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Assessment of participants' response in a national webinar on business opportunities in fish post-harvest

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Abstract

A webinar was organized by ICAR-CIPHET, Ludhiana, Punjab (India) to assess the response of participants for the topic on post-harvest engineering and technological aspects of the agricultural and allied sector. Dr. C.N. Ravishankar, Director, ICAR-CIFT, Cochin, Kerala delivered the expert web-talk on 'Business Opportunities in Fish Post-Harvest'. Participants from various fields responded enthusiastically. About 1200 participants registered through google form, 700 joined the session through Youtube LIVE and total views reached about 1400 in just 10 days. Out of 736 responses in feedback, 99.5% found proper coverage of the topic, 95.8 % found duration of the webinar sufficient and 88.9 % rated the overall success of the webinar with 8-10 score on a 1-10 scale. And 99.7% of participants were interested in getting the certificate. This assessment study found the webinar a grand success of the webinar. This can be attributed to the meticulous planning by organizer, effective presentation by expert speaker, efficient competency of coordinator, broader circulation of invitation for participation and active response of participants.

Keywords: Webinar, fish, post-harvest, ICAR-CIPHET

Introduction

The physical movement of people is restricted these days because of Covid19 crisis. The confirmed cases of which have reached to 1, 10, 37,625 (global active cases) (Wikipedia, 2020), 6, 48,315 (India) and 5937 (Punjab) as on 07.04.2020 (4:20pm IST) (GoI, 2020). Government authorities are attempting to inform and advise the citizens to maintain social distancing norms in addition to wearing masks and use of sanitizer frequently for combating such a deadly pandemic. The crisis has not only affected the health and economy but also brought the formal school and college education to halt and the number of conferences and seminars being organized usually in non-endemic conditions were drastically reduced. In such a situation, a web-based seminar (webinar), web-based workshop (webshop) and web-conferencing got much attention as an alternative way of face to face interaction connecting the people digitally and help to bring people such as academicians, researcher, scholars, farmers, entrepreneurs and other stakeholders at a single platform. This offers virtual meeting and training opportunities especially for human resource development and skill improvement through interaction with the experts in different fields and to get updates in the field. Out of many fields for potential discussion a growing sector of food production and processing that offers many business opportunities is fishery.

Fishery is a growing food production and processing sector globally and in India. Total global fish production has increased to 178.5 MMT in 2018 (SOFIA, 2020). Total contribution from capture fisheries was 96.4 MMT (12 MMT inland and 84.4 MMT marine) and from aquaculture reported 82.1 MMT (51.3 MMT inland and 30.8 MMT marine). In India a total fisheries potential estimated in 2018 was 22.31 MMT (17 MMT inland and 5.31 MMT marine; both from capture and culture resources (NFP, 2020). India produced a total of 13.42 MMT (provisional, FY 2018-19) fish contributed by inland fisheries (9.71 MMT) and marine fisheries (3.71MMT).

Increased production of fish globally and in India indicate a great scope of business opportunities from seed production (in hatchery), fish farming (in pond, reservoir, cage, pen etc.), feed formulation (manufacturing and marketing of fish feed), fish health care products (manufacturing and marketing of probiotics, health supplements, medicines, etc.), harvesting

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accessories (fabrication, marketing and operations of nets, boats etc.), post-harvest handling and processing businesses (in supply chain, value chain, minimal processing, drying, smoking, fermentation, freezing, canning, etc.). Having a look at overall activities in fisheries and the extent of business going on in this sector it appears that many activities are already running in business mode and are well established especially hatchery, fish farming, feed formulation and fish processing (mostly freezing). However, business opportunities in fisheries post-harvest are still untapped. Therefore, a very relevant topic 'Business Opportunities in Fish Post-Harvest' was chosen for the benefit of larger sections of the audience.

In the state like Arunachal Pradesh, there is a scope of cold water fisheries having a great potential in generating rural income. ICAR-Directorate of Coldwater Fisheries Research, Bhimtal (<https://dcfr.res.in/index.php>) is actively engaged in the service of nation by continuously providing empirical inputs for sustainable coldwater fisheries production, management and conservation.

Materials and Methods

Plan of Webinar

The idea of organizing webinar by ICAR-CIPHET, Ludhiana originated in a divisional meeting discussion of Transfer of Technology Division of the institute. With the commitment of the institute in post-harvest engineering and technology and the passion of the Director and coordinator to help the academicians, researcher, scholars, farmers, entrepreneurs and other stakeholders, it was planned to host a series of web-talks on various topics of relevance in post harvest activities of agricultural and allied produce. To execute this idea and to assess participants' response it was decided to initiate with fisheries.

Selection of Expert

Fishery is a vast sector of food production and processing systems. It has many dedicated researchers, farmers and entrepreneurs actively involved in the field. Selection of the expert was done by narrowing down the area of fisheries with the mandate of the ICAR-CIPHET, Ludhiana in post-harvest engineering and technology (PHET). The expert was selected from a number of experts available in the field of fish post-harvest technology based on his experience (>30 years), international exposure, and authoritative position (Director, ICAR institute). Therefore, Dr. C.N. Ravishankar, Director, ICAR-Central Institute of Fisheries Technology, Cochin was invited.

Selection of Topic

The expert was requested to deliver on the topic 'Impact of COVID19 on Indian Fisheries and its Post-Harvest Operations: Challenges and Way Forward'. However, he informed the coordinator that he had already deliberated on a similar topic in College of Fisheries (Junagadh Agriculture University), Veraval. Dr. C. Ravishankar suggested two titles for his deliberation 'Business Opportunity in Fisheries Post-Harvest' or 'Entrepreneurship Development in Fishery Technology'. Then, ICAR-CIPHET, Ludhiana has chosen the title as 'Business Opportunity in Fisheries Post-Harvest'.

Selection of Participants

Participation was open for all. Participant was requested to complete a registration form

(<https://forms.gle/HDo6rbWCZUzpRZMo7>) before participation. This was done for maintaining the record of participants, sending them the event link and for communication as and when required. The language of communication was English. However, Hindi was also used now and then.

Circulation of Invitation

Invitation of webinar was circulated through its website at ([https://www.ciphnet.in/cadmin/upload/userfiles/file/Webinar%20Invitation\(1\).pdf](https://www.ciphnet.in/cadmin/upload/userfiles/file/Webinar%20Invitation(1).pdf)) and using ICAR group mail for wider dissemination of webinar invitation. Various fisheries institutes of India in National Agricultural Research and Education System (NARES) were contacted through ICAR group mail, Gmail and mobile phones. Personal contacts, whatsapp and facebook groups related to fish and fisheries were used for circulation of invitation and sharing the link for registration.

Selection of web platform

Various virtual conferencing platforms such as Zoom, Google Meet, and Microsoft Team were considered for selection of its suitability. Based on the ease of operation, access to available subscription and the convenience in making it LIVE on Youtube or Facebook, Zoom was considered. Expert was connected with the organizer, coordinator, and additional invited guest speaker through zoom platform while participants were provided with links of Youtube Live for noise-proof presentation. Questions of participants were taken through youtube chatbox and were sent to the expert for reply. Video is available now at <https://www.youtube.com/watch?v=iW018JnUCHg>.

Date and Time of Webinar

Date and time of the seminar was chosen as per the availability of the Directors of both the institute and duration was chosen with the discussion of Mr. Vikas Kumar, Scientist and Coordinator with the expert Dr. C.Ravishankar. Date and time decided on 05.06.2020 (3-4:30 pm) were decided based on mutual consent of both the directors.

Feedback of Participants

The coordinator on behalf of ICAR-CIPHET, Ludhiana requested the participants for feedback after successful completion of the event. Google form customized by coordinator was used at the link <https://forms.gle/say6196RxVMMfFAj7>.

Invitation to an Additional Expert

An expert Dr. Amod Ashok Salgaonkar, Global Advisory Board Member, World Sustainability Organization was additionally invited to celebrate 'The World Environment Day' and to share his activities at Friend of the Sea, a global project in sustainable fisheries and agriculture.

Statistical Analysis

All statistical analyses were done by Google Form in-built calculation tool.

Results and Discussion

Participation in Live Webinar

Participants joining LIVE session of webinar were from different levels of education and different backgrounds including Professor, Principal Scientist, Head of Division, Head of Research Center and Head of Institute, UG, PG and Ph.D. scholars of different programs, farmers, entrepreneurs,

fish processors and other stakeholders. Out of 1200 participants registered, 733 responded. Out of total

respondents, 87 % attended a live session. Their response regarding their participation in live session is given (Fig.1)

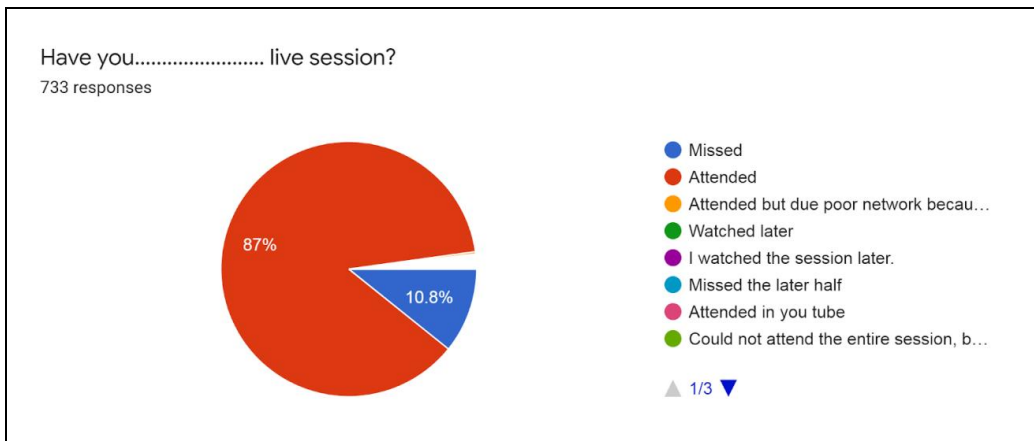


Fig 1: Participants' response on attending a live session of webinar

Rating the Success of Webinar

Participants were requested to rate the successfulness of the webinar in their feedback in terms of objective scores and

their response is given (Fig. 2). Nearly 90% participants rated 8-10 scores on 0-10 points scale. Having a highest score (>8) by 90% participants indicates a grand success of the webinar.

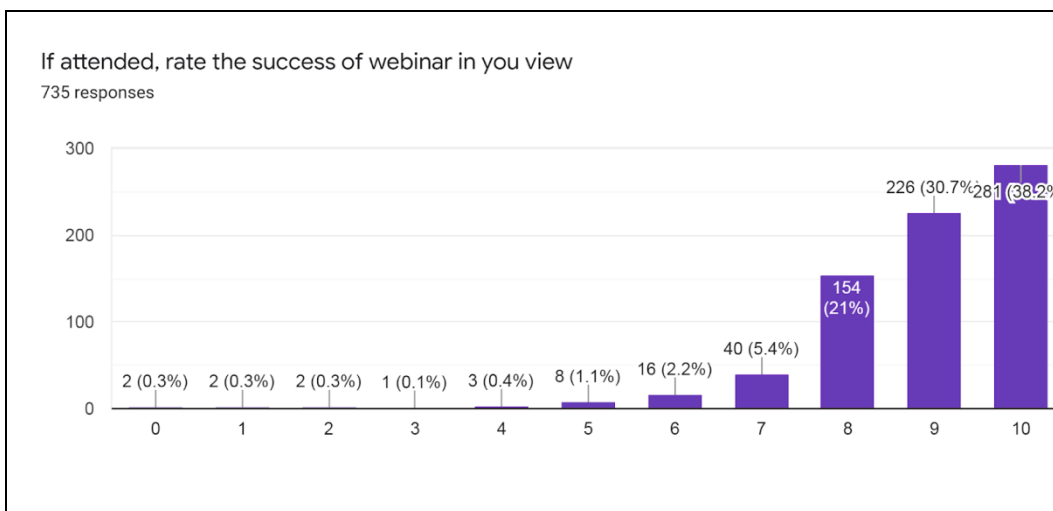


Fig 2: Participants' response in terms of rating about success of webinar

Coverage of Topic

Nearly 96% participants felt that the topic was properly covered. This showed the competency of the invited speaker and his experience and expertise in the subject and ability to present very clearly, concisely and within time (90 min.).

However, 4% was not satisfied with the coverage of topic. This may be due to English as language of delivery which is not the mother tongue for Indians and/or participants may be new to the field of fisheries having no background knowledge.

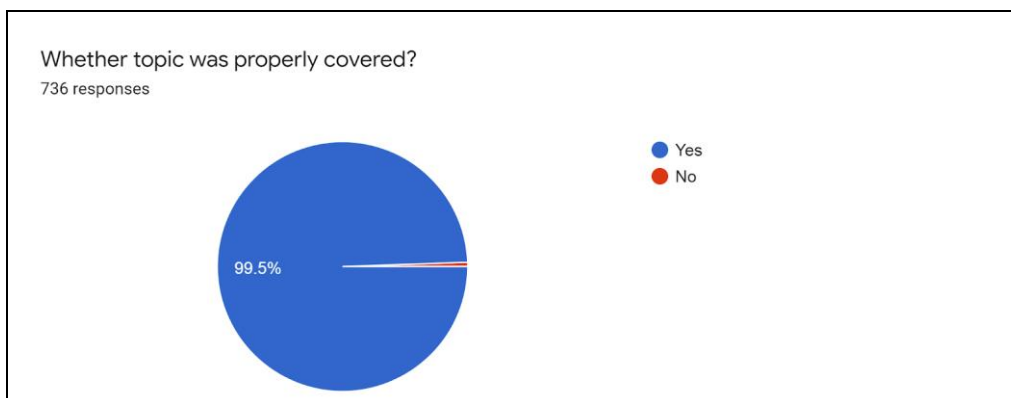


Fig 3: Participants' response on coverage of topic

Duration of Presentation

Participants in their feedback showed that the duration (90 min.) of webinar was sufficient. About 96% participants felt it

was sufficient while 2% felt it too short while another 2% felt it too long (Fig. 4).

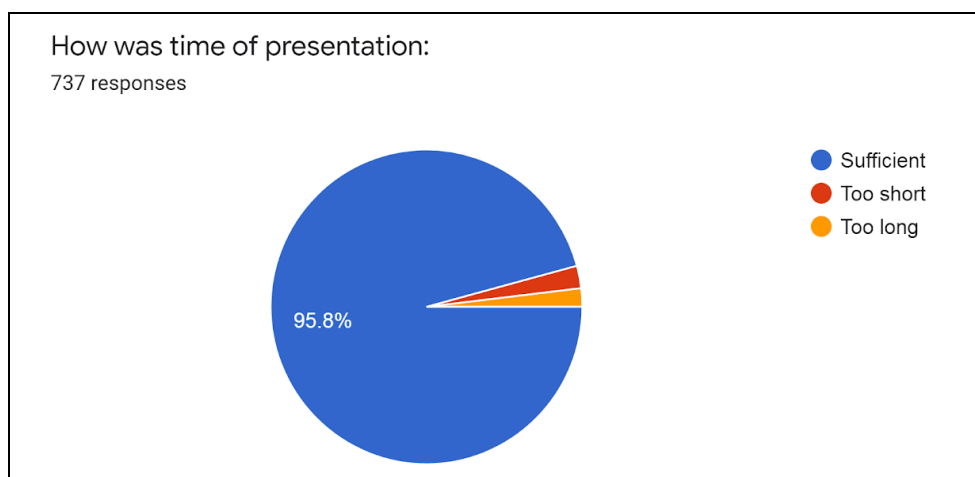


Fig 4: Participants' response about duration of presentation on 'Business Opportunities in Fish Post-Harvest'

Certificate of Participation

Participants responded with a desire to get the certificate for participation. About 99.7% wished they should get the

certificate out of 740 respondents. This shows the relevance of certificate in academic profile or curriculum vitae or participants want the record of training undergone by them.

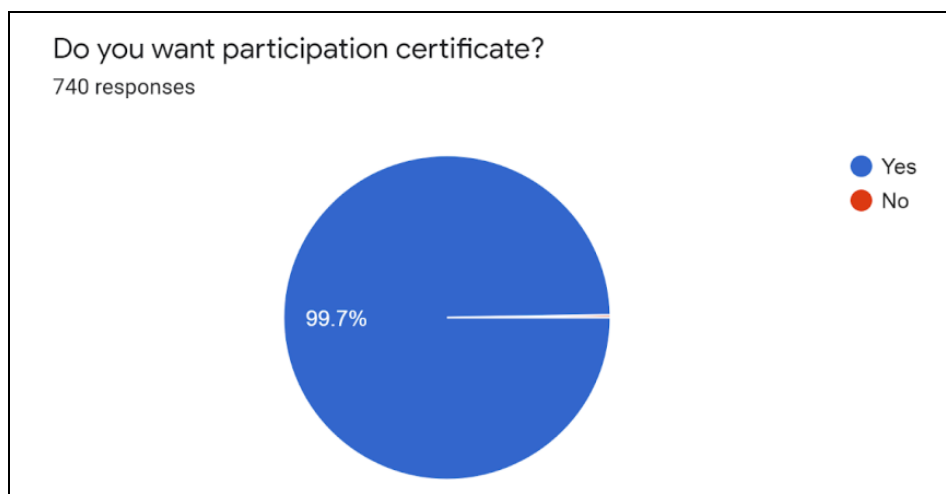


Fig 4: Participants' response on desirability to get the certificate of participation

Conclusion

Participants' Response in a National Webinar on Business Opportunities in Fish Post-Harvest organized by ICAR-CIPHET, Ludhiana, Punjab (India) was assessed. Dr. C.N. Ravishankar, Director, ICAR-CIFT, Cochin covered the topic very well and within time. The webinar was organized with the grand success which can be attributed to the meticulous planning by organizer, effective presentation by expert speaker, efficient competency of coordinator, broader circulation of invitation for participation and active response of participants.

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