

# dqkA; {ks ds mUkj[kM eadVfQ'k fdl kuka ds fy; s l pkj j.kuhfr vfrk 'kekZ vfrk 'kekZ ,oa ujsk dqk dMiky

—f'k l pkj fohkx] —f'k egkfo |ky;] th- ch- ih; -w, -svkV Vh- i ruxj&263 153] mUkj[kM] Hkkj rA  
i klr%vDVcj 2020 Lohdr%uoEcj 2020

## I kjkak

qLrfr vè; ; u eamUkj[kM eadV eNyh fdl kuka}kj k l keuk dh xA ckekVkadk vkdyu fd; kA erL; fdl kuka dsl keusvkusokyh l eL; k ds vkekj ij , d foLrkj j.kuhfr r\$ kj dh xAA orZeku vuq akku mUkj[kM dsfTyk fi Fk\$ kx<+ ea6 xpkq Mqj]h] nyhl jk] jkorxkp] Hkr-Mh] oYokdkV/ vk\$ xq; k ea dh xA FkA dgy 100 erL; fdl kuka dk p; u mIs; i wkZ uewk fofek dseke; e l sfd; k x; k FkA ifj.kkka l sirk pyrk gSfd vfedkAk erL; fdl ku ; pk Fk\$ vk\$ bZ/jehfM, V Lrj rd f'kf{kr FkA l Hkh mUkjnrkvka ds ikl Vsyfotu vk\$ ekkby Qksu gA mUkjnrkvka dks fohkUu l eL; kvkadk l keuk djuk iM+jgk Fk( tkudkj] Kku] cf'k{k.k] l lFkxr \_\_.k l fpekkvka vkfn dh deh eNyh i kydk dschp l puk vk\$ f'k{k dk cl kj djsdsfy, , d foLrkj j.kuhfr r\$ kj dh xA FkA  
'kñ dqk%ds fQ'k fdl ku] l pkj] foLrkj] j.kuhfr

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## Media strategy for cat fish farmers in kumaon region Uttarakhand

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## ABSTRACT

Present research investigation assessed the constraints faced by cat fish farmers in Uttarakhand. Media strategy was designed on the basis of problem faced by fish farmers. Present research investigation was conducted in 6 villages viz, Dungari, Dralisera, Rawatgaon, Bhatedi, Vulvakot and Gueeya in district Pithoragadh of Uttarakhand. Total 100 fish farmers were selected through purposive sampling method. Results reported that majority of fish farmers were young and educated up to the Intermediate level. All the respondents have television and mobile phone. Respondents were facing various problems viz; lack of information, knowledge, training, institutional credit facilities etc. Media strategy was designed to disseminate information and education among the fish farmers.

**Key words:** Cat fish farmers, Communication, Media, Strategy.

## i l rkouk

Hkkjrh; vFkD; oLFkk ds fodkl eaeRL; ikyu , d egROI wkZ Hkfedk fuHkkrk gA , xy , Vy 1/2017½ ds vuq kj eNyh gekjsjkt; eal cl sil mhrk [kk | inkFkK eal s, d gS tks dq k\$kr vk\$ Hk[ks yk\$ka dsfy, l cl s l Lrk] vR; fek d ck\$hu; q\$ vk\$ vkl kuh l sipusokyk Hk\$stu gA nfu; k Hkj eal vjc l svfedk yk\$ eNyh 0; ol k; ea qe[k 0; ol k; ds: i eayxsgq gA dVfQ+k mRiknu xkeh.k {ks=kavk\$ 'kgjh dækaevk; vk\$ jkstxkj

dsfy, , d r\$ kj l kr ds: i eadk; Zdjrk gA 2012 ea13]627 yk\$ka dks tyh; —f'k eafu; k\$tr fd; k x; k Fk( bua l s 2 ifr'kr efgyk, a FkA ¼ kekZ , oa vU; 2012½A

l jdkj useRL; fdl kuka dsl 'kfädj.k dsfy, fohkUu ifj; kstuk, a vk\$ dk; De 'kq fd, gA fi Nys 'k\$kkal sirk pyk fd erL; fdl kuka dks fohkUu igyqka ij tkudkj] tkudkj dh deh dsdkj.k dA qdkj dh l eL; kvkadk l keuk djuk iM+jgk gA

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erL; l d ieku caku fohkx] d,yst v,Q fQ'kjht] ekyh] Mh vkj ih l h , s; i i k&843 121] fcgkj] Hkkj rA -qgnrk] mUkj[kM] Hkkj rA

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orëku vuq aku tkp fuEufyf[kr mîs; kâ ds  
l kfk vk; kfr dh xÃ Fkh& ¼1½ mÛjnrkvka dh  
l kelftd&vk&fd fo'kskrkvka dk vè; ; u djuka ¼, ½  
mÛjnrkvka}kj l keuk dh tkusokyh cêkkvka dk vkdyu  
djuka ¼3½ eNyh fdl kuka ds fy, foLrkj vlg l pkj  
j.kuhfr r\$ kj djuka

### **vuq aku fØ; kfofek**

mÛjk[kM dsftyk fi Fk\$ kx<+e ady 6 xkavFkzr Mxjh]  
nyyh jk] jkorxk] HkVMh] okyodk/ vlg xq; k dks  
vuq aku tkp dsfy, pûk x; kA dgy 100 eNyh fdl kuka  
dk p; u mîs; i wZueuk fofek dsekè; e l sfd; k x; k FkA  
eRL; ikyu foHkx us 21 eÃ 2020 dks mijkâ xkpa ea  
bPNp fdl kuka dks dVfQ+k ds cht miyÇek dj, gA  
gkykfd dV eNyh mRiknu l eæ ry l s850&900 ehVj  
Ãij gkrk g\$ yfdu igkM+ ij eRL; foHkx ds l kfk  
fdl kuka us, d peRdkjh ç; kl fd; k vlg igkM+ {ks- ea  
1300&1350 ehVj dh mpkÃ eadV eNyh dk mRiknu  
fd; k tkrk gA

### **ifj.kke vlg fopuk**

#### **vk; q**

ifj.kke n'kkzsgfd dVfQ+k dh [krh; ; pk eNyh fdl kuka  
¼51 çfr'kr½ ds}kj dh tkrh g\$ bl dsckn eè; e vk; qoxZ  
¼39 çfr'kr½ vlg o) koLFkk ¼40 çfr'kr½ gkrh gA

#### **f'k{k**

eNyh fdl kuka dh vfedkâ l ; k eè; orf Lrj ¼47 çfr'kr½  
vlg ml dsckn çkFkfed Lrj ¼45 çfr'kr½ vlg Lukrd ¼8  
çfr'kr½ rd f'k{k[kr dh xAA

### **ehM; k Lokfero**

l Hkh mÛjnrkvkads ikl Vyhfootu vlg ekckby Qku g\$  
bl dsckn j\$M; ks¼27 çfr'kr½ vlg l ekpkj i = ¼85 çfr'kr½  
gA

ifj.kke crkrsgfd dVfQ+k fdl ku dÃ l eL; kvka  
l si hMf FkA bu cêkkvka dk fo'y\$ .k i) fr dk mi; kx  
djrsgq cêkkvka dk fo'y\$ .k fd; k x; k FkA mÛjnrkvka  
}kj ppkZ dh xÃ foHkku l eL; kvka dks fuEukuq kj fn; k  
x; k gA

rkydk 1 ea çklr vkadMka l sirk pyrk g\$fd  
vfekdkâ mÛjnrkvka¼99 Qhl nh½ dks foHkku eRL; ikyu  
igypkadsckjseade tkudkj gA M\$ l sirk pyrk g\$fd  
dV fQ'k fdl kuka ¼98 çfr'kr½ ds chp i; kZr foi.ku  
l fpekkvka dh deh cMh pûksh g\$ bl dsckn mpp ykxr dh  
xqkoûk Qhm ¼96 çfr'kr½ gA vfekdkâ mÛjnrkvka¼95  
çfr'kr½ dks, d cMh pûksh ds: i eafoLrkj l okvka rd  
igp dh deh dk l keuk djuk i M+jgk Fk] bl dsckn  
l pûk ¼94 çfr'kr½ dks vi ukusea dfBukÃ gA vfekdkâ  
mÛjnrkvka¼91 çfr'kr½ dks çf'k{k.k dh deh ¼90 çfr'kr½  
dsckn, d cMh pûksh ds: i ea chek dojst dh x\$  
miyÇekrk dk l keuk djuk i M+jgk FkA dgy 86 çfr'kr  
mÛjnrkvka userk; k fd os\_\_ .k dh l fpekkvka vlg l Fkkr  
\_\_ .k ç.kkyh ¼87 çfr'kr½ vlg g\$jh ççaku ç.kkyh ds  
vHkko ¼84 çfr'kr½ dsckn bui/ dh x\$ miyÇekrk dk  
l keuk dj jsgg dgy 89 çfr'kr mÛjnrkvka dks eRL;  
HkMkj .k ; kst ukvka¼81 çfr'kr½ dh vuk\$ pkfjdrk dsckn  
, d cMh pûksh ds: i ea xjhc HkMkj .k l fpekkvka dk  
l keuk djuk i M+jgk FkA

**rkydk 1:** eNyh fdl kuka ds l kelftd&vk&fd vlg l pkj fo'kskrkvka

Ø-l a	y{k.k	mÛjnrk	çfr'kr
1.	mez ; pk ¼21&35½ eè; ¼35&45½ o) koLFkk ¼> 45½	51 39 10	51 39 10
2.	f'k{k çkFkfed bVjehM, V Lukrd Lrj	45 47 8	45 47 8
3.	ehM; k Lokfero j\$M; k Vyhfootu ekckby Qku v[kckj	27 100 100 35	27 100 100 35

**dʻ fQ'k Qlel Zdsfy, l pǝj vǝ folrkj j.kulfr; k l eǝ cBd@l eǝ ppǝ**

tʃ k fd bl vè; ; u ea n'kǝ k x; k gS fd dʻ fQ'k fd l kuka dks fofHkUu çdkj dh pǝkǝr; ka dk l keuk djuk i M+jgk FkA l eǝ ppǝkǝ vǝ l eǝ dh cBd eNyh fd l kuka ds0; ogkj ; k -f'Vdksk dksnyusds l kF&l kF tǝx: drk i gǝpǝkǝ dsfy, , d cMǝ -f'Vdksk gks l drh gǝ bl -f'Vdksk eǝ çed[ k eǝ kfcj kǝ uskǝ fo'kSkKǝ oSkfudkavǝ eNyh fd l kuka dks 'kkfey fd; k tkuk pǝfg, A l eǝ dh cBda, d ç' u vǝ mǝkj l = ds l kF l ekr gks l drh gǝ tgkæNyh fd l kuka dks vi uh 'kǝkvka dks Li "V djus; k viusfopkj 0; ä djusdk eǝk feyrk gǝ

**çn'kǝh**

eNyh fd l kuka dsfy, l jdkj dh ; kst ukvǝ \_\_.k l fǝkǝkvǝ foUk i kSk.k , tǝl ; ka vkfn dsckjseatǝx: drk i ñk djus dsfy, eNyh fd l kuka ds l kF tǝfo'kSk vol jkǝnuka tʃ sfd eNyh fnol j kstxkj fnol vkfn ij çn'kǝh yxkǝ tk l drh gǝ

**ikǝVj@Lykxu@pǝV**

eNyh dh [krh dsckjseatǝx: drk i ñk djus dsfy, eNyh ikyu dseǝ; e l sfd l kuka dh vk; dksnǝkǝk djus oksy i kǝVj dks fofHkUu LFkukaij çn'kr fd; k tk l drk gǝ çgnh ea, d ukj kǝ fopkj dks Li "V yǝdu çnqrjhdsl s ?kj yk l drk gǝ , d ikǝVj tǝx: drk c<kusvǝ l eǝk; dschp oki l ykus ea enn djus dsfy, mi ; çǝ gksk D; kǝd bl sxǝp ea l koʻtfud LFkukaij çn'kr fd; k tk

**rkfydk 2:** eNyh fd l kuka }kjk l keuk dh tkusokyh cǝkk, A

Ø l a	l eL; k,	mǝkj nkrk	çfr'kr
1.	xqkoUkk QhM dh mPp yxǝr	96	96
2.	ekdǝVx pǝkǝh	98	98
3.	__ .k l fǝkǝkvǝ dh deh vǝ l ÆFkǝr __.k ç. kkyh	87	87
4.	eRL; ; kst uk ds l ñak ea Kku dh deh	81	81
5.	chek dojst dh xǝ mi yǝkǝrk	91	91
6.	çf' kǝ.k dh deh	90	90
7.	gǝjǝh çǝku ç. kkyh dk vǝkko	84	84
8.	rduhdh fo'kSkKrk dk vǝkko	93	93
9.	buiǝ dh xǝ mi yǝkǝrk	86	86
10.	l pǝk dks vi ukusea dfBukǝ	94	94
11.	ijHkǝh	74	74
12.	[kjkc Hkǝh] .k l fǝkǝ, a	89	89
13.	ifjogu yxǝr	81	81
14.	folrkj l pǝkvǝ dsfy, mi ; kx dh deh	95	95
15.	xjhc fo'kSkK	82	82
16.	fofHkUu eRL; ikyu igǝpǝkǝ i tkudkjǝh vǝ Kku dh deh	99	99

l drk gǝ Lykxu çkl Æxd] l Æ{klr] l jy vǝ vǝd'kǝd gkskA fp=.k n'kǝ dsfnekk ea, d l ñnu'khy jkx dks çHkfor djǝkA ukj vǝ fp=.k i<usvǝ l e>usdsfy, nij l shh Li "V gkskA , d fof'kV Øe eæNyh dh [krh dsfp=kǝdksn'kǝsokyk pǝVZmu oLrǝkǝdks; kn djusvǝ ; kn j [kuseaenn dj l drk gǝ ftǝgæNyh dh [krh ea 'kkfey djusdh vǝ'; drk gǝh gǝ de l kǝjrk dsLrj dsdkj .k ; g vǝ'; d gSfd pǝVZeavkl ku l e> dsfy, fp=kǝdksn'kǝ k x; k gǝ bl dsvykǝl eNyh dh [krh djrs l e; , d pǝVZfyçLVx ; kn fnykrh gSfd efgyk vǝ i ç'k nksukagh l gk; d gks l drsgǝ

**l kǝpǝ; d jǝM; kǝjǝM; kǝ**

l kǝpǝ; d jǝM; ksdk mi ; kx f'kǝk l pǝk vǝ tǝx: drk l 'tu l fgr dǝ çdkj ds dk; kǝ dks ijk djus vǝ -f'Vdksk ea cnyko ykus ds fy, fd; k tk l drk gǝ vè; ; u {k= eæNyh fd l kuka dschp eè; e] 0; ki d Lokfero vǝ de l kǝjrk nj dh bl l oð; kih ç-fr dksè; ku ea j [krsgq] l pǝj j .kulfr ea, d jǝM; ksdk; Øe 'kkfey gǝ eNyh ikyu ds l Hk i gǝpǝkǝ i eNyh fd l kuka dks' kǝ{kr djusdsfy,] fo'k; ij fo'kSkKǝds l kF l kǝRdkj dh , d Jǝkyk dks i ñZ?kǝ'kr frfFk vǝ l e; ij çl kǝj fd; k tk l drk gǝ , fi l kǝ dh l ç; k eNyh ikyu dh ijǝh tkudkjǝ çnku djuseaenn djǝkA çgnh ea doj fd, x, fo'k; ] rkykc] gǝjǝh çǝku igǝpǝkǝ ?kj ea xqkoUkk QhM] eNyh dh nǝkǝkky vǝ çǝku vkfn dks ds s rǝkj fd; k tk l drk gǝ bl dk; Øe dksjkr ea çl kǝj djusdk çLrko gS tǝ ifjokj ds l Hk l nL; gǝ orǝkuA

**ohfM; ks**

ohfM; ks l h[kus vls 0; ogkj eacnyko dk , d 'kfä'kkyh l kr gksl drk gSD; käd bl eaxteh.k vls -'; nksukabäe; ka 'kkfey gä gkykäd vfejdkä k ykxkads i kl Vsyhfotu vls ekckby Qks Fkk] bl fy,] l pkj j.kulfr ea, d nk'kzud ukVd dks 'kkfey djus dk fu.kz fy; k x; kA pfid] 30 feuV dsvYi l e; eaeNyh ikyu ds l Hkh igypka dks doj djuk l Hko ugE gS bl ohfM; ks fQYe dk mi; kx; e[; : i l svfhk; ku dsckjHkd pj.kkæaeNyh ikyu ds xHkhj ifj.kkæa ds ckjs ea tkx: drk iHk djus ds fy, fd; k tk, xkA ; g nk'kzud ukVd n'kzkdksaeNyh ikyu l sl æfkr , d ; k nks igypkadh tkudkjH Hkh nsl drk gä bl ds vykok] bl ohfM; ks fQYe dks LFkkuh; LokLF; dk; Zrkzka }kjk LVH/vyku çkske ds: i eaHkh bLrky fd; k tk l drk gS; k vfejd xgu vfHk; kulædsnHku LFkkuh; dcy uVodZdsek; e l sçl kfjr fd; k tk l drk gä

**ykd ehfM;k**

ykd ehfM;k l enk; dsfy,] fo'kSk : i l sèkæed vol jka ds nkHku@l enk; }kjk çLrç , d xs] y?kq vls l jy dykRed çn'kz gä ykd xhr tkudkjH dsvPNsl kr gks l drsgstS sfid igkMh {ks= dsyks çgnh ; k vU; Hkk"kk ds ctk; igkMh Hkk"kk dks l e>rs gä bl çdkj] ykd ehfM;k l l puk çl kj dk , d l kr gkskA

**fu"d"z**

mijä ifj.kkæadsvkckj i j] ; g fu"d"zfudkyk tk l drk gSfd vfejdkä k mÜkjnrkvkædksfoHku çdkj dh pçkr; käd l keuk djuk i M+jgk Fkk( tkudkjH dh deh] \_\_.k dh l çækk] foÜk l eL; k, ç foi .ku l eL; k, avkfn bl ekeyse, d foLrkj j.kulfr eNyh fd l kulædschp tkudkjH dk çl kj djus dk , d vPNk rjhdg gks l drk gä

**l mHkz**

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