

Effectiveness of Public Awareness of CWR

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The CWR Project

- **In situ Conservation of CWR :**
 - **Information**
 - **Field Application**

Objectives of the Project

- National information management system for conservation of CWR
- Capacity building of stakeholders for CWR conservation
- Initiate conservation actions
- Increasing public awareness on CWR
- Implement CWR conservation management plan in selected areas.

Project Activities 2006 to 2010

- **National database on CWR**
- **Publications (atlas, booklets, posters, leaflets, guiding documents)**
- **Forest management plan for *Kanneliya***
- **Species management plan**
- **Identification of environmentally sensitive area for wild rice**

Project Activities 2006 to 2010

- **Development of course modules for short courses on CWR for university students**
- **Development of BPH resistant rice variety**
- **Seminars**
- **Demonstration sites at the Agro Technology Parks, National Botanical Gardens**
- **TV programmes**
- **Web site on CWR.**

Objective of the study

- **Impact of the CWR project on the capacity building of various stakeholders**
- **Assessment of;**
 - **Awareness: Use of CWR, Targeted Conservation Activities and Policies**
 - **Effectiveness of Disseminated Information**
 - **Contribution of the project to improve the level of awareness by the project ‘In situ conservation of CWR through dissemination of information and field application**

METHOD

The level of respondents' awareness was captured using indicators

General knowledge on CWR

- a. General awareness**
- b. Level of knowledge**
- c. Knowledge on importance**
- d. Prevalence of CWR in the region**

METHOD (contd.)

- **Use of CWR in stake holders' regular activities (specific to each category)**
 - Association of general crop varieties and CWR
- **Knowledge on conservation of CWR**
 - Awareness of CWR being extinction
 - Awareness of importance of conserving CWR
 - Awareness on conservation programmes
 - Awareness on conservation methods

METHOD (contd.)

- **Source of information on CWR and importance/ popularity of such sources**
- **Awareness of the specific project on 'In-situ Conservation of CWR'**

METHOD

- **A field survey using samples of respondents**
- **Pretested questionnaire : a common section and a different set of questions for different stakeholder category.**
- **Stratification : three levels**

Major categories	No. of sub groups in each category	No. of respondents in each major category
Primary Education	2	473
Extension Workers	38	505
Policy Makers	44	180
Research Scientists	5	81
Protected Area managers	14	31
Students at Higher Education	3	100
Community	27	363
Total	133	1733

Method

- **Four scores**
 - **General awareness,**
 - **Awareness of uses of CWR**
 - **Overall awareness of CWR**
- **Composite score for project awareness**
- **Relationship of project awareness and awareness of CWR**

Score for General Awareness

Indicator	Scores given		
	Yes	No	Not sure
General awareness of CWR	10	0	0
Depth of knowledge	1 point for each rates (1 for rating 1, 2 for rating 2 etc.)		
Knowledge on importance	10	0	0
Regional prevalence	10	0	0

Score for Awareness of Uses of CWR

- **Awareness of CWR**
 - **food crop**
 - **new crop varieties**
 - **traditional crop varieties**
 - **many CWR are in verge of extinction**
 - **Conservation programmes of CWR**
 - **In-situ and ex-situ conservation**
- (Score 0-6)**

Score for Overall Awareness of CWR

**Weighted average of the Score for General
Awareness and Score for Awareness of Uses
of CWR**

Composite Score for Project Awareness

- **Awareness of the CWR project**
- **Participation in workshops**
- **Visit demonstrations sites**
- **Information materials (sign boards)**
- **Access reading materials**

1 point to positive reply on awareness and zero otherwise (Score 0- 5)

The average of the respondents of each category indicates the composite score.

Regression Analysis

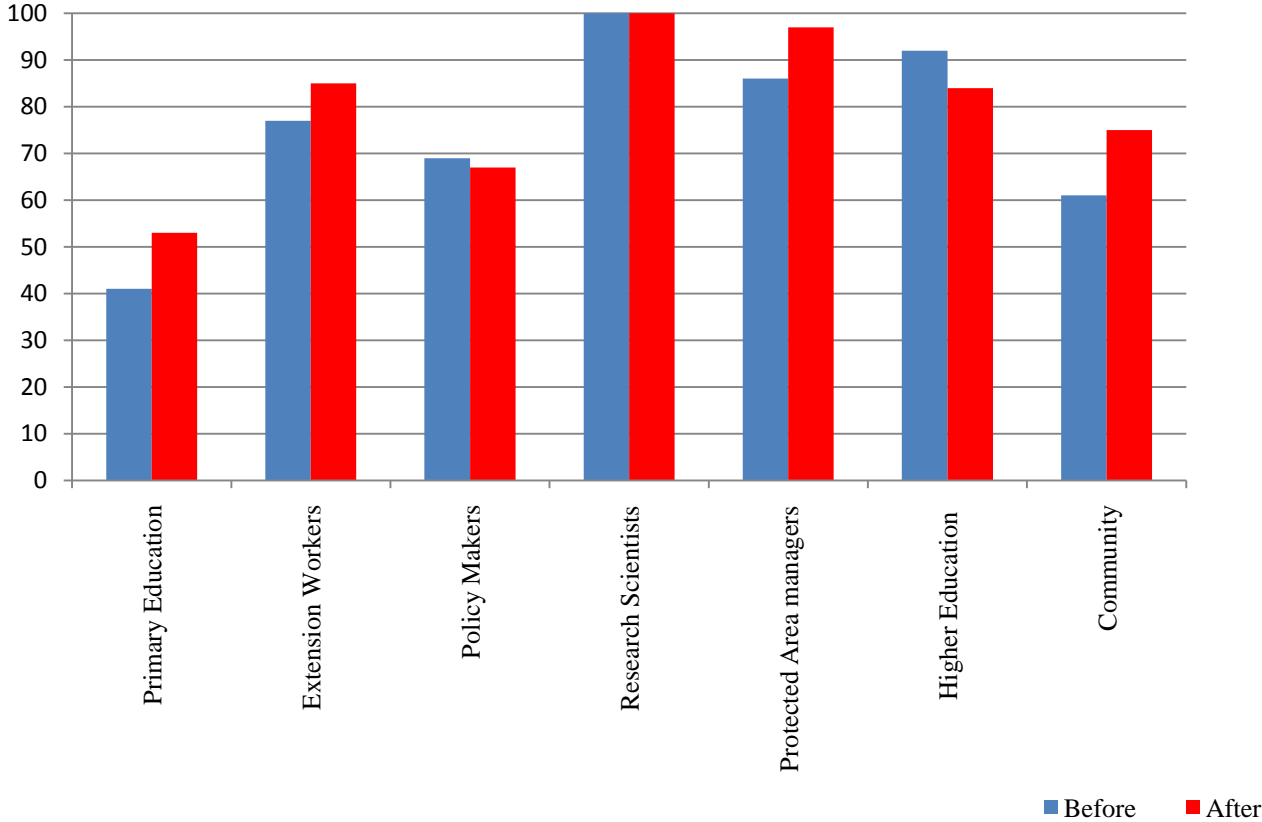
- **Capture the effect of the CWR project (Composite Score for Project Awareness) on General Awareness (Score for Awareness of Uses of CWR and Score for Overall Awareness of CWR).**

Results

General awareness on CWR

	Type of Stakeholder Category	Evaluation				% change in Yes category
		Yes (%)	No (%)	Not sure (%)	Total Sample (No.)	
1	Primary Education	53	26	21	473	29
2	Extension Workers	85	6	9	505	10
3	Policy Makers	67	24	8	180	-3
4	Research Scientists	100	0	0	81	0
5	Protected Area managers	97	0	3	31	13
6	Higher Education	84	8	8	100	-9
7	Community	75	16	10	363	23
	Total	73	15	11	1733	14

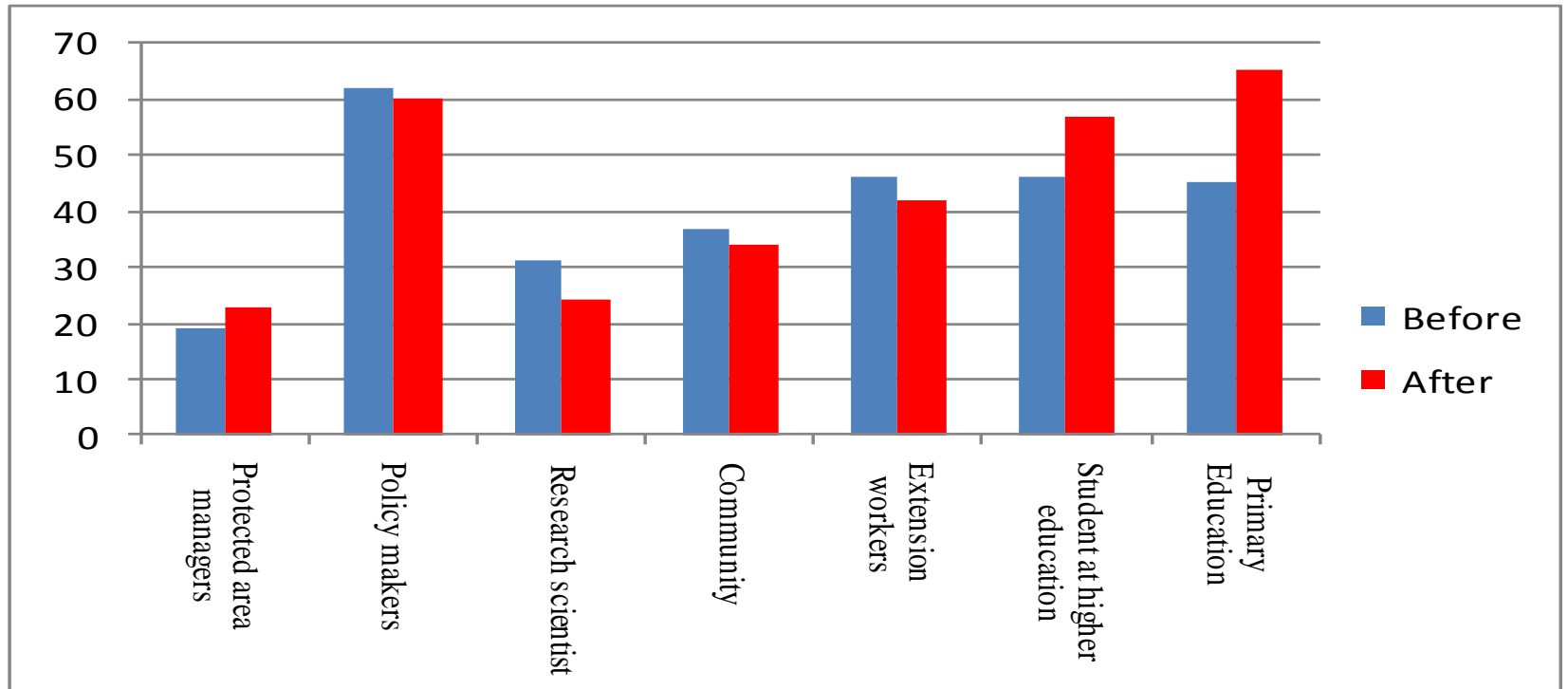
Comparison of general awareness on CWR (%) before and after the project



The level of awareness on CWR

	Stakeholder Category	Rating (%)						Total Sample
		0	1	2	3	4	5	
1	Primary Education	30	35	21	12	2	0	473
2	Extension Workers	11	31	31	21	4	1	505
3	Policy Makers	22	38	22	16	1	1	180
4	Research Scientists	1	23	25	31	10	10	81
5	Protected Area managers	0	23	29	32	13	3	31
6	Students at Higher Education	6	45	24	21	4	0	100
7	Community	18	26	27	21	7	1	363
	Grand sample	18	32	26	19	4	1	1733

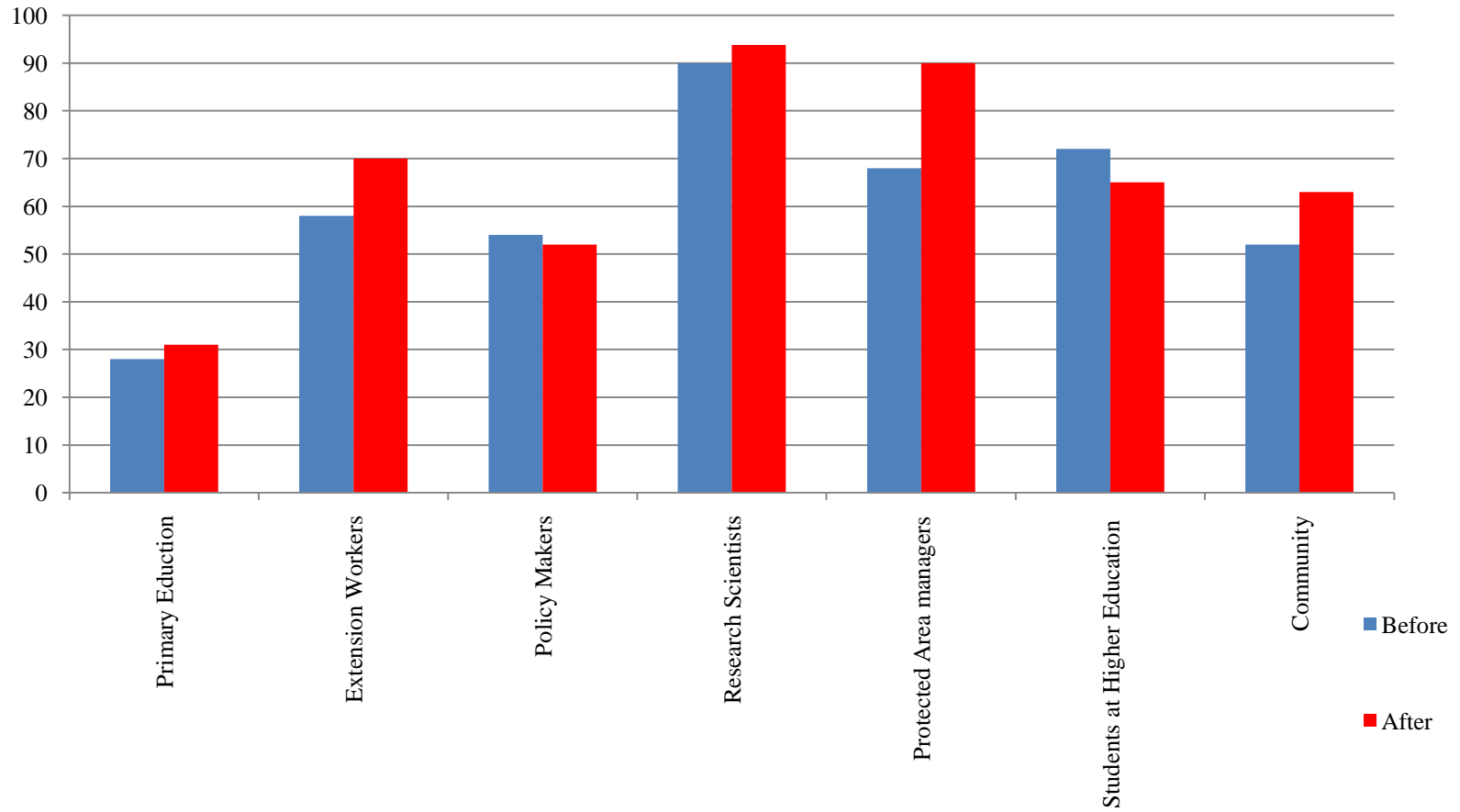
Percentage Respondents having lowest two knowledge rate



Awareness of importance of CWR

Type of Stakeholder Category	Evaluation				% change in Yes category
	Yes (%)	No (%)	Not sure (%)	Total Sample (No.)	
Primary Education	31	34	35	473	11
Extension Workers	70	11	19	505	21
Policy Makers	52	34	14	180	-4
Research Scientists	94	1	5	81	4
Protected Area managers	90	3	6	31	32
Students at Higher Education	65	20	15	72	-10
Community	63	23	14	363	21
Grand sample	57	22	21	1733	14

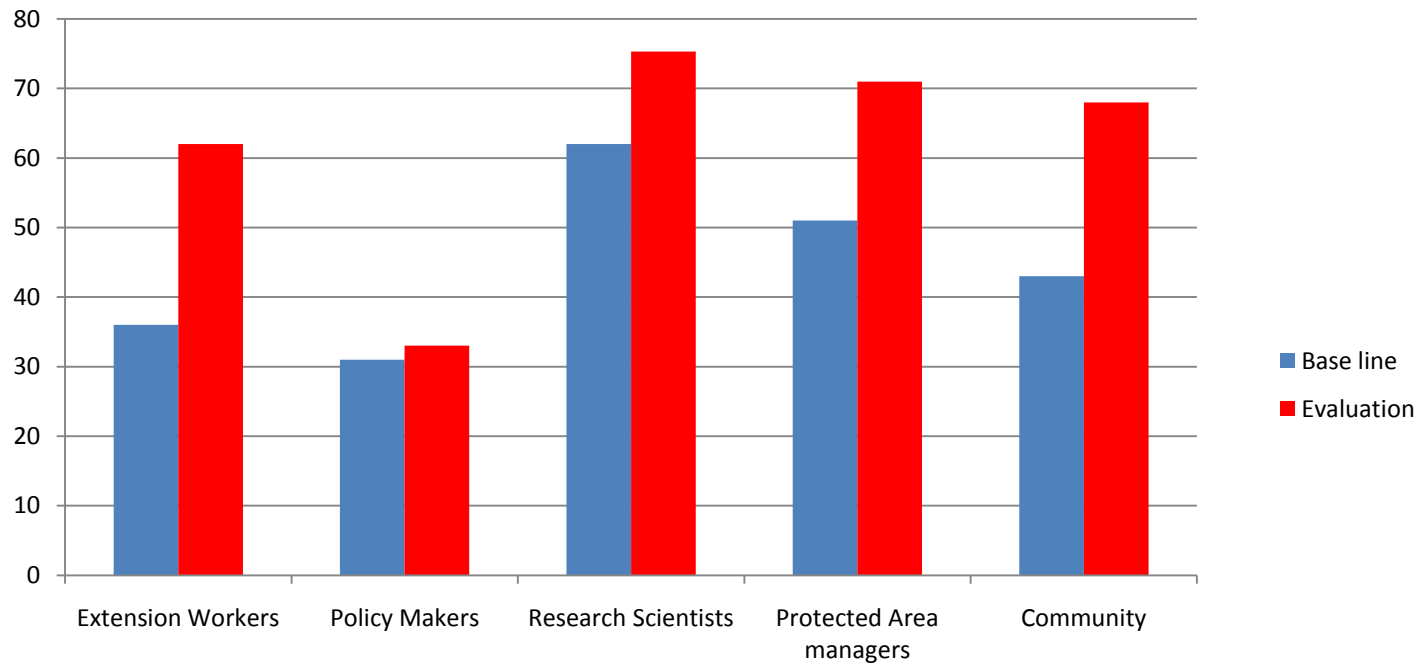
Awareness on the importance of CWR: Baseline vs Evaluation

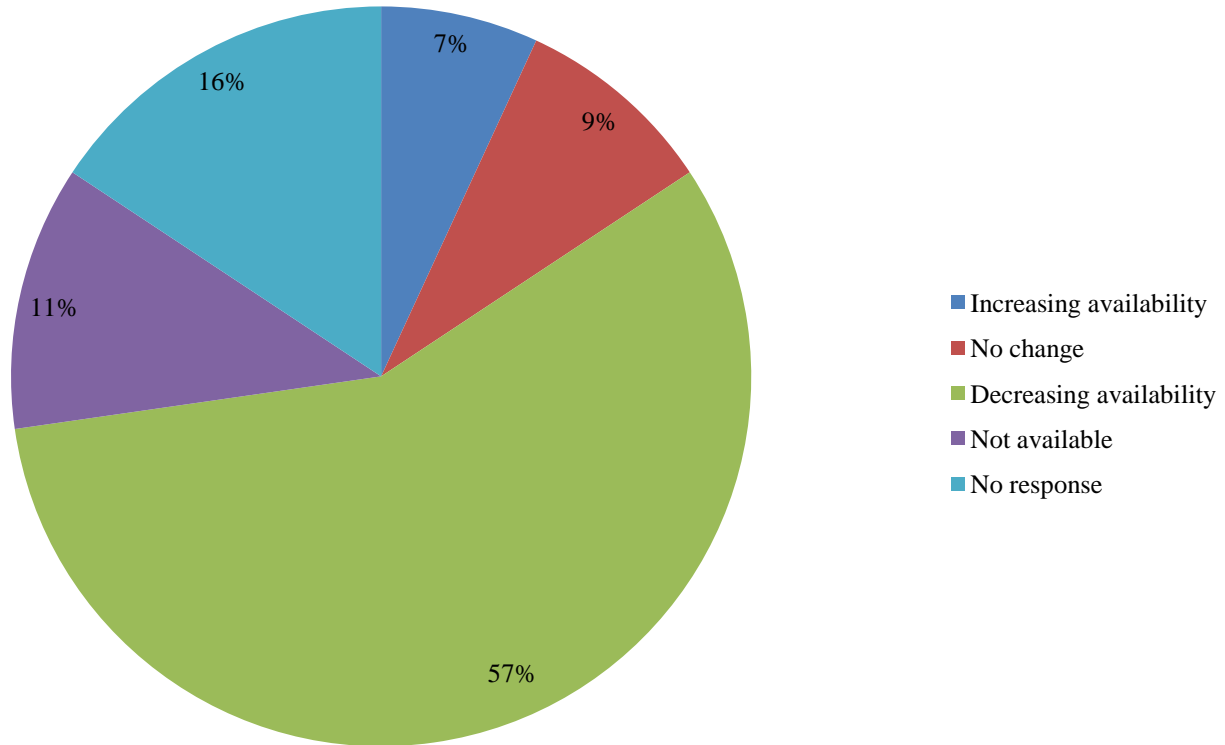


Knowledge on regional prevalence of CWR

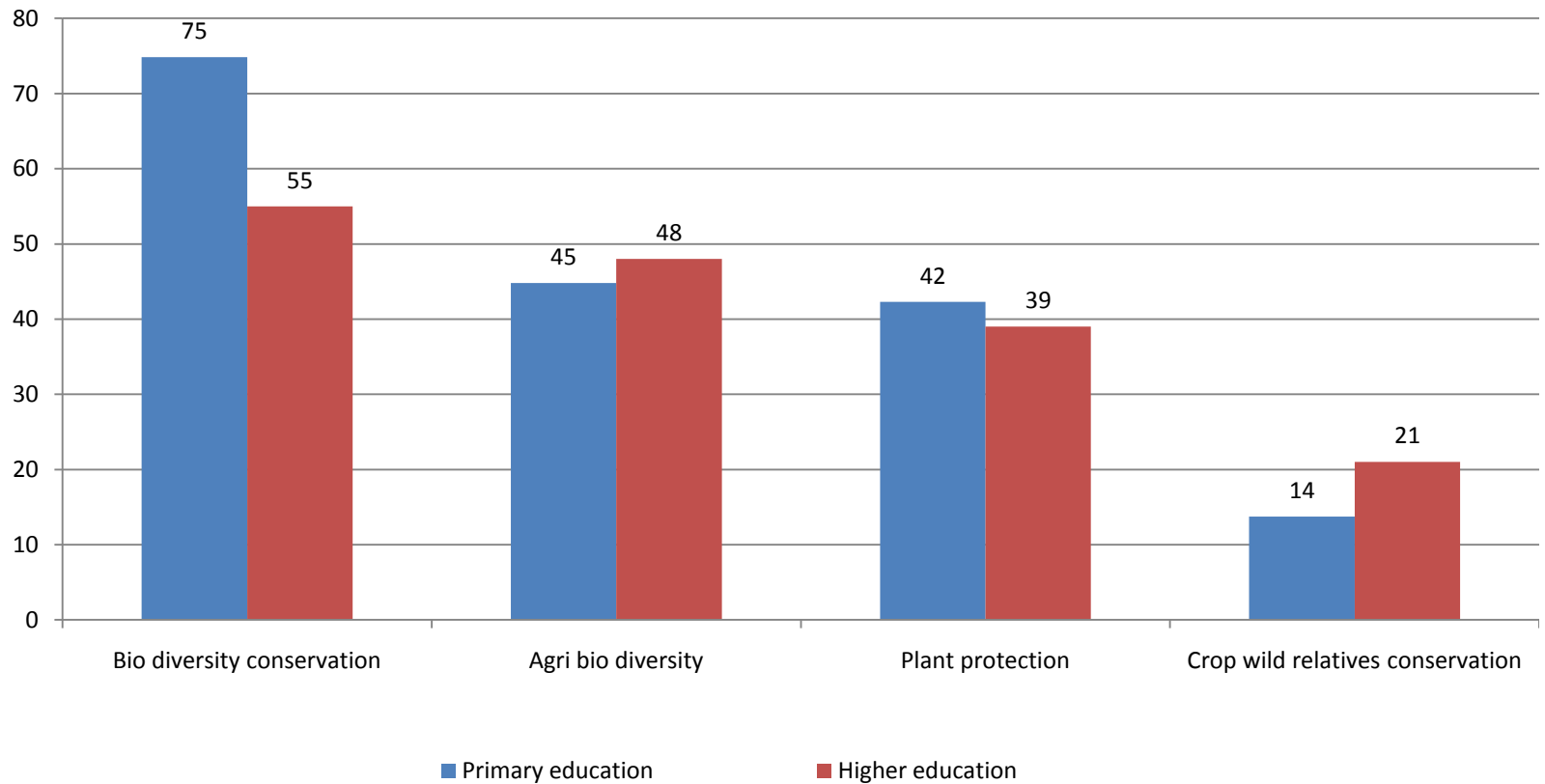
Type of Stakeholder Category	Evaluation				% change in Yes category
	Yes (%)	No (%)	Not sure (%)	Total Sample(No.)	
Extension Workers	62	11	27	505	72
Policy Makers	33	26	41	180	6
Research Scientists	75	11	14	81	21
Protected Area managers	71	10	19	31	39
Students at Higher Education	38	35	28	100	
Community	68	13	19	363	58
Grand sample	59	15	26	1260	41

The awareness on the regional prevalence of CWR (% of respondents): baseline vs evaluation



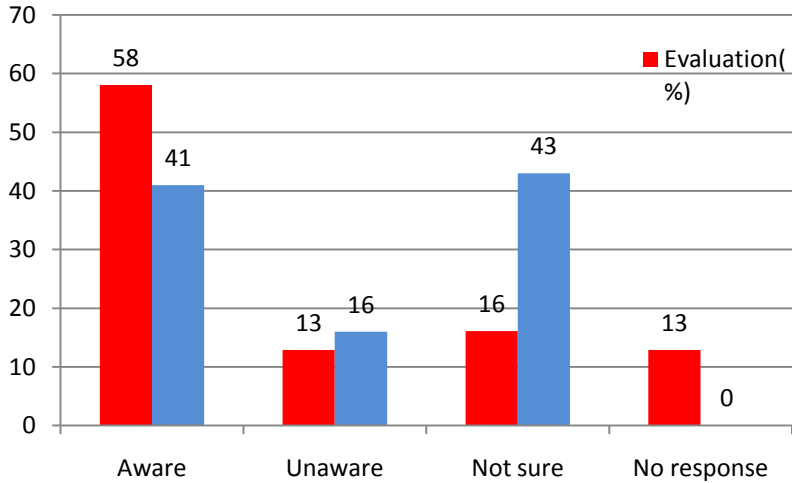


Community: Change in availability of CWR (%)

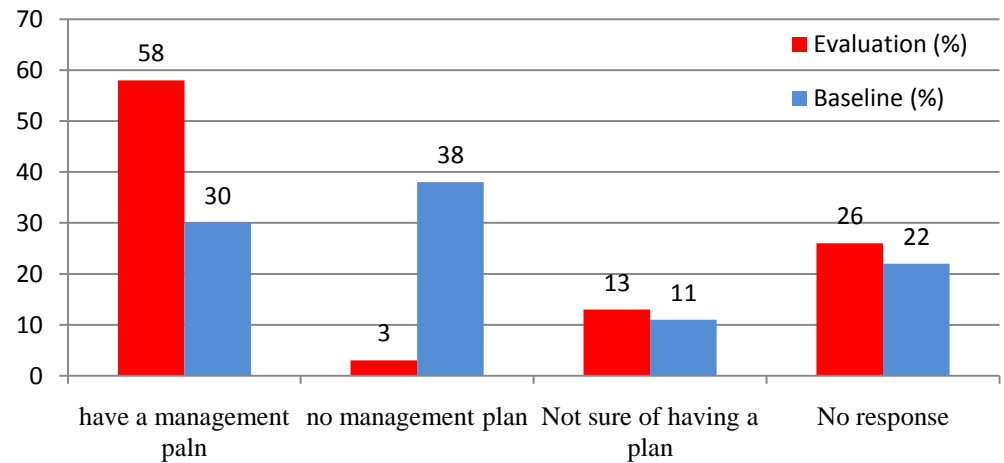


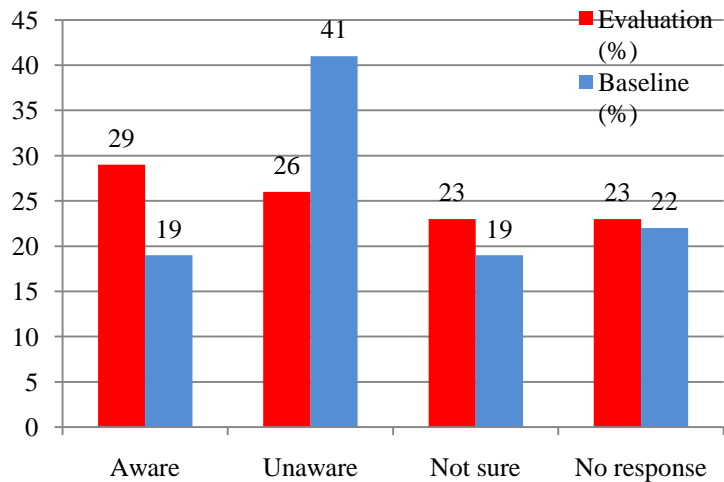
Percentage of respondents in primary and higher educational categories who mentioned of having conservation subjects in curricula

Protected Area Managers: The awareness of the prevalence of CWR in their protected areas (%)



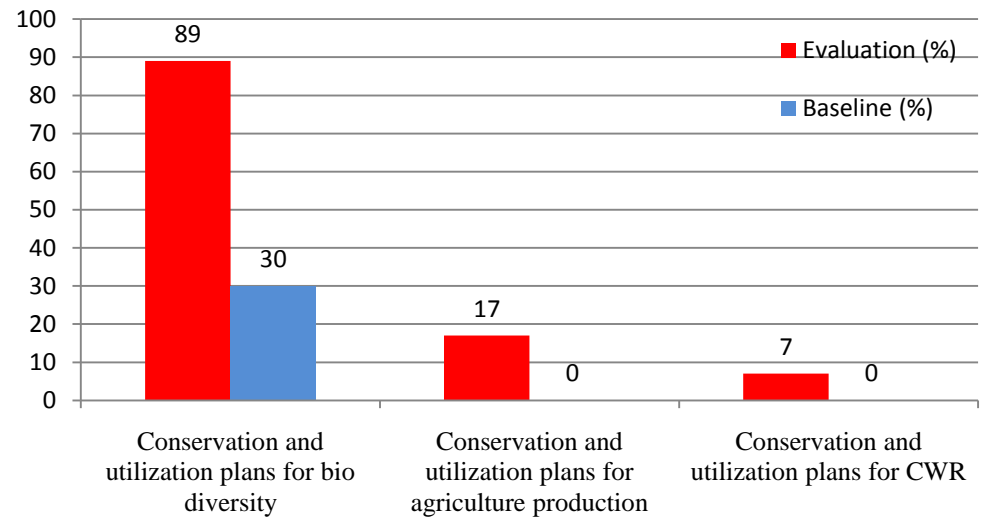
Protected Area managers: The awareness on the availability of management plan(%)





Protected Area Managers: Awareness on the Conservation situation of CWR

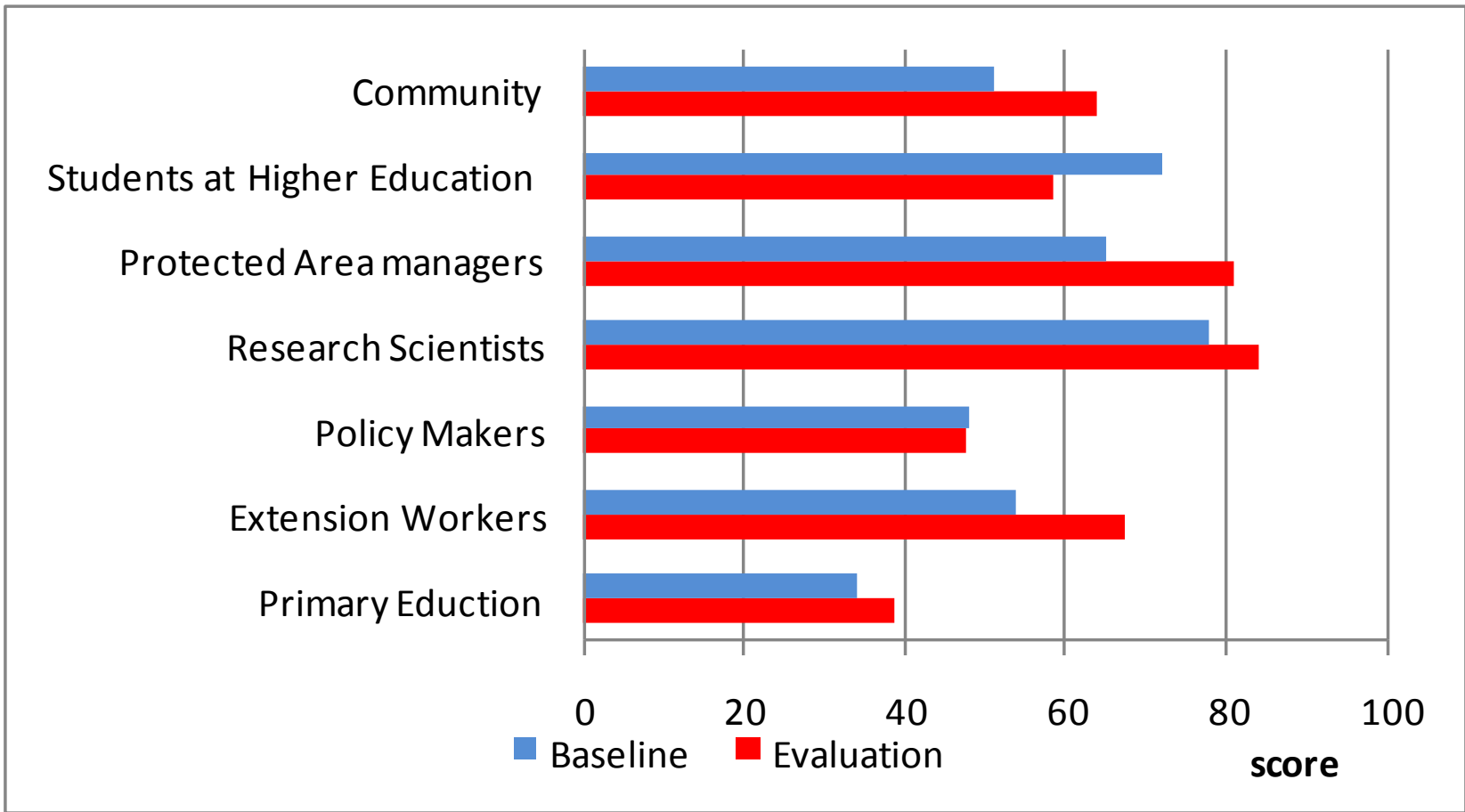
Protected Area Managers: The availability of management plan for different conservation types



Stakeholders average standardized score for each type of media

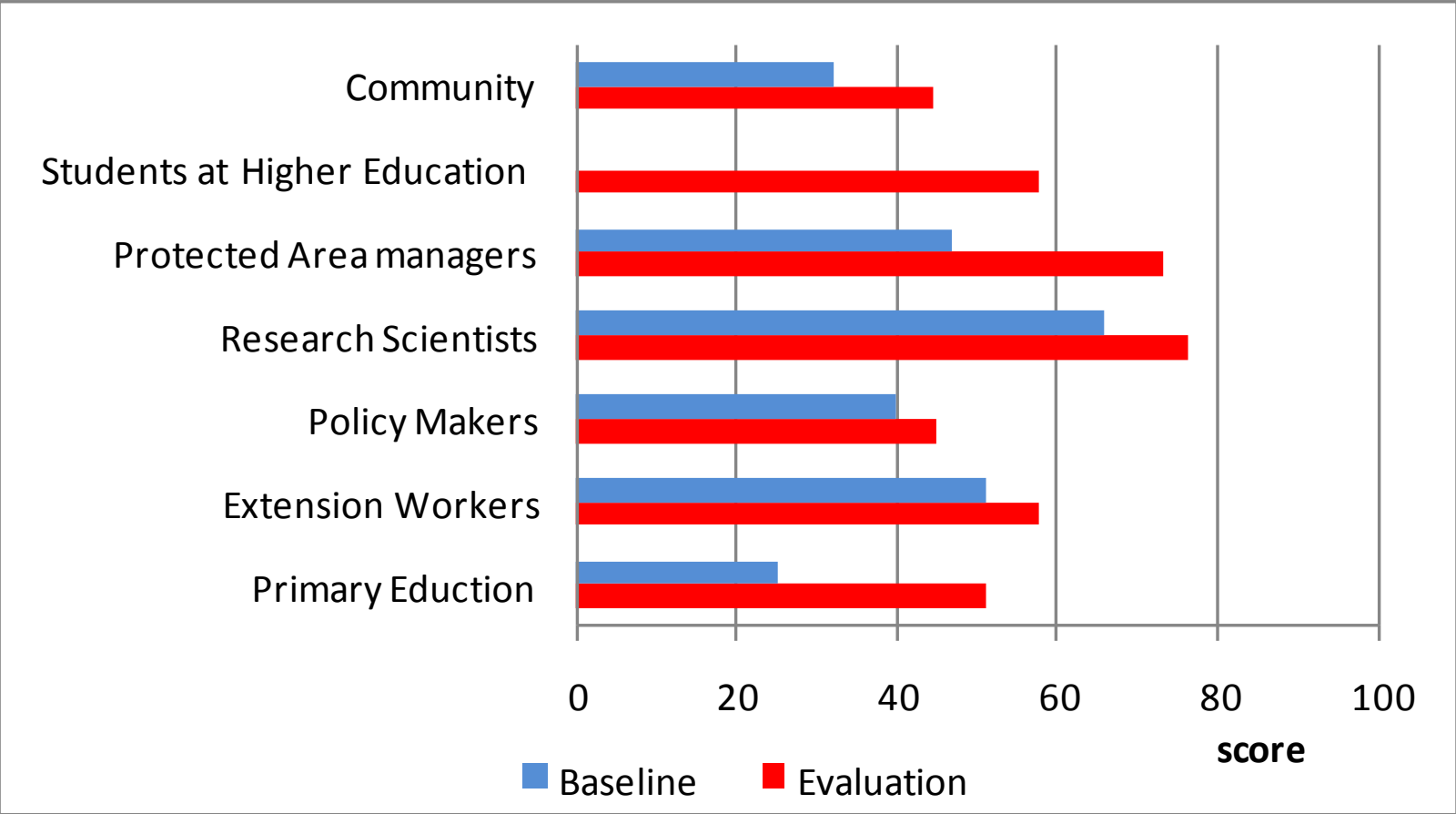
	Primary Education n	Extension workers	Policy Makers	Research Scientists s	Protected Area Managers s	Students at Higher Education n	Community y
School	15	4	4	0	0	15	9
Internet	8	6	9	15	9	15	5
TV	13	15	13	9	11	8	23
Radio	9	10	9	6	8	13	17
Papers	12	15	13	11	13	10	11
Bulletins	10	15	11	15	14	7	7
Posters	7	8	9	10	11	8	6
Meetings	5	6	9	13	9	5	6
NGO	4	4	5	4	5	5	2
Protected area officers	5	4	4	5	7	6	5
Ext. Officers	5	7	6	5	7	7	6
Field days	5	5	6	6	6	1	3
Other	3	2	3	1	0	0	1

SCORES ON AWARENESS

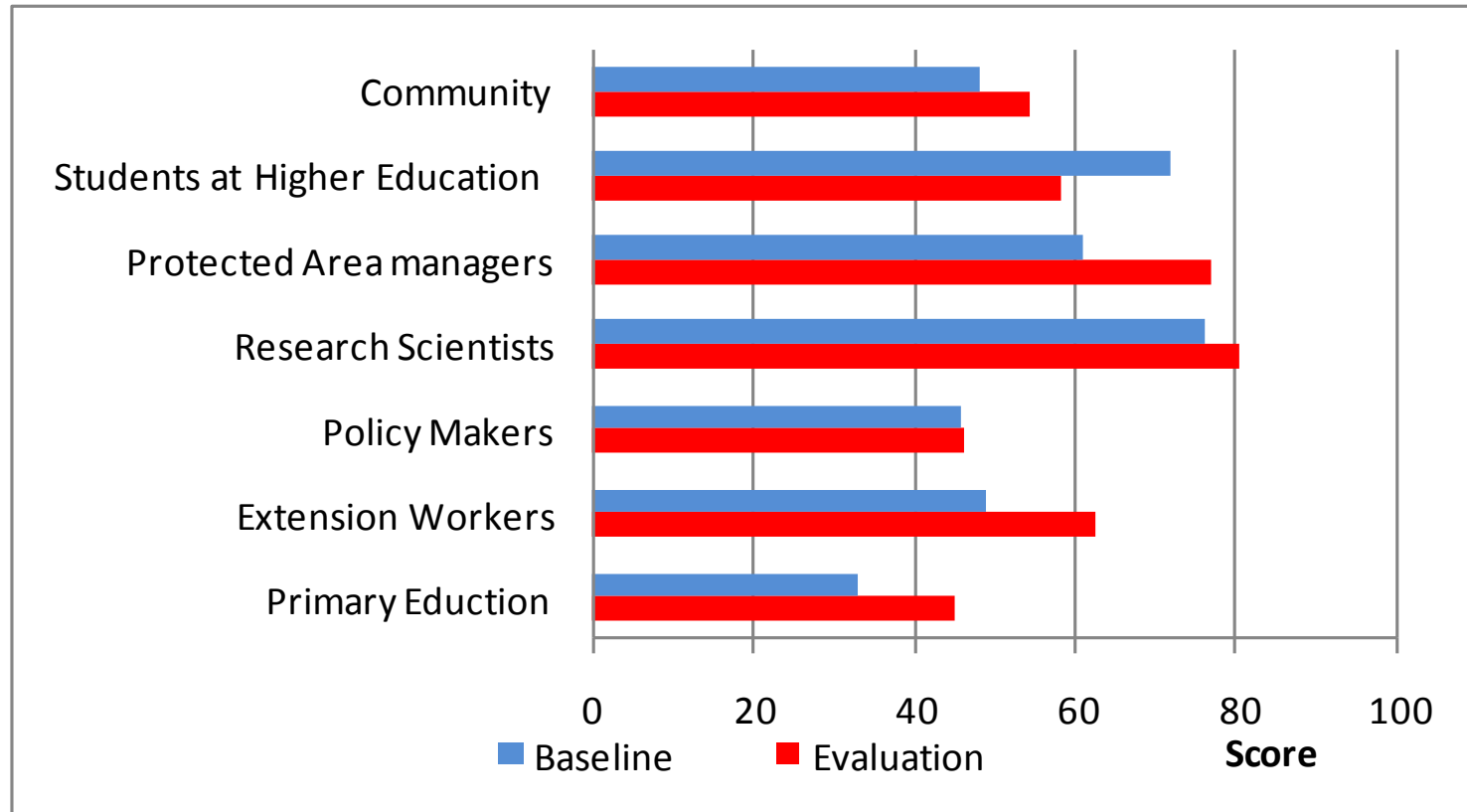


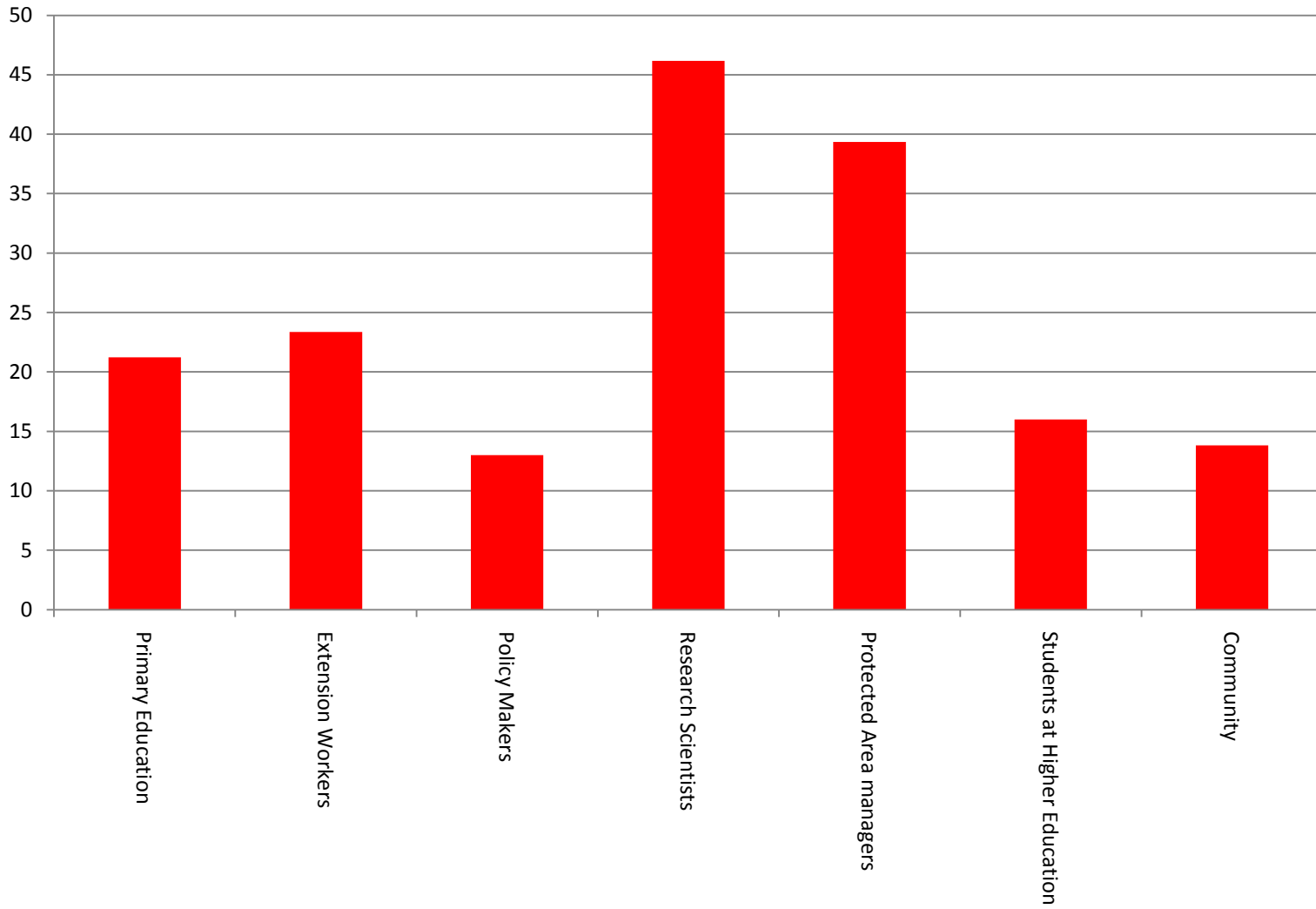
The Score for General Awareness

Score for Awareness of Uses of CWR



Score for Overall Awareness





Composite Score for CWR project Awareness

	Y=Overall Awareness					
			Coefficient		R-sq(adj)	
X= Project Awareness	Intercept	P value	ent	P value	%	P value
Primary Education	35.40	0.000	8.90	0.000	17.30	0.000
Extension Workers	54.80	0.000	6.56	0.000	11.50	0.000
Policy Makers	40.40	0.000	8.96	0.000	11.80	0.000
Research Scientists	69.60	0.000	4.60	0.003	9.50	0.003
Protected Area managers	69.55	0.000	3.82	0.041	10.70	0.041
Students at Higher Education	49.27	0.000	10.93	0.000	19.60	0.000
Community	49.29	0.000	7.05	0.000	8.90	0.000

Conclusions

- Awareness on CWR has improved in all categories
- The awareness of uses of CWR has improved in all the categories.
- Policy makers and students of higher education
- The prominent media such as TV, news papers and bulletins could be utilized in further promotion of awareness on CWR
- The CWR project has significantly contributed to the improvement of awareness of CWR among all the categories.