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## RESEARCH NEWS

### **"ASWENNA" - RADIO LISTENERS' CLUB: A NOVEL APPROACH IN TECHNOLOGY DISSEMINATION AND TEAM BUILDING IN AGRICULTURAL EXTENSION**

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Radio programs in this country can still be effectively utilized to create awareness and disseminate knowledge among rural adult population. This is more relevant in the field of agriculture. Novel and innovative approaches in the presentation of such a program can facilitate the process of farmer education in a quick and effective manner.

"Aswenna", the radio program broadcast by the "Kandurata Service" of the SLBC between 8.30-9.30 a.m. every Friday, is an innovative program, which receives significant responses from listeners residing in the zone covered by this service.

The survey is specifically designed with the objective of finding out whether the knowledge disseminated is useful to listeners or whether the information acquired has any practical value in their day-to-day farming activities, whilst building up an interactive and long lasting relationship with the listeners.

With the gradual progress of the program, it was possible to establish a listeners' club, which was solely based on the continuous need to listen to the program. Consequently, a planned questionnaire was developed and sent to listeners. Every listener responded by returning the perfected questionnaire, and it was possible to get details of their real technical needs, occupation, age, gender, farming resources, location, land etc.

Thus, it was possible to make further improvements to the program by including new areas to cater to the listeners' needs more effectively. This has led to an increase in the number of members in the club and response received from the clients through telephone, letters and number of participants in field programs. Interactive radio programs can be utilized as an effective tool to facilitate agricultural extension!