

## **PRODUCTION OF A VIDEO-DOCUMENTARY TO MOTIVATE FARMERS TOWARDS CLIMATE-SMART AGRICULTURAL PRACTICES IN THE DRY ZONE CASCADE, SRI LANKA**

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Agriculture being highly dependent on climate, farmers who are engaged in agriculture-related livelihood activities have become vulnerable for the changes in the climate. Adopting climate-smart agricultural (CSA) practices is identified as one of the strategies to minimize the adverse effects of climate change. CSA being a new concept, awareness programs related to CSA need to be planned to motivate farmers towards adapting CSA. This study aimed at promoting the CSA concept through the production of an audio-visual material. In the pre-production phase, a survey was conducted in *Sivalakulama* and *Bandarakubukwewa* cascades to identify the level of awareness about CSA. According to the findings of the survey dramatic, personal, motivational and educational message treatment dimension combination was selected to develop the concept for the video. Field video recordings were conducted in the production phase. In the post-production phase, the video was evaluated with 35 graduates. Majority of them strongly agreed that the video was attractive (71%), understandable (77%), of good visual quality (63%), appropriately disseminate knowledge (89%), motivate farmers towards CSA (74%) and of good overall quality (86%). To evaluate the effectiveness of the video among farming communities, another survey was conducted with 35 rural farmers. The attitude and knowledge change before and after watching the video was tested using paired t-test. After watching the video about 91% of farmers were willing to practice CSA in the future ( $p < 0.05$ ). To ensure understandability of the video a pooled t-test was conducted between farmer's and graduate's responses. Understandability and attractiveness of visuals and dialogues were not significantly different ( $p > 0.05$ ), suggesting suitability of this video to disseminate and motivate farmers towards adopting CSA. Translations of this video in Tamil and English and making them available in public and social media is recommended.

**Keywords:** Audio-visual, Climate change, Climate-smart agriculture, Dry zone, Video production