

Summary of the Monthly seminar held on 01/05/2018 in the Extension Hall at IWST

Topic of the seminar: **Extension methodology**

Name of the speaker: Sri A.S.K.V.S. Sharma, Senior Principal Scientist CFTRI (CSIR) Mysore

At the outset, Mr. Mohan Karnat, GCR, IWST welcomed the speaker Sri A.S.K.V.S. Sharma, and gave a brief introduction that the speaker works on **Science Communication** topic; wrote number of popular science articles in Kannada magazines; published many books in Kannada and received the best **Popular science book** award etc.

The speaker started his lecture by throwing light on the importance of usage of regional languages for effective extension work of science and technologies to a common man through various modes such as text, audio video communication, games and drama etc.

The speaker opined that the course of action were to be covered for three different categories viz. 1) Stakeholders; 2) Farmers ; and 3) Common man or end user.

He stressed on creating an importance of scientific temperament among public by giving simple examples, narrations which could be easily understandable by a layman, without hurting the sentiments of his longtime beliefs. The actual technology which would seem complex, Greek and Latin to a common man should be made simple, interesting and also made easily accessible which could be achieved by explaining the concepts instead of using sophisticated technical terms or vocabulary.

The session concluded with active interaction by IWST Scientists and the speaker clarified the doubts raised by participants. Director IWST thanked the speaker for delivering a very interesting and informative lecture.