

COMMUNICATING ABOUT OCEANS, Challenges and Possibilities

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The presentation attempts to share the challenges and possibilities of communicating about oceans and ocean related issues to a wide range of stakeholders in the coastal areas of the South Indian state of Kerala and the coral archipelago of Lakshadweep. The communication strategies that were used while developing module on the ecology and environment of coral islands and wetlands are elaborated. This is way different from the approaches needed to address local self governments in handling and developing sustainable development plans for their specific region based on certain crucial natural resources. The strategies for presenting the need for a community reserve to conserve certain key bioresources in small islands involved a multi-pronged approach. The attitude while developing a detailed report on the socioeconomic and environmental aspects of bioresource use and management in coral islands was complex and involved many participatory methods. The presentation meanders through the subtle and transparent approaches that are necessary to make communication smoother and effective.