

Developing and Designing an Agricultural Television Program to Motivate Urban Community to Home Gardening

Gunawardana M.P. and Dissanayeke U. I.*

Department of Agricultural Extension,
Faculty of Agriculture, University of Peradeniya, Peradeniya, Sri Lanka

Home gardening is considered as a key strategy when it comes to ensure the food security in a given community. Urban communities are vulnerable for food insecurity. Television programs are preferred by urban communities to receive information. This study was conducted to the design and develop a video program to motivate urban dwellers to practice home gardening. A preliminary need identification was conducted with 20 urban home gardeners, in Kandy district. Majority (90%) of them watched television and preferred short duration video clips (73%). Thus a video program structure having three independent segments namely i) entrepreneurship ideas for home gardens, ii) success story and iii) do it yourself task were produced. Locations for video recordings were selected based on key informant discussions. The video contents were evaluated using a questionnaire, with 25 urban dwellers, selected conveniently. The respondents reaction was positive that many of them stated the content is attractive (83.3%), motivating (69.6%), and of suitable duration (40.9%). Study concludes that the educational video contents have the potential to motivate agricultural communities for home gardening. Further research is required to test the knowledge obtained and any behavioral change of participants.

Keywords: Home gardening, Motivation, Television program, Urban community

*uvasarad@agri.pdn.ac.lk