

# “Enhancing Biodiversity Conservation and Sustenance of Ecosystem services in Environmentally Sensitive Areas”

## Communication Strategy and Action Plan 2016-2020

Implemented by the

MINISTRY OF MAHAWELI DEVELOPMENT &  
ENVIRONMENT IN PARTNERSHIP, WITH  
UNDP SRI LANKA



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மத்திய சுற்றாடல் அதிகாரசபை  
Central Environmental Authority



**“ENHANCING BIODIVERSITY CONSERVATION AND  
SUSTENANCE OF ECOSYSTEM SERVICES IN  
ENVIRONMENTALLY SENSITIVE AREAS”**

**COMMUNICATION STRATEGY AND ACTION PLAN,  
කොරතුරු සන්නිවේදන උපාය මාර්ග සැලැස්ම,  
2016 - 2020**

Implemented by the

**Ministry of Mahaweli Development & Environment**



In partnership, with

**UNDP Sri Lanka**



Prepared by



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## Abbreviation

BDS	Bio Diversity Secretariat (of the Ministry of Environment & Mahaweli Development)
CBO	Community Based Organizations
CC&CRD	Coast Conservation and Coastal Resources Development Department
CEA	Central Environmental Authority
CS&AP	Communication Strategy & Action Plan
CSO	Civil Society Organisations
DAS	Department of Agrarian Services
DFC	District Facilitation Committee
DS	District Secretariat/District Secretary/Divisional Secretary
DSD	Divisional Secretariat Division
DWC	Department of Wildlife Conservation
EIC	Education Information and Communication
EPAs	Environmental Protection Areas
ESA	Environmental Sensitive Area
FD	Forest Department
FO	Farmer Organisation
GEF	Global Environmental Facility
GN	Grama Niladhari
GIS	Geographical Information System
HEC	Human Elephant Conflict
IEC	Information Education and Communication
IUCN	International Union for Conservation of Nature (World Conservation Union)
LUPPD	Land Use Policy Planning Department
MMDE	Ministry of Mahaweli Development & Environment
NEA	National Environmental Act
NGO	Non-Governmental Organizations
NRM	Natural Resources Management
PAs	Protected Areas
PED	Provincial Education Department
PMU	Project Management Unit
PO	Partnet Organisation
TOR	Terms of Reference
UNDP	United Nations Development Programme
ZEO	Zonal Education Office

## EXECUTIVE SUMMERY

The project entitled “Enhancing Bio Diversity Conservation and Sustenance of Eco system Services in Environmentally Sensitive Areas” is an ongoing project implemented by the Bio Diversity Secretariat of the Ministry in charge of Environment<sup>1</sup> in collaboration with the United Nations Development Programme (UNDP). This is a five-year pilot project, jointly funded by the Global Environmental Facility (GEF). The overall objective of the project is to improve the country capacity to manage environmentally sensitive areas in the Kala Oya basin and to replicate the approach for other river basins later. The project area has diverse ecosystems rich in biodiversity, endemism and several existing protected areas (PAS) and proposed Man & the Biosphere (MAB) reserve. It also harbors parts of Wilpattu NP, Mangroves in Kala Oya estuary and swamp area (estimated 3,000 ha), Bar Reef Sanctuary, Sea grass beds, and several Forest Department Reserves. Further it includes downstream areas of three river basins, Kala Oya, Modaragam Aru and Malwathu Oya. Thus, a riverine ecosystem is also covered. In addition man made tanks such as Kalawewa, Rajangana, and several others make it a basin with rich bio diversity.

During the five year period, the project will provide among other support services, training and capacity building targeting officials of the Government, Non-Government and private sector. The aim of this approach is to strengthen land management techniques and to empower communities to be part of the ESA management while benefiting from the sustainable socio-economic development associated with ESAs and Protected Areas.

The project activities are extended into several DS Divisions of Kala Oya River Basin in Puttalam and Anuradhapura Districts to cover Kalawewa region in the North Central Province covering Kekirawa, Ipalogama, Palagala, Galnewa Divisional Secretariat (DSs) and Wilpattu region in the North Western Province within Wanathavilluwa and Karuwalagaswewa Divisional Secretariat Divisions. (DSDs)

The Communication Strategy & Action Plan is identified under Outcome (2). The Project Implementation Document (PID) prepared by the UNDP has specific targets as far as environmental awareness is concerned which are helpful in the accomplishment of the project objectives. The communication products and services will be instrumental in achieving those targets.

The Communication strategy was prepared after a proper appraisal of the issues pertinent to the project and after evaluating the solutions suggested by the respondents.

Issues are evolved around following:

- ✚ Issues in the River Basin regarding natural resource management
- ✚ Issues attributing to weak intra and internal communication between and among the project stakeholders
- ✚ Communication Infrastructure and its deficiencies:

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<sup>1</sup> The Ministry of Mahaweli Development & Environment

The key stakeholders are of the view that the general response at the awareness meetings (conducted so far) has been encouraging as the ESA concept had been well received and appreciated as a means for developing science based decision making process. Community awareness on the value of the bio diversity for sustainable livelihoods, and collaborative action by the stakeholders on the resources use are considered two major behavioral outcomes from the programme.

This document provides an approach as to how the information was collected to prepare the proposed communication strategy to present the logical sequence the strategy in terms of its goal, outcomes and actions. The document has presented the contents of communication products targeted to different audience, implementation modalities and the procedures involved in monitoring and evaluation of its outcomes during the next few years.

The document will not be static but will be a living document which from time to time will be reviewed for the outcomes accomplished and necessary revisions will be introduced. This communications strategy is designed to help realizing the project main objectives/outcomes through effective use of communication media and thereby to contribute to the final goal of the project. The communication strategy will recognise that all stakeholders should be informed, shared and actively involved through medium of communication for the effective conservation of the bio diversity within the proposed environmental protection areas in Kala Oya.

A range of communication interventions have been suggested to improve efficiency within and among the project implementing partners, within and among the project implementing partners and the public; and to resolve communication barriers resulting of inadequate communication infrastructure.

One of the primary functions will be to ensure that the materials / information needed for various forms of communication products such as (selective information required for awareness creation; awareness meetings; Web Sites; Newsletters etc.) be provided to the relevant institution. The media centric communication products such as posters banners, handouts to products such as short films, radio programs, performance art and more technology based products such as digital display boards; web sites have been identified. Secondly it will be necessary to strengthen the communication between the project partner organizations about the various activities that are being implemented by the project. Skills development and training have been identified within the overall context of communication improvement.

Activities have been identified together with who will be responsible for implementing those. A tentative budget has also been provided enabling UNDP and the PMU to take appropriate decisions when allocating resources for project activities.

In terms of overall responsibility of implementing the Communication Strategy, the overall implementation of the communication strategy is the responsibility of the Project Management Unit (PMU) based in the Bio Diversity Secretariat of the Ministry of Mahaweli Development & Environment. Under the overall supervision of the Project Director (PD),



the PMU can be resourced with a Communication Consultant who will oversee the quality and speedy implementation, coherence of the proposed communication products. This can be a temporary arrangement until all communication products are finalized and mainstreamed. The Champion Organizations and other partner organizations including CEA will implement most of the interventions suggested in the CSAP.

It is important to have a proper monitoring and evaluation procedure of the communication Strategy, which should be the responsibility of the PMU. All monitoring will be to ensure that:

- The communication Products and services are coherent and interrelated
- They contain appropriate information generated from the project
- They have reached the correct audience on time
- They can be able to produce a behavioral change

The document provides guidelines, Sinhala translation of important pieces of information that can be used for awareness creation and for skills training programs. Several prototypes have been provided for purpose of improvisation of internet based communication media.

## **1. BACKGROUND:**

### **1.1 The Project Context**

The project entitled “Enhancing Bio Diversity Conservation and Sustenance of Eco system Services in Environmentally Sensitive Areas” (EAS Project) is an ongoing project implemented by the Bio Diversity Secretariat of the Ministry in charge of Environment<sup>2</sup> in collaboration with the United Nations Development Programme (UNDP). This is a five-year pilot project, jointly funded by the Global Environmental Facility (GEF). The overall objective of the project is to improve the country capacity to manage environmentally sensitive areas (ESAs) in the Kala Oya basin and to replicate the approach for other river basins later.

The project is designed to improve the governance framework on management of environmental sensitive areas at the national level. It will also assist implementing enforcement systems through appropriate institutional and legal frameworks and guidelines. Following the ecosystem approach and using a land use planning and management framework, the project will pilot multiple land management techniques in a coordinated and compatible manner.

During the five year period, the project will provide among other support services, training and capacity building targeting officials of the Government, Non-Government and private sector. The aim of this approach is to strengthen land management techniques and to empower communities to be part of the ESA management while benefiting from the sustainable socio-economic development associated with ESAs and Protected Areas. The project has two salient outcomes namely:

- Outcome (1) National Enabling Framework Strengthened to designate and to manage Environmentally Sensitive Areas \*(ESA)
- Outcome (2) Biodiversity friendly ESA management for long terms integrity and resilience ensured at two site in Kala-Oya Basin;

Communication Strategy and Action Plan preparation is one of the key outputs under outcome (2) of the project. Some of the other ongoing activities of the project are:

- Formulation of the inter-sectorial committees at the national, district and divisional level and to create awareness of the project;
- Development of training manual and awareness modules for the training of the LUPPD and other technical staff to undertake landscape mapping based on identification of bio diversity hotspots in the river basin. (This training is presently carried out by IUCN/EFL.)
- Strengthening technical capacity to undertake landscape mapping using bio diversity information enabling the project to identify Bio Diversity hotspots needing legal coverage for protection. (This is being done by LUPPD.)
- Review the policies such as Elephant Conservation Policy as a way forward to minimize the human Elephant Conflict.

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<sup>2</sup> The Ministry of Mahaweli Development & Environment

- Baseline studies of the bio diversity of the river basin. UNDP has already engaged consultants to undertake bio diversity assessment of the Basin, the information of which will be used for future planning of the ESAs.

The project activities are extended into several DS Divisions of Kala Oya River Basin in Puttalam and Anuradhapura Districts to cover Kalawewa region in the North Central Province covering Kekirawa, Ipalogama, Palagala, Galnewa Divisional Secretariat (DSs) and Wilpattu region in the North Western Province within Wanathavilluwa and Karuwalagaswewa Divisional Secretariat Divisions. (DSDs)

### Inter-Sectorial Committees

Inter-Sectorial Committees have been formed at the National and District/Divisional Level. Relevant Ministries chaired by the Secretary of the MMDE and the National Planning Department (NPD) represent at the National Level Inter Sectorial Committee. At the District Level the District Facilitation Committees (DFC) chaired by the District Secretaries have been formed. Representatives from the Project Implementing Institutions and other key Partner Originations take part in the District Facilitation Committee. Two Facilitation Committees have been formed to cover both Anuradhapura District and Puttalam District.

### Mapping

Under the guidance of IUCN/EFL<sup>3</sup> there is an ongoing programme to build capacity of the District level staff of the LUPPD and the land-use planners especially at sub-national administrative units, to integrate biodiversity priorities into land-use maps. The training comprises the methods of identification of bio diversity (hot-spots) in the Kala-Oya region, and integration of such information into landscape scale mapping process. In addition, for the benefit of a wider cross section of the stakeholders, IUCN also has embarked on providing general awareness of the bio diversity significance of the Kala-Oya basin. Awareness s built among targeted project related officials of the importance of including biodiversity conservation priorities into planning processes, how that can be done through the mapping process and the underlying principles of selecting biodiversity priorities, and introduces some of the spatial planning tools available to identify biodiversity conservation priorities and integrate them into land-use plans.

### Other Activities:

Several other activities such as review of policies, the bio diversity assessment; community awareness and progress review meetings are being implemented through the UNDP and the Project Office. The review of policies is also being undertaken under the leadership of the Key Project Implementing Partners and with assistance of the International experts. The Central Environmental Authority has been entrusted with the formulation of a Communication Strategy and Action Plan, which is presented herewith.

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<sup>3</sup> Environmental Foundation Ltd.

## **1.2 Proposed activities under the Outcome (2)**

The Communication Strategy & Action Plan is identified under Outcome (2) above. The project document identifies following key outcomes:

- Awareness creation (raising) of at least 2,300 from the community including key stakeholders based on a training needs assessment to include :
  - 900 technical staff
  - 300 administrative staff
  - 50 local journalists (To represent print, radio and television journalists) who should be exposed to on reporting environmental issues;
  - 50 school teachers (Linking teachers to school eco clubs to support general awareness and conservation actions by school children) and
  - 20 representatives of CBOs including women organisation;

The areas of training, education, awareness are:

- Awareness on the bio diversity value in each ESA targeting District/Local Facilitation Committee Members;
- Awareness and training to Champion Institutions (Wildlife Conservation Department and the Forest Department) to act as secretariat for such the above Committees
- Capacity building and awareness programs to enable the relevant staff to mainstream biodiversity conservation into sector specific biodiversity plans based on site level land use plans;
- Development of locally appropriate integrated training and extension modules for farmers, fisher folks, producers and local decision makers in local languages
- Strengthen Environmental Pioneer Brigade Programme from current level of 32 schools in Anuradhapura and 27 schools in Puttalam
- Training to facilitate cross information sharing between community representatives, local leaders and government staff between and among the ESAs.
- Education and awareness through publication of posters, pamphlets and other relevant publication (local languages) to promote bio diversity values at two sites.

## **1.3 Scope of the work given to the Consultants**

The team of consultants engaged to undertake the preparation of this strategic document were engaged in following tasks:

1. Study the project document and inception report and consult project office and the ministry in- charge of the subject of environment to get a clear and comprehensive overview of the project objectives.
2. Visit and consult relevant line agencies and provincial and local stakeholder agencies and CBOs, NGOs and other relevant village level community organizations in two project sites to gather relevant information.

3. Collect information through other means such as questionnaires
4. Analyze information and prepare the logical sequence for the communication strategy
5. Design, facilitate and conduct workshops/meetings or any other discussion forum in close coordination and consultation with the CEA to validate the communication strategy and the action plan.

#### **1.4 Methods adopted in the preparation of the SCAP**

Following methods were adopted:

- Review the project documents and other published and unpublished documents pertaining to studies conducted in the Kala Oya Basin. The purpose of this was to better understand the project, its stakeholders and their views, ongoing activities, collect other relevant data and information pertaining to environmental and social economic context and the legal and policy environment.
- Meeting with both government and non-government sector agencies, project other consultant agencies working on different aspects, CEA officials and the project management Officials and exchange ideas as to the issues and communication methods that would be helpful for the project; and obtain detailed information through a postal questionnaire targeted to key stakeholders.
- The purpose of this series of meetings and questionnaire survey was to understand in depth the prevalent basin wide environmental issues needing communication interventions; types of solutions suggested by the stakeholders and others. During this phase it was possible to assess the level of inter and intra communication networks existing between the project partner organizations and their linkage to the general public.
- Communication facilities available including that of the application of technologically improved methods as against traditional communication systems was also assessed during this stage. The available communication infrastructure and use of formal and informal communication methods to make connectivity among community and Government Institutions, the information related to the Environment, Land use, Bio – Diversity, Human elephant Conflict, Land Acquisition etc. which are currently available on websites or social media of Government Departments has been investigated for their efficiency.
- Conduct validating workshops. The purpose of the validating workshop is to present the key findings and the draft Strategy and action plan and subject same to further critic and review the draft in the light of the validation meeting outcomes; It also allowed any other not having the opportunity to contribute to the previous discussions to provide an opportunity.
- Finalize the draft for review by the CEA and
- Incorporate comments and produce the final Communication Strategy and Action Plan for the CEA to be accepted by the PIU and the UNDP.

### **1.5 Environmental Features of Kala Oya River Basin:**

Kala Oya covers an area of around 2,870 km<sup>2</sup>. It is one of 103 river basins in Sri Lanka and is situated in the North-western dry zone of the country, which averages 1,450 mm average annual rainfall. More than three quarter of Kala Oya basin area is situated in the North Western Dry Zone of Sri Lanka with the rest of the area coming under the intermediate zone altogether covering an area of 2,870 sq. km. The geographical extent of the project influence area is extended to the seascape namely the Bar Reef and the estuary on the north-western sea belt.

The Kala Oya basin is the catchment for Kala Oya and the main reservoirs of Kandalama and Dambulu Oya, Dewahuva, Kalawewa-Balaluwewa, Usgala Siyabalagamuwa and Rajangana Angamuwa. Kala Oya is fed by the tributaries namely, Araula Oya, Palwehera Ela, Dambulu Oya, Mirisgoni Oya, Hawanella Oya, Moragolla Oya, Jayaganga, Maninda Oya, Kalagal Oya, Moderagam Aru, Denigala Ela, Pan Ela, Pomparippu aru, Lunu Oya.

The river basin also is characterised with several protected areas namely Kahala- Pallekale Sanctuary (18116 ha), (Part), Wilpattu National Park (45411 ha) (part), Thabdowna Sanctuary (2193 ha) (total extent), Minneriya - Giritale Nature Reserve (1467 ha) (small part), Sigiriya Sanctuary (1310 ha) (small part) and Bar Reef Marine Sanctuary (306 km<sup>2</sup>), etc.

Major reservoirs in the basin are Devahuva, Dambuluoya, Kandalama, Kala Wewa, Mahailupalama, Rajangana, Katiyawa, Angamuwa. Another 600 small tanks also are scattered in the region. Flood plain areas such as wetlands (villu); areas covered by the coastal resources as mangroves, salt marshes and sea grass beds, sand dunes and lagoons too are found.

The diverse terrestrial eco systems that are present in the Kala Oya River basin include, Dry Mixed Ever Green Forests; Moist Monsoon Forests; Riparian Forests that constitute the natural forests, thorn scrub, scrub on sand; open thorn scrub forests, rock, sand beach, chena and chena regrowth; forest plantations and home gardens.

In terms of socio economic environment, Kala Oya Basin contains a largely rural population of some 400,000 people, most of whom are engaged in farming as their main form of livelihood. Cultivation of rice and other crops is combined with fishing and the harvesting of wild plants and animals. There is a particularly high incidence of poverty in this area, with just under half of the population being classified as poor according to national indicators (their monthly income is less than \$15).<sup>4</sup>

The District Secretariats and Divisional Secretariats in the Kala Oya River Basin is given in the table below (Table 1)

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<sup>4</sup> *THE KALA OYA RIVER BASIN, SRI LANKA: where small irrigation tanks are not really small (Published by IUCN Sri Lanka)*

**Table 1: Divisional Secretariat in the Kala Oya Basin**

No	Divisional Secretariats	District Secretariats
1.	Nochchiyagama; Tirappana; Talawa; Rajanganaya; Thabuththegama; Kekirawa; Palugaswewa; Ipalogama; Galnewa; Palagala	Anuradhapura
2.	Giribawa; Polpithigama; Galgamuwa; Ehetuwewa	Kurunegala
3.	Dambulla; Galewela; Naula; Pallepola	Matale
4.	Vanathavillu; Karuwalagaswewa	Puttalam

### 1.6 Importance of Kala-Oya Basin as the pilot site:

The project area has diverse ecosystems rich in biodiversity, endemism and several existing protected areas (PAs) and proposed Man & the Biosphere (MAB) reserve. It also harbors parts of Wilpattu NP, Mangroves in Kala Oya estuary and swamp area (estimated 3,000 ha), Bar Reef Sanctuary, Sea grass beds, and several Forest Reserves. Further it includes downstream areas of three river basins, Kala Oya, Modaragam Aru and Malwathu Oya. Thus, a riverine ecosystem is also covered. In addition man made tanks such as Kalawewa, Rajangana, and several others make it a basin with rich bio diversity.

The vegetation in the area includes small areas of salt marsh vegetation, and extensive beds of sea grasses; coconut plantations, cultivated land, open forest, scrub and grassland. The wetlands in the area, especially the coastal area inhabit a large number of water birds and ducks. Development is rapid with road networks and other infrastructure facility. Number of ancient and historically important sites lie in the region. All these can be linked to development of livelihood activities on a sustainable basis include parts of the districts of Puttalam and Anuradhapura.

A very high incidence of poverty prevails in these parts of the districts. Among a few of the problems in this area is the Human Elephant Conflict, exploitation of natural resources such as sand mining and agricultural and housing encroachment. Therefore the area is very sensitive and that the implementation of this project can result in replicable model that can be adopted in several other river basins which have similar characteristics and issues.

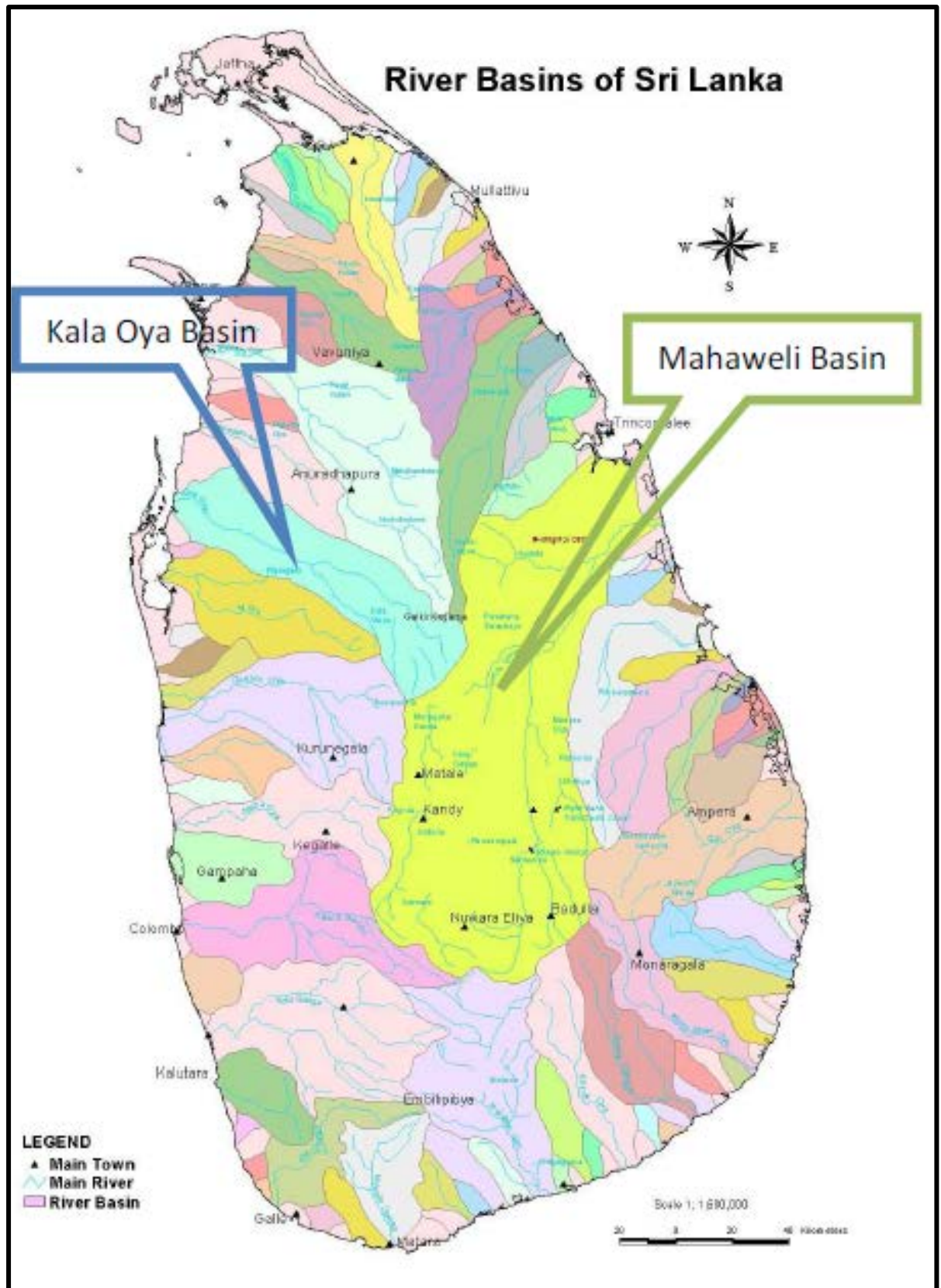


Figure 1: River Basins of Sri Lanka



## **2. LEGAL AND REGULATORY ENVIRONMENT APPLICABLE TO THE CSAP**

### **2.1 Relevant Acts and Ordinances**

#### National Environmental Act

Declaration of Environmental Protection Areas (EPAs) has been accommodated within the National Environmental Act No of 1980 as amended subsequently in 1988, environmentally important, specific areas are declared as Environmental Protection Areas, [EPA], as per provisions of Sections 24 C and 24 D, of the National Environmental Act No.47 of 1980, by an order published in a Gazette Notification. Act specifically mentions that there can be environmental protection areas declared by the Ministry in charge of Environment taking into consideration the bio diversity importance of a particular locality. Act also provides for environmental education and awareness as responsibility of the Central Environmental Authority.

13<sup>th</sup> Amendment to the Constitution of Sri Lanka provides that environmental conservation as a devolved subject. The North Western Province (NWP) has its own Environmental Legislation and an institutional mechanism which deals with provincial environmental matters.

#### Fauna and Flora Ordinance

Communication Strategy requires a comprehensive knowledge of the bio diversity in the Kala Oya Region. The Fauna and Flora Protection Ordinance signed in 1929 and in 1937 with the intention of protecting the wildlife in national reserves is the main ordinance that provides protection to Sri Lanka's Fauna and Flora. The Amendment to this Act No. 44 in 1964 saw the nature reserves and jungle corridors formally recognized as categories of Sri Lanka's protected areas of national reserve.

This Ordinance provides for the declaration of national reserves and sanctuaries. A national reserve may take the form of a Strict Natural Reserve, National Park, Nature Reserve, Jungle Corridor, Refuge, Marine Reserve or a Buffer Zone. The national reserves can be declared only over State land while a sanctuary may contain State and non-State land. The Ordinance provides for restricted and prohibited activities within the protected areas and also provides for the protection of certain species via schedules. Provision has been made in the Ordinance to regulate fishing and the taking of any aquatic animal or plant from any waters within a national reserve or a sanctuary on State land. Fishing for the local consumption of the inhabitants of any village who have fished in such waters by custom or usage has also been recognized under the Ordinance.

The Ordinance imposes a ban on the construction of tourist hotels or the providing of any services or facilities similar to the services provided by a hotel within one mile of the boundary of a national reserve. Similarly, all development activities within one mile of the boundary of a national reserve require prior written approval of the Director General of the DWLC. Each application for such approval should be accompanied by an Initial

Environmental Examination or an Environmental Impact Assessment, as the case may be, in terms of the National Environmental Act.

### Forest Ordinance

Forest Department is one of the two Champion Organizations of the project. The Forest Ordinance No. 10 of 1885, Forest Ordinance No. 16 of 1907, and a series of amendments to the ordinance provides for the declaration of areas of state land as Forest Reserves, Village Forests or Conservation Forests. The felling of trees, cultivation and the construction of buildings and roads are prohibited activities, together with poaching, cattle grazing etc. This has bearing on the protection of mangroves. The current Forest Ordinance recognizes environmental awareness as one of the requirements to conserve the Reserved Forests.

### Coast Conservation Act

The Coast Conservation Act No.57 of 1981 and amended in 1988 established the Coast Conservation Department. The Department was made responsible for carrying out coast conservation programs, developing a coastal zone management plan, and carrying out regulatory permit programme for the coastal zone between 300 m landward and two km seaward, and the waters of rivers, estuaries and lagoons within two km of their sea entrance. Communication strategy recognizes the Coast Conservation Act for its provisions that facilitate Coastal Zone management Plans which require communication for the management of such plans.

### Mahaweli Authority of Sri Lanka Act No. 23 of 1979

This Act established the Mahaweli Authority of Sri Lanka and provides for the protection watershed areas and protection of the physical environment of the Mahaweli area. This has bearing on inland water pollution that could, in turn, affect coastal pollution.

## **2.2 Key Policies**

Communication Strategy also emphasis on key policies that facilitate communication between different stakeholders who can contribute to project's overall goal and objectives. The National Environmental Policy is one such policy that provides overall strategies for communication relevant for environmental, conservation protection and natural resources management. The policy aims to promote the sound management of Sri Lanka's environment balancing the needs for social and economic development and environment integrity. It also aims to manage the environment by linking together the activities, interests and perspectives of stakeholders and to assure environmental accountability.

The recently approved Right to Information Act is a major policy and regulatory instrument, which guarantees the public to access to information. Section (3) of the Act says that every officer in any public authority giving a decision which affects any person in any way, shall be required on request made in that behalf by the person concerned, to disclose to that person in writing the reasons for arriving at such decision.

In 1990, the National Policy for Wildlife Conservation was approved by the Sri Lankan cabinet with the prime objectives of sustaining the ecosystems and ecological processes and the preservation of genetic diversity.

Another land mark policy is the National Policy on Elephant Conservation. This policy deals with the long-term survival of the elephant in the wild in Sri Lanka through the mitigation of the human-elephant conflict. The project will review the policy as one of the key components.

National Forest Policy too was drawn up to provide clear directions for safeguarding the remaining natural forests of the country in order to conserve biodiversity, soil and water resources. In accordance with the policy, the forests under the jurisdiction of the FD is being reclassified and placed under four management systems ranging from strict conservation, non-extractive use, management of multiple use forests for sustainable production of wood and management of forests with community participation.

The Land Use Policy of Sri Lanka provides the overall policy direction and with the goal to promote “rational utilization of lands as a resource, in the national interest, in order to ensure food security, a high quality of life, equity and ecological sustainability”. This needs to be known by the project stakeholders as well as the general public. The “National Land Use Policy of Sri Lanka” proposed “Land and Nature” as one of the three themes (the other two being land and people; and agriculture and food security) to guide land use in the country. Under this theme, a key recommendation is the “need to prevent encroachment and degradation of highly environmentally sensitive areas, [and the important of] protection, conservation and improvement of the quality of natural resources” in such areas to ensure the long term well-being of the land without damaging it. Finally, ESAs are recognized as one of the key means to reduce adverse impacts of development on sensitive areas under the “Fragile Areas Conservation Strategy (2005)”.<sup>5</sup>

The “National Physical Planning Policy and Plan (2010-2030)” approved by the National Physical Planning Council on 27th July 2011, provides for the establishment of the ESAs and lists “conserving environmentally sensitive areas and protecting economic values” as a dedicated programme out of 21 national programme (includes agricultural development, cities and settlement, transport development etc.)

During the awareness creation, it is necessary that the public is made aware of the legislative instruments and the policies that have a bearing on the bio diversity of the river basin and their safeguards.

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<sup>5</sup> PAS in Sri Lanka (PDF) published by GEF

### **3. PROJECT KEY STAKEHOLDERS**

#### **3.1 Key Stakeholders including Champion Organizations of the Project**

It is necessary to have a brief introduction to the stakeholders of the project as communication is very much discussed in the context of them.

##### Ministry of Mahaweli Development & Environment

This is the overarching Ministry which implements the project through the Bio Diversity Secretariat. The Ministry provides leadership in overall implementation and liaises with UNDP in conducting all special studies and other implementation related activities. The Secretary to the Ministry chairs the National Inter Sectoral Environmental Sensitive Area Committee. The Bio Diversity Secretariat (BDS) also represent at the Inter Sectoral ESA Committee together with five other key agencies. The National Project Director of the project is appointed by the Bio Diversity Secretariat which has also appointed several consultants to undertake special studies such as the Bio diversity assessment of Kala Oya on which basis, the environmental protection areas will be demarcated and declared by the Minister in charge. Ministry in charge of environment is a primary stakeholder of the project. Ministry of Mahaweli Development and Environment and other institutions under its purview outreach the general public to increase environmental awareness and education by adopting different communication strategies. Project Management Unit placed at the Bio Diversity Secretariat and the UNDP Project Coordinator play a key role in managing the project.

##### Central Environmental Authority (CEA)

CEA serves as a member of the National Inter Sectoral Environmental Sensitive Area Committee. The CEA has the mandate to declare environmental protection areas in keeping with the requirements as stipulated by environmental law. Under this programme, environmentally important, specific areas are declared as Environmental Protection Areas, [EPA], as per provisions of Sections 24 C and 24 D, of the National Environmental Act No.47 of 1980, by an order published in a Gazette Notification. The Central Environmental Authority exercise, perform and discharge powers, duties, functions related to planning and development, within such protection areas. The ESA area fall under two regional offices of the CEA and two Assistant Directors have been assigned to serve in the District Facilitation Committees of the project.

The Environmental Education & Awareness Division and the Environmental Management & Assessment Division of the Central Environmental Authority (CEA) have been tasked to produce the Communication Strategy and Action Plan.

The Central Environmental Authority had given leadership in the implementation of national environmental education / school brigade programme and therefore has required expertise materials, facilities skills to carry out environmental educational and awareness programmes. CEA thereby considers to be a primary stakeholder of the project.

The north-western section of the ESA falls within the North-Western Province has also a separate provincial environmental authority (North Western Province Environmental Authority) which has limited environmental related enforcement functions.

#### Mahaweli Authority of Sri Lanka (MASL)

Mahaweli Authority - System H, has a strong presence in the river basin. MASL serves as a member of the National Inter Sectoral ESA Committee. Some of the major irrigation schemes fall within the Mahaweli Authority whereas others are managed under the Department of Irrigation and the Provincial Irrigation Department (PID).

The MASL has technical as well as decentralized functions. It is responsible for water resources allocation among irrigation and hydropower uses; follow participatory approaches for decision-making and real time management of water resources of water resources in Mahaweli areas. It is also responsible for planning, construction and operation & maintenance of multi-purpose reservoirs, canals, head works and other structures, and for dam-safety. Promotion of soil-conservation measures and watershed management; monitor sedimentation levels in the reservoirs; provide extension services for irrigated agriculture in command areas.

MASL shares its information through District Agriculture Committee (DAC) and the Divisional Agricultural Committees and Farmer Organizations (FO).

#### United Nations Development Programme (UNDP)

UNDP is the funding agency as well as the partner institution which implements the project with the Ministry of Mahaweli Development and Environment. The project is managed through two District Coordinators appointed by the UNDP and work in close association with the UNDP Project Coordinator based in the UNDP Colombo Office. UNDP is responsible for implementing some of the key activities a few of which are the capacity development of the LUPPD in the mapping process for which UNDP has engaged IUCN Sri Lanka together with EFL.

#### Department of Wildlife Conservation (DWC)

DWLC was established in 1949 and entrusted with the overall conservation of fauna and flora of the country and the maintenance of its diversity. The functions of DWLC are largely governed by the Fauna and Flora Protection Ordinance (F&FPO) of Sri Lanka and Wildlife Conservation Policy, which was approved by the Cabinet of Ministers in the year 2000. DWLC is maintaining a network of protected areas in the country for the purpose of conserving the natural resources contained therein. These include 15 National Parks, 4 Nature Reserves, 3 Strict Natural Reserves and 55 Sanctuaries.

In the context of the project, DWLC serves as the champion organization for the project in Puttalam. DWLC at the community level has a network of community leaders who communicate with the officers on the illicit practices and on the events or accidents due to human and wild life conflicts. One of the key challenges in the relevant areas is the protection and maintenance of electrical fences built to protect wild life (Elephants) encroaching into cultivated areas.

### Forest Department (FD)

The Forest Department (FD) was established in 1887, under the Forest Ordinance (FO). The Forest Department deals with the conservation and management of almost all the land under natural forest, including much of the wet zone forests as well as forest plantations managed for production (other than protected wildlife parks and reserves, termed Strict Natural Reserves, National Parks, Nature Reserves, Jungle Corridors and Sanctuaries).

In the context of the project, FD serves as the champion organization for the project in Anuradhapura. Management of forests in the District is a major function of the FD. Use computer technology such as Google Map for monitoring of forest coverage/ Awareness through publications, tree planting campaigns is functions carried out through its regional offices. The District, Divisional and Regional Forest Officers and Beat Forest Officers have a regular /established flow of information from the field such as petitions, direct information, telephone messages and individual informants etc. and the staff is kept informed of any undesirable activities.

### Land Use Policy Planning Department (LUPPD)

The LUPPD is one of the key stakeholders whose task will be to prepare a land use maps using bio diversity information. They will use the bio diversity information to prepare maps and therefore the traditional administrative boundaries used by the Land Use Policy Planning Department to prepare land use maps will be changed. With a view to imparting knowledge as to how bio diversity information can be used to prepare land use maps to the LUPPD staff, a capacity development programme under the UNDP was completed through IUCN and EFL. They receive technical training, awareness as well as appropriate software tools through this training program. A manual has already been drafted by IUCN incorporating the overall training programme.

Through this manual it is intended to guide the staff to understand the importance of biodiversity conservation priorities into the planning processes. The LUPPD staff in the two districts now gives leadership in the preparation of landscape scale mapping process at the Districts to assist the project to integrate bio diversity conservation into the proposed ESAs. Maps have been prepared. Information such as the geo references of those maps can be provided to be used by the DS/GNs to identify areas needing special protection outside the PAS.

### Coast Conservation and Coastal Resources Development Department (CC&CRD)

The Coast Conservation & Coastal Resources Development Department controls sea erosion and conservation of natural resources in coastal areas. It is entrusted with management of coastal zone resources and also to regulating the infrastructure development. In addition to the Kala Oya Estuary, the ESA project also encompasses the marine areas including the Bar Reef in Kalpitiya and will now support the creation of a buffer zone for the bar reef, coupled with integrated wider landscape based management plans to minimize threats on the ecosystems. In this context, the CC&CRD plays a key role as a primary stakeholder of the project.

### Provincial Department of Education:

The Provincial Department of Education (PDE) which has the mandate of educating the children through the schools in the province (Not National Schools) have access to 32 schools in Anuradhapura; and 27 schools in Puttalam. The administering of the school teachers, training and preparation of the school curriculum rest with the Provincial Department of Education through the Zonal Education Offices (ZEO). The schools are engaged in education activities as well as extracurricular activities such as organising of environmental weeks, which are conducted through the Environmental Pioneer Bridges (promoted by the Central Environmental Authority). The project has a special target that a minimum of 50 school teachers in the region to be trained as trained teachers to promote the concept of ESAs and to provide training and education on the subject of provinces bio diversity among the school children. Therefore it is necessary to draw their expertise into the Communication Strategy enabling them to be a successful partner.

### Department of Irrigation

The Irrigation Department has both technical as well as decentralized functions, including water resource assessment, data and information management (water resource monitoring) and technical assistance with water resource planning (national, basin) for both long-term and real-time water management in irrigation reservoirs, demand management. Also responsible for investigation, planning, designing and construction of major reservoirs, allocation and distribution of water up to the tertiary system (Distributors level) within the irrigation command areas, operation and maintenance of the main and secondary systems of the irrigations schemes. Irrigation department will facilitate sustainable management and improve the land and water resources for food, livelihoods and environment under the frame work of government policies.

### Department of Agrarian Development (DAD)

The Department of Agrarian Development (DAD) established on 01<sup>st</sup> of October 1957 with an idea of providing supply services that are initial for Agriculture schemes empowered by the Paddy Land Act No. 1 in 1958 and presently governed by the Agrarian Development Act No.46 in 2000. Formulation and implementation of Agrarian Law to safeguard tenancy as well as land owner rights assures tenure security to tenant cultivators; specify the rent payable by tenant to cultivation committees; establish Farmer Organizations (FOs) in small tank systems; registering FOs to offer legal recognition; holding cultivation meetings in minor tanks systems; implementing regulations according to the Agrarian Service Act and administration of operations of Farmer Organizations in terms of financial and physical performance.

### IUCN/EFL

IUCN is currently involved in a programme of capacity building for integrated landscape conservation planning at Divisional level in the Kala-Oya Region. Under the outcome (2) of the project, this activity has been launched. Under this programme, IUCN has engaged a Planning Team of the LUPPD comprising the technical officers drawn from LUPPD, Mahaweli Authority of Sri Lanka (MASL) , Department of Agrarian Services (DAS), Department of Agriculture (DEO) and the Central Environmental Authority (CEA) whose

skills will be developed to shift land use planning to reflect on landscape scale conservation planning. The objective of IUCN's capacity building programme is to help the technical staff to integrate bio diversity based landscape planning into the land use planning of the proposed ESA.

#### District Secretariat and DS Divisional Secretariats:

These offices represent central government to administer the respective District and Divisions. Both the Puttlam and ANURADHAPURA Districts have District Secretariats administered under a District Secretary (in each District). The District Secretariats are responsible for the Districts Development Plans initiated by the Central Government and the Divisional Secretariats are responsible for the Divisions' development plans implemented by the Central Government. The District secretariat coordinates development activities entrusted to the Provincial Councils.

There will be a number of Divisional Secretariats under each District Secretariat. In the case of Mahaweli areas, some of the functions of the divisional secretaries have been entrusted to the System Managers in the Mahaweli areas through decisions taken at the time of establishment of program. The proposed sensitive areas within Kala Oya Region falls within the administrative boundaries of 06 DS Divisions falling within the Districts of Puttalam and Anuradhapura. All the Divisional Secretaries of the DSDs and the District Secretaries have been serving in the Project District Facilitation Committees. Therefore DSs are direct stakeholders of the project.

Dissemination of environmental information at District and the Divisional levels take several forms. Internet; Emails and other telecommunication means (Telephone, fax) and through print and postal media are widely used. Each District Secretariat and Divisional Secretariat has its own Web Site. All the DSDs have produced District and Divisional resource profiles some of which are found published in the web sites. Some of them which are circulated in the WWW<sup>6</sup> have not been updated for some time but updated versions are accessible in printed form. They contain important facts and figures about the district or the division, but do not have much environmental information such as the information on bio diversity and natural resources in the respective District and Divisions. The sample of the Web sites of the relevant DS divisions is provided at the end of the report, which need updating and more project information to enhance the information dissemination functions.

#### Provincial Councils and the Local Authorities:

Established under the 13th amendment, the Provincial Councils is the second highest level of political representation in the country. These bodies have being assigned the responsibilities under the Constitution of Sri Lanka to carry out devolved functions and also entrusted with the authority to collect revenue and taxes for use of resources in its area of jurisdiction. The North Western Provincial Council has been the only Council in the country that has fully fledged environmental authority. The Local Authorities which represent the lowest level of political representation in the country are (Municipal Council, Urban Council and Pradeshiya Sabawas) which directly function under each respective

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<sup>6</sup> World Wide Web



Provincial Councils. However they command authority to carry out various tasks assigned to them through the respective Acts and Ordinances such as Pradeshiya Sabhawa Act.

#### Irrigation Management Division (IMD)

Irrigation Management Division IMD is the principal agency administering farmer participation in decision making. The IMD receives policy guidelines and directions from the Central Coordinating Committee on Irrigation Management and the secretary of the Ministry of Irrigation. The IMD reports directly to the Ministry of Irrigation. It has officials with expertise in irrigation, agriculture, institutional development and management for the purposes of coordination, training, progress monitoring and evaluation of the program. At the project level IMD executes the program through its Resident Project Manager RPM in each major irrigation scheme. The RPM is answerable to the DAC sub-committees as well as the Divisional Agriculture Committee on agriculture development that implements and monitors the program at district level. The RPM acts as the coordinator and facilitator who is expected to harmonize the various inputs from respective line agencies, promote a dialogue between farmers and officers for agricultural and social development whilst encouraging farmer participation in irrigation project activities. He is also expected to arrange for prosecution of offenders under Irrigation Ordinance and pursue action with relevant authorities in case of animal trespass and damage. The main decision making body at the project level for implementation of the program is the Project Management Committee (PMC) of the respective major irrigation scheme.

#### Non-Governmental Organisations (NGOs)

There are a number of NGOs and a greater number of CBOs operating within the Kala Oya basin. The majority of such organizations perform activities relating to promotion of environmental programs, water supply and sanitation projects, poverty reduction programs and credit promotion, etc. In Puttlam, the Non-Governmental Organizations have in the recent past campaigned against the waste disposal project proposed to be constructed in Aruwakkaru (abandoned mined areas by Holcim). Non-governmental Organizations in Puttlam and its suburbs had been strongly vociferous recently against the proposed housing project for which land bordering Wilpattu sanctuary was used. This shows that the NGOs and civil society organizations are environmentally consciousness, the strengths of which can best be used for the project's success.

#### Farmer Organizations (FOs)

There are approximately 800 Farmer Organizations representing over 72,000 farmers in the Kala-Oya basin. The Basin includes five major irrigation schemes namely. Mahaweli System "H", Dewahuwa, Usgala Siyambalangamuwa, Rajanganaya, Neelabemma and Eluwankulama. There are also about 657 minor irrigation schemes. The total command extent is over 53,600 ha. These farmer organizations are primarily responsible for operation and maintenance of tertiary irrigation infrastructure and for collective actions for improvements to productivity of land and water. The effectiveness of the Farmer Organizations has varied over different schemes depending on several factors such as leadership qualities, commitment by individual farmers, irrigation officials' attitudes and capacity to promote farmers to participate in FOs, etc. The involvement of FOs in the Communication strategy will be very important as they can serve as conduit between the

Government Institutions and the Rural Communities to exchange ideas, views through awareness and educational programs.

Civil Society Organisations (CSO) and the private sector:

Local communities including the community in general within Kala-Oya basin who use natural resources; who own private lands, those engaged in different forms of livelihoods, the school children, women organisations, those visitors / tourists who are attracted to the beautiful nature of the area are conduits through which the project could pursue accomplishing communication goals. They are true catalysts who can transmit messages to others in a way the recipients can understand its meaning and react to the message in an appropriate manner. It should be noted that there are a large population of those entrepreneurs engaged in SMEs (Small and medium scale enterprises) the fisher folk whose interest are represented through a large number of fishery organisations operating in this area. Especially the SMEs are well represented by the Chambers (Ceylon Chamber of Commerce) which has Regional Chamber of Commerce offices both in Puttalam and in Anuradhapura. They can facilitate making the private sector more involved in the project through their CSR portfolio. One capable institution that will support, which is also affiliated to the Chamber is the Biodiversity Sri Lanka, a platform which draws private sector participation in the efforts of bio diversity conservation.

### **3.2 Mass Media and Its Relevance to the Communication Strategy**

Role of Print TV & Electronic Media including Inter-Net)

The role of print and electronic media to reach out the communities with messages calling for conservation, environmental protection can be considered as of immense importance. The media allows the messages to be transmitted effective to the correct audience at low cost. The print media is relatively less costly than electronic but both have the ability to capture a wider audience in a given circumstances. The press is eager to highlight environmental issues and the journalists through various forms of journalistic interventions such as investigative journalism, feature articles and news articles have already given news coverage to the project. For example the Island, had featured the project in its article entitled **“Marking the ‘National Coastal and Marine Resources Conservation Week’ on 22<sup>nd</sup> November 2016., which says “.....earlier this year, the Ministry of Mahaweli Development and Environment in collaboration with UNDP, launched a five-year pilot project, on Enhancing Bio Diversity Conservation and Sustenance of Eco system services in Environmentally Sensitive Areas (ESAs), jointly funded by the Global Environmental Facility and the Government of Sri Lanka.....”**<sup>7</sup>

Other prominent newspapers that publish environmental news are: The Times (Weekly), the Observer (weekly), Irida Lankadeepa (weekly), Sunday Leader (Weekly) which is very popular for investigative journalism. In addition the newsletters published by various agencies do make a strong impact on the readers specially promoting environmental consciousness, political knowledge; market information; “The Sunday Times” dated Oct 4 2015 published an article entitled **“Environmentalists derail garbage train to**

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<sup>7</sup> Extracted from a news article published by The Island dated 22 Nov. 2016.

***Aruwakkaru***” under which the author discussed in detail the environmental impacts of the proposed Sanitary Landfill in Puttlam.

Among the electronic media which focus on environment, there are several programs being telecast both in the state owned and private sector owned television channels. Some take the form of entertaining, whilst some are more educative or informative in their approach to presenting environmental news and programs. Increasingly popular method of watching the TV is while the people are travelling on long distance buses. Either there will be recorded Compact Discs or tapes are used by the private and public buses to give an entertainment to the passengers. The time used by the passengers can be made more meaningful if short environmental programs are played.

As far as Radio Broadcasting is concerned, it plays a significant role when people have no access to television. Listening to Radio is an essential feature when women are at work at home, when the people are on the move (they tend to listen to radio while in the car or other vehicles) and students listen to radio for various educational purposes. Radio as a tool to broadcast environmental information has been a practice for a long time in Sri Lanka. Still Radio is capable to reach out to many people (especially in the rural areas) while maintaining a strong impact on the audience. Radio-disseminated environmental messages can be more cost-effective, as radio can reach people in their homes, cars, or at work. The use of radio to disseminate environmental education messages is particularly advantageous because of the wide range of people it can reach. One advantage is that the radio services (FM services) are broadcast from both the North Central province and from North Western Province. There is a greater tendency for the private sector to use the Radio for advertising and this opportunity can be enhanced by the project to use radio for its communication purposes.

#### Role of Social Media:

Role of social media as a stakeholder of the project is also very strong. In the recent years, social media helped to change regimes, paved way for exposure of large scale mal practices ; environmental and social impacts. The social media comes in the form of Facebook, internet, (EX. <http://srilankanext.lk/civil-society.php>); Twitter; SMS; YouTube; etc. which can swiftly transmit a message throughout the world within minutes. Majority of those having basic accessibility to social media tend to look for information from the project data bases through internet and other forms of social media. During the discussions with the stakeholders, it was also evident that social media can make a difference, if used appropriately. The disadvantage of social media is that its effectiveness depends on how strong the local networks are. It is reported that the vast majority of Facebook users are young (less than 35 years), with a degree of knowledge of English allowing for easy understanding of the content. Most often they transmit ideas through pictures (some of them containing a slogan or quote - mostly in English), some short entries (maximum content, a minimum of words), written in plain language and referring to the usually simple messages.

### Role of local visual and performing Arts (such as Street Drama, Folk Songs and Operas)

The Kala Oya region (as well as primitive Sri Lanka) is rich with traditional knowledge in various forms which has been used for treatments, farming activities; environmental conservation; sustainable hunting or fishing that was passed from generation to generation. This was previously well articulated in Traditional Cultural Expressions (among various other forms such as folk songs, Kolam, Rukada (Puppets) and other performing arts), which is now in extinction mainly due to invasion of the present electronic media and contemporary music. Nevertheless Street Dramas are still performed by both the urban and rural folk with a view to drive powerful messages which are of political, and societal importance.

The form of such performing arts has its own identity based on the form of livelihoods, ethnic groups and or other social environs in which they represent. The form of Street drama has been constantly used for promoting the concept of environmental conservation in Sri Lanka. The Fisher Folk in Puttlam District Adopt a form of Street drama (Jahutu Netuma) to depict their methods of sustainable fishing and livelihood rituals, whereas the People mainly engaged in Agriculture have used different forms of performing art to convey a message around sustainable agricultural practices. (Kamat Netuma, Kamath Sabhawa Folk songs are some of them). This medium of performing art can best be adopted to communicate among a wider section of the society to understand the ESAs, how they should be protected and their symbiotic relationship with their lives, since it enables transmitting core values and believes.

## 4. COMMUNICATION STRATEGY:

### 4.1 Situation Analysis:

A Communication Strategy is considered important in order to ensure how the communication tools, methods can best be used to achieve the project goals and objectives. However the Strategy was prepared after a proper appraisal (Situation Analysis) of the communication needs, existing enabling environment and the issues pertinent to the project. During the situation analysis, their perceptions on the use of a Communication Strategy as well the key issues that need to be address through communication was assessed. According to the stakeholders who responded to why communication is essential in the context of managing environmental sensitive areas, diverse opinions were presented. Following are some of the important perceptions:

- For conveying any unscrupulous activity harming the environment to relevant authorities to take immediate preventive action;
- For the informant to have a quick feedback as to what action was taken for the information that they provide:
- To better understand the importance of the areas identified as with high bio diversity, using information generated by various project interventions:
- For the planners to make informed decisions about resource allocation from within the bio diversity (rich) high areas without harming the existing bio diversity. (For rational use of resources without compromising the need to protect bio diversity)
- For the general public including students to understand why environmental protection areas are declared, what are their boundaries and what actions that are permissible within such protection areas;
- For the project implementing partners to ensure that project components for which they are individually responsible contribute collectively in a coherent manner to accomplish the main objectives of the project.
- For school students to update their knowledge (given the fact that the message communicated is tailor made to the level of understanding)
- As a tool to increase public participation in biodiversity conservation, and thereby gaining the collective support required for managing the proposed bio diversity hotspots inert alia changing unacceptable behaviours of resource users in the basin;

During the situation analysis the respondents raised a large number of issues which are relevant that can partly be addressed through a proper communication strategy. Those issues are evolved around following:

- ✚ Issues in the River Basin regarding natural resource management which can be attributing to not having proper communication channel/s
- ✚ Issues attributing to intra and internal communication between and among the project stakeholders;
- ✚ Issues attributing to capacity of the development agencies in the basin to provide existing communication channels to the optimum benefit of the audience
- ✚ Issues on communication infrastructure and its deficiencies:

The above issues and the solutions in the context of communication outcomes have been briefly stated below:

## 4.2 Issues in the River Basin regarding Natural Resource Management

Kala Oya River Basin has been selected for this pilot project due to its uniqueness in terms of its ability to represent a number of eco systems, number of environmental sensitive areas and its natural resources management issues which constantly threatens its bio diversity. These issues have been well documented prior to implementing the project by various institutions. Nonetheless, the consultants engaged with the formulation of the CSAP identified following issues which were prioritized based on the responses of the stakeholders. The issues were looked more at communication point of view rather than management point of view:

1. Poor communicating of scientific knowledge to the key stakeholders is a reason. There is a paucity of information about the bio diversity, about the boundaries of the protected areas, sensitive areas are some examples.
2. Undesirable human activities such sand mining (illegal and over use of the permits) illegal felling of trees; haphazard waste disposal and housing encroachment etc. cannot be addressed due to poor communication outreach programs. One reason for this is that there is no sufficient awareness and that the knowledge about the PAs is very poor.
3. Incidence of human elephant conflict/ other wild life threats such as poaching (organized at times) are on the increase due to non-availability of prompt and effective communication (Inability to receive on line information about elephant movements/areas where the electrical fences have been destroyed; where poaching is taking place are the type of information that need to be communicated swiftly between stakeholders)
4. Inclination by the community members to engage in unsustainable but lucrative practices such as sand mining, timber feeling etc. cannot be addressed due to lack of suitable awareness materials, communication channels and media intervention. (Example ; poverty ridden youth whose tendency is to undertake more unsustainable livelihoods such as sand mining for daily wages) Problems have been encountered when communicating and reporting incidents, if the information providers do not have adequate awareness.
5. Sometimes the development decisions which are taken by political authority cannot be counter argued on the basis of adequate scientific knowledge. Very often District and Divisional planning/administration staff confront critical situations because they do not have adequate information in correct form and correct information dissemination platforms to educate the political representatives on time. *(Examples are those decisions taken by the political authority for allocation of land for housing schemes and other development projects on the areas with high biodiversity or in the areas where elephants have a large presence.)*
6. Coordination among the political and administrative staff to communicate rational decisions when issues such as land encroachment take place has been constrained due to lack of appropriate communication mechanisms.
7. It takes time to make people aware of matters such as land entitlements (awaiting Swarnaboomi / Jayaboomi entitlements) when communication is poor.

### **4.3 Intra and Internal Communication among the Project Partner Organisations**

Similar to the resource management issues there are several deficiencies that have been considered more attributing to inter and intra communication channels between the project implementing partner organizations. The respondents raised specific concerns relating to internal and external communication levels.

Internal communication related issues have been identified in the context of information dissemination needs during implementing the project. They are institutional coordination and communication deficiencies between the Project Management Unit (PMU) and Project Partner Organizations (POs) which are explained as below.

#### **Internal communication issues:**

- i. Lack of uniformity in the understanding of overall project objectives and how the project will influence the other development programs which are implemented by a number of agencies. Basically there is a lack of communication among the different agencies to explain the project concept due to not having strong project communication network.
  - Example: poor understanding of the concept of biodiversity based regional planning approach; Some of the state agencies are not aware of how this could help their Sectoral programs;
  - Agencies such as Provincial Education Department are not well informed of their roles and responsibilities.
- ii. Some of the state agencies such as DS, Irrigation Department, Forest Department have inadequate knowledgeable persons who can integrate the project concept at the district level about the use of bio diversity information for spatial planning;
- iii. No updating of the ongoing project activities and their progress received by all the stakeholders.
- iv. Decisions taken by Project Facilitation Committees have not been reached by the political representatives.

#### **External communication issues ⊗(Institutional)**

- i. Insufficient field level officers with the agencies to share information on the project
- ii. Farmer Organization have no prior knowledge about the project or its approach
- iii. No proper communication system to receive and share forest related information
- iv. Village level regular gathering for sharing information is weak;
- v. Information providers have no focal points;
- vi. Information providers do not get a timely feedback;
- vii. Unclear communication boundaries;
- viii. Potential for duplicity in resource management
- ix. Some FO are not properly functioning (majority well-functioning) as catalysts

### **4.4 Issues Attributing to capacity of the Partner Organizations in the basin**

- i. In the absence of adequate communication infrastructure offices such as Department of Wildlife Conservation and the Department of Forest, use (Mobile Phones) for their field work. Mobile Radio communication system is also hired when required.
- ii. Very often community members use private mobile phone for sharing information leaving them out in the loop when the information providers await feedback.

- iii. The Government institutions maintain their websites in the internet. They are updated centrally through LGN. Therefore, they are careful to publish selected information for the general public. Their Web Sites are not updated regularly (DSDs and other institutions)
- iv. All the Key Partner Organizations have central Web Sites updated from Colombo and no regional or divisional level websites are maintained. As such information generated from the project at the District and Divisional level slip the Web.
- v. Five (5) out of six (6) DS Offices have not updated web based information regularly. Only two DS Office (Galnewa and Palagala) keep their websites updated which contains information. But, last information updated on all 5 web sites was more than two years old. Wanathavilluwa DS Office has no official website which goes under gov.lk domain
- vi. GNs initiate developing databases for their GN division using lap top computer, but networking with the DS office continues to be a problem
- vii. Internet facility in most DS offices not efficient due to insufficient speed

#### **4.5 Deficiencies in the Telecommunication Infrastructure Affecting the Project Areas:**

The communication is major requirement to be addressed in this region. The current status as identified from the discussions is that:

- SLT is main service provider for town area. No official fixed line established due to prevailing telecommunication difficulty of the area. But regionally, CDMA and Mobile services are alternative communication services available.
- The level of the use of Internet and Email is very low among community in general. (Government Offices do have internet facility at their offices and use internet and email services but LGN provided by the ICTA not properly functioning or lack of speed on LGN (Lanka Government Network) is a major impact to update information on website.
- Some of other networks (Dialog, Mobitel etc.) available their signal coverage in some places is not sufficient.

#### **Using mobile phones –current practices and shortcomings**

During the situation analysis, it was also found that:

- Mobile phones are available with almost everyone (all GNDs, all other filed level officials and the community at large).
- Exchange ideas, provide information through various applications is a common feature; For example; Short Message Services (SMS) has become a popular mode of communication among the youth in the rural areas also.
- Although private mobile phones are used by officers, there are no mobile phones or allowance allocated for official purposes.
- Confidentiality of Information and Privacy of the informer cannot be guaranteed when there is information exchange with private mobile phones;
- When the community members use the private mobile phones to inform the state agensis (DWC), FD or ID and in case those agencies are unable to respond to the community members, they tend to get demotivated.



## **Identified Information Technology (IT) initiatives among Government Officers**

- SMS monitoring system - Karuwalagaswewa Divisional Secretary used SMS monitoring system to obtain information on environmental issues and incidents on Human Elephant. .
- GN Data base - Grama Niladhari at Galnewa DS Division has created his own database to store basic information at GND. His creation was highlighted among other Grama Niladaris at their General forum at SLIDA ( Sri Lanka Institute of Development Administration)
- Use of Google Map - Grama Niladhari at Wanathavilluwa used Google map to explain areas of environmental issues; Beat officer of Forest Department at Andiyagala explain land acquisition through Google Map.

### **4.6 Proposed Interventions**

The respondents suggested a series of interventions with the aim of addressing above issues. These measures are not only focusing on communication related measures but they are focusing on other forms of solutions such as institutional or management measures. The relevance of some the solutions suggested by the stakeholders are outside the purview of the communication strategy. But the consultants are of the view that it would be prudent to highlight all the mitigation measures duly recognized by the stakeholders in this report, as they will be helpful when preparing various policy instruments and for other interventions during the project implementation phase.

A range of communication interventions have been suggested to improve efficiency within and among the project implementing partners, within and among the project implementing partners and the public; and to resolve communication barriers resulting of inadequate communication infrastructure. The media centric communication products such as posters banners, handouts to products such as short films, radio programs, performance art and more technology based products such as digital display boards; web sites have been identified.

#### **Proposed activities:**

A range of approaches such as training, awareness and education workshops, seminars, lecture series facilitated by competent persons using all forms of media. Following have been the specific activities;

- Enhance the knowledge of the people about the sensitive areas and why they are sensitive;
- Create awareness at the household level on use of unsustainable agro-chemicals in their agricultural practices.
- Create awareness at the household level (through appropriate means) to discourage spread of invasive species.
- Use media to raise awareness among Farmer Organizations; Tourists; Fisheries community and Schools through awareness programs; Essay competitions, debate, street drama & poster competitions, have been suggested.

- Use the print & electronic media in mass communication where the people at large will be able to know the legal procedures involved in the declaration of the Environmental Protection Areas.
- Communicate with the citizenry the areas that will be demarcated by the CEA as Environmental Protection Areas outside the existing Protected Areas;
- Communicate with people things that are permitted and not permitted in the sensitive areas and environmental protection areas within the Kala Oya region enabling the community to understand better the value of such locations.
- Communicate project related decisions and information to reach the provincial and national political leadership. This can be done through the existing District Coordinating Committees (DCCs) and keeping the Minister in charge of the subject Environment informed.
- The intersectoral platforms as well as the District Coordinating Committees need to have regular feedback from the project enabling such platforms to update the political authority well in advance.
- Communicate with people the information that is generated from the project through the special studies, policy documents and implementation of various interventions.
- Using Google map updating all information related to the Sensitive Areas
- Provide the maps such as the maps depicting the sensitive areas, environmental protection areas etc., in a simple but user friendly manner through which people will understand the value of such areas.

#### **Management Interventions:**

- Those illegal occupants of land in the protected areas - Enforce laws and strict legal action taken against them. Need to be removed from the areas after offering alternative places to live. This will enable some of the elephant corridors to be open for free movement of the wild life.
- Offenders (such as encroachers, poachers, illicit tree fellers) - Enforce law and penalize them for their wrong doings.
- Expedite issuing land permits to the present land that they are cultivating, help to demarcate their land boundaries, establish soil conservation activities, and introduce income generating activities related to the tourism.
- Participatory management of natural resource is a must.
- Participation of different stakeholders in conservation of natural resource will be improved
- Proper identification of needs, implement selected priority actions with the stakeholder participation, implementation of legal frame work and supervision and monitoring is needed for successful implementation of the project.

The above management interventions will not fall within the Communication strategy. But still such cases can be illustrated so that they will have a deterrent effect on the community if they tend to be engaged in unlawful activities,

#### **4.7 Behavioral outcomes expected from Environmental Awareness:**

The key stakeholders are of the view that there could be two behavioral outcomes from programs targeting environment awareness namely that the community would act more responsibly when they have a better awareness on the bio diversity value and that more people would opt to sustainable livelihoods and collaborative action to protect the existing Biodiversity in the River Basin by the stakeholders when they have better awareness.

##### Key Focus Areas for creating awareness

- Aesthetic value, environment conservation & protection of water sources
- Conserve Kala-Oya biodiversity and enhanced knowledge
- Long term benefits on conservation of environment.
- Protection of Kala Oya Basin eco system, control of floods
- Minimize environment hazards and conservation of water sources
- Environment friendliness, Economic enhancement, Mental fitness through conservation of biodiversity
- Value adding for the future generation through the declaration of sensitive area.
- Benefits from managing human elephant conflict.
- Contribution of environmental resources for Improvement of livelihoods of the people
- Climate change for better life
- Minimize the soil erosion in the Kala Oya basin.
- Prevent government reserves from illegal encroachments.

##### Target Groups

Civil society organizations (CSOs) such as local level Community based organizations; Elderly Citizens of the Society, Youth Societies, Children's Societies; Farmer Organizations ; Fishery Organizations; women's groups; Entrepreneurs; These categories of CSOs will represent the general public in the project areas

School Teachers School Children: School Environment Volunteers (Environment brigades) to represent the student population

##### Other Proposals

Web based information should be availed for promotion of tourism in the region on a pilot basis Common access to identify bio diversity sensitive areas, areas with high bio diversity that need tourism should be introduced to attract tourists to less attracted places.

It is desirable to have a common web based data base and an information retrieval system which can upload information generated from the project's baseline studies and other communication products accessible by all stakeholders; agencies and general public who have the accessibility to such facilities.

Land Use maps which are now developed by the LUPPD using biodiversity information need to be further simplified to be accessed at the lower level non-technical people such as by the Grama Niladhari by developing necessary prototypes;

A Website or a Mobile application can be introduced as a tool to navigate locations, incidents and information providers. Such a system should enhance the capacity of those who provide online information.

#### **4.8 Observation made during the Validation Meetings:**

Two validation meetings were held and that the above findings of the stakeholder discussions were presented for their validation. Following observations were made:

##### 4.6.1 The need for meeting the project targets as agreed in the PID

The Project Implementation Document (PID) prepared by the UNDP has specific targets as far as environmental awareness is concerned which are helpful in the accomplishment of the project objectives. The communication products and services should be instrumental in achieving those targets.

##### 4.6.2 Creating awareness among Political Authority:

District Coordinating Committee (DCC) is considered the platform at which a strong message can be communicated to the political authority to understand the importance of key interventions and policies developed through the project. Therefore the District Secretaries agreed to allocate sufficient time in the agenda to the DCC meetings to brief the political representatives, provided the DCC get well in advance a message in the form of project briefs from the project office. This will allow the political authority to make judicious decision for allocating land for the development work such as housing or irrigation in the sensitive areas.

At present without such information, political authority tends to make decisions and that even elephant corridors are allocated for development projects. When such information is trickled down to the political authority, the technocrats and the development planners have sufficient grounds to convince the political authority the adverse environmental or social impacts arising from their decisions.

Example is that when the LUPPD prepares bio diversity centered landscape maps and on the basis of which CEA identifies the environmental protection areas for declaration, such information and the scientific basis of the identification of such EPA should be conveyed to the political authority. (District Coordination Committee can be one of the man platforms to undertake this task.) Another approach is to ensure that the National Steering Committee members be made aware of the scientific basis for EPA declaration in the ESA enabling them to communicate with the political authority.

Another option of create awareness among the political leadership is to arrange program for parliament consultative committee of the relevant Ministry on the project.

##### 4.6.3 Methods of communicating scientific information to the general public:

Different methods of communicating scientific information to the general public will be important. Comparative studies using illustrations of previous rich bio diversity prevailed in the area compared with the species that is lost by now can be clearly demonstrated through communication media for the understanding of the general public specially the

children. It is necessary to identify geographical areas which harbor threatened species in the basin and make the general public aware of the same using simplified and user-friendly communication tools.

Documenting the baseline information collected from the past in the form of illustrations, pictures, photographs, documentaries; reading materials; news items; visual sign boards and street dramas can be used to compare the present situation on the basis of the information collected from the ongoing bio diversity assessments of the project.

#### Examples (in the case of Invasive Species):

The District Secretary noted that the spread of invasive species is encouraged by the community practices. Increased tendency among the communities to buy pot plants from the nurseries is a medium of fast spreading invasive species. There is no awareness among the community of the harm that is caused to the biodiversity by raising invasive plants at home. It is necessary to reach out to the community have better awareness on the Invasive Plants by demonstrating them digitally which can attract the attention of the public. Such digital boards can be erected in prominent places enabling the community to have a better understanding.

#### 4.6.4 Emphasizing site specific environmental issues

The Pradeshिया Sabhawa are interested that communication products are introduced to focus on the heavy use of polythene and plastics at the domestic as well as commercial purposes which end up in haphazard disposal, leading to pollution of water sources such as Kala Wewa (Tank). Special consideration is to be made to ensure that residents/tourists and trading entities around Kala Wewa (Tank) area to have clear instruction to minimize disposal of wastes. Such information can be collected by undertaking special studies (such as Kala Wewa) and illustrate the present situation to the wider public.

#### 4.6.5 Use of existing communication infrastructure:

It is suggested that brief educational radio segments (moderator facilitated interviews, programs which can be interactive with audience on air) can be introduced using regional radio networks. A regional daily / weekly radio program, "***Caring Kala Oya River Basin***" will be helpful in educating audiences about the importance of the bio diversity as well as importance of the EPAs in the basin, by using a program framework that combines entertainment, humor and instruction.

A radio discussion program facilitated by an experienced moderator is also suggested. FM Frequencies are very popular by their names such as Sirasa, LakHanda, Swadeshiya Sewaya, Derana, etc. which regularly conducts programs where the audience can directly participate via mobile phones or land phones to raise concerns, seek clarification and/or make complaints. In the Puttlam and Anuradhapura there are several regional radio services such as Wayamba Sewaya (Wayamba Handa), Rangiri and Rajarata Sewaya. A radio Service has also been dedicated since very recently targeting the fisher community (Deewara Guwan Viduli Sewaya)

#### 4.6.6: Improving the existing Communication Infrastructure

It was widely accepted that in general the communication infrastructure need to be upgraded if the project needs to have a strong communication network for the better protection of the bio diversity and the environmental protection areas.

#### 4.6.7 Other suggestions made during the validation meetings:

The necessity to have local (resident teachers for the teacher training programs) enabling them to serve the full project period in the area that they serve;

In the case of Puttlam; to give equal awareness on the possible environmental degradation due to the proposed Landfill in Aruwakkaru;

Refer to Annex (2) for the detailed minutes of the Validation Meeting

## **5. THE COMMUNICATION STRATEGY & ACTION PLAN:**

The Communication Strategy and Action Plan below provides an approach as to how the information was collected to prepare the proposed communication strategy to present the logical sequence the strategy in terms of its goal, outcomes and actions. It is structured to provide the Purpose, Scope, Key Considerations; a Vision Statement backed by Strategic Objectives, an Outcome Matrix and a list of Activities assigned to various project implementing partners.

The document will not be static but will be a living document which from time to time will be reviewed for the outcomes accomplished and necessary revisions will be introduced. Ideally, the communication strategy could have been prepared after completing the essential studies which are still to be completed. Therefore as the work progresses, this strategy could be updated. The baseline studies of the River basins' biodiversity once assessed can be of important source for understanding the significance of the environmental sensitiveness of the areas inside and outside the protected areas of the basin. This information should be simplified and transmitted to general public in some form or other as communication products and services. Therefore the activities have been selected to accomplish those key requirements

### **5.1 The Purpose of the Communication Strategy and the Action Plan:**

This communication strategy is designed to help realizing the project's main objectives/outcomes through effective use of communication media and thereby to contribute to the final goal of the project. The main purpose of this strategic document is to ensure that communication is planned to strategically support the biodiversity conservation goals of the environmental sensitive areas of Kala-Oya region and the proposed environmental protection areas in particular. It will inter alia support implementation of all the communication actions which includes the above. The document has presented the contents of communication products targeted to different audience, implementation modalities and the procedures involved in monitoring and evaluation of its outcomes during the next few years.

### **5.2 Scope of the Communication Strategy**

The communication strategy recognises the fact that appropriate media of communication enables all stakeholders be promptly informed, adequately shared and actively involved for the effective conservation of the bio diversity within the proposed environmental protection areas in Kala Oya. In terms of physical targets, the project implementation document (PID) predetermined that the project will reach out to project's various stakeholders numbering 2300 among which will be the members of the partner organisations, (drawn from the technical and allied staff), Teachers, the civil society organisations and the key institutional partner. Information already generated from the project; especially in the areas of bio diversity and related mapping process; the policies; the legal recognition given to the protection areas outside the PAS need to be disseminated among a wide range of stakeholders including that of planners to school children and the local communities. This determines a minimum scope of the communication strategy.

The diversity among the stakeholders is high and that they need to engage themselves to deliver various aspects of the project on an everyday basis. Scope of the communication strategy recognises the role of them. Besides, constant communication between and among the institutions and the civil society for the better conservation of the environmental resources is also important when deciding the scope of the communication strategy.

The scope of the communication strategy is ultimately determined based on the resources made available for implementing its activities, key outputs that need to be delivered at the end of the project's five year period and the extent of relevance of the stakeholders whose communication functions are essential during the projects implementation and sustainability phases. Finally the scope is also determined by the level of improvisations needed to eliminate barriers for communication and whether such an approach is possible under the resources made available from the project. A wide range of communication barriers (Basically on technical grounds) has been identified through community consultation. They are impinging upon smooth communication network.

### **5.3 Key consideration:**

Following are key consideration:

#### **5.3.1 Diversity of the audience:**

Audience receiving and sending messages are of diverse nature. They are diverse in terms of their stakes to the project, their literacy level, educational levels, age, gender, culture and languages and dialects, nature-related traditional beliefs and livelihoods. Example: Local communities speak Sinhala and some are Tamil speaking. Literacy level of the fisher communities in Puttalam is not the same as the communities engaged in agriculture / tourism industry. This diversity makes the strategy also to adopt diverse communication methods. For example, in order to make awareness programs more effective, a more simplified version of bio diversity awareness will be necessary at the community level, taking into consideration the diversity of the community in terms of their literacy, age and gender.)

#### **5.3.2 Communication channels**

Communication channels that are accessible to the different levels of the stakeholders (those having access to mass media such as printed materials (newspapers, books) audio and video such as Radio and television, those who have access to social media such as face book, web sites and other who have access to improved communication methods such as internet and emails which have been integrated into their work routine;

#### **5.3.3 Institutional background and organisational capacity**

The project will generate both scientific and non-scientific information relating to the bio diversity of the project area, landscape maps developed based on the bio diversity information. Such information should be able to guide at the field level for those engaged at the District and Divisional planning and development work as well as the Grama Niladhari (GNs) Development Officers. They should be able to identify areas which are of



bio diversity value so that development decision can be made on such basis. Capacity of them to understand such information in a more simplified manner for the intended purposes is a key consideration when the communication strategy is developed.

#### 5.3.4 Available Resources

Communication Strategy will be implemented on a staggered basis, based on the allocation of funds by the Project Office on a yearly basis. Whilst the UNDP funds will be used for the communications actions which can be kept in line with the scope of the overall project, activities outside the scope of the UNDP project document can be implemented using the funds raised by the Partner Organizations (possibly through private sector or any other donor funded programs.)

## 5.4 Vision, Mission and Strategic Objectives and Action Plan

### 5.4.2 Vision & Mission statement/s

Considering the comments made by the stakeholders, it was considered that the following mission statement could be appropriate:

***“A sensitized citizenry within Kala Oya River basin contributing to bio diversity conservation of the environmental sensitive areas whilst engaged in sustainable development strategies and livelihoods”.***

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The above visions will be achieved through following strategic objectives and the Action Plan.

### 5.4.2 Strategic Objectives:

There will be fourfold strategic objective (some are knowledge focused and others are institutional focused) which can contribute to the overall communication strategy as follows:

1. Capacity and Knowledge among the general public enhanced through traditional methods of information dissemination, environmental education and, awareness programs

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2. Capacity of the Project key Partner Organizations improved for intra and internal communication enabling better implementation of the project and management of ESA

පරිසර සංවේදී ආරක්ෂණ කලාපයේ කළමනාකරණය පිළිබඳව ව්‍යාපෘති පාර්ශ්ව කරුවන් අතර අන්තර් තොරතුරු සන්නිවේදනය වැඩිදියුණු කිරීම

3. Capacity of the project Stakeholders enhanced to disseminate information on Bio diversity charterer of the basin, the form of ESA and the EPs through training and technical inputs.

ගංගා ද්රෝණියේ ජෛව විවිධත්ව සංවේදී ප්රදේශ (ESAa) සහ යෝජිත පරිසර ආරක්ෂණ ප්රදේශ (EPAs); ඒවායේ සන්නිවේදනට වැදගත්වන ක්රම වැඩිදියුණුකිරීම

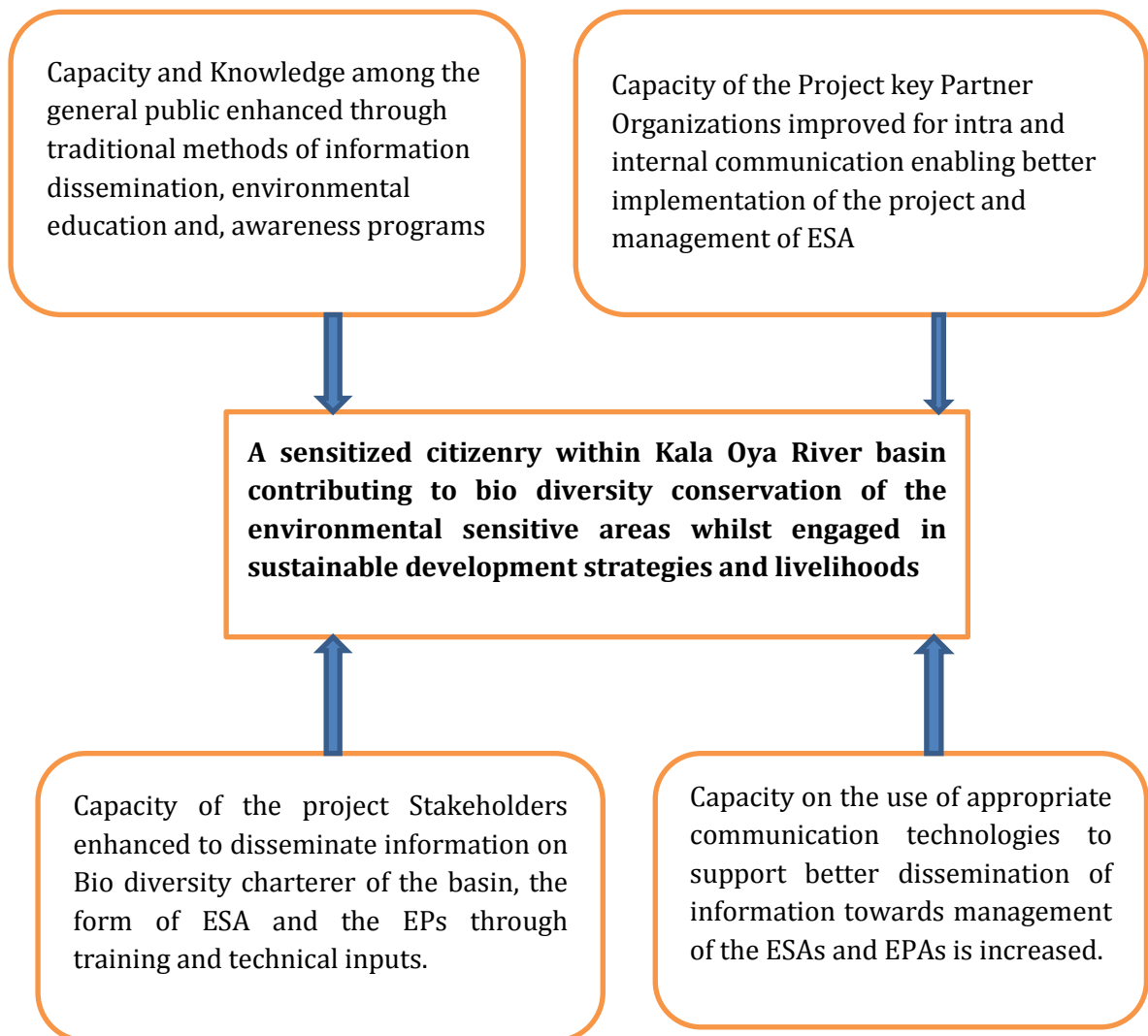
4. Capacity on the use of appropriate communication technologies to support better dissemination of information towards management of the ESAs and EPAs is increased.

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## 5.5 Communication Outcome Matrix (Results Framework)

The below communication Outcome Matrix (Results Framework) in Grid (1) will be helpful to relate the communication actions proposed to the behavioral change expected from the audience. It also gives a comprehensive approach to plan each of the suggested activity / approach so that during the implementation it will be convenient to adopt them for planning and budgeting. This outcome (result matrix) should be able contribute to the overall project's outcomes.

Another purpose of the results matrix is to provide a basis for impact evaluation. Project midterm corrections will be possible if the impacts are monitored based on the outcome matrix. The activities that need to be undertaken under each of the strategic objectives are also summarized in the Action Plan. The activities proposed under each of the strategic objective are drawn from the suggestion made by the stakeholder during the initial consultations. The primary purpose of the actions is to ensure that they contribute to achieving the objectives and those certain behavioral outcomes too are evident as a result of implementing those actions.



## 5.6 Grid (1) Communication Strategy & Action Plan (CSAP)

**Table 2: Communication Strategy & Action Plan – Outcome Matrix (Results Framework)**

Strategic Objective (1)	Target Group	Message to be communicated	Outcome Indicators and methods	Agency Responsible
Capacity and knowledge among the general public enhanced through traditional methods of information dissemination, environmental education and awareness programs	General public including the local level Civil Society Organizations; private sector; public representatives, the school teachers; and the children .	Importance of Project as a replicable model; importance of Bio Diversity and the structure of the Environmental Sensitive Areas in the river basin and introduction to the concept of Land Use Planning based on Biodiversity Information	The concept of Environmental Sensitive Areas is appreciated by the target group and they demonstrate good practices based on the new knowledge on the same.	Overall- Project Management Unit (PMU) To be implemented by: Champion Organizations Provincial Educational Departments and the CEA Media (Print & Electronic)
<b>Component (1) Communicate the importance of bio diversity of Kala Oya Basin among the schools in the basin through formal and non-formal education streams</b>				
Specific Actions:	Target Group	Message to be communicated	Outcome Indicators and methods	Agency Responsible
1.1.1 Make available at least one supplementary book with appropriate illustrations, maps and information about the Basin using information on Bio diversity and threats to biodiversity;	Schools in the Zonal Education Offices of Anuradhapura & Puttlam	Biological diversity features and wildlife habitat; Protected areas in the basin Eco systems (water storage and filtration systems; and cascade tanks systems). Folk stories in the regions to reflect their environmental literacy.	Impact: Students demonstrate their knowledge to articulate the concept of environmental sensitive areas of the Kala Oya basin during interactive sessions with the teachers.	Zonal Education Offices of Provincial Education Department (Anuradhapura & Puttlam) together with the CEA; Forest Dept. and DWC ; Bio Diversity Secretariat

		(Necessary to use information from the on-going bio diversity assessment studies and other policy studies- See Annex (3) for materials that can be potentially used.		
<b>1.1.2</b> Make available teacher guidebook to aid the teachers to teach the subject of Bio diversity of the Region and the concept of Environmental Protection Areas	27 schools in Puttalam Zonal Education Office & and 30 schools in Anuradhapura Zonal Education Office	A guide enabling teachers to illustrate species in a simplified manner, show in the maps the sensitive areas; man-made and natural environmental issues that affect the resource base etc.	Impact; At least 60 trained teachers engaged in providing continuous education on the Bio diversity of the Region to secondary level students.  Teachers engage the schoolchildren in Extracurricular activities	CEA ( Environmental Education and Awareness Division) and Zonal Education Offices, Bio Diversity Secretariat.
<b>1.1.3</b> Encourage through trained teachers, artistic and literary creations in the form of arts, poems, essays on environment.	The Trained Teachers and Students at higher grades who take part in the activities to mark World Environment Day / Earth Day/ Other Special Occasions.	Types of threatened species in the basin: eco system services and human elephant conflict etc.; other undesirable practices such as forest fire, poaching in the Sensitive Areas	Impact: Students demonstrate their ability to articulate environmental issues through creative art.	Zonal Education Offices in Anuradhapura & Puttalam And those subject specific master teachers
<b>1.1.4</b> Prepare a compendium of extracurricular reading materials (Poetic, folk tales )	Trained Teachers and the schools (Student population) receiving them.	Reading materials focusing on the folk stories from Kala Oya river basin which are of Specific interest to the children (Folk Tales). The materials should be written as a compendium of the	Impacts: Students have access to reading materials based on the ESAs; their reading habits improved; Teachers involved in preparing more reading	CEA (Environmental Education and Awareness Division) assisted by Zonal Educational Offices.

		essays collected through basin wide educational activity or engaging professionals.	materials to be used in schools;	
<b>1.1.5</b> Preparation of a Student Guide for Environmental Brigades (EB) based on the Project Concept.	Those teachers engaged in promoting environmental pioneer brigades in the respective zonal educational offices coming under selected DS areas	Pioneer Brigades role as a group protecting Biodiversity of the river basin ; and a group assisting implementing EPAs	Impact: Teachers/Environmental Bridges involved in the conduct of environmental brigade activities adopt a structured guide to facilitate project environmental brigade activities.	CEA Environmental Education and Awareness Division) / Zonal Education Office
<b>Component 2: Develop knowledge products using information generated from the Bio Diversity assessment of the project:</b>				
<b>Specific Actions:</b>	<b>Target Group</b>	<b>Message to be communicated</b>	<b>Outcome Indicators and methods</b>	<b>Agency Responsible</b>
1.2.1 Communicate with the general public the importance of Kala Oya River Basin through a series of newspaper articles.	News Paper Readers in General with specific feature articles in Sinhala. Need that the articles should be read by community groups such as farmers, fishermen, women and children; those entrepreneurs; academia and other segments.	Analysis of site specific environmental issues in the river basin and case studies; Project concept and approaches; activities initiated by the project office and champion agencies; coverage to events of the project.	Number of articles and the number of interviews ; investigative articles and feature articles in week end papers; (Sunday Leader/ Sunday Times / Silumina / Irida Lankadeepa & Ada)	Project Management Unit (PMU) and UNDP will coordinate with the trained journalists to obtain necessary articles on a regular basis.
1.2.2 Publication of a Quarterly Newsletter on 'Visituru Kala Oya' - as a means to communicate	General Public / Project Partners; Libraries;	Outline of the Contents: See Annex (4) for contents of the project News Letter.	Level of appreciation of project outcomes in the basin by and among the general public living in the	PMU under the guidance of a Communication Consultant.

project concept / bio diversity value to the general public through print media			peripheral villages ; those in the peripheral schools ; CBOs, CSOs	
1.2.3 Prepare a folder of brochures and leaflets to contain project literature, information and bio diversity value of the basin.	Those who are exploiting resources such as engaged in Tourism including who will be attracted to know the project	Project goals and objectives Simplified version of Biodiversity related information of the basin based on the project baseline surveys; ESA Maps	Increased level of knowledge of the project among the stakeholders such as tourists; entrepreneurs who will make reference to project using the literature.	PMU under the guidance of a Communication Consultant and Bio Diversity Secretariat
1.2.4 Prepare one documentary (serialized for at least 12 episodes) plotted around attractive stories coupled with environmental messages in the basin.	General public who will be attracted to learn through films and talk shows.	Themes around conservation, protection of environmental resources in the basin dramatized through stories giving effect to romance: compassion; comedy etc.	Level of appreciation of the awareness by the general public of key environmental issues in the basin.	Script writing and filming should be by professionals under the guidance of PMU communication consultant. <i>NB. Better to receive commercial sponsorships Banks, or other interested parties if possible.</i>
1.2.5 Telecast a series of Live Talk Shows over electronic media (State and private TV Channels) moderated with the participation of highest level Political representatives Minister /Deputy Minister/ Chief Minister/ in charge and moderated by professionals	Audience attracted to listen to / watching discussions forums on environmental subjects	Government policy towards protecting environmental sensitive areas and value of piloting this approach in the Basin.  See Annex (5) for the format of Radio Discussions	Impact: General Public will have a wider awareness on the need of the project. Political authority will gain a better awareness on the need by participating in the discussions:	PMU under the guidance of a communication consultant and UNDP.  <i>N.B Should be precisely planned by drawing experts and professional for moderation (Sirasa TV programme "Gammaeada "is a typical example how program can be</i>

				<i>moderated)</i>
1.2.6 Use the Regional Radio broad casting stations to air programs to communicate project interventions.	<p>General public having access to radio programs; Those listening to</p> <ul style="list-style-type: none"> <li>• Rajarata Sewaya</li> <li>• Wayamba Handa</li> <li>• Rangiri Dambulu Guwan Viduliya &amp;</li> <li>• Deewara Guwa Viduliya.</li> </ul>	<p>The time slots of not more than 30 minute for a longer programme and blubber of ½ a minute every morning to dedicate discussions with:</p> <ul style="list-style-type: none"> <li>• Environmentalists</li> <li>• Professionals,</li> <li>• District/Divisional Secretaries;</li> <li>• Champion organizations Partner Originations; Farmer Organization</li> </ul> <p>See Attachment ( 5 ) for the format for Radio Discussions</p>	<p>Impact: Public sensitization on the project will be enhanced through listening to radio ;</p>	<p>PMU under the guidance of a communication consultant.</p> <p><i>NB: This can be sponsored through private sector if Chamber of Commerce could be contacted through Bio Diversity Sri Lanka.</i></p>
1.2.7 Prepare a series of short films / episodes on Compact Discs to be used by the long distance busses;	<p>Commuters using long distance buses from Anuradhapura and Puttalam</p>	<p>Entertaining programs (Comedies ) with a message on the project</p>	<p>Impact: Public sensitization on the project will be enhanced through watching the films</p>	<p>PMU under the guidance of a communication consultant.</p> <p><i>NB: This can be sponsored through private sector if Private Bus Owner's Association is contacted.</i></p>
1.2.8 Erect two Digital Boards (Sign Boards) with messages on the spread of invasive species - Project Sign Boards	<p>For the general awareness of the community whose ignorance is attributing to spread of invasive species.</p>	<p>Provide awareness on Invasive Species; Messages of method of spreading invasive flora and their sources (Use the information in the Annex 6 )</p>	<p>Impact: Public sensitization on the impacts of Invasive Species will be enhanced</p>	<p>PMU under the guidance of a communication consultant and District Secretaries: Assistance should be sought from the Bio Diversity Secretariat.</p>



<b>Component 3: Creating community awareness through interactive community meetings:</b>				
1.3.1 Communicate the project and its approach to communities in general through a series of community awareness meetings at the field level; Make sure that they are presented with simple Maps, data relating to project areas and project concept.	Community members in general to represent : <ul style="list-style-type: none"> <li>• Farmer Organisations,</li> <li>• Community Based Organisations,</li> <li>• Civil Society Organisations,</li> <li>• Women Organisations</li> <li>• Fishery Societies and other Category of community members</li> </ul>	Simple messages on the purpose of the project; why conserving the Basin's Bio Diversity; See annex (7) for session plans guidelines.	The community members demonstrate their ability to comprehend the message of conservation in the Environmental Sensitive Areas	PMU: Trained Catalysts and will be coordinated by the UNDP District Coordinators.
1.3.2 Communicate to the project implementing partners and community the areas under ESAs/EPAs and things that can be done in those areas through a series of awareness meetings:	Those who land will be affected by the ESAs when declared; the general Public	ESA and its importance by a lay man point of view; concept of environmental protection areas, their locations, legal framework; things should not be carried out and duties of the citizenry	The community members demonstrate their ability to comprehend the message of Environmental Sensitive Areas	CEA (Environmental Assessment & Natural Resources Management Division and Environmental Education and Awareness Division))
1.3.3 Convey the importance of the project through a Street Drama depicting the conservation importance / conservation practices and of the community in the basin reproducing of arts and	General public / Small Children	Traditional conservation methods; The script for the Drama can be integrated into traditional Community drama among the Fishery community)	Impact: Level of refreshed memories of conservation friendly practices among the section of the community; traditional knowledge about the	PMU under the guidance of a communication consultant. Fishery Groups) with the assistance of the UNDP (District Coordinating Offices)

drama of traditional knowledge existed in the area.			resource management in the river basin and the current threat to the River Basin.	
<b>Strategic Objective (2)</b>	<b>Target Group</b>	<b>Message to be communicated</b>	<b>Outcome Indicators and methods</b>	<b>Agency Responsible</b>
Capacity of the Project key Partner Organizations improved for intra and internal communication enabling better implementation of the project and management of ESA	PMU; Project partner organization; Champion Organizations Civil Society Organizations	Information generated by the project (Maps and other data on the proposed Sensitive areas); Details of the protected areas: Legal status; Project regular progress reports etc.	All partner organizations have uniformity in their level of appreciation and understanding the project; its ongoing activities; policies and decisions taken and improved coherence among the POs to act together.	PMU under the guidance of a communication consultant and the UNDP, Champion Organizations and District and Divisional Secretariats
<b>Specific Actions</b>	<b>Target Group</b>	<b>Message to be communicated</b>	<b>Outcome Indicators and methods</b>	<b>Agency Responsible</b>
2.1. A dedicated Project Web Site is developed and operated with possible links to the partner organization who will be able to access to information readily	Officials of the PMU; Project Partner Organizations	Information generated by the project (Maps and other data on the proposed Sensitive areas); Details of the protected areas & Legal status; Project regular progress reports etc. conference proceedings; calendar of activities; Success Stories  (See Annex 8 for proposed prototype of the project web site)	All partner organizations have uniformity in their level of understanding the project information  (Bio Diversity; mapping; PAS etc.)	PMU under the guidance of a communication consultant. <i>NB: The web site to be developed based on expert knowledge and after assessing current web based communication infrastructure of the partner organizations</i>

2.2 Periodical circulation of an Electronic new letter to be used by those having access to Emails.	<ul style="list-style-type: none"> <li>• National Inter-Sectoral Meetings,</li> <li>• Regional Facilitation Meetings</li> <li>• District and Divisional Agricultural Committees (DAC)</li> <li>• Provincial Education Department;</li> <li>• Irrigation Department</li> <li>• PS</li> </ul>	<p>Summary of information contained in various special studies; Key decisions taken at the facilitation committees</p> <p>(See Annex 9 for guidance)</p>	All partner organizations have uniformity in their level of understanding the project information (Bio Diversity; mapping; PAS etc.)	PMU under the guidance of a communication consultant & UNDP
2.3 Regular distribution of Project information sheet Policy Brief	Political Authorities who are attending the District Coordinating Committee Meetings; others interested in the project;	Summary of information contained in various policy matters (See Annex 9 for guidance)	Political authorities have uniformity in their level of understanding the project information	PMU under the guidance of a communication consultant. and District Secretaries
2.4 Provide simplified forms of Bio diversity based landscape maps; Information Sheets of Bio diversity (based on the BD Assessment) to development Officers and the GNDS to be used as materials for awareness creation.	All partner organizations including the staff engaged by them All Champion Organizations	Information generated by the project (Maps and other data on the proposed Sensitive areas); Details of the protected areas & Legal status;	Level of understanding of key concepts by all stakeholders and simplicity to use them in awareness meetings	LUPPD / IUCN supported by the Project Management Unit and Bio Diversity Secretariat.
2.5 Provide simplified user manuals on regulatory and legal status of the environmental protected	All partner organizations including the staff engaged by them for	Information generated on the Sensitive areas; & Legal status	Level of understanding of key concepts by all stakeholders and simplicity to use them in	PMU under the guidance of a communication consultant and CEA

areas within the basin and things not to do list to the trained cadres who will be engaged in awareness creation.	project awareness creation: All Champion Organizations		awareness meetings	
<b>Strategic Objective (3)</b>	<b>Target Group</b>	<b>Message to be communicated</b>	<b>Outcome Indicators and methods</b>	<b>Agency Responsible</b>
Capacity of the project Stakeholders enhanced to disseminate information on Bio diversity charterer of the basin, the form of ESA and the EPs through training and technical inputs.	All partner organizations including the staff engaged by them for project awareness creation: All Champion Organizations	How to conduct training/ teaching / awareness creation sessions based on the project concept and approach	Impact: Staff demonstrates uniformity of knowledge about the way in which awareness creation and environmental education can be conducted in keeping with project goals.	PMU under the guidance of a communication consultant and the UNDP , Champion Organizations and District and Divisional Secretariats.
<b>Specific Actions</b>	<b>Target Group</b>	<b>Message to be communicated</b>	<b>Outcome Indicators and methods</b>	<b>Agency Responsible</b>
3.1 Provide Training of Trainers or master training (TOT) to key officers of the POs to understand the project concept; use of project information for awareness creation and for development of various other materials such as teacher guide books, films etc.  This is the most important TOT. This will lead to all Project Partner Organizations	Staff of the: <ul style="list-style-type: none"> <li>• CEA</li> <li>• Divisional Secretariats;</li> <li>• Irrigation Department;</li> <li>• Agrarian Service Department</li> <li>• Champion Organisations</li> <li>• Zonal Education Office;</li> </ul> (who are responsible for conducting TOT for	How to conduct training using: Overall project approach; Bio diversity based landscape mapping; Criteria of demarcation of the EPAs How to select persons for TOT How to develop training modules  Guidelines in Annex (10)	Level of knowledge appreciated by the respective partner organization in conducting TOT for the resource persons. Amount of information used for subsequent TOTs.	The Project Management Unit under the guidance of a communication consultant , UNDP , Champion Organizations and District and Divisional Secretariats and technical experts of each area (IUCN/LUPPD/ Educational specialists and Project Staff should attend as resource persons.)

taking part in other TOR programs targeting special groups.	others)			
3.2 Provide Training of Trainers (TOT) for Master Teachers to undertake teaching of project specific environmental subjects in the schools	Selected Master Teachers from the relevant Zonal Education Offices who will serve as training teachers to conduct school education programme	Explain them the bio diversity value of the basin through the generated information such as the baseline studies; explain them the technique involved in mapping using the bio diversity data; explain the legal status of the ESA and the environmental protection areas; study the value of hotspots and  Guidelines in Annex (11)	Level of knowledge appreciated by the Master Teachers in conducting teacher training at their Zonal Offices.	CEA should implement this activity once the CEA Staff receives TOT (together with the Zonal Education Office Staff)
3.3. Training /exposure to Journalists; (providing them with direction on the key messages to be used during investigative journalism in the region)	Selected Journalists from print & Electronic media whose capacity to articulate the concept of the ESA and sustainable use of resources in a more non-technical mode for the understanding by the general public.	Facilitate Journalists to have exposure on the project outcomes: project partners; study events/cases). Methods such as accompanying the journalists to selected hotspots based on a pre-agreed plan; provide exposure to information and data on the sensitive areas and the EPAs  Guidelines in Annex 12	Journalists show capacity to critic undesirable practices in the most sensitive eco systems; create awareness of the project and its outcomes through electronic and print media coverage.	Project Management Unit involving the communication consultant and trained staff of the CEA  <i>NB: Journalists can be drawn from Journalists Forum.</i>

<p>3.4 Training of Trainers of a cadre of field level catalysts. It is expected that the members of the cadre will conduct a series of environmental / project awareness workshops (using illustrations from the project and from the river basin)</p>	<p>Catalyst drawn from the members of the</p> <ul style="list-style-type: none"> <li>• Farmer Organisations,</li> <li>• Community Based Organisations,</li> <li>• Civil Society Organisations,</li> <li>• Women Organisations</li> <li>• Fishery Societies and other Category of community members</li> </ul>	<p>Simple messages on the purpose of the project; why conserving the Basin's Bio Diversity; how to identify the ESA by a lay man point of view; concept of environmental protection areas, their locations, legal framework; things should not be carried out and duties of the citizenry in language appropriate to them.</p> <p>See Annex 13 for Guidelines for sessions</p>	<p>Trained catalysts demonstrate their ability to disseminate the message of conservation among the different segments of the community in the basin.</p> <p>Refer to Annex (4) for the guidelines for TOT of the CBO members.</p>	<p>To be implement by the trained Master Trainers from the CEA/DS Staff; Mahaweli Authority; Agrarian Services Department; together with UNDP District Coordinators of the project.</p>
<p><b>3.5</b> Provide updated information; training materials (in Sinhala and Tamil languages); training schedules in a simplified manner.</p>	<p>All trained catalysts engaged in awareness creation at the ground level.</p>	<p>Landscape mapping based on bio diversity information which can be easily understood by the community at the field level. Legal status of the EPAS in a form understood by the community etc.</p>	<p>Level of technical information understood by non-technical staff and community</p>	<p>Project Management Unit/LUPPD/IUCN/CEA</p>
<p>3.6 Provide the staff of the Partner Organizations, skills training of data base management, how to update web pages, soft ware &amp; hard ware maintenance, application of social media.</p>	<p>Relevant officers attached to the DSDs/ Partner Organizations</p>	<p>Existing web pages are best suited to demonstrate the project information if regular update is possible. See (Annex 14 for guidelines for training)</p>	<p>Impact- Officer demonstrate their ability to update the web pages; Progress: Training programme conducted, number of participants participated</p>	<p>Project Management Unit and Relevant DSDs</p>

<b>Strategic Objective (4)</b>	<b>Target Group</b>	<b>Message to be communicated</b>	<b>Outcome Indicators and methods</b>	<b>Agency Responsible</b>
Capacity on the use of appropriate communication technologies to support better dissemination of information towards management of the ESAs and EPAs is increased.	Those staff of the partner organizations who are using internet based technologies and other IC technologies within the basin for decisions making	Geo References of relevant ESAs, EPAs in the basin, information retrieval from the Regional Web Sites	Level of capacity to use available technologically improved communication devices / applications to support management of the ESA	Project Management Unit
<b>Specific Actions:</b>	<b>Target Group</b>	<b>Message to be communicated</b>	<b>Outcome Indicators and methods</b>	<b>Agency Responsible</b>
<b>4.1</b> Update existing of web sites in the DS Divisions (Project areas only) and use same to communicate the project information	Web sites of the DSDs (List is given in Annex 16)	Project ; with facility to upload of information in a separate page  (Refer to Annex 14/16)	Updated web sites Increased level of accessibility of project information and their quality , accuracy in the relevant DS Divisions.	DS/PMU
<b>4.2</b> Strengthen capacity to apply social media such as Facebook, Twitter, and LinkedIn to use them for communication of project information.	Those GNs and other staff attached to the Champion organizations who have shown interest in using social media	Map of sensitive area, extent of conservation of biodiversity, Short videos and environmental messages uploaded through the social media	Level of skills demonstrates to sensitize public with response and hits.	DS/ PMU
<b>4.3</b> Provide dedicated page of the Resource Profiles of the DS Divisions published in the respective web sites.	Interested groups seeking information from the Resource Profiles of the DSDs	(See Annex 16 for the areas that can be revised)	District and Divisional Resource Profiles containing project information & bio diversity	PMU / Relevant DS Divisions
<b>4.4</b> Capacity enhancement of existing local networks providing internet and Wi-Fi services	Champion Organizations and DSDs having limited accessibility to Internet facilities.		Increased level of accessibility of project information and their quality.,	Not within the scope of the project (but is a matter to be considered as important by the PMU

## 5.7 Grid (2) Communications Activity Summery

**Table 3: Communication Activity Summary**

Strategic Objectives	Description Of Activity	Implementing Agency & Support Required	Costs
(SO 1) Capacity and Knowledge among the general public enhanced through traditional methods of information dissemination, environmental education and, awareness programs			
Educational Products / Services (Extra-curricular activities )	Preparation of a supplementary educational book on bio diversity of the Region for school education (Ref 1.1.1)	Zonal Educational Office / CEA	Committee to prepare the module will cost around Rs. 100,000 for sittings  Rs. 100,000 for Printing
	Preparation of a teacher Guide Book targeting teachers to support bio diversity related education; (Ref 1.1.2)	CEA/ Zonal Educational Office	Committee to prepare the guidebook will cost around Rs. 150,000 for Committee Sittings  Rs. 200,000 for Printing
	Preparation of Student Reading Materials (Poetic, folk tales) (Ref 1.1.4)	CEA / Zonal Educational Office	Committee to prepare the guidebook will cost around Rs. 150,000 for sittings  Rs. 150,000 for Printing
	Revision of modules adopted for mobilization of Environmental Pioneer Brigades (EPB) (Ref 1.1.5)	CEA/ Zonal Educational Office /	Committee to prepare the guidebook will cost around 50,000 for sittings



Strategic Objectives	Description Of Activity	Implementing Agency & Support Required	Costs
Awareness materials	Publish a series of feature articles on project related topics in the weeklies using trained journalists. (Ref 1.2.1)	Journalists of weeklies attached to (Sunday Leader/ Sunday Times / Silumina/ Irida Lankadeepa /Ada); supported by Communication Specialist attached to the PMU	To be covered under the projects annual allocation if there is any cost. (It is necessary to negotiate with at least two Weeklies to publish regular articles)
	Publication of a Quarterly News Letter Entitled 'Visituru Kala Oya' (Ref 1.2.2)	PMU supported by Communication Consultant attached to the PMU (04 issues to be covered per year)	Annual allocation to PMU –will cost around 600,000/= for all 04 years (Can be assigned to CEA)
	Publications of a Project Brochure, Folder and Fact Sheet depicting information on ESA/EPAs in Sinhala/Tamil language. (Ref 1.2.3)	Communication Consultant attached to the PMU assisted by UNDP	Cost will be around 200,000/= for all 04 years (To be negotiated with Graphic designers and printers)
	Prepare one documentary (serialized for at least 12 episodes) plotted around attractive stories coupled with environmental messages in the basin (Ref 1.2.4)	Communication Consultant attached to the PMU supported by CEA Media Unit /outside resource persons	The cost to be borne by the Project Management Unit or through private sponsorship – Around 750,000/=
	Prepare a series environmental episodes on Compact Discs to be used by the long distance busses (Ref 1.2.7)	Communication Specialist attached to the PMU supported by outside resource persons	The cost to be borne by the PMU – Around Rs. 400,000/= for producing and copying.  <i>(Get sponsorship from private sector)</i>
	Digital Boards (Sign Boards) to create awareness on Invasive Species and other issues - Project Sign Boards (Ref 1.2.8)	District Secretaries of the Respective District Offices	Get sponsorship from private sector – District Secretariats need to allocate suitable place. Should provide around Rs. 200,000 for construction.

Strategic Objectives	Description Of Activity	Implementing Agency & Support Required	Costs
Awareness programs	Live Talk Shows over electronic media (State and private TV Channels) (Ref. 1.2.6)	Coordinate with state/Private sector television; Bio -diversity Platform; Chamber of Commerce	Air Time to be negotiated with the relevant channels and get sponsorship from private sector(See the budget for tentative cost Rs 650,000)
	Regional Radio broad casting stations to air programs (Radio Live Talk Shows using Raja Rajarata and Wayamba Sevaya ;) (Ref. 1.2.7)	Moderation/script writing PMU to coordinate with initially Rajarata Sewaya	Invite a proposal from Rajarata Sewaya to assess cost & get sponsorship from private sector (See the budget for tentative cost Rs 325,000)
	Conduct a series of awareness meetings (At least 12 in each year) targeting community (FOs/other CSOs/Women) using trained catalysts after declaring the ESAs(Ref. 1.3.1)	PMU/UNDP District Coordinators should coordinate with : DS Divisions Irrigation Department; Coast Conservation Department; Forest Department & Wildlife Conservation Department should make presentations	One workshop will cost about Rs. 50,000/- This is a continuous activity throughout project life and total cost will be around Rs. 1.5 mil.
	Awareness of Project Implementing Partners & community in general on EPAs based on the legal declaration (Ref 1.3.2)	PMU with the assistance of the CEA (This should be done immediately before declaring the EPAs)	Tentative Cost about Rs.350,000/= (Need to carry out during 2017,18)
	Street drama depicting the conservation / agricultural practices of the community in the basin ( Ref 1.3.3)	Champion Organization with CBOs and Trained Catalysts	Invite a proposal from University to assess cost & get sponsorship from private sector (Tentatively Rs 500,000)
<b>(SO 2) Capacity of the Project key Partner Organizations improved for intra and internal communication enabling better implementation of the project and management of ESA</b>			
Communication	Project website to include program	Project Management Unit	Project Management Unit to

Strategic Objectives	Description Of Activity	Implementing Agency & Support Required	Costs
Products /Services	information, accomplishments and updates; conference proceedings; calendar of activities; Success Stories; etc. (Ref 2.1)	IT support/procurement of expert services needed (Invite a proposal from SLITT or any other)	bear the cost (Around Rs. 750,000)
	Quarterly electronic newsletter for distribution to project stakeholders and partners; (E-newsletter to be linked to Partner organization websites) (Ref. 2.2)	Project Management Unit	No cost is envisaged
	Regular circulation of Project information sheet (Policy briefs) for reference by the political authority (2.3)	Project Management Unit/ UNDP	No cost is envisaged
	Awareness Materials: Simplified forms of Bio diversity based landscape maps; Manuals on Regulatory and legal status of the environmental protected areas within the basin. (2.4 and 2.5)	LUPPD/ CEA / with assistance from IUCN and EFL	Cost is around Rs. 400,000/= for preparation. Need to reprint throughout the project
	Develop user manuals of Legal Status of ESAs for awareness creation purpose and printing (2.5)	CEA with the assistance of BDS	Cost is around Rs. 300,000/= for preparation. (To be allocated to CEA)
<b>(SO 3) Capacity of the Project Stakeholders enhanced to disseminate information on Bio diversity charterer of the basin, the form of ESA and the EPs through training and technical inputs</b>			
Skills training to carry out awareness and education activities.	Master training (Local) to key officers / TOT to Staff of the <ul style="list-style-type: none"> <li>• CEA</li> <li>• Divisional Secretariats;</li> <li>• Irrigation Department;</li> <li>• Champion Organisations</li> </ul> (This is a priority activity and to target for those who are responsible for conducting	PMU , with the assistance of IUCN/LUPPD/EFL and	Cost to be borne by the Project Management Unit for development of modules for training and consulting – Will cost around 500,000/= for each year

Strategic Objectives	Description Of Activity	Implementing Agency & Support Required	Costs
	TOT for others, should be repeated following year) (Ref 3.1)		
	Any Foreign Training needed	PMU	To be assessed based on Needs Assessment
	TOT for Master Teachers – This activity will lead to prepare the Teacher Guide Book and need repeat training following year (Ref 3.2)	CEA / Zonal Education Offices	Cost to be allocated to CEA or to ZEO- cost will be around 450,000/=
	Training /Field exposure to Journalists; (Ref 3.3)	PMU / IUCN /CEA	Cost to be borne by the Project Management Unit - Cost will be around 150,000/=
	Training of Trainers of a cadre of field level catalysts (Ref 3.4)	PMU / UNDP / IUCN /CEA	Cost to be borne by the Project Management Unit - Cost will be around 150,000/=
	Training of Data base management, regular updating, soft ware & hard ware maintenance, application of social media for the staff of the partner Organizations (3.6)	PMU/DSDs	Cost to be borne by the Project Management Unit - Cost will be around 125,000/= for each District
<b>(SO 4) Capacity on the use of appropriate communication technologies to support better dissemination of information towards management of the ESAs and EPAs is increased</b>			
Capacity enhancement of existing communication infrastructure	Update with a page in the resource profile dedicated to the project information; bio diversity of the Region; ESA and the EPAs (Ref 4.2) Annex (16) for the proposed prototypes	Technical Guidance about the format and information	Cost to be provided to the DSDs (Call for quotation from the relevant agency responsible for the present prototypes. Around 750,000/= for all 6 DSDs
	Update existing of web site in the DS Divisions and use same to communicate the project information	District/Divisional level partner Organizations	Cost (around Rs. 600,000) to be provided to the DSDs (Call for quotation from the relevant

Strategic Objectives	Description Of Activity	Implementing Agency & Support Required	Costs
	(Ref 4.1) and Annex (16) for the proposed prototypes		agency responsible for the present prototypes
	Facilitation to Champion Organizations to improve existing communication networks Apply social media such as Facebook, Twitter, and LinkedIn to use them for communication of project information. (Ref 4.3)	Champion Organizations (DWC & FD)/ External IT Specialist	Cost will be around 400,000/=

**5.8 Grid (3) Work Plan and Budget 2017 for Specific Activities:**

Ref #	Proposed Activity/product	2017				2018				2019				2020				Budget (2017)	Budget (2018)	Budget (2019)	Budget (2020)	Responsibility	
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4						
1.1.1	Preparation of Supplementary Educational Book on Bio Diversity to be used in schools		X	X	X	X													100,000	100,000			ZEO/Bio Diversity Secretariat /CEA
1.1.2	Teacher Guide Book Preparation (& Printing) to be used by the Teachers in the schools in Project Areas			X	X	X													150,000	200,000			CEA
1.1.4	Preparation of Supplementary Reading Materials & Printing (illustrated with Traditional knowledge , Folk songs etc in the River Basin)					X	X													300,000			CEA
1.1.5	Student Guide booklet for Environmental Brigades <sup>8</sup>					X														50,000			CEA
1.2.1	Publication of regular News Paper Articles (To be negotiated with two national weeklies)																		No Cost	No Cost	No Cost	No Cost	PMU
1.2.2	Publication of a Project Newsletter (Quarterly) to be printed & distributed through Emails	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	150,000	150,000	150,000	150,000	PMU
1.2.3	Produce a Project Brochure with information leaflets	X				X					X				X				50,000	50,000	50,000	50,000	PMU
1.2.4	Producing of a Documentary on Kala Oya river basin for telecasting in 12-18 episodes			X	X														750,000		Optional		PMU / (To be Outsourced)

<sup>8</sup> To be funded outside the project

1.2.5	Hosting of moderator facilitated Live Talk Shows in selected TV Channel/s (quarterly)		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	150,000	150,000	150,000	200,000	PMU – Cost for Air Time (Can receive sponsorships)
1.2.6	Hosting of moderator facilitated Radio Talks (Weekly) to be aired through Rajarata & Wayamba Sevaya																		175,000	150,000	150,000	150,000	PMU - Cost for Air Time (Can receive sponsorships)
1.2.7	Preparation and distribution of a Short Film on the Project (on a CD) for use in the long distance buses and copy distribution					X	X					X				X				300,000	50,000	50,000	PMU
1.2.8	Erecting of Two Digital Boards to display Invasive Species at strategic places in the respective Districts (Urban Areas)			X	X														200,000				PMU/Dis. Sec.
1.3.1	Awareness of the project through meetings targeting CBOs and CSOs (By Trained Catalysts)			X	X	X	X	X	X	X	X	X	X						300,000	600,000	600,000		PMU/ UNDP District Coordinators
1.3.2	Awareness on EPAs based on the legal declaration for Project Implementing Partners.				X	X	X	X	X	X	X	X							50,000	100,000	200,000		CEA/Bio Diversity Secretariat
1.3.3	Performance Art (Street Drama) based on ESAs for community awareness					X	X	X	X	X	X	X	X	X	X					300,000	100,000	100,000	PMU /Champion Organizations
2.1	Development /upgrading of the Project Web Site		X	X																750,000			PMU
2.2	Quarterly News Letter (Electronic)				X	X	X	X	X	X	X	X	X	X	X				No Cost	No Cost	No Cost	No Cost	PMU
2.3	Project Policy Briefs in folders to be used at the DCC Meetings (PO)																		No Cost	No Cost	No Cost	No Cost	PMU

2.4 & 2.5	Development of creative awareness materials using bio diversity information, project information; policy revisions information – and printing/Distribution	X	X			X	X			X						150,000	150,000	50,000	50,000	Bio Diversity Secretariat / PMU
2.5	Develop user manuals of Legal Status of ESAs for awareness creation purpose and printing				X	X											300,000			CEA
3.1	Training of Trainers (TOT) local- Senior Officers of the Champion & Partner Institutions and Repeat training	X			X											500,000	500,000			PMU
3.1.1	Training of Trainers (TOT) Senior Officers of the Champion and Partner Institutions (Foreign)			X			X									To be decided	To be decided	To be decided		PMU/UNDP
3.2	Training of Master Teachers drawn from the ZEO of Anuradhapura and Puttalm			X	X	X	X									300,000	300,000			CEA / ZEO
3.3	Training of Journalists drawn from Print & Electronic media		X													150,000				PMU/IUCN
3.4	Training of a cadre of Trainers to serve as Catalysts at grass root level (To be drawn from CBOs and CSOs)		X	X												150,000				PMU/Champion Organizations
3.6	Training of application skills of social media to GNDs/DOs/BFOs (to be drawn from all partner organizations-)				X												250,000			PMU
4.1	Assistance to improve the DS Web Site (DS Offices in project areas)			X		X										250,000	500,000			PMU/Dis. & Div. Secretaries



4.2	Assistance to DS to improve the DS Resource Profile (In 06 DS offices of project areas )	X	X			X	X												300,000	300,000			PMU/ Divisional Secretaries
4.3	Facilitation to Champion Organizations to improve existing communication networks.		X		X														200,000	200,000			PMU/Champion Organizations (FD & WCD)
	<b>Total</b>																		<b>4,075,000</b>	<b>5,700,000</b>	<b>1,500,000</b>	<b>750,000</b>	

## **6. IMPLEMENTATION ARRANGEMENTS**

Following is suggested as the implementation arrangement;

### **Central Level**

Overall implementation of the Communication Strategy & Action Plan is the responsibility of the PMU (PO) of the Ministry of Mahaweli Development & Environment. One of the primary functions of the PMU will be to ensure that the materials / information needed for various forms of communication products such as (selective information required for awareness creation; awareness meetings; Web Sites; Newsletters etc.) be provided to the relevant institution

Under the overall supervision of the Project Director, the PMU of the Ministry of Mahaweli Development and Environment can be resourced with a Communication Specialist who will oversee the implementation of the CSAP, ensure quality and speedy implementation, and ensure coherence of the proposed communication products as required by the respective stakeholders. This can be a temporary arrangement until all communication products are finalized and mainstreamed within the PO and other Partner Organizations.

The task of the Communication Specialist will draw assistance from other specialist institutions such as the LUPPD, IUCN, EFL etc. to ensure that the relevant information such as Maps in simplified form is obtained and that they are distributed to the Designated Communication Officer at the District Level (Explained below) to be used as awareness materials.

Preparation of periodical Policy Briefs and submission to the respective District Coordinating Committees & Preparation of a Project Web Site, linking other Partner Organization through Electronic / emailing of newsletters, coordinate to produce materials to be used for project awareness such as (Short Films , Documentaries; performance art products) and skills improvements of those who will be engaged in awareness raising activities will be some key responsibilities of the PD which should be done with the Communication Specialist.

All tasks entrusted to the CEA and any other Government Institutions can be implemented through already existing Communication Units (For example CEA can implement its tasks through the Environmental Education and Communication Unit)

The Project Web Site to be developed can be outsourced to expert agency. The web site needs to be located in the PMU where all information could be uploaded on a regular basis. Additional resources need to be identified by the PD.

### **District and Divisional Level**

District UNDP Coordinators working at the two Districts can be assigned the responsibility to coordinate the activities carried out at the District level. They will liaise with the Communication Specialist sitting in the PMU for final product format, its content and its quality.

A decentralized approach is suggested to allow relevant institutions (LUPPD, CEA, FD, DWC, District and Divisional Secretaries) to undertake specific activities. With a view to entrusting the tasks of implementing the various other components of the strategy, a designated Communication Officer can be identified in the relevant Institution.

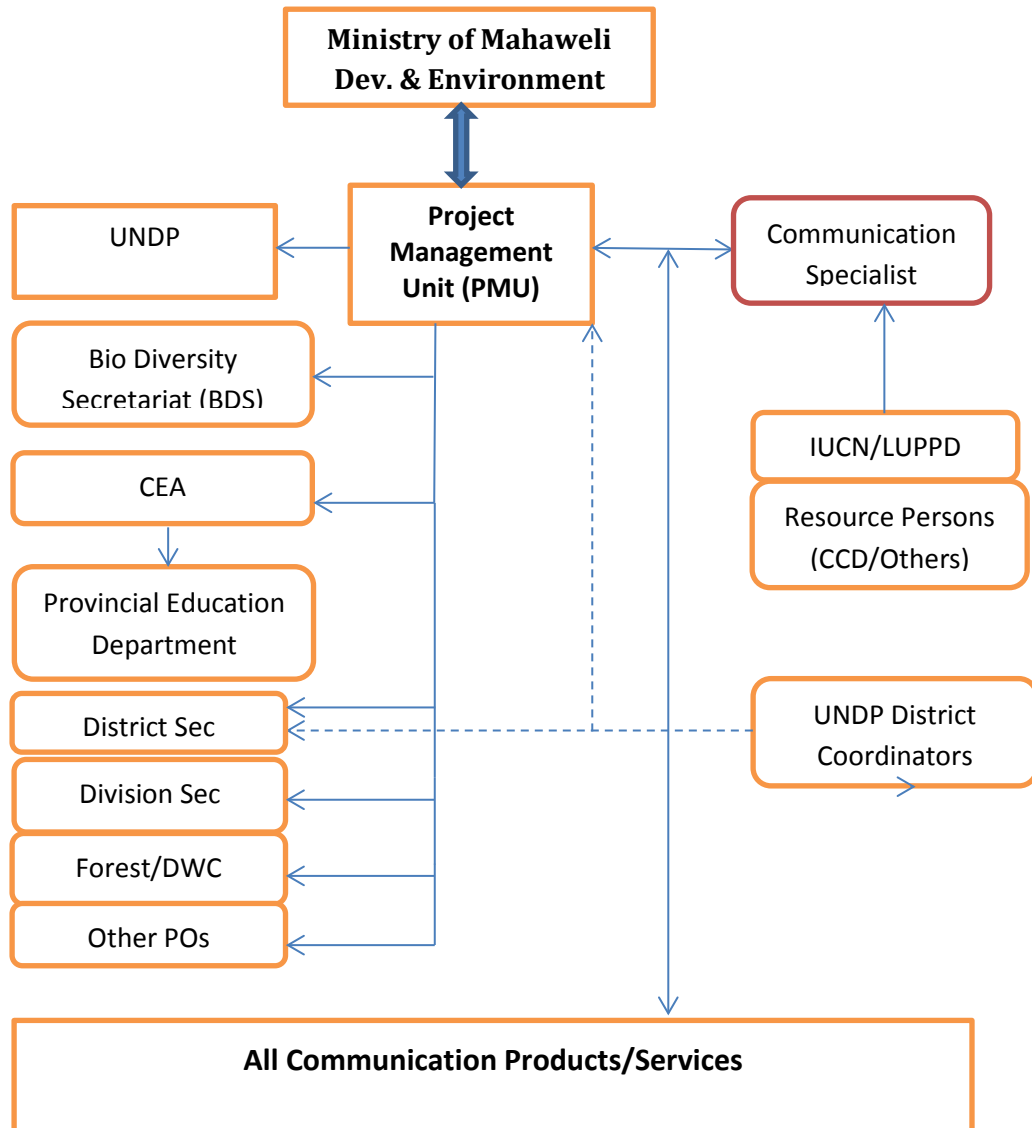
It is proposed that there should be a designated Project Communication Officer whose task will be to ensure implementation of the tasks identified in this Strategy in the following Institutions including the Champion Organizations:

- ▶ District Level - Additional District Secretary (2)
- ▶ Divisional Secretaries- Assistant Director(AD) Planning in the respective DS Divisions: (6)
- ▶ RFO – Anuradhapura - Staff member can be designated (1)
- ▶ Assist Direct of DWC – Staff member can be designated (1)
- ▶ A Master Teacher Can be appointed - Provincial Education Department (in Puttlam and Anuradhapura (2)

Following activities will be implemented:

- ✚ Awareness Workshops;
- ✚ Teacher Training / Training of the staff of the Partner Organizations
- ✚ Radio Talks and TV Discussions
- ✚ District Level / Divisional Level Web Site Development and Update with project information
- ✚ Improvisation of the Resource Profiles

PROPOSED ORGANOGRAM FOR COMMUNICATION SATRATEGY IMPLEMENTATION



*NB. Under the above it is expected that a Communication Specialist be appointed on a temporary basis for the Project Management Unit in order to assist the implementation of the activities identified in the CSAP.*

## **7. MONITORING & EVALUATION**

The Results Framework in the table above is the basis for monitoring and evaluation of the Communication Strategy & Action Plan. The indicators have been identified and they can be modified after an initial review.

All monitoring will be to ensure that:

- The communication Products and services are coherent and interrelated
- They contain appropriate information generated from the project
- They have reached the correct audience on time
- They can be able to produce a behavioral change

Monitoring will be two types:

1. Progress Monitoring (In terms of 1,2,3 above)
2. Impact monitoring in terms of (4) above.

### Progress Monitoring:

Necessary information need to be collected by the Assigned Communication Officers which need to be submitted to PIU for compilation of quarterly progress reports.

The progress monitoring will be carried out during the regular District and Divisional Facilitation meetings as well as during the progress review meetings convened by the PIU. Officers will review the documents, make site visits and participate in the activities as part of monitoring.

### Impact Monitoring:

There will be adequate baseline information in order to carry out impact monitoring. Impact Monitoring need to be carried out by external resource persons at least two times during the project period. There will be a specific TOR using the results matrix of the Communication Strategy. Any cost to be set aside for such Impact Monitoring purposes.

**8. VISUALS TAKEN DURING THE VALIDATION MEETINGS**



## **ANNEXES:**

- 9.1 Annex (A) List of Resource Persons contributed to prepare the CSAP
- 9.2 Annex (2) Discussion Minutes (At the Validation Meetings)
- 9.3 Annex (3) Draft Materials to be used for awareness creation meetings
- 9.4 Annex (4) Guidelines for organizing awareness creation meetings
- 9.5 Annex (5) Session Planning for awareness meetings:
- 9.6 Annex (6) Contents suggested for Community level Awareness Workshops
- 9.7 Annex (7) Training of Trainers (TOTs) suggested module
- 9.8 Annex (8) A Module suggested for improving IT skills for Technical Staff
- 9.9 Annex (9) Materials to be used for creating awareness on Invasive Plants:
- 9.10 Annex (10) Guidelines for creating awareness on Invasive Plants:
- 9.11 Annex (11) Suggested Skelton Script for Radio Broadcast Discussions
- 9.12 Annex (12) Suggested methods for Training of Journalists:
- 9.13 Annex (13) Guidelines for circulating Project Progress Reports
- 9.14 Annex (14) Project Web Site (Smart interface for Project Web Site)
- 9.15 Annex (15) Suggested improvisation of the Existing Web Sites:
- 9.16 Annex (16) Suggested contents for project publications

### **9.1 Annex (1) List of Resource Persons Contributed to Prepare CSAP**

1. Overall Direction & Supervision  
Mr. Ajith Rodrigo (Director, Natural Resources Management of the CEA)
2. Technical inputs and stakeholder consultation  
Mr. Cyril Pallegedara (Resource Person)
3. Technical inputs on Information Technology and stakeholder consultation –  
Mr. Amila Helanumwan (Resource Person)
4. Team Leader - Mr. LPD Dayananda (Resource Person) .



9.2 Annex (2) Discussion Minutes

Minutes of the Validation Meeting held in Anuradhapura (in Sinhala)

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යාකාරී සැලැස්ම සන්නිවේදන උපායමාර්ග හා ක්‍රියාමාර්ග වැඩිමුළුයේදී  
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- දැන් පෘථිවියෙන් පරිභාහිරව ඇති ග්‍රහ ලෝකවල ජීවීන් සිටියාදැයි ගවේශනය කරන තත්වයක් ඇතස්වාභාව ධර්මයට අනුගතව ජීවත් නොවුන හොත් එලෙස . මතු කාලයේදී අප ජීවත්වන පෘථිවියේද මානව වර්ග වදවී ගොස් ඒ පිළිබඳ පර්යේෂණ පවත්වන කාලයක් උදාවීමටද ඉඩ තිබේ.
- අද වන විට දිස්ත්‍රික් හා ප්‍රාදේශීය මට්ටමේ නිලධාරීන් වශයෙන් අපේ වැඩි කාලයක් ගත කිරීමට සිදුව ඇත්තේ භෞතික සංවර්ධන කටයුතු වලට ගැනෙන ඉදිකිරීම් කටයුතු ක්‍රියාත්මක කිරීමටයමාර්ග ., ගොඩනැගිලි ආදී ඉදිකිරීම් කටයුතු අපේ ප්‍රමුඛ සංවර්ධන කටයුතු ලෙස සලකනු ලබද්දී මිනිසාගේ මානව සංවර්ධනයට අවධානය යොමු කරන්නේ අඩු වශයෙනිතිරසාර සංවර්ධනය . න් පමණක් සෑහීමකට පත් ගැන කටා කරන කොට භෞතික සංවර්ධනයෙ .වන්නට නොහැකිය
- එහිදී සමාජ විශමතාවන් හා පරිසර ගැටළු සමග තුළනාත්මකව සලකා බලා සංවර්ධන කටයුතු ගලපා ගැනීමට හැකි විය යුතුය.
  - අප පුරුදුව සිටින්නේ නිලධාරීන්ගේ කාර්යක්ෂමතාව මැනීමේදී වර්ෂය අවසානයේ ලබාදී ඇති මූල්‍ය ප්‍රතිපාදන වැය කර තිබෙන ආකාරය හා ඒවායේ කාර්ය සාධන ඉලක්ක සපුරා තිබීම ගැනයව හා පෘති සංඛ්‍යානිම කළ ව්‍යා . මාණය සලකා කාර්ය සාධනය මණන නිසා නිපාදන වැය කිරීමේ ප්‍ර ප්‍රමුල්‍ය අපේ නිලධාරීන් එම ඉලක්ක සපුරා ගැනීමට කාලය වැය කරනවා විනා මෙවැනි තිරසාර සංවර්ධන කටයුතු වලට සහභාගී වීමට කාලය හරස් වීමක් සිදුවන බව අප වටහා ගත යුතුව ඇත.
- වර්ෂය අවසාන භාගයේ විශාල වශයෙන් ව්‍යාපෘති සඳහා මුදල් ප්‍රතිපාදන ලැබෙන විට ඒවා වැය කර තම කාර්යස්ථානයේ ඉලක්ක සපුරා ගැනීමට උනන්දු

වන නිසා මෙවැනි වැඩ සටහන් වලට නිලධාරීන් බොහොමයක් සක්‍රීයව සහභාගී වන්නට අද නොහැකිව තිබීම යාමට විශ්‍රා කින්6 මා තව මාස . නියමිතව සිටියත් මම කල්පනා කලේ මෙහි පැමිණ කිසියම් හෝ දායකත්වයක් .ලබා දී යාම සුදුසු බවයි

- ගැටළුව වන්නේ මෙවැනි පරිසර සංරක්ෂණ වැඩසටහනකට සහභාගී වී අදහස් යෝජනා දක්වමින් කරන මැදිහත් වීම කාර්යය සාධන ඇගයීමකදී අවධානයට ලක් නොවීමයිදේශීය පාලනයේ නිලධාරීන් ප්‍රා.රී.මයිපී සඳහා ඇගයීමක් නොකී . පැය ගණන් මෙවැනි වැඩසටහන් වලට සහභාගී වී ගත කරන කාලය පිළිබඳව මැණීමක් නොකරන විට ඉලක්ක ඔස්සේ දුවන ඔවුනට මේවාට සහභාගී වීමට අපහසුතාවක් ඇතිවී තිබීමේ ගැන බලධාරීන්ගේ අවධානය යොමු විය යුතුව . නි පෙළ නිලධාරීන් හෝ ඒ නිසා මා යෝජනා කරන්නේ අඩු තරමින් දෙවැ .ඇත නම්කර නොතඩාව මෙම වැඩසටහන සමඟ සම්බන්ධවන අකණ්ඩ වැඩ .පිළිවෙලක් ඇති කළ යුතු බවයි

මෙය අපේ පැවැත්මට ඉතාම වැදගත් වැඩසටහනක් අපි .නියඟය සලකා මේ දිනවල ගම් විශාල ගණනකට පානීය ජලය බෙදා හරිනවාප් සඳහා කාලය කැප . සුන්ට වතුර බෙදුවත් වන සතුන්ට අපි මිනි .කරන්න නිලධාරීන්ට සිදුව තිබෙනවා ඒ නිසා වන සතුන් වතුර සොයා ගම් වැදීම වැඩි වෙමින් .එසේ වතුර බෙදීමත් නැ පෞච්ච වීව .ඒ ගැනත් සලකා බැලිය යුතුයි .තිබෙනවාදිධත්ව සංරක්ෂණය ගැන සලකවා නම් සතුන් ගැනත් මිනිසාට තරම්ම අවධානයක් තිබිය යුතුය.

- පරිසරය ගැන තොරතුරු සන්නිවේදනය ඉතාමත් වැදගත් කාරණයක්මෙයට . ආගන්තුක ශාක විශාල වශයෙන් පැතිරීමක් .වැඩි අවධානයක් යොමු කළ යුතුයි එහෙත් .උදාහරන ලෙස බාලොලියා පැළෑටිය ඉතාමත් හානිකර එකක් .ඇත ඇමරිකාවට මෙය .ඇතැම් අය මල් පැලයක් හැටියට ගෙවතු වල වගා කරනවා ධන උල්පතක් වියහැකියතොරතුරු ජනතාව මේවා ගැන .අපට වල් පැළෑටියක් . සිද්ධ ස්ථාන ප්‍ර ”ඩිජිටල් බෝර්ඩ්“ ශාකයක් හඳුනා ගන්නට .අතරට ගෙන යා යුතුය .පෘතියෙන් හැකි නම් හොඳ දෙයක්වල සවි කරන්නට මේ ව්‍යා
- එලෙස පෞච්ච විවිධත්ව පණිවුඩ පහසුවෙන් ජනතාව අතරට ගෙන යාහැකිය . ආගන්තුක ශාක ගැන ජනතාව දැනුවත් කළ යුතුය.
- මේ ව්‍යාපෘතිය ඉතාම වැදගත් මිල නොකල හැකි ව්‍යාපෘතියක් හැටියට මා දකිනවාහය මේ සඳහා ලබා දෙන බව සඳහන් කරමින් මගේ සම්පූර්ණ අනුග්‍ර . මෙහි විද්වත් මණ්ඩලයට ඉදිරි කටයුතු කරගෙන යාමට ආරධානා කරමින් මා .බොහොම ස්තූතිය .සමු ගන්නවා

**වැඩිමුළුව අවසානයේ සාකච්ඡා වාරයේදී මතු වූ කරුණු:**

රජරට සේවයේ පාලිකා ශ්‍රියානි මහත්මිය:

- මෙම ව්‍යාපෘතිය යටතේ මෙතෙක් සන්නිවේදන ක්‍රම භාවිතා කර තිබේද? රූප වාහිණිය මෙතරම් ජනප්‍රිය නොවූ දශකයේදී ගුවන් විදුලිය විසින් තොරතුරු 1980 සන්නිවේදන කාර්යයේදී දක්වන ලද දායකත්වය ගැන අදහස් දැක්වූ ඇය විශේෂයෙන් සහවැලි සංවර්ධන වැඩසටහන් වලදී ප්‍රජා ගුවන් විදුලිය

කොන්මලේඳ ගිරාදුරු කොට්ටේ සහ මහඉළුප්පල්ලම වැනි ප්‍රදේශ වල පිහිටුවන ලද මධ්‍යස්ථාන හරහා ශ්‍රාවක ජනතාවට වඩාත් සමීපවී තොරතුරු හුවමාරු කර ගත් අත් දැකීම් පෙන්වා දෙන ලදීමළදාට වඩා බෙහෙවින් දියුණු සන්නිවේදන ක්‍රම . පවතින අද ජංගම දුරකථන සම්බන්ධ කර ගනිමින් සිදු කරන විවිධ සංගීතමය වැඩසටහන් වලදී ඒ ඒ ප්‍රදේශවල පෞරව විවිධත්ව සංරක්ෂණයට අදාලව තොරතුරු ශ්‍රාවකයින් සමඟ සාකච්ඡා කර අවශ්‍ය අංශ වෙත යොමු කිරීමේ හැකියාව ඇති බවද පෙන්වා දෙන ලදී.

සහභාගි වූ නවත් කෙනෙකු ඉදිරිපත් කළ අදහසක්:

- තොරතුරු බෙදාහදා ගැනීමේදී පුද්ගලයින් අතර වර්ගාමක වෙනසක් අපේක්ෂාවෙන් සන්නිවේදනය සිදු කළ යුතුයනාක්ෂණය උපරිම වශයෙන් . ගෙවීමකින් තොරව ලබා ගත හැකි මෘදුකාංග ගැන දැනුම .යොදා ගත යුතුය ආයතන වලට රාජ්‍ය .බෙදා ගෙන එමගින් සන්නිවේදනය පෝෂණය කළ හැකිය තොරතුරු සන්නිවේදනයේ පවත්නා බාධක හඳුනාගෙන ඒවා ඉවත් කිරීමෙන් අපේක්ෂිත ඉලක්ක සපුරා ගැනීම කෙරෙහි අවධානය යොමු විය යුතුය.

ඉපලෝගම ප්‍රාදේශීය සභාවේ ලේකම්:

- පෞරව විවිධත්ව සංරක්ෂණය හා පරිසර කළමනාකරණය සඳහා මෙරට තුළ චිත්තන විප්ලවයක් සිදු කිරීමට දැන් කාලය පැමිණ ඇතවෙන්නේ රටවල . අත්දැකීම් මෙනෙහි කරමින් අදහස් දැක්වූ හෙනෙම අවශ්‍ය වන්නේ පෙරපාසල් අවදියේ සිටම කසල කළමනාකරණය හා පරිසරයට ආදරය කිරීම පිළිබඳ සංකල්ප දැරුවන් තුළ පැලපදියම් කිරීමයිජනතා සහභාගිත්වය මේ සඳහා . එහිදී ආකල්පමය වෙනසක් සිදු කිරීමට රාජ්‍ය .ම සාධකයකිවශ්‍යඅත්‍ය ජන මි .මැදිහත්වීම නිබිය යුතුයධ්‍යයට මෙහිදී විශාල කාර්ය භාරයක් ඇත . මහජනයාට තොරතුරු ඉදිරිපත් කිරීමේදී පරිසර සංවේදීව එම තොරතුරු . වේඉදිරිපත් කිරීමට ආචාරශීලී වීම අවශ්‍ය

**වනජීවී සහකාර අධ්‍යක්ෂ:**

- පාසල් දැරුවන් ඉලක්ක කරගත් වැඩසටහන් ක්ෂේත්‍රවේදී පැවැත්වීම මගින් කුඩා කළ සිටම පරිසරයට සතුන්ට ගස් වැල් වලට ආදරය කිරීමට දැරුවන් යොමු කර ගත හැකියදේශ යලට රැගෙන ගොස් ඒ සඳහා කණ්ඩායම් වශයෙන් අදාල ප්‍ර . අත් සදැකීම් ලැබීමට සැලැස්වීම මගින් ඔවුන් තුළ සංවේදී ආකල්ප ගොඩනැගිය .හැකිය

වෙනත් පාර්ශ්ව කරුවෙක් විසින් දැක්වූ අදහස්:

- ව්‍යාපෘතිය පිළිබඳ සංකල්ප හැකි තරම් ප්‍රචලිත කිරීම අවශ්‍යයි.
- දේශපාලන නායකත්වය දැනුවත් කළ යුතුයආරක්ෂණ කලාප සීමාවන් . වෙන්කර ඒ පිළිබඳව ජනතාව දැනුවත් කිරීම හා නොකළ යුතු දේ ගැන

ගම් මට්ටමේ සේවය කරන නිලධාරීන්ට අවශ්‍ය වේ. අවබෝධය ලබාදීම අවශ්‍ය නොවන අවස්ථා දැක්වීම ලබා දිය යුතුය.

- කෘෂි රසායනික ද්‍රව්‍ය භාවිතය හා රසායනික පොහොර භාවිතයේදී ජෛව විවිධත්වයට මෙන්ම ජන ජීවිතයට ඇතිවන බලපෑම් ගැන දැනුවත් කිරීම අවශ්‍ය වේ. දේශ වල පවතින වකුගඩු රෝග බෝවීමේ විශේෂයෙන්ම මෙම ප්‍රජා ජීවීන් නිසා වන බව ගොවීන් තැලට ව්‍යවහාරය මෙවැනි විෂ රසායනික ද්‍රව්‍ය වේගෙන් යාම අවශ්‍ය.
- වැදගත් ශාක හා සත්ව කොටස් පිළිබඳව ජනතාව තුළ දැනුම පුළුල් කළ යුතුය. එසේම ආගන්තුක ශාක ශාක විශේෂ වැදවී යන්නේ ඒවා ගැන නොදැනීම නිසාය. පැර යන්නේ ඒවායෙන් වන හානිය නොදන්නා බැවිනි.
- අනවසර වගා කරුවන් ඉවත් කිරීමට නොහැකි නම් ඔවුන් පරිසර සංවේදී පිරිසක් ලෙසින් ප්‍රයෝජනයට ගැනීම ගැන කල්පනා කළ යුතුව ඇත.
- වෙළඳ දැන්වී භාවිතාවේදී ඇතැම් සමාගම් විසින් විශාල වශයෙන් මුදල් වියදම් කරනු දක්නට ලැබේ. එම ආයතන වල වෙළඳ දැන්වීම් හරහා පරිසර පණිවිඩ ජනතාව වෙත රැගෙන යාමට උත්සාහ කළ යුතුය.
- තොරතුරු දැනගැනීමේ පණත යටතේ ඇති ප්‍රතිපාදන ගැනද මහජනයා දැනුවත් වීම අවශ්‍ය වේ. උදාහරණ ලෙස රතු දත්ත පොත ගැන දැන සිටියත් එහි ඇති තොරතුරු ලබා ගන්නේ කෙසේදැයි මහජනයා තුළ අවබෝධයක් නැත.

**Minutes of the Validation Meeting held in Puttlam (in Sinhala)**

**15.11.2016** දින පුත්තලම දිස්ත්‍රික් ලේකම් කාර්යාලයේදී පැවැති තොරතුරු සන්නිවේදන උපායමාර්ග හා කාර්යාලීය සැලැස්ම පිළිබඳ වැඩමුළුවේදී ඉදිරිපත් වූ අදහස්

**එම්.එච්.එම්.චිත්‍රානන්ද මහතා, දිස්ත්‍රික් ලේකම්, පුත්තලම**

අද දින උසාවි රාජකාරියකට සහභාගි වීමට සිදුව තිබුණ බැවින් මෙම වැඩමුළුවට සහභාගි වීමට නොහැකි තත්වයක් පැවැති නිසා ක්රමසම්පාදන අධ්යක්ෂ තුමයට මෙහි කටයුතු පවරනු ලැබූ අතර, උසාවි කටයුතු ඉක්මණින් අවසන් වී නැවත මෙම වැඩමුළුවට සහභාගි වීමට ලැබීම ගැන සතුටු වන බවත්, යම් ජරමාදයක් ඇති වූයේ නම් ඒ ගැන කණගාටු වන බවත් ආරම්භයේදීම සඳහන් කළ දිසා ලේකම් එම්.එච්.එම්.චිත්‍රානන්ද මහතා මෙම වැඩමුළුවේ ඇති වැදගත්කම සලකා වැඩි වෙලාවක් මෙහි කටයුතු වලට සහභාගි වන්නට අදහස් කරන බව පෙන්වා දෙන ලදී. මූලික හඳුන්වාදීමේ කථාවෙන් පසුව තම අදහස් ඉදිරිපත් කරන ලදී. පහත දැක්වෙන්නේ එම අදහස් දැක්වීමේදී මතු වූ කරුණු කිහිපයකි.

- මෙම වැඩමුළුවට දිස්ත්‍රික්කයේ පරිසර කළමනාකරණයට සම්බන්ධ ආයතන නියෝජනය කරමින් විශාල නිලධාරීන් පිරිසක් සහභාගි වී සිටීම සතුටට හේතුවකි. කලා ඔය නිමිතයේ වැදගත් කලාප දෙකක් වන කරුවලගස්වැව හා වනාන්තවිල්ලුව ප්‍රාදේශීය ලේකම් කොට්ඨාශ දෙක තෝරාගෙන පරිසර සංවේදී කලාප සිතියම් ගත කිරීම හා සංරක්ෂණ ක්‍රියාමාර්ග නීතිමය රාමුවක් තුළට ගෙන ඒමට ගන්නා මෙම උත්සාහය ඉතාමත් කාලෝචිත පියවරකි.
- මෙම ව්‍යාපෘතිය ගැනත් විශේෂයෙන්ම සංවේදී කලාපය සිතියම් ගත කර ජාතික පරිසර පනත යටතේ ආරක්ෂණ කලාප වශයෙන් නීතිමය තත්වයන් ලබා දෙන බව ජනතාව තුළට දැනුවත් කිරීමේ පියවර වශයෙන් සන්නිවේදන උපාය මාර්ගික සැලැස්මක් සම්පාදනය කර ක්‍රියාත්මක කිරීම අත්‍යවශ්‍ය කාරණයක් ලෙස සැලකිය හැකිය.
- අප විශේෂයෙන්ම පරිසරය ආරක්ෂා කිරීම පිළිබඳව කටයුතු කිරීමේදී මැදිහත් වන ආයතන වශයෙන් ගත් විට මධ්‍යම පරිසර අධිකාරිය, වන සංරක්ෂණ හා වනජීවී සංරක්ෂණ දෙපාර්තමේන්තු, සමුද්‍ර ආරක්ෂණ දෙපාර්තමේන්තුව, ආදී ආයතන සියල්ලම ප්‍රාදේශීය පාලනය සමඟ එකමුතුව මෙම වැටසටහන ක්‍රියාත්මක කිරීම ඒකාබද්ධ ප්‍රවේශයක් හැටියට වැදගත් කොට සැලකිය හැකිය.
- පරිසරය මිනිස් ක්‍රියාකාරකම් නිසා ශීඝ්‍රයෙන් විනාශයට යොමුවෙමින් පවතින කාලපරිච්ඡේදයක මෙවැනි සාමූහික ප්‍රයත්නයක් තුළින් එම තත්වය වලක්වා ගැනීමට පියවර ගැනීමට අප කාගේත් යුතුකමක්.
- පුත්තලම දිස්ත්‍රික්කය සංචාරක කර්මාන්තය අතින්ද මේ වන විට ඉතාමත් ආකර්ශනීය ගමනාන්තයන් සහිත වන නිසා ඒවායේ පැවැත්මට වැදගත් වන පරිසර සංරක්ෂණයට ප්‍රමුඛත්වය ලබා දෙමින් කටයුතු කිරීම අප කාගේත් මෙහෙවරක් ලෙස මා සලකනවා.
- ආර්ථික වශයෙන්ද වැදගත් වන කලාපයක ආරක්ෂාව කෙරෙහි සියළු දෙනාගේම අවධානය යොමු විය යුතුව ඇත. මධ්‍යම පරිසර අධිකාරිය මෙහිදී මූලිකව කටයුතු කිරීම වැදගත් ලෙස සලකනවා.
- දේශීය හා විදේශීය සංචාරකයින්ට මෙම ප්‍රදේශ නැරඹීමට අවස්ථාව ලබාදීමෙන් ප්‍රජාවටත් ආර්ථික අවස්ථාවන් විවර වන බවද සැලකිය යුතුය.
- මිනිසුන්, ශාක හා සත්ව ප්‍රජාව සමඟ සහජීවනයෙන් ජීවත් වීම අවශ්‍ය වන නිසා ස්වාභාවික සම්පත් ආරක්ෂා කර ගැනීමට ප්‍රජාවගේ සහාය අත්‍යවශ්‍ය කරුණකි.
- මේ සඳහා දිස්ත්‍රික් ලේකම් හැටියට ඉහළම දායකත්වක් හා සහභාගිත්වයක් ලබා දෙන බැවින් දිස්ත්‍රික්කයේ නිලධාරීන් වන ඔබ සියළු දෙනාම මෙම ව්‍යාපෘතියේ වටිනාකම අවබෝධ කරගෙන ඉදිරියේදී කටයුතු කරනු ඇතැයි මා විශ්වාස කරනවා.

- පරිසරය ගැන තොරතුරු සන්නිවේදනය ඉතාමත් වැදගත් කාරණයක්. මෙයට වැඩි අවධානයක් යොමු කළ යුතුයි.
- මේ ව්‍යාපෘතිය ඉතාම වැදගත් මිල නොකළ හැකි ව්‍යාපෘතියක් හැටියට මා දකිනවා. මගේ සම්පූර්ණ අනුග්‍රහය මේ සඳහා ලබා දෙන බව සඳහන් කරමින් මෙහි විද්වත් මණ්ඩලයට ඉදිරි කටයුතු කරගෙන යාමට ආරාධනා කරමින් මා සමු ගන්නවා. බොහොම ස්තූතිය.

**වැඩමුළුව අවසානයේ සාකච්ඡා වාරයේදී මතු වූ කරුණු:**

වන සංරක්ෂණ දෙපාර්තමේන්තුවේ නිලධාරී මහතා:

- වන සංරක්ෂණ කටයුතු වලදී ජංගම දුරකථන පාවිච්චි කිරීම අවශ්‍ය වන අතර එහිදී විවිධ සන්නිවේදන බාධක මවලට මුහුණ පාන්නට සිදුව පවතී. සංඥා පද්ධතියේ පවතින බාධක නිසා නිරවුල් සන්නිවේදනයකට බාධාවන් ඇත. වන සංභාරයක් පිළිබඳව කෙනෙකු විසින් දුරකථනයෙන් පණිවිඩයක් ලබා දෙන්නට තැත් කරද්දී පවතින මෙම බාධාකාරී තත්වය අහිතකර ප්‍රතිඵල ඇති කරයි.
- ග්‍රාමීය කමිටු වනසංරක්ෂණ දෙපාර්තමේන්තුව මගින් කරුවලගස්වැව හා වනාන්තරවිල්ලුව ප්‍රාදේශීය ලේකම් කොට්ඨාශ වල මේ වන විට පිහිටුවා ඇත. මේවා සාර්ථකව ක්‍රියාත්මක වූණත් තොරතුරු ලබා ගැනීමේදී දුරකථන නිසි ලෙස ක්‍රියාත්මක නොවීම බාධකයක් වී ඇත. වනාන්තර මැද්දට ගිය විට කිසිම තොරතුරක් ලබා ගැනීමට හා ලබා දීමට නොහැකි තත්වයන් ඇත.

වනජීවී දෙපාර්තමේන්තුවේ සහකාර අධ්‍යක්ෂ:

තම අත්දැකීමක් පාදක කර ගනිමින් විල්පත්තු ජාතික වනෝද්‍යානය ඇතුළතදී මුහුණ දුන් ගැටළුවක් විස්තර කරන ලදී.

- ජංගම දුරකථන වලින් ආවරණය නොවන වනාන්තර ප්‍රදේශයකට ගිය විට කිසිදු සන්නිවේදන ප්‍රවේශයක් නොමැත. සැටලයිට් හරහා පණිවුඩ ලබා දිය හැකි ක්‍රමයක් ලබා දිය හැකි නම් ඉතාමත් ප්‍රයෝජනවත් වේ. 1998-2002 අතර කාලයේ විල්පත්තුවේ රාජකාරි කරද්දී හමුදාවේ නිලධාරී කණ්ඩායමක් විල්පත්තුව වනයේ වැටලීම් සිදු කරද්දී කොළඹ සමඟ වන්දිකා පණිවුඩ හුවමාරුව මගින් තොරතුරු හුවමාරු කරගත් ආකාරය ඉතාමත් විශිෂ්ඨ වූ නිසා යුද කටයුතු වලදී සාර්ථකත්වයට පත් වීමට හැකි වුණා. එබඳු පහසුකමක් වනජීවී නිලධාරීන්ට ලබා දිය හැකි නම් හොඳයි.
- සිවිල් ආරක්ෂක බලකාය විසින් විදුලි වැටවල් නඩත්තුව හා පරීක්ෂා කිරීම සිදු කෙරුණත් බොහෝ තැන්වල එය හරි හැටි ක්‍රියාත්මක නොව බව අපේ අත්දැකීමයි. එහිදීත් දකින්නේ සන්නිවේදන ගැටළු නිසා එම දුර්වලතා ඇතිවී ඇති බවයි. සමහර නිලධාරීන් එන්නේ දුර බැහැර සිටයි. ඔවුන්ගේ වැඩ මූරය අවසන් වී ගිය පසු වැඩ භාර ගැනීමට පැමිණෙන නිලධාරීන් සමඟ සන්නිවේදනය කිරීමට ඇති නොහැකියාව නිසා ආරක්ෂකයින් රහිත කාල පරිච්චේදයක් ඇති වීමට සිදු වේ.
- එසේම GPS (ජීපීඑස්) තාක්ෂණය යොදා ගෙන බිඳවැටීම් පවතින ස්ථානය නිශ්චිතව සන්නිවේදනය කිරීමට අවකාශ ඇත්නම් වඩා කඩිනමින් එම ස්ථානය වෙත ගොස් අවශ්‍ය ප්‍රතිකර්ම යෙදීමට අවකාශ සැලසෙන බව කිව හැකියි.
- වන අලින්ගෙන් මහජනතාව ආරක්ෂා කර ගැනීමට තාක්ෂණය භාවිතා කරමින් ඉක්මණින් තොරතුරු ලබාදීම අවශ්‍ය වන අතර ගැටළුව පවතින ස්ථානය නිශ්චය කර ගැනීමට GPS තාක්ෂණය ලබාදීම කාලෝචිතයි.

- දැනට ජංගම සන්නිවේදන ඒකකයක් වනජීවී දෙපාර්තමේන්තුව සතුව පැවතියත් නිලධාරීන් හිඟකම නිසා ආවරණය කිරීමට ඇති ප්‍රදේශය විශාල වීම ගැටළුවක් ලෙස දකිනවා.
- ඇතැම් විට අලි මිනිස් ගැටුමක් පිළිබඳ තොරතුරු ගලා එන්නේ සෘජුවම නොව දේශපාලනඥයින් හරහායි. එහිදී ඔවුන් මාධ්‍ය සහභාගි කරගෙන දේශපාලන වාසියක් ගැනීමට උත්සාහ කිරීම නිසා නියම වශයෙන් අවශ්‍ය ප්‍රතිකර්ම යෙදීම ප්‍රමාද වන අවස්ථා ඇති වනවා.
- පවතින රජයේ නිලධාරී ව්‍යුහය හරහා තොරතුරු සන්නිවේදනය වන්නේ නම් ක්‍රියාත්මක වීමට පහසුයි. දැනට මෙම ව්‍යාපෘතිය යටතේ විශාල රාජ්‍ය ආයතන ගණනාවක් ක්‍රියාකාරීව සහභාගි වන නිසා මහජනයාට එම අවබෝධය ලබා දීම අවශ්‍යයි. ආයතන ජාල ගත කර තොරතුරු සන්නිවේදක ක්‍රමෝපායක් දියුණු කර ගැනීම අවශ්‍ය වෙනවා.
- දැනට ප්‍රධාන කාර්යාලයේ ක්‍රියාත්මක වන හදිසි ඇමතුම් Hot Line එක ගැන පුළුල් ප්‍රචාරයක් ලබා දී ඒ හරහා තොරතුරු කඩිනමින් ලබා දීමට ඇති අවස්ථා ගැනද අවධානය යොමු කිරීම අවශ්‍යයි. දැනට එම සන්නිවේදන ජාලය හරහා එන තොරතුරු පිළිබඳව කඩිනමින් ක්‍රියාත්මක වීමක් ඇත. එය තව දුරටත් ප්‍රයෝජනයට ගැනීම සුදුසුය.

තවත් අදහස් දැක්වීමක්:

- වැලි ගොඩ දැමීම සම්බන්ධව විවිධ පැමිණිලි ලැබෙමින් පවතින නිසා එකවර නිවැරදි ස්ථානය පරීක්ෂා කර අවශ්‍ය පිළියම් යෙදීමට හැකි වන සේ GPS තාක්ෂණය උපයෝගී කර ගෙන නිවැරදි ස්ථානයට කඩිනමින් ළඟාවීමට හැකි සන්නිවේදන ක්‍රම වේදයක් යෙදීම ප්‍රයෝජනවත්ය.

වනාතවිල්ලුව ජරදේශීය ලේකම් තුමිය:

- වනජීවී හා වන සංරක්ෂණ දෙපාර්තමේන්තු නිලධාරීන් පෙන්වා දුන් පරිදි වනාතවිල්ලුව ප්‍රදේශයට පවතින ප්‍රධානතම සන්නිවේදන ගැටළුව වන්නේ සෘජු දුරකථන සේවාවන් හරි හැටි ක්‍රියාත්මක නොවීමයි. සන්නිවේදන කුළුණක් ආධාරයෙන් ක්‍රියාත්මක වන SLT ජාලය හරහා ඇමතුමක් ගැනීම හා ෆැක්ස් පණිවිඩයක් යැවීම පවා දුෂ්කර තත්වයක පවතී.
- වන සංරක්ෂණ ප්‍රදේශය පමණක් හෙක්ටෙයාර් 9,000ක් පමණ විශාලයි. තොරතුරු සන්නිවේදන ගැටළු පවතින නිසා ක්ෂේත්‍ර රාජකාරී කටයුතු සඳහා ගමන් යන්නේ සමූහයක් වශයෙන් වෙනත් නිලධාරීන් සමඟයි.
- පරිසර සන්නිවේදන කටයුතු වලදී යොදාගත හැකි විකල්ප වැඩපිළිවෙලක් ලෙස දුර ගමන් බස් සේවාවන්ට කෙටි විඩියෝ වැඩසටහන් සකස් කර CD හැටියට ලබා දිය හැකි නම් ඒවා බස්වල ගමන් ගන්නා මගීන් දැනුවත් කිරීම සඳහා යොදාගත හැකියයි සිතනවා.
- පුක්කුලම ගම වන ජීවී කලාපය ඇතුළත පිහිටි ත්‍රස්ථවාදී උවදුරු පැවැති කාලයේ තර්ජනයට ලක් වූ ගමක්. දැනට ඒහි පදිංචිව සිටි ජනයා නැවත පදිංචි කිරීමට වැඩ කෙරෙන යනවා.

විශාපාති අධ්යක්ෂ තුමිය දැක්වූ අදහස්:

- දයානන්ද මහතා විසින් බෙදාදුන් සන්නිවේදන සැලැස්ම කියවන්නට ඇතැයි සිතනවා. මෙහිදී ජෛව විවිධත්ව කලාපය පිළිබඳව තොරතුරු බෙදාහැරීමට අමතරව ප්‍රජාව මේ

සඳහා ශක්තිව දායක කර ගැනීම අවශ්‍ය වෙනවා. අප විසින් මෙම සන්නිවේදන සැලැස්ම යටතේ අවම වශයෙන් 2,300ක් පුහුණු කිරීමට බලාපොරොත්තු වෙනවා. අදාළ ආයතන වලට සම්බන්ධ නිලධාරීන් 900, පරිපාන මට්ටමේ නිලධාරීන් 300ක්, කාන්තාවන්ද ඇතුළුව ප්‍රජා සාමාජිකයින් 1,000ක්, මාධ්‍ය වේදීන් 50ක්, පාසල් ගුරු භවතුන් 50ක්, කාන්තා සංවිධාන 20ක් දිස්ත්‍රික්ක දෙක ආවරණය වන පරිදි ඇතුළත් කර ගන්නට බලාපොරොත්තු වෙනවා.

- ඒ අනුව ප්‍රජා සහභාගිත්වය විශේෂයෙන් කාන්තා දායකත්වය ශක්තියව ලබා ගැනීමට උනන්දු විය යුතුයි.  
මේ වන විට ව්‍යාපෘතියට අදාළව ජාතික, දිස්ත්‍රික්ක මට්ටමේ වැඩමුළු රාශියක් පවත්වා තිබෙනවා. මේවායේදී අත්‍යාවශ්‍ය භෞතික සම්පත් මොනවාදැයි හඳුනාගෙන තිබෙනවා. මානව සම්පත් සැපයීමක් නම් අපේක්ෂා කරන්නේ නැති බව සැලකිය යුතුය.
- මූලික සැලැස්ම ජනවාරි වන විට සකස් කර අවසන් වෙනවා. ඉන්පසු වන සංරක්ෂණ දෙපාර්තමේන්තුවට භාර දීමෙන් පසුව ඉදිරි අවුරුදු 2 තුළ ක්‍රියාත්මක වනවා ඇත. එහිදී දෙපාර්තමේන්තු වලට අවශ්‍ය පහසුකම් බොහොමයක් ලැබෙනු ඇත.

**UNDP පුන්තලම සම්බන්ධීකාරක මහතා දැක්වූ අදහස්:**

- වැඩසටහන් ක්‍රියාත්මක කිරීමේදී රජයේ අරමුදල් මෙන්ම සහයෝගිතා අරමුදල් වෙතත් ආයතන වලින්ද ලබාගන්නට අදහස් කරනවා. දැනුවත් කිරීමේ වැඩසටහන් අදාළ රාජ්‍ය ආයතන විසින් ඉටු කිරීම වැදගත් වේ යයි අදහස් කරනවා.
- කල්පිටිය කොරල් පරය දැනට විනාශයට පත්ව ඇති බව දැනගන්නට ලැබුණා. එයට ඇති බලපෑම් පාලනය කර ගැනීමට ප්‍රජාව හා සංචාරකයින් දැනුවත් කිරීම අවශ්‍යයි. එහි බෝට්ටු ක්‍රියාකරවන්නන් පුහුණු කිරීම අවශ්‍යයි. කසල කළමනාකරණය පිළිබඳව දැනුවත් කිරීම අවශ්‍යයි. මේ ගැනත් අවධානය යොමු විය යුතුයි.

**අධ්‍යාපන අධ්‍යක්ෂ දැක්වූ අදහස්:**

- පරිසර නියමු හට කණ්ඩායම් මගින් වැඩි දායකත්වයක් ලබා දිය හැකියි.
- පුන්තලම උතුරු කොටසට මෙම කලාපය අයත් වන්නේ. එහි සේවය කරන්නේ කුරුණෑගල හා කුලියාපිටිය අවටින් පැමිණි ගුරුවරුන් වන නිසා වසර 5ක ව්‍යාපෘතියක් ක්‍රියාත්මක කිරීමට මෙහි රැදී වැඩ කළ හැකි පිරිසක් තෝරාගෙන පුහුණු කළ යුතුයි.
- ව්‍යාපෘතිය මගින් ශක්තියව දායක වන ගුරුවරු තෝරා ගැනීමට ප්‍රාදේශීය ලේකම් වරුන් හා ග්‍රාම නිලධාරීන් මගින් හැකි වේ යයි සිතනවා.
- ගුරුවරුන්ට අප්‍රමාණ ලොකු බරක් තිබෙනවා. ඒත් ඉගෙනුම් ක්‍රියාවලියක් හැටියට මෙයට දායක වන්නට කැමතියි.
- විෂයානුබද්ධව කිරීමට වැඩ අධිකත්වය නිසා අපහසුයි. විෂය සමගාමී කාර්යයක් ලෙස කිරීමට උනන්දුවක් ඇති ජරෙදේයේ පදිංචි ගුරුවරුන් තෝරා ගැනීම අවශ්‍යයි.
- අපිට මානව සම්පත හිගයි. ඒත් මෙම ව්‍යාපෘතියට ගුරුවරු ලබා දිය හැකියි.

**කරුවලගස්වැව ස.ජී.රා.ලේ අදහස් දැක්වීම:**

- ග්‍රාමීය මට්ටමේ නිලධාරීන් 3 දෙනෙක් ප්‍රා.ලේ. කාර්යාලයට අනුයුක්තව සිටින අතර වන ජීවී හා වන සංරක්ෂන නිලධාරීන් ඇතුළුව ප්‍රජානායකයින් හට මේ දැනුම ලබා දිය යුතුය.
- ඒවිට ග්‍රාමීය මට්ටමේ සිට ඉහලට තොරතුරු ගලා යාම විධිමත් ලෙස කළ හැකිය.



- අන්තර්ජාල වෙබ් අඩවිය දැනට යාවත්කාලීන කිරීම ආරම්භ කර ඇත. ඉදිරි මස අවසන් වන විට නිම කළ හැකි වේ.  
කෙටි පණිවිඩ ලබා දීමේ වැඩපිළිවෙල වන අලි ගැටළුවට මුහුණ දීම සඳහා දැනට ක්‍රියාත්මක කර ඇත. ඉදිරියේදී අනෙකුත් ක්ෂේත්‍ර වලට ව්‍යාප්ත කරන්න බලාපොරොත්තු වෙනවා.

වෙනත් අදහස් - නාගරික සංවර්ධන අධිකාරිය:

- පරිසර පොලීසිය මේ පිළිබඳව දැනුවත් කිරීම අවශ්‍යයි. රූපවාහිනිය මගින් නිරන්තරව වැඩසටහන් ප්‍රචාරය කිරීමද වැදගත් වේ.
- යුද හමුදාවේ විශේෂ කාර්ය බලකායද දැනුවත් කර සහභාගී කර ගැනීම වැදගත්ය. වැලි ගොඩදැමීම වැනි කටයුතු වලදී විශේෂ කාර්ය බලකාය ලොකු මැදිහත්වීමක් කරනවා. භෞතික සැලසුම් සම්පාදනයේදීත් මෙම තොරතුරු පිළිබඳ දැනුවත් වීම වැදගත් දේශගුණ විපර්යාස වැනි බලපෑම් ගැන ජාතික මට්ටමේ වැඩ සටහන් මගින් දැනුවත් කිරීම අවශ්‍යයි.
- ජනමාධ්‍ය විසින් මහජනයා අවුස්සන තොරතුරු පළ කරන නිසා සත්‍ය තොරතුරු දැනුවත් කිරීම අවශ්‍යයි. ජනමාධ්‍ය වේදීන් දැනුවත් කිරීම අවශ්‍යයි.

ශ්‍රාම නිලධාරී වනාන්තවිල්ලුව:

- නිවැරදි තොරතුරු සන්නිවේදනයට බාධාවක් ඇත. බිම් මට්ටමේ වැඩ කරන ග්‍රාම නිලධාරීන්ට තොරතුරු නිවැරදි ලෙස ලබා දීම අවශ්‍යයි. ප්‍රශ්නයක් ඇති වන විට මහජනයාට තොරතුරු දෙන්නේ ග්‍රාම නිලධාරීන්ය. දැන් අප කරන්නේ රැස්වීමක් පවත්වා දැනුම් දීමයි. දුරකථන භාවිතා කරන්නට අපහසුයි. ඒවෙන් කුලම වසම ඇත්තේ කි.මී.8 ක් දුරින් හරිම අපහසුයි තොරතුරු ලබා දීමට. යුද්ධ කාලයේදී මේ තත්වය ඉතාමත් උග්‍ර වී තිබුණා.

ගොවිජන සංවර්ධන නිලධාරී:

අපට සන්නිවේදන මෙවලම් ඇතත් ඒවා භාවිතයට අවශ්‍ය යටිතල පහසුකම් නොමැතිවීම ගැටළුවක්. දුරකථන හරි හැටි ක්‍රියාත්මක නොවීමද සන්නිවේදන කටයුතු වලදී අප මුහුණ පාන ගැටළුවක්. ගොවි සංවිධාන අප සමග සමීපව කටයුතු කරන ජරජා සංවිධාන වන නිසා වැඩි අවධානයක් යොමු කිරීම අවශ්‍යයි. ජරජා නායකයින්, ගොවි කාන්තාවන් හට දැනුම යායුතුයි. තාක්ෂනික මෙවලම් ගැනද රාජ්‍ය නිලධාරීන්ට දැනුම ලබා දිය යුතුය. ආයතන අතර සම්බන්ධීකරණය වැදගත්.

- සංරක්ෂණ ප්‍රදේශේ සීමාවන් ගැන දැනුවත් වීම අවශ්‍යයි. අප දෙපාර්තමේන්තුවට අයත් ග්‍රාමීය වැව් පද්ධතිය ගැනද පරිසර සංරක්ෂණයේදී දැනුවත් වීම අවශ්‍යයි.

කපු සංස්ථාවේ ජ්‍යෙෂ්ඨ කළමනාකරු:

පුත්තලම දිස්ත්‍රික්කය කපු වගාව අතින් වැදගත් වන නිසා ඒම ගොවීන්ද මෙහිදී සම්බන්ධ කර ගැනීම වැදගත් වේ යයි සිතනවා. සන්නිවේදන ගැටළුව ඒම නිලධාරීන්ටත් බලපානවා. නිලධාරීන් හමු වීමට අපහසුයි.

කුමාර- ග්රාම නිලධාරී, වනාන්තවිල්ලුව:

පුද්ගල බද්ධ තොරතුරු සැපයීමක් සිදුවන පසුකලයක නිවැරදි තොරතුරු ලබා දීම අවශ්යයි. උදා. රාජාංගනයේ වාන් දොරටු 2ක් විවෘත කළ විට පණිවිඩය ලැබෙන්නේ දොරටු 4ක් ඇරිය බවටයි. එවිට ගංවතුර ගැන පියවර ගැනීමට අපහසු වනවා.

මිණුම් අධිකාරී, පුත්තලම:

ඩීජිටල් කෝඩිවේට් භාවිතා කර සංවේදී කලාපය හඳුනා ගැනීමට යොදා ගත යුතුයි. රාජ්ය නිලධාරීන්ට තාක්ෂණය අඩුයි. වැරදි කරන අය ඒ අතින් පොහොසත්. ඔවුන්ට තාක්ෂණ දැනුම අපට වඩා තියෙනවා. ඒ නිසා මම කියන්නේ නිලධාරීන්ට මෙම සංවේදී කලාපය හඳුනා ගැනීමේ තාක්ෂණය ලබා දිය යුතුයි.

එළවන්කුලම ධීවර සමිතියේ සභාපති:

පිටතින් පැමිණෙන සංචාරකයින්මෙම ජ්රෙද්ශයේ සිදු කරන අපවිත්ර කිරීම් නිසා පරිසරය විනාශ වෙනවා. අපි පානය කරන්නේ කලා ඔයේ ජලයයි. පිටතින් එන අය නෑම නිසා අපවිත්ර වන ජලය ගඟේවාඩිය අපට පානය කරන්න සිදුව තිබෙනවා. මෝය කට වැලි වලින් වැසී තිබෙනවා. එය ඉවත් කර මාළුන්ට නිදහසේ ගමන් කිරීමට අවස්ථාව සැලසිය යුතුයි. සංචාරකයින් පැමිණීම වලක්වා හෝ අපට ජීවත්වීමට ඉඩකප ලබා දෙන්න.

සැලසුම් අධ්යක්ෂ තුමිය දැක්වූ අදහස්:

- සංවේදී කලාපයට අයත් ප්‍රදේශයේ ධීවර ප්‍රජාවද මේ ව්‍යාපෘතිය සම්බන්ධව දැනුවත් කළ යුතුයි. තහනම් ධීවර ආම්පන්න භාවිතය ගැන ඔවුන් දැනුවත් කළ යුතුයි.
- ප්‍රජාවට නිවැරදි ලෙස පණිවිඩය ලැබෙන ආකාරයට නිසි ලෙස හාෂා මාධ්‍ය භාවිතා කළ යුතුයි. ගැලපෙන නිලධාරීන් හා ක්‍රමාපායන් යොදා ගත යුතුයි.
- පරිසරයට මානව ක්‍රියාකාරකම් නිසා වන බලපෑම් වටහා දී ඔවුන් පරිසර සංරක්ෂණයට දායක කර ගත යුතුයි.
- කෘෂිකර්මාන්තයේදී භාවිතා වන විෂ කෘෂි රසායන ද්‍රව්‍ය පාලනයකින් යුතුව භාවිතා කිරීම සම්බන්ධ දැනුම ගොවී වෙත ලබා දීමද වැදගත් වේ.

පොදුවේ මතු වූ කරුණු:

- දත්ත පද්ධතියක් ගොඩ නැගීම
- සන්නිවේදන උපායමාර්ග වල සීමාවන් පැහැදිලි ලෙස දැක්වීම
- මෙවලම් ලෙස ජනුතා නැටීම/ වීදි නාට්‍ය භාවිතා කිරීම/ කෙටි චිත්‍රපට නිපදවා ගම් මට්ටමෙන් ප්‍රදර්ශනය කිරීම

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### **9.3 Annex (3) Useful Materials for Awareness Creation**

*The materials below in Sinhala and English can be used (subject to further scrutiny by the staff of the BDS) together with any other information generated by the project's ongoing studies to prepare relevant awareness & educational materials. They should be simplified to be able to be read and understood at the community level.*

**ප්‍රභූණ කරුවන් ප්‍රභූණ කිරීම**

යෝජනා කලාමය පාරිසරික සංවේදී කලාපය

දැනුවත් කිරීම් ආදර්ශනය විෂය මාලා හඳුන්වාදීම; පාරිසරික සංවේදී කලාප ඵලදායී  
ජෛව විවිධත්ව සංරක්ෂණය දැනුවත් කිරීම්

සංවේදී කලාපය භූගෝලීය ලක්ෂණ

කලාමය පාරිසරික සංවේදී ගංඟා ද්‍රෝණිය කලාපය ප්‍රධාන ලක්ෂණ

භූගෝලීය ලක්ෂණ :

- දිස්ත්‍රික්කයේ ප්‍රාදේශීය ලේකම් කොට්ඨාසවල පිහිටීම දැක්වෙන සිතියම
- (කලාමය අවට ප්‍රාදේශීය ලේකම් කොට්ඨාස (
- කලාමය පාරිසරික සංවේදී ගංඟා ද්‍රෝණිය දැක්වෙන සිතියම
- ගංඟා ද්‍රෝණිය කලාපයේ භූගෝලීය පිහිටීම දැක්වෙන සිතියම හා භූගෝලීය පිහිටීම
- ඉඩම් පරිහරණය දැක්වෙන සිතියම
- දේශගුණික කලාප දැක්වෙන සිතියම
- ජල සම්පත් දැක්වෙන සිතියම
- පසෙහි ස්වාභාවය දැක්වෙන සිතියම

මෛතිහාසික තොරතුරු

- දේශගුණය, උෂ්ණත්වය ,
- ඉඩම් පරිහරණය,
- වාර, කෘෂි කර්මාන්ත සංචාරක , ධීවර කර්මාන්ත,
- සිංහල ,දෙමළ ,මුස්ලිම් ,ජනවර්ග අනුව ජනගහනය
- වැදගත් ස්ථාන

පාරිසරික තොරතුරු:

පාරිසරික තොරතුරු: භූ විෂමතා ලක්ෂණ වන තෙත්බිම් වගුරැබිම්, කලපු, බොකු, තුඩු හා ඩෙල්ටා වෙරළ. භූමි ප්‍රමාණය වර්ග කි.මී. ; රක්ෂිතයන්ද ඇතුළත්ව කැලැබිම් ; කඩොලාන (අක්කර 500) භූමි ප්‍රමාණය

වෙරළබඩ භූ ලක්ෂණ සහ අවසාධිත වැලි පස් පීඩයක් කලා මය, මී ඔය ඩෙල්ටා ප්‍රදේශයන්ගේ සහ නිම්න අවට ඇති ඇලවියල් පස් කලාපීය වැදගත්ම, භූ ව්‍යුහාත්මක සාධක, මයෝසීන යුගයේ හුණුගල් නිධිත්.

විල්ලු නමින් හැඳින්වෙන නොගැඹුරු ආවාට, හුණුගල් පාෂාණ වල ඇති ගුහා කඩා වැටීම නිසා මෙවැනි විල්ලු නිර්මාණය වී ඇති බව.

වැදගත් බණිජ සම්පත

කරනිවි සේරක්කුලිය ප්‍රදේශයේ සුළු වශයෙන් ව්‍යාප්තව ඇති ඉල්මනයිට් හා වෙනත් බණිප වැලි,, අරුවක්කාඩු හුණුගල්, (සිමෙන්ති නිෂ්පාදනය සඳහා අත්‍යාවශ්‍ය), කරනිවි ලුණු ලේවාය .

දේශගුණික කලාප

සාමාන්‍ය වාර්ෂික වර්ෂාපතනය ,ගුණික දේශගුණික කලාපයක්, අඩු වර්ෂාපතනයක් ඇති ප්‍රදේශයක් වීම හා ජලය හිඟ ප්‍රදේශයක් වීම.

පාරිසරික සංවේදී කලාප යනු කුමක්ද?

පාරිසරික සංවේදී ප්‍රදේශ

විවිධ මානව ක්‍රියාකාරකම් බලපෑම්

- හොර දැව ජාවාරම් කිරීම.
- රජයේ ඉඩම් බලහත්කාරයෙන් අයිති කරගැනීම
- කැලෑ ගිනි තැබීම
- මහා පරිමාණ ව්‍යාපෘති වල ප්‍රතිඵල (පාංශු බාදනය, ජල දූෂණය)
- මැටි හා වැලි ප්‍රවාහනය සිදු කිරීම.
- ජලජ ශාක බෝවීම වර්ධනය වැඩි ජලය දූෂණය වීම.

පාරිසරික සංවේදී ගංඟා ද්‍රෝණි කලාප කළමනාකරණය කළ යුත්තේ ඇයි? :

- පාංශු සංරක්ෂණය, ජලය සහ පරිසරයට වන මිනිස් බලපෑම් අවමකර ගැනීමට
- හරිත අලංකාරය, ක්ෂුද්‍ර දේශගුණය සහ ස්වාභාවික වාසභූමි සංරක්ෂණයට
- ස්වභාවික සම්පත් තිරසාරව භාවිතය ප්‍රවර්ධනයට

පරිසර විද්‍යාත්මකව පාරිසරික සේවාවන් සංරක්ෂණය කිරීම සහ ඒකාබද්ධ භූමි පරිභෝග, වෘක්ෂලතා සහ සම්පත් කළමනාකරණට අවකාශ ඇති කරයි;

- විද්‍යාත්මකව සීමිත භූමි ප්‍රදේශවල සම්පත් පදනම හඳුනාගැනීම
- පරිසර ආරක්ෂාව හා සංරක්ෂණය සඳහා ක්‍රියාමාර්ග අනුගමණය
- පාර්ශ්වකාර සහභාගිත්වය
- ප්‍රජා සහභාගිත්වය
- ඒකාබද්ධ බහුවිධ වැඩසටහන්

**පාරිසරික සංවේදී කලාපයක ගති ලක්ෂණ**

පාරිසරික සංවේදී කලාපයක ගති ලක්ෂණ එකිනෙකට සහ සම්බන්ධ හෝ එකිනෙක මත යැපෙන ඒවා විය යුතුය. ප්‍රධාන ලක්ෂණ සහ ඒවායේ බලපෑම් පහත දක්වා ඇත.

- උපස්තරය - ගුණාත්මය, වෘක්ෂලතාදිය හා පසේ විවිධ ලක්ෂණ නිර්ණය කිරීම.
- වර්ෂාපතනය - ලැබෙන ජල ප්‍රමාණය, කාලගුණය; පාරිසරික තත්වය

- ජලවහනය - යටි ගංගාවේ ජල බහුලතාව, ගංවතුර අවදානම, පසේ ස්වභාවය, වෘක්ෂලතා, සහ පාසරික තත්වයන් නිශ්චය කිරීම ආදිය; ක්ෂුද්‍ර කාලගුණය, පාරිසරික ලක්ෂණ ආදිය නිශ්චය කිරීම.
- වෘක්ෂලතාදිය - පාරිසරික තත්වයන්, ආහාර දාමය, ජලයේ ගුණාත්මය, සහ ප්‍රමාණය ජීවනෝපායයන්, ආර්ථිකය ආදිය නිර්ණය කිරීම.
- සමාජ ආර්ථික කරුණු - මිනිසුන් හා ඔවුන්ගේ සෞඛ්‍ය, සනීපාරක්ෂාව, වෙනත් අවශ්‍යතා සහ
- නිරසාර භාවිතය සහ සම්පත් භුක්ති විඳීම සහතික කිරීම (ජලය, දැව, දර, ආහාර නිෂ්පාදන, මාළු, පස ආදී වශයෙන්.)

**සිතියමක් යනු කුමක්ද?**

සිතියමක් යනු යම් වස්තුවක්, ප්රදේශයක්, සහ තේමාවක් වැනි අවකාශීය අංශ පිළිබඳ ප්රස්ථාරික නියෝජනයකි. එය භූගෝලීය තොරතුරු ඉදිරිපත් කිරීමේ විශ්ව ක්රමවේදයයි. සිතියමේ පරිමාණය අනුව ඉදිරිපත් කෙරෙන තොරතුරු වල ප්රමාණය රඳා පවතියි. පහත සඳහන් කටයුතු වලදී සිතියම් ප්රයෝජනවත් වෙයි.

- තොරතුරු වාර්තා කිරීම හා ගබඩා කිරීම
- අංග විශ්ලේශණය, ව්‍යාප්තිය සහ භූගෝලීය රටාවන්
- තොරතුරු හා නව සොයාගැනීම් සන්නිවේදනය
- පාරිසරික සංවේදී කලාප අදාල තීරණ ගැනීම් හා සැලසුම් කිරීම

**සිතියම් වර්ග මොනවාද?**

වර්ග දෙකක සිතියම් දක්නට ඇත.

- භූලක්ෂණ සිතියම් - මෙබඳු සිතියම් පොළව මතුපිට පවතින පාරවල්, ගංගාවන්, වෘක්ෂලතා, භූවිෂමතා වැනි සාමාන්‍ය තොරතුරු පෙන්නුම් කරයි. භූලක්ෂණ සිතියම් පොළව මත ස්වාභාවිකව පිහිටි සහ මිනිසා විසින් නිර්මාණය කළ යන දෙවර්ගයේම රේඛා සටහන් පෙන්නුම් කිරීම සඳහා පුනරීක්ෂණ මෙවලම් ලෙස භාවිතා කරයි.
- තේමා සිතියම් - විශේෂිත තේමාවන් නිරූපනය කිරීම සඳහා මෙබඳු සිතියම් සැලසුම් කර ඇත. (උදාහරණ - වර්ෂාපතනය, භූමි පරිභෝග, ගංගා පද්ධති ආදී වශයෙන්). අදාල තේමාව යටතේ භූගෝලීය ව්‍යාප්තිය මෙම සිතියම් වලින් පෙන්නුම් කරයි. එක් එක් තේමාවක් යටතේ පවතින ව්‍යාප්තිය පෙන්නුම් කිරීම සඳහා තේමා සිතියම් සැකසීමට මූලික භූදර්ෂණ සිතියම් අවශ්‍ය වේ. එම භූගෝලීය ප්‍රදේශයේ තේමාවන් අතර වෙනස්කම් නිරූපනය කිරීම සඳහා සිතියම් අනිවිච්ඡාදනය කර අන්තර් සම්බන්ධතා වටහා ගත හැකිය. (ගංගා පද්ධති, වෘක්ෂලතා ආවරණය, පසේ වර්ගීකරණය, භූමි පරිහරන රටාව, ජනාවාස බෙදී අති ආකාරය සහ යටිතල පහසුකම් බෙදී ගොස් ඇති ආකාරය වැනි උප ලක්ෂණයන් පෙන්නුම් කරන සිතියම්)

ශ්‍රී ලංකාවේ ජෛව විවිධත්වය හඳුන්වාදීම

විශේෂ විවිධත්වය, ජාන විවිධත්වය, සහ පරිසර පද්ධති විවිධත්වය ජෛව විවිධත්වයට ඇතුළත්ය. ශ්‍රී ලංකාව ජෛව විවිධත්වය අතින් ආසියාවේ ඉතාමත් පෙරටුගාමී රටකි. එය ගෝලීයව ජෛව විවිධත්ව උනුසුම් ස්ථානයක් ලෙස සැලකෙන අතර කාලගුණික විවිධත්වය සහ භූගෝලීය තත්වයන් මෙම පොහොසත් බව වැඩිවීමට හේතුවී ඇත. පශ්චාත් මෙසෝසොයික යුගයේ ඉන්දියානු උප මහාද්වීපයෙන් වෙන්වූ දූපතක් හැටියට ඒකදේශික ශාක විශේෂ රැසක් ශ්‍රී ලංකාවට උරුම වී ඇත. මෙය විශේෂයෙන් ක්ෂීරපායී, උභයජීවී, උරග සහ මල් පිපෙන ශාක ගහනයට බලපා ඇත. මෙම විශේෂ වනාන්තර, තණ බිම්, ජලජීවී, වෙරළාශ්‍රිත, සාගර, සහ වගාවන් වැනි පුළුල් පාරිසරික පරාසයක් තුළ ව්‍යාප්තව පවතී. මානව විද්‍යාත්මක භූදර්ශණය පවා වගාවන් හා සත්වයන් ජානමය විවිධත්වයන්ගෙන් පොහොසත්ය.

ජෛව විවිධත්ව අධ්‍යයනයන්, අදාල වාසභූමි වර්ගයන් සහ ශාක/ සත්ව විශේෂයන්ගේ සංයුතිය හඳුනා ගැනීමට උදව් වේ. ප්‍රාදේශීයව පැවතියහැකි සුවිශේෂී වාසභූමි එම වාස භූමියේ පවත්නා සුවිශේෂී තත්වයන් යටතේ පැවැත්මට හැකි සත්ව හා ශාක විශේෂයන් මේ මඟින් හඳුනාගැනීමට හැකිවෙනවා ඇත. එබඳු සමාන ලක්ෂණ පෙන්වුම් කරන වාසභූමි වෙන්කර හඳුනා ගැනීමට දර්ශක ලෙස මෙබඳු සුවිශේෂී විශේෂයන් භාවිත කළ හැකි වේ. දර්ශක විශේෂ පාරිසරික වෙනස්කම් වලට සංවේදී බැවින් ඔවුන්ගේ පරිසරයේ ගුණාත්මය හඳුනා ගැනීමට ඒවා යොදා ගත හැකි වේ.

වාසභූමි සම්බන්ධතාව ජෛව විවිධත්වය පවත්වාගෙන යාමට තීරණාත්මක සාධකයකි. කෙසේ නමුත් වෙනස් වාසභූමි අතර සම්බන්ධතාව විවිධ මානව ක්‍රියාකාරකම් මඟින් බාධාකරනු ලබයි. එම නිසා විධිමත් ජෛව කොටස් හා විශේෂ වල පාරිසරික සංසරණය සඳහා පහසුකම් සැලසීමට වාසභූමි මංකඩවල් ඇතිකිරීම සඳහා ජෛව විවිධත්ව කළමනාකරණයේදී පියවර ගතයුතු වේ.

**Terminology used in training:**

Environmental Communication:

Environmental communication refers to the study and practice of how individuals, institutions, societies, and cultures craft, distribute, receive, understand, and use messages about the environment and human interactions with the environment. This includes a wide range of possible interactions, from interpersonal communication to virtual communities, participatory decision making, and environmental media coverage. **EC** involves strategies for reaching certain audiences (as opposed to learners), developing messages and selecting and/or producing the appropriate resources and media. While a communication campaign can be a valuable component of environmental education and the two disciplines are very closely linked, the processes should not be confused. Communication campaigns can raise awareness and change behavior, but they cannot, on their own, achieve the broader educational outcomes outlined above. Environmental education and communication programs have both informed and education and changed preferences for biodiversity

conservation and have improved implementation communication of biodiversity responses.

**පාරිසරික සන්නිවේදනය:**

පාරිසරික සන්නිවේදනය යනු පුද්ගලයින්, ආයතන, සංවිධාන සහ දේශීය කලාකෘති, බෙදාහැරීම, ලබාගැනීම, අවබෝධ කර ගැනීම සහ භාවිතය ආදියේදී පරිසරය හා මානව අන්තර් ක්‍රියා අධ්‍යයනය හා පරිවහයයි. මෙයට පුළුල් පරාසයක් තුළ සිදු විය හැකි, අන්තර් ක්‍රියා, අන්තර් පුද්ගල සන්නිවේදනය, සත්‍ය ප්‍රජාවගේ සිට සහභාගිත්ව තීරණ ගැනීම සහ පාරිසරික මාධ්‍ය ආවරණ යන කරුණු ඇතුළත් වේ. පාරිසරික සන්නිවේදනයේදී (EC) ඇතැම් ශ්‍රාවකයන් වෙත ළඟාවීමට (ඉගෙනීමට බාධාකාරී), සුදුසු පණිවුඩ වැඩිදියුණු කිරීම සහ සුදුසු මාධ්‍ය හා දැනුවත් කිරීමේ උපාංග නිෂ්පාදනය කිරීම ආදිය ඇතුළත්ය. පරිසර සන්නිවේදනයේදී වටිනා අංග වන්නේ, පාරිසරික අධ්‍යාපන හා විනය යන කරුණු දෙක සමීපව ගැලපීම හා ක්‍රියාවලිය සැකයෙන් තොරවීමයි. සන්නිවේදන ක්‍රියාදාමයේදී දැනුම වර්ධනය සහ හැසිරීම් රටාවන් වෙනස් කිරීම කළ හැකි වුවත්, එයට ඉහත දැක්වූ පුළුල් අධ්‍යාපන ප්‍රතිඵලයන් තනිවම අත්කර ගත නොහැකි වේ. පරිසර අධ්‍යාපනය හා සන්නිවේදන වැඩසටහන් මගින් දැනුවත් කිරීම සහ අධ්‍යාපනය යන දෙකම සහ ජෛව විවිධත්ව සංරක්ෂණය වෙනස්කම් ප්‍රමුඛතා මෙන්ම ප්‍රතිචාර ආදියද සන්නිවේදන මගින් වැඩිදියුණු කළ හැකිය.

**Environmental Education:**

Despite the formal ring to the term ‘education’, EE has life-long relevance to people from all walks of life. It is also increasingly recognised that environmental education is not a ‘nice-to-have’ peripheral activity, but an integral part of the sustainable socio-economic development that is required to achieve equality and a better quality of life for all. Environmental education ideally lay strong emphasis on methods that:

- Go beyond awareness raising through messages, to developing the learners’ ability to move from current action to better action (environmentally sustainable practices)
- Are interactive, encouraging learners (youth and adults) to participate actively in the learning process by asking questions, making contributions, investigating issues and developing solutions with others
- Encourage critical thinking and a disposition to not take information at face value
- Address social and cultural values and commitments
- Help learners solve problems and make informed decisions



- Develop the ability to act with understanding (capacity building).

**“Environmentally educated” public** means, that the public will have a high expectation of the authorities regarding environmental management, and will take *collective responsibility* for the environment, in a positive relationship with relevant stakeholders. Thereby the environmentally educated public will the ability to identify environmental problems, analyse their causes, and contribute to environmental management processes.

**පාරිසරික අධ්‍යාපනය:**

අධ්‍යාපනයේ සාම්ප්‍රදායික රාමුවෙන් බැහැරව ගත් කල, මිනිසුන්ට ජීවන ගමනේදී ජීවිත කාලය තුළදීම වැදගත් කමක් “අධ්‍යාපනය” තුළ පවතී. එසේම පරිසර අධ්‍යාපනය “තිබුනොත් හොඳයි” යන පර්යන්තයේ ක්‍රියාකාරකමකට වඩා සැමට ගුණාත්මක යහපත් ජීවන මට්ටමක් සලසන තීරසාර සමාජ ආර්ථික සංවර්ධනයේ අත්‍යවශ්‍ය අංගයක් බවට පිළිගැනීමක් ඇත. පරිසර අධ්‍යාපනය පරම වශයෙන් පහත සඳහන් කරුණු කෙරෙහි පදනම සපයයි:

- ඉගෙනුම ලබන්නාගේ හැකියාව දැනුවත් භාවය වැඩිවීම ආදියෙන් එහා ගිය පවතින ක්‍රියාවලියේ සිට වඩා යහපත් ක්‍රියාවලියකට යොමු කරවයි. (තීරසාර පාරිසරික භාවිතය)
- අන්තර් ක්‍රියා සහිත, ඉගෙන ගන්නා උනන්දු කරවන, (තරුණ හා වැඩිහිටි) ඉගෙනුම් ක්‍රියාවලියේදී ප්‍රශ්න අසමින් ක්‍රියාකාරී ලෙස සහභාගී වන, දායකත්වය ලබා දෙන, ගැටළු විමර්ශනය කරන, අත්‍යයන් සමඟ විසඳුම් සපයන ක්‍රියාවලියකි.
- විශ්ලේෂණාත්මකව සිතන සහ මුහුණ ඉවිචාවට තොරතුරු භාර නොගනී
- සමාජ ආර්ථික වටිනාකම් සහ කැපවීම් ආමන්ත්‍රණය කරයි
- ඉගෙනුම් ලබන්නාට ගැටළු විසඳීමට සහ තීරණ ගැනීමට උපකාරී වෙයි
- අවබෝධයෙන් යුතුව ක්‍රියාකිරීමට හැකියා වැඩිදියුණු කරයි (හැකියා වර්ධනය).

“පාරිසරිකව උගත්” ප්‍රජාව යනු, ප්‍රජාව විසින් පරිසර කළමනාකරණය පිළිබඳ බලධාරීන් වෙත ඉහළ බලාපොරොත්තු තබා ඇති අතර පරිසරය පිළිබඳව පාර්ශ්වකරුවන් සමඟ සාමූහික වගකීමෙන් හා ධනාත්මක සහසම්බන්ධතා වලින් බැඳී සිටී. එයින් පාරිසරිකව උගත් ජනතාව යනු පරිසර ගැටළු හඳුනා ගැනීමට හැකියාව ඇති, ඒවාට හේතු විලේෂණ කර ගැනීමට හා පරිසර කළමනාකරණ ක්‍රියාවලියට දායකත්වය ලබාදිය හැකි පිරිසක් බවට පත්වේ.

Environmental Awareness

**EA** involves communication campaigns for reaching various audiences, developing messages and selecting and/or producing the appropriate resources and media to reach these audiences. The aim of environmental awareness is to make people from all walks of life aware of specific issues related to their surroundings, including living and non-living elements, e.g. land, soil, plants, animals, air, water and other humans, as well as awareness of their built, social and economic surroundings, and the impacts of our actions on these. Awareness is a necessary but not a sufficient element of social change. The aims of awareness-raising activities are more limited in scope than environmental education and the processes should not be confused. While they cannot, on their own, achieve the required educational outcomes outlined above, awareness-raising can be a component of broader and more in-depth education processes.

### **පාරිසරික දැනුවත්භාවය**

පාරිසරික දැනුවත් භාවය යන්නට සන්නිවේදන ව්‍යාපාරයකදී විවිධ ශ්‍රාවකයන් වෙත ළඟාවිය හැකි, පණවුඩ නිර්මාණය කිරීම, උචිත සන්නිවේදන මෙවලම් හා මාධ්‍ය නිෂ්පාදනය කිරීම ඇතුළත් වේ. පාරිසරික දැනුවත් කිරීමකදී අරමුණ වන්නේ මිනිසාට තම ජීවන ගමනේදී හමුවන වටපිටාව ජීවී හා අජීවී කොටස්, (ඉඩම්, පස, පැළෑටි, සතුන්, වායුව, ජලය, සහ වෙනත් මානවයින් සහ ඔවුන්ගේ නිර්මාණය, සමාජ ආර්ථික වටපිටාව, සහ අපගේ ක්‍රියාකාරකම් මත ඒවාට ඇති වන බලපෑම පිළිබඳව වටහා ගැනීමයි. දැනුවත් භාවය අවශ්‍ය දෙයක් වුවත් සමාජ වෙනසක් සඳහා එය ප්‍රමාණවත් නොවේ. දැනුවත් භාවය වර්ධනය කිරීමේ වැඩිකටයුතු වල අරමුණු වඩා සීමිත විෂය පථය සහ පාරිසරික අධ්‍යාපනය යන කොටස් දෙක අතර සැකයක් ඇති කර නොගත යුතුය. ඒවාට අධ්‍යාපන අරමුණු තනිවම අත්කර ගන්නට නොහැකි වන නිසා වඩා ගැඹුරු අධ්‍යාපන ක්‍රියාවලියක් සඳහා දැනුවත් භාවය වර්ධනය කිරීම වැදගත් අංගයක් වේ.

### **Environmental Sensitive Areas (ESA)**

ESAs are places that have special environmental attributes worthy of retention or special care. These areas are critical to the maintenance of productive and diverse plant and wildlife populations. Examples include rare ecosystems, habitats for species at risk and areas that are easily disturbed by human activities. Some of these environmentally sensitive areas are home to species which are nationally or provincially significant, others are important in a more local context. They range in size from small patches to extensive landscape features, and can include rare and common habitats, plants and animals.

පාරිසරික සංවේදී ප්‍රදේශ යනු සුවිශේෂී පාරිසරික ලක්ෂණ හිමි, රැක ගත යුතු/ හෝ විශේෂ ආරක්ෂාව සැලසිය යුතු ස්ථානයන්ය. මෙවැනි ප්‍රදේශ තර්ජනයට ලක්ව ඇති වනජීවීන් හා විවිධත්වයෙන් අනූන පැළෑටි වර්ග

උත්පාදනයට හා පැවැත්මට අත්‍යවශ්‍ය වේ. උදාහරණ ලෙස දුර්ලභ පාරිසරික පද්ධති, මිනිස් ක්‍රියාකාරකම් මගින් පහසුවෙන් බලපෑම් ඇතිකළ හැකි තර්ජනයට ලක්වූ පැළෑටි වර්ග වල ස්වාභාවික වාසභූමි ආදිය ගත හැක. වෙමැති පාරිසරික සංවේදී ප්‍රදේශ ගෝලීය වශයෙන් මෙන්ම ජාතික හා ප්‍රාදේශීය වශයෙන් සුවිශේෂී ප්‍රභේද වලට ස්වාභාවික වාස භූමි වී ඇත. ප්‍රමාණයෙන් ඒවා කුඩා බිම් කඩක සිට විශාල භූමි ප්‍රදේශයකට විසිරුණ සත්ව හා ශාක ප්‍රජාවේ දුර්ලභවූ පොදු වාසභූමි විය හැකිය.

#### Environmental Protection Areas

Environmentally important, specific areas are declared as Environmental Protection Areas, [EPA], as per provisions of Sections 24 C and 24 D, of the National Environmental Act No.47 of 1980, by an order published in a Gazette Notification. The Central Environmental Authority shall exercise, perform and discharge any powers, duties, functions related to planning and development, within such protection areas. The purpose of declaring an area as an EPA is to ensure that unique ecosystems with high ecological and biodiversity value which are not declared by any other ordinance are accorded protected status. This effort should include a consideration of the land use planning and governance frameworks needed to protect and manage ESAs, effective compliance monitoring and enforcement systems, mechanisms to protect major habitat blocks and ensuring that structural and functional connectivity are maintained across landscapes.

#### පරිසර ආරක්ෂණ කලාප මොනවාද?

#### **Landscape-scale conservation planning**

LSSCP is a widely accepted paradigm for biodiversity conservation. This is another exercise in land-use planning. It requires an understanding of biodiversity priorities and ecological processes, and how to evaluate and prioritize them.

#### **Resilience**

Resilience is most often considered a measure of the ability of a system to return to its original state after a perturbation—a deviation in conditions that is outside the range experienced over a decade or more, such as a large-scale fire or an unusually severe drought. When the duration of the recovery phase is short in comparison to other systems, the system is considered to be more resilient than the others.

#### **Eco System:**

An ecosystem is a dynamic complex of plant, animal, and microorganism communities and the non-living environment, interacting as a functional unit. Humans are an integral part of ecosystems. The Ecosystem Approach is a strategy for the integrated management of land, water and living resources that promotes conservation and sustainable use in an equitable way. Ecosystem services are the benefits people obtain from ecosystems. These include provisioning services such as food and water; regulating services such as flood and disease control; cultural services such as spiritual, recreational, and cultural benefits; and supporting services, such as nutrient cycling, that maintain the conditions for life on Earth.

### **Protected Areas**

PAs are extremely important in biodiversity and ecosystem conservation programs, especially in sensitive environments that contain valuable biodiversity components. At global and regional scales, existing PAs are essential but not sufficient to conserve the full range of biodiversity.

PAs need to be better located, designed, and managed to ensure representativeness and to deal with the impacts of human settlement within them, illegal harvesting, unsustainable tourism, invasive species, and climate change. Within the Kala Oya River Basin, there are three designated protected areas namely Wilpattu National Park; Kahala Pallekele sanctuary and Thabbowa Sanctuary. They also need a landscape approach that includes protection outside of PAs. The DWLC has legally designated 95 PAs, in Strict Nature Reserves, National Parks, Nature Reserves, Jungle Corridors, Sanctuaries, Buffer Zones, Refuges and Marine Reserves. Some 28% of the total land area of the country, amounting to 1,767,000 ha, has been accorded legal protected status in Sri Lanka. The designated Protected Areas (PAs) are administered by the Forest Department (FD) and the Department of Wildlife Conservation (DWLC).

The FD has declared 450 PAs in World/National Heritage Wilderness Areas, Conservation Forests, Forest Reserves, Other State Forests, International Biosphere Reserves and National Biosphere Reserves.)

### **Bar Reef**

The Barrier (Bar) Reef, located west of the Kalpitiya Peninsula near Puttalam lagoon, was declared a marine sanctuary in 1992. The total area of the sanctuary is 306.7 km<sup>2</sup> (with a 3 nautical miles in length and 1 nautical mile in breadth), Bar Reef is located at 8 degrees 23'N latitude and 79 degrees 44'E longitude this is an ideal location for Snorkelling, The core Zone with an area of 70 km<sup>2</sup> supports true coral reefs. Around 300 species of reef associated fish have been recorded in the Bar Reef, and some (e.g. Chaetodon) are restricted to this site. The Bar Reef is a system of coral reefs just offshore from Sri Lanka's Kalpitiya peninsula. It is a complex of reefs which stretch parallel to the coast from the northern end of the Kalpitiya peninsula to the islands which separate Portugal Bay from the Gulf of Mannar.

It has the greatest biodiversity of any coral reef in the waters around India and is one of the few pristine coral reef systems in Sri Lanka. has high ecological, biological and aesthetic significance. The Barrier Reef constitutes around 90% of live coral cover. A very high biodiversity is characteristic of this reef with over 200 species of reef fish and 80 species of corals. A grand total of 25 species of butterfly - fish have also been recorded at this reef. Spinner Dolphins - *Stenella Longirostris* are encountered seaward of the coral patches. Bottle-nose Dolphins- *Turiops Trunctus* are found in the Puttalam lagoon between the months of May and December. Sea turtles too have been found in this coral reef. A mushroom coral - *Zoophilus Edinatus*- was detected in this area which makes it the first in the Indian Ocean. It is believed that in the shallow waters around the small islands in Kalpitiya, and elsewhere in the gulf lives the dugong, a marine mammal.

ශ්‍රී ලංකාවේ වාර්තාවන ජීව විශේෂ කීපයක ආවේණිකත්වය පහතින් දැක්වේ.

ජීව කාණ්ඩය	වාර්තා වන විශේෂ සංඛ්‍යාව	අවේණික විශේෂ සංඛ්‍යාව
සපුෂපක ශාක	3368	875
ක්ෂීරපායීන්	90	14
උරගයන්	155	81
උභය ජීවීන්	54	35
පක්ෂීන්	435	27
මිරිදිය මසුන්	78	32
සමනලයන්	243	20
මිරිදිය කකුළුවන්	25	25

ජෛව විවිධත්වයේ වැදගත්කම:

- ආහාර නිෂ්පාදනය කරයි
- ඖෂධ සපයයි
- පරිසර පද්ධති සමතුලිතතාවයට දායක වෙයි
- විවිධ කර්මාන්ත සඳහා සහාය වෙයි
- සෞන්දර්යාත්මක අගය වඩවයි

#### 9.4 Annex (4) Format for Suggested Publications

Publications are of several types:

- 1) News letters
- 2) Leaflets & Posters
- 3) Project progress reports
- 4) Case studies

##### **News Letters:**

Length- This can be of maximum 12 pages.

##### Purpose:

- Should accommodate news reports and project related information covering selected sensitive areas.
- Success stories that related to the community involvement in biodiversity conservation and sustainable use
- Accommodate articles and reports of expert invitees and sent by those trained journalists;
- Should contain informative news supported by environmental conservation messages; Should not be a research paper;
- Should be attractive to the public (readers) and
- Should accommodate those interested in contributing to messages through poetic language or any other local form.

##### Recipients:

Can be circulated among the project stakeholder and availed to be received by the members of the Farmer Organizations, Fishery Societies, women organizations, other community organizations, libraries, schools, religious institutions, field officers such as Grama Niladhari, BFO, Agriculture Research production assistant, Family Health Worker, Economic Development Officer attached to the GN area, Agrarian Development Centers, Mahaweli Unit Managers and the general public in the area. , Fishery Societies, other community organizations and the general public in the area.

To be published periodically every three months in Sinhala with some articles in Tamil (if needed) .

##### **පුවත් හසුන (News Letters): “ කලාමය ඡෛව විවිධත්ව තොරතුරු”**

පුවත් හසුන පිටු 12කින් සමන්විත මාසික ප්‍රකාශනයක් වේ.

පහත දැක්වෙන්නේ ලෝක බැංකු ඡෛව විවිධත්ව සංරක්ෂණ ව්‍යාපෘතියක් වන “ඔෂධ පැළෑටි සංරක්ෂණය හා නිරසාර භාවිතය” පිළිබඳව ශ්‍රී ලංකාවේ ක්‍රියාත්මක වූ ව්‍යාපෘතියක ප්‍රකාශයට පත් වූ පුවත් හසුනක ඡායාරූපය උදාහරනයකි.

අභිමතාර්ථය:

- තොරතුරු සහ ව්‍යාපෘතියට අදාළව සංවේදී කලාපයන්ගේ ප්‍රසිද්ධ කළ යුතු වෙනත් ප්‍රවෘත්ති බෙදා හැරීම සඳහා පුවත් හසුන භාවිතා කළ හැකිය. ජෛව විවිධත්වය හා ඒ ආශ්‍රිත නවතම දැනුම් සම්භාරය, ප්‍රතිපත්ති සම්පාදකයින් විසින් ක්‍රියාවට නගන විවිධ වැඩසටහන් මහජනතාව වෙත ඉදිරිපත් කිරීම සඳහා ප්‍රභල සන්නිවේදන ආකෘතියක් අවශ්‍ය වන්නා සේම ගම් මට්ටමේ ජනතාව වෙත මෙම තොරතුරු පහසුවෙන් හා කාර්යක්ෂම ලෙස ගලා යාමට පුවත් හසුන සුවිශේෂී මෙවලමක් වනු ඇත.
- මෙහි මුල් පිටුව ගවේශණයීඪී අපූර්වත්වයෙන් යුතු තොරතුරකින් සැරසීම ශ්‍රාවකයා ඇද බැඳ ගැනීමට හේතු වේ. සමාජ සංවර්ධනයට හේතු වන දැනුම් සම්භාරයක් හා අවබෝධයක් ලබා දෙන ලෙස මෙය සකස් කිරීම අවශ්‍ය වේ. උදාහරණ ලෙස “ පරිසරයේ ජෛව විවිධත්වය විනාශ වන්නේ මිනිස් ක්‍රියාකාරකම් වලිනි” යන්න මුල් පිටුවේ පළ කිරීමෙන් බැඳු බැල්මට කියවන්නා තුළ කුතුහලයක් ජනිත කරවයි. ඉඩ තිබේ නම් මෙහි කාටුන් චිත්‍රයක්ද ඇතුළත් කිරීම සුදුසුය.
- දෙවැනි පිටුව “කලා ඔය නිමිතයේ ආරක්ෂිත කලාප” ගැන ව්‍යාපෘතිය හඳුන්වාදීමට අදාළ තොරතුරු ඇතුළත් විස්තරයක් ඡායාරූප සහිතව ඇත්ලත් කළ හැකිය.
- තුන්වැනි පිටුව ආරාධිත පරිසර වේදියෙකු විසින් සම්පාදනය කළ ලිපියක් වෙනුවෙන් වෙන් කිරීම සුදුසුය. හැකි හැම විටම ව්‍යාපෘතියට අදාළ රූප සටහන් ඡායාරූප ආදිය ඇතුළත් කිරීම අවශ්‍ය වේ.
- හතරවැනි පිටුව ආත්තුක ආක්‍රමණකාරී ශාකයක් රූප සටහන් සහිතව මහජනයාට හඳුන්වාදීම සඳහා යොදාගත හැකි වේ. උදාහරණ ලෙස “කලපු අත්දර” හෝ “යෝධ නිදිකුම්බා” ශාකයේ පැතිරීම ගැන විස්තරයක් ඇතුළත් කිරීම වැනි යමක් විය හැකිය.
- පස්වැනි පිටුව ආරක්ෂිත කලාපයක අත්දැකීමක් ඉදිරිපත් කිරීම සඳහා වෙන් කිරීම යෝග්‍ය වේ. උදාහරණ ලෙස බලපත්‍ර නොමැතිව සිදු කළ දැව ප්‍රවාහණ කටයුතුකක් ප්‍රජාවගේ දායකත්වය මත වන සංරක්ෂණ නිලධාරීන් විසින් අත්අඩංගුවට ගෙන සිදු කළ නීතිමය කටයුත්තක් පිළිබඳ සිද්ධියක් වැනි යමක් ඇතුළත් කිරීම දැක්විය හැකිය.

- පිටු අංක 6 හා 7 මැද පිටු වන අතර “පරිසරයයි ජෛව විවිධත්වයයි” වැනි අධ්‍යාපනික විශ්ලේෂණයකට සුදුසු වේ. මෙය බොහෝ දුරට ජන මතය නිරවුල් කිරීමට හේතු වන්නකි.
- අට වැනි පිටුව ව්‍යාපෘති කාර්ය මණ්ඩලය විසින් මෙතෙක් ලබාගත් අත්දැකීම් විෂය මූලිකව ඉදිරිපත් කිරීම සඳහා යොදා ගැනීම සුදුසුය.
- නම වැනි පිටුව කවි, කෙටි කථා වැනි ප්‍රේක්ෂක ජනතාවගේ නිර්මාණ වෙනුවෙන් වෙන් කළ හැකිය.
- දස වන පිටුව ජෛව විවිධත්ව සංරක්ෂණය තුළින් ඇතිවන ආර්ථික ප්‍රතිලාභ වෙනුවෙන් වන පුවත් හා සටහන් වෙනුවෙන් යොදා ගත හැකිය.
- එකොලොස් වන පිටුවේ ජෛව විවිධත්ව හරස් පද ප්‍රභේදිකාවක් වැ ව්‍යාපෘතියට අදාළ තොරතුරු ඇසුරින් ප්‍රේක්ෂකයා සහභාගී කර ගන්නා යමක් වෙන්වෙන් ඉඩ ලබා දිය හැකිය.
- දොළොස්වන පිටුව එක තීරුවක පුවත් හඳුනා අදාළ ලිපිනය, දුරකථන අංක, තොරතුරු ලබා දිය හැකි ආකාරය, සංස්කාරක සටහන්, තැපැල් මගින් යවන්නේ නම් ලිපිනය ලිවීමට ඉඩක් වෙන් කිරීම වැනි කාර්යයන් හා වෙනත් පිටිවක ඉතිරි කොටස ඇත්දැක් කිරීමට යොදා ගත හැකිය. හැකි සෑම විටකම ඡායාරූප හා රූප සටහන් මෙම පුවත් හඳුනා අතුළත් කිරීම ඒ සඳහා කියවන්නාගේ රුචිය වැඩි කිරීමට ඉවහල් වේ.





## 9.5 Annex (5) Radio Talks - Suggested Script for Discussions:

Programme on: **MORE THAN JUST MUSIC (Give a proper Name)**

By – Rajarata Sewaya and Wayamba Sewaya

Dedicated for –ESA Project and /or Key Environmental Issues on Kalawewa River Basin

Date and Time: Every Saturday (8.00 to 8.30 A.M) Tentatively

Mode of the broadcast program: (two modes)

1. Moderator led Guest Speaker Sessions:
2. Moderator led interactive sessions allowing the community to participate through the mobile/ land lines

Who are the Guest Speakers: (Guest speakers can be one from the below for a given day)

- Project Management (UNDP / Ministry of Environment/ Central Environmental Authority)
- Partner Organizations; ( Wildlife; Forest ; LUPPD; Irrigation)
- District Officials (DS Anuradhapura/ Puttalam and others)
- Political Representatives: (Minister or Deputy Minister in charge of the subject of Environment)
- Sector Specialists: (Legal; environment; Bio Diversity; Mapping specialists ; IUCN)
- Law Enforcement: Police; Divisional Secretaries

What needs to be illustrated in 1<sup>st</sup> mode - Topics:

- Project update, project approach and its key outcomes
- Importance of the River Basin as a Bio Diversity Hot Spot
- Areas such as Bio Diversity Mapping and how the maps will be used; other key initiatives such as proposed EPAs
- Declaration for EPAs; their importance and the Legal Framework
- Subject specific discussions (Importance of Bio Diversity; Policies – Human Elephant)
- Socio Economic links for Conservation/Optional Livelihoods)
- Political perspective: (Key environmental issues , Pros and cons of EPAs)
- Events and feedback of the previous programs

What need to be illustrated in 2<sup>nd</sup> mode – Topics

- Question and answer sessions on the project approach
- Community reactions / opinions on EPA conservation
- Case study discussions and feedback of the previous programs

Media (Sinhala and Tamil)

Skills needed – Non Visual Skills; communication and sending across simple but important message

Preparation: Presenter need to have a better preparation before hand

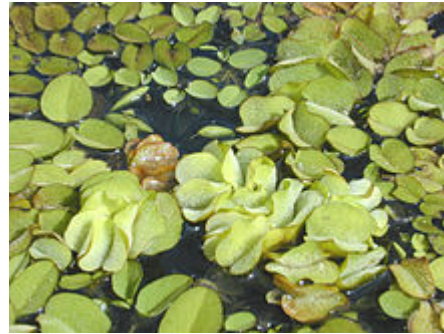
Best if it is to be private sector sponsored

**9.6 Annex (6) Awareness on Invasive Plants- Important Species which can be used for Digital Sign Boards:**

**Commonly found Invasive species in the area (For Illustration Purposes)**



**Figure 2** *Lantana camara* (Gandapana)



**Figure 3** *Salvinia molesta*, (Salvenia/Pasi)



**Figure 4** *Mimosa pigra*, (Yoda Nidikumba)



**Figure 5** *Eichhornia crassipes*, (Japan Jabara)



**Figure 6** *Panicum maximum* (Rata Thana)



**Figure 7** *Pennisetum Polystachion* (Rila Thana)



**Figure 8** *Pennisetum polystachion*  
(Source: Survey of Biodiversity, Wetland Issues and Options for Sustainable Management, Kala Oya River Basin, Final Report, EML Consultants)



**Figure 9** *Mikania cordata* (Watu-Palu)

## 9.7 Annex (7) Guidelines for Awareness Creation on Invasive Plants:

### Awareness can be raised through several means:

Through Awareness Creation Meetings; Newsletters; Incorporating them into the Documentaries and Digital sign boards.

### Meetings:

Steps:

- i. Show illustrations from the above pictures
- ii. Explain in the meeting how humans introduce these species in their own home gardens
- iii. Sometimes inadvertently (use as pot plants),
- iv. Often deliberately-
- v. Show the areas that have suffered the most biological invasions,
- vi. the methods we use to keep our garden safe,
- vii. Explain the policies we currently have in place to manage these species, and future prospects for controlling their spread.

### Digital Sign Boards (Digital screens):

Digital sign Boards with LED displays, can depict one or more or a series of the above Invasive plants for display in public places such as major towns with a message of their impacts.

Digital sign boards can be attractive and can display more information in a smaller space which is easier for viewers. Nature of digital signage is very compelling with their animation and brightness. The message can be readable from distance. This can give a viewer valuable information within 3 seconds.

However they are costly in terms of regular maintenance:

Prefer to have one in Town of Anuradhapura, provided they can be maintained properly. Should not be a waste of money.

Can best be private sector sponsored activity:



Above is a prototype:

## 9.8 Annex (8) Example of Project Web Site (Smart Interface for Project Web Site)

Prototype of the web page (Please see below Diagram) :

Navigate on following minimum Pages:

- 1) About Us
- 2) Members / Key Stakeholders (Links to key stakeholder)
- 3) Project Principles and Approaches
- 4) Activities / Events
- 5) News
- 6) Best Practice Inventory
- 7) Resources:
  - Maps
  - Bio Diversity Assessment Information
  - EPAs
  - Institutions
  - FAQs

Following Features are suggested:


- **Project Area** – Enable users to locate Kala Oya River Basin Boundary, the project area, Environmental Protection Areas and Administrative Jurisdiction
- **Facility to update project news** – enable the user to download short news stories in the project.org web site.
- **Electronic Newsletter** – enables the user to subscribe to and receive a periodic electronic newsletter from the Project Secretariat highlighting recent developments
- **Calendar/Events Posting** – enables the user to know upcoming events in the Project.org calendar
- **Advanced Search Engine** – enables the user to search for specific content (event, news, best practice) throughout the website
- **Translation** – allows website text to be instantly translated on-screen into other languages
- **Commentary** – enables the user to comment on materials on the website
- **Image Gallery** – Enables the user to upload images
- **Mailing List** – enables the user to sign up to be included on a list-serve to receive updates, announcements of upcoming events,

**Responsibility:** PMU


**Cost:** to be determined based on the features

**Suggested prototype for tracking information (Smart interface for Project)**


## Enhancing Bio Diversity Conservation and Sustenance of Eco System Services in Environmentally Sensitive Area Project




Lanka map




Project details



Project Area



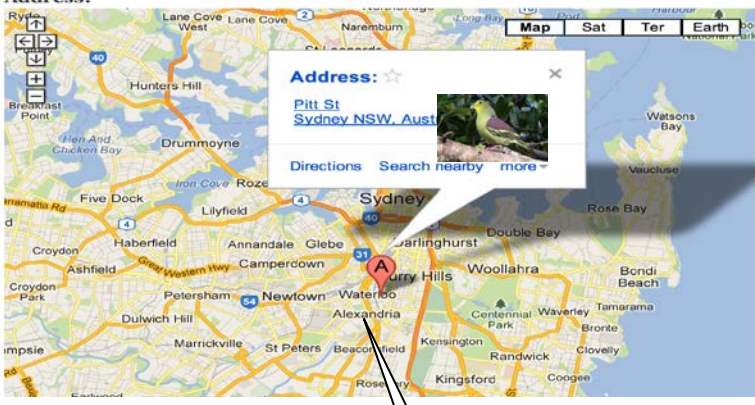
Land Use maps



View Edit Devel

Submitted by admin on Fri, 01/11/2013 - 13:11

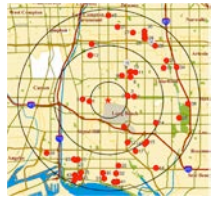
Address:



Address: Pitt St Sydney NSW, Aust

Directions Search nearby more

Buffer



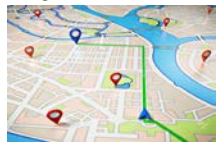
Search


Login Name

Pass word

Navigation




Species: Deer




Location:   
Date :

Species: elephant



Location:   
Date :


River: Oya



Location: Angewadiya

Date :

DSD: Palagala



Location: Palagala

Date :

Amila Helanuwan, © All Right Reservedhelanuwan@gmail.com

Image Gallery ( If any selected it should pint on the map as above)

Current display Area

## **9.9 Annex (9) Guidelines for circulating Project News: Progress Reports; Policy Brief and Project Brochure**

### Purpose

Purpose of disseminating project news Project progress reports and Policy Briefs is to communicate the key stakeholders and the political authority the various activities that are being implemented, their mutual relationship to the work of the stakeholders and to give some indication as to the where the project stands in terms of the accomplishments.

### **Project Newsletter**

#### Content, Format and Regularity

PMU may generate the project news as an electronic newsletter. It can be circulated monthly.

#### Contents:

- i. Key deliverables accomplished during the month
- ii. Key Event for the next one month
- iii. Key Officials Changed/ Appointed
- iv. Appreciations

There should be a Mailing List maintained with the project Director to disseminate the newsletter. It is expected that there is The Mailing List should include the stakeholders as identified in the study (Annex).

The content should be aligned with the formats already in circulation by the PMU.

### **Progress Reports:**

It is expected that the PRs be submitted to District Development Council (DDC) and District Agricultural Committee (DAC), which will be deliberated under a special agenda item.

### **Policy Briefs:**

Policy Briefs are essential to keep the political authority updated of the current policies / project initiatives.

This can be monthly (or three months intervals) issues to the respective District Secretaries well in advance. District Secretaries will slot this in the Agenda as a discussion item in the District Coordinating Committee.

#### Content:

Should be very concise and clear with no ambiguity; Following can be included:

The purpose

What has been achieved?

What is required in terms of policy support?

***(Not more than half a page)***

## **Sample Designs of a Brochure and Leaflet**

### Selection of a theme for posters:

Best method of getting a few themes for posters will be to have a completion in schools after the students are oriented about the project's Salient objectives. This can be launched with a view to stimulating awareness of environmental issues so that it would coincide with World Environment Day, 5 June.

Alternatives posters can be designed using the information derived from the on-going Bio diversity assessment and providing prominence to the flag ship species; their conservation status and importance of the their protection;

Alternatives posters can be designed with the maps of the proposed environmental protection areas giving reasons for their protection and the legal framework.

### Distribution Network

Posters can be distributed to all the schools and to DSDs, The provincial Councils, and Local Authorities (urban councils, municipal councils, Pradeshiya Sabhawa) District Development Councils, All the key partner Organizations; in order to ensure the success of the awareness campaign.

Number of posters: - 10,000 (with Sinhala and Tamil headings)

Responsibility - This could be a responsibility assigned to Bio Diversity Secretariat



**9.10 Annex (10) Session Plan for Training of Trainers (TOT)  
of Senior Technical Staff**

<b>Who should be targeted</b>	The Senior Technical Officers attached to : Champion Organizations; Other Partner Organizations Namely CEA, Zonal Educational Offices; Irrigation Department; Agrarian Services Department ; Coast Conservation and Costal Resources Development Department; Divisional and District Secretariats	
<b>Module Objectives</b>	<b>To receive adequate knowledge of the technical aspects of the project, project concept and approach, mapping process etc. thereby they will be able to conduct of their own training, awareness of the project , to various other officers.</b>	
<b>Mode of skills transfer</b>	Learn simple but applicable methods of serving as a Trainer	
<b>Things to be included in the training programme</b>	<ul style="list-style-type: none"> <li>• Understand the overall communication functions in the project</li> <li>• Project Goals and objectives;</li> <li>• Purposes of having the TOT Training</li> <li>• How to use the Maps prepared by LUPPD to interpret project areas;</li> <li>• How to prepare materials based on information generated from the project (in non-technical form)</li> <li>• How to illustrate appropriate examples from the river basin for development awareness materials and</li> <li>• How to make use of appropriate policy instruments;</li> <li>• How to make presentations;</li> <li>• How to use relevant equipment</li> <li>• How to evaluate Training</li> </ul>	
<b>Number of Hours required</b>	Lecturing 03 hours	Applications 04 hours
<b>Type of training</b>	Class Room	Small Groups
<b>Trainers</b>	LUPPD/ IUCN/EFL/Bio Diversity Secretariat /Forest Department/ DWLC	
<b>End of training outcomes:</b>	Ability to use knowledge gained from the training for further training of others	

9.11 Annex (11) Training of Trainers (TOTs) Draft Modules

Topic	TOT for Teachers	TOT for CBOs	TOT for TOs/DOs
<b>Selection of Trainers:</b>	Potential Trainers drawn from the Zonal Educational Offices and the CEA, BDS	Potential Trainers: drawn from: CBOs and CSOs (Farmer Organizations, Women Organizations) (Fishery Organizations)	Potential Trainers drawn from the Technical / Development Officers attached to the DSDs; PSs:
<b>Targeting</b>	On enhancing knowledge on the subject matter:	Increasing level of Awareness / familiarization	Enhancing level of Competence & Knowledge for new applications;
<b>Defining the training objectives</b>	How to use the Teaching manual to impart knowledge to the students on the Bo diversity value of the River Basin and the importance of the Environmental Protection Areas:	How to use the awareness materials developed from the project to create awareness of the general community on the importance of the biodiversity; Environmental protection areas.	How to use various policy instruments; technology (such as Maps and the decision made by the project to increase the skill and knowledge of the co- technical officers for application
<b>Understanding the Target for training; Objective setting before training/awareness creation</b>	(Students) Pedagogical approach (teacher /student relationship) Methods: Explaining learning objectives (methods to be used, each student to tell one or two objectives and match them up with pre-	Consider them as Elderly / needing very simple easy to understand jargon/ allow for time delays/ response delays) openness, mutual respect. Explaining the learning objective (More formal manner) tell the objectives first	Non pedagogical approaches considering the expectations of the audience needing additional skills and knowledge (highly literate needing technical inputs) with both formal and informal approach. Explaining learning objectives (methods to be used, each participant to tell one or two objectives and match them up with pre-determined learning objectives)

	determined learning objectives)	without allowing them to think (narrate with story)	
<b>Pre preparation:</b>	Preparation of materials (Based on the Teaching manual)	Preparation of materials based on Information generated from the project (in simpler version)	Information provided by the project/sources should be mentioned. Prepare slides, presentation and notes in advance
<b>Teaching methods</b>	More formal methods using lecturing; demonstrations; presentations and assigning field activities)	Avoid preaching / lecturing; allow interactive flow; listen to their life experiences ; Facts should be unbiased and not leading to conflicts; give something for immediate application; Respect all ideas ; no counter arguments Allow discussions to drive the points based on Life experience):	Interactive methods; Share ideas; tend to be brainstorming; allow group interactions; ensure validations through participant' discussions; output oriented; Respect ideas but drives the technical message needed. Allow more for them to speak.
<b>Time Allocation</b>	Within the pre-determined time durations of short intervals. As per the time table.	Within the convenient time for the participants; Avoiding busy times; not exceeding 1-1/2 hours of the day.	Within a period of ½ a day maximum decided upon consensus. Inform the timing well in advance
<b>Appraisal of Training</b>	Formal appraisal of the knowledge with formal questions / tests	No formal appraisal of the knowledge.	Appraise only the effectiveness of the methods used at the end of the session.

## **9.12 Annex (12) Suggested Methods for Field Training of Journalists:**

### **Objective:**

Enhance news media coverage for environmental issues in the Kala Oya Region.

### **Who should be trained?**

Environmental Journalists of both print media, electronic media including I reporters of the region

### **Number of participants in each session:**

Not more than 10-15

### **Contents of the training:**

Each training event will address both theoretical aspects of the projects; project approach and conservation goals, practical approach for investigative reporting:

### **Key Resource Persons:**

- Media Specialists engaged in environmental reporting
- Senior staff member from the PMU;
- Any other relevant trainer /specialist from Champion/Partner Organizations.

Theoretical training will be conducted by scientists, project officials and partner organization officials. (Can be accommodated within one day)

Practical training will be in the field (Field Laboratories) specially designed to discuss in detail specific issues, different perspectives and agreeing of the message to be delivered. (Can be accommodated within one day)

### **Training Outcomes:**

1. The journalists will understand a wide range of current environmental and scientific terms that are addressed in the project such as the Environmental Sensitive areas; and EPA
2. They will have skills in writing effective environmental reports. They will know key tips and techniques on covering investigative reports.
3. They will be able to articulate stories on sustainable development issues like climate change, pollution, and resource depletion taking example from the Kala Oya Basin

### **Topics to be discussed during the Theoretical Training:**

Key environmental issues in the region, (Can be drawn from the Communication Strategy)

Project's objectives and approaches,

Techniques and approaches used by the project (such as bio diversity assessment and mapping, Declaration of EPAs, legal aspects ;)

Role of the key stakeholders and their participation; any institutional areas that need improvisation

Methods to be used during the practical training:

Participants will be introduced to serious site specific environmental issues in the Kala Oya River basin through an exposure field visit that will be organized during second day of the workshop.

Participants will be deeply engaged with the local communities (Farmer Organizations, CSOs) living alongside the river basin and will have an interactive discussions on how such environmental deterioration is substantially destroying people's lives and health.

They will be required to make presentations to a panel as to their observations and a structure of a newspaper article and allow others to comment.

Potential Organization having Training Skills and Experience:

- Sri Lanka Environmental Journalists Forum
- IUCN (Sri Lanka)
- Central Environmental Authority

Cost of each Training Programme:

Around Rs 150,000

(Food and Accommodation for two days; Field Travel; Resource persons' fees; other filed expenses)

**9.13 Annex (13) Session Plan for Awareness Meetings:**

**Session Plan targeting Farmer Organisations, CBOs, Fishery Organisations, Women Societies**

<b>කාල සීමාව</b>	<b>විෂය</b>	<b>සම්පත් දායකයින්</b>
09.00 – 9.30	පිළිගැනීම හා අරමුණ පැහැදිලි කිරීම	වැඩසටහන සංවිධායක විසින්
9.30 – 9.45	ව්‍යාපෘතිය පිළිබඳව හැඳින්වීම	ව්‍යාපෘති නිලධාරියෙකු විසින්
9.45 – 10.15	ජෛව විවිධත්වය හා සංවේදී කලාපයේ තිරසාර පැවැත්ම සඳහා ජෛව විවිධත්ව සංරක්ෂණ අවශ්‍යතා	ජෛව විවිධත්ව ලේකම් කාර්යල නිලධාරියෙකු විසින්
10.15 – 10.30 - කලාමය ගංගා ද්‍රෝණිය පිළිබඳව සැකසූ කෙටි චිත්‍රපටය ප්‍රදර්ශනය කිරීම		
10.30 – 10.45 තේ විවේකය		
10.45 – 11.15	භූමි පරිහෝග සැලසුම් හා පරිසර ආරක්ෂණ කලාපයේ සීමාවන් පිළිබඳ තොරතුරු සාකච්ඡා කිරීම	භූමි පරිහෝග සැලසුම් නිලධාරී
11.15 -11.45	පරිසර ආරක්ෂණය සඳහා පවතින නීතිමය රාමුව	පරිසර නිලධාරී
11.45 – 12.30	ගොවි සංවිධාන / ස්වේච්ඡා සංවිධානවල කාර්ය භාරය	සාකච්ඡාවක් මගින් හඳුනා ගැනීම
12.30 – 1.00 සමාලෝචනය හා වැඩසටහන නිමාව		

**9.13 Annex (13) Contents suggested for Community Awareness Workshops**

**Session Plan targeting Development Officers, Grama Niladhari and economic Development Officers of the DSDs.**

<b>කාල සීමාව</b>	<b>විෂය</b>	<b>සම්පත් දායකයින්</b>
09.00 – 9.30	පිළිගැනීම හා අරමුණ පැහැදිලි කිරීම	වැඩසටහන සංවිධායක විසින්
9.30 – 9.45	ව්‍යාපෘතිය පිළිබඳව හැඳින්වීම	ව්‍යාපෘති නිලධාරියෙකු විසින්
9.45 – 10.15	ෂෛව විවිධත්වය හා සංවේදී කලාපයේ නිරසාර පැවැත්ම සඳහා ෂෛව විවිධත්ව සංරක්ෂණ අවශ්‍යතා	ෂෛව විවිධත්ව ලේකම් කාර්යල නිලධාරියෙකු විසින් විසින්
10.15 – 10.30 - කලාමය ගංගා ද්‍රෝණිය පිළිබඳව සැකසූ කෙටි චිත්‍රපටය ප්‍රදර්ශනය කිරීම		
10.30 – 10.45 තේ විවේකය		
10.45 – 11.15	භූමි පරිභෝග සැලසුම් හා පරිසර ආරක්ෂණ කලාපයේ සීමාවන් පිළිබඳ තොරතුරු සාකච්ඡා කිරීම	භූමි පරිභෝග සැලසුම් නිලධාරී
11.15 -11.45	පරිසර ආරක්ෂණය සඳහා පවතින නීතිමය රාමුව	පරිසර නිලධාරී
11.45 – 12.30	ක්ෂේත්‍ර මට්ටමේ නිලධාරියෙක් වශයෙන් ෂෛව විවිධත්ව සංරක්ෂණය හා සංවේදී පරිසර ආරක්ෂණ කලාපයේ කළමනාකරණයේදී පැවරෙන කාර්යය භාරය	කණ්ඩායම් සාකච්ඡාවක් මගින් හඳුනා ගැනීම
12.30 – 1.00 සමාලෝචනය හා වැඩසටහන නිමාව		

9.14 Annex (14) Session Plan for improving IT Skills for Technical Staff

<b>Module Objectives</b>	<b>DOs, TOs, GNs, have a better knowledge to apply their skills to use information technology that will help intra communication</b>	
<b>Mode of skills transfer</b>	Learn simple but applicable information technology under facilitation by a Skilled Trainer	
<b>Things to be included in the training programme</b>	<ul style="list-style-type: none"> <li>• Understand communication functions in built in mobile phones/laptops</li> <li>• How to use the GPS coordinates to locate places when sending messages</li> <li>• How to browse Google maps (search engine) and crop areas need to be communicated</li> <li>• How to create a KMZ files with GPS locations marked on them</li> <li>• How to send / receive information with maps, photographs and other data</li> <li>• Upload and down load information and use of software applications necessary for enhancing capacities</li> <li>• How to develop web based small data bases</li> <li>• How to integrate personal data bases with system wide data bases</li> <li>• Networking</li> </ul>	
<b>Number of Hours required</b>	Lecturing 02 hours	Applications 02 hours
<b>Type of training</b>	Class Room	Small Groups
<b>Essential equipment /facilities for training</b>	Mobile phone, lap top, internet access,	
<b>End of training outcomes:</b>	<p>Ability to use communication equipment/ available networks for project needs</p> <p>Ability to diagnose issues in the communication channels when using information technology</p>	



## 9.15 Annex (15) Suggested Additions to the Existing Web Sites:

Following Partners have already having existing web portals:

- UNDP
- The Ministry of Mahaweli Development & Environment
- Central Environmental Authority
- Department of Wild Life Conservation
- Forest Department
- District & Divisional Secretariats

Purpose: The purpose is to use the existing facility for the project information dissemination.

### Immediate priorities:

Include additional Page in the web sites available at the Divisional Secretariat Offices of

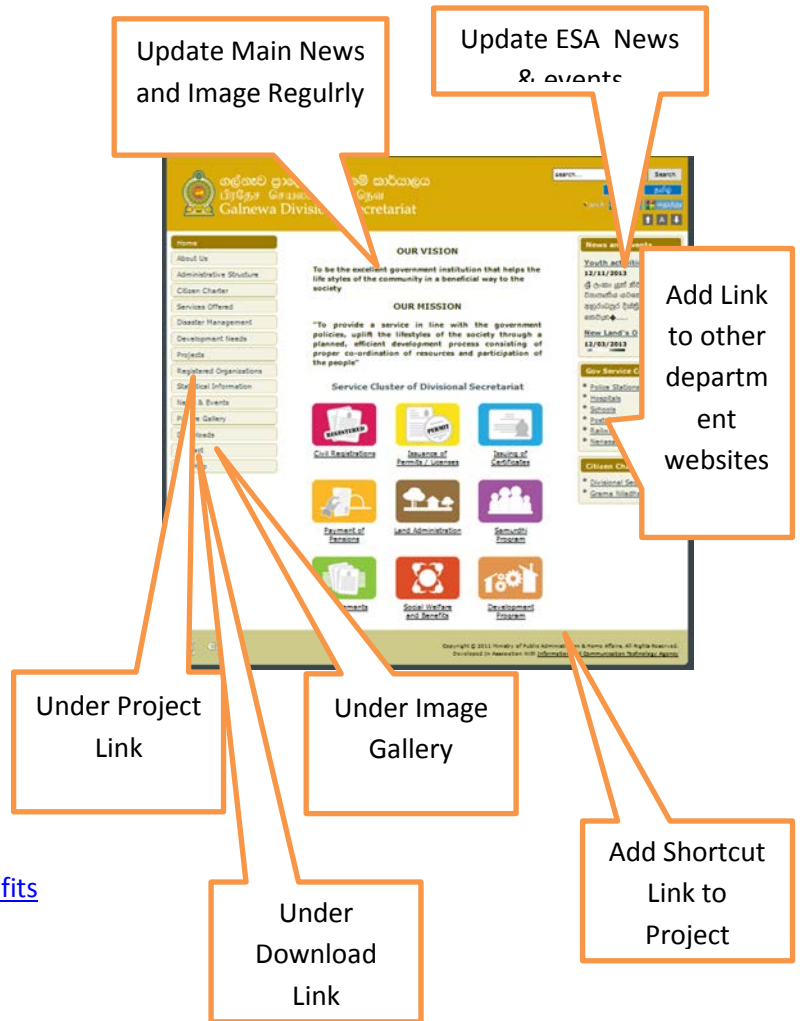
- Wanathavilluva;
- Karuwalagaswewa; of Puttlam District and
- Kekirawa,
- Ippalogama,
- Palagala and
- Galnewa of Anuradhapura District in phase (1)

LUPPD and District Secretariats of Anuradhapura and Puttalam during phase (2)

## Proposal for enhancement of DS web Site

### Site map: (Existing Architecture)

- [Home](#)
  - Icon : ESA
- [About Us](#)
  - [Overview](#)
  - [Organization Chart](#)
  - [Carder Details](#)
  - [Staff](#)
- [Administrative Structure](#)
  - [Divisions](#)
  - [GN Divisions](#)
  - [Samurdhi Divisions](#)
- [Citizen Charter](#)
  - [Grama Niladhari](#)
  - [Divisional Secretariat](#)
- [Services Offered](#)
  - [Civil Registrations](#)
  - [Issuance of Permits](#)
  - [Issuing of Certificates](#)
  - [Payment of Pensions](#)
  - [Land Administration](#)
  - [Samurdhi Program](#)
  - [Procurements](#)
  - [Social Welfare and Benefits](#)
  - [Development Program](#)
- [Disaster Management](#)
- [Development Needs](#)
- [Projects](#)
  - **“Enhancing Biodiversity Conservation and Sustenance of Ecosystem services in Environmentally Sensitive Areas”**
- [Registered Organizations](#)
- [Statistical Information](#)
- [News & Events](#)
  - **“Enhancing Biodiversity Conservation and Sustenance of Ecosystem services in Environmentally Sensitive Areas”**
- [Picture Gallery](#)
  - **“Enhancing Biodiversity Conservation and Sustenance of Ecosystem services in Environmentally Sensitive Areas”**
- [Downloads](#)
  - **“Enhancing Biodiversity Conservation and Sustenance of Ecosystem services in Environmentally Sensitive Areas”**
- [Contact](#)
  - [Contact Details](#)
  - [Contact Us](#)
- [Site Map](#)




Note; The DS Website has been designed by ICTA on their architecture. Therefore, we should align to that when updating data. Under strong internet speed DS officers can access to C Panel through proper authentication (Username and Password).

The ESA project can update their information on following available space at DS website

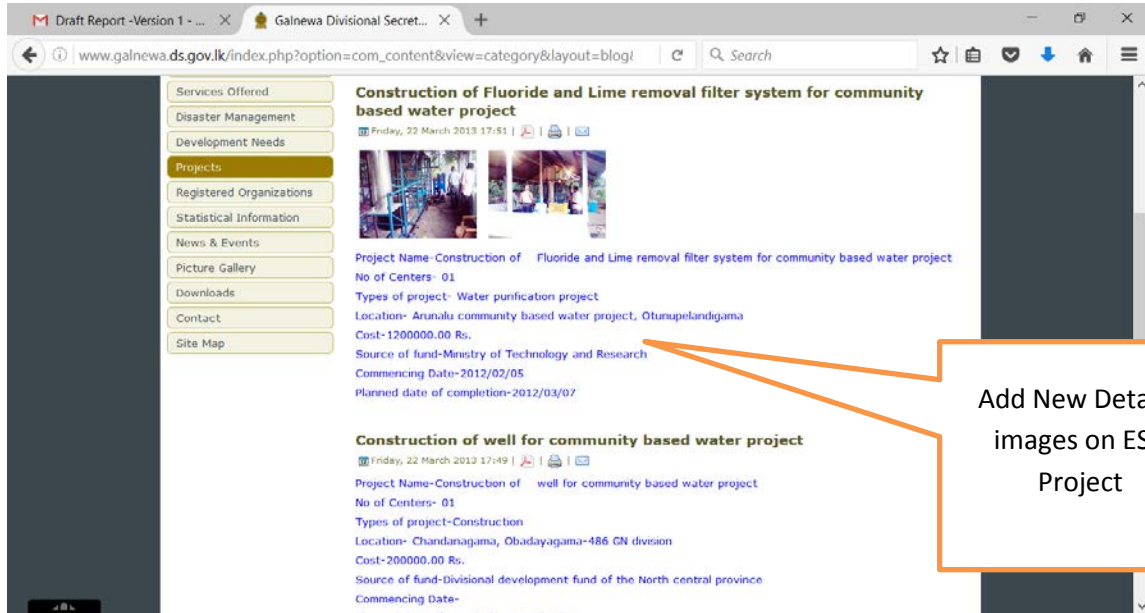
- Home Page - As an Icon, News and Event,
- Project – Add Details as per the available space using HTML5, CSS java Script languages
- Image Gallery – Add images on project related events...etc.
- Download - add available maps, PPTs, PDFs on different subjects related to the ESA project including DSD, GND levels.

Home Page:

The screenshot shows the home page of the Galnewa Divisional Secretariat website. The page features a header with the organization's name in Sinhala and English, a search bar, and a navigation menu on the left. The main content area includes sections for 'OUR VISION', 'OUR MISSION', and 'Service Cluster of Divisional Secretariat' with various service icons like 'Civil Registrations', 'Permits', 'Certificates', 'Pensions', 'Land Administration', 'Samudhi Program', 'Procurements', 'Social Welfare and Benefits', and 'Development Program'. There are also sections for 'News and Events' and 'Gov Service Centers'. Three callout boxes with orange borders and starburst icons provide instructions: 'Update Home page Image and News once in two weeks' points to the left navigation menu; 'Update ESA News & events on here' points to the 'News and Events' section; and 'Add Icon to Project Page' points to the 'Development Program' icon.

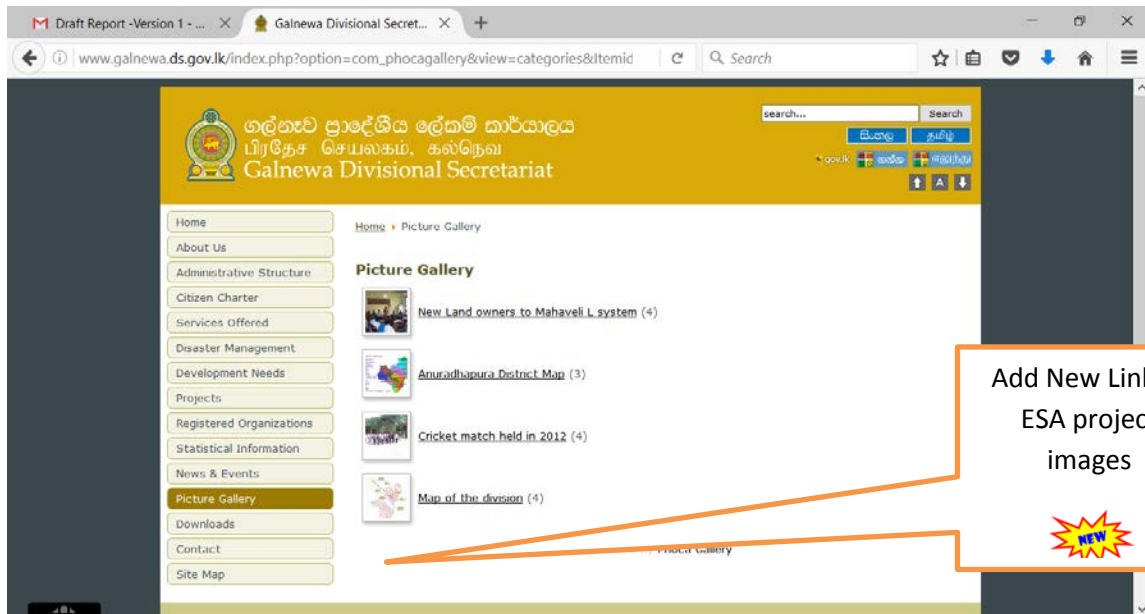
 This simple gif can be display close with updated links to awareness of users.

## Project Page



*Note: This page can be edit using HTML 5 (Hypertext Markup Language version -05) and CSS (Cascading Style Sheets) convenient to the user.*

## Image Gallery Page



## Download Page

www.galnewa.ds.gov.lk/index.php?option=com\_content&view=article&id=46&Itemid=

ගල්නෙව ප්‍රාදේශීය ලේකම් කාර්යාලය  
பிரதேச செயலகம், கல்நெவ  
Galnewa Divisional Secretariat

Home  
About Us  
Administrative Structure  
Citizen Charter  
Services Offered  
Disaster Management  
Development Needs  
Projects  
Registered Organizations  
Statistical Information  
News & Events  
Picture Gallery  
**Downloads**  
Contact  
Site Map

Home • Downloads

**Downloads**  
Tip: Right click and download files

[Application - Elders Identity Card \(Sinhala\)](#)

[Application for Agrahara claim - Hospitality Benefits](#)

[Application for Motor Vehicle Transfer \( MTA 6, MTAB\)](#)

[Pension Dates 2013](#)

Add a Link to Download PDF, PPTs and Maps in DSD , GND levels

NEW

Add Profile , Data Bases..etc

## Websites of Divisional Secretary Divisions in Project Area needing modifications

- Kakogawa DS Office Website : <http://www.kekirawa.ds.gov.lk>
- Ipalogama DS Office Web site : <http://www.ipalogama.ds.gov.lk/>
- Galnewa DS Office ; <http://www.galnewa.ds.gov.lk>
- Palagala DS Office: <http://www.palagala.ds.gov.lk/>
- Karuwalagaswewa DS Office: <http://www.karuwalagaswewa.ds.gov.lk>
- Wanathawilluwa DS Office: No website found
- Forest Department: <http://www.forestdept.gov.lk>
- Department of Wildlife Conservation : <http://www.dwc.gov.lk>
- Wild life Department Face Book Page.
- Land Use Policy Planning Department: <http://www.landmin.gov.lk>