Well, I came here to Sri Lanka to Mahaweli Community Radio with a background in broadcasting. I find this project absolutely fascinating because...

I work here with many of the same elements as I tried to develop in Denmark, making broadcasting a medium for participation and for dialogue. I think this is a chance that broadcasting has today. Only here in Sri Lanka the context is more challenging than it is back home because what we do really means something to people's lives.

The Mahaweli project is one of the grandest development schemes in Asia today. It is going to settle about one million people in an area which was, just a couple of years ago, completely jungle. Some of it is still jungle.
The project has come to the stage now where some of the dams, some of the canals, are getting close to completion. These are tremendous engineering tasks. They get tremendous investments but next comes a real problem which is how to make people develop in the sense that it will be the settlers who really make the difference, and that is where I think this Mahaweli Community Radio fits in. The villagers have, as soon as possible, to develop into real communities. Now, in order to do that you have to have people themselves come forward and change this project from what it is today into a self-reliant kind of development.
People have to take their own initiatives. In order to do that I feel that they have to feel self-confident, they have to feel confident about their own culture. They have to feel that they are worthwhile, that they are not lost, our far, far away from the towns and they have to develop all sides of life. 

The way we work at the M.C.R. is that we send teams, which basically consists of two producers, to the villages, and they stay in the village. They dress like the villagers - it is a very important thing in this country that villagers wear sarongs. Officers of all kinds wear pants. Now, our people normally wear pants when they are in town, but when they come to the villages they put on sarongs and I think it means a lot to the villagers that they do that.
Normally we only go to a village on request. It is very difficult to get into a village if no one requested you to go there. (6)

When they arrive they make it a point to get acquainted with different sides of the villagers. They, of course, meet the officials, but they also go to the cader, as we call it, - the shop, the small shops in the village. They meet the people at the temple. They meet housewives - whatever - trying to find out what is the situation in the village and what could be subjects for broadcast which are worthwhile. (20)

Now the project is a co-operation project between UNESCO and the Sri Lankan Broadcasting Corporation and they are, of course, going to carry the baby when the project closes down. (11)
The ideal programme for the Mahaweli Community Radio is actually that the advanced farmer in the village will explain in his own language some innovation which he has done.
Like 'I put up this kind of cowshed or this kind of bio-gas or this. I had to use this method for rice cultivation,' whatever. (20)

The farmer who speaks his own language is trusted by other villagers in a different way from any professor or whatever kind of qualifications he can have or come from outside and explain to them. (12)

We all understand what we think is truth through identification with the person from which we hear. (7)
If a farmer listens to another farmer he is able to judge whether this is possible and identify with the kind of troubles and the kind of victories which his fellow farmer has done, so therefore, a normal villager who has undertaken some innovation has a lot more impact on other farmers than anyone from outside has. (17)

A lot of farming here takes place in an area which is still half jungle, or was jungle a very short time ago and they still have all the animals, the elephants, snakes, crocodiles, etc. There are a lot of stories about the elephants coming in the village at night trampling down rice fields and shaking houses. (55)
SON WRITING A LETTER

(BOY'S VOICE)
I have seen a mongoose and an albino cobra. And I have seen a crate and a water snake and rat snake. We have even seen a mottled viper in our garden and there are many animals and all these things happening here. And I'm not allowed to have a bicycle, that's the problem. (24)

MRS AABENHUS

SYNC
"There are so many animals here and in Denmark we hardly have any wild animals left. So to go out and find snakes in the garden and get a snake charmer to take it away and things like that, is really exciting." (17)

OLE & SON WITH RECORDER

VOICE OVER
Ki, my wife, is a teacher. My kids, two boys, are nine and eleven now. They are old enough to be inquisitive about what is going on here. (9)
CULTURAL SHOW

You have to realize that this is an old civilization with a grand history. It goes back further than my own civilization. We talk of the Vikings as our ancestors and that is only 1,000 years ago or so. There's a lot of creativity in these people - music, dance, all that. I think it is a great problem to villagers in these settlement areas that they feel they don't have much of a chance to be heard on a personal level. Our people are rather good at getting along with the villagers and they arrange, for example, a cultural show where the villagers come forward, sing, present their poems. A lot of them write their own poems, do dances and music and what not. And we record it all, the whole lot and this means a lot to the village and also brings forward a lot of folklore material which we register in this way. (51)
If you think of a community which you find satisfying, the village you grew up in, maybe there's a cultural life - there's many facets of economic life. There are all sorts of things going on. It is a tight packed community and that is what you have to develop finally in these settlement areas. (20)

Recently you consider development theory has come to the point where they realize more and more that feedback is important. That dialogue among villagers on these subjects are important. That they are brought into the process of developing to an increasing degree, so as to make development more and more the responsibility of the villagers themselves instead of having some sort of teacher.- or whatever kind of role we take on - to tell them what to do and in that development of development, I think that community broadcasting has a great role to play. (33)
You see, I often put myself this question, whether it matters I am here or not ...

...whether it makes a difference? And I am not always sure that it is important exactly I am here but I think it is very important that the project is because I think through this kind of project we introduce some ways of communication which are extremely important to some people and that really makes the difference I feel.