

**ROLE OF COMMUNICATION TECHNOLOGY AND  
INDIGENOUS KNOWLEDGE IN PROMOTING CLIMATE  
CHANGE ADAPTATION IN SRI LANKA**

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**ABSTRACT**

Climate Change and its impact are a growing concern of the modern world. Most of the present climate problems have occurred as a result of technological and scientific successes. Scientific mode of production and consumption has led to the problem of climate change because of the ignorance of morality and ethics of development as well as sustainable traditional knowledge. Modern scientific knowledge is trying to find a solution to the sustainable development, but at the same time it cannot be ignored the fact that the Traditional Knowledge is equally important to supplement the scientific knowledge. Climate change is an ecological problem so, the knowledge and people who are close to the nature will have potential solution and their involvement must come into policy discussion. To identify how information and communication technology (ICT) can use indigenous knowledge of people to promote climate change adaptation and to study the ways of using communication technology to create awareness of climate change adaptation among publics in Sri Lanka are the main objectives of this study. A descriptive research methodology is used for this study and administered to a selected sample from a specific population included with executives who are from private and public sector offices. The study was carried out for six months using a questionnaire as the survey instrument. This paper discussed the importance of acquiring the traditional knowledge of people and how the available information is being disseminated through ICT in Sri Lanka. Literature outlines the importance of applying traditional knowledge which leads to a sustainable living environment and the methods of ICT used to promote climate change adaptation in other countries. It can be concluded from the present study that ICT is a key to the modern world to promote indigenous knowledge to facilitate climate change adaptation and create awareness of its impact to Sri Lanka.

**Key words:** Climate change, adaptation, indigenous knowledge, ICT, internet, promotions