

ROLE OF INTERACTIVE ICTS IN PLANT HEALTH CLINIC MUSEUM FOR EFFECTIVE COMMUNICATION

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The plant health clinic museums are aimed at giving advice and recommendations to the farmers on various aspects of modern agrotechniques¹. The traditional plant health clinic museums rely on samples preserved in formalin, herbariums, insectariums to aid farmers in the diagnosis of different field problems and considered as one of the extension strategies to solve field problems. With the increased use of the information and communication technologies (ICTs) in agricultural extension, the facets of plant health clinics have also revolutionised. A modern plant health clinic museum with interactive ICTs have been set up for cashew at the ICAR-Directorate of Cashew Research, Puttur.



It depicts the relevant information on cashew cultivation, pest and disease management, nutrient and water management, post-harvest and value addition in an appealing manner. For a perennial crop with seasonal production, it is difficult to provide practical field exposure on various aspects of scientific management and agro techniques for the visitors. The incorporation of information technologies made it possible to provide a holistic overview of crop and related activities at a single place. The museum provides information about cashew right from the journey to India from its centre of origin in North East Brazil during the 1500s through Portuguese. It is depicted in the form of murals in 2D representation. Three-dimensional depiction through models on softwood grafting and other aspects of cashew processing shall help the visitors in imbibing the information in a faster manner. Kiosks and touch screen with custom made software let the farmers, students, researchers and other visitors to explore areas of their interest. Farmers can compare the symptoms of various diseases, disorders, pest damages, nutrient deficiencies and find out the remedial measures on their own. Storytelling boards and press button boards in the museum facilitates interactive learning involving three senses which will have long persistence of information. Scrolling translates provided in the museum increases the linguistic capacity of the museum to cater to the requirements of visitors from different states. Models and specimens made available are intended to cover all the possible spectrum of knowledge on cashew. The use of information and communication technologies in modern museums shall make it an ideal one-stop point for providing information on various aspects of modern agro techniques for the benefit of farmers, students, researchers and other visitors.