisor, Government of Orissa
5. Mr S C Pattanayak	DDF (Central Zone), Cuttack
6. Mr Golakha Bihari Porida	DFO/ADF Baripada
7. Mr Narendra Kr Pradhan	DFO, Keonjhar, Orissa
8. Mr P R Rout	ADF Dhenkanal, Orissa
9. Mr Ranjit Keshari Das	Deputy Superintendent of Fisheries, FFDA Dhenkanal, Orissa
10. Mr Prafulla Kr Choudhury	Fisheries Extension Officer, FFDA Dhenkanal, Orissa
<i>GVT</i>	
11. Mr J S Gangwar	Additional CEO, Noida, Delhi
12. Mr P K Mishra	GVT Orissa State Coordinator, Baripada
13. Ms Pruffuli Ekkea	Field Specialist Social Development, GVT East, Baripada, Orissa
14. Mr Debapriya Ghosh	Community Organizer, GVT Keonjhar, Orissa
15. Mr Keshabanand Patra	Community Organizer, GVT Baripada, Orissa
16. Mr K C Mahapatra	Community Organizer, GVT Dhenkanal, Orissa
17. Mr Amitav Mitra	Accountant, GVT East, Ranchi, Jharkhand
<i>Other Organizations</i>	
18. Mr Subodh K Mahapatra	Livelihoods Specialist, WORLP
19. Dr S K Bandyopadhyay	Officer in Charge, Orissa Program, UNDP
<i>Recipients</i>	
20. Mr Pabitra Mohan Baral	Pradhan, Batagaon village, Dhenkanal, Orissa
21. Mr Ashok Kumar Sahoo	Jankar, Khajuria village, Dhenkanal, Orissa
22. Ms Janaki Sahoo	Jankar, Khajuria village, Dhenkanal, Orissa
23. Ms Beenapani Sahu	Jankar, Koi village, Dhenkanal, Orissa
24. Mr Kshetrabasi Naik	Jankar, Padmakeswarpur, Nuakaraman, Keonjhar, Orissa
25. Mr Raisen Murmu	Jankar, Badbilla village, Mayurbhanj, Orissa
26. Mr Prafulla Chandra Behera	Jankar, Jamapani village, Dhenkanal
27. Mr Narendra Mahato	Jankar, Natuo village, Mayurbhanj
28. Mr Bonamali Mahakud	Jankar, Nichintpur village, Keonjhar
29. Mr Rajendra Marndi	Jankar, Nischinta village, Nischinta cluster, Mayurbhanj
<i>NACA-STREAM</i>	
30. Dr S D Tripathi	Consultant, Mumbai
31. Mr William Savage	Communications Specialist, Bangkok, Thailand
32. Mr Rubu Mukherjee	Communications Hub Manager, Ranchi, Jharkhand

*Appendix 2 Agenda***Kolkata, West Bengal, 30-31 October 2003**

Day One	Day Two
<ul style="list-style-type: none"> <li>□ Overview of the Workshop</li> <li>□ Project Brief: Questions and Answers</li> <li>□ Break</li> <li>□ Communications Strategy by Stakeholder Groups</li> </ul>	<ul style="list-style-type: none"> <li>□ Review of Day One</li> <li>□ Communications Strategy Reportback (cont)</li> <li>□ Break</li> <li>□ Draft Communications Strategy</li> </ul>
<i>Lunch (13:00)</i>	
<ul style="list-style-type: none"> <li>□ Communications Strategy Reportback</li> <li>□ Reporting to and Getting Feedback from Principal Secretary</li> <li>□ A Story - <i>Back to Jabarrah</i></li> </ul>	<ul style="list-style-type: none"> <li>□ Communications Strategy Action Plan and Follow-up Actions</li> <li>□ Monitoring and Evaluation</li> <li>□ Evaluation</li> <li>□ Closing Session</li> </ul>

**Ranchi, Jharkhand, 3-4 November 2003**

Day One	Day Two
<ul style="list-style-type: none"> <li>□ Inaugural Session (09:00)</li> <li>□ Overview of the Workshop (09:30)</li> <li>□ Project Brief: Questions and Answers (09:45)</li> <li>□ Break (10:30)</li> <li>□ Communications Strategy by Stakeholder Groups (11:00)</li> <li>□ Lunch (12:30)</li> </ul>	<ul style="list-style-type: none"> <li>□ Review of Day One (09:00)</li> <li>□ Communications Strategy Action Plan and Follow-up Actions (09:30)</li> <li>□ Monitoring and Evaluation (10:00)</li> <li>□ Break (10:30)</li> <li>□ A Story - <i>Back to Jabarrah</i> (14:30)</li> <li>□ Reporting to and Getting Feedback from Minister, Secretary and Director (11:00)</li> <li>□ Evaluation and Closing Session (12:30)</li> <li>□ Lunch (13:00)</li> </ul>
<ul style="list-style-type: none"> <li>□ Communications Strategy Reportback (13:30)</li> <li>□ Break (15:00)</li> <li>□ Draft Communications Strategy (15:30)</li> <li>□ Finish (17:00)</li> </ul>	

**Bhubaneswar, Orissa, 6-7 November 2003**

Day One	Day Two
<ul style="list-style-type: none"> <li>□ Inaugural Session (09:00)</li> <li>□ Overview of the Workshop (09:30)</li> <li>□ Project Brief: Questions and Answers (09:45)</li> <li>□ Break (10:30)</li> <li>□ Communications Strategy by Stakeholder Groups (11:00)</li> <li>□ Lunch (12:30)</li> </ul>	<ul style="list-style-type: none"> <li>□ Review of Day One (09:00)</li> <li>□ Draft Communications Strategy (9:30)</li> <li>□ Communications Strategy Action Plan and Follow-up Actions (10:00)</li> <li>□ Break (10:30)</li> <li>□ Monitoring and Evaluation (11:00)</li> <li>□ A Story - <i>Back to Jabarrah</i> (11:45)</li> <li>□ Lunch (12:30)</li> </ul>
<ul style="list-style-type: none"> <li>□ Communications Strategy Reportback (13:30)</li> <li>□ Break (15:00)</li> <li>□ Draft Communications Strategy (15:30)</li> <li>□ Finish (17:00)</li> </ul>	<ul style="list-style-type: none"> <li>□ Reporting to and Getting Feedback from Minister, Secretary and Director (13:30)</li> <li>□ Closing Session and Evaluation (14:30)</li> </ul>



## Support to Regional Aquatic Resources Management

### Project Brief<sup>6</sup>

The STREAM Initiative of NACA (Network of Aquaculture Centres in Asia-Pacific) – with the NGO Gramin Vikas Trust (GVT) and the Indian Council for Agricultural Research (ICAR) – are implementing a DFID NRSP (Natural Resources Systems Programme) research project called “Promoting the Pro-Poor Policy Lessons of R8100 with Key Policy Actors in India” (known to DFID as R8334). The project runs from September 2003 through February 2005 and follows on from R8100 “Investigating Improved Policy on Aquaculture Service Provision to Poor People” which concluded in May 2003. Both projects aim to “contribute to ‘giving people a voice’ in policy-making processes that have an impact on their livelihoods”.

This new project is about working together, nationally and in Jharkhand, Orissa and West Bengal, to develop and promote ways to improve rural services for people (especially tribal communities) who want to do aquaculture. The approach is different from many existing schemes because it looks at how aquaculture fits into people’s lives, based on what they have and how they want to use it. We began in September 2003 by meeting senior policy-makers in Delhi, holding a Stakeholders Meeting in Ranchi, and visiting Jabarrah village in West Bengal.

Over the next eighteen months, there are four things that we hope to do:

1) To hold regular Project Monitoring Group (PMG) meetings to build on the process which we all worked on (in the previous project), of highlighting and prioritizing recommendations for changes in policy.

*The PMG will likely develop short written pieces (‘Policy Briefs’ and ‘Better Practice Guidelines’) about how the priority recommendations already defined can be incorporated into current or new ways of working.*

2) To improve sharing of policy-related experiences to all stakeholders and to promote policy recommendations to policy-related people in government.

*We aim to develop a communications strategy and an action plan. The STREAM Communications Hub being established alongside the GVT East office in Ranchi will test new ways of sharing information and experiences.*

3) To pilot test some of the new ways of working recommended by the previous project.

*These might include the so-called ‘one-stop-shop’ for aquaculture service provision (or the ‘Aquashop’) and the approach of supporting and working with Self-Help Groups.*

4) To try to assess the value of service delivery and how well it meets requirements by measuring changes in poor people’s livelihoods and lives.

*This will involve measuring how we are doing against indicators of progress and also trying to capture unanticipated changes through the collection of ‘significant change’ stories.*

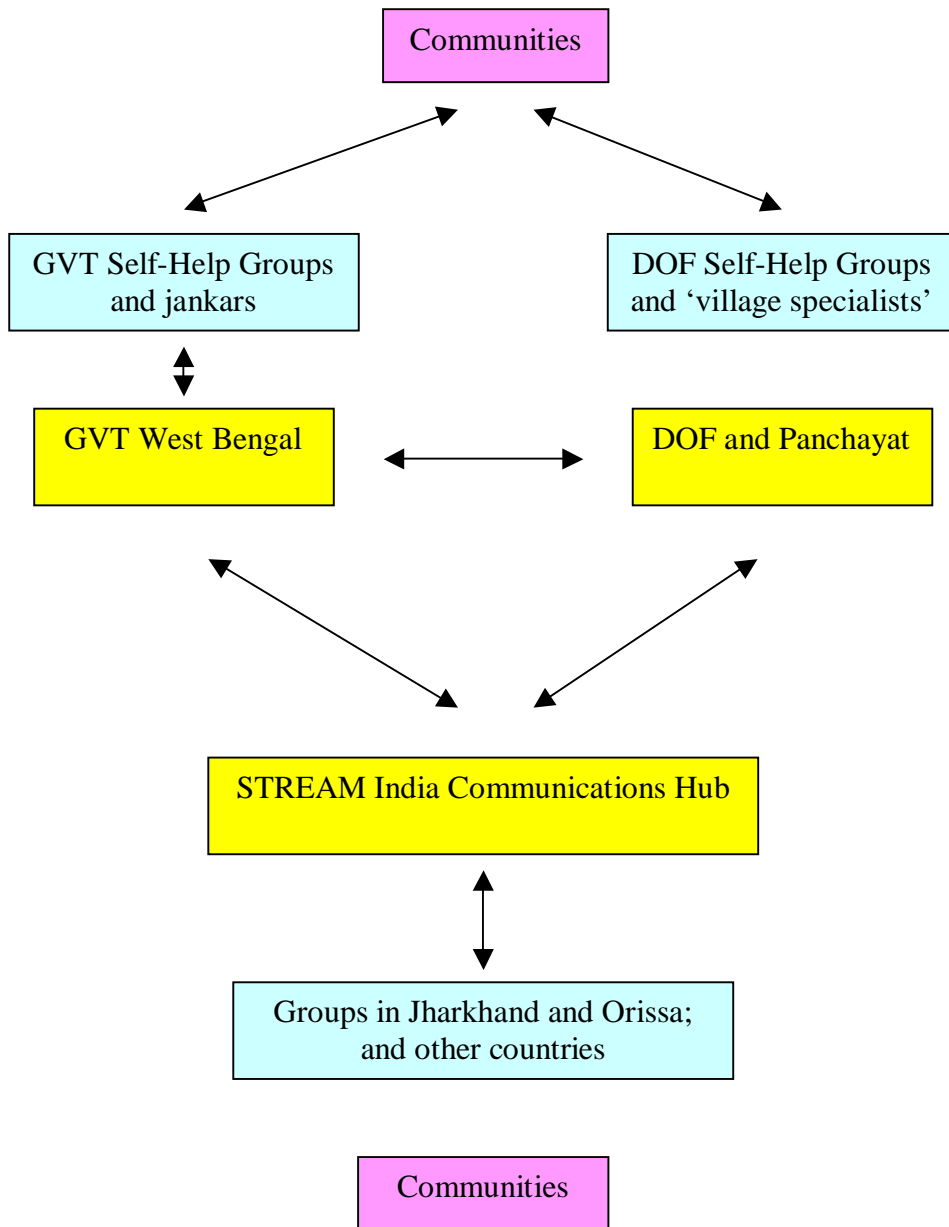
For more information about the project, please contact Rubu Mukherjee, the STREAM India Communications Hub, 280, Kanke Rd, near Pani Jahaj Kothi, Ranchi, Jharkhand, India.

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<sup>6</sup> Version of 24 October 2003

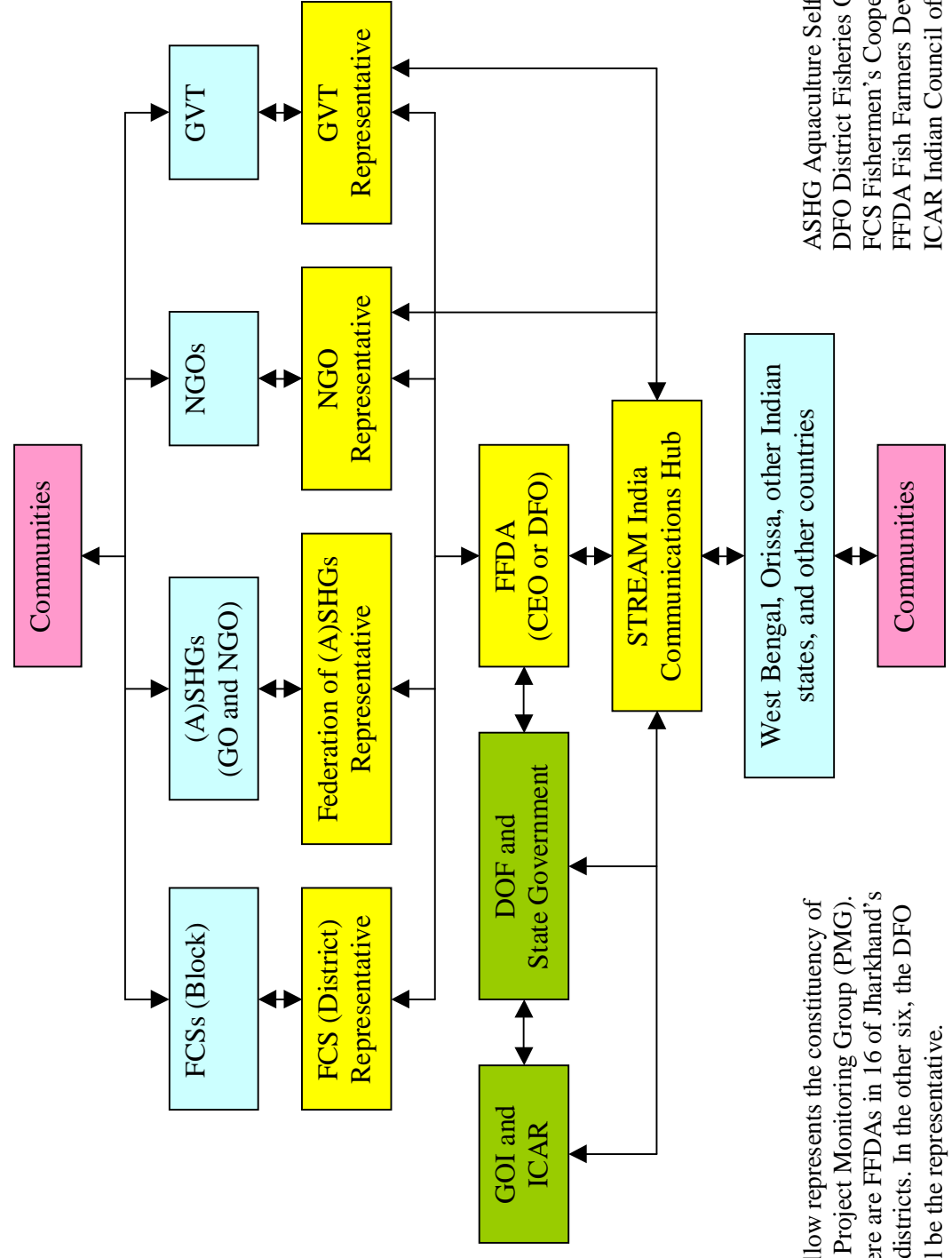
*Appendix 4 Communications Strategy Diagrams*

**West Bengal**



Appendix 4 Communications Strategy Diagrams (continued)

Jharkhand



- Yellow represents the constituency of the Project Monitoring Group (PMG).
- There are FFDA's in 16 of Jharkhand's 22 districts. In the other six, the DFO will be the representative.

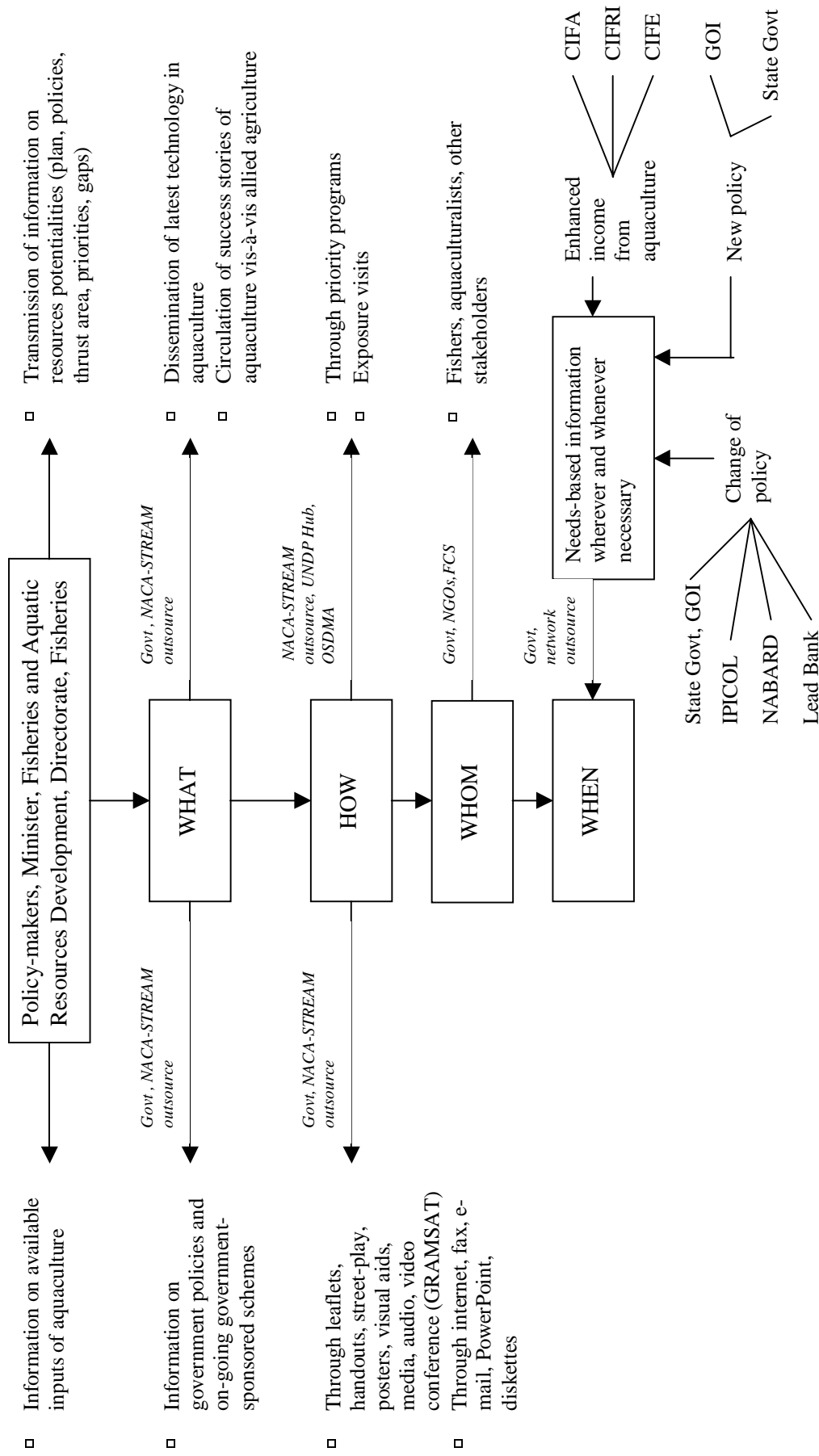
**Appendix 4 Communications Strategy Diagrams (continued)****Orissa**

<i>What</i>	<i>How</i>	<i>By Whom*</i>
Formation of SHGs and cooperatives; training of 'village specialists' ( <i>jankars</i> )	Self-selected SHGs	Communities, Panchayat, GVT, NGOs, DOF
Technical know-how and latest aquaculture technology, training and education	Community training to SHGs	DOF, GVT, NGOs, STREAM
Information flow and awareness-building about government policies and schemes (especially on long-term leases of tanks); access to credit; access to seed, fingerlings and other inputs (e.g., feed, fertilizer, medicine); availability of resources and their potentialities; linkages with marketing and price structures; insurance	Street-plays in villages; fisheries <i>melas</i> ; radio, video conferencing (GRAMSAT), CD, newspapers, advertisements, posters, leaflets, journals made available at Panchayat, Samitis; exposure visits (including research scientists); meetings; information centers (e.g., at district level)	Communities, SHGs, DOF (FEO), Panchayat, GVT, NGOs, STREAM [When: One month before doing aquaculture]
Stories of successful entrepreneurs and comparative success stories on fisheries vis-à-vis other agricultural activities, involvement of financial institutions	Publications	Communities, DOF, NGOs, STREAM
Problems faced by communities	Problem analysis with communities	Communities, DOF, NGOs, STREAM
Excellence in fish culture	Model aquaculture blocks, Panchayats, villages	Communities, DOF, NGOs, GVT, STREAM

\* Also research and educational institutions, international agencies; linkages with Orissa State Disaster Mitigation Authority (OSDMA); banks and credit institutions, and marketing channels (e.g., transport and commercial tax departments)

*Appendix 4 Communications Strategy Diagrams (continued)*

**A Pictorial View on Communication Strategy between Policy-makers and Recipients of Aquaculture (proposed)**  
 (with reference to Government of Orissa)





### *Appendix 5 Excerpts for Communications Strategy*

Excerpts from Felsing M, Haylor G, Lawrence A and Norrish P 2000 Reaching the Rural Poor: Developing a Strategy for the Promotion and Dissemination of Participatory Aquaculture Research – A Case Study from Eastern India. *Journal of Extension Systems* 16: 82-106.

For consideration and adaptation into a communications strategy for the DFID-NRSP-funded, NACA-STREAM project R8334, “Promoting the Pro-Poor Policy Lessons of R8100 with Key Policy Actors in India”, following the State-level Communications Strategy Workshops in Kolkata, West Bengal (30-31 October 2003), Ranchi, Jharkhand (3-4 November 2003) and Bhubaneswar, Orissa (6-7 November 2003)

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A communications strategy involving dances, songs and drama and different types of media (video and audiocassettes, posters and leaflets) is presented and costed in three stages, together with a design checklist.

#### **Communications strategy check list**

A checklist was constructed to enable effective development of the media and implementation of the strategy. It is based on existing literature and extensive discussions with extension specialists.

- The format and content of extension material should be tailored to the needs and characteristics of the target audiences, i.e. the male and female farmers belonging to different social groups, and the aquaculture extension agencies of the region (KVKs, FFDAs, CIFA, SRI, YMCA).
- In order to ensure maximum and efficient spread of information, collaboration between aquaculture research bodies (CIFA, agricultural universities), extension agencies (NGOs, KVKs, FFDAs) and technology development centres (SRI, CIFA) should be established by arranging meetings and common forums. Co-ordination and co-operation between extension providers at local level should be facilitated by exposure visits for extension staff to the IBRFP project.
- Rather than a rigid 'technology package' a range of flexible technology options or practices (including information on the economic implications, risks and uncertainties of any suggested strategies) should be presented to farmers for them to adapt and modify as appropriate.
- To increase the uptake of information, end-users should be involved in the production of extension materials so that information is as relevant to other needs as possible. All material developed should be pre-tested on representative sample of the target audience before mass production.

*Appendix 5 Excerpts for Communications Strategy (continued)*

- To ensure efficient extension to women, the extension material should be adjusted to their level of literacy and domestic obligations. Female extension workers and mechanisms such as group formation and mass media should be used deliberately to direct extension efforts at women.
- To ensure as broad coverage as possible, it is recommended that a variety of media be used for information dissemination. TV, video, radio and bulletins are useful for broad orientation of farmers and extension workers. Databases, email networks and journal articles are useful for communicating findings to other research institutions or scientists.
- On-farm research functions as an extension tool in itself because the farmer learns by doing and the pond serves as a demonstration of techniques to other farmers. Farmers are often some of the best extension agents, and farmer-to-farmer extension should be facilitated by arranging meetings between farmers of different areas e.g. in the form of village fairs, produce exhibitions etc. Extension agents used should take an active part in the research to ensure they possess the expertise needed for effective extension.
- Impacts of extension materials should be evaluated by follow-up studies.

**Recommended strategy**

Based on analysis of information from key stakeholders and discussions with extension specialists, a three stage strategy for dissemination was decided on and key media were selected and costed. The strategy detailed below links the research outputs to specific target groups.

**STEP 1: AWARENESS CREATION**

The first project output is the message that aquaculture does not have to be high-input, multi-species systems in perennial water bodies but is quite feasible in seasonal water bodies for poorer farmers. This message is not intended to teach farmers how to carry out aquaculture, but simply to create awareness that aquaculture could present a strategy for diversifying livelihoods, an extra income or an extra food source, and to point those interested in the right direction for seeking further advice. Target groups for this information include both farmers (end-users) and all aquaculture research institutions / aquaculture extension agencies (intermediate users). Recommendations are shown in Table 4.

*Appendix 5 Excerpts for Communications Strategy (continued)***STEP 2: SKILLS TRAINING**

The teaching of specific skills (e.g. how to stock, harvest, feed, breed or transport fish) will be required both for farmers and for staff from collaborating research or extension institutes. This requires more attention to details and personal contact, plus the development of a variety of teaching aids. Research institutes will need detailed information in print, training, and tested support material for training farmers. Farmers and extension workers should work together to develop visual training materials which will be interesting and relevant to the local communities.

**STEP 3: SPREADING THE PROJECT APPROACH**

Aquaculture research stations and NGOs interested in extending aquaculture should be familiarised with the on-farm research approach used in the project. This could be done by information exchange visits and meetings for officials and farmers alike, as well as booklets explaining the participatory research process.

**The selected strategy**

The relative accessibility of different types of extension media for the different stakeholders, combined with information on literacy rates, the range of target groups for dissemination activities, and the costs and feasibility of production, led to the choice of the following media:

- Video: local video producers quoted prices for the production of video programmes, which could be used by project staff or others in the local villages, most of which have community televisions in the Village Panchayat offices.
- Audiocassettes: can be produced locally and played at meetings as well as sold cheaply in local village shops.
- Posters and leaflets: local publishers can produce posters and leaflets for exhibition and distribution at villages meetings as well as larger more detailed booklets for extension staff.
- Folk drama, dances and songs: can be produced in the local dialects in each of the project states.

*Appendix 6 Evaluation***West Bengal**

1. {Midnapore group) We know that fisheries is a profitable business but particularly in the villages of Midnapore poor people are not satisfied with the facilities available for aquaculture. The reason is lack of technical knowledge and guidance. Government is having its fisheries extension officers in each block but poor people are unable to approach them due to lack of communication. That is why the production level is low. But here GVT plays a vital role by forming the SHGs and also by providing aquaculture knowledge through community training. In this workshop, we got our answers of our queries from the government officials and also the session was interesting. We understand each and every thing clearly, which is important for any workshop. Overall arrangement was excellent and we hope we all will meet again shortly.
2. (Purulia group) All the sessions were interesting, we understand each and every thing of the workshop and it is really informative. STREAM should also involve more fisheries extension officers in these types of workshops.
3. As a result of the workshop, implementation of these policy changes will help and promote a drastic economic change of rural poor people through aquaculture in West Bengal, Orissa and Jharkhand.
4. I have learned how to communicate the message to SHGs. In making the communications strategy (what, how, to whom, when) I have contributed some new ideas. Through making the presentation for developing the SHG and jankars for making good fish production, they should require more information through the 'aqua-shop', exposure visits, local language materials, and interaction with both the group of GVT and Department of Fisheries. It is a good thing that STREAM is trying to improve livelihoods through the aquaculture program and GVT and DOF are getting people to work together through STREAM.
5. The workshop is fruitful and effective in all senses of the aim to contribute to giving people a voice in policy-making processes that have an impact on the livelihoods of the rural community involved in aquaculture. For the development of policy briefs, we the GVT people, put forward some points on communications strategy (what, how, by whom and when) we need to communicate for the promotion of process. We contributed as possible as concern to the draft of a state-level communications strategy. There is a good experience of sharing the knowledge from DOF and aquaculture jankars developed by GVT. Further, the case studies and film on fisheries (from DOF) are valuable for the betterment of the Project Monitoring Group (PMG) and all the participants present here by exchanging the views. To encourage better understanding of poor people's livelihoods and identify appropriate strategies, the workshop achieved the goal. So time to time meeting or workshop would be more effective to keep more clear idea about the changing policy.

*Appendix 6 Evaluation (continued)***Jharkhand**

1. From this workshop I came to know about so many new things and also it was informative. An arrangement was good and every thing was much clear to us. We want STREAM should do things directly so that the farmers can get the benefit.
2. NGOs and government should work together so that farmers can get the benefit. SHGs should be encouraged. From this workshop we also came to know about so many new schemes which are run by government. We were also able to know about the framers who are doing aquaculture in different states or even different countries.
3. I am happy that I have been involved in the workshop and came to know many things about aquaculture. I understand all the sessions of the workshop clearly as it is organized. If STREAM involves more village- and block-level officers, then I feel it will be more useful to us. We got all the opportunity to put our views in the workshop.
4. In the two-day workshop we came to know about so many things that is really helpful to us. We also came to know about the schemes which are run by the government. STREAM should also involve local-level NGOs who are working in the villages.
5. The workshop is informative and in this workshop particularly the Jabarrah story influenced me a lot. In the same way, STREAM should also make other success stories from different areas. Workshop arrangement was really good and I have enjoyed all the sessions. Every thing is easily understandable and it is really good.
6. The Jabarrah story was really impressive and we will also try to do our best to improve the aquaculture activity in our village. STREAM should also involve more villagers in their workshop so that more people will know about it. Overall it was good.
7. The workshop was informative and from the workshop I came to know about the government schemes and policies for poor fish farmers. STREAM should organize this type of workshop frequently.
8. I came to know so many things about aquaculture, and the session was interesting.
9. This workshop was meaningful and impressive. Participants of all the groups were active in giving their views and approach. A good discussion was made regarding communications strategy. Views and ideas of all the group was taken into consideration resulting in a good communications strategy. Presentation was also impressive.
10. Try to develop communications system to target group and community, to improve sharing of Communications Hub to government, NGOs and community organizations, to get more information about Communications Hub, to know about the significant change through case study of Jabarrah cluster in West Bengal, we have done group work for betterment of communications system for community with STREAM and others, to share with government, NGO and community representatives through this workshop, I got various ideas about the Communications Hub.
11. Strengthening partnership of different stakeholders (government and NGO) for establishment of a communications system for farmers and poor communities and make GVT in leading role in different states.
12. Effective platform in strengthening the partnership with different stakeholders; involvement and presence of communities to streamline the process for communication, made session lively and hopeful for better future; with some other engagements, I tried my level best to participate actively; presentation of case study my perform as a motivating factor.
13. The workshop was good as it helped me to know about the success stories of different villages. During the group presentation, many new ideas about improving communication between people and policy-makers came to the fore. I think that more representation of community should be ensured in such workshops as it would help us in knowing the grassroots problems. During the workshop, I gave the idea of advertising the establishment of the Communications Hub on a larger scale so that more people could know about its existence and share their experiences with others through the Hub. I also emphasized the role of NGOs in the STREAM project as it would help in reaching out to people in a more effective way.

*Appendix 6 Evaluation (continued)***Orissa**

1. We come to know more about the aquaculture schemes. Workshop arrangement was nice. We also got an opportunity to speak to the senior government officers.
2. We come to know about the communications links between the government and villagers. It will be great if NGOs and NACA-STREAM will also involve themselves in the system for better communication. Overall the workshop was informative.
3. The arrangement was good. After attending the workshop we come to know about many new technologies. More people from villages should be involved in these types of workshops.
4. All the information should be disseminated in the villages. More workshops should be organized by involving the village- and block-level government officers so that they can also get the proper information from the senior officers. Overall the workshop was effective.
5. After attending the workshop we came to know so many new things about aquaculture. Panchayat ponds should be given for longer periods. From next time onwards if NACA-STREAM will involve more village- and block-level officers then it will be more useful.
6. Apart from the national NGOs, NACA-STREAM should also involve the local NGOs who are working in the villages. STREAM should also organize some village-level meetings involving villagers and block-level officers. Overall the workshop was excellent.
7. In this workshop I come to know about the system of information flow and also about the 13 recommendations. Now we all are waiting for the incorporation of these 13 recommendations in the government policies.
8. Over all everything was good. I understand each and every thing of the workshop as it is so nicely arrange and organized. It is really much helpful for me.
9. By attending the workshop I gained a lot. I also came to know about the other farmers who are doing aquaculture in other states in a better way. Apart from the workshop, if exposure visits will also be organized by STREAM then it will of great use to us.
10. I came to know about the different schemes and also about my farmers friends who are doing aquaculture in West Bengal and Jharkhand. If NACA-STREAM will organize an exposure visit to those places then it will be useful to us.
11. The outcomes of the workshop are logical with regard to the communications strategy to be adapted for further actions in future. My contribution in particular to the team of GVT has been included in the final report.
12. The Communications Strategy Workshop is one of the best workshops which I have attended to date. I think the purpose to which the workshop has been organized and completely fulfilled. Everyone tried his best to put his opinion and participate well. It will become more fruitful if all the plans (which we have tried to make here) would be put into action in the near future. As far as my participation is concerned, I participated well and communicated with other participants for proper development of the communications strategy. I contributed well.
13. About this workshop outcome and my contribution in developing a communications strategy, it is the beginning for farmers to get the information at their level and implement it in their livelihoods. I have contributed well and possible ways for better communication. I hope this workshop will definitely bring a change in the present situation of aquaculture programs.
14. The workshop as a broad forum provided interaction with other stakeholders including community representatives to find out the different communication gaps in implementing programs. As a participant, it gave an opportunity to me to offer my views on different aspects of communications strategy, such as what is to be done, how to be done, and by whom to be done and my role in the process as an official of the Department of Fisheries.
15. This workshop is beneficial to me. I can express my feelings where the gaps are there in the communications strategy. I found the chances to transfer my ideas about communication strategy in the workshop.

*Appendix 6 Evaluation (continued)***Orissa (continued)**

16. The workshop was lively with interaction between the NGO, communities, Department of Fisheries and NACA-STREAM. The synthesis of the suggestions and recommendations of different groups as finalized in a 'communications strategy' may be implemented within the timeframe. The question and answer session was also innovative and effective. My participation and contributions to the 'communications strategy' was satisfactory.
17. The DOF and the NGO like GVT should work unitedly keeping close contact with the community. All types of information and assistance should be provided at the right time to the communities.
18. The interaction in the workshop is quite good and results-oriented.
19. During this seminar, we (GVT, DOF and other participants) could interact with each other and could learn about communications strategy which will be beneficial in our day-to-day activities in implementing different government schemes for the rural aquaculturalists and ASHG's in future.

*Appendix 7 Notes from Orissa Meetings*

Meetings with the Secretary-cum-Commissioner of Fisheries, Mr Ashok K Tripathy, at the Orissa Secretariat on 5 November 2003 at 14:00, and Agriculture Production Commissioner, Mr Sanjeeb Chandra Hota, at 15:45.

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Mr W Savage, Mr Rubu Mukherjee and Dr S D Tripathi met Mr A K Tripathy in his chamber where the Joint Director of Fisheries, Mr T K Behera, was also present. Mr Savage presented a copy each of the program covering the aims, objectives and agenda of the State-level Communications Strategy Workshop on 6-7 November 2003, together with a Project Brief and the report of the Stakeholders Meeting from 18-19 September 2003 at Ranchi, Jharkhand. He also explained to him what the present workshop was all about. Mr Tripathy took a keen interest in the project program – its aim and objectives – and compared it with what the State Government of Orissa was doing with regard to livelihoods improvement in a parallel project having a massive support from DFID. He felt that the STREAM project would be a further addition to achieving the same objectives that have been outlined by the State. He was equally interested in capture fisheries of the reservoirs as well as brackishwater aquaculture but was unhappy to note that STREAM was not involved in that.

He wanted to know the progress of the present project and the outcomes of the last project. Mr Savage briefly indicated the 13 recommendations that had emerged from the last project and the efforts now being made to give them a shape on the ground. Beginning with the Stakeholders Workshop at Ranchi in September, he indicated that the present workshop was aimed at developing a Communications Strategy with active participation of all stakeholders. He mentioned that many of these recommendations are common and not new but how to implement them without any problem to the advantage of all is the main issue.

Mr Tripathy contacted the Fisheries Minister and left a message requesting her participation in the workshop. He also contacted the local UNDP office and invited Mr Bannerjee who is heading the office in Orissa. He had a talk with the DFID representative and on learning that Ms Sarojini Ganju Thakur, Livelihoods Adviser, was in Bhubaneswar, he left a message in her office, also inviting her to the workshop.

He also mentioned as to how he was involved in developing a Fisheries Policy for Orissa. With a view to conserving the natural fisheries resources, a Fisheries Conservation Act has also been drafted that will soon be placed in the Legislative Agency. He considered reservoirs as an important fisheries resource and indicated that a State Reservoir Fishery Policy has also been developed. He enquired whether Dr P M Misra, former Director of Fisheries, who was presently working as a Member of the Task Force on Vision 2020, was invited to participate in the workshop. On being told that he was not, he suggested that the project could take advantage of his experience and interact with him. He was then contacted over the phone and invited. He gave copies of all the three papers along with a copy of the “Orissa State Livestock Sector Policy” to the visitors and expected an interaction sometime in future. Mr Satya Brat Sahoo, Director of Fisheries, also joined towards the end of the meeting and Mr Tripathy asked both the Director and the Joint Director to participate in the workshop. He expressed his happiness that the project will further help the State in achieving its objectives.



*Appendix 7 Notes from Orissa Meetings (continued)*

At the end he arranged a meeting with the Agriculture Production Commissioner, Mr Sanjeeb Chandra Hota. Mr Hota desired to know as to what areas the project was covering. He was informed that the project had mainly covered fish culture in seasonal or perennial ponds for the livelihoods improvement of Scheduled Tribes and Scheduled Castes and poor people in general. He was also presented a set of the workshop program, Project Brief and the report of the Ranchi Stakeholders Meeting on 18-19 September 2003. He was told that the project covers freshwater aquaculture only in ponds, seasonal or perennial, and involves besides the Indian and exotic major carps. Mr Hota mentioned the developments taking place in Orissa and how the formation of Self-Help Groups has been advantageous to rural communities in the State. He wanted the development of reservoirs that were a great resource, especially Hirakud, which was not giving a desirable yield. He enquired whether freshwater prawns are included in the program. He was told that these are a good candidate for introduction in the seasonal ponds to make fish culture more remunerative. He mentioned as to how most of the Panchayat tanks, 2 ha or more that were renovated are being utilized by farmers for fish culture. The technology has undergone some change and the package is now totally different as the farmers are stocking repeatedly and harvesting more often in a month than once or twice in a year. He expected that the discussions at the workshop would yield useful results.