

## **ABSTRACT**

Substantially and measurably improved climate change literacy in the society will enable minimization of climate change impacts by taking informed actions and prepare for changes. With a view to understand how climate change concepts are conveyed to different audiences this study conducts a primary survey in villages of two districts: Palwal (Haryana) and Nammakal (Tamil Nadu) Also, to estimate which form of education would be the most effective to reach the vulnerable target group so that adaptation is faster and easier. By understanding the gap between the source of education and receptor through the medium of education the paper concludes that the best mechanism to disseminate information on climate smart and environmental friendly techniques is by direct interaction with the target group which could be done by either screening audio-visual documentaries to the farmers on the techniques or by directing the farmers to comprehensive action plans such as those prepared by the National Initiative on Climate Resilient Agriculture (NICRA). The paper further provides some pointers for effective implementation of NICRA action plans.