



2001



Bangladesh – *Tapping the magical appeal of comic books. Sketches and caricatures capture personality and convey messages with witty impact.*

Promoting fisheries management through communication

*Fisherfolk want to catch more fish and earn more money – here and now. Conservationists cry out in alarm, ‘Don’t wipe out the resource.’ To convince fishermen that management is essential, and pass on the message of the Code of Conduct for Responsible Fisheries, planners and experts need to skilfully tap every medium of communication: Audio, video, comics, posters, street plays, exhibitions. Each medium has its strengths. Where it is used and how depends on local circumstances and problems. Artist E Amalore outlines some examples in the pages that follow. Details would be found in *Baji of Bengal News* and other BOBP literature. The BOBP as an Inter-Governmental Organization will continue the discussion in 2001 and beyond. We take this opportunity to wish all readers a happy, eventful and prosperous New Year.*



For Fisheries Management

BAY OF BENGAL PROGRAMME

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indonesia – *Community meetings with fisherfolk. These are essential for persuasion – literature is needed to supplement, remind, reinforce the message.*

January

2001

February

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India – *Streetpiqys in Tamil Nadu. An undying tradition. Stoty, stagecraft, music and dance form apotent mix to promote women's empowerment, conservation, or any other message.*

March **2001** April

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Malaysia – *Extension takes many forms. Research. Data collection. Meetings. Rapid rural appraisals. Pilot activities.*

May

2001

June

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Maldives – Fisheries is inseparable from daily life in this archipelago. Posters and exhibitions create awareness, promote debate, stimulate action.

July

2001

August

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Sri Lanka – *Fishermen take transistors with them to sea. These are tools of safety, enabling contact with land. Special radioprogrammes for fisherfolk inform, educate and entertain.*

September **2001** October

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Thailand – Video, like cinema, combines all arts in a single art. Its hold on audiences can be hypnotic.

November **2001** December

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2002

January

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February

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March

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April

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June

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July

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August

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September

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October

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November

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December

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