

**EFFECTIVENESS OF “FARM BROADCASTING SERVICE” AS A SUPPORTIVE AGRICULTURAL EXTENSION SERVICE IN RURAL AGRICULTURAL COMMUNITY**

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Farm broadcasting service (FBS) of the Department of Agriculture undertakes production and broadcasting of agricultural radio programmes to disseminate agriculture information to farm community in order to improve their knowledge and change attitude in a favorable manner. Yet, perceived changes have not taken place. Therefore, the aim of this study is to evaluate “Mahagedarin Govigedarata” FBS as an agricultural information source. The study was conducted in Medawachchiya divisional secretariat division (DSD). Fifty listeners of FBS were purposively selected for the study from the farmer community in Medawachchiya DSD. A pre tested questionnaire was used to collect data.

Results show that 58 percent of listeners spend only one hour per week to listen FBS even it is a daily broadcast. This could be attributed to the gaining popularity of private FM radio channels. Eighty two percent of listeners are satisfied about the coverage. Majority of listeners (54%) preferred to have FBS after 8 p.m. Fifty four percent of listeners are highly satisfied about the programmes of FBS. Among available programme formats 92 percent is well known about radio talk/ feature format. Only 18 percent of listeners applied the recommendations of FBS. According to results effectiveness of “Mahagedarin- Govigedarata” is questionable among listeners. FBS seems not to be a good strategy for disseminating agriculture information, since technical information is not frequently applied by listeners. Changing the time of the FBS for the convenience of listeners and simultaneous broadcasting of the FBS with other FM radio channels, including talk/feature formats and conducting promotional campaigns would be viable options to increase the effectiveness of this service.

**Key words:** Farm Broadcasting Service (FBS), Listeners