Group 3

COMMUNICATION AND AWARENESS PROGRAM FOR GOLDEN APPLE SNAIL



RATIONALE :

- Golden Apple Snail *Pomacea spp.* is considered as one of the major pests of rice. Some significant technologies had been developed to prevent its spread. But, along the line of implementation there is still a need to modify and strengthen these technologies. One of the identified weaknesses that agricultural technicians faced is how to fully disseminate these information to the farmers by means of awareness program. Hence, the proposed action plan.

Objectives:

- To ensure that knowledge and technology reach the farmers and other stakeholders
- To strengthen communication and awareness programme on controlling the GAS
- To improve delivery system and make awareness programme more effective





WEAKNESSES

- Ineffective delivery of communication & awareness program on GAS
- Ineffective in Transfer of Technology
- Ineffective Usage of Multimedia
- Insufficient support from Policy Makers



WEAKNESSES	ACTION PLAN	TARGET PERSON
Ineffective delivery of communication & awareness program on GAS	1. Training of trainers on communication and technical capabilities.	Technicians from Department of Agriculture
Transfer of Technology 	1. Community Organizing - Community based pest scouts group has to be established not only to address GAS but also other major pests - strengthen the role of community leaders/farmer leaders in addressing the issues and strengthen their decision making capability - Hands on training for farmers	Technicians, Farmers and other stakeholders 

WEAKNESSES	ACTION PLAN	TARGET PERSON
 	2. GAS should be a regular topic in IPM • Trainings like Farmers Field School • Training of Trainers • Training of Specialist in Rice 3. Regular Field Visit to access the degree of damage 4.Campaign on the new usage of GAS as fertilizer , animal feeds, food and for brick making 5. Implementation of GAS awareness month	  

WEAKNESSES	ACTION PLAN	TARGET PERSON
Effective Usage of Multimedia 	1. SMS • involvement of young generation in the campaign for they will be the future farmers • Giving information through service provider • Receiving information from farmers / leaders • Load sms incentive for farmers leaders 2. Flyers/ Booklet/ Brochure/ banners 3. Video 4. Television 5. Billboards 6. Toll free communication 7. Internet / portal.	

WEAKNESSES	ACTION PLAN	TARGET PERSON
Lack of support from policy makers	• Effective communication re-GAS to higher authority ▪ Regular submission of report ▪ Continue research on GAS (Surveilliance, species diversity) ▪ Creation of the National Biodiversity Conservation fund in order to effectively address the GAS in the sustainable manner. ▪ Establishment of the national network or working group related to the prevention and management of GAS ▪ Promotion of appropriate legislation, particularly related to the introduction of invasive alien species, emphasizing on the cooperation support of local communities ▪ Promotion and development of the economics incentives on the sustainable use and conservation of the national biological resources	• Policy makers

Group 3's members

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