

## ENHANCING CONSERVATION AND USE OF AGROBIODIVERSITY ON-FARM THROUGH PUBLIC AWARENESS

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Public awareness is an initial foundation for community sensitization and increased effective participation of farming communities in agro-biodiversity conservation on-farm. Different kinds of public awareness methods ranging from personal contact, group, participatory approach to mass media were used in the project. The methods have been found useful to bring about substantial positive changes in the attitude and behavior of community, contributing to the strengthening of *in situ* conservation of agro-biodiversity on-farm and their use. Farmers have started valuing their local crop diversities and importance of traditional seed supply network system has been reinforced. This paper intends to present few important public awareness methods applied in the project and their implication for change in community behaviour, with illustrations of indicators of awareness. Diversity fair, rural poetry journey, rural drama, folk song competition, and exchange visit were found a few successful methods of public awareness and community sensitization. The finding is based on the general observation and day to day interaction among local level staff, farmers and community-based organisations. Focus group discussions and individual interactions with other farmers were also employed to generate relevant information.