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**ABSTRACTS**

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Sri Lanka**

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## **Message from the Chancellor, University of Kelaniya**

It is with pleasure that I send this congratulatory message to the 2<sup>nd</sup> International Conference organized by the Faculty of Social Sciences of the University of Kelaniya to be held on 22<sup>nd</sup> and 23<sup>rd</sup> November, 2013, at the Faculty premises of the University. The Conference theme, *Culture, Globalization and the Developing World* is of much relevance in the context of present day problems faced by the world community. The Conference would provide a forum for academics, researchers, policy makers and implementors to exchange their views on mutually beneficial and rewarding topics.

As I have been informed, the Conference will be attended by a large number of overseas participants, not only from the South Asian region, but also from US, Europe, Southeast and East Asia. This will be a truly international Conference.

Providing opportunities for research and presentation of research findings is a responsibility of a University and I am happy to note that the University of Kelaniya is taking a leading role in that direction. I sincerely hope, that the proceedings of the Conference will be of significance in enhancing the quality of research among the university community. I also hope that the deliberations taking place at the Conference will ultimately contribute to the quality of the graduates produced by the University of Kelaniya.

As Chancellor of the University of Kelaniya I would like to extend my blessings for the successful completion of the Conference.

**Most Venerable Dr. Welamitiyawe Kusaladhamma Nayaka Thero,**

Tripitaka Wageeshwaracharya, Upadhyaya Dhurandhara, Aggamaha Pandit Saddhama Jotika Dhaja, D. Litt.

## **Message from the Secretary, Ministry of Higher Education**

It is with pleasure that I send this congratulatory message to the 2nd International Conference on Social Sciences 2013 organized by the Faculty of Social Sciences of the University of Kelaniya. Academic forums like this conference would certainly provide a valuable opportunity for academics, researchers, policy-makers and implementors to meet and exchange their views on mutually beneficial topics. The theme of the Conference, **Culture, Globalization and the Developing World** encompasses a wide range of disciplines facilitating the participation of a wide variety of academics and researchers. I sincerely hope that the conclusions of the Conference will be of national interest and relevance.

The Ministry of Higher Education is very much concerned with the research output of the university academics that will be reflected in the quality of their teaching, and most importantly, in their contribution to national development. The emphasis on research could clearly be seen in **Goal 6 of the National Higher Education Strategic Management Plan of Sri Lanka - 2012-2015 Mid Term Plan prepared by the Ministry of Higher Education**. In order to realize this objective the Ministry has implemented various measures to assist and encourage the academics to carry out research. It is really encouraging to note that not only the academics of the University of Kelaniya but also from all other universities and higher education institutions in Sri Lanka are taking part in this conference. It is also encouraging to note that a large number of overseas academics and researchers are participating in the event making it truly international.

I would like to congratulate the Vice-Chancellor of the University of Kelaniya, Dean of the Faculty of Social Sciences and others involved for organizing this Conference and wish all the success.

Dr. Sunil Jayantha Navaratane  
Secretary,  
Ministry of Higher Education  
Government of Sri Lanka.

## **Message from the Chairperson, University Grants Commission**

It is my pleasant duty to issue this message to the 2<sup>nd</sup> International Conference on Social Sciences 2013, organized by the Faculty of Social Sciences of the University of Kelaniya.

As is evident from the program the conference provides a forum for academics, researchers, policy makers and other interested persons, not only from Sri Lanka but also from overseas, to share their views on mutually rewarding topics in a conducive academic environment. The University Grants Commission is happy to be a partner in this important event and is confident that it will contribute effectively to the society.

As an academic and research higher education institution, I am happy to note that the University of Kelaniya is very much concerned with the research output of the academics. The University Grants Commission is committed to encourage the quality of research of academics and I am also happy to note that a significant number of academics and researchers are participating in the conference.

I wish to commend and congratulate the Vice-Chancellor of the University of Kelaniya, the Dean of the Faculty of Social Sciences and the organizing committee of the conference for holding the conference once again.

I am sure the conference will be a success.

Professor Kshanika Hirimburegama  
Chairperson  
University Grants Commission  
Colombo.

## **Message from the Vice-Chancellor, University of Kelaniya**

It is with great satisfaction that I send this message to the Proceedings of the 2nd International Conference on Social Sciences organized by the Faculty of Social Sciences of the University of Kelaniya.

The national and international recognition of a University largely depends on the quantity, quality and relevance of research conducted by its staff. The dissemination of those research findings is an integral part of this process. The University of Kelaniya, as an academic institution, has been providing assistance to its academics to fulfill these responsibilities and I am happy to note that the Faculty of Social Sciences is utilizing the opportunity and making its due contribution effectively. In fact, the International Conference on Social Sciences organized by the Faculty provides an opportunity not only for its own academics but also for academics and researchers in other Universities and higher educational institutions both local and overseas. I am told that nearly 50 percent of the participants are from overseas universities and other research institutions. The conference theme, *Culture, Globalization and the Developing World* has provided a forum for a wide spectrum of participants to deliberate and exchange their views on topics of mutual interest.

I would like to congratulate the Dean of the Faculty of Social Sciences not only for providing leadership to organize and conduct this Conference but also for obtaining the support of every member of the Faculty from the very beginning to make this event a success. The enthusiasm shown by the younger members of the staff is very encouraging.

I am confident that the 2nd International Conference on Social Sciences of the Faculty of Social Sciences will be a success.

Professor Sarath Amunugama  
Vice-Chancellor  
University of Kelaniya

## Message from the Dean of the Faculty of Social Sciences

It is my pleasure to send this message to the Volume of Abstracts of the 2nd International Conference on Social Sciences organized by the Faculty of Social Sciences, University of Kelaniya.

I am extremely happy to note that the Conference is a success. As is evident from the Volume of Abstracts the participants are from all over the world making the Conference truly international. The relevance and currency of theme of the Conference, *Culture, Globalization and the Developing World* paved way to a large number of academics, researchers and others from a wide range of disciplines to meet, deliberate and share their views in a conducive environment. A large number of participants were from overseas and I thank them for their enthusiasm and keen interest shown in the Conference. It is also encouraging to see the participation of young researchers and academics from the national universities and other institutions in academic events and I sincerely hope that they will continue the good practices and contribute to national development.

I would like to extend my sincere gratitude to Dr Sunil Jayantha Navaratne, Secretary, Ministry of Higher Education for accepting our invitation to be the Chief Guest of the Conference and gracing the inauguration ceremony. The Guest of Honour of the Conference is Professor Kshanika Hirimburegama, Chairperson of the University Grants Commission. As a renowned researcher, she always encourages the University academics to engage in research and I would like to thank her being with us amidst her busy schedule. The Vice-Chancellor of the University, Professor Sarath Amunugama has always been a true patron and we appreciate his invaluable support extended to make the Conference a success.

The International Conference on Social Sciences is the result of a year-long exercise of collective effort. All members of the Faculty of Social Sciences and academics from the sister faculties worked tirelessly to make the Conference a success. I would like to extend my sincere appreciation to the editors of the volume, Organizing Committee, Reviewers of Abstracts, and Chairpersons and members of all sub-committees and Sponsors of the Conference for their dedication and support that made the Conference a reality.

Prof. A .H.M. H. Abayarathna  
Dean, Faculty of Social Sciences  
University of Kelaniya.

## **Message from the Chief Coordinator of the Conference**

It is with a sense of great satisfaction that I write this message to be included in the Volume of Abstracts of the 2nd International Conference on Social Sciences organized by the Faculty of Social Sciences, University of Kelaniya. As is evident from the volume, a large number of academics, researchers, policy makers and implementors both local and overseas have taken part in the Conference. The theme of the Conference, Culture, Globalization and the Developing World has made it possible for academics and researchers from a wide range of disciplines to take part and exchange their views on topics of mutual interest. I would like to take this opportunity to appreciate the interest shown by them and the contributions they have made to make the conference a success.

At the very beginning the organizers of the Conference decided to make the Conference truly academic and research oriented, and accordingly we extended an invitation to Dr Sunil Jayantha Navaratne, Secretary, Ministry of Higher Education to be the Chief Guest of the Conference. Without any hesitation he accepted the invitation and we express our sincere gratitude to him. The Guest of Honour of the conference is Professor Kshanika Hirimburegama, Chairperson of the University Grants Commission. As an academic and a renowned researcher she always encourages the University academics to engage in research and we thank her for accepting our invitation. The Vice-Chancellor of the University, Professor Sarath Amunugama has always been a tower of strength and we appreciate his contribution very much for successful completion of the Conference.

The International Conference on Social Sciences is the result of a year-long exercise of collective effort. Guided by the Dean of the Faculty of Social Sciences, Prof. A.H.M.H. Abayaratna all members of the Faculty of Social Sciences and few academics from the sister faculties worked tirelessly to make the conference a reality. We also owe a special thanks to our sponsors for relieving us from the financial burden involved in the organization of this international conference.

Prof. N. K. Dangalle  
Professor Emeritus  
Chief Coordinator

## **Editor's Note**

New ideas, theories and practices find their way for academic recognition and legitimization through published volumes Academic Conferences. The present volume of the 2<sup>nd</sup> International Conference of Social Sciences organized by the Faculty of Social Sciences, University of Kelaniya also proves this premise by publishing a valuable corpus of knowledge in the form of dynamic, diverse, revealing and perhaps controversial abstracts on the main theme “Culture, Globalization and the Developing World” divided into 22 sub themes.

Despite the fact that the responsibility with regard to contents of abstracts remains with respective authors, editing them has been a challenging, but rewarding academic exercise. The volume reveals the growing interest of scholars on development and communication technologies as well as national cultural heritage confirming their commitment to the conference theme.

My thanks should go to all the authors who sent the abstracts of their research findings to this volume to be shared with the peers. Also I wish to thank the learned reviewers of the abstracts for their contribution to enhance the quality of this volume.

I must thank the members of the editorial board for their constant support without which the present work would not have been a reality.

Encouragement received from the Vice-Chancellor, the Dean of the Faculty of Social Sciences and the Conference Coordinator is highly appreciated.

Finally I wish to thank the designers and the printer of the volume.

Professor Piyadasa Ranasinghe  
Editor-in- Chief

**Key Note Address**  
**Economy, culture, globalization and that matter of theory:**  
**A view from the South**

Professor Maitrayee Chaudhuri

Chairperson, Centre for the Study of Social Systems, School of Social Sciences,  
Jawaharlal Nehru University, New Delhi

**I**

**Introduction**

Honorable Vice-Chancellor, Distinguished Dignitaries, Fellow Colleagues and dearest Students. I would like to convey to you my deep felt gratitude for giving me this opportunity to stand before you today and speak. I wish to convey my sincere thanks to the University of Kelaniya for inviting and hosting me. Thank you Vice-Chancellor. I would like to specially thank my dearest Sri Lankan students and a special mention to Professor Karunathilake for looking into all the details that has made this visit possible. Thank you once again for this warm and gracious hospitality extended to me.

I would also like to convey my appreciation for deciding upon a most appropriate theme for this international conference. In many ways all these three terms: globalization, culture and the developing world are familiar terms, widely used in public discourse and in private conversations. All of us use them. They are in wide circulation in public discourse. As we shall note shortly, common responses to globalization is usually couched in either an uncritical condemnation of ‘western culture’s impact on ‘our’ culture, or a pragmatic but equally uncritical celebration of a ‘global culture.’ The latter is most evident in the celebration of ‘choice’ as a market mantra, the individual as consumer more than a citizen, and a privileging of lifestyle issues in public discourse. This familiarity with discussions on culture and globalization makes our task difficult. But also make it more important to do so, if we do not wish our social science to collapse unto our common sense, our uncritical received wisdom as members of societies in which we live. My contention is that we need to theoretically engage with the concept of culture and globalization and raise theoretical questions pertaining to the structure of a society and in this context the relationship between economy and culture in particular. What better place can there be for this exercise but a university?



The central focus of my address will be on the relationship between economy and culture in the context of globalization with a specific reference to developing countries. This fits in broadly with the theme of this international conference, namely “Globalization, Culture and the Developing World”. You would notice that there are two additions that I have made; namely ‘economy’ and ‘theory’ to the conference theme. It will be obvious as I proceed with my talk that the basic reason for this addition is because I feel strongly: *one*, that there has been either a gross neglect or at best a dilettante use of theory; and *two*, there has been a startling disregard of inextricable links between economy and culture. This I would contend has affected the way we do our social science research- whether sociology or social anthropology, political science or gender studies, media and cultural studies in the current context of globalization.

It is paradoxical that what is obvious for ordinary people and policy makers, that the ‘economy matters’ eludes a great deal of scholarship on culture and globalization. The discipline of economics on the other hand focuses entirely on the ‘economic’ or to be more precise a construct of assumed economic principles. These principles of course are deemed to be operative in a culturally sanitized notion of the economy. Social anthropological studies of ‘simple’ societies have always had a holistic understanding of economy and culture. The linkages between the economy and culture were perhaps so obvious in such societies, that it was empirically impossible to ignore it. Modern industrial societies on the other hand are differently constituted. The economy indeed appears as an entity, which is separate and distinct from other aspects of society. Even though it is influential in terms of its impact on people’s everyday lives, the complex set of principles by which it functions is seen as accessible and comprehensible to a domain of only highly qualified trained economists. It is in that sense opaque to the ordinary person even though it impacts his or her life deeply. It indeed appears to have a life distinctively its own. It is built upon a whole set of theoretical assumptions from which returning to the empirical domain is always not so simple. Not surprisingly while everyone would have an opinion on ‘culture’, there would be a willingness to suspend one’s judgment on economic matters, seen as the legitimate domain of experts. A few more words on the specific nature of the economy in capitalism are required to fully appreciate its specificity.

The specificity of industrial capitalism within which you and I live has been incisively described by Karl Polanyi who states that “... the development of nineteenth-century industrial capitalism “was exceptional in that “the relationship between the

economic system and social relations assumes a different form to that which historical and anthropological research has shown to exist in all other societies”. He emphasizes the point that:

Whereas in other types of society ‘economy, as a rule, is submerged in ... social relationships’ (Polyani 1968: 46), *in the case of industrial capitalist market economy [i]nstead of economy being embedded in social relations, social relations are embedded in the economic system*’ (cited in Smart: 28)

In such an economy we cannot easily make sense of the manner that every small detail of our lives, our ways, behaviours, sensibilities, subjectivities, ideas about selfhoods and culture are shaped by the economy...the point that Polyani makes about ‘social relations’ as ‘embedded in the economic system’.

Outlining the distinctive features of modern industrial capitalism in the nineteenth century, Polyani observes that ‘gain’ was elevated to a prominent position and, as a ‘justification of action and behaviour in everyday life’ (1968: 30), provided a basis for the self-regulating market system. *The idea that people act to safeguard their individual interest in respect of material goods and possessions is peculiar to a form of economic life controlled and regulated by markets.* In such circumstances, where the economy is ‘directed by market prices’ or subject to market control, there are overwhelming consequences for the whole organization of society (Smart 28-29 emphasis mine).

In other words what Polyani is saying is that certain features of modern industrial capitalism is projected as natural to people. It is ‘human nature’ that people seek ‘gain’ and ‘profit’ and are always seeking to maximize their self-interest. This proposition needs further rethinking. In the colonial period, often societies such as ours were seen as strange with people disinclined to work for profit, or work for furthering investment to accrue more profit. The natives were seen as irrational, i.e. bereft of the dominant economic rationality. This is evidence of the weakness of the proposition that profit seeking, individual self-interest are driving motors of human nature and therefore of culture.

This as we all know is far from true. Otherwise there would have not been such a concerted effort to change both ‘human nature’ and ‘culture’ to promote work ethics and discipline to be productive. More recently in the context of globalization, we witness an effort to promote a culture of spending, and thereby be productive. There is another point that I would like to make here, which I shall return to a little later in my talk. I speak here from my location in India but I would contend that it would have resonance elsewhere too. This is particularly relevant for the changes that we have seen in contemporary societies of our region. This relate to the efforts made by a host of agencies, from advertising to managerial to public relations and communication to the old and new media that seek to create a *new culture of conspicuous consumption from a culture of*

*frugality and austerity*. Gandhi epitomized the latter as a virtue. Today they are seen as hazardous to the economy. This is a point I shall deal in greater detail when I discuss the contention that globalization has ushered in a capitalism that is about consumption, not production.

But first I would like to *underscore a key feature of capitalism across periods, the constant revolutionizing of the instruments of production*, which Karl Marx alluded to. Or else we will be theoretically erring to make sense of the relationship between culture and economy in general and with specific reference to globalization. Karl Marx's observations on this dynamism of capitalism holds true even as we gather here to discuss globalization and culture.

The bourgeoisie cannot exist without constantly revolutionizing the instruments of production, and thereby the relations of production, and with them the whole relations of society. Conservation of the old modes of production in unaltered form, was on the contrary, the first condition of existence for all earlier industrial classes. Constant revolutionizing of production, uninterrupted disturbances of all social conditions, everlasting uncertainty and agitation distinguish the bourgeois epoch from all earlier ones. *All fixed, fast-frozen relations, with their train of ancient and venerable prejudices and opinions, are swept away. All new-formed ones become antiquated before they can ossify. All that is solid melts into air, all that is holy is profaned, and man is at last compelled to face with sober senses his real conditions of life and his relations with his kind. The need of a constantly expanding market for its products chases the bourgeoisie over the whole surface of the globe. It must nestle everywhere, establish connections everywhere* (Marx 1967:38 emphasis mine).

So far we have sought to emphasise the distinctive nature of the modern capitalist economy and question the tendency in social science to either collapse our understanding to cultural or to economic determinism. We now briefly look at how social sciences have looked at culture and economics. Economics is the discipline that both explains and legitimizes modern industrial capitalism and understands it as a given. It has created an entire approach whereby 'culture' is seen as an add-on, an extra that either helps or obstructs the smooth functioning of the economy. On the other hand, in much of sociological literature (here I include social anthropological), gender and cultural studies there is a widely held belief that globalization is essentially about cultural changes, tangible cultural changes. I argue that this understanding stems from three sources: (i) empirically it stems from the hyper visibility of consumer culture and the myriad new cultural artifacts that define everyday life in a hyper visible mediated world; (ii) historically from a sense of cultural siege that colonialism inflicted upon colonized societies; and (iii) theoretically from a legacy of modernization framework, extremely significant in our parts of the world with intellectual legacies drawn from a motley mix

of evolutionary theory, cultural assimilation and functionalism; compounded in more recent times with bits and fragments of post modern sensibilities with a special affinity to culture.

It is important for us in the south to interrogate an increasingly flattened cultural understanding of globalization. Social sciences have to take a careful path between a narrow (theoretically neat but empirically fraught) ‘economistic’ approach as well as an empiricist, cultural determinist approach. We have to emphasize that both economy and culture are inextricably connected; and that theory and empirical research are neither dichotomous nor exclusive. This is a theme that runs through my exposition.

There are two broad parts in which I have divided my paper. I shall *first* discuss the reasons for the global attention on culture in popular, (mass media) political and academic discourse(s) in the contemporary context of globalization. This I argue affects both the developed and developing world, even though there is a differential impact. I touch very briefly here on the new body of research that is emerging not from the university but corporate and developmental research. This caters to needs of the organizations and I argue therefore cannot be informed of a sociological imagination and theory that can engage with the complex relationship between economy and culture in globalization. *Second*, I shall look at the specific significance that culture holds in the collective imagination of societies of developing countries, many with a colonial past. *Finally*, in the conclusion I explore the salience of neo-liberal economics in the contemporary context and how this has to be understood as a cultural vision, a political project and not merely a set of technical or managerial prescriptions relating to the economy. This is of particular importance for my contention that there we need to stay away from both cultural and economic reductionism. For economists often do the obverse of what we sociologists and social anthropologists do- treat economy as a self-propelled entity, cut off from culture. It is only a theoretically and historically informed perspective that would enable social scientists to practice a perspective that avoids the pitfall of both cultural and economic reductionism.

## II

### **Culture, consumption and everyday life: the empirical obvious**

I started my talk with the basic question as to why ‘culture’ comes to our mind first when we in our everyday life think about globalization. We, particularly middle class South Asians like you and me experience the tangible impact of globalization in the

everyday objects and services we consume. The fruit juice and cereal at breakfast; the television and mobile telephones; the computers and Xboxes that our children play with; the kind of schools they go to; the clothes which we wear; the shops which we buy from; the crockery which we would like to use; the holidays we desire define our 'culture', in the widest sense of the term--- our 'way of life'. This process had impacted the west earlier, prompting scholars like Baudrillard to describe western society as a 'consumer society' (Baudrillard 1998; Bauman 1998b)

An increasing range and diversity of material goods and services is now available for consumption, and the shopping mall and the activity of shopping have become prominent features of contemporary social life, the cultural centre of which is consumption (Baudrillard 1998). For a capitalist economic system that increasingly needs consumers more than it needs producers, the 'spending-happy consumer is a necessity' and for the 'individual consumer, spending is a duty' (Bauman 1992: 50).

To explain the strategic importance accorded to consumption in the latter part of the 20<sup>th</sup> century, Baudrillard recalls the lack of effective demand that produced economic depression and a crisis of capitalism in the 1930s. He suggests at that time modern industrial capitalist societies 'knew how to make people work...[but] did not know how to make them consume' (1975: 144). The realization that it was no longer production but circulation that was the central problem for capitalism led to the identification of consumption as the strategic element and the mobilization of people as consumers as a necessity- 'their' "needs" became as essential as their labour power' (Baudrillard 1975: 144).

Labour power is produced through deliberate efforts to make it part of the work culture –that is, incorporated as essential to the routine requirements of the modern industrial capitalist workplace. This is done through the construction of work ethic and related disciplinary technologies that produce appropriate forms of human subjectivity. In other words, consumer 'needs' have to be continually conditioned if an economy that rests on that has to function effectively and profitably (Galbraith 1963, 1969; Marcuse 1968; Baudrillard 1998; Klein 2001).

Consumer needs or wants have become a strategic element because the basic predicament confronting contemporary capitalism is 'no longer the contradiction between "profit maximization" and the "rationalization of production"...but that between a potentially unlimited productivity...and the need to dispose of the product' (Baudrillard 1998: 71). Decisions about the purchase of goods are strategically too important to be left to unconditioned consumer choice. So demand is managed through a 'huge network of communications, a great array of merchandizing and selling

organizations, nearly the entire advertising industry [and] numerous ancillary research training and other related services' (Galbraith 1969: 205; Packard 1957; Klein 2001). There would be ample evidence of these in Sri Lanka,<sup>1</sup> just as there is in India (Chaudhuri 2014).

I would like to draw from examples from Sri Lankan society to buttress my point. This is an article written by a management expert to comment upon the imperative needs to focus on the new postmodern consumer of Sri Lanka:

Few, if any, would argue the wisdom of placing the customer at the centre of business. It is a foregone conclusion. However, the Marketing mantra of the consumer as the hub of everything the company does, continues to be chanted without much evidence of its practice in many organizations.

The problem of the lack of a "customer focus" and its solution may not lie in the realms of mindset, education and attitude. The problem may be structural. *The very location of Marketing within the modern firm means that, it exists to pursue each individual firm's aims: basically to sell more, more profitably.* Marketers within each firm may embrace the primacy of the "customer focus" as a venerable dictum, but only to the extent that it helps to achieve their ends. In this context, "customer focus" becomes just another way of looking in the mirror: how to sell what we make (Liyanage U., 2009 emphasis mine).

Liyanage underscores the fact that 'listening to the Sri Lankan customer today is a task that is by no means easy' for the modern and traditional fuse in paradoxical fashion. Recognition of this fusion of the modern and traditional for the marketing and management sector is a useful entry point to cater to the customer. My contention is that too often academic research takes this empirically visible fusion as a finding, the end point of investigation rather than seek to locate it in the history and structure of society. I further argue that the empirical obviousness and scale of new consumption practices correctly draws academic attention to it but unfortunately does not seek to place it in the context of an economy and culture informed of neo-liberal ideas.

The story does not seem too different in Bangladesh as the quote below would show. This is a study conducted by students and uploaded on the internet would suggest.

For our research, we choose 'The Impact of Western culture In Our Society' as our topic for its importance on the *effect of cultural globalization* (which means the commercialization of culture). Now a day's the *production and consumption of cultural*

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<sup>1</sup> For instance, Aviva Insurance (2010), unpublished study of youth aspirations; *Consumer Finances and Socio-Economic Survey*, 2003/04, Central Bank of Sri Lanka; Ernst & Young (2003), Human Resources Advisory Service. Gross D., (1997), *More on Traditions*, Telos Press, 1997.

*goods and services has become commodities, along with the essentials of social life (marriage and family life, religion work and leisure).* What once was an element of the way of life becomes a product, rather than something unique men had made to suit their own needs and circumstances. In urban Bangladesh, technology of multi- channels TV began in 1991 and hence satellite broadcasting has been delivering 'lots of channels to viewers'. *Cultural domination by electronic media* within the society thus has eventually become a major concern of sociological inquiry. The present study is one of such effort to look at how the urban people, mostly youth has accepted and responded to their access to Western culture (<http://www.assignmentpoint.com/arts/modern-civilization/assignment-on-globalization-and-bangladesh.html> emphasis mine).

This focus on consumption and consumables, whether objects or services have led to the belief, that 'production' no longer defines a society, consumption does. Baudrillard however corrects this impression arguing that contemporary society remains 'objectively and decisively a society of production, *an order of production*', but it is now closely articulated with an '*order of consumption*' (Baudrillard 1998: 33). While production remains decisive, what changes is that 'heroes of production' are displaced by those of consumption, as 'movie stars, sporting or gambling heroes...[and] a handful of gilded princes(ses) or globe-trotting barons' (1998: 46) have become our cultural icons. Notwithstanding the emphasis placed on market forces and enterprise culture and the prestige acquired by a new generation of entrepreneurs, contemporary society continues to be fixated with the lives of consumer culture 'heroes'. Media representation of the lifestyles and forms of conspicuous consumption of celebrity figures continue to serve the function of providing 'economic stimulus for...consumption (Baudrillard 1998: 46).

The culture of early capitalism promoted ascetic conduct and demanded that you 'work hard in your calling'. Pleasure constituted a potential problem, a distraction from the requirement to work hard. In contrast, contemporary capitalism quite deliberately promotes the idea of pleasure and encourages its pursuit through consumption, for it needs an endless supply of consumers continually pursuing satisfaction promised in the marketing and advertizing of an expanding range of products and services. As I have indicated, an appropriate supply of happy-to-spend consumers, eager to exercise their consumer freedoms and express their consumer choices does not emerge spontaneously but through a complex process of cultural constitution. Yet "culture is so often seen as what Eagleton would call the unconscious *verso* ... the taken-for granted beliefs and predilections... It is what comes naturally, bred in the bone rather than conceived by the brain" (Eagleton 2000:28).

Reflecting on the changing culture and economy of the Fordist-Keynesian industrial capitalist configuration that was made necessary with 'the application of

increasingly intricate and sophisticated technology to the production of things,' Galbraith (1969:13) drew particular attention to the importance of consumer demand management.

I still recall a time in the early 1990s when India had just initiated its new economic policy; the idea of credit cards was alien. My study of advertisements during that period showed a concerted effort to popularize credit cards. It is the contribution of credit to the emergence of a culture of systematic and organized consumption to which we need to direct our attention. My studies showed how gender was a critical element in constructing a new milieu. If thrift marked virtue of a traditional Indian housewife, a huge network of communication sought to redefine virtue as profligacy. The thrift housewife had to therefore turn profligate (Chaudhuri 1997). A new culture of consumption was critical for the new order of production. It is empirically obvious that capitalist consumer culture employs all the means at its disposal to conjure up appealing images and persuasive signs, to 'summon up dreams, desires and fantasies' of the potential for fulfillment through a process of 'narcissistically pleasing oneself' in and through the consumption of symbolic goods and services (Featherstone 1991: 27).

### III

#### **Culture and identity in developing societies: that matter of history**

We have seen the unprecedented rise of consumer culture and the emergence of new identities defined by consumption and life style globally. While there have always been various forms of resistance to it, what is specific to our context is that we have a historically shaped ambiguity to western culture that needs to be taken cognizance of. We are all aware that the long years of colonial rule led to a denigration of non-western cultures and ways of life. We are all familiar with the binaries of the west and non-west which saw us as barbaric as against the civilized west. We also know that we had our cultures rendered exotic, strange and maybe even bizarre. This was most apparent in anthropological works of western scholars. The oriental scholars, exposed to the rich traditional knowledge of these deemed 'barbaric societies' on the other hand, were responsible for bringing to the notice of global scholarship the richness and magnificence of Asian material and non-material culture. This eulogy in turn affected our own way of looking at our own culture. It became our weapon to assert ourselves and claim to be counted as one and equal among nations. Cultural assertion is a key element in our nationalisms. Further this culture is often seen as deeply rooted in spiritual traditions.



I quote here from two sources to capture both these aspects: as a weapon against western cultural humiliation; and as distinctive in its ‘spiritual’ composition. The following quote is a response to the Age of Consent debates in India in the 1890s when the British state was seeking to bring in legal reforms to raise the age of marriage for girls. It is important to make the point here that many Indian social reformers and nationalists like Tilak supported the basic principle but was against colonial state initiated reforms. A Bengali newspaper wrote:

Yes, we are a nation of savages and the government is making laws to educate us. Yes, we are strangers to domestic virtues; we gave up only the other day our dwelling in the woods. Yes, we are a savage people and do not know how a husband should behave to his wife and wife to her husband. Yes, we tattooed our bodies till yesterday, and we had not the marriage tie among us till recently (*Bangabasi* 1891 cited in Sarkar 1983 111-21).

I quote from Aurobindo and Vivekananda regarding what was seen as specific to Indian culture.

Vivekananda wrote:

... each nation, like each individual, has one theme in this life which is its centre... In one nation political power is its vitality as in England. Aesthetic life is another, and so on. In India, religious life forms the centre the key note of the whole music of national life... so in India, social reform has to be preached by showing how much more spiritual a life the new system will bring, and politics has to be preached by showing how much it will improve the one thing that the nations wants- its spirituality (Poddar 1977: 114).

Aurobindo echoes a similar point:

In Indian civilization, philosophy and religion, philosophy made dynamic by religion, religion enlightened by philosophy have led, the rest follow as best they can (Aurobindo 1975: 52).

If that was the refrain more than one hundred and twenty five years ago, we witness resonance of it in contemporary popular and academic discourse. I quote below from a recent study done in Dhaka, Bangladesh. In the quote below you will notice the omnipresence of consumer culture in everyday life, (what we just discussed) and the concern about its impact on ‘our culture’.

It has *out-rooted the traditional Bengali culture* and the rate at which westernization is happening to Bangladesh is surprising. Regional languages are on the process of redefined. In many ways instating of regional language people have been used to English especially in urban areas youngsters. It had started get fixing with western clothing, western languages, western mannerisms and everything else westernized. ...Beside, the festival of Pohela Baishak, people is now celebrating like other western cultural festivals especially in young group such as- Valentine’s Day, Friendship Day, Mother’s day, Father’s day.

With Globalization and westernization of our culture, Bangladesh now has access to things like adult movies, pornographic material, sex toys and other sexual content from all around the world especially in young group of people. *Bangladeshi’s population has been corrupted thanks by easy access which has been brought about by westernization.*

In fact, this has gone to such limits that now pornographic material is even made in Bangladesh also. *These perverted habits have raised a population who sometimes are so full of hunger for that they choose to rape.* It is a fact that rape cases have risen since the spread of globalization.

So that, *western dress is another factor that creates an imbalance in our society especially for woman group* (whenever girls wear a shirt, t-shirt, and pant in our society, due to feel or sensation of comfortable) which does not permit within our culture as majority of Muslim nationality. For wearing that kind of dresses men are mostly thinking in negative sense (<http://www.assignmentpoint.com/arts/modern-civilization/assignment-on-globalization-and-bangladesh.html> emphasis mine).

Important to note is how often the question of culture is linked to questions of appropriate gender behavior and identity. This is a point that I cannot dwell here but needs to be emphasized.

Likewise we can see oft repeated expressions of the decline of Sri Lankan culture and the ascendancy of western culture, particularly with the onset of globalization. An article on the web sums up scholar Amarasekera's message that captures the point that I am seeking to argue.

Sri Lanka has been subject to the *forceful power of globalisation and free market economy system in the last three and a half decades or so. This force has destroyed the country's rich cultural heritage of which the core has been founded on Sinhalese Buddhism.* This has in fact generated disastrous results for the future of the country. The path which the country would have taken to avert this disaster would have been the revival of the nationalistic movement which the late Anagarika Dharmapala had started in 1930s when the country was still under the British rule. But this was not done...The 'sense' that is required is nothing but redesigning Sri Lanka's value system and goals based on in Amarasekera's words "the core of our civilisational heritage which has escaped our minds so far, with disastrous results".

... The country has been reduced to an economically dependent neo-colonial satellite. *People have been glued, day in and day out, to an Idiot's Box called television that has exerted immense influence on their thinking, living and behaving. Young generations have been addicted to both cricket and drugs creating an immeasurable social menace. Art, literature and drama have deteriorated to their lowest depths with pornography and low-taste art work replacing them.* Sinhala language has been relegated to an unimportant position while English has been crowned once again. Men and women have changed their attire in favour of modern Western fashions so that the long hair and saris worn by women and national dress by men as advocated by Anagarika Dharmapala have begun to disappear. ... *In essence, the free market economy and globalisation have destroyed the country's rich cultural heritage and made it 'more dependent and helpless' just like it had been under the colonial rulers* (Wijewardena <http://www.montpelerin.org/nyc2k9.cfm> 2012 emphasis mine).

There are other scholars such as Sasanka Perera who has a different response to this question.

In any event, cultural globalization is an inevitable and natural process, even though it has some clear features based on hegemony and inequality. What is needed is not to attempt to stop globalization, which is impossible, but to find means that would democratize that process (Perera 2008).

## **Conclusion**

I would like to very quickly sum up my basic contentions as I draw to the end of my talk. Broadly there are a couple of points I would like to reiterate, and as would be obvious to you now, these points have informed my talk. *One*, that there are empirical, historical and theoretical reasons for the focus on culture in the context of globalization. Empirically I have referred to the overpowering influence of consumer culture and all the artifacts that define our everyday life and aspirations. Historically to the special anxiety that we as erstwhile colonized societies have about western denigration of our culture. The contemporary context is marked by assertion of identity politics where culture once again acquires an unexpected salience. Theoretically this salience of culture draws from older theories of acculturation and newer postmodern sensibilities that too have celebrated culture, albeit in a different fashion.

The specific colonial past of most of our Asian countries has deep and longstanding bearing upon our present and our take on 'culture'. This marks our ambivalent response to consumer culture as different from the western tryst with consumer culture. The other difference is that, while recent years has generally seen a short charging of theoretical engagement globally, Asian social scientists have had a vexed and uneasy relationship with theory as essentially a 'western' construct, and which therefore may not be quite relevant to the study of the cultural specificities of our societies. On the part of the western academia, there has for long been an unstated international intellectual division of labour. Scholars in the south have been primarily seen as doing empirical work while theoretical pursuits have been primarily western. This ambiguous and unequal relationship with the west has defined most of our pasts and presents. However it is important for social science in the south to break away from it and instead theoretically engage with the contemporary challenges of globalization, keeping the specificity of Indian history in mind. Sri Lanka has been most fortunate to have some of the best-known south Asian scholars globally. Kumari Jayawardena's rich and perceptive work, historically informed, theoretically sharp is but just one that I mention here.

More recently there have been two other developments that have strengthened an empiricist approach that makes short shrift of both history and theory. One is the research conducted by agencies such as management institutions, corporate think tanks, advertising and marketing research which have emerged and proliferated with globalization; the other an easy pick and choose approach from post modern vocabulary that makes do for theory. Hybridity is a good example; bricolage another. Both refer to cultural forms, permutations and combinations. They are what I have described as empirically obvious and most importantly, as we saw, picked up easily by research conducted for marketing agencies.

In this surfeit of consumption and cultural artifacts, social science too easily misses the point we began this talk with- theory which would enable us to see connections between economy and culture, even when the obvious empirical does not allow us to see. Perhaps a brief reference to the ideas and practices of *neo-liberalism* would be helpful in this regard. This reference is important for as I stated early in my talk, borrowing from Polanyi that in capitalism “*social relations are embedded in the economic system*”, a feature entrenched even deeper within contemporary neo-liberal capitalism. At its narrowest level, neo-liberalism is a set of technical prescriptions regarding how the economy ought to function. At its broadest level, neo-liberalism is a worldview. In its most easily recognizable form, it is an economic policy that privileges the market for ushering in what it considers to be both a good and fair society. The context within which it made its ascendancy was the slowing down of the economy in the west after an unprecedented period of rapid growth and affluence after World War II. This was a time marked politically by state welfare and economically by Fordist mass-production. Fordism was enormously successful until what David Harvey describes as a rigidity constrained further operational flexibility in labour markets, processes of labour allocation and labour contracts. Constraints also existed in respect of ‘state commitments...as entitlement programmes (social security, pension rights, etc.) grew under pressure to keep legitimacy at a time when rigidities in production restricted any expansion in the fiscal basis for state expenditures’ (Harvey 1989:142).

Although the momentum of the post-war boom in the west continued through the late 1960s and early 1970s the recession that began in 1973 brought the boom to a close. What followed was a ‘period of economic restructuring and social and political readjustment’ (Harvey 1989: 145). In brief, capitalism needed to ‘free itself from its dependence on the state and relax the social constraints it was under. The state had to be

made to serve the “competitiveness” of companies by accepting the supremacy of “market laws” (Gorz 1999: 12-13). South Asian countries have been witness to this. More importantly, South Asian scholarship has a history of theoretical engagement with these developments. We cannot fall victim to the new empiricist and pragmatic approach that threatens to swamp our social science and lead us to see both culture and economics as delinked questions.

More recently after the financial meltdown and a global recession (that even as I speak in the tail end of 2013, does not seem to be going away) there has been in some quarters a feeling, that there may be a need to return to Keynesian policies. It was argued that “perhaps the neoliberal orthodoxy might now be confronting its own denouement, in an appropriately globalizing crisis of deregulated capitalism”? This was strongly opposed by both economists and political leaders. We have seen this debate played out in India (Chaudhuri 2011). I quote here from what may appear as an unlinked source—Antonio Martino, Italian conservative politician and former MPS president who posed the question. But I do so to emphasise the fact that neo-liberal ideas constitute a cultural vision that needs to be analyzed rather than opposed with counter rhetoric of the ills of western culture.

Is the golden age of the market coming to an end? Are we returning to the prevalence of mercantilism, State ownership of industry, central planning, price and income policies, confiscatory taxation, monetary instability and deficit spending? Maybe, but I can't help being optimistic. Throughout human history but especially so in the last thirty years economic liberty has provided ample and sure illustration of its superiority over any other kind of social arrangement. *No one, except in Burma and at Harvard University today believes that there are better alternatives to the free market. Only unadulterated folly can make humanity move in the wrong direction. The market, one of the greatest discoveries of the human race, is here to stay, despite the politicians attempt to kill it* (Martino 2009 emphasis mine).

This ideology of the market informs much of the economics of globalization, rendering the economic processes, in sync with ‘human nature’ and therefore projects itself as neither political, nor ideological. *This economic worldview, I argue is also deeply cultural. It actively produces and disseminates cultural values consonant to the new economy, across the globe through a complex and effective set of bodies: the media and advertisement industry; marketing and public relations agencies; think tanks that cut across corporations and the academia.* If one were to analyze culture and globalization— the theme of this conference, we have to re-engage seriously with theory, which would open our windows to understand the complex ways that economy and culture interact. An empiricist study of how we dress, and how we pray will not help us understand the broader structure of social change within which biography meets history,

and the individual meets society. On the other hand it may just bolster commonly held prejudices regarding ‘other cultures’ and ‘uncritical valorization of one’s own culture’ – trends that are detrimental to both a just and a democratic society. To avoid this, we need to reclaim our universities so that we do not become service providers of data to other agencies but set our own agenda for teaching and research. Only a fresh engagement with history and theory will allow us this space.

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## **Abstracts Categories**

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ICSS/13/OP/150

**A historical study of economic life of women from 13<sup>th</sup> century A. D. to the end of the 15<sup>th</sup> century**

NA Wimalasena<sup>1</sup>

In this study an attempt is made to study the Economic life of women from about the thirteenth century A. D. to the end of fifteenth century A. D. This period is generally known as the medieval period of Sri Lanka, the period after the Magha's invasion. In order to determine the place of women in society, it is necessary to study the attitudes of men towards women and particularly the services rendered by women in their various roles as mothers, wives, sisters etc., with special reference to their involvement in economic, political, social and religious affairs. Any serious attempt to study these aspects is beset with certain difficulties, which must be borne in mind from the beginning. On the one hand, the chronicles provide comparatively little information on those activities of women to which the student of social history should attach importance. On the other hand, even the information of chronicles that we find is limited to women belonging to courts circles or to the nobility. The role of ordinary women in society would certainly deserve great attention, because some of our literary sources reveal this aspect. In addition to that, there are a number of epigraphic records which contain much information about position of women.

The research is mainly based on primary sources. Wherever necessary, material will also be obtained from limited secondary sources on the social history.

**Key words:** *Economic life of women, Social history, Epigraphic records, Chronicles*

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ICSS/13/PP/192

**A study on interpretation differences of the meaning of eco resorts by Sri Lankan hoteliers**

RSSW Arachchi<sup>1</sup>

Tourism plays a major role in Sri Lankan economy. It accounts for Rs. 42,519.3 million of foreign exchange earnings in 2007 (Annual Statistical Report-SLTB 2007). Eco tourism is one of the alternative tourism concepts which involves environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features - both past and present) that promotes conservation, has low negative visitor impact, and provides for beneficially active socio-economic involvement of local populations” (Lascurian, 2005).

Mid-term strategic plan for Sri Lanka tourism (2002-2004) states that Sri Lanka had 1% of eco tourists. It is in a very low level comparing to other destinations. Based on these literature and preliminary findings, the researcher identified there is an issue of practicing the concept of genuine eco-tourism in Sri Lanka compared to the international standards. Therefore, the researcher’s major objective of this study was to investigate differences between the Sri Lankan eco resort hoteliers’ interpretation and the international standards.

Here the researcher did a qualitative case study with the intention of providing a thick description to the concept of eco resort. In the analysis, the researcher found that Sri Lankan eco resort hoteliers construct the meaning of eco resorts in various ways. They are more towards nature based tourism, wild life tourism and environment conservation tourism. Because the hoteliers’ practice of the eco-tourism concept differs from international practices and standards, they could not meet the expectations of eco tourists. Even though the eco resort hoteliers’ main market is eco tourist market, they cater and address to other type of tourists. As a result, customer orientation concept has been dishonored for eco tourists. Therefore, it has created a gap between the needs of eco tourists and the services of eco resort hoteliers.

**Key words:** *Eco tourism, Eco resort, Customer expectation, Alternative tourism*

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ICSS/13/OP/309

**The role of the traders in monetary transactions in ancient Sri Lanka**VD Nadeesha Sharmalee Gunawardana<sup>1</sup>

Hereby, attention is focused on the study of the monetary transactions in the *Anurādhapura* period which runs from the 6<sup>th</sup> B.C. to 1017 A.C. In order to understand the nature of the internal trade of the *Anuradhapura* period, the inscriptions are found from the places such as *Vilbavehera*, *Bambaragastalawa*, *Peripuliykulama*, *Situlpawwa*.

The best inscription that can be taken into consideration during the study of the nature of the internal trade of Sri Lanka is the *Badulla* pillar inscription, which belongs to the reign of king *III Udaya* or *IV Udaya*. This particular pillar inscription was found by, *Mr Jone Belli*, a deputy British agent in the year of 1857, within close proximity to the reservoir of *Sorabora*, which was around three miles from the East of the *Mihiyangana Dageba*. It has been inscribed that the trade had been practiced in a town by the name of “*Hopitigamuwa*”. The prologue of the inscription states that the traders and the dwellers had submitted a petition on the malpractices done, to the king *Udaya*, during an official visit to the *Mahiyangana Dageba*. With reference to the *Badulla pillar inscription*, it is said, that those days the scales had been used in order to measure the grain. According to the *Badulla inscription*, it is understood that the bulls had been used for the transportation of goods. According to the *Moragoda inscription*, both buffalos and the bulls had been used.

It is believed that in the ancient Sri Lanka, there existed a system which is similar to that of the present day banking system in order to deposit money and grain, and this particular financial institution was introduced as “*Niyamatana*”. The inscriptions of *Thonigala* and *Labuatabedigala* clearly provide with further information.

**Key words:** *Monetary system, Anuradhapura period, Internal trade, Inscriptions*

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ICSS/13/OP/367

### **Date of the Martello Tower at Hambantota**

Dhanesh Wisumperuma<sup>1</sup>

The Martello Tower in Hambantota in the southern Sri Lanka is the sole example of this fortification type in the country. It is a round gun-tower of two stories on a small hill which was designed to be used as a defence structure. This style originated after a tower in Corsica that caused difficulties to the British during their battles with the French in 1794 and these towers were adapted to the British defensive strategies soon.

The exact date of the construction of Hambantota Martello Tower is not established due to unavailability of records. The suggested dates for the tower vary; one statement said it was constructed shortly after 1796 and another placed the origin of the tower between 1803 and 1806. The first known published reference to the tower is dated to 1806. It is often mentioned that this might have been used during the barricade of the Kandyan Sinhalese in 1803, when they attacked the British held territories.

The objective of this paper is to date the construction of this tower, based on authentic records of the British administration.

According to the records available, Martello Tower at Hambantota was constructed after August 1804. It is evident that Major General D.D. Wemyss, Commander of the Forces in Ceylon, ordered Lt. W. Gosset of the Royal Engineers who was in charge of the engineer department at Galle to construct a round tower to contain fifty people. Records also suggest it was still under construction by mid-1805.

**Key words:** *Martello Tower at Hambantota, British military defences, Military history, Fortifications*

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ICSS/13/OP/388

**An exploratory study on archery in Sri Lanka as revealed in Mahawamsa**

HMSB Herath<sup>1</sup>

In Sri Lanka archery, as a sport is representing a primeval history since 3<sup>rd</sup> century B.C. Archery was a sport of royals that highlighted recreational patterns which were connected with hunting. Ancient Lankans have shaped this sport into different events with aquiline differences. "*Mahawansa*" the best guide in developing Sri Lankan history has whacking information to reveal lore of archery in Sri Lanka. Also the literature such as "*Pujawaliya*" and "*Bodhiwansa Gatapadaya*", are providing facts on above mentioned phenomenon. Because archery is a competitive sport in current world, it has many rules and regulations and there were not a lot of rules in ancient Sri Lanka as at present.

The objective of this study was to reveal intelligence of archery of Sri Lanka which was a folk sport among commons. Historical survey method was used in order to achieve the purpose of this study and the below conclusion was made. There were four events in ancient Sri Lankan archery. There can be identified a few rules conflated with archery in Sri Lanka such as "*Akshanawedi*" (shoot togetherwith lightning), "*Walawedi*" (shoot for the highest distance), "*Shabdawedi*" (shoot according to sound) and "*Sharawedi*" (shoot with generations of arrows) through historical sources.

**Key words:** *Mahawamsa, Commons, Archery, Different events*

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ICSS/13/OP/470

**Heritage site management problem in developing countries: a case study on Temple Town Bishnupur, District Bankura, west Bengal, India**Nilanjana Das Chatterjee<sup>1</sup>

The prerogative of cultural geography is to analyse how space, place and landscape are shaped by culture. It focuses on people's relationship to the natural world and the modification of that natural landscape into cultural landscape. Cultural landscape is tangible outcome of the complex interaction between human groups with its own practice, preferences, values, aspirations and a natural or modified environment (Knox & Manston, 1987). This interaction is time and space specific. Thus each and every place has its own cultural identity. This identity may become a resource for the further development of that place. So it happens in case of the 'temple town' Bishnupur. Geographically it is located between 22°57'15" N to 23°12'32" N latitude and 87°31'46" E to 87°24'11" E longitude. The place significance of Bishnupur is historically rooted. It was the capital of Malla dynasty. The Malla kings patronise many handloom and cottage industries including Silk, Tasar, Conch shell carvings, Bell metal, Patachitra etc. Along with this the Malla kings constructed many terracotta and brick made temples as religious symbols. Malla reign faced many ups and downs for several times. Naturally many cultural practices imprinted their material and non material culture to the indigenous Bishnupur culture. The terracotta temples witnessed as piece of evidence of that acculturation process. The temples of Bishnupur and surrounding areas were constructed in 16<sup>th</sup> or 17<sup>th</sup> century. The temple architecture of neighbouring state Orissa has a great impact on the temple of the study area. Incarnation of Mughal and South Indian style of temple can also be found (Santra, 1998). The Mughal, Parsic, Indo-Parsic, Hindu classics, Buddhist style and the mythological influences are prominent in terracotta ornamentation. Beside that the influence of Portuguese architecture is prominent (Dasgupta 1980). Thus mixture of tangible or natural resource and intangible resource in form of religious beliefs makes temples as a part of cultural environment which becomes a resource base for tourism. But it is very difficult in the developing countries to promote tourism because in most cases supply of basic needs get priority in the national planning programmes. Thus the architectural heritage sites like Bishnupur though having good tourism potentiality could not get proper priority at Local, Regional, National and International level. The present paper is trying to address such questions related to the management of heritage sites in the developing countries.

**Key words:** *Cultural landscape, Place specificity, Acculturation, Heritage site*

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ICSS/13/OP/500

**A comparative study of religious teachings for a successful family life**

DDR de Silva<sup>1</sup>

The society is formed by a basic element which is known as the family and emerges with the marriage. Therefore, the family cannot be interpreted without marriage as it has strong linkage with the latter. Even in a religious context, different religious discourses of Buddhism, Hinduism, Christianity and Islam have instructions on successful family life.

The objective of this study is to comparatively identify how different teachings of four main religions have directed and ensured the very survival of a successful family life. In addition, much emphasis given by these different religious teachings to identify the family construct with social dynamics is another objective at this study.

For this research, both primary and secondary data have been used for this study. Primary data was collected from employees' interview schedule, observation for this study. Secondary data was collected from books, magazines and relevant reports on religious teachings. Accordingly, different religious discourses have comparatively identified some good qualities such as mutual-trust, openness, admiration, mutual-friendship, altruism, dedication, etc. which are necessarily required for a successful family life. In conclusion the four main religions give much emphasis on the necessity successful family life.

**Key words:** *Family life, Mutual trust, Marriage, Religion*

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ICSS/13/OP/501

### Some esoteric writing methods of demonological manuscripts

Piyumi Embuldeniya<sup>1</sup>

This paper is concerned with some esoteric writing methods of demonological manuscripts related to the *Anhettuwela Yakaduru* generation and the importance of using esoteric writing methods in demonology. Demonology obtains a notable place throughout the history of rituals and beliefs. Demonology is a component of Ayurvedic medicine. In Sri Lankan culture various traditions of demonology can be seen. Apart from that, there are *yak thovil*, *deva yaga* and special *yaga* associated with protected magic.

The *Anhettuwela Yakaduru* generation is connected to the *Benthara* tradition which is a part of Sri Lankan demonology. This *Yakaduru* generation is mainly engaged with black magic. The present day *Anhettuwela Yakaduru* generation has mostly given up their demonological activities.

Demonology has impenetrable surroundings according to the black magic activities and white magic activities. Mostly demonological activities and knowledge is passed down through the generations. In the past various writing methods were used to protect this demonological data, such as using various languages, symbols, digits and etc. Therefore, these esoteric writing methods can be considered as a part of intangible heritage in Sri Lanka. This study is mainly based on personal communications as well as library survey method. Therefore, manuscripts related to *Anhettuwela Yakaduru* generation have been highly emphasized in this research.

**Key words:** *Demonology, Esoteric, Anhettuwela Yakadura, Manuscripts*

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ICSS/13/OP/502

### **Transport system in ancient Sri Lanka**

Gangani Kumari Ranasinghe<sup>1</sup>, Nadeeka Kumudini Singhabahu<sup>2</sup> and Sudarma Premasiri<sup>2</sup>

Transport was an important aspect of the day to day life of the ancient Sri Lankans. Various transport facilities were used and available for the king, higher officers and the general public too.

What was important is that, since transport was very important to the state, information and facts pertaining to transport was documented. Because of this, information regarding ancient transport system can be found in various primary sources. This research is focused on such documents pertaining to the period starting from the reign of King Devanampiyatissa to the end of the Anuradhapura Period of the history of Sri Lanka.

The main objective of this research was to identify the main modes of transportation during the Anuradhapura Period. The secondary objective was to answer the question, 'Who benefited from the transportation system in ancient times? The occasions for which transportation was used was also examined.

In order to collect data both primary and secondary sources were used, including texts such as the Mahavamsa, Deepavamsa, and Vamsattappakisini.

It is evident from these sources, that the king as the head of the state enjoyed the highest of privileges, in terms of transportation. It is also clear that, transport facilities have been used in the Anuradhapura Period for religious, military and commercial activities in addition to transporting the general public in their day to day activities.

It can be concluded that, a highly developed transport system existed during the Anuradhapura Period. And almost all the sections of the society used various modes of transport for their day to day activities.

**Key words:** *Anuradhapura Period, Transport, Primary sources, Devanampiyatissa*

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ICSS/13/OP/505

**The economic conditions of the Dambadeniya period as depicted by the Royal Donations to the Buddhist Sangha**

JM Sudharmawathie<sup>1</sup>

This paper focuses on the relationship between the economic conditions of the Dambadeniya Period and the Royal Donations to the Buddhist Sangha. The political instability during the last phase of the *Rajarata* civilization resulted in shifting of the capital to Dambadeniya. King Vijayabahu III was able to manage the political conditions of the *Maya Rata* with Dambadeniya as the center of administration. He managed to create a political atmosphere which enabled himself and his successor to develop religious and economic conditions in the kingdom.

Until the 13<sup>th</sup> century AD the economy of the dry zone depended on the system of irrigation developed by the past kings. Although the seat of administration shifted to the South-west with the establishment of the Dambadeniya kingdom economic conditions of the county did not undergo a radical change. However trade was gradually becoming a very important sector in the economy. This was probably due to the political stability and the geographical conditions of the South-west i.e. the natural harbours. As a result of these combined economic activities the economic conditions of the Dambadeniya Period were relatively good.

In 1215 AD Magha, of Kalinga in South India, invaded the island and captured power in Polonnaruwa. He followed a deliberate policy of destroying Buddhism. He and his forces started harassing the Sangha and destroying places of Buddhist worship in Rajarata. Therefore the main challenge faced by Dambadeniya kings was to restore Buddhism to its past glory. Dambadeniya rulers worked tirelessly for the development of Buddhism as the state religion. The royal donations to the Buddhist Sangha were one step taken by these kings with the view of developing Buddhism.

According to many sources, almost all the royal donations during this period have been made with the objective of protecting and stabilizing Buddhism as a religion. The objective of this paper is to find out the connection between the positive economic conditions of the Dambadeniya Period and the Royal Donations to the Sangha. Primary sources, both literary and archaeological, would be analyzed for this end.

It is clear from the primary historical sources that the favourable economic conditions of the Dambadeniya period enabled the kings to donate immensely to the Buddhist institutions and the Sangha, and as a result, the stability and strength of Buddhism as the state religion improved.

**Key words:** *Royal donations, Economic conditions, Dambadeniya period, History-Sri Lanka*

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ICSS/13/OP/509

### **A study on paintings at Pokunuwita Kithsirimewan Rajamaha Viharaya**

Piyumi Embuldeniya<sup>1</sup>

Pokunuwita Kithsirimewan Rajamaha Viharaya is a protected monument which has great significance from historical and archaeological aspects. It is located in the Pokunuwita village, Horana division (Kalutara District, Western Province).

The ancient image house which has paintings is of great significance throughout archaeological remains at this temple. This ancient image house dates to the last part of Kandyan period based the architecture, sculptures and paintings.

Inside the sanctum (*Garbha gruhaya*) of image house is a seated sculpture of Lord Buddha, two standing sculptures of Lord Buddha, standing sculptures of God *Vishnu* and God *Sumana Saman* and paintings of Buddhist monks, God *Gambhara* and God *Katharagama*. Also there are paintings of unclear human figures. The outer walls of the sanctum (*Garbha gruhaya*) of this image house has painting of *Suvisi vivaranaya* (*Twenty-four vivaranas*), *Thelapaththa jathakaya* and *Vine motifs* (*Liyawela*). Apart from that there are some paintings at the wooden door of this image house, Further there are paintings of traditional Sinhala decorative motifs related to the part of floral motifs (*Udbidha*) and geometric motifs (*Nirjeewa*).

This study is based on field research method and library survey method. Therefore the field research method is highly emphasized to record the paintings.

In the present day the paintings at this temple are highly weathered and some parts cannot be identified. So in this paper an attempt is made to describe the importance of the conservation of this painting, colours, lines and other features of these paintings.

**Key words:** *Pokunuwita Kithsirimewan Rajamaha Viharaya, Paintings, Image house, Conservation*

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ICSS/13/OP/511

**A historical overview on flora with reference to the *Mahāvamsa***

Sānā Ranasinghe<sup>1</sup>

The intention of this paper is to identify and categorize the utilization, endemism and distribution of flora mentioned in the *Mahāvamsa*. The paper is based on the first part of the *Mahāvamsa* which represents the history of the Anuradhapura kingdom of Sri Lanka, till the end of King *Mahāsēna*'s reign.

When categorizing the flora in the *Mahāvamsa* as utilization, physical features and territory, there are nine major sectors to consider; grain, palm, flowers, bushes, creepers, herbals, aquatic, and sacred. Flora mentioned in the leading chapters in *Mahāvamsa* have an Indian origin. A vast number of edible plants and palms were also emphasized in *Mahāvamsa*. And also it is clearly mentioned in *Mahāvamsa*, in comparison to the other regions, the *Malwathu Oya* region had a lush cover of flora than others due to its fertility.

Most of the flora mentioned in the *Mahāvamsa* were connected to Buddhism in many different ways. Some gardens consisting of a good amount of flora was also mentioned in *Mahāvamsa*.

As part one of the *Mahāvamsa* is mostly based on the Anuradhapura period, it was difficult to formulate an idea about flora in other regions of Sri Lanka. However, there were more than 54 types of flora including non-endemic types of flora in the *Mahāvamsa*.

**Key words:** *Mahāvamsa, Flora, Anuradhapura, Endemism*

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ICSS/13/OP/536

### **Cultural heritage-treasure hunting in Sri Lanka**

Dinithi Wijesuriya<sup>1</sup>

The rich history of Sri Lanka is made up of movable and immovable archaeological remains scattered all over the country. While examining literary and archaeological sources the ancient rulers of this country took various measures, made laws, and used systematic methods to safeguard the ancient heritage. As a result of this a reasonable amount of archaeological remains survived even during the Civil War, calamities and unavoidable circumstances.

The criteria generated from the Archaeological Amended Act (1989) were that any cultural or national phenomena, which was 100 years old remains as a legal archaeological ruin. Although the country owns a good collection of archaeological remains, Media and other reports always report ruining of the same. They also point out various methods of ruining. Out of the various types of ruining, stealing archaeological remains had reached the highest recorded number. Stealing archaeological remains had been reported from all over the island. It was reported by the archaeological department as well as the press.

The ultimate aim of the stealing of these articles was to export them to foreign markets, to gain valuable foreign exchange. It was clear that illegal trade organizations were behind this. The ultimate result is the increase of the volume of illegal trade.

Thus the aim of this paper is to cover the following areas of the study:

To find out the causes for the increase in the stealing of archaeological remains/ antiques, the nature of the causes and propose measures to minimize the stealing.

**Key words:** *Cultural heritage, Treasure hunting, Archeological remains, Sri Lanka*

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ICSS/13/OP/543

### **Change of topography of Sri Lanka through time: an interactive web based tool**

P Vidanapathirana<sup>1</sup> and Anuradha Piyadasa<sup>1</sup>

The cultural landscape is one of the main sources when interpreting archaeological evidence. This means the knowledge of change of landscape through time plays a vital role in interpreting the archaeological evidence and events happened in the past.

The knowledge of topography during different times in past leads to identification of landscape of events happened in past. It helps to interpret the past events more accurately and understand the different landscape dynamics in past, which were contributed to these events.

The sources of the historical topography including inscriptions, ancient manuscripts, ancient maps and plans, cultural landscape, etc. The information in these sources are available in different languages, scripts and representation is based on the regional knowledge. These sources use same symbols and icons to represent the different objects or vice versa. This causes difficulties to Archaeologists as well as Historians to understand the historical topography as it needs knowledge of different domains to get a clear understanding.

The aim of this study was to develop a tool for researches in Archaeology and History to simplify the process of identification historical topography easily. The primary data was collected using ancient maps, plans, contemporary records, monuments and other relevant landmarks, inscriptions, ancient manuscripts and field exploration. During the field exploration, GPS coordinates of identified locations were recorded. The reference for these topography were identified after a literature survey. The information identified in the data collection process were recorded using a database. The data were captured into the database in a manner which allows users to query and fetch information easily and fast. They information is presented in different ways including an interactive map with timeline. This interactive map provides valuable information to researches on how the historical topography changed over the time.

A separate section of this tool includes the different symbologies and icons used in ancient maps with a description. The tool developed is a web based tool using open source technologies with open access to the information.

**Key words:** *Historical topography, Cultural landscape, History, Archaeology*

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## **Measures taken by ancient kings to protect animals**

WA Hiranya Jayathilaka<sup>1</sup>

Here, protection means securing life safety of human being or animals. It is essential principle of the world we are living. Animals render a great help to human life. The state of the animals in a particular society depends on the attitudes and norms of the said society. When examining the human history it is evident that humans were successful in domesticating the animals such as goats, sheep, cows, elephants, and horses. These animals were connected with the social economical and cultural life of the ancient societies. The basic necessities of the human beings were fulfilled by animals. Hence, there was a well established correlation between humans and animals.

However, destroying animal life is also done by human activities. Therefore, protection of animals was a necessity even in the past. Because of this, a policy for protection of animals was a true challenge. Ancient rulers of Sri Lanka were successful in facing this challenge by implementing effective strategies to protect animals.

The object of this research is to examine the animal protection policy of ancient kings from the Anuradhapura kingdom.

The question raised by this research is that, what was the nature of the contribution made by the ancient kings in this regard. Primary and secondary sources were used for this research.

It is clear that disturbing animals or the unkindness towards birds, fish, cows and other animals were not only prevented but also protected eagerly by the kings. For an example, King Buddhadasa had treated a cobra and removed a boil in its body with surgery and later the cobra had presented a gem as a sign of gratitude to the king. Hence we can conclude that the Kings had done a great service towards protecting animals during the Anuradhapura Period.

**Key words:** *Animals, Protection, Anuradhapura period, Protection policy*

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## **Developing Archaeological tourism in prehistoric cave sites of Sri Lanka: potentials and pitfalls**

Melathi Saldin<sup>1</sup>

The aim of this paper is to present a preliminary discussion of the potentials and pitfalls of developing archaeological tourism in prehistoric cave sites in Sri Lanka. It is evident that there were prehistoric settlements in Sri Lanka by ca. 125,000 BP. Evidence of the island's prehistoric past are apparent from the coastal deposits such as the Iranamadu formation, the gem bearing alluvial gravels of the Ratnapura district as well as cave sites or rock shelters located throughout the country. Prehistoric sites such Fa-hien cave, Batadombalena, Kitulagala (lowland wet zone in South-western Sri Lanka), Aligala, Pothana (Dry Zone North Central Province), Vettambugala, Hulannuge, Rajagala (Dry Zone, Eastern Province), Alawala and Varana (Wet Zone, Western Province) are some cave/ rock shelters which have provided significant evidence of prehistoric activities.

In terms of archaeological tourism attractions, these prehistoric cave sites present a vast untapped potential. As Sri Lanka is set on achieving a target of 2.5 million tourists by the year 2016, the island is faced with a great need to diversify its tourism products. Therefore, there is a great potential to develop these prehistoric cave sites into archaeological tourism products. The study has utilized data derived from field visits to selected cave sites, interviews with relevant authorities in the fields of tourism and archaeology, as well as related literary sources.

**Key words:** *Prehistoric cave sites, Archaeological tourism, Cultural tourism, Tourism products*

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**Intercultural influences on the architectural traditions of Jaffna Peninsula: a study focused on the architectural remains of the Manthiri Manai**

HMDB Herath<sup>1</sup>, MPDS Somarathne<sup>1</sup>, MKD Pasqual<sup>1</sup> and D Jayasekara<sup>1</sup>

Architecture occupies a special place in rediscovering the early cultural traditions of the Jaffna peninsula. Architectural traditions of the Jaffna Peninsula which was routed in the south Indian traditions of Kerala and Tamil Nadu were subjected to change under the impact of western influences.

The aim of this paper is to investigate the architectural traditions of the Jaffna peninsula which is a window for Tamil national culture. The ancient South Indian and Kerala architectural traditions are best illustrated by the household buildings, religious buildings and other public buildings. However, this original traditional architecture has been overshadowed by Dutch influences. Present day architecture of Jaffna peninsula can be seen as an admixture of both the past as well as the modern influences.

**Key words:** *Architecture, Traditions, Tamil culture, Western influence*

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## **Palm leaf manuscript culture in Sri Lanka**

Piyadasa Ranasinghe<sup>1</sup>

Palm leaf, also known as Ola leaf, has been the chief writing material as well as the principal carrier of knowledge in Sri Lanka from early Anuradhapura period to 20th<sup>th</sup> century, for more than 2300 years. Even in this digital era writing on palm leaves for special purpose is still exists.

The present study, based on the examination of archival data as well as manuscripts themselves, is an attempt to identify the palm leaf manuscript culture which formed the intellectual backbone of the nation. Manuscript culture can be defined as a sub set of main culture which involves in the production, distribution, collection and preservation of manuscripts and practices and beliefs pertaining to these activities. Invariably it is influenced by the main culture and vice versa.

In Sri Lanka palm leaves have been in use as single leaves for writing short messages and notes and as bounded set of leaves gathered together with a strong thread to form a book. Both sides of the book were protected by two wooden plates usually decorated with coloured illustrations.

The study revealed that there was a set of practices and beliefs that can be termed as palm leaf manuscript culture. Processing of raw palm leaves into flexible and durable writing material has resulted in a specific art and craft. Growing palm trees and economical use of leaves with clear ecological concerns, specific writing system to write on palm leaves, training of copyists, copying profession, book cover decorative art, preservation techniques of manuscript books and institutions to collect them and the social role of manuscripts are some of the features of this culture.

It was observed that the prevailing listening tradition- the inevitable outcome of the oral tradition- was further strengthened by this manuscript culture. Respect for books in Sri Lankan culture is also due to the impact of manuscript subculture which personified Dhamma in book format on a par with Buddha and Sangha. At the beginning palm leaf manuscripts that recorded Dhamma became sacred objects and later the same notion seeped into other types of manuscript books also.

Bibliographic control of manuscript books or the dissemination of bibliographic details of such books to interested users has also been a part of this culture. Standard of the description consisted of fivefold elements, viz., author, title, cause (reason for writing), extent and use. Although the manuscripts books were not for sale as today, there was a system similar to modern book publishing in which copyists did the role of printer and sponsors played the role of publisher.

Certain folk beliefs and folk tales associated with palm leaf manuscript culture are also found and in general the subject needs multi- faceted investigations.

**Key words:** *Manuscript culture, Palm leaf manuscripts, Ola leaf manuscripts, Sri Lanka*

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**The digital ‘Durga’: tracing religio-cultural development through Willaim Blake’s mythopoeic structures**

Shreeparna Ghosal<sup>1</sup>

“Our cultural values, which often include particular religious beliefs, shape our way of living and acting in the world. Indigenous Knowledge and Sustainability explores the importance of indigenous values and spirituality in providing guidance for sustainable living. Such principles and values encourage a spirit of harmony between people, their natural environments and their spiritual identities. The principles for living sustainably that flow from these and other cultural and religious beliefs vary between groups and countries. They have also changed over time as circumstances demand. Despite this diversity, many principles for living sustainably are shared, not only among indigenous peoples, but also between different religious traditions.”

This is what the preface of a UNESCO report says and this is what has been found to be true through the ages. This paper will explore the traditional worship of the Goddess of ‘shakti’ or power in India who embodies a lot of other related concepts as well. Though the roots can be traced as far back as the Vedic ages, and this is predominantly a festival marked on the Hindu calendar, it has evolved into a community celebration where people regardless of culture, creed, religion and economic backgrounds participate in the festivities.

We also find that the goddess has left the shores of India and has leapt into global focus with the diasporic communities celebrating ‘Durga Puja’ with great gusto.

Strangely similar figures of symbolic and mythopoeic unities of religion and culture and an advocacy of development for mankind in general through such structures are to be found in late 18<sup>th</sup> century English poet-painter William Blake’s works.

One finds global development inherent in all religions and cultures of this world. This paper will trace a parallel between such beliefs, cultures and development to uphold the theme of the conference.

**Key words:** *Durga, Religio-cultural development, Willaim Blake, Mythopoeic structures*

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## **Memory, History and Materiality: Seventy-two Horse Riding Deities of Kutch**

*Anisha Saxena<sup>1</sup>*

In the dry and deserted landscape of Kutch in Gujarat there exists on hilltops temples dedicated to Jakh. Jakh refers to seventy-two horse riding deities, seventy-one men and one woman their sister Sayari. The oral tradition in Kutch states that the sea brought these foreigners to Kutch. They soon attracted the attention of the local people because of their medicinal and martial skills and said to have slayed the evil king Jam Punvro, bringing peace to the land.

As a historian studying the art, history, temples and memory of Jakh in Kutch interesting dichotomies appeared between materiality and memory associated with the sacred landscape of Jakh.

My paper will explore two aspects associated with materiality first, the question of need of materiality in order to sanctify or provide evidence for a sacred memory or an oral tradition. The material in case of Jakh is the temple building on a hilltop and presence of horse riding sculptures. Secondly how the material itself can be used/misused, reinterpreted/misinterpreted by different religious communities to claim the sacred landscape as their own. In case of Jakh the local Sanghar community worships the horse riding deities as foreign gods who saved them from the evil king but recently, the Jaina and Hindu community in Kutch by bringing alteration in dialect have started calling the gods Yakshas and pray to them as ancient demi-gods. What is common in both cases is the presence of temple on a hill and horse riding deities.

***Key Words:*** *Jaina, Jakh, Kutch, Yaksha*

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ICSS/13/OP/254

**The eternity of Kautilya's Mandala theory in the context of establishing the inter-state relationships**Kalundewe Chandawimala<sup>1</sup>

Throughout the history, almost all the countries in the world have tended to make affinities with certain allied countries in various conflict situations. Those countries which sought to establish their own imperials have also involved in relations with some other countries. These relationships have been functioning in various manners from the far early times to the present. In some occasions, these relationships have helped the rulers of both countries to achieve their goals. There were some occasions where kings strategically used this practice in order to strengthen their power. The ruler who wished to create his own empire called "*Vijigīshu*" turned into the surrounding countries in a specific manner. He never considered his neighboring countries as 'friends' or allied nations. This theoretical perspective is clearly depicted in the 'Mandala' theory of Kautilya.

According to the "Mandala" theory of Kautilya, there are five additional rulers before the *Vijigīshu*, or the emperor: (1) *Ari* - the enemy; (2) *Mitra* - friend; (3) *Ari Mitra* - the friend of the enemy; (4) *Mitra Mitra* - the friend of the friend of *Vijigīshu*; and (5) *Ari Mitra Mitra* - the friend of the friend of the friendly enemy. Thus, a number of kings are represented in the *Mandala* theory in various positions such as before, after and surrounding. Kautilya has pointed to the ways in which one can establish an empire by engaging in conflicts and friendly inter-relationships with them. However, it is quite problematic whether this theoretical perspective can be equally seen in practice. It is also questionable whether the neighbor always becomes an enemy of a given country. Even though there are certain issues in this theory, it is also important to note that it has a universal value. This research will be a comparative study on modern political theories and the theories of peace makers all over the world. Today politicians' political theories compared with the theory of "*Vijigīshu*", it is possible to note that there is no diversity among the Kautilya's Mandala theory and modern political theories.

**Key words:** *Vijigīshu, Mandala theory, Ari, Parshva Nigraha*

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ICSS/13/OP/164

**Changing patterns of food consumption with special reference to egg, fish and meat in India**C Lloyd Chrispin<sup>1</sup>, PS Ananthan<sup>1</sup>, Paul M Jackson<sup>1</sup> and P Sandeep<sup>1</sup>

An analysis of food consumption patterns and how they are likely to shift as a result of several factors is important to address the food security-related policy issues of any country. Real GDP growth which is outstripping population growth is making the average Indian per capita income to rise but this is accompanied by a fall in the per capita consumption of staple food. This decline indicates improvement in the welfare, as laid down by Engel's hypothesis.

The objectives of the study are to (1) analyse the pattern of food consumption (egg, fish, meat) among rural and urban sectors in 15 major states of India to reveal the trend and changes taking place in recent years. (2) To find out the impact of increasing average Indian Monthly Per Capita Expenditure (MPCE) over the cultural preferences of vegetarian and non-vegetarian food items.

The study was based on secondary data from National Sample Survey Organisation (NSSO)'s household consumer expenditure surveys (CES). The four quinquennial surveys (50<sup>th</sup>, 55<sup>th</sup>, 61<sup>st</sup> and 66<sup>th</sup> rounds corresponding to 1993 to 2010) were made use of for mapping the consumer expenditure on meat, egg and fish products in different states of India while the earlier 27<sup>th</sup> round survey data was used as a benchmark to map changes over the years. Based on Monthly Per Capita Expenditure (MPCE), 15 major states were classified into 3 groups namely High, Medium and Low MPCE States, and then comparison of their expenditure for egg, fish, meat for the past 20 years were made. Analysis was done using Microsoft Office Excel ver. 2007.

The study clearly indicated two important points related to Indian food consumption pattern over the decades. One, the proportion of expenditure for food items in total monthly per capita expenditure (MPCE) is declining gradually, whereas the share of expenditure for non-food items is vice-versa in both, rural as well as urban sector of all Indian states. Between 1972-73 and 2004-05, the share of food in total consumer expenditure has fallen from 73% to 55% in rural areas and from 64% to 42% in urban areas (NSSO, 2010). Two, decline in the expenditure towards food consumption is falling because of shift in consumption away from cereals to high calorie commodities such as meat, milk, fish etc, in other words from low value to high value commodities. Even though, there are several reasons claimed to be behind such a scenario, the impact of Liberalization, Privatization, Globalization (LPG) reforms caused the major change, which led Indians to spend more lifestyle spends rather than regular spends. Changing income/MPCE levels as well as changes in taste/choices seems to impact the basket of food consumption (egg, fish, and meat). However, the deep rooted cultural preferences especially for non-vegetarian food still hold sway in rural areas in North Indian States of Haryana and Rajasthan though urban consumption trends are fast changing here as well. Further field-level studies are required to validate some of these inferences.

**Key words:** *Income, Food preference, Culture, MPCE*

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ICSS/13/OP/180

**Environmental purification through revival of Sacred Groves: an approach within religion practices**

Malay Mukhopadhyay<sup>1</sup>

The present author believes that most of the religious activities of the world have a deep sense of understanding nature and society that leads to environmental faith and dependency. It is thus the author's apprehension that if this religious aspect is used up for environmental purification then the burden upon the several conservation organizations would be relaxed. Revival of sacred groves is one such a measure. Sacred groves are micro-spatial units where devotees of a particular religion come for retaining their mental sanctity. This region where the flora and fauna is kept untouched and where humans believe in nature's co-existence could be used as an effective conservation technique.

India is painted with a huge clumps of such sacred groves scattered all throughout. The author has confined his study within the state of West Bengal in India and through his observation more than thousands of such sacred groves in the particular state have a spatial variation in response to physical setup and anthropogenic aspect.

The objective is to outline some measures through which the sacred grove units which are scattered all over a particular region could be represented as a mosaic to be carried out as an outreach programme for conservation purpose

A very significant finding is that with the progress of urbanization such ethnic units are losing their identity and their sacred notions likewise. It is observed that there has been a temporal deviation from the original philosophy of this micro-biodiversity unit of flora and fauna and hence an identity crisis.

**Key words:** *Sacred groves, Environmental revival, Spatial mosaic, West Bengal*

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ICSS/13/PP/197

**A modernist approach to individual differences versus traditional class-based standpoint about adult learners of English from rural backgrounds**SGS Samaraweera<sup>1</sup>

Individual differences that are innate in the ESL learners are decisive in determining the quality of language learning attainments. In the process of achieving proficiency in English as a second language, individual differences in intelligence, personality, memory, motivation and anxiety play a pivotal role. Although the lesson materials, the curriculum, the physical setting of the classroom and the competence and commitment of the teacher are properly orchestrated the expected outcomes may not transpire unless the teacher observes individual differences while developing and applying classroom management strategies. It is noted that most teachers of the Extension Course in English conducted by English Language Teaching Unit at the University of Ruhuna, usually do not consider individual learner differences in the process of enhancing their ESL proficiency. As there is a very close relationship between individual differences and second language achievement levels, with the help of a comprehensive account of individual differences, the ESL teachers should create a language learning setting that reduces the impact of individual differences on classroom management and provide students with the opportunity to evaluate themselves and manage their individual differences by developing confidence in the application of the target language. Language teachers have to be concerned, not only with the learners linguistic and cognitive development, but also with his/her emotional, social and interpersonal, cultural, psychological and physical development. The objective of the present paper is to discuss the major differences of adult ESL learners which in effect are the major findings of a survey conducted by the researcher in relation to a group of ESL adult learners of the Extension Course in English conducted by the ELTU at the University of Ruhuna. The methodology comprises classroom observation, interview, and a formal questionnaire with about hundred students, aims at investigating the ESL adult learner differences in enhancing ESL. The study examines the differences with reference to the relevant theoretical background. The pilot study findings reveal that the individual differences such as intelligence, aptitude, learning styles, personality, motivation and attitudes, and learner beliefs affect negatively in the process of enhancing ESL in adult learners.

**Key words:** *English, Individual differences, Adult learners, ESL*

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ICSS/13/PP/204

**The Afrikan Sri Lankans: culture, community and continuity**Lionel Mandy<sup>1</sup>

The Afrikans\* currently living in Sri Lanka are a diverse group. Some are students, some are members of diplomatic missions and embassies. Most intend to return to their home countries once they have attained their goals in Sri Lanka. Those Afrikans who have lived in Sri Lanka for most if not all of their lives have a different and fascinating history. It starts with their origins, which are often unclear. It continues with the name used to classify those- Kaffir (Kapiri in Sinhala) which is a derogatory term. This history includes the capture, forced migration, and enslavement of their ancestors by Afrikan, Arab, Portuguese, Dutch, and British profiteers and by wealthy Sri Lankan and Indian royalty, merchants, and landholders. It continues with success in surviving and prospering in a foreign land amidst differing cultures, languages, and holding a different status within the caste systems in Sri Lanka. And as we view the Afrikan Sri Lankans today, we see them in communities in various parts of Sri Lanka. They are continuing to assimilate successfully into the larger society while, in many cases, retaining distinctive Afrikan physical features and cultural forms. This paper discusses the Afrikan Sri Lankans through an Afrikan-centered lens that focuses on their history, present situations, and futures. Afrikan-centered theory uses Afrikan values as theoretical and experiential frameworks through which to understand the trials and triumphs of Afrikan peoples wherever they are found. Photos of members of the various communities will be used to illustrate aspects of the assimilation and acculturation processes in which they are engaged. Questions that remain unanswered regarding their past will be raised and discussed.

\*The spelling of 'Afrikans' with a 'k' rather than with a 'c' as in 'Africans' is purposely done. Its use is explained in the paper.

**Key words:** *Afrikans, Ethnic identity, Nationalism, Sri Lanka*

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ICSS/13/OP/220

**An analysis of ancient Sri Lankan female clothing details depicted in temple paintings: Anuradhapura era to the end of the 19<sup>th</sup> century**

Ayesha Wickramasinghe<sup>1</sup>

Clothes are the symbols of cultural development of any civilization and it is a classification of the significant progress through human behaviour and attitudes. When we consider the past decades it is convinced that 'dress as walking sculpture' because it revealed the whole process through social and cultural transformation. Hence, the attire of traditional Sri Lankan designs, ideally, should have values and concepts. The temple paintings were one of the visual facts, which depict ancient female clothing precisely. Because every painting represents the current status of the era that the painting or the sculpture was done. This paper will discuss female clothing elements from Anuradhapura era to the end of the 19<sup>th</sup> century by examining temple paintings.

The problem identification was based on how female clothing has developed from past to present scenario. Examining temple paintings would be beneficial to articulate past Sri Lankan women's clothing elements thoroughly as live visuals. The aim of the paper is to identify and observe styling and design details from past female attire. The study uses qualitative methods of collecting the data. Primary data obtained from the observation of paintings of visited temples. In addition books, electronic journals and visuals were used as secondary data. The results disclose that the ladies who lived from Anuradhapura' era to end of 19<sup>th</sup> century, used very limited dress designs and mostly used jewellery than clothes. Their clothing were very s

imple and the draping was the main design principle recognized as styling process. The findings guide to examine styling and design details of female attire of ancient time and would be beneficial to articulate the process of present clothing styling of women in Sri Lanka.

**Key words:** *Temple paintings, Ceylon, Female Attire, Textiles*

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ICSS/13/OP/257

**Acceptance and rejection in Buddhist monasticism: spatial organization in Nalanda monasteries in Bihar**

Galkande Dhammananda<sup>1</sup>

When we reconstruct the history of relationships and hierarchies among people and groups the study of spatial organization provides much information. The 'space' is a production that narrates the nature of relationships, hierarchies, organizational structures, rejection and acceptance of certain people and groups who live or interact with that particular space. Perhaps the story narrated by the spatial studies differs considerably from the story narrated by the literature.

Such relationships, hierarchies and organizational structures that maintained in monasteries are reconstructed mainly considering on literary sources which have their own limitations and biases. Therefore, there is a vacuum for studies of the spatial organization of Buddhist monasteries. In this paper the spatial organization of Nalanda monasteries of Bihar (4<sup>th</sup> century to 13<sup>th</sup> century) is analyzed.

Objectives of this paper are to explore and reconstruct the above mentioned different relationships, hierarchies and organizational structures that have been maintained among inmates and between lay and clergy of Nalanda, a Buddhist monastery that represents a mature level of the development of the idea of 'monastery'. In exploring this archaeological and architectural remains of ritual and residential spaces will be analyzed in details horizontally and vertically. The way of the ritual and residential spaces are organized, their orientations, centrality and different levels of restrictive methods adopted through spatial organization will be analyzed here.

Several levels of hierarchies among monks and between lay and clergy are seen. While attempting to keep lay people away from the spaces of the monks the effort is seen to welcome them with certain restrictions and limitations.

**Key words:** *Buddhist monasticism, Nalanda, Built environment, Spatial organization*

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ICSS/13/OP/287

**Studies on Sri Lankan folk drama and ritualistic ceremonies in the Colonial era: a content analysis**SM Kariyakarawana<sup>1</sup>

Rituals and magic were more significant fact in the *pre-colonial mode of production*. Arrival of *colonialism* displaced their practical value and usage by *superimposing* capitalism over that mode of production. Therefore, authentic nature *folk plays* could finally be seen only before the deep rooting of capitalism. Then those rituals functioned as organically connected practices of day to day human lives. Some of *European and native scholars* had studied this *Folk drama* and *Ceremonies* in this context before the grant of political freedom to the country. This study attempts to re-read contributions that appeared from 1829 to 1948 in this field.

Those cultural practices have changed with the march of time as a result of the influence of economic and political factors. Therefore it is difficult to understand their original nature and real context presently. This study aims to understand the original nature of those dramas and ceremonies by means of studies done in colonial period.

This research only uses literary survey for collecting data. The method of *content analysis* is used for analyzing data and the study only focused on *Thovil, Bali, Sokari, Modi, Kolam, Nadagam and Kooththu*. The paper presents descriptive accounts on all these categories respectively.

Scholars in colonial period have experienced those cultural elements in genuine context, and then the ritualistic expectations were main purpose for them. Now, their purposes have transformed into entertainment or symbolism of national identity.

**Key words:** *Folk drama, Folk ceremony, Colonialism, Rituals*

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ICSS/13/OP/342

**Orchestrated celebration: performing a reconstructed identity in the Hornbill Festival of Nagaland (India)**

Tatongkala<sup>1</sup>

Nagaland is a hill state in the north-eastern end of India and the homeland of several traditionally distinctive communities who have been collectively identified as the Nagas – a colonial exonym labelled for them since the British Rule. The colonial administration and the Christian missionaries played crucial roles in shaping the present political and cultural fate of the people of this region. While the British administration, particularly its classification of the people of this region and their cartographic segmentation were responsible for complex problems in later times pertaining to Naga identity, the process of Christianization with the aegis of the missionaries created a visible difference between the mythicized pre-Christian past and the present-day life overtly dominated by the Christian religiosity. Since the year 2000, a spectacular cultural festival under the name of Hornbill festival began to be organized by the State Government of Nagaland on the month of December every year, with an aim to foster cultural unity among the various constituent groups at home and to showcase their rich cultural resources to the rest of the world.

This paper aims to dwell on the political, cultural as well as economic aspects of this increasingly popular cultural extravaganza in Nagaland. It is argued here that Hornbill festival can be seen as the equilibrium of the diverse interests of its various stakeholders – the local ethnic groups, the Government and the sponsoring private agencies. While on the economic front it makes the biggest tourism event in Nagaland, on the political front it provides the much-needed space to demonstrate the unified Naga identity.

**Key words:** *Hornbill festival, Cultural commodification, Identity reconstruction, India*

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## **Religious associations and development in India: a study of the Ramakrishna Mission**

Sumedha Dutta<sup>1</sup>

India has had a relatively long tradition of religious associations providing autonomous spaces of power, social and civic activism, which dates back to the birth of Buddhism and Jainism, followed by the medieval Bhakti and Sufi movements, through the plethora of socio-religious associations that had cropped up during the late nineteenth and early twentieth century, until the ones that have emerged in the post-colonial era. Notwithstanding the fact that the fundamentalist and divisive politics of certain religious associations has led to several gory riots and the very partition of the country, many of them have played a pivotal role in ensuring that development remains inclusive, although, their role continues to be undermined in academic writings. Again, with the onset of the 'LPG era' in India by the 1990s, that saw a roll back of the state mechanism, and the phenomenon of development taking a 'participatory' turn following the 74<sup>th</sup> Amendment Act of the Indian Constitution, the gaps which evolved in service delivery are increasingly being filled up by civil society associations.

In this context the proposed paper seeks to analyze the contribution of one of the most prominent religious philanthropic associations in India, the Ramakrishna Mission, in the field of development. Using the purposive and snow ball sampling techniques, the study interrogates the members of the Ramakrishna Mission, apart from the beneficiaries of some of its projects and a few state officials, to elucidate as to how a 'traditional' association negotiates its existence within the paradigm of a 'modern', bureaucratic and 'secular' state. The study observes that through its emphasis on *Practical Vedanta*, the Ramakrishna Mission has made colossal contributions in the field of education, health, and relief work, rural and tribal development. In the ultimate analysis, the proposed paper compels one to rethink the relationship which religious associations share with the nebulous concepts of 'development' on the one hand, and 'civil society' on the other.

**Key words:** *Religious associations, Development, Ramakrishna mission, Civil society*

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ICSS/13/OP/472

**Ethnic diversity as revealed from the language used in Inscriptions**

**(3<sup>rd</sup> B.C. to 10<sup>th</sup> A.D.)**

PBANW Bandara<sup>1</sup>

Language is the main communication media among the human and also it is an identifying symbol of a nation. So a nation can be identified by using their language. At present, there are over 6900 spoken languages in the world. These languages belong to 94 different language families, that is, groups of languages whose share their origins. Some of the main language families are as follows: Afro-Asiatic, Indo-European, Niger-Congo, Dravidian, Sino-Tibetan and Austronesia etc. Indo-European languages are the most widely spoken languages: 44% of the world population, or 2.5 billion people, speak a language in the Indo-European family.

Sri Lanka has been a multi ethnic country since proto historic period. Literary sources indicate that various ethnic groups and cast arrived in the country as invaders or travelers from early B.C. periods. Inscriptions can be used to study the above phenomenon and one of the most reliable sources for the periods. There is an immense interest on inscriptions as they are a source for understanding ancient society of the world.

The main aim of this research paper is to examine the usage of inscriptions to identify different ethnic groups in ancient society.

**Key words:** *Ethnic diversity, Language, Inscriptions, Ancient society*

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ICSS/13/OP/499

**A comparative study on Mahayana Sutra of the World Father (loka pitṛu)  
and the Christian Gospels' Universal Father**

Bhikkhu Dhammakiththi<sup>1</sup>

The concept of a “universal father” is mainly associated with religions that are faith-based and believe in a creator God. Creation and existence is believed by the followers to be at the pleasure of this God. Gospels clearly show that the Jesus, the son of God, from time to time addressed a powerful creator in heaven, who is God, the Father. Jesus called upon the grace of this God on behalf of his followers. The son of God or Jesus is the intermediary or link between the believers and God, the Father. Both in the Holy Bible and in Holy Quran this all-powerful creator God is considered the father of all human beings. Therefore, it is clear that the concept of a ‘universal father’ is directly associated with religions based on a creator God.

The same concept is also met within the context of Brahman and ātman in Indian religious philosophies as well. The creation of the universe is by the Mahā Brahma. Brahma alone is the creator while other beings have only a seed of him in the form of ‘Paramātman (supreme self).’

However, nowhere in fundamental Buddhist writing is there a reference to the concepts of a creator God, an everlasting soul or a ‘universal father.’ It values the independence and individuality of the being. Accordingly the beginning of a ‘bhava’ and its conclusion occurs according to the deeds of the being itself explained under cause and effect theory. But, in later writings in the Mahayana school there are some references to the Buddha as a creator and even as a universal father. Yet, these references are still different from the ‘universal father, concept seen in the Holy Bible. With the development of Bodhisattvas in Mahayana Buddhism, the role of a ‘universal father’ was given to some Bodhisattvas. Bodhisattvas appear to be regarded even as ‘savior’ gods in a manner similar to the Savior (Jesus) in Christianity.

Although this is not seen everywhere in Mahayana Buddhism here we intend to compare the ‘universal father’ concept in some suttanta’s in Mahayana Buddhism with the same as it is described in the Holy Bible. The idea of the ‘universal father’ becomes exaggerate with an increased sacredness.

**Key words:** *Universal Father, Mahayana sutra, Gospels, The God*

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ICSS/13/OP/522

**An investigation on the origin of the concept of “God Natha” in Sri Lanka**

Anuruddhika Dilhani<sup>1</sup>

The main distinction between the Mahayana and the Theravadi Buddhism is the homage paid to Bodhisattva veneration by the devotees of the Mahayana Buddhism. According to the Theravadi Buddhist traditions, there had been seven Bodhisattvas namely, Vipassi, Sikhi, Vessabhu, Kakusanda, Konagama, Kassapa and Gauthama in the past. In the beliefs of the Mahayana Buddhists, there are numerous Bodhisattvas out of whom, Avalokitesvara Bodhisattva is revered the most. The most common Bodhisattva in the Mahayana and the Theravadi religion sectors is Maithree Bodhisattva. But the Mahayana Buddhist devotees offer more preference to Avalokitesvara Bodhisattva than to Maithree Bodhisattva in their veneration. There are eight morphological figures in Avalokitesvara Bodhisattva and the suffix “Natha” is added to the endings of the names.

It is believed by the present day society that the suffix “Natha” is a substitution attributed to Maithree Bodhisattva. It is also denoted in many sources that god “Natha” will be enlightened as Lord Buddha in the future.

Accordingly, the objective of this study is to investigate into the factual sources in order to ascertain the identity of “God Natha” and as to how the concept of “God Natha” was deep rooted in Sri Lanka, by way of associating primary and secondary sources and analyzing the data comparatively.

Although, a number of images of Avalokitesvara Bodhisattva were recovered from various parts of Sri Lanka since the Anuradhapura era, the conception of “God Natha” came to light the most commencing from the 14<sup>th</sup> century.

The concept of ‘God Natha’ which developed during the period of Gampola Kingdom was declined in the Kotte period and re-emerged within the Kandyan regime uprising up to the present times, transforming Avalokitesvara Bodhisattva as a “God of wish” in the name of ‘Natha’ venerating with royal attribution.

**Key words:** *Theravadi Buddhism, Mahayana Buddhism, Avalokitesvara Bodhisattva, God Natha*

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ICSS/13/OP/557

**A study on the communication competence depicted in "Buthsarana"**

AG Amali Uthpala Nandasiri<sup>1</sup>

The characteristic of any literacy tradition is to enhance the knowledge of human beings psychologically, biologically and philosophically. This characteristic is seen in most literary creation of classical Sinhala literacy tradition. The literacy features of classical Sinhala literary tradition is enriched with its own communication competencies, which are created to up life the noble quality and spiritual.

This study was completed by studying the communication competencies depicted in classical Sinhala literary tradition, in relation to 'Buthsarana', which was written by Vidyachakrawartha, in the early part of 'Dambadeniya Era'. Accordingly, the research was based on the features such as narrative style, writing techniques, language techniques, performing ability depict and social analysis.

Vidyachakrawartha, in his book brings forth the "Nava Arahaadi Budu Guna" (Nine great qualities) of Lord Buddha using the devotive path to enhance the wisdom of devotees. In that process Vidyachakrawartha uses a creative communication method. An inherent narrative style, prose writing rules and styles are used to present the content regularly. Moreover, the content of the stories has been created by occupying language techniques and social analysis, while making it easy to understand the "Nava Arahaadi Budu Guna" of Lord Buddha. Therefore a perspicuous narrative style and creative language competency are included in 'Buthsarana'

The agreement of the format and the content specialties are capable of providing the reader with inter cultural understanding, building cultural relationships in new ways of thinking, by creating devotion in the minds of the reader. Therefore Buthsarana has provided the society with physical and mental motivation. Thus it could be shown that, with the success of the format and the communication competency included, Buthsarana is an effective communication mode which is capable of awaking the critical thinking of the reader.

**Key words:** *Communication competence, Agreement of the format, Content specialties, Critical thinking*

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ICSS/13/OP/559

***Navagraha Shanthikarma (Nine planet ritual) in Southern Province, Sri Lanka***

ERH Harsha Pabalu<sup>1</sup>

*Shanthikarma* rituals are based upon culture and beliefs of the people. They are usually performed when a person is having problems such as ill health, difficulties in day to day life etc. The purpose of a *shanthikarma* is to get relief from such problems. One of such *shanthikarmas* practiced in Sri Lanka is *Navagraha shanthikarma*, the ritual that makes offerings to nine planets.

In this study attention has been paid to *Navagraha shanthikarma* practiced in Southern Province in Sri Lanka. Three villages, namely Maramba, Poramba, and Lenama were selected as the area of research.

Main objective of the research was to identify the effects of *Navagraha shanthikarma* on lives of people in these rural areas. The secondary objectives were to identify the different *shanthikarma* practices found in the three main dancing traditions in Sri Lanka (Up country, Low country and Sabaragamuwa) and to examine the concepts of nine planets among the rural folks. Also it was attempted to identify the nature of disturbances, troubles and ill fates etc. which were believed to be the bad effects of the planets.

Historical observation and comparative methods were used in the study. Data gathering was done through informal interviews and observation of *shanthikarma*.

It was concluded that people irrespective of their social status are in the belief that nine planets influence their lives and day to day activity. They firmly believe that bad influence of planets can be avoided by performing *Navagraha shanthikarma*.

**Key words:** *Shanthikarma, Faith, Believes, Offerings*

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ICSS/13/OP/586

**Organization and management of Buddhist verbal knowledge tradition**Wewala Dhammaloka <sup>1</sup>

The present study is an attempt to understand the features of knowledge organization and management in Buddhist verbal tradition. I hypothesize here that no knowledge will be survived without a proper knowledge organization and management. The study is based on *tipitaka*, commentaries, sub commentaries and related literature. Information gathered from these sources was compared with modern knowledge organization methods expounded in the western world in order to prove the validity of ancient Buddhist methods.

Outcome of the study can be summarized as follows:

Lord Buddha's teachings form a vast corpus of knowledge that has been prevailing for centuries in the form of *pitakas* (baskets of knowledge). Buddha's verbal teachings were retained in their memories by his close disciples. The steps had been taken at Councils (*sangayana*) to preserve this memorized knowledge for future generations. It is clear that learned *Bhikkhus* gathered at these Councils have used a number of methods for the purpose. Collection of scattered knowledge, presentation of collected knowledge using bibliographical features in the form of *suttas*, systematic classification of knowledge and formation of particular groups of *Bhikkhus* in order to ensure the existence of verbal tradition for the benefit of future generations are some of these methods. Altogether, they form the foundation of Buddhist knowledge management.

Recorded knowledge in a physical format is the basis of modern knowledge organization systems. Collection of recorded formats, organization of the contents therein and dissemination of the same are basic features of such systems. However, it is interesting to note that the corpus of ancient Buddhist knowledge in spite of its verbal tradition used modern bibliographic control methods for organization and dissemination purposes. It is apparent that irrespective of the tradition of existence or the time of origination knowledge organization and management have universal features.

Long before the introduction of modern classification and cataloguing methods in the western world, the Buddhist knowledge tradition had been using such methods successfully. This suggests that for the continuation, preservation, use and dissemination of a verbal tradition even such methods were instrumental.

The organization of *tipitaka* is entirely based on a sound classification system which is divided into main classes, sub classes and sections. The structure of *suttas* in *tipitaka* is enriched with cataloguing features. Even today the study of *tipitaka* is impossible without an understanding of these particular knowledge organization and management features contained in it. Creation of a strong verbal tradition for the perpetual continuity of Buddhist teaching through the formation of groups of reciters or *bhanakas* is also one of the important management features contributed to the preservation of *dhamma*.

**Key words:** *Buddhism, Knowledge management, Organization of knowledge, Verbal tradition*

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ICSS/13/OP/314

**Buddhist point of view on married life**HR Nishadini Peiris<sup>1</sup>

Role of husband and wife in the main society has become more complicated in the modern society. As a result, tendency to separate and divorce is becoming a common factor. Most religions are discussing about the married life in their teachings. Some religions are having separate laws regarding this aspect. According to Buddhism one who want to attain Nibbana should abandoned all the worldly bonds he may have. Therefore there may be a misunderstanding that Buddhism does not give much attention to the stability of the married life. But study of Tipitaka clearly shows that Buddhism is having broader point of view regarding married life. Purpose of this research is to find out the Buddhist point of view on married life.

Buddhism advices its followers, the Sangha community as well as the lay community, to respect and obey the law and value system of the society. Regarding the married life also it is having the same application. Many incidences in Tipitaka show that, Lord Buddha advised to obey to some practices in the society regarding married life, even though they do not match with the Buddhist teachings. Therefore, according to Buddhism marriage means, the way it is practiced in the society. Hence it dose not have separate rules and regulations for marriage. But it gives different interpretations to the existing practices.

Buddhist teachings on married life can be summarized into following sub topics:

- The qualities of the ideal married life
- Limitations of married life - focusing on physical and mental disciplining
- Relationship between married life and spiritual development of the person

Study of teachings on married life in Buddhism makes it clear that it is focusing the spiritual development of the person.

**Key words:** *Ideal marriage, Spiritual development, Physical disciplining, Mental disciplining*

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ICSS/13/OP/490

**Explanation of resource use pattern between North Central and Northern part of central highland in the early historic Sri Lanka**Thusitha Mendis<sup>1</sup> and Chandana Rohana Withanachchi<sup>1</sup>

Many academic researchers who worked on the history of Sri Lanka marginalized and underrated the use and exchange of resources in the country. On a regional scale, Northern *Malayarata* (Northern part of Central Highlands) and *Nuwarakalawiya* (North Central Province) has received less attention in these studies. The use and exchange of the natural resources between the mentioned regions have not been widely discussed, but existence of such in Early Historic Period (300 B.C. A.D) are evidenced by inscriptions. The present study discusses the matter using archaeological evidence, epigraphic data as well as literary sources.

The Northern region of the central highlands of the country is rich in mineral sources. According to geological studies the *Upper Kala Oya* system originating from the Northern Central Highlands is rich in minerals such as amethyst, feldspar, mica and various types of quartz. Metal deposits were recorded vicinity of *Nalanda*. For a long period of time, people of the country used these resources and from the Early Historic period metal workmen have contributed to the Northern Highlands. The inscription at Bambaragala mentions a village called *Kolagama (Koligama)*, which is a settlement of metal workers. Also, Early Brahmi inscriptions in *Wegiriya devalaya* and *Nalanda* provide evidence about lapidary and gem industry. Artisans and merchants obtain these minerals from the deposits in highlands and sub markets in peripheral small towns of Anuradhapura done a great role in supplying to the central markets at city. Also minerals such as agate, carnelian, lapis lazuli, onyx, etc. imported from foreign countries to Anuradhapura were distributed to highland areas via these same gateways. Further, it can be seen that there were certain population groups such as Parumaka, Gahapathi, Bharata, Gamika, etc. who handled the industry as evidenced by inscriptions.

**Key words:** *Lapidary, Minerals, Early historic period, Iron smiths*

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ICSS/13/OP/151

### **Judicial administration in ancient Sri Lanka**

NA Wimalasena<sup>1</sup>

Laws and Legal institutions are of vital importance for the security and progress of any society. Laws restrain members of a community from involving in crimes and acts of violence. There are prescribed punishments for specific offences. The present legal system consists of two parts, namely Civil Law and Criminal Law. Criminal law relates to crimes such as theft and murder. It consists of two parts, namely iniquitous and non-iniquitous crimes. Grave crimes carry the penalty of death or life- imprisonment. In the case of less serious crimes, the punishment is light. Civil Law pertains to matters relating to commerce, health, marriage, lands, property, water management, etc.

The administration of laws requires the maintenance of courts, and tribunals and the appointment of judges at various levels. In the present study, attention will be focused mainly on courts and judges of Pre-modern Sri Lanka with special emphasis on the administration of civil and criminal laws. Courts and judges occupy a very important place in the modern legal system. There are many references in literature and inscriptions to courts of law and judicial administration in ancient and medieval Sri Lanka

The research will be mainly based on primary sources; Pali chronicles, commentaries, *Samantapasadika*, *Vamsatthappakasini*, and Sinhala texts such as the *Pujavaliya*, *Saddharmarathnavaliya* and *Saddharmalankaraya*. Epigraphic notices are also significant as sources of information. Wherever necessary, material will also be obtained from limited secondary sources published on the ancient legal system of the island.

**Key words:** *Judicial administration, Legal institutions, Violence, Courts, Judges*

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ICSS/13/OP/152

**A historical analysis of laws relating to commercial activities and hospital management in ancient Sri Lanka**NA Wimalasena<sup>1</sup>

Laws and legal institutions are of vital importance for good order and stability of any society. Laws restrain members of a community from getting involved in crimes and anti-social behavior. There are prescribed punishments for offences, which are determined by the ethos of the day. The present legal system consists of two parts, namely civil and criminal laws. Criminal law relates to crimes such as theft and murder. Civil Law pertains to matters relating to commerce, marriage, health, lands, property, water management etc. As it was a well-organized and an orderly system, the pre-modern polity of Sri Lanka also developed its own system of criminal and civil penal codes.

The focus of the study will be mainly on the civil laws of Pre- Modern Sri Lanka. Special attention will be on the laws and regulations covering commerce and health. In ancient Sri Lanka commerce played a vital role in economic activities of the country. However, certain colonial administrators, such as Emerson Tennent remarked that ancient Sri Lankans were apathetic to commercial activities. In contrast, many recent historical research studies clearly revealed that the internal and the external trade in pre-modern Sri Lanka was very extensive and ancient Sri Lankans were well familiar with trade and trade patterns in the vast regions of the Indian Ocean. In this context, the rules and regulations that prevailed in pre-modern Sri Lanka in relation to internal and external trade and commerce constitute a very interesting area of research. At the same time, health in ancient Sri Lanka was also a well regulated sector. The Kings of ancient Sri Lanka established well equipped hospitals with qualified medical personnel and formulated rules and regulations to regulate activities of these institutions. The examination of these laws and regulations is the objective of this study. The research is mainly based on primary sources such as Pali chronicles, commentaries such as the Mahāvamsa, Samantapāsādikā, Kautilya Arthasāstra, and, more importantly, on inscriptions such as Badulla Pillar inscription, Vihārahinna inscription, Lankātilaka inscription, Mādirigiriya inscription. Wherever necessary, material will also be obtained from selected secondary sources on the ancient legal system of the island.

**Key words:** *Commercial activities, Hospital management, Legal institutions, Chronicles*

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ICSS/13/OP/140

**Play of novice monks before and after being ordained: an exploratory study**

Khamra<sup>1</sup> and Buddhiprabha DD Pathirana<sup>2</sup>

According to the Buddhist texts, monks are considered as distinctive group of people. Hence, even novice monks, undergo rigorous trainings/ restrictions after being ordained, though they are considered to be children and therefore have the right to play according to the convention of Child Rights. Therefore, question arises whether novice monks are allowed to play after being ordained and whether significant differences can be observed within their play behavior before and after the ordinance.

In order find out the answers to these research questions the present study explored the play behaviors of 15 novice monks in two distinctive age groups; novice monks (n = 08) in early adolescence (10-14 Yrs.) and novice monks (n = 07) in their middle adolescence (15-18 Yrs.), using semi structured interviews by the first author.

The key findings of this study are as follows:

Psychosocial development was observed before and after being ordained within the novice monks' play behavior impacted by their chronological age.

After being ordained, novice monks experienced guilt while playing regardless of the fact whether adults reprimanded them or not, which could be attributed to the religious and cultural consciousness/ beliefs, social values and attitudes ingrained within their training.

There was a decline in the number, types and duration of play behaviors of the novice monks after being ordained.

Modern life style and competitive educational system has created a negative impact on Sri Lankan children's play behaviors in general whether they are novice monks or ordinary school going children

Findings are discussed in the contexts of psychoanalysis, socio-cultural, behavioral and developmental and rights based perspectives.

**Key words:** *Play, Novice monks, Ordinance, Child rights*

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**“*Bokken ranga pāmuda*”: gut feeling, instinct and rhetoric of Sri Lankan actor learning**

Saumya Liyanage<sup>1</sup>

The mental representation of learning as a dominant model of knowledge acquisition has been a long standing formula for Western pedagogy. Within the sensation-idea-response model (Barnacle 2009, Horn and Wilburn 2005) the subject perceives the objects and conceptualizes ideas in the brain and generates actions through the body. Thus, the relationship between perception and action is hierarchical as the action is secondary to the perception (Noë 2005, Johnson, 2007). This epistemological problem is the result of the disembodied mind propagated by the Cartesian tradition. It is no exception when it comes to the discourse of acting: the rhetoric of acting has also been affected by this split (Zarrilli 2002); the actor’s mind is regarded as the rational knower and the active mover of the body. However some actors in Sri Lankan theatre often refer the phrase “*bokken ranga pāmu*” (act from the gut) as metaphorical expression of how the actor should act truthfully. It further means that the good actor does not act from the heart or intellect but from the ‘gut instinct’ of the body. This metaphorical idea of ‘gut’ replaces the ‘disembodied rational thinking’ in the mind with something fleshy embedded in the ‘intestine’ of the actor’s body. In this paper, I utilize a cognitive phenomenological reading of Sri Lankan actors’ descriptive data gathered through semi structured interviews. In doing so, I want to show how these actors challenge the idea of mental representation of learning by introducing a visceral origination of their knowing (Dewey 1896, Merleau-Ponty 1962, Dreyfus, 2002) and the synergy of thoughts and imagination coupled with the lived body.

**Key words:** *Mental representation, Gut, Lived body, Acting*

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ICSS/13/OP/335

**Decency movement (Sovaniya Andolan): timeless movement from Odisha, India**

Bidu Bhusan Dash<sup>1</sup>

Odisha is a coastal state in the eastern part of India. Several pioneering movements have hitherto spread over Odisha through the eras and Decency Movement is one of them, which began in Odisha in 1962. From the last five decades the movement continues with the mission to bring a blissful reform, to set up global peace in the society and to establish a decent world. This study tries to know the genesis of the movement, its objectives and activities, the process of mass mobilization and its institutionalization, and its need of the hour and acceptance. History gives an account of the mission of the movement, the nobility of the mission, and its timelessness. After bereavement of Kumar Bhai, the founder-leader, the movement still continues. This qualitative study is based on the historiography method. Going through the old records of the movement and diaries of Kumar Bhai, it is found that the very essence of decency movement i.e. *Atma-Suddhi Sangha* (Self-Purification Society) has slowed down and *Sovaniya Sikshyashram* (School of Decency) has been geared up.

**Key words:** *Decency movement, School of decency, Self-Purification society, India*

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ICSS/13/OP/361

**Guidance provided by Buddhism to properly utilize human labour:  
a study based on the *Sutta Pitaka***

Wilgamuwe Piyananda<sup>1</sup>

The ultimate ambition of every human being is to spend a happy and meaningful life. In order to achieve this goal, people often use their labour or 'working-capacity' in both good and bad ways. The topic of 'human labour' is something which has attracted a major attention throughout the globe. Further, an international labour day has been devoted to the working people all around the world. Human labour is one of the major reasons behind the contemporary development. It is also clear that various misuses of this labour have resulted in a number of issues. Some of them are environmental pollution, endless production of weapons, terrorist organizations, and drug production and distribution. The present study seeks to inquire into the factors such as (a) the recommendations depicted in the Buddhist teaching with regard to the use of human labour; and (b) the major guidelines found in the Buddhist teaching with respect to that phenomenon.

Buddhism considers human life as the most valuable life on the earth. It further emphasizes the importance of making human life an important one not only to the individual but also to entire society. According to the *Dhammapada*, the single moment which is spent in a meaningful way is more important than spending even hundred years without a proper meaning.

The Buddhist *Suttas* include two fields with regard to the ways in which human labour has to be used. According to them, there are certain ways in which those who wish to attain *nirvana* should use their physical and mental labour. Such *suttas* as *vyaggajja*, and *singalovada* urges the laic people to use their labour (both mental and physical) in such a way that they could live a happy life and then make their afterlives successful. Thus, a peaceful and calm environment could be established only by providing the people who spend their manual labour equal opportunities. The present study focuses on studying the guidance provided by the *suttas* in order to achieve such a goal.

**Key words:** *Development, Labour, Buddhism, Individual*

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ICSS/13/OP/364

**Religious associations and development in India: a study of the Ramakrishna Mission**Sumedha Dutta<sup>1</sup>

India has had a relatively long tradition of religious associations providing autonomous spaces of power, social and civic activism, which dates back to the birth of Buddhism and Jainism, followed by the medieval Bhakti and Sufi movements, through the plethora of socio-religious associations that had cropped up during the late nineteenth and early twentieth century, until the ones that have emerged in the post-colonial era. Notwithstanding the fact that the fundamentalist and divisive politics of certain religious associations has led to several gory riots and the very partition of the country, many of them have played a pivotal role in ensuring that development remains inclusive, although, their role continues to be undermined in academic writings. Again, with the onset of the 'LPG era' in India by the 1990s, that saw a roll back of the state mechanism, and the phenomenon of development taking a 'participatory' turn following the 74<sup>th</sup> Amendment Act of the Indian Constitution, the gaps which evolved in service delivery are increasingly being filled up by civil society associations.

In this context the proposed paper seeks to analyze the contribution of one of the most prominent religious philanthropic associations in India, the Ramakrishna Mission, in the field of development. Using the purposive and snow ball sampling techniques, the study interrogates the members of the Ramakrishna Mission, apart from the beneficiaries of some of its projects and a few state officials, to elucidate as to how a 'traditional' association negotiates its existence within the paradigm of a 'modern', bureaucratic and 'secular' state. The study observes that through its emphasis on *Practical Vedanta*, the Ramakrishna Mission has made colossal contributions in the field of education, health, and relief work, rural and tribal development. In the ultimate analysis, the proposed paper compels one to rethink the relationship which religious associations share with the nebulous concepts of 'development' on the one hand, and 'civil society' on the other.

**Key words:** *Religious associations, Development, Ramakrishna Mission, Civil society*

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ICSS/13/OP/478

**A review on few Sanskrit song compositions of Mahabaleshvara Shastree:  
with special reference to the Sambhashana sandesha monthly Sanskrit  
medium journal**

Welipitiye Indananda<sup>1</sup>

Modern Sanskrit song literature is the ideal evidence to illustrate the new tendencies of modern Sanskrit literature. Number of Sanskrit scholars displayed a huge interest to study this field. Modern Sanskrit song is an important part of it. Meantime, *Sambhashana sandesha*, a monthly Sanskrit medium journal, published in India pays significant attention on upgrading the modern Sanskrit study and usage in Indian society. Each volume of this journal had published a modern Sanskrit song in connection with different themes. The number of Sanskrit song composers, were recognized by this Sanskrit journal. Among them *Mahabaleshvara Shastree* is a renowned and outstanding song composer. He has a vast collection of modern Sanskrit songs. Meanwhile, only five compositions are mentioned here as follows,

1. *asmākaṃ deśah* – August 2002 volume
2. *gṛhinee* – March 2002 volume
3. *deva varuṇa* - March 2004 volume
4. *bho vasanta, svāgatam* - April 2002 volume
5. *saṃskṛta bhāṣā* - July 2005 volume

Mainly this research is based on his five songs that are mentioned above. There are four points subjected to review here as the content of this research.

1. Varieties of themes
2. Influence of Sanskrit meters
3. Influence of the traditional thoughts and inventions and combination with modern Indian society
4. Using of Sanskrit words and expressive capability of composer

As a fully literary based research, studying the song compositions of *Mahabaleshvara Shastree* in difference point of views is the methodology of this research.

**Key words:** *Modern Sanskrit song literature, Sambhashana sandesha, Song compositions, Mahabaleshvara Shastre*

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ICSS/13/PP/197

**A modernist approach to individual differences versus traditional class-based standpoint about adult learners of English from rural backgrounds**SGS Samaraweera<sup>1</sup>

Individual differences that are innate in the ESL learners are decisive in determining the quality of language learning attainments. In the process of achieving proficiency in English as a second language, individual differences in intelligence, personality, memory, motivation and anxiety play a pivotal role. Although the lesson materials, the curriculum, the physical setting of the classroom and the competence and commitment of the teacher are properly orchestrated the expected outcomes may not transpire unless the teacher observes individual differences while developing and applying classroom management strategies. It is noted that most teachers of the Extension Course in English conducted by English Language Teaching Unit at the University of Ruhuna, usually do not consider individual learner differences in the process of enhancing their ESL proficiency. As there is a very close relationship between individual differences and second language achievement levels, with the help of a comprehensive account of individual differences, the ESL teachers should create a language learning setting that reduces the impact of individual differences on classroom management and provide students with the opportunity to evaluate themselves and manage their individual differences by developing confidence in the application of the target language. Language teachers have to be concerned, not only with the learners linguistic and cognitive development, but also with his/her emotional, social and interpersonal, cultural, psychological and physical development (Nunan 2011). The objective of the present paper is to discuss the major differences of adult ESL learners which in effect are the major findings of a survey conducted by the researcher in relation to a group of ESL adult learners of the Extension Course in English conducted by the ELTU at the University of Ruhuna. The methodology comprises classroom observation, interview, and a formal questionnaire with about hundred students, aims at investigating the ESL adult learner differences in enhancing ESL. The study examines the differences with reference to the relevant theoretical background. The pilot study findings reveal that the individual differences such as intelligence, aptitude, learning styles, personality, motivation and attitudes, and learner beliefs affect negatively in the process of enhancing ESL in adult learners.

**Key words:** *English, Individual differences, Adult learners, ESL*

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## **Buddhism in Early Medieval North India (6<sup>th</sup> Century CE to 13<sup>th</sup> Century CE)**

Deepak Yadav<sup>1</sup>

The paper explores the presence of Buddhism in north India during the early medieval period (600 CE-1300 CE) which is generally defined as the decline period in mainstream historical analyses.

Present Indian states of Uttar Pradesh, Uttarakhand and Bihar formed the zion of early Buddhism. Four great Buddhist pilgrimage centres-Rajgir and Vaiśālī (Bihar) and Sānkāśya and Śrāvastī (Uttar Pradesh) lie in this region. Nālanda, uddaṅḍpura and Vikramaśila continued as centres of Buddhist learning during this period. Archaeological evidences assert that Lumbini maintained its existence till at least the 10th century CE. Gahadavala kings (circa 11th century) gave land grants to Buddhist Parivrājakas. Bodh Gaya presents evidence of the intimate relationship between India and Sri Lanka. During Aśoka's reign (269 BCE) a branch of the Bodhi tree at Bodh Gaya was grafted at Anurādhapura, Sri Lanka. The paper explores all these sites and traces the network of Buddhist religious institutions while examining the relations between Buddhist ritual functionaries and royal authorities.

This research will attempt to critically examine various frameworks given by scholars for this period. Feudal model, given by R.S. Sharma, propounds that Buddhist religious institutions decayed during this period. Integrative model given by B.D. Chattopadhyaya says that although ancient institutions decayed during this period, new institutions also emerged during the same time. This research will attempt to infer the factual status of Buddhism during the said period based on the above mentioned models.

**Key Words:** *Buddhism, North India, early medieval period, Buddhist pilgrimage, Aśoka, Bodhi tree, Anurādhapura, Śramaṇa Prakhyātakīrti, stūpa, Sri Lanka.*

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ICSS/13/OP/518

### **Topsy-turvy Exegeses & Theravada Confraternity: A Critical Examination of DA's Interpretation on appa-rajakkha**

Aruna K. Gamage<sup>1</sup>

The term *apparajakkha* that often occurs together with *maharajakkha* in the Pali canon is one of debatably interpreted terms in the commentaries i.e. *Atthakathā-s*). This term that uses as an adjective to specify the people who are under the garb of the ignorance, however has a wider usage in the Sutta collection of the Pali canon. As the Pali commentaries of which the critical editorship has been ascribed to venerable Buddhaghosa, typically interpret, the components or subunits this term has to be disjoined as *appa+raja+* and *akkha*. The first term means 'less' or 'a little' and the *raja* basically stands for two meanings, namely, 'dust' and 'defilements.' And, the last term, i.e. *akkha* means 'eye.' Thus, in accordance with the understanding of the Theravada confraternity, this term literally means 'the people who has little dust in their eyes.'

Interestingly, many western Buddhist scholars who translated Pali canon into English under the supervision of the Pali Text Society (PTS) have considered the aforesaid Theravada analysis as a trustworthy exegesis. For example, professor Rhys Davids translated this term as 'Beings whose eyes were nearly free from dust' while Miss Horner renders it as 'Beings with little dust in their eyes'. Nonetheless, it is manifest that this interpretation provided by the Theravada confraternity, is incorrect when we examine the gradual evolution and etymology of *apparajakkha*. As the Theravada tradition opines Sanskrit '*ksha*' always appears in Pali as '*kkha*.' That is to say, the Theravada tradition seems to have recognized *akkha* as a Pali representation of Sanskrit *aksha* (eye). However, in this context, '*akkha*' has nothing to do with 'eye' and the accurate disjoining of this term should be known as *appa+raja+kkha*. The suffix '*ka*' that abundantly occurs with the nouns to denote the 'possession of a quality' that belong to the Mano-group, appears in Pali as '*kkha*.' Therefore, the term '*[alpa+]rajas+ka*' occurs in the Pali canon as '*[appa]+raja+kkha*' keeping the same amount of syllables protecting the *law of morae*.

This paper, provides a substantial and more trustworthy rendering for '*-rajakkha*' scanning the inaccuracy of the Theravada exegesis provided for this term. In order to reach to a sophisticated conclusion, Pali canonical accounts, sub-commentarial (*Tika*) occurrences, Vedic and Upanishad texts and Buddhist hybrid Sanskrit sources will also examined when necessary.

**Keywords:** *Theravada Confraternity, Pali Commentaries, PTS, Sub-commentaries, ska & kkha*

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ICSS/13/OP/519

### **Inter-commentarial Discrepancies & Theravada Confraternity: A Critical Scrutiny on *assāsa* & *passāsa* Exegesis in Pali Commentaries**

Aruna K. Gamage<sup>1</sup>

As the Pali commentators vehemently insist, at the very outset of the Atthakathas, the Theravada tradition is endowed with pristine judgments and uncontroversial exegeses regarding the word of the Buddha. Even though those commentators claim in this manner, some topsy-turvy exegeses can be obviously seen in some Pali commentaries. So also, though the Theravada tradition itself claims about its uniformity and uncontroversial nature, Pali commentarial accounts reveal the fact that some subdivisions of this tradition held different opinions about some concepts and some of them have offered diverse interpretations for some terms existing in the Pali canon.

According to the modern and common usage, *assāsa* means 'inhalation' and *passāsa* means 'exhalation.' *assāsa* and *passāsa* appear in Sanskrit, respectively as *āshvāsa* and *prashvāsa*. Monier Williams and V.S. Apte render *āshvāsa* as 'taking breath' and 'recovering breath' respectively. Interestingly, Monier Williams again renders *prashvāsa* as 'inhale.' Pali-English dictionary also translates the first term as 'exhale' while the second term as 'inhale.'

When we examine Pali exegetical literature, it is manifest that there was an identical connotation for these terms among Sutta-commentarial tradition and Vinaya-commentarial tradition. That is to say, these two Buddhist masters had totally opposite ideas about the meaning of these two terms. As venerable Buddhaghosa records in the *Visuddhimagga*, *assāsa* is the wind issuing out; *passāsa* is the wind entering in" is said in the Vinaya Commentaries. But in the *Suttanta* Commentaries it is given in the opposite sense. This shows that the early connotations of these two terms used among the Vinaya commentarial tradition were quite different; debatable thus it is of worth exploring.

This paper, critically discusses the more archaic and accurate meanings of *assāsa* and *passāsa* attempting to reach a reliable conclusion for the emergence of such a discrepancy scanning all available source materials related to the academic Buddhist studies such as Pali canonical accounts, Commentarial exegeses, Sub-commentarial (*Tika*) occurrences, Vedic and Upanishad texts, Buddhist hybrid Sanskrit sources, Sanskrit/ Pali lexicons will also be examined when necessary.

**Keywords:** *Theravada Confraternity, Vinaya Commentary, Visuddhimagga, Venerable Buddhaghosa*

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ICSS/13/OP/568

**Practice of Transhumance among the Bhotiyas of Central Himalaya- A Case Study**

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Since ancient times, the geo-political regions of Kumaon, Garhwal and Himanchal Pradesh have been the centre stage of culture and life of many ethnic communities. The *Bhotiyas* of central Himalaya, one of the ethnic communities with a Mongoloid appearance and occasional aboriginal traits, have sub-groups like the Tolchchhas, Marchchhas and the Saukas. They are residing mainly in the frontline areas bordering on Tibet, in the permanent abode of seven river valleys. The present study will mainly concentrate on the *Bhotiyas* of the Chamoli District, classified as Tolchas and the Marchas, an ethnic group which still practices transhumance. The system of transhumance involves the movements of herds of domestic herbivores cattle, specially sheep, goat, cow and rarely buffaloes among complementary seasonal pastures, as an integral part of more broadly based agricultural systems, which includes sedentary cultivation. This study has been conducted in one of their ancient villages (Gamshali) in the Niti Mana Valley of Uttaranchal, and is based on observation from close proximity of the various socio-cultural and religious traditions of these people in their temporary seasonal camps.

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ICSS/13/OP/569

## **The Making of Womanhood in Early India: Pativrata in the Mahabharata and Ramayana**

*Myungnam Kang,<sup>1</sup>*

As the symbol of patriarchal society, the *Pativratas* have been recognized as the ideal women in the brahmanical tradition. Traditionally Sita, Savitri, Arundhati, Anasuya and Damayanti have long been celebrated as the *Pativratas*. They accept chastity,<sup>2</sup> submissiveness and wifely devotion as the highest qualities of their selfhood. They practice and pursue *stridharma* (*pativrata dharma*) during their entire life and even in their previous or afterlife. Sometimes the extreme devotion of *stridharma* enabled them to acquire extraordinary power. Their sexuality is totally controlled by their husbands. They all belong to the higher social *varnas* in the society. Since the husband is equated with god, to be worshipped according to the *pativrata dharma*, the most miserable situation for the *pativrata* is the death of her husband (god).

In this paper, I will focus on some of these depictions of the ideal women to bring out how the brahmanical tradition in early India was constructing notions of womanhood in conformity with caste and other social denominators to reinforce notions of social order and harmony, which privileged those in positions of social power.

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According to Chakravarti, the notion of *pativrata* is strongly related with the issue of chastity because the purity of caste had to be sustained by the control of female sexuality in the brahmanical system. See, CHakravarti, Uma, "Brahmanical Patriarchy in Early India: Gender, Caste, Class and State" in *Everyday Lives, Everyday Histories: Beyond the Kings and Brahmanas of 'Ancient India'*, Tulika Books, New Delhi, 2006, pp. 147-148.

ICSS/13/OP/120

**Re-emergence of Buddhism in Colonial Bengal**Karabi Mitra<sup>1</sup>

Readings of history becomes significant during the nationalist movement in the Colonies because it provides necessary tools to cope with the present. The bitter experience of colonial rule, ineffectiveness of social reform enactments in changing social inequality, communal strife, cultural challenges- all these elements- affect the colonial academic milieu. They tried to overcome the crisis with the help of a number of ways. Revival of Buddhist studies and culture with its history proved to be of great effect since it opened the vista of an India unpolluted with foreign interference and free of problems grown out of colonial control. The path of *santimagga* and the message of equality proved to be an effective means to cope with contemporary socio-cultural problems.

This paper will highlight the process of the re-emergence of Buddhism in Colonial Bengal. The theme will be divided into four sections —namely, reorganization of the Buddhist Sangha by AnagarikaDharmapala, publication of the Buddhist literature in vernacular and foundation of the Buddhist Text Society, explanation of the Philosophical theory of Buddhism in the light of global experience by Swami Vivekananda, propagation of cultural nationalism with the help of Buddhist stories by Rabindranath Tagore. These were some of the features of this neo-Buddhist movement. Buddhism was practiced by Bengalis mostly residing in the eastern part of undivided Bengal .With the development of print-culture they began to publish religious tracts, prayer books and monographs since the late nineteenth century. The drive for Buddhist studies among Kolkata centric non-Buddhist academic circle was encouraged by nationalism. Archaeological discovery of Buddhist sculptures also proved to be a source of encouragement. However researchers from semi-urban or rural areas also contributed to the enrichment of the movement.

The aim of the study is to highlight a significant area of cultural nationalism which was developed with the aid of objective study of a religious system. In the modern era of globalization while developing countries are experiencing numerous cultural challenges analogical reference to the past experience of a colonized nation may be a fruitful exercise.

**Key words:** *Buddhism, Bengal, Colonialism, Cultural nationalism*

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ICSS/13/OP/122

**Effects of software development methodologies on outsourced software development projects in Sri Lanka**

Shamitha Shalika Pathiratne<sup>1</sup>

The development of information systems has always been and remains in a volatile environment. Practitioners and researchers within the field of Software Development (SD) have put forward a number of different ideas over the past thirty years to better monitor and control the process. The use of traditional SD methods has been one such idea that has not only achieved widespread application but has garnered many criticisms regarding its application.

This study seeks to investigate whether these criticisms are supported in terms of how present day organizations utilize traditional SD methods in the light of the increased diversity and sophistication of SD projects.

This study has two main research questions. Firstly, it sought to address how SD methods are employed within development projects. The second research question looked at how practitioners perceived traditional SD methods. The study was conducted on the basis of an earlier quantitative study of Irish development projects which used the same research questions. Based on the survey findings from this study a number of respondent organizations were selected for further investigation. The research method for the study was the case study. This approach is the most commonly used qualitative method for research in information systems.

The findings of the study designate that at the same time as methods are measured as vital part of the mainstream of software development projects, they cannot be implemented without a substantial magnitude of amendment to suit individual development projects. In addition, traditional SD methods were considered of limited use within the present SD environment.

**Key words:** *Software development, Information systems, Outsourcing, Sri Lanka*

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ICSS/13/OP/126

**A survey and comparison of Iranian teachers on knowledge management and social capital: a case study**

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This study is an attempt to investigate the views of teachers in Behbahan about knowledge management and social capital. The population consisted of teachers from primary, guidance, and secondary schools. Stratified ratio sampling method was applied and 320 teachers were randomly selected. To collect the data, a questionnaire designed by Golmohammadnejad Bahrami and Mahdavi (2011) with 22 items covering 5 dimensions of knowledge management was used. Also, a questionnaire by Nahapiet and Ghoshal (1998) with 26 items was used for measuring the social capital. In a pilot study, the reliability of both questionnaires were confirmed. The results showed that there is a significant positive correlation between the two main variables *social capital* and *knowledge management*. The mean of acquiring knowledge for females was higher than that of males; however, the means of trusting others and social participation for men were higher than women.

There is a significant difference between the age groups 20-35 and 45-55 in documenting knowledge and overall knowledge management; in both variables the age group 45-55 had higher means. There is also a significant difference in transferring knowledge, creating knowledge, and cooperation (social capital) between primary school and guidance school teachers in favour of primary school teachers. Further, there is a significant difference between respondents with different academic degrees in some variables. Those who hold a bachelor degree or lower had higher means than those with masters or higher degrees.

**Key words:** *Behbahan teachers, Capital social, Knowledge, Management*

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ICSS/13/OP/158

**Subscription libraries in Ceylon in the 19<sup>th</sup> century: special reference to the Colombo Library, the Ceylon United Service Library and the Colombo Pettah Library**

RAAS Ranaweera<sup>1</sup> and Piyadasa Ranasinghe<sup>2</sup>

The contemporary library system in Sri Lanka systematically started with the establishment of 'subscription libraries' during the early nineteenth century of the British governing period of Ceylon. These subscription libraries were established to fulfill the reading and recreational requirements of the British Government and Army officers worked in Ceylon under the British Government. The library service extended to their family members as well.

The aim of this study was to explore the subscription libraries functioned in the 19<sup>th</sup> century. The study mainly focused on the three prominent subscription libraries existed during the nineteenth century, namely the Colombo Library (1812), the Ceylon United Service Library (1813) and the Colombo Pettah Library (1829). These were the first set of subscription libraries established by the British in the Colombo city limit during the early years of their governing period in Ceylon. There was an annual grant received by these subscription libraries from the British Government in Ceylon. These grants were mainly used for the maintenance and functionality of libraries. Library users had to pay a small subscription fee for using the library.

Qualitative research approach was adopted and study was mainly based on the secondary data. Secondary data were mainly gathered from the secondary data sources such as 'The Ceylon Calendar', 'The Ceylon Blue Book' and 'The Ferguson's Directory'. Data was comparatively analyzed and arranged under the name of libraries.

The study revealed that these three subscription libraries rendered a good service to its users throughout the 19<sup>th</sup> century. However, with the difficulties faced with regard to maintenance and functionality these libraries were amalgamated with other libraries to carry out a better library service to its patrons.

As a result of the user demand for these three libraries, the government set up number of subscription libraries in the country covering main provinces such as Central, Southern and Northern by the end of the final quarter of the 19<sup>th</sup> century.

**Key words:** *Library History, Subscription Libraries, British period, Ceylon*

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ICSS/13/OP/162

**Multi-ethnicity and inclusive development: an inquiry into the catalytic role of framing by media**

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The Northeast region of India, comprising eight states, is tenuously connected to the rest of the country through a narrow, precisely 22 km wide corridor, which constitutes barely one per cent of the border of the region, the remaining 99 per cent of its borders being international. The cultural mosaic of the region is composed of over 400 distinct tribal, ethnic and non-ethnic groupings.

The issues of identity and conflict as a catalyst for the process development or the lack of it, in Northeast India has been the subject of much attention and scholarly discourse. Numerous attempts have been made to understand and explain the unique and classic case of this politically strategic yet vulnerable multi-ethnic region of India that has been witnessing a lot of reorganization and disorders since independence.

Again, the role assumed by media under such circumstances is considered to bear much significance. The slant of public opinion, the society's construction of reality and the role of the media therein can well be decisive factors in outlining a strategic development policy.

Using framing analysis, for two leading newspapers published from Northeast India, the present enquiry attempts to understand the prominent frames used by the newspapers while reporting issues of identity and ethnicity within the broader perspective of regional development. Taking the occasion of a specific ethnic unrest between the indigenous Bodos and Bengali Muslim settlers on the issue of land rights, this paper provides important insights into how media can play an active role in improving inter-ethnic solidarity and integration within the region. The findings of this study will outline the status of reporting on ethnic conflicts by the leading newspapers of the region which may in turn become the aspirational targets for editors and reporters for achieving standards in development reporting and conflict sensitive journalism.

**Key words:** *Northeast India, Development reporting, Conflict sensitive journalism, Inter-ethnic conflict*

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ICSS/13/OP/221

### **A functionality model for the university library building in Sri Lanka**

KRN Harshani<sup>1</sup>

A library consists of different sections with multifaceted services. It should provide a quality service. Functionality is the context of library buildings and the library services can be defined as the fulfillment of the maximum user satisfaction in providing library and information services through combination of both the supporting services of library building and other utilities as well as other user services and facilities.

The primary objective of the study is to design and develop a functionality model for the university library. The other objectives are to study the interior and exterior arrangements, to explore sections which are suitable for the Sri Lankan university library system, to study the factors affecting qualitative exterior and interior arrangement for the university library in Sri Lanka. This was done as a survey research. Primary data was collected circulating two structured questionnaires among the first year and the final year students, librarians, senior assistant librarians and assistant librarians.

The overall finding indicates that library should essentially cater to the needs and requirements of its member to the best of their satisfaction providing the best service for the information needs of its users. In other words, the systematic arrangements of books, materials and official documents play a vital role for the purpose of effective functioning for which the building planning too becomes one of the most important elements.

**Key words:** *University library, Library buildings, Functionality model, Library Facilities*

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ICSS/13/OP/227

### **Sri Lankan research output at international level: a picture from Scopus**

S Navaneethkrishnan<sup>1</sup>

Highlighting the various output patterns of research publications of Sri Lanka, present study identifies the trends in Sri Lankan research performance as reflected by the research publications output between years 1980 -2009 based on scientific publications included in the SciVerse Scopus database. The objective of the study was to identify the research trends in Sri Lankan research performance as reflected by the research publications output during the study period and to identify the contribution of Sri Lanka in global research output. Quantitative methodological approach was taken, based on bibliometric analysis. The process of article selection was as follows: Affiliation - 'Sri Lanka' or 'Srilanka' or 'Ceylon', Publication year - 'January 1980 to December 2010'.

Results of this study show globally, 8,694 papers were published during the study period, including 11 document types. Among them, there were 6,671 articles. Research publications of Sri Lanka were rose up significantly in the past three decades and the highest number of researches was published in year 2010. The most preferred language by scientist is English with 8,647 publications. The most productive authors are Tennakone, K., Ratnasooriya, W.D. and De Silva H.J. It was found that the University of Peradeniya leads other institutions in linear growth of output followed by University of Colombo and University of Kelaniya. The output of Medicine was found to be larger than other subjects, which was followed by Agricultural and Biological sciences and engineering and environmental sciences. Ceylon Medical Journal is the first rank of journal title for scientists to publish their research findings followed by Journal of the National Science Foundation of Sri Lanka. The suggestion of this research is to setup an enabling environment for researchers to publish their research findings at international level and collaboration across the nations needs to be encouraged among the researchers.

**Key words:** *Bibliometrics, Scholarly communication, Sri Lanka, Research publications*

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ICSS/13/OP/230

### **Scientometric mapping of Down syndrome research output: a social perspective**

S Navaneethakrishnan<sup>1</sup> K Murugathas<sup>2</sup>

In developing countries like Sri Lanka, it is a challenging task to bring people with any form of mental or physical disability into general society as much as possible. Down syndrome is the most common chromosome abnormality in humans. It is typically associated with a delay in cognitive ability. This study examines the international scientific productivity on "Down syndrome" since 1947 until May 2013, based on scientific publications included in the SciVerse Scopus database.

The objective of the study was to identify the research trends in Down syndrome as reflected by the research publications output during the study period and to identify the contribution of Sri Lanka in this area. Quantitative methodological approach was taken, based on bibliometric analysis.

Results of this study show globally, 32,091 papers were published during the study period, including 11 document types. Among them, there were 22,989 articles. Researches in Down syndrome were rose up significantly in the past three decades and the highest number of researches was published in year 2012. The most preferred language by scientist is English with 26,756 publications. The most productive authors are Nicolaides, K.H., Spencer, K. and Wald, N.J. The USA was the largest contributor in global "Down syndrome" research followed by United Kingdom, Italy, France, and Germany. King's College London was the most powerful research institute. The output of Sri Lanka in "Down syndrome" research during the study period is only a small fraction (only one) of the global research output.

The suggestion of this research is to emphasis to setup an enabling environment for research in "Down syndrome" for the awareness and community development in Sri Lanka. Further collaborations across the nations need to be encouraged to adopt the global trends.

**Key words:** *Bibliometrics, Scholarly communication, Down syndrome, Research trends*

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ICSS/13/OP/272

**Computer self-efficacy and computer anxiety: a case study of dental undergraduates in Sri Lanka**

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Recent advances in ICT have resulted in the development of user-friendly and easy-to-use computer applications. To increase the individuals' ability interact with computers, the Dental library management and the Faculty of Dental Sciences have collaboratively conducted the IL programme for their undergraduates. Therefore the objectives of this study were to find the level of the computer self-efficacy and the computer anxiety, whether there are any differences in computer self-efficacy and computer anxiety and does any correlation exist between these two measures. A survey research method was applied. Computer Self-efficacy (CSES) and Computer Anxiety (CARS) scales were used in the questionnaire to collect data. Since their IL course was already conducted only for 2 consecutive batches; 2010/2011 and 2011/2012, were selected for the study. The respondents were 114 dental undergraduates and 54 from the second year and 60 from the third year. Approximately 67.5% were male and 32.5% were female. Findings showed that the alpha level of the CSES is higher in both years 2<sup>nd</sup> (0.943) and 3<sup>rd</sup> (0.909) and for CARS rating level is (0.759) and (0.643) respectively. There are mean differences in CSES in these two years. The two tailed t-test indicated that these two years are significant at the P-value 0.012 and 0.014 respectively for CSES. For CARS, the statistical test of significant level was measured and both academic years were significant at the P-value 0.028 and 0.031. The two correlations between the 2 components of the CSES score were highly significant in both years ( $P > 0.01$ ). CSES correlated at .627 with CARS of the second year and .583 of the third year undergraduates. Both year undergraduates indicated that they were not self-efficacious in relation to the computer self-efficacy and therefore the computer anxiety may be the problem for them to use the computer properly.

**Key words:** *Computer self-efficacy, Computer anxiety, Dental undergraduates, Sri Lanka*

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ICSS/13/OP/344

**A bibliographical survey of the palm leaf manuscripts in Ridiviharaya in Kurunegala District & Aluthepola Ganekanda temple, Gampaha District**

Legumdeniye Piyarathana<sup>1</sup>

This research was undertaken with the aim of studying the bibliographical features of palm leaf manuscripts in Sri Lanka. Two temples namely, Ridiviharaya and Aluthepola which possess these manuscripts were selected as samples of the study, and the selection was done on the basis of their geographical location and historical chronology. Ridiviharaya in Kurunegala District dates back to Anuradapura era while Aluthepola in Gampaha District is thought to have come into existence in the 18<sup>th</sup> century. Thus, the samples selected for the research can be considered as justifiable representations of the palm leaf manuscripts in the country in terms of geographical location and chronological significance.

In addition to identifying the subject areas dealt with in the samples, an effort was made to study their bibliographical features as well. Having access to these manuscripts was considerably difficult due to non-availability of bibliographies. Non-existence of a standard criterion or guidelines which specify steps and measures necessary for palm leaf manuscript analysis aggravated this problem.

In view of the above problems, this research formulated a bibliography incorporating the data necessary to analyse palm leaf manuscripts. The manner in which in the data should be arranged and the methods suitable to prioritize bibliographic data were also discussed in it. The research also traced the history and the expansion of the art of palm leaf manuscripts in the country.

The evidence collected suggests the existence of a bibliographical tradition specific to the country in the past. The data helped to identify character styles, numerical patterns and structural feature of that tradition as well. It is felt that the manuscripts found in the temples were deteriorating in quality gradually, and therefore measures are necessary to conserve them.

**Key word:** *Bibliographical control, Palm leaf manuscripts, Manuscript culture, Sri Lanka*

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## **A study on the impact of end user perception on online training in Virtusa Corporation**

RGVP Rupasinghe<sup>1</sup>

Introduction of internet access created a wide space for technology based learning and it increased the academic and corporate strategic planning due to the availability of internet access. Yet asynchronous and synchronous online learning are conflicted with traditional classroom training models due to the absence of interaction between instructor and members of the participants. Many scholarly articles addressed from proponent and opponent sides of the controversial issues of distinction between online learning and traditional classroom training. E-learning effectiveness is critical due to the effects of several factors. This research addresses the end user perception in terms of commitment, attitudes and emotions which influence the factors that affect the effectiveness of online trainings in corporations.

Objectives of the research were: to explore the distinction of traditional classroom and online training effectiveness, examine benefits and limitations of online training system, ascertain the online training impact on perception of employees in terms of commitment, attitudes and emotions towards same. The methodology of this research design focused on hybrid analysis, and its unit analysis was focused on operational level employees. The quantitative approach was employed to collect the information pertaining to the factors that influencing the effectiveness of online training: sample was comprised of forty participants of Virtusa Corporation. Qualitative analysis was employed to validate the quantitative information, and two hypotheses were developed to identify the relationship of perception toward online trainings and the performance of end users which are influenced by effectiveness of online training.

Quantitative analysis was emphasized, interaction with instructor is necessary on effective learning; the means of 2.85. Further, qualitative analysis of this research study highlighted the significant of interaction, and human factors in the context of online trainings. Justifications of hypothesis proved the correlation of each function of the proposed model, and the secondary information of primary data analysis highlighted the end user perception is influenced with the major fact of cultural diversification and it does create a platform for end user perception towards online trainings.

**Key words:** *Online learning, Distance learning, End user perception, Learning effectiveness*

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**Marketing of library services in the context of globalization: a study based on the Asia Pacific Institute of Information Technology (APIIT) library in Sri Lanka**

RAW Ruwandhi Rajasinghe<sup>1</sup>

Information has become an essential commodity in the globalized World today. Introduction of the World Wide Web and Internet have challenged the libraries more than ever before by providing users other options of accessing information. Thus, libraries are compelled to find novel avenues to disseminate right information to the right users at the right time. In the Sri Lankan context, marketing of library services is relatively a new concept which is affiliated with satisfying user needs while achieving organizational goals.

APIIT is a private education provider affiliated to Staffordshire University – UK which facilitates two fully –fledged libraries for undergraduates in Business Management, Computing and Law. This study was conducted in order to identify the current methods used for marketing of library services at APIIT, to recognize the gap between customer expectations and actual services delivered and to propose a suitable marketing model for improved library services.

A total of 999 undergraduates were identified in which 260 were selected as the sample according to Anderson's sample frame. Questionnaire method was administered in order to ascertain information on actual user information requirement and the efficiency of current methods used to market library services. Furthermore, Stratified Random sampling method was administered as the sampling methodology.

The findings revealed that currently, library orientation sessions, notices, library Facebook page, etc. are used to market resources and services in the library and majority of the students are aware of the resources and services available. It was also identified that there are students who consider Internet as an alternative to the library. Thus, in order to popularize the library resources and services among them, a suitable marketing model was proposed.

This study is restricted exclusively in its scope of discussion to library services and resources provided for undergraduates at the Asia Pacific Institute of Information Technology.

**Key words:** *Information, Marketing, Library services, APIIT*

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## **A study of the usage of Information Communication Technology in University libraries in Sri Lanka**

RM Nadeeka Rathnabahu<sup>1</sup> and Nimal Hettiarachchi<sup>2</sup>

Information Communication Technology (ICT), a combination of Information Technology (IT) and Communication Technology (CT) vastly influences all the sectors including the library and Information Science. The paper focuses on the state of usage of ICT in the libraries of the Universities in Sri Lanka.

The three main objectives of this research are: a). analyze the usage of Information Communication Technology (ICT) in University libraries b). identify the difficulties and constrains and c). to investigate the workable suggestions to surmount those difficulties. 29 University libraries were selected randomly as the sample out of the 36 University libraries. Questionnaires were sent to the selected libraries via the post for data gathering. Microsoft Excel software was used to analyze the collected data.

According to the analysis of this study, it was found out that 23% of the University libraries were in poor state of usage of ICT. But, 32% of the University libraries indicated normal use of ICT within the libraries. Further, 36% of the University libraries indicated good usage of ICT. Finally, only 9% of the University libraries reported an excellent usage in ICT in the libraries.

It was observed through the survey that there were long delays occurring in the processes of purchasing computers and related equipments for these libraries by their parent organizations. Also, the insufficiency of fund allocations, laws and regulations of the institute, lack of suitable and effective training programmes related to the effective usage of ICT Tools were considered as a remarkable discrepancy. Proper in-service or in-plant training of library staff, especially who engaged in the library automation activities, increasing the amount of fund allocation for the ICT services, and relaxation of outdated bureaucratic administrative and financial policies are strongly suggested here for overcoming the above difficulties and constrains.

**Key words:** *Information Communication Technology (ICT), University library, Special libraries, Sri Lanka*

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## **A national collaboration plan for the development of libraries in Sri Lanka**

Priyanwada Wanigasooriya<sup>1</sup>

The essential feature of any good library system in any country is cooperation and collaboration. 'Library collaboration is an umbrella term for the wide spectrum of cooperative processes and mechanism'. Concept of collaboration is brotherly and sisterly love or at least partnership abound. There are three major forms of activities connected with library collaboration. Firstly, in terms of 'exchange' secondly by 'coalition' (working together) and thirdly 'entrepreneurial and one way marketing'. As a developing country, Sri Lanka should have a national collaboration plan for the development of libraries under one umbrella. The 'Mahinda Chinthana-Vision of future', print outs the main objective of Sri Lanka is to be transformed into a strategically important economic centre of the world. The above mentioned vision will be achieved by the better use of information and knowledge in the country. According to the Statistics of the National Library and Documentation Services Board, there are more than 6,557 libraries in Sri Lanka. These libraries can be categorized into the following nine basic types: National library (1), Academic libraries (15), Special libraries (67), Public libraries (928), Departmental (34), School (4831), Piriven (615), Training collages (32) and Technical collages (34). But they work under several government and non-government bodies.

The main objective of the research is to identify the current situation of library collaboration and to develop a collaboration model for libraries in Sri Lanka. Other objectives of the research are; to study the existing status of library collaboration in Sri Lanka, to examine the collaboration programmes available in the South East Asian countries, to explain the issues and problems related to library collaboration in Sri Lanka, to design a national plan with the aim of improving library collaboration in Sri Lanka.

Methodology followed in this study was survey and functional method. Stratified sampling method is used to select the library sample for the research. 12 academic libraries (including university, Technical collages, Schools, Pirivens) and 30 special libraries (including national Library) and 10 main public libraries (Colombo, Kandy, Galle) were selected as the sample. Systematic sampling method is used to select users among the user population in the above mentioned libraries in Sri Lanka.

Primary data revealed that the above mentioned libraries work under several governmental, non-governmental or personal institutions. As an example, school libraries are under the Ministry of Education and special libraries are under their own cooperate bodies (i.e. Lake house library is under the Lake House newspaper limited). However, all types of libraries mentioned above purchase library materials, maintain card or computer catalogues, classify materials, provide library services, recruit library staff, train them, provide user education programmes etc. without single collaboration plan even between one types of library. As a result of such isolation from each other they spend more money and waste time ineffectively.

**Key words:** *Collaboration plan, Sri Lanka, Maninda Chinthana, Libraries*

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ICSS/13/PP/195

**Variation factors of mobile learning over electronic learning in Information and Communication Technology cultures across Education**

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Information and Communication Technology (ICT) in the educational sector of both developing and developed countries has proliferated in recent years. The involvement of ICT in the educational sector introduces challenges of using ICT tools and facilities for both teaching and learning. The involvement of ICT in education has paved way for the migration of learning beyond the traditional classroom to learning through desktop computers normally defined as Electronic Learning (E-Learning). Mobile Learning (M-Learning) is considered to be the ability to use mobile devices to support teaching and learning. It is the mobile aspect of mobile learning that makes it stand apart from other types of learning, specifically designing learning experiences that exploit the opportunities that mobility can offer us. This is because mobile devices have features and functionality for supporting learners. Learners are expected to engage with these learning resources whilst away from the traditional learning spaces. There is a wide range of mobile devices on the market including laptops, Personal Digital Assistant (PDAs), smart phones and e-book readers. However the most popular mobile device is the mobile phone. Mass proliferation of mobile phones and the features and functionality they offer make the device stand out as an area ripe for exploration. Mobile phones are multi-function devices which are of interest due to their very nature of offering mobility, but also for their ability to create and consume digital media. Both E-Learning and M-Learning require the use of ICT to accomplish a learning process or task and have advantages and disadvantages over each other. This paper focuses on the various factors to be considered and challenges encountered to educationally transform e-learning to m-learning in an ICT perspective.

**Key words:** *Mobile learning, Electronic learning, ICT, Education*

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ICSS/13/OP/432

**An analytical study of Sri Lanka National Library's Authority Control over Online Public Access Catalogue (OPAC)**

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Libraries organize and disseminate knowledge and information were the benefit of the society. In this process, the concept of cataloguing is very important. With the gradual development in the society, today the process of cataloguing has mixed with information and communication technology and developed into online catalogue. Hence, the objective of this study is to carry out an analytical study of Sri Lanka national library's authority control over the online public access catalogue. This study is based on the Sri Lanka national library's domestic online public access catalogue and the focus is to identify whether there is a proper authority control mechanism over personal authors' names, institutional authors' names, titles and subject names. Since Sri Lanka is a multi-lingual and multi-cultural country the study had to be limited to Sinhala language. A clear understanding of the concepts such as online catalogue and authority control could be obtained using this study.

Using the Sri Lanka national library as the field of the study, a closed ended and an open ended questionnaire were given to the readers in order to identify whether there is proper authority control over online public access catalogue. In carrying out the study, the researcher studied 100 access points using participatory observation technique which enabled the researcher to identify the level of authority control over online public access catalogue.

Based on the findings of the study it was revealed that the level of authority control over online public access catalogue is minimum. It was identified that there were weaknesses in language translation, letter translation, division of words and errors in names. Hence, standard access catalogues should be established and these authority files should be updated regularly. It is important that a software is used in this process and further more extra care should be taken in entering scientific data. However, Sri Lanka national library being the leading library in the country, it is a preliminary requirement that it makes and maintains authority files and online public access catalogue.

**Key words:** *Online Public Access Catalogue, Authority control, Sri Lankan National Library, Cataloguing*

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ICSS/13/OP/452

**Need of information assessment to achieve balanced and relevant collection building in university libraries: a case study of Main Library, Wayamba University of Sri Lanka**

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Information assessment manages correctly to identify gaps in the collection, provide a picture of the historical depth and currency of the collection and provide a focus to collection issues. Beginning of year 2012 the main library management started the project of information assessment' The study hopes to evaluate the collection of main library, Wayamba University of Sri Lanka (WUSL) to gain information and demonstrate the adequacy and inadequacy of support resources as required on subject proportions. The main library collection covers the subject areas offered by the faculty of Applied Science and the Faculty of Business Statistics and Financial Management. In addition to English Language, Computer Science, General Works, Religion, Biographies, Physical Education and Literature work. The collection evaluation can be done as, client centered, collection centered, user centered, citation centered, In-house use studies and Opinion studies. Information assessment is an organized and ongoing process to evaluate or audit whether the library collection supports the university's divers programs of learning and teaching. The collection scope and depth reflect the curriculum of the university, directly supporting the teaching programmes of each department enabling students to conduct research. The main objective of the study was to identify the strengths and weaknesses as well as quality and the validity in the collection of main library, WUSL. This study is based on actual resources called "Collection Centered evaluation" for measuring the size of the collection by subjects. The main research method applied for the study was case study method by physically stock counting. Qualitative and quantitative data collection methods were used for the assessment project and collected data analyzed by tables or and charts. Based on the findings several interpretations and recommendations are made. As this represented a comprehensive picture, the library management could be able to make decisions when developing and amending collection development policy, weeding policy etc. and how to develop the library collection to achieve a balanced and relevant collection building of the library.

**Key words:** *Information assessments, Collection evaluation, Collection development, Collection management*

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ICSS/13/OP/542

### **Social Sciences in the Dewey Decimal Classification: a critique**

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Knowledge is defined as justified belief produced by interaction of human beings with the environment. It constitutes the form and content of expressed facts, theories, memoirs, fiction, myths, beliefs, teachings, values and expressed feelings. Social science is a systematised body of knowledge gathered and produced as a result of interaction of man with the society or social environment in general. In fact its field is vast and touches all other disciplines namely (natural) sciences and humanities.

Though society or social life of man on this earth is millions of years old yet as an academic discipline, science of society, it emerged only in the nineteenth century. Indeed it is one of the recent disciplines of study and research. Despite application of the scientific method, broadly formulated and advocated by Francis Bacon (1561-1626), as a science it is not as rigorous as the Natural Sciences. Human calculus is primitive and objectivity which is the bedrock of natural sciences is discounted while studying social beings in groups. Nevertheless, the results of social sciences are increasingly applicable to study, social phenomena and solve social and environmental problems.

Paper discusses the origin of the Dewey decimal classification in the last quarter of the nineteenth century and estimates its quantitative use and states it to be still the most popular library classification in the world. It divides knowledge into the Baconian produce of three faculties of human mind, namely Memory, Imagination and Reasoning given by him in the book *Advancement of learning* (1605). Melvil Dewey (1851-1931), its inventor, first inverted Bacon's the order and then elaborated them into ten main classes covering the entire universe of knowledge. Indeed his elaboration was constrained by the use of decimal notation which has only ten divisions at each step but was in tune with the academic departments in the US universities. Main class Social Sciences 300 has been ungainly placed between 200 Religion and 400 Languages, both of which fall in humanities. Nevertheless, its inclusion among the knowledge produced by Reason is tenable.

Then the paper goes on to examine the position, order and inter and intra relation of contents of each of the ten divisions of social sciences as in the 23<sup>rd</sup> edition (2011) of the DDC:

It criticizes that 320 Political Science has been separated from 350 Public Administration while 330 Economics seems oddly placed between 328 Parliaments and 340 Law. Authors also feel the separation of 900 History from 300 Social Sciences is indefensible. Concludes that the DDC is a cognitive mirror of the 19<sup>th</sup> century American Academic World, which does not reflect the current perceptions and order of knowledge.

**Key words:** *Dewey Decimal classification, Human mind, Namely Memory, Imagination*

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ICSS/13/OP/546

### **Information marketing in special libraries**

Anuradha Dasanayake<sup>1</sup>

Aim of the concept of Marketing at present is not only gaining profit through buying and selling. Helping organizations to gain their institutional objectives in order to move towards their development too is one of the concerns of marketing today. However the realm of this concept is not restricted to profit making ventures exclusively in the present context in that marketing strategies are adopted in non-profit earning institutions such as libraries as well which are concerned primarily with social welfare. Marketing strategies feasible to be used in the sphere of libraries are: planning, organizing, disseminating and controlling information, focusing attention on reader needs.

In the case of Sri Lanka dissemination of information is done through educational libraries (i.e. University Libraries) Special Libraries, Public Libraries, School Libraries and information centers and funds needed for these institutions are provided by their respective mother organizations. However these libraries do not render a satisfactory service to their readers, the cause responsible for this situation being the non adoption of marketing principles in those institutions.

Causes responsible for the unsatisfactory state above are: disorganized nature of the information dissemination, lack of in-depth knowledge in library conventions and practice on the part of the librarians, scanty knowledge of the library staff in marketing strategies, non-preparedness of the librarians to overcome challenges there exist in relation the marketing of information sources.

This research hopes to from an idea about the existing state of information dissemination in special libraries, the degree of success of the staff members with regard to the identification of their market (i.e. target clientele) and the strategies libraries have designed to perform targeted services. Analytical examination of the advantages of Marketing mix (4ps) and identification of the obstacles the special libraries face in relation to marketing information were the other aspects.

Lack of knowledge in marketing on the part of the librarians and staff in special libraries, dearth of trained staff, inadequate financial allocations, lack of demand for existing information sources, problems related to the identification of new members (i.e. readers) are the findings of the research. Exposing the librarians and the staff to marketing strategies and promoting research in the discipline are recommended.

**Key words:** *Library marketing, Marketing mix, Special libraries, Information*

ICSS/13/OP/340

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## **Designing an automatic speech recognition system to recognize frequently used words in Sinhala**

WGDM Samankula<sup>1</sup> and NGJ Dias<sup>1</sup>

The estimated number of the blind in Sri Lanka ranges from 93,000 to 150,000 individuals out of 20 million population and also there are millions of people whose mobility is curtailed due to old age and sickness as well as due to other motor disabilities. With the end of the war in Sri Lanka, the number of people injured and maimed by the war has increased. These people have to face lot of challenges in their day to day lives. If these people want to do some simple tasks such as controlling the radio, refrigerator, or fan in their homes, it becomes a difficult task because they have to use the white cane or wheel chair to move or get the support from the others.

The aim of this project is to develop a speaker independent speech recognition system which is embedded with the capability of understanding human speech done in Sinhala language rather than foreign languages because majority population in Sri Lanka is Sinhalese constituting 74.9% of the Sri Lankan population. The human speech signals are recognized and converted into effective actions for operating multiple items. The Hidden Markov Model Toolkit (HTK) based on Hidden Markov Model (HMM), a statistical approach is used to develop the system. HTK is used for data preparation, training, testing and analysis phases of the recognition process. Fifteen distinct Sinhala words consisting seven nouns and eight verbs which are used for day to day activities in home are collected. This automatic speech recognition system is designed for recognizing twenty sentences which are prepared from these words and recorded from ten native speakers who are 5 females and 5 males in a quiet room.

**Key words:** *Speech recognition, Sinhala language, Disabled people, Sri Lanka*

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ICSS/13/OP/591

**Library services, resources and information needs of the Technical education sector in Sri Lanka**

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Technical education is playing a vital role in the Sri Lankan education sector. Libraries have become an essential part of the learning and teaching process of the technical education. This study explores the library services, resources and information needs of the users in Technical education sector in Sri Lanka.

Objectives of the study are to identify the services and resources of the libraries in Technical education sector of Sri Lanka, identify the information needs of the students, and to find out the problems faced by the users of technical institution libraries.

A questionnaire based survey method was used to collect data. Apart from that, interviews were also conducted. The sample comprised 300 randomly selected students at Department of Technical Education and Training, Vocational Training Authority, National Apprentice and Industrial Training Authority of the five districts in Sri Lanka.

Technical education sector libraries provide lending and reference services. It was found that the text books were the most important resources for information. The study reveals that students preferred information on their subjects. They are using libraries to prepare for examinations, additional readings and to obtain knowledge in general. Respondents encountered difficulties in getting the needed information from their libraries. They felt that unavailability of needed materials was the major problem. Other difficulties indicated by respondents are lack of modern technology and information literacy programs in libraries, inadequate library opening hours, as well as appropriate library environment.

**Key words:** *Technical education, Information needs, Library resources, Library services*

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## **Study of customer choice regarding selected two wheelers with special reference to Pune city**

Shri SJ Bokephode<sup>1</sup>

The fast lifestyle is a norm of the present generation. People want fast transportation to go to the office or the work place, people prefer their own private mode of transportation rather than public transportation. This may be because they want to reach the destination fast. In metropolitan cities like Pune traffic is a big problem. So people prefer two wheelers for their regular transport.

The present research is limited to study the customer choices of selected two wheeler brands like Pulsar, Splendour, Honda Activa, TVS Scooty, in Pune city, Maharashtra. During the study, major emphasis was given to find out the most preferred feature for two wheelers. For this study Chi square test is used with the help of SPSS to understand the relationship between age of respondents and two wheeler choice. For the study 50 people were selected as the sample using two wheelers and having the latest knowledge in the field. The sample design adopted was convenience random sampling. For the study primary and secondary data were collected. The primary data for the study is collected directly from target respondents through structured questionnaire and personal interviews. The secondary data for the study is collected from different sources such as technical and trade journals, articles, newspapers, magazines, internet, periodicals, books, reports, publications of associations related to two wheeler manufacturers.

It was found that the cylinder capacity and the look was the most preferred features for selecting two wheelers. It also became clear that respondents spent between Rs. 30,000 – 60,000 for purchasing two wheelers.

**Key words:** *Two wheelers, Pune city, Lifestyle, Customer Choices*

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ICSS/13/OP/422

**Information needs and information seeking behavior of students at higher educational institutes: with special reference to CINEC Maritime campus**

AP Udayangani de Silva<sup>1</sup> and P Sandamali Chandrawansa<sup>2</sup>

Information is an essential commodity to almost every person in the world. Information needs and information seeking behavior is different from person to person. The understanding information needs and information seeking behavior of various kinds of personal groups is essential as it helps in the planning, implementation and operating of information systems and services provided by a library. This study investigates information needs and information seeking behavior of students at higher educational institutes with special reference to CINEC Maritime campus.

Based on three objectives, the research was conducted. The main objective was to identify the information needs of students in this institute of higher education. Other objectives are to study the information seeking behavior of students with regard to their subject needs, research needs, other information needs and to determine the user satisfaction and ICT application for seeking information.

300 library users from 3000 students in CINEC Maritime campus were taken randomly as respondents. The sample size was 10% of the population. The main research tool was a details questionnaire constructed by researcher under objectives of the study. As well, observation method was used as a primary data collection tool. Dictionaries, encyclopedia, journal articles, databases, text books, e- resources were used as secondary data sources.

The key findings of the study indicate that 50% of students gather information for preparing their lecture notes. Usually they collect information for updating their knowledge. CINEC Maritime campus library is frequently used by students to access information. 80% students search information in English language. Retrieval of information for their needs helps students to improve their IT skills.

**Key words:** *Information needs, Information seeking behavior, Information resources, Maritime library*

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ICSS/13/OP/312

**An analysis of the technology acceptance model in understanding undergraduates' usage behavior of digital library: a case study**

BMMCB Hindagolla<sup>1</sup> and Takashi Nakamura<sup>2</sup>

With the introduction of Information Communication Technology, the concept and role of the library has changed increasingly. Emergence of digital libraries (DLs) is an advanced step of the library field. Recently, digital library systems have been set up by academic libraries to provide electronic information to user community for their learning and research. Using the Technology Acceptance Model (TAM) as a theoretical framework, the objective of this study is to examine how undergraduates intend to use DL with selected constructs of perceived usefulness and perceived ease of use. Study used survey design and purposive sampling method applied. Data was collected from undergraduates who represent the Faculties of Social Science and Humanities, Niigata University in Japan. In total 203 of sample occupied for the study and descriptive statistics were used. Findings showed that the usage popularity of DL among the undergraduates is not significant. Results indicated that the perceived ease of use plays an important role that influences users to use DL. Further results, strongly support the application of TAM in predicting users' intention to adopt DLs. In addition, content relevance and information quality has the strongest effect of DL use. According to these results, it is predicted that undergraduates' intention to use DL in the future was strongly influenced by the usefulness and the ease of use. The results help library management to better understand the impact of DL and provide insights to make proactive intervention programs and assist students in adopting and using DL more effectively towards achieving their study goals.

**Key words:** *Digital library, Technology Acceptance Model, Perceived usefulness, Behaviour intention*

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ICSS/13/OP/488

**Information needs and seeking behaviour of library users at Technical Colleges in the Southern Province, Sri Lanka**

Theja Kuruppu Arachchi<sup>1</sup> and Thanuja D Arumapperuma<sup>2</sup>

Technical Colleges play a vital role in providing the high-skilled workers in demand for promoting economic and social development. There are 38 Technical Colleges scattered island wide including four Technical Colleges in the Southern Province, Sri Lanka. Technical College Libraries are actively taking part in supporting student success and professional teacher development. Although information needs of different library user groups have been studied, users of technical libraries have been totally neglected. Thus, the main objective of this study was to examine the Technical College library users' information needs and their satisfaction with information sources and services of the library. Survey research method was used for this study. The study sample was selected through stratified random sampling technique to arrive at the sample size of 400. The sample included students, academic, non-academic and visiting staff members from the four Technical Colleges in the southern province, Sri Lanka. Data collected using a self-administered questionnaire was analysed using descriptive statistics. The findings reveal that Technical college library users use many and varied types of materials in satisfying their information needs. Most of the students (99.2%) and staff members (97.5%) are satisfying their academic information needs from the information sources in the library. But only 96.7% of students and 91.3% of staff members are satisfied with the library information collection. The user education programs have been identified to be helpful in meeting academic information needs by both students and staff members. The findings reveal the need to improve the library collections according to user needs, and strengthen the user's information technological and information literacy skills.

**Key words:** *Technical Education, Technical College libraries, information seeking behaviour, information needs*

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CSS/13/OP/228

**Provision of library service to prison inmates in Sri Lanka – a social perspective**

S Navaneethkrishnan<sup>1</sup> S Arulanantham<sup>2</sup>

The purpose of this research is to shed light on an area of librarianship which is not often talked about in Sri Lankan context i.e. Prison libraries. These libraries aim to provide information that meets the information, recreational, lifelong learning, and transitional needs of prisoners. Around 0.05% of total population of Sri Lanka (11, 381 nos.) was in remand prisons as inmates under the Department of prisons. More than 35% prisoners' average length of time spent on remand was more than six months. The provision of libraries in the various prisons for the inmates' rehabilitation is non-negotiable.

The objective of this research is to identify the need of the provision of library service to prisoners and to emphasis to start the process of a national scheme for library and information service provision to prison inmates in Sri Lanka, based on international recommendations for treatment of prisoners. Based on survey on statistics of current prison system in Sri Lanka, this study emphasizes some significant and basic need of prison libraries.

This study reveals that Sri Lanka has to establish prison libraries with at least hundred thousand materials, since IFLA suggests that a prison library should have a collection of ten titles per inmate.

Policy decision should be made at national level for prison libraries under the guidance of National Library of Sri Lanka. Bibliotherapeutic aspects could be implemented for the rehabilitation of prisoners with the support of health sector.

As UNESCO stipulates that libraries have an obligation to serve prisoners, public libraries could play vital role in changing the attitude of prisoners by extending their services to prisons in the form of mobile libraries and reading camps to enhance access to information and to provide a basis for change of attitude. Awareness also could be created by strengthening prisoners' information rights by providing library service.

**Key words:** *Bibliotherapy, Library services, Prison libraries, Information services*

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ICSS/13/OP/147

**Your morning cuppa and the language of disability: a study of usage, metaphors and attitudes in Telugu news reporting**

Nookaraju Bendukurthi<sup>1</sup>

Language is an important arbiter of meaning: it builds our understanding of the world and shapes our beliefs. What we know and what we believe about a particular phenomenon has a lot to do with the specific words used to describe and discuss it. Framing disability language in the vernacular media is a matter of contentious debate. Much abuse and harassment of disabled persons occurs as a matter of “hate reporting” in journalism, which is as offensive as an abusive act or expression. The “objective reporting” of journalism has been redirected and hijacked by the “dominant meaning” of elite media in congruence with their ideology. The impact of sloppy journalism on framing language related to disability in the news media often negatively impacts the lives of people with disabilities. Ableist language frames are also responsible for creating, modifying and even changing societal and individual attitudes. The most commonly found Ableist vocabulary, often used metaphorically, such as ‘going blind’, ‘turning a deaf ear’, and so on in print media, lends meanings of deficit and worthlessness to disability. Such usage gives us ample evidence of conceptualizations and beliefs that inform the contemporary understanding of disability. Early insights from frame analysis of Telugu regional print media have prompted closer attention to the language of disability that filters audience perspectives about human differences. This paper investigates the dynamics of disability terminology in Telugu newspapers and focus in the inadvertent and habitual usage of stigmatizing terminology in media, which allows us to identify the realities of a life of difference - physical, cognitive or cultural.

**Key words:** *Objective reporting, Dominant meaning, Journalistic behaviour, Ableist language*

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ICSS/13/OP/177

**The missing link in community informatics: an exploration into the dichotomy of ICT4D policy and implementation dynamics in northeast India**

Joya Chakraborty<sup>1</sup>

The debate over information and communication technologies serving as a catalyst for development has been divided into two diametric discourses. One asserts on the positive role of technology, specifically the internet, towards transforming poverty in developing societies and the other is skeptical in believing that technologies, if not exacerbate the digital divide, can do little to bridge the gap and bring about social transformation all on their own. While new age information and communication technologies are assumed to have the potential to eliminate poverty, bring about economic development for the underprivileged and allow developing countries to leap-frog into the information age, access to ICTs alone cannot empower the marginalized. ICTs have an enormously important role to play in building the social capability to generate information and to apply knowledge for sustainable development. But with higher potential of the new age ICTs, the challenges posed for bridging the digital divide are also higher.

The present study is motivated with the intention to understand this environment of ICT4D implementation in India through empirical analysis of two important and crucial interventions - the Community Information Centre (CIC) and Common Service Centre (CSC) projects in the northeast region of the country. Given the unique geographical, political and cultural context of the eight states of northeast India and its people, it becomes interesting to explore the interplay of new age ICTs with the traditional political, knowledge and communication systems of the indigenous people. The present research employs an ethno-methodological study to analyse how ICT4D initiatives, such as the CICs and CSCs, can become facilitators of democratic participation for empowered communities in an emerging knowledge society. The study brings out the dichotomies of policy and practice wherein the economic development driven ICT policy often remains oblivious of the social capital of indigenous user communities.

**Key words:** *Information and Communication Technology, Development, Community informatics, E-governance*

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ICSS/13/OP/178

**Effect of tourism on community: a case study on Belihuloya Region**

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Tourism is one of the largest revenue earning industry in Sri Lanka with the main aim to become the most popular recreation destination in Asia. This study was done on the perspective of impact of tourism on community for their attitudinal, lifestyle and as well as for the regional development. Randomly selected 110 size of sample for the questionnaire from downstream villages of Belihuloya and at the same time personal interviews were also carried out. Water falls, rivers, climate, mountains and world renowned rest houses are resources that contribute to tourism in Belihuloya such as Pahanthudawa & Surathaliella, Hirikatuoya & Belihuloya, Hawagala Mountain and Belihuloya rest house respectively. Largest number of tourist visitation at Belihuloya during April and December. From them 64% were foreign tourists where 36% were local tourists. Though tourism acts as a major economic activity in Belihuloya it did not influence to the surrounding community. It clarifies by responds while 75% supposed there isn't any effect from tourism to their housing income. Tourism generates jobs more than 51% while those generated jobs do not help the employability of the surrounding community. Less qualifications and less training of community people enhance situation. Hotels, flower gardens and rest house create major income ways as 16%, 28% and 11% respectively. In the perspective of regional development tourism contribution fewer in Belihuloya region, 64% emphasis no development due to the tourism industry. 55% of the sample agreed government contribution to develop tourism in this area is not significant. Economic contribution to community is less as well as environmental impact is high from tourism especially by the local tourist. Consequently some species presently act as invasive species that harm to the cultivations and river pollution due to throwing polythene and glass bottles. To enhance the economic states of people in Belihuloya community tourism must introduce to this region in a sustainable manner.

***Key words:*** *Community tourism, Belihuloya region, Regional development, Sustainable*

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ICSS/13/PP/195

**Variation factors of mobile learning over electronic learning in Information and Communication Technology cultures across education**

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Information and Communication Technology (ICT) in the educational sector of both developing and developed countries has proliferated in recent years. The involvement of ICT in the educational sector introduces challenges of using ICT tools and facilities for both teaching and learning. The involvement of ICT in education has paved way for the migration of learning beyond the traditional classroom to learning through desktop computers normally defined as Electronic Learning (E-Learning). Mobile Learning (M-Learning) is considered to be the ability to use mobile devices to support teaching and learning. It is the mobile aspect of mobile learning that makes it stand apart from other types of learning, specifically designing learning experiences that exploit the opportunities that mobility can offer us. This is because mobile devices have features and functionality for supporting learners. Learners are expected to engage with these learning resources whilst away from the traditional learning spaces. There is a wide range of mobile devices on the market including laptops, Personal Digital Assistant (PDAs), smart phones and e-book readers. However the most popular mobile device is the mobile phone. Mass proliferation of mobile phones and the features and functionality they offer make the device stand out as an area ripe for exploration. Mobile phones are multi-function devices which are of interest due to their very nature of offering mobility, but also for their ability to create and consume digital media. Both E-Learning and M-Learning require the use of ICT to accomplish a learning process or task and have advantages and disadvantages over each other. This paper focuses on the various factors to be considered and challenges encountered to educationally transform e-learning to m-learning in an ICT perspective.

***Key words:*** *Mobile Learning, Electronic Learning, ICT, Education*

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ICSS/13/OP/449

**Reflection of 'access' in ICT4D evaluation: The case of *Nenasala* telecenter initiative in Sri Lanka**

DL Chamila Jayashantha<sup>1</sup> and Usha Raman<sup>1</sup>

As the world moves towards information society, countries started to extend access to information and communication technologies to their populations. Telecenters have been seen as an important means of bridging the digital divide; providing access to appropriate information required for social and economic development. Hence development of rural information kiosks has become increasingly popular development initiative, increasing in number worldwide. In Sri Lanka, e-Sri Lanka strategy, acknowledged affordable access to ICTs will ensure more effective, citizen centred and business friendly government, empowerment of the rural poor, women and youth. It envisioned a 'community-based open access workstations' program called *Nenasala*, to ensure availability of affordable basic communication services, access to social services, e-commerce and mobilization of local knowledge. Evaluation work in the development sector has evolved through a revolutionary path, as a practice as well as profession. The taxonomy of evaluation is multipronged, can be seen categorized based on different perspectives, criteria, inputs used, and perhaps the phase of intervention being evaluated. But there is as yet no widely accepted systematic evaluation procedure for telecenter programs. No shortage of evaluative frameworks for ICT for Development, but, none is completely satisfactory for measuring access to ICTs. Therefore alternative evaluative frameworks are increasingly required or existing evaluative criteria should be redefined to cater to the specific requirements of telecenter initiatives, for instance to measure the extent to which beneficiary groups are effectively and meaningfully engaged with ICTs. This paper gives a brief overview on evaluation of development aid, and then moves on to discuss what is missing in evaluating 'ICTs for Development' initiatives. While introducing the 'Nenasala' telecenter initiative in Sri Lanka, it reviews the magnitude of reflection of access in three consecutive evaluations commissioned to study the telecenter program.

**Key words:** *Evaluation, Access, Nenasala Telecenters, e-Sri Lanka*

ICSS/13/OP/235

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**Application of IT in information management at university library,  
Gondwana University, Gadchiroli in India: a study**

S M Rokade<sup>1</sup>

The paper succinctly describes the concept and importance of information technology in Information management at university library, Gondwana University , Gadchiroli in higher education, applications of information management, **data warehousing, data mining**, knowledge mining, search engines, document management systems, knowledge creation systems, discussion board, groupware, discussion thread, repository, double-loop learning, intelligent agents (software agents), networking and the survey of users carried out to assess their informational need.

The objective of the paper is to find out the main users of library and their informational needs, impact of it in information management and to propose integrated information system.

The survey method has been adopted and data collected with the help of questionnaire, personal visit, discussion and Webpages.

It was found that students, academic staff and the research scholars are the main users of university library and require modernize information for regular use and considering this there is great importance and relevance of information technology in management. Provides confidence to managed and cover risk to achieve the organizational, goal. Reducing risks and errors, faster and easier recovery of data and disseminate the information. Integrated information system has been suggested for the better development of library and users considering the relevance of IT in information management.

**Key words:** *Information, IT, Information management, University libraries*

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ICSS/13/OP/291

### **Indian environmentalism: discourse, politics and fragments**

Jyotirmaya Tripathy<sup>1</sup>

It is often customary to represent environmentalism in the industrialised North as a predominantly middle class phenomenon whereas Indian environmentalism is hyphenated with questions of equity and distributive justice. When it is true that Indian environmental activism is a response to developmental challenges posed by the state and the penetration of global capital, there is an uncritical and unproblematic theorization of such activism that often reduces Indian environmentalism to questions of life and livelihood.

The present paper challenges conventional theoretical assumptions of Indian environmentalism by highlighting the fractures within the theory and practice of Indian environmental discourses. It engages with questions like how competing conceptions of environment and development bring forth new dimensions to human-environment relationship. How the political expressions of these movements repress and produce conflicting narratives? What counts as environment and environmental problems?

Drawing from the theoretical vocabulary of post-structuralism, the paper uses existing theoretical literature as an entry point to engage with more critical questions of representation, authenticity etc. It also uses qualitative data drawn from visits to two areas of environmental activism (anti-POSCO movement and anti-Vedanta movement in Odisha) which includes interviews with various groups of people.

At a theoretical level the paper argues that representing Indian environmentalism as a survival imperative not only zoifies affected people, but also projects the North as the subject of environmental history. The site visit and interviews establish that affected people in the POSCO and Vedanta project areas are not uniform in their response to ideas like 'development', state and 'people'. It is also revealed that questions of identity, class and gender mediate the way people experience state and 'development'.

**Key words:** *Environment, Development, People, Discourse*

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ICSS/13/OP/297

**Environmental and social safeguard of irrigation tank rehabilitation in dry zone of Sri Lanka**AJNM Bandara<sup>1</sup>

Since Sri Lanka doesn't have natural tanks, almost all the water storages are built by people of the past irrigation civilization. Until colonial era, most important task of the Sri Lankan kingdom was to improve the irrigation system of the dry zone to facilitate agriculture sector. Hence, more than 16,000 large tanks and about 30,000 irrigation schemes were built in dry zone during that period. Then, the spatial focus transferred towards wet zone and estate agriculture in highland while attention on irrigation was gradually decreasing. But later colonial period and after independence, several irrigation practices were implemented.

Tank rehabilitation is one of key component of agriculture development projects. Recently several ancient tanks and reservoirs built after independence were subjected to rehabilitate due to under-utilization. *Dam Safety and Water Resource Planning Project* is a large scale programme that focuses on rehabilitate identified 32 tanks and reservoirs in the country.

*Thabbowa tank* which located in *Karuwalagas wewa* DS division in *Puttlam* district is also listed under above project to rehabilitate. Over 1300 families live within the *Thabbowa* feeder area. The whole tank had to be emptied before the rehabilitation of the weir and sluice gates. Therefore social and environmental safeguard plans were prepared before the construction began.

Since the majority of the community directly depends on the tank, usual income generation activities were disturbed. Full social survey and several stockholder meetings were held at the project sites for data collection. Based on interpreted data five assistance plans were introduced to overcome social issues and recommended several mitigatory measures for environment safeguard.

**Key words:** *Tank rehabilitation, Environment/social safeguard, Assistance plans, Agriculture development projects*

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ICSS/13/OP/129

### **Sustainability through preservation of biodiversity**

Neelam Tikkha<sup>1</sup>

The boom of Innovation and research marks this century. But the major questions that arise are: Is it sustainable? Is it conducive to the mother earth? Very late human being realized, in his quest for easy life, comfortable life, and greed for achievement that he has actually made the parable of “The Goose with the Golden Eggs,” come true. Human being in the race of advancement has dug its own grave.

This study investigates the speed with which religious activities are polluting the water bodies and destroying the rich biodiversity. A survey between 2010 and 2013 was conducted which highlights the destruction of environment that is going on which has ruined the ecological balance and is heading towards destruction of biodiversity. The study, in the backdrop of floods at Kedarnath, Mumbai and Nagpur area, highlights what can be done to save humanity and the rich biodiversity of India.

The key finding is that there is an urgent need to take steps to prevent religious and tourist places from mass tourism. Another, major step to be taken is restricting people from immersing idols and dumping of the wastes in the water bodies or man will be an extinct animal from this globe. The ray of hope is to take steps to prevent negative footsteps of human kind to prevent disasters.

**Key words:** *Pollution, Solid waste, Idol immersion, Bio diversity*

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ICSS/13/OP/544

**Some insight into the land use issues in the irrigated settlements in Sri Lanka: a study at East-Peraru Colony in the Kanthale Divisional Secretariat**

RMRB Rathnayaka<sup>1</sup>, TSU Peiris<sup>1</sup>, LKKD Alwis, RMCP Rathnayaka, KDD Chathurangi, EPP Ediriweera and LM Dharmasiri<sup>1</sup>

Land has been man's habitat, living space and a matter of life and death of survival or starvation. Being one of the most scarce resource in the world, the demand for land has been accelerating due to continuous growth of population and providing them with shelter, food production, commercial activities, infrastructural facilities and cultural requirements etc. Land utilization at different levels and scales has also been changing temporally and spatially to satisfy those human needs.

In a country like Sri Lanka, where the population density is high and small size of the country, land fragmentation is very much evident in the context of changing land use pattern. In particular, the process of land fragmentation along with encroachments and unsuitable land use practices persist in the irrigation settlements in the Dry zone of the country in response to emerging pressure on land.

The objective of the study was to find out the prevailing land use issues in the East-Peraru village of the Trincomalee District, Sri Lanka. Field level data were obtained from the sample of farmers by administering structured questionnaires and conducting individual discussions. Land use changes were examined by using 1:50,000 maps which have been prepared by the Department of Survey and field level observations. It was further analyze by using GPS and GIS methodologies.

The major outcomes of the study are (a). Encroachers of state land are higher among farm families, (b). Nearly 35 percent of lands are yet underutilized and (c). Land productivity is below the optimum level. A systematic land use plans and land ownership regulation measures are needed to overcome the present issues. Attention of the Government officials as well as peasants of the area should be focused to maintain sustainable land management system.

**Key words:** *Land use, Underutilization, Land fragmentation, Land productivity and Encroachments*

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ICSS/13/OP/553

**The bio-diversity destruction caused by the harmful human activities: with reference to Munnakkaraya area in the neighbourhood of Negombo lagoon**NMNG Fernando<sup>1</sup>

Destruction of bio diversity has become one of the prominent problem today. At present humans are engaged in various activities and the destruction of the bio-diversity is the main problem. Nowadays, people do everything to get an economic profit. They do not think about the environment which gives them their daily needs. So the bio-diversity destruction gets a prominent place. The harmful effect of this situation has created problems for the existence of all beings on the earth. So the main objective of this project is to do a complete research of the destruction of the bio-diversity.

The present world continues its activities with technological and scientific methods. As a result of this the environment is fully destroyed. The bio-diversity which supplies all the needs of living beings is at danger. This crucial situation can be seen in Sri Lanka at large. At present, we can see a large number of development activities in Sri Lanka. Though these development projects are being carried out, they have affected the bio-diversity of our country. A large number of mangroves are destroyed for these purposes. And also the harmful chemicals and undecaying materials are sent to waterways. The illegal fillings of marshy lands have caused a lot of damage to the environment. Because of this reasons, the bio-diversity of wet lands has been destroyed. At the same time, the drinking water has been polluted. And also, various types of diseases can be spread. It also damaged the aquatic lives such as fish, watery birds, plants etc. When the mangrove of a lagoon is destroyed, it affects the sea. The mangroves stand as a buffer against sea-erosion. As it was mentioned earlier, the main purpose of this research is to study about the harmful result of the destruction of the bio-diversity. It is expected to bring forth some suggestions to minimize this crucial situation.

To collect preliminary data for this research, I have selected the Munnakkaraya area which is in the neighbourhood of Negombo. This is an area which has faced the worst destruction of the bio-diversity. This research has helped to identify bad effect of the destruction of mangroves. The improper human activities of this area have caused a lot of problems for the existence of the living beings, especially very closer to the sea area.

The unlimited destruction of mangroves has made the condition worse. The socio-economic activities of the people in this area have created problems for themselves. And it will affect the bio-diversity of this area in the near future too. At the end of the research, many suggestions were proposed to make them understand the harmful effects of the destruction of bio-diversity which is their main supporter. They were advised not to dump garbage into the lagoon, not to build houses closer to the lagoon, not to overuse the resources in the lagoon. They were given a thorough understanding of the value of bio-diversity which is their livelihood.

**Key words:** *Bio-diversity, Destruction, Harmful human activities, Sri Lanka*

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ICSS/13/OP/560

**Effect of physical and human factors affecting marine environment and coral reefs: a study of the Galle coastal area**

EGM Jayarathna<sup>1</sup> and RADP Ranaweera<sup>1</sup>

In the examination of the propagation of corals, it could be observed that it is limited to a specific area. Although, 71% of the earth hydrosphere is covered with ocean water, coral reefs cannot be found in all oceanic regions. Globally coral reefs are divided into 8 types.

Coral reefs grow in the marine environment between the Tropic of Cancer and Tropic of Capricorn. Corals grow immensely in tropical areas. Ocean provides a suitable environmental condition to the growth of coral reefs. As this natural system creates a suitable environment for numerous living beings and provides necessary food for the growth and existence of many aquatic species, it appears to be much better and richer than the tropical forest Environmental system.

Coral reefs are an endangered species in Sri Lanka. There are many adverse impacts on the growth of Marine Environment and Coral reefs in Sri Lanka especially along the southern coastal Area.

The objective of this study is to identify the impact of human and physical factors on environment of coral reefs and provide solutions to overcome or mitigate the problems regarding the destruction of coral reefs in Sri Lanka.

The investigation was carried out using preliminary data and secondary data. In order to obtain preliminary particulars observations were made in Galle coastal area in South. We used *Geographic Information System (GIS)* and the secondary information was gathered from books, international journals and internet etc.

It is revealed that 60% of coral reef destroyed because of human activities, as well as physical factors.

**Key words:** *Marine environment, Coral reef, Bio diversity, Natural disturbers*

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ICSS/13/OP/571

**Sustainable development framework for an environmentally sensitive area:  
the case of Sabaragamuwa Province, Sri Lanka**

Nishan P Sakalasooriya<sup>1</sup>

This paper scrutinizes the factors, processes and causes, which need to be considered in developing a sustainable development framework for environmentally sensitive areas, through a case study in Sri Lanka. The environmentally sensitive areas of the Sabaragamuwa Province of Sri Lanka has been selected for the indepth study of the relationship between social systems and environmental systems. The paper clarifies the issues, which are being faced by the permanent settlers in the region and attempts to forecast situation that may occur in immediate future.

The author uses two major research strategies; (1) a quantitative analysis of country, provincial and divisional-level data and (2) three case studies in three different villages in environmentally sensitive areas of Sabaragamuwa Province. Many people who live in this environmentally sensitive area reveal the complexities of environment-society relations which they had experienced. Sometimes such understandings may differ from mainstream environmentalism or sustainable development discourse: they are generally couched in terms of defending not only particular environments, but also the lives and livelihoods that those environments could sustain. For people in the region who derive their livelihood from the forests, fields, and waters around them, sustainability is intimately related to rights of communal ownership, collectively sharing indigenous knowledge, cultural economy, religious rituals, and freedom while the externally imposed program seek to promote visions alien to them which impose how to conserve or develop the environments they depend upon.

The understanding of the links between environmental sustainability and social equity is critical if development is to expand human freedom for current and future generations. The remarkable progress in human development over recent decades, which has been documented in Human Development Reports cannot continue without making bold steps to reduce both environmental risk and inequality, globally as well as locally. Hence, for the successful achievement of sustainable development targets at the global level, it is essential to formulate sustainable development planning at local (subnational) or micro regional level.

**Key words:** *Sustainable development, Environmental sensitive areas, Sabragamuwa Province, Ecological systems*

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ICSS/13/OP/588

**Productive efficiency based collective decision on allocating land for sharecropping in village irrigation systems of Sri Lanka**Mohottala G Kularatne<sup>1</sup>, Clevo Wilson<sup>2</sup>, Sean Pascoe<sup>3</sup> and Tim Robinson

Literature shows that there is a negative relationship between rice yield and the distance to the field from the water sources in irrigation agriculture. In this paper, we test this fact with respect to the village irrigation systems in Sri Lanka through stochastic production frontier analysis with a technical inefficiency model and to examine sectoral productive performance and its determinants. The adopted Bethama (share cropping) practice is an ancient system that has been practised during the water deficit agricultural seasons. Primary data was collected from 460 rice farmers in the Kurunegala District to estimate technical efficiency in three sub locations: head-end fields (HEFs), middle fields (MFs) and tail-end fields (TEFs) in the command area. We reject of head-tail syndrome with respect to the village irrigation systems (VISs). TEFs are more productive than HEFs of the command area. The sharecropping system has been instrumental for allocating land either from HEFs or from MFs due to water constraints. However, based on the intra-sectoral efficiency estimation, this haphazard method of allocation cannot be recommended as technically efficient method of rice farming in VISs.

**Key words:** *Village irrigation systems, Technical efficiency, Share cropping system, Kurunegala*

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ICSS/13/OP/575

**A critical reading of Environmental Kuznets Curve: CO<sub>2</sub> emissions in a developing country**Onur Tutulmaz<sup>1</sup>

Environmental Kuznets Curve (EKC) proposes a non-monotonic relationship between environment and economic level. It also tries to define another important reduced relationship along with economic development. Therefore it has become an attraction for empirical studies giving reference for almost all the areas of the subject of the relationship between economy and environment. An important empirical area of the hypothesis is between CO<sub>2</sub> emission which is a global emission and GDP per capita being the representative of economic development. The present and near future situations of the environmental pressure are evaluated by taking the CO<sub>2</sub> emission as a representative of environmental pressure. Being directly connected to energy, CO<sub>2</sub> emissions are generally evaluated differently than other emissions.

Our study critically analyzes main confusions in the literature in terms of the interpretation of the EKC applications on developing countries using primarily example of estimates for Turkey's CO<sub>2</sub> emissions. As for reduced form EKC time series analyses for Turkey, there are a few statistically robust analyses; and a main diversion cause from minor econometric analysis try to be clarified here.

As to physical emissions values, it is not difficult to predict a short term rise for the carbon dioxide emissions level. Particularly, Turkey, as a developing country with lower values is very likely to show further environmental pressure increase in terms of carbon dioxide emission in the short-term. On the other hand, we analyze the main point need to be cleared for a developing country EKC is evaluation of longrun attractor, referring to the cointegration concept Engle and Granger (1991) introduced, which hints the shape of long run relationship. Therefore, we try to unite the mathematics of the theory, analytic investigation and the inferences of the econometric estimations to respond critiques raised here.

**Key words:** *Environmental Kuznets Curve, EKC attractor, Environmental pressure, Economic development*

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ICSS/13/OP/441

**Evolution of Kandyan landscape and its consequences: an environmental perspective**DML Dissanayake<sup>1</sup> and Dilan C Ranaweera<sup>2</sup>

Evolution of Kandyan Landscape goes backs to more than one thousand years and still it is standing on as a most attractive urban landscape in Sri Lanka. The transformation occurs in the cultural landscape can be seen both materially and non- materially. The main objective of this research is to identify the historical time line of the landscape, changing patterns of elements, functions and its consequences. Manuscripts, rock inscriptions, maps, journals, books, current studies and field observations used to achieve the objectives. It is since the Mesolithic period that evidence for human settlements in the Kandy city can be revealed. Kandy would have been a central space in the human settlements around the first and second centuries A.D. The basic characteristic of a cultural landscape can be found during the medieval period. The study resolves that evidence of human involvement with this landscape could identify far before the Kandyan kingdom and medieval period. Kandy has been built by the citizens headed by the kingship with religious perspectives. The later part of the period witnessed the destruction of developed landscape by foreign armies posing a threat to certain elements and functions. From the period of 1815 to 1948 the landscape developed with several foreign elements and functions. After the independence to up today, it has further developed renovating the core and changing the peripheral patterns and functions. In the present day Kandy city has been subjected to a complicated transformation around the cultural landscape within the environmental perspectives.

**Key words:** *Kandy, Landscape evolution, Environmental perspectives, Cultural landscape*

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ICSS/13/OP/155

**Schizophrenic factors among the adolescents in relation to socio and educational aspects**

HM Omprakash<sup>1</sup>

Schizophrenia in Greek, “Split mind” a severe mental illness characterized by a variety of symptoms including but not limited to loss of contact with reality.

Schizophrenia is one of the most severe forms of psychopathology characterized by major disturbances in attention, perception, thought, emotions and behavior. Schizophrenia is characterized by positive and negative symptoms. Fundamental symptoms include through disturbance, withdrawal, and difficulties managing effect. Secondary symptoms include perception disorders such as hallucinations and grandiosity. Even symptoms may also be non-schizophrenic in nature such as anxiety, depression and psychosomatic symptoms.

The objectives of this research is to study the condition of the Schizophrenia adolescence in social and educational contexts. Also to study gender differences in the level of education they posses. And to bring out the factors which contribute to the backwardness in their education level.

The study is limited to Mahabubnagar district of Telangana area of Andhra Pradesh. The sample involves ten secondary and intermediate government and private institutions in the district. These institutions were selected by following this simple random sample technique. 25% of students were selected and included in the sample by using circular random sampling method. The total sample consisted 522 out of 2093 students.

The most important finding of the study was that frequency of the reported stress in private institutions was high enough to be considered serious. The frequently reported stress appeared to be in the academic issues followed by personal related issues. The mental health situation is appears to be highly deviant among the private institution adolescents. Comparison analysis reveals that the interesting differences across adolescents of institutions, regarding perceived sources of stress among adolescents of different institutions has significant influence on academic stress. Type of institution has significant influence on academic stress.

**Key words:** *Schizophrenia, Adolescence, Educational level, Andhra Pradesh*

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ICSS/13/OP/173

**Culture and consumer moral reputation: a challenge to crises communication**

Ganganee Chandima Samaraweera<sup>1</sup>, Ping Qing<sup>1</sup> and Yanjun Li<sup>1</sup>

This study mainly focuses on consumers' moral perceptions in response to firm's communication strategies, in a company culpable product harm crisis situation. Although, product harm crisis are grounded by consumer ethical beliefs, how different crisis communication strategies influence consumers' moral reputational perceptions toward the affected firm yet remain an unexploited area in crises literature. The main objectives of the study are to work-out how consumer's moral perceptions varies across culture in response to crisis communication strategies and to suggest managerial implications in order to launch culture-specific crisis communication strategies. Study considers a comparison of 303 marketing based Chinese and Sri Lankan students. Collected data are analyzed by using SPSS (version 20.0). Regression, independent samples *t* test, and MANOVA followed by univariate ANOVA are run to analyze the proposed hypotheses. Findings of the study suggest that consumers' moral perceptions vary significantly across-culture in response to crisis communication strategies. Moreover, moral reputation toward the affected firm affects significantly on moral reputation of the brand, thereby consumer based brand equity and purchase intentions. Therefore, study recommends choosing culture-specific communication strategies in order to shelter the moral reputational and financial loss in crises.

**Key words:** *Moral reputation, Product harm crisis, Crisis communication, Ethical beliefs*

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ICSS/13/OP/251

### **Moral development: an analysis**

Sweta Guha<sup>1</sup>

Piaget was the first author to develop an account of children's moral development. His theory of cognitive development, published in the book entitled 'The moral Judgment'. Kohlberg also developed the cognitive developmental theory of moral reasoning from childhood to adulthood.

Piaget showed children understand the rules of games as they grow up. His theory of moral development is divided into three stages – Pre moral, Moral Realism, and Moral relativism.

Kohlberg developed the cognitive developmental theory of moral reasoning from childhood to adulthood. The first level is pre-conventional morality. The next level is post conventional. In this stage the adult judges actions as good or bad in accordance with moral principles.

Kohlberg devised a dilemma to measure moral development in adolescence. The dilemma that two eleven-year-olds, Jake and Amy were asked to resolve, was a conflict between moral norms and exploring the logic of its resolution.

Passion or emotion does influence our morality. This makes our moral judgment different from person to person. Ayer and Hume considered emotion as a guiding factor, rejecting reason. To Ayer, we have favourable or unfavourable feeling toward ethical statement. They are neither true nor false. Question of rightness does not arise as they are not genuine statements.

My paper is entirely theoretical. It is based on a literature review. Non-cognitive factors make us different from each other. This factor cannot be ignored. It is not possible to divide human life by any hard and fast rule. We like or dislike any action depending on both cognitive and non-cognitive factors. Any one-sided view leads to dogmatism.

**Key words:** *Piaget, Kohlberg, Moral dilemma, Non-cognitivist approach*

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ICSS/13/OP/318

**A study on psycho-social problems among alcoholic patients**

HV Nagesha<sup>1</sup>

Alcohol usage is a major preventable cause of premature death and disease, currently leading to over five million deaths each year worldwide which is expected to rise to over eight million deaths yearly by 2030. The vast majority of these deaths are projected to occur in developing countries like India and Sri Lanka. Therefore there is a need to reduce the burden of disease and death caused by alcohol, thereby protecting the present and future generations from the devastating health, psycho-social, environmental and economical consequences of alcohol consumption.

The objectives of the study were to assess the use of alcohol in respondents and factors influencing the use of alcohol. The study also tries to understand the links between alcohol usage and psychosocial problems. An explorative and descriptive research design was adopted to achieve the goals of the research. A sample of 50 alcoholic patients (respondents) were recruited for the study from Life Care Rehabilitation Center, Kolar district, Karnataka. Interview schedule was used for collection of data.

The main findings of the Study were majority of the respondents (44%) were in the age group of 30-40 years. Most of the respondents were unmarried (64%). Majority of respondents belongs to nuclear family (66%). Majority of the respondents' occupations were daily wagers involved in painting, coolie and construction workers etc. 64% of the respondents were problem drinkers. In 60% of the respondent's, there are other family members also who consume alcohol. Majority of the respondents reported family violence (48%) due to alcohol consumption. Many of them had financial problems and problems in relationships due to alcohol use.

**Key words:** *Alcohol use, Psycho-social problems, Professional social worker interventions, Problem drinkers*

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ICSS/13/OP/377

**Torturing animals: a social issue as depicted in Anne Ranasinghe's poems**

Pusselle Wineetha <sup>1</sup>

The objective of this paper is to analyse through the Buddhist notion the poems of a Sri Lankan poetess of English, Anne Ranasinghe who discusses in her poetry important themes like war, bureaucracy etc.

Torturing animals can be considered one of the major themes in her poetry. Bearing the Buddhist preaching such as “Sabbe sathā bhavantu sukhittathā”, some pathetic and gruesome sides of this subject matter have been portrayed in her poems titled “*Plead Mercy*”, “*On the Beach*”, “*Vivere in Peace*” etc. This is exposed as a fact to be ashamed in a Buddhist country like Sri Lanka where the Buddhist teachings are frequently practised day and night.

Torturing animals by various methods such as beatings, bone fracture, cutting, killing for food etc., is a controversial issue in the current society. According to the present constitution of Sri Lanka, nobody is permitted to torture animals. A host of instances where the Buddha totally rejected torturing and slaughtering animals can be cited in the Buddhist discourses. At the time of the Buddha, the animal slaughter and torture in the form of sacrifices under heretical religious guidance prevailed as “Assamedha, Purisamedha” etc.

The Buddhist notion on this matter in relation to Anne Ranasinghe's poems is discussed in order to suggest some solutions to overcome this problem. Changing the attitudes towards animal torture and slaughter, making aware of their evil consequences this and next existence, introduction of the power of mettā to all beings etc. will be some of them.

**Key words:** *Torturing animals, Anne Ranasinghe, Buddhist notion, Compassion*

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ICSS/13/OP/381

**Impact of multicultural initiative on individual's professional development  
in multi-national corporations operating in Sri Lanka**

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Professional development has been taken up as a major scenario at present since it has been recognized as a significant factor which creates greater vulnerability and extensive impact on the modern day business success. However such variations the professional development extension driven practices connected with individuals in trade, have been recognized by various scholars in terms of the influences created by their personal and the organizational cultures. The proposed study expects to explore the question of “to what extent culture and multi-cultural differences would influence professional development of individuals?” Primarily it is anticipated to entertain the objectives of recognizing the impact of multi-cultural difference of professional development initiatives of individuals and subsequently to make recommendations to lay a foundation for professional development through the use of multi-cultural initiatives. Greater significance would be extended by the proposed research since it creates much feasible alternative in a context where success of the Sri Lankan professional development initiatives is in a questionable status. Deductive approach has driving the synthesizing the research where local and international data has been collected for the analysis with the collaboration of focused group interviews and pre-tested questionnaires. Data analysis carried out with special focus on the SPSS and qualitative data analysis techniques to ensure triangulation to ensure reliability of the research. The pilot test result indicates that there is a strong positive correlation between culture and the professional development of the individuals. Further impact of multicultural initiatives on interest of individual's professional development has been recognized as highly influential.

**Key words:** *Professional development, Culture, Multicultural, Initiatives*

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ICSS/13/OP/391

**Socio-economic schemata conveyed through physical appearance of a criminal in an eyewitness context**WAS Nirmani<sup>1</sup> and DDKS Karunanayake<sup>1</sup>

The prime factor of wrongful convictions in global criminal justice systems is mostly due to evidence provided by eyewitness misidentifications. Among a wide array of causes for this fallibility in memory, schema-driven false memory gains a crucial role. A host of applied cognitive psychology researches have uncovered that a series of characteristics of the defendant and the characteristics of the witness are causing erroneous reconstructive memory of the witness. Therein schemata on physical appearance which convey socio-economic status (SES) of the criminal are assumed to lead into reconstructive memory in eyewitness testimony. The purpose of the present study, therefore, lied in an attempt to understand the prevailing physical and socio-economic status schemata of a typical criminal and their effects on visual memory of eyewitnesses. A qualitative research design was adopted in data collection and data analysis and six participants were given two schema-consistent and schema-inconsistent pictures that elaborated two different crime scenes of bank robberies. The data were gathered in two different circumstances as immediate recall and delayed recall. The collected data were analyzed in using thematic analysis. The results provided evidence for prevailing schemata on physical appearance that convey information on the criminal's SES. These schemata also conveyed evidence to prove that participants have selected and recalled information in accordance to their prevailing schemata on physical traits and apparent SES of the criminals. Thus, it is concluded in the study that according to their inferences on the physical appearance and socio-economic status, eye witnesses make assumptions on their recalling details related to behaviour, person's character, criminality, and background of the crime scene.

**Key words:** *Eyewitness memory socio-economic schemata, Physical appearance of criminal schema-consistent information, Schema-inconsistent information reconstructive memory, Crimes*

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ICSS/13/OP/406

**Bio-social features of criminals: an inquiry into the character traits of persons of hateful and deluded temperaments with special reference to the Visuddhimagga**

Galle Dhamminda<sup>1</sup>

The term ‘crime’ denotes different types of meanings in relation to its etymological explanation with reference to various schools of law. The School of Lombroso is one of the famous schools that tried to base on bio-social facts and physical features in the study of Criminology. This school further emphasizes that the typical bio-social contexts and physical features of an offender rather than the offence itself. Large jaws, high cheek bones, large ears, and extra toes are some of physical features of a person as indicative of his proclivity to criminal behavior. This predictability is also referred to the Visuddhimagga. “*dosa carito pādagehi khaṇanto viya gacchati sahasā padam nikkhipati. Shasā uddhāraṇi. Anukad’itaṇṇassa padam hoti*”. (He who walks in hate, walks as if digging with the toes, puts down his foot suddenly, lifts it up suddenly, and the footprint leaves a trail behind it). It is evident that the quotation from the Visuddhimagga, describes that bio-social features of a hateful conduct (*dosa carito*) in a broad sense. Objectives of the research would be as follows:

1. Identifying the typical characters of an offender through his physical features
2. Quoting Bio-social incentives which are related to these two conducts
3. Studying the Buddhist perspective on incentives to crime as defined in the Visuddhimagga

The methodology of the research is based on the relevant sources from the Visuddhimagga and criminology.

**Key words:** *Hateful and deluded temperament, Visuddhimagga, Lombroso School, Bio-social features*

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ICSS/13/OP/437

**How Sri Lankan television advertisements influence human unconsciousness in order to grasp the audience**

KDTN Kodagoda<sup>1</sup>

Today most of media messages represent an imaginary world. Advertising captured the hegemony of imaginarily to build up their market and profit. Most of television advertisements in Sri Lanka, attempt to address the biological drives to achieve the audience by using desires like sexuality, lack of desire, dreams and desire of death.

Freudian, Lacanian and Buddhist Psychoanalysis prove the relationship between human behavior and process of the unconsciousness. So, if human behavior depends on mind, media messages like television advertisements can construct their behavior by using those visual imaginations and visual persuasions. Most of the people in Sri Lanka never imagine about the issues or influence which advertisements can make. Therefore this topic is one of the contemporary issues which need to examine in Sri Lankan society and it is one of the requirements of an era.

Main objective of this article is to make sure the psychological influence of the television advertisements. To prove how sexuality, lack of desire, dream interpretation and desire of death in an advertisement, I was used questionnaire and interviews as scientific research methodologies and five selected advertisements to prove above issue. Different types of population with different types of mentalities provided the reasonable data about those advertisements by the questionnaire. Interviewees in academic and agency base resources prove how TV advertisements influence human unconsciousness in order to grasp the audience in academic and practical approaches.

Final analysis proves how Sri Lankan television advertisements influence human unconsciousness in order to grasp the audience and it shows how television advertisements using these unconsciousness motivations to make their divvy and it declares the influencing way of television advertisements to the human unconsciousness.

**Key words:** *Advertising, Human imagination, Television, Sri Lanka*

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ICSS/13/OP/460

**A socio - psychological study of the reasons for the high stress level among  
Advanced Level students in Sri Lanka**

K Dilshani Nathalia Fernando<sup>1</sup>

The advanced level (A/L) examination is the university entrance selection examination in Sri Lanka. From an educationalist's point of view this examination is the most competitive examination in Sri Lanka. Therefore it is a stressful life event for the students who face this exam. Because of this, it affects their mental, physical and social health. The objective of this study is to examine the stress level and stress factors of A/L students.

For this purpose 108 advanced level students were selected. Data was collected by using a questionnaire and interviews. This is a qualitative and quantitative research. The study shows that higher percentage of A/L students suffer from a developing stress level. The competition of the examination is the major reason for this; moreover, social problems also help to increase the stress level among them. The basic factor to develop the competition of this examination among the students is the limitation of the university entrance opportunities in Sri Lanka. A/L students use various methods to release stress that they feel.

**Key words:** *Stress level, Socio-psychological reasons, Advanced Level students, Stress relievers*

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ICSS/13/OP/105

**A tortured soul: an analysis of women surviving the detrimental effects of psychological abuse by their intimate partners**

Gunendra Dissanayake<sup>1</sup>

Violence by intimate partners has been recognized as a significant health problem for women of all racial, ethnic and socioeconomic groups. Yet, only recently has research begun to examine the role of psychological abuse in the context of the absence of physically violent relationships and the significant role played by coping in mediating the detrimental effects of abuse. Likewise, in contrast to the extensive literature on women's decisions to leave violent relationships, there is little research examining relationship continuity from the victim's perspective. This study examines the nature of experiences, correlates, and coping with psychological abuse against women, and explores the reasons for staying in an abusive relationship. Case study design was chosen as the focus of the study was on a contemporary phenomenon within its real-life context. Three cases, using purposive sampling were selected as these three-cases represent a unique or extreme cases for the problem studied. Informal in-depth interview was the major mode of data collection. The victims were subjected to many forms of psychological abuse, while level of severity escalating, but have successfully coped, varying the strategy depending on the abusive experience. While being aware that they are being abused, of the detrimental effects of abuse, and the laws protecting the rights of the domestic violence victims, the subjects have not attempted to leave the abusive relationships. It is neither their inability to break away from the cycle of violence nor wish to continue the relationship, but the results show that a plethora of factors must be met for a woman to leave an abusive relationship. Implications are discussed regarding the development of interventions with women's support networks and the augmentation of understanding the individual contexts in facilitating the process of leaving.

**Key words:** *Intimate partner violence, Domestic violence, Psychological abuse, Coping*

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ICSS/13/OP/497

**A study of depression and anxiety problems among IT-professionals**

Archana A Ghatule<sup>1</sup> and Arjun P Ghatule<sup>2</sup>

Information Technology (IT) is an era which has changed the life of human being in all respect. The profession in IT-Industry differs from other professions. At one side it gives high salary, good status, and opportunity to work in abroad but at other side IT-Professionals are being relied upon to produce, with often demanding deadlines, innovative computer applications which enhance the competitive position of the organization. These diverse characteristics of IT-Professionals may lead IT-Professional to high stress and these professionals suffer the problem of depression and anxiety. The paper focuses on depression and anxiety problems among IT-Professionals. It also studies, various side effects of these depression and anxiety problems are more among male and female. Data collected from 535 IT-Professionals is being studied for this research.

**Key words:** *IT-Professionals, Depression, Anxiety, IT-Cluster*

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ICSS/13/OP/567

**The doctrine of Karma and the empirical attitude in the philosophy of early Buddhism**VG Chamalee Ruwandika Vidanagama<sup>1</sup>

*Karma* is one of the major concepts in Buddhist philosophy, criticized by scholars as a metaphysical explanation due to an empirical unjustifiability of the concept. According to Indian religious tradition, the concept of *karma* is related to the process of rebirth or *samsara*. They believed that the future births and the nature of lives will be conditioned by the actions performed by the person in this life and the present life has been conditioned by *karma* (actions) someone has done in the past. If set aside the possibility of this belief, we could see that the Indian religious belief very strongly motivate and direct people to conduct a moral life. However, in western tradition, the concept of *karma* was basically accepted but placed the punishment and reward with the hands of the supreme God, the supernatural being who created, maintains and finally directs everything into its final destination. The Indian traditions were attempted to place the doctrine of *karma* under the universal law of causality. However, the Buddhist attitude of *karma* is completely different from these explanations given by traditional and contemporary thinkers in India as well as by philosophers in the western tradition.

In Buddhism, *karma* is considered purely on an empirical basis (including extra-sensory perception), consistently with the analysis of the concepts of rebirth and non-substantiality. Considering the environmental, conscious and unconscious factors involve with the process of human behavior, Buddhism does not recognize *karma* as the single factor that determines human behavior. This paper deals with the Buddhist clarification of the concept of *karma*, presented as an empirical process depending on both sensory and extra-sensory perception, comparatively with the findings of modern empirical and psychological investigations.

**Key words:** *Karma, Buddhist philosophy, Supreme God, Causality*

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ICSS/13/OP/574

**A study of job satisfaction and job stress among bus drivers of public transport department with reference to Solapur Municipal Corporation**

SK Pole<sup>1</sup> and Anil P Kulkarni<sup>2</sup>

Supervisor's support and coworkers help significantly affect the working environment. The main purpose of this study is to find out the relation between job satisfaction and job stress among the bus drivers of public transport department of Solapur Municipal Corporation. The participants of the study consist of 50 bus drivers of public transport department of Solapur Municipal Corporation. The result shows that there is a significance relationship between job satisfaction/ stress and supervisors' support. It was also found that the co-workers help, to a great extent, to solve job related and personal problems which are main contributory factors to job dissatisfaction.

**Key words:** *Supervisor, Co-worker, Job satisfaction, Job stress*

ICSS/13/OP/573

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**The influence of emotional intelligence and self-esteem toward organizational commitment in public sectors**

Siti Sarawati Hj Johar<sup>1</sup> and Ishak Mad Shah<sup>2</sup>

The influence of Emotional intelligence is rapidly gaining attention and is a significant part of psychological studies. Emotional intelligence can influence employee commitment in an organization. The theoretical solutions are simply unable to unlock the psychological issues in organizations because it is closely linked to affective, cognitive and human behavior in the workplace. In this study, the issues in the work place are referred to as emotional intelligence, self-esteem and commitment of employees. The specific purpose of this study was to test whether the impact of emotional intelligence among employees can influence his/her commitment to the organization through employee self-esteem factor. A total of 162 civil servants in the Local Authority (LA) have been selected as respondents. Measurement tools that are used in the data lump is *Emotion Intelligence Self-Description Inventory (EISDI)*, *Rosenberg Self-Esteem Scale (RSES)* and *the Employee Commitment Survey Revised Version (ECS)*. The data was then analyzed using hierarchical regression analysis. The findings show that emotional intelligence has a direct impact on employee commitment. In fact, emotional intelligence is also an indirect effect on employee commitment when self-esteem as mediators' factors is controlled. Employee self-esteem later found to function as mediators part, affecting the relationship between emotional intelligence and employee commitment. The most important findings found that emotional intelligence among employees is able to become more relevant with the increasing availability of elements to commit any self-esteem as mediators' factor.

**Key words:** *Emotional intelligence, Self-esteem, Organizational commitment, Mediator*

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ICSS/13/OP/482

**Which one stands firm? Soul or No-Soul theory towards altruism with reference to Bodhicaryaavataara**

WMSK Wijesundara<sup>1</sup>

Bodhicaryavataara of Santideva, written in the 8<sup>th</sup> Century A.D. is one of the most popular Mahayana texts at present. It was commented subsequently in the 10<sup>th</sup> century A.D. in Sanskrit by Prgnakaramati. Its translations into Tibetan and many other languages soon after it was written evidence its popularity. Moreover, its Bodhicitta doctrine has been influential in determining the very life style of millions of Mahayana Buddhists in the past, present, and the future.

Santideva successfully attempts to establish the doctrine of Bodhisattva as the core teaching of Mahayana Buddhism. In doing so, he puts forward numerous arguments to prove the validity of the altruism, the core teaching of Mahayana Buddhism, in the context of Bodhicitta. The non-existence of the self (anaatman) is one of such arguments.

The theory of a permanent soul is used to teach equality and brotherhood among fellow human beings in Hindu philosophers. Whereas, the theory of no-self is taught by Santideva to meet the same end but based on different conditions. How are two of these seemingly contradictory approaches achieve the same goal are worthy investigating. This paper tries to compare and contrast the arguments of both the approaches to determine their dialectical rationality as a discourse of its own.

**Key words:** *Bodhicaryavataara, Shantideva, Mahayana Buddhism, Bodhisattva, Soul or No-Soul theory*

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ICSS/13/OP/132

**The philosophical study of logical thinking and communication for conflict resolution**

PPG Chamila Siriwardene<sup>1</sup>

Human beings think, and to think, they use their brain and as well as cognition. To humans, thinking is one of the main processes in their day to day affairs, without which existence will be difficult or impossible. For instance to communicate humans use their thoughts. Logical thinking is to think on the basis of knowledge, what we know, and certainties, what we can prove. The logical or scientific approach to thinking relies on information about the world around us. From it, we can create the most wonderful inventions, manifestations and live peacefully with one another. Human beings communicate in three main ways namely; verbally, nonverbally and vocally.

Humans think both positively and negatively. Conflicts can be classified as negative ways of thinking, and has always caused considerable damage to humans; both mentally and physically. Conflicts are on the increase all over the world, in fact in every second. Social, Economic, Political and Cultural differences are always the cause for increasing conflicts. An added impetus to the rise in conflicts around the world is less communicating skills as well as the problem of language barriers. Therefore, it is should be stated that in these circumstances clear and active communication is useful in thinking logically and could result in conflicts resolutions.

The study looks at applied logical thinking and communication in resolving conflict and as well try to determine the philosophical perspectives of logical thinking, communication and conflict resolution.

The main objective of this study is to find out the importance of logical thinking to conflict resolution as well as usefulness of communication to resolve conflicts. The study uses secondary data and is based on a philosophical approach.

The study asserts that the use of logical thinking through the communication directly influence the conflict resolution.

***Key words:*** *Communication, Conflict resolution, Logical thinking, Communication*

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ICSS/13/OP/112

**Impact of level of education on poverty: analysis through monthly household income**

NMA Jayasinghe<sup>1</sup>

Poverty is a context which can be explained under various socio-economic phenomenon. Most economists and other scholars have studied the above context critically. Therefore, education can be considered a factor which can enhance individuals. On the other hand, education is also a human capital formation factor. Thereby it has empowered different qualities of persons such as improving employment opportunities and skills development. Better educated people have a greater probability of being employed, are economically more productive, and therefore earn higher income. In this situation this paper examines the relationship between education and the income earning of the household head. We can prove that there is a positive relationship between education and poverty. In order to minimize this issue skill enhancement programmes (Effective Money Management – EMM, developing the social relationship) should be launched by Government, Non-Government Organizations (NGOs), Religious Institutions.

According to this study there are no major differences between rural and suburban sectors based on the level of education and earnings of individuals. In addition, the Government must develop infrastructures to develop education performances. If it is so, investors in private sectors will be investing the education developing program and they will support government poverty eradication programs. A better educated household is less likely to be poor.

**Key words:** *Education, Head of household, Poverty, Poverty eradication*

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ICSS/13/OP/127

**Impact of poverty on south Asia with special reference to Sri Lanka**VS Vijayanathan<sup>1</sup>, A Selvakumar<sup>2</sup> and JA Arul Chellakumar<sup>2</sup>

South Asia comprises India, Sri Lanka, Pakistan, Bangladesh, Nepal, the Maldives, Bhutan and Afghanistan. With a population of approximately 1.4 billion it encompasses about two-thirds of the world's poor. One of the biggest challenges faced by South Asia today is the issue of combating poverty. The ageing population is unfolding in developing countries at a much faster rate than in developed countries, while poverty, inequality and poor governance constrain public policy responses. There is an urgent need to understand the processes at work and to design and implement appropriate public policy. The new survey evidence for developing countries is making to an improved understanding of incidence and characteristics of old age poverty and of the role of non-contributory pensions in providing an effective policy response. Population below the Poverty Line, % (g) - Ref. Year: - 2000 – 2009 Sri Lanka - 15.2 , Afghanistan -36.0, Bangladesh - 40.0, Bhutan - 23.2, India -27.5, Maldives - N.A , Nepal - 30.9, Pakistan - 22.3 The purpose of this paper is to review the development record of South Asia and provide recommendations for the reduction of poverty in future. However, Afghanistan is excluded from the study due to the non-availability of necessary data. Sri Lanka has been an outlier in relation to its South Asian counterparts with regard to its level of human development. Due to government commitment, many of Sri Lanka's human development indicators are comparable to those of more developed countries. Hence, special reference is given to Sri Lanka in this paper.

**Key words:** *Poverty, Population growth, Inequality, Governance*

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ICSS/13/OP/298

**Socio-economic status of smallholder paddy farmers in the Batticaloa district**Thivahary Geretharan<sup>1</sup> and Viharnaa Selvarajah<sup>2</sup>

This study was focused on the Batticaloa district in the Eastern Province, which is heavily depend on agriculture for its economic survival. Paddy cultivation is the major agricultural activity in the district. Socio-economic conditions of farmers play a crucial role in the adoption of improved technologies for production. The objective of this study was to assess the socio-economic status of smallholder paddy farmers which is a basic necessity for planning community development activities. A questionnaire survey was employed to collect data from 100 randomly selected smallholder paddy farmers from two significant paddy producing Divisional Secretariat divisions in the district. The results revealed that majority (97%) of the farmers were male with more than 30 years of age. It was further revealed that 76% of the smallholder paddy farmers in the district were educated up to the primary level. Hence, education needs to be considered as a vital component during the dissemination of improved technologies, especially to traditional paddy growers. Almost half of the smallholder paddy farmers received monthly income between Rs. 3, 000/- to Rs. 5, 000/- and 66% of them were recipients of poverty assistants from the government. It should be regarded as a bottleneck for the adoption of recommended improved technologies. Majority of the paddy smallholders (90%) used their own land for cultivation. Nearly 72% of the farmers had their membership with social organization. Younger farmers have taken much interest in social involvement. However, their experience on paddy farming was low. Therefore, efficient extension programmes need to be conducted for the paddy smallholders by considering their social and economical conditions. Also the government should provide better access to land and water resources services, technologies and market linkages for better incomes, which will benefits the smallholder farmers, particularly young farmers and women.

**Key words:** *Batticaloa district, Improved technologies, Smallholder paddy farmers, Agriculture*

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ICSS/13/OP/300

### **Impact of non-farm activities on rural poverty**

UG Rajapaksha<sup>1</sup> and WM Semasinghe<sup>2</sup>

Rural poverty means the deprivation of basic needs of inhabitants in the rural sector, which is a geographic area located outside the cities and towns. Eradicating or at least reducing rural poverty was given highest priority within the overall policy framework of almost all developing countries, mainly because poverty incidence in this sector is considered as one of the major obstacles for overall development. Although, various subsidiary programs have been tested by individual countries for over many decades, still poverty in this rural sector is considerably high. In order to have a long term solution for the deprivation of needs in rural human being, Non-Farm-Opportunities would be sustainable strategies.

For over past two-three decades, large number of studies have been documented in relation to this theme. In the present study, a substantial amount of published articles were referred in order to grasp the real gravity of Non-Farm-Opportunities such as poverty alleviation tools in the rural sector.

The objectives guiding the analysis of literature were to; understand the relationship between income and poverty, identifying the existing barriers in the field of rural Non-Farm-Opportunities, and the impact of the lack of resources in rural sector to Non-Farm-Opportunities, identifying the impact of education to Non-Farm-Opportunities, discuss the relationship among education, human development and rural agricultural productivity and to observe the employability of rural youth as Non-Farm-Opportunities. This review is instigated by searching key academic databases using relevant search questions. The literature suggests that overall there is an inverse relationship between Non-Farm-Opportunities of the rural and the level of poverty.

**Key words:** *Rural poverty, Non-farm opportunities, Agricultural productivity, Subsidy programmes*

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ICSS/13/OP/343

**Personal level challenges associated with inability of youth in urban underserved settlements to gain productive employment**

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Many empirical research studies have highlighted that the majority live in urban underserved settlements are engaged in insecure, low income livelihood sources mainly in the informal sector. In that context, the present study sought to understand the personal level factors contributing to the inability of youth in underserved settlements to gain productive employment. A representative, random sample of one hundred youth (men and women from the age group 15 – 29 years and who have left schools) was selected from two underserved settlements in the Thimbirigasyaya Divisional Secretariat for the study.

The study has identified thirteen factors as the personal level limitations inhibiting their access to productive employment. Dropping out from schools, low level of educational attainment, lack of participation in vocational training, lack of participation in high demanding vocational training programmes in the labour market, limited access to training programmes offered by recognized training providers and dropping out from vocational training programmes were among the first six factors. The next four factors were lack of interest in investing on human capital, lack of skills in obtaining information on human capital investment and on competitive labour markets, low levels of aspirations and passive acceptance of the underprivileged circumstances. High frequency of changing occupations, marriage at very young ages and lack of skills in handling issues relating to personal relationships were among the last three factors.

It can be also concluded that the above factors identified are often seen to be inter-related and therefore it is not easy to resolve the multifaceted problems that confront youth in these settlements. Therefore, this interdependent nature has to be considered with much concern in order to find solutions for these problems.

**Key words:** *Urban underserved settlements, Youth, Productive employment, Personal level barriers*

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ICSS/13/OP/347

**Is micro finance an effective tool for poverty alleviation? Evidence from Badulla District, Sri Lanka**

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The concept of microfinance has gained popularity as a mode of poverty alleviation throughout the world. This paper examines empirically the impact of microfinance on the alleviation of rural poverty in Badulla district based on the hypothesis that there is a positive relationship between the appropriate use of the microfinance and its status of poverty. The reasons for selecting the Badulla district for analysis were, amongst the others: it is the third biggest district in Sri Lanka with 15 Divisional Secretariats; its Median household income per month is significantly less compared to that of Colombo District and the official poverty line is Rs.3736, which is Rs.38 below the national average and Rs.306 below the Colombo District.

For this study 200 respondents, who have borrowed money from various microfinance providers operate in Badulla District, were selected from four Divisional Secretariats, namely: Bandarawela, Hali-ela, Ella and Badulla using Stratified Random Sampling technique. Each household was interviewed, personally and in-depth, with the help of a semi-structured interview schedule. The ordered Logistic regression techniques were used for statistical analysis. The preliminary results suggest that there is a significant relationship between the precise uses of microfinance facilities and the poverty reduction of households in Badulla district. Further it revealed that the people who utilized the borrowed money for other purposes such as day to day expenses, healthcare, education and settlement of other loans have make their lives far difficult than ever before. Therefore it is recommended the microfinance facility providers to have a proper mechanism to monitor the way of utilizing and provide continues direction on the precise uses of the microfinance facilities obtained.

**Key words:** *Micro finance, Poverty alleviation, Investment, Sri Lanka*

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ICSS/13/OP/392

**The end of the Cold War and the emergence of supranationalism in  
Economic Community of West African States (ECOWAS)**

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ECOWAS is a sub-regional integration organization in Africa, whose main objective is the market integration of its fifteen member states. The organization has suffered criticisms as a result of the poor implementation of its economic programmes. Since the end of The Cold War, ECOWAS problems were aggravated by security problems and political instability due largely to power vacuum and broken nests of the powerful blocks. Hence, the Authority of Heads of State and Government of the ECOWAS were constrained to take on the challenges thereby extending the mandate of ECOWAS to tackle security issues. Consequently, the organization has been growing in power and influence within the sub region, thereby acquiring some supranational posture. For instance, in December 2010, the ECOWAS Authority of Heads of State and Government threatened to take measures including the use of legitimate force to remove the President of Côte d'Ivoire, Laurent Gbagbo for refusing to concede defeat at the Presidential elections and hand over power to the internationally acclaimed winner, Alhassane Dramane Ouatarra. This paper examines the global dynamics that are propelling this trend and explains the factors responsible for supranational authority of ECOWAS. Using qualitative data and analysis, the paper argues that the adoption, codification and implementation of international norms and neo-liberal precepts on democracy, good governance and human rights by ECOWAS since the end of the Cold War have enabled it to establish its supranational authority in West Africa.

**Key words:** *ECOWAS, Cold War, Regional integration, Supranational authority*

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## **Household poverty determinants and its behaviour over time in the rural sector in Sri Lanka: a comparison between 1990 and 2010**

Seetha PB Ranathunga<sup>1</sup>

Poverty brings to the forefront in economic development agenda in successive governments since independence in Sri Lanka. Thus, Sri Lanka has achieved higher human and social development bringing the country to the top of South Asian Region. Despite of the long-lasting ethnic conflict which hindered the economic development of the country, poverty head count ratio has been reduced tremendously by 2010. However, regional and sectoral disparities are significantly large and key concerns yet. Eighty three percent of the poor located in rural sector depicts that the poverty incidence in Sri Lanka is totally a rural phenomenon today. Thus, there is a need of detailed poverty analysis to have a clear understanding of the fundamental causes of poverty in the rural sector separately for developing an effective strategy to tackle the root causes of poverty.

This study focused on the key factors that determine household poverty in rural sector in Sri Lanka and to examine the behavior of the poverty determinants over time using disaggregated HIES data from 1990 and 2010. Thus, this study contributes likely determinants of household poverty in the rural sector using multivariate regression analysis (probit regression).

The estimates of the probit regression demonstrate almost all the covariates are statistically significant and economically meaningful. Increasing the number of years of schooling of the head of the household, and the other family members decreases household poverty in the rural sector. Further, age of the household head, head employment in public sector, head employed in non-agriculture sector, female adult ratio and foreign remittances are negatively correlated with household poverty. Conversely, the household size, dependency ratio, female headed household and head employed in private sector or self-employed are positively correlated with household poverty in the rural sector.

Almost all the coefficients (both positive and negative factors) show the declining trend of their impact on poverty over time while the magnitude of the female adult ratio has increased. Only variable that has change over time is head belong to minority group. In 1990, if the head is ethnic minority they are less likely to be poor, but in 2010 they are more likely to be poor in the rural sector.

**Key words:** *Poverty determinants, Probit regression, Rural sector, Sri Lanka*

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## **A study on the customer orientation of the Sri Lankan Banking Sector**

Jebarajakirthy William Abarajithan<sup>1</sup> and Anne Noelene Abarajithan<sup>2</sup>

Organizations are studying their existing and potential customers when developing marketing strategies or programmes in order to assure that customers are satisfied comparatively better than they would be satisfied by their competitors. Therefore marketers have to be oriented with their customers to create value in the form of beneficiaries or product. Narver and Slater (1990) describe customer orientation as the “seller has to understand who its potential customers are at present as well as who they may be in the future, what they want now as well as what they may want in the future, and what they perceive now as well as what they may perceive in the future as relevant satisfiers of their want”. Thus the purpose of the customer orientation is to provide a solid basis of intelligence pertaining to present and potential competitors for executive actions.

Meanwhile competition seems to be increasing in the rapid rate in every business; therefore there is a need to understand their customers fully. The tough competitive environment is prevalent in the Sri Lankan banking sector too, since many new banks are entering into Sri Lankan banking sector; but so far no research has been conducted in Sri Lanka to examine the customers orientation of the Sri Lankan banking sector.

Therefore the main purpose of this study is to analyze the customer orientation of the Sri Lankan banking sector and the research was limited to the Sri Lankan banking sector which consists of 22 commercial banks and 13 specialized banks. Researcher adopted quantitative methodology and used structured questionnaires for data collection. Descriptive statistics were used for data analysis. Collected data were analyzed using SPSS v.13.0 and evaluated as low, moderate, and high level influence of research variables on customer orientation in Sri Lankan banking sector such as Commitment to customers, Creating customer value, and Response to customers’ needs. Results showed that Sri Lankan banks are highly customer oriented. Hence it can be concluded that Sri Lankan banks have to apply strong customer relationship managerial practices to add value to their customers.

**Key words:** *Customer orientation, Customer value addition, Sri Lankan banks, Marketing strategies*

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## **A study on relationship between rural poverty and education**

Senani Werake<sup>1</sup>

Poverty in Sri Lanka continues to be a growing problem. Poverty is the state of one who lacks a certain amount of material possessions or money. Otherwise poverty is a denial of choice and opportunities, a violation of human dignity. It means lack of basic capacity to participate effectively in society. Poverty is two ways. Those are absolute poverty and relative poverty. Most of the people who live in rural areas are vulnerable for poverty. Therefore, rural poverty is higher than the other sectors of poverty in Sri Lanka. Rural poverty refers to poverty found in rural areas, including factors of rural society, rural economy and rural political system that give rise to the poverty found there. There is a clear relationship between the poverty and education. Educational attainment universally considered a pre-condition for better living. There is an inverse relationship between education and poverty. So that education level affects to increase unemployment in rural society.

This research has a number of objectives. Identifying rural poverty and reason for poverty, relationship between poverty and education, solution for poverty are among them. This research uses both primary and secondary data. One hundred families were used as a random sample in Kegalle district. Indirect observations, interviews, questionnaires were the main sources of primary data and books, magazines, newspaper articles, internet websites were secondary data sources.

Findings of the research suggest that rural poverty is decreasing with higher education and provide basis for planners, policy makers and government officials to give high priority for developing rural education.

**Key words:** *Rural poverty, Education, Human life, Unemployment*

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## **Small and medium enterprises and development strategies: a lesson from ASEAN**

Buddhika Niranjan Gamage<sup>1</sup>

Small and medium enterprises (SMEs) make up more than 80% of all businesses in Sri Lanka, and account for about 35% of employment and about 20% of total industrial value addition. This important sector has a crucial role to play in driving sustainable development and supporting the stability of the post conflict economy.

SMEs are the backbone of the economies of the ASEAN member states and invariably account for more than 96% of all enterprises and 50% to 85% of domestic employment. The contribution of SMEs to GDP is between 30% and 53% and the contribution of SMEs to exports is between 19% and 31%. Their contribution to value added, employment and export are quite significant in ASEAN. In short, SMEs contribute to generating more employment, promoting more balanced growth of different regions in country, and exhibiting more innovation and dynamics. The study evaluates the contribution of regional institutional bodies such as SAARC and BIMSTEC to lift up this important sector as mean of economic growth strategy.

Stimulating the growth of SMEs and mobilizing their unique strengths needs to be a key element of Sri Lanka's development strategy. The study also seeks to identify crucial elements in Thailand's SMEs Promotion Plan (2007-2011) and the ASEAN Policy Blueprint for the ASEAN SME Development Decade 2002-2012 and develop its own comprehensive, yet forward-looking agenda for SME development in Sri Lanka.

**Key words:** *Entrepreneurs, Development strategies, SMEs Promotion Plan, ASEAN SME development decade*

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## **Poverty incidence in Sri Lanka: trends and challenges**

WM Semasinghe<sup>1</sup>

Poverty alleviation is the ultimate goal of almost all development strategies which are implementing mainly in developing countries. This is because in a broader sense, development means the expansion of the range of choices and opportunities that people have. This is what we discuss broadly as alleviating poverty. In Sri Lanka, poverty alleviation has become one of the key targets of development policy arena during the past few decades. In addition to the overall development programs, there are several programs distinctively designed for combatting poverty.

The main objective of this study is to examine the trends of poverty incidence in Sri Lanka during the past few decades and challenges of poverty alleviation strategies. The evaluation is based mainly on the secondary data. Although analysis is descriptive in nature in addition to the descriptive statistical methods moderate analysis methods (correlation and regression) are used to examine the functional relationship between relevant variables such as poverty, economic growth, per capita income and income distribution. The major limitation of the study is that it focuses only on the income poverty although poverty is more than the inadequate income or expenditure.

As preliminary result shows poverty incidence has drastically declined during the recent past in all three sectors. Still, poverty burden is highest in the rural sector although poverty rate is highest in estate sector. Mean while, although, the decline of poverty incidence in the country is compatible with the economic growth took place during the past few years, it is not statistically significant. Poor targeting, lack of funding, poor implementation and supervision and the allocation inefficiency can be identified as the major challenges encountered by the poverty targeted programs.

**Key words:** *Poverty incidence, Development, Economic growth, Poverty alleviation*

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ICSS/13/OP/108

**Growth inclusiveness and wellbeing in India: an analysis in terms of relative deprivation**Jayanta Sen<sup>1</sup>

Last two decades have witnessed remarkable economic growth in many Asian countries. Almost all the countries proceeded towards market orientation and thereby achieved high momentum in economic growth. But it appeared that the benefits from rapid economic growth have not been percolated towards the poor and vulnerable section. Inequality in the distribution of income and the distribution of other opportunities has increased in most of the countries. India though achieved a high momentum in terms of growth, distributional issues have received much attention to the researchers and policy makers.

Economic growth judged by an increase in per-capita income results in an increase in wellbeing of people. But it happens when there would be equitable allocation of resources with benefit ensuring to every individual belonging to every section of the society. When benefit of economic growth is not percolated to all the sections of the society, inequality in the distribution of income will rise. Changes in the income distribution will not go in favour of the large mass and in that case growth will be non-inclusive. Inter personal differences in income will be broadened due to such non-inclusive growth process. Obviously an indignant feeling of people arises from the inter-personal shortages of income viewed as relative deprivation will go up resulting in social unrest. Such a state of relative deprivation hence acts as a norm to identify the state of participation of people in and benefit from the growth process.

Relative deprivation arising out of non-inclusive growth has been quantified first by Yitzhaki (1979) and subsequently by Chakraborty (1984), Iyenger (2002), Paul (1991), Wooden and Yitzhaki (2002), Pal and Sen (2003, 2012) among others. Pal and Sen have decomposed analytically relative deprivation among sub-groups of people and thereby measured the relative contributions of the sub-groups in the context of southern India.

In this paper we are to examine to what extent the observed growth process in India is broad based and inclusive. Growth inclusiveness is examined in terms of the state of relative deprivation in the context Indian economy. Inter-personal expenditure gaps for different consumption items determine growth inclusiveness in a very sensible way. Thus in the present paper commodity-specific relative deprivation levels are used to assess the level of in-built differences in wellbeing among the people. Rural-urban differentials are made explicitly.

**Key words:** *Growth Inclusiveness, Wellbeing, Relative Deprivation, India*

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ICSS/13/OP/223

**Patterns of expenditure and saving process in rural families in Sri Lanka: a study of Nawagamuwa village in Kegalle District**

HK Sandya Kanthi Sirikumara<sup>1</sup>

Instability of the economy and the cost of living directly affect the patterns of a person's expenditure and savings. This study pays attention to rural areas and investigates how these factors affected their income, expenses and savings. It is necessary to evaluate how society accepts these drastic changes, according to their tradition.

As a result of economic modernization, money plays a vital role in both the rural and urban sectors in Sri Lanka. In fact the rural sector also provides some monetary savings, private as well as public. The public savings include taxes and revenues raised by the government in the rural sector and spent on development projects either in the rural or urban sectors. No data is available on monetary savings in peasant societies. Well to do peasants and traders save money in rural areas. Unfortunately poor peasants are unable to save money due to the exorbitant prices of essential goods in the country.

People save money for different purpose. In order to save money it is necessary to limit the expenditure for secondary needs. One of the main objectives of the present study is to find out whether the peasants have modified their expenditure of money in order to save some money for their future expectations.

The study has been conducted in selected agricultural villages in the Kegalle District and follows the case study method. Both the interview and questionnaire methods were used collect relevant data.

**Key words:** *Family, Economic, Rural, Savings*

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ICSS/13/OP/282

**Economic assessment of informal sector economy of Sindh Province of Pakistan and development**Mumtaz Ali Joyo<sup>1</sup>

This study found that the disciplined tax net implementation was comprehensively neglected and the economic actors play a vital role. The informal sector or informal economy is a broad term that refers to that part of an economy that is not taxed, monitored by any form of government, or included in any gross national product (GNP), unlike the formal economy. Other terms used to refer to the informal sector can include the black market, the shadow economy, and the underground economy. The growing influence of informal economy, especially in developing countries, has created a great concern and is a big challenge for political and economic managers. Pakistan's informal economy is believed to have grown to more than half the formal economy which yields a GDP of \$166 billion. According to research reports, the size of informal economy stands at \$83 billion and that it could yield the national exchequer revenue of \$8 billion if taxed at 10 per cent. Recently researching the extent and measurement of the informal economy in Pakistan for a colleague and the econometric methods used to estimate the shadow economy are pretty interesting and intuitive. For every Rs 100 in taxes, the government receives only Rs. 38 and the rest is eaten up by the tax payer, the collector and tax practitioner. There are many factors behind people in Pakistan preferring not to register businesses or declare actual income. At present most of the tax burden is on industries and businesses. Agriculture which accounts for 22 per cent of GDP, contributes only one per cent in taxes while the Industry which accounts for 25 per cent of GDP contributes 63 percent of taxes during 2011-12.

**Key words:** Informal sector, Economy, Development, Regression and Pakistan

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ICSS/13/OP/117

**The human effects on Baobab trees of Manner Island: a case study in Secretariat Division of Mannar**RADP Ranaweera<sup>1</sup>

The baobab tree still survives in Manner due to its status as a “zero-cost species” which does not compete with native species. In ancient times, the Arab traders who brought camels to Manner, fed the animals with the leaves of the baobab. A potential threat can be appeared due to the rapid population growth (through resettlement of refugees), the spread of settled agriculture, and the development of ill-considered and over ambitious tourism facilities. The baobab has become a conspicuous component of the coastal biological diversity of Manner and its ability to adapt to the harsh conditions prevalent in. The baobab is an ancient tree that needs to be protected for the future community. It will also lead to increase the income of local and foreign tourism. According to the 1990 coastal zone management plan, the historical and archaeological places in the coastal belt should be protected and the baobab tree was one of the historical trees that was gradually disappearing from Manner Island even in that time.

There are thirty baobab trees in the island of Manner recently and we cannot replant or reproduce them due to the climate and other causes, but if we maintain these trees properly we can conserve them for a long period as they have a long life. As evidences, 700 years old trees were found in Manner. Therefore, the focus of this research was to find out information how baobab trees were affected by human activities.

The investigation was done using preliminary and secondary data. In order to obtain preliminary particulars we have done interviews, observations and different measurement techniques of trees in Secretariat Division of Manner. Thus, we collected Global Positioning System (GPS) and Geographic Information System (GIS) and the secondary data was used to make the summary in a scientific way. This investigation revealed that Baobab trees were affected by human activities. The reason was people do not know the value of these trees. Two trees were completely destroyed and more than ten trees were cut and damaged.

**Key words:** *Human impact, Baobab tree, Conservation, Arab traders*

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ICSS/13/OP/119

**Domestic water consumption and water wastage in Galle Fort, Sri Lanka**

SK Mohamed Ali <sup>1</sup> and RK Chaminda Kumara<sup>2</sup>

Water is an important natural resource, 14 billion of the world population does not have access to safe drinking water. In 29 countries, 450 million people face the issue of water scarcity. By 2050 the forecast is 25 billion. In the near future water is forecasted to become a scarce resource for human activities. Reducing water wastage through prudent and productive water use is important. Galle Fort is a World Heritage Site with high water use and wastage.

The main objective of this research was to study the domestic water consumption in the Galle Fort. Other objectives were to identify domestic water wastage and to propose sustainable water use for domestic activities. The research methods included a questionnaire survey, interviews and discussions. 89 families were selected using stratified random sampling method based on four linear streets. Results were analyzed using simple statistics such as percentages. The study was conducted in Galle Fort in December 2012.

Results show that 64.04% consume water mostly in the morning, 25.98% in the afternoon and 17.98% at night. 22.47% use domestic tap water for home gardening. 7.86% of the households have leaking taps. Water use ranges from personal hygiene purposes, washing vehicles, watering household plants and cooking. 33.7% have adopted mitigatory measures to reduce water bills and 66.3% have not adopted any measures. Water consumption in the study area has accelerated but domestic water management methods remain low.

**Key words:** *Domestic water consumption, Water wastage, Domestic water management, Sri Lanka*

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ICSS/13/OP/167

**Green economy: a new path for sustainable agriculture growth**BN Channaveere Gowda <sup>1</sup>

Agriculture is the most important sector for many countries in terms of its potential to influence a wide range of issues that are critically related to sustainable development. However, notwithstanding increases in productivity and yields over the past few decades, today the agricultural sector is characterized by declining rates of growth in productivity (in India 18.5 per cent contribution to National GDP in 2012). Around 2 billion smallholder farmers living in developing countries produce about 60% of the world's food, and estimated to provide employment opportunities for 40% of global population. The concept of a green economy presents an opportunity to reconcile economic needs with environmental concerns. It has immense potential in a green economy to address the unsustainable use of natural resources for food production. It is an economy that pursues growth and development objectives while also promoting sustainability through more efficient use of resources. Around the world, evidence is mounting to suggest that sustainable forms of agricultural production present viable alternatives to existing farming practices. Therefore, a green economy is one that takes us toward sustainable development. Once a green economy is fully in place, we might say that our form of development can be deemed sustainable. This paper mainly focuses on two important issues. Firstly, the pragmatic issues in present agriculture system and secondly, how green economy helps to achieve sustainable agriculture growth.

**Key words:** *Sustainable development, Smallholder farmers, Pragmatic issues, Green economy*

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ICSS/13/OP/198

**Domestication of *Exacum trinervium***MSK Meneripitiya and MP Jayatilleke<sup>1</sup>

*Exacum trinervium* (L) (Binara) (Gentianaceae) is one of the endemic rare plant species in Sri Lanka. Though the availability of these plants has restricted to certain areas of the country it can be used for both horticultural and floricultural purposes.

The present study was conducted to investigate mass propagation methods for *Exacum* in order to introduce a novel ornamental species to the local horticultural industry. Explants were obtained from Pilikuththuwa forest reserve which located in Gampaha district, Sri Lanka.

20 % commercial bleach Clorox was applied for 20 minutes and 0.1 g/l mercuric chloride for 10 minutes application were selected as the most appropriate surface sterilization procedure for *Exacum* shoot tips, nodal segments and leaves. 10 % Clorox for 10 minutes was selected to surface sterilize *Exacum* seeds.

Shoot tip explants were cultured on full strength Murashige and Skoog medium (MS medium, 1962) supplemented with 1.0 mg/l BAP. Cultures were maintained for two months and novel shoot clusters were separated and transferred to shoot multiplication medium, consists of MS basal medium supplemented with 3 % (w/v) sucrose, 2 mg/l BAP and agar 1 % (w/v).

*Exacum* leaf explants were cultured on full strength MS medium supplemented with 1.0 mg/l NAA, 1 mg/l BAP and 3 % (w/v) sucrose.

*Exacum* seeds were cultured on MS medium supplemented with 1.0 mg/l BAP. The seedlings were transferred to the multiplication medium after 30 days. MS basal medium supplemented with 3 % (w/v) sucrose, 2 mg/l BAP and agar 1 % (w/v) was used as the multiplication medium.

Compared to the other explants (shoot tips and leaf segments) *Exacum* seed cultures produced a higher number of plantlets (200-300) per replicate.

**Key words:** *Exacum trinervium*, Binara, MS medium, Clorox

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ICSS/13/OP/246

**Forest tenure reforms through implementation of Forest Rights Act (FRA)  
2006: evidence from two Indian States**Tapas Kumar Sarangi<sup>1</sup>

Forest tenure reforms are happening against the backdrop of growing evidence of the importance of rights-based approaches to conservation, particularly in contrast to the conventional conservation approach that is exclusive of rights and community participation. These reforms are also occurring within the context of conflicts around the impacts of globalisation and a neo-liberal model of development based on resource extraction, both of which have continue to threaten, the lands, forests, and livelihoods of the indigenous people and local communities around the world. Historically forest dwelling populations in India have been subjected to a range of forest rights deprivations that have affected their livelihood adversely. In the absence of adequate resource endowment such as land, human capital and access to service sector, forest play a crucial role in the livelihood strategies of many rural household in India. Due to continuous and concerted efforts by different stakeholders the historic FRA was passed in India in 2006. The implementation of FRA started across India in January 2008 including in tribal dominated states like Odisha and Jharkhand.

In viewing the above facts, the broad objective of the paper is to understand the workings of the FRA and its impact on livelihoods of the forest dwellers in two different states in India. It also aims at understanding the processes, institutions and mechanism of implementation and impact assessment of FRA on livelihoods of the beneficiary households in the study area. Using the Sustainable Livelihood Framework, this paper tries to find out the actual impact of entitlement under this act. This paper concludes that there is no wide spread and comprehensive implementation of FRA in both the states because the approach of implementation is bureaucrat's centric, lack of political initiatives, and weak mobilisation by the primary stakeholders. It will go a long way to provide them social justice and also assure dignified livelihood security.

**Key words:** *Forest Rights Act, Tenure, Sustainable livelihood, India*

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ICSS/13/OP/253

**Forest governance in Odisha: cases of implementation of Forest Rights Act**Bijayashree Satpathy<sup>1</sup>

Long since forest has been politicised for exploitation supplemented by the forest laws claim to conserve and provide justifiable distribution of forest resources among forest dependent communities. Ironically, State has been using its eminent domain power to systematically alienate forest dwellers from their inhabited lands. Forest governance in India experienced decentralisation with the introduction of Joint Forest Management and further by Forest Rights Act (FRA) 2006 which addresses the long standing historical injustices imposed on forest dwellers by devolving ownership. With this intention, FRA is enforced across different states of India. Odisha is one such state which is underscored due to intensive enforcement of FRA. With this background, the study assessed the impact of FRA at the implementation level and identified what are the implementation challenges and emerging trends in the implementation of FRA in the study areas. This research follows two pronged approaches i.e. critical review of literatures and analysis of empirical data collected from two villages of Mayurbhanj district of Odisha through observation, oral history, focused group discussion and in-depth interviews with different stakeholders of FRA, 2006. The findings show that though the villagers especially, forest dwellers have received individual and community forest land title deeds, are perplexed on their status of ownership. The tenurial security and rights over forest resources are still at a distance from them. Community initiated institutions are overtaken by the formal institutions. Improper communication, lack of coordination, undemocratic participation, a dearth of transparency and accountability at various levels hinder the actual intention of the FRA implementation. These findings further set a platform for debates among policy makers and academicians over the importance of interface between formal and informal institutions in policy implementation, democratic decentralisation, and participation in the country.

**Key words:** *Forest governance, Institutions, Forest Rights Act, India*

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ICSS/13/OP/284

**GIS based groundwater quality mapping and analysis in southern part of Anuradhapura District, Sri Lanka**VRI Sandamali Wijeratne<sup>1</sup> and Ranjana UK Piyadasa<sup>1</sup>

Groundwater is the major drinking water source in the world. More than 90% of the rural population use groundwater for drinking and other domestic purposes. Presently the agriculture, urbanization and industrial processes have direct and indirect effects on Groundwater distribution and its quality. This study was conducted in Horivila and Palugaswewa in the southern part of Anuradhapura District. In this area the main groundwater source is well water and there are both tube wells and dug wells. Dug wells were monitored for present research to identify groundwater distribution and quality variations. The initial study revealed that within the study area more than 100 dug wells were available but only less than 10 wells were using as drinking water due to high salinity. The objective of this investigation has been to identify and assess the suitability of ground water quality for drinking purpose through water quality index investigation of the well water.

The pH, Electrical Conductivity (EC), salinity, Na, K, Ca, Ma, Fe and Cl in groundwater of the study area was analyzed by collecting groundwater samples from 100 wells using the 100 \* 100 meter Grid. The mapping and spatial analysis carried out in the study using Arc GIS 10. Much of the well water in the study area are not acceptable for drinking purposes in respect to chemical aspect. However, in fewer locations Ca<sup>+2</sup>, Mg<sup>+2</sup> and Cl<sup>-1</sup> has been exceeded the recommended levels of water quality given by WHO.

**Key words:** *Well water, Tube wells, Drinking water, Ground water distribution*

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ICSS/13/OP/292

**Seasonal feeding patterns of the elephants in the Udawalawe National Park, Sri Lanka: a geographical survey**MAM Isthikar<sup>1</sup>

Elephants (*elphahas maximus maximus*) play a vital role as the *Flag ship Species* in Sri Lanka. As the study area, Udawalawe National Park (UNP) is one of the ideal national parks for elephants in the country where they are considered to be a *key stone species* of the park. The entire area of the park within the declared boundary, together with the reservoir, is 32,315 ha. The major vegetation type of the park includes primary, secondary and degraded secondary forest, grass lands, shrubs and teak plantations. The aim of this study is to explore the feeding ecology of elephants in two different seasons at the UNP, Sri Lanka.

Data for this research was obtained through primary and secondary data collection. Primary data was obtained from the east, west and south of the park in April and June through observation and discussions with park officers. Data analysis was carried out based on obtained both qualitative and quantitative data.

According to the study, east and south areas of the UNP are drier than the west and north, and the vegetation is comprised of wet monsoon forest in the north, dry monsoon forest in the south. Chenna cultivation is very obvious in the adjoining areas of the park. There are more than 90 dominant plant species belonging to 38 families in the park. Particularly, secondary forest areas and grass lands provide food for around 325 elephants in the park throughout the year. Elephants spend more than 15 hours per day on feeding. During the day time they spend inside the park and at night around 7.00 pm to 1.00 am they spend outside the park especially in March and April. They consume around 140 kilograms of food and 80 - 160 litres of water per day, and they are getting water from Udawalawe reservoir for drinking and also for the purpose of lowering body temperature.

Their diet includes different types of grasses, as well as juicy leaves which they are getting from the park and also in March and April they are feeds fruits and vegetable through croup riding outside the park. Beside this, elephants consume minerals from eating red soil which is available in the eastern part of the park, drink underground water for sodium and also eat barking teak trees in the southern part of the park to obtain the minerals from them.

**Key words:** *Elephants, Feeding patterns, Udawalawe National Park, Grass lands*

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ICSS/13/OP/330

**Medicinal values of plants that are habitat to coastal area of Sri Lanka: a literary study**TANR Gunaratna<sup>1</sup>, DK Samarathunga<sup>1</sup> and Janitha A Liyanage<sup>2</sup>

Herbs cover the complete range of growth habits and sizes of plants, and they can be annuals, biennials, perennials, trees, shrubs, climbers, creeping vines and grasses. Sri Lanka has a rich ecosystem diversity because of its topographic and climatic heterogeneity as well as its coastal influence. As a tropical country there are several plants available in Sri Lanka coast that are habitat in large scale. *Cocos nucifera*, *Borassus flabellifer*, *Ipomoea pes-caprae*, *Pandanus tectorius* and *Calotropis gigantea* are the plants and creeping vines which are available in large range. They are rich in pharmacodynamics, mentioned in Ayurveda authentic books and as well as in the details of Sri Lankan oral tradition. Problems with drug-resistant microorganisms, side-effects of modern drugs, and emerging diseases where no medicines are available, have stimulated renewed interest in plants as a significant source of new medicines.

This literary study was conducted to identify the medicinal values *Cocos nucifera*, *Borassus flabellifer*, *Ipomoea pes-caprae*, *Pandanus tectorius* and *Calotropis gigantea* which are habitat to the coastal part of Sri Lanka for conservation, sustainable development of natural medicines and share the benefits of their medicinal value.

This study was based on the Ayurveda and Sri Lankan traditional authentic books and findings related to the plants were considered and analyzed. According to the results obtained, whole plant's parts such as flowers, leaves, bark, roots and fruits have medicinal values and they are used for medicines. Every plant has pharmacodynamic actions which are related to Nerve system, gastrointestinal system, respiratory system, blood circulatory system, urinary system, reproductive system and immune system.

The results emphasize the medicinal utility of *Cocos nucifera*, *Borassus flabellifer*, *Ipomoea pes-caprae*, *Pandanus tectorius* and *Calotropis gigantea* and it is essential to bring it up to the Sri Lankan society for the enhancement of natural medicine through the natural resources.

**Key words:** *Ayurveda, Medicinal plants, Herbs, Sri Lanka*

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## **Adi Ganga: development vis-à-vis degenerating environment of a heritage river**

Manisha Deb Sarkar<sup>1</sup>

The other name of 'Adi Ganga' is 'Tolly's Nulla'. Along this channel flow not only the water of river Ganga (River Ganges) but also the culture and legacy of a society of a place that has been built up through ages. 'Heritage' is an interwoven history of mankind of a place or a region and a river is perhaps the best example that can be cited that serves as a carrier of continuing 'heritage' of its surroundings.

In the state of West Bengal in India, 'Adi (old) Ganga' is a 'heritage' river that fulfills a long cultural and economic heritage of the region. At present it is suffocating a lot due to many detrimental anthropogenic activities. It has branched out from River Bhagirathi-Hughli (which itself is a de-branched channel of River Ganga or Ganges. The saga of this juvenile channel was illustrated in many of the previous Bengali litterateurs like 'Manasamangala' by Bipradas Piplai (15<sup>th</sup> century) etc. The famous century old Kalighat temple and the Greek Orthodox Church in its vicinity are centres of religious and tourist attraction.

The river is also known as 'Tolly's Nullah'. It was primarily due to the easterly flight of River Ganga the river has gradually transformed into a moribund channel. In the 17<sup>th</sup> century this moribund channel was excavated by Major William Tolly to rejuvenate the closed down trade between Kolkata and far eastern region (present Bangladesh). The trade items included commodities of various types.

It is the human activity that had once rejuvenated this heritage river from its moribund condition in the past and ironically it is the varied detrimental human activities that have victimized the river to the present undesirable condition by constructing metro railway pillars right onto its bed. In the name of 'development' and 'transport' the people now are losing a cheaper mode of transport, a checkered cultural landscape, an ecological balance of the region and above all the æsthetic fervor of its surroundings. Present discourse has tried to highlight the major detrimental activities in the name of 'development' and the possible consequences.

**Key words:** *Heritage river, Socio-economic carry way, Human activity, Environmental degradation*

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**Environment of dry zone of Sri Lanka before irrigational systems: a preliminary study**

Chandana Rohana Withanachchi<sup>1</sup> and Thilanka Manoj Siriwardana<sup>1</sup>

Dry zone of Sri Lanka is considered as the cradle of the civilization of the country. Early agrarian inhabitants of the country attracted to the dry zone having identified it as the most suitable region for their subsistence practices. The dry zone is spread from North Western coast to the East coast and southwardly of the country and with arid zone it covers ca. two third of the island. Though the dry zone has suitable geo-climatic factors for the paddy farming, the first agrarian communities had to face the problem of scarcity of water. The technological solution they took is constructing systems of irrigation for store and distributes water evenly among the fields. These irrigation schemes have become cultural landscapes and changed the face of earth as well as the ground water level. Are these irrigation works caused to change the environment existed in the dry zone with these factors? The research question of the present paper is based on this matter. Field researches with archaeological and environmental approaches have been done to gather the data. Also some comparisons of the environments with irrigation works and without such constructed water resources have been done.

The pre agrarian life styles and cultures of the country have been linked, emerged and developed in relation to the environment they lived. The cultural ecology of these societies has been gradually changed to some extent with introduced irrigation or water resources, which may cause to shift the ecological niches as well as subsistence patterns of the non- agricultural societies.

**Key words:** *Environment reconstruction, Irrigation, Subsistence patterns, Ecology*

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**Green Economy: The role of ICT and Agricultural Extensions:**Dr. K. R. Sanap<sup>1</sup>

‘Agriculture is a backbone of Indian economy.’ Indian economy is an Elephant economy, not Tiger economy, off course, Tiger economy in I.T. Sector. It has that much capacity to feed its population with variety of products. At present, we are producing best quality of foodgrains, Rice, flowers, Fruits and Spices and exporting to various countries. During planning period, Government made all out efforts to increase the agricultural production and to achieve the objectives of **‘Green Revolution’**. For the said purposes, integrated package programmes were implemented. In these programmes High yielding variety seeds, manure & fertilizers, pesticides, insecticides, irrigation, field operations, change in cropping patterns, marketing, storage & Transportations etc. Due to these, we achieved objectives of ‘First Green Revolution’. At present, focus has been shifted to achieve **“Second Green Revolution.”** In this process, instead of ‘Extensive agriculture’ to ‘Intensive agriculture’ from **Qualitative** aspects at the same time, **qualitative** aspects of produce.

Recently, agricultural Research Centres, Agricultural Universities and Vidnyan Kendras, NGOs are working on modern commercial agriculture. For that, they are implementing various Agricultural Extension Programmes. The Central and State Governments are using ICT (Information, Communication Technology etc) for communicating research results to the target groups of farmers. In the present context, just production is not important but how it is marketed is more important. It means, from Production process to marketing process to last consumer not only in the country but at international market ICT is essential. Due to enormous inventions in communication systems world is becoming boundaryless. The Print and Electronic media are used for production, new demands, markets at local, State and International levels.

In this research paper, few cases of agricultural extensions and ICT have been studied, who are using ICT for propagating use of seeds, fertilizers storage, Transportation and marketing of products, & communicating the research results to the farmers & other corners of the country.

**Key Words:** *ICT, Agricultural extensions, Intensive agriculture, cropping patterns, new, market places, commercial farming.*

ICSS/13/OP/523

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**An assessment of the Community Forest Management Project for rural development: case study related to Kendahena GND**

SP Dinesha Rasanjali Senarathna<sup>1</sup>

This research is an assessment of Rural Development through a Community Forest Management Project (CFMP) which is being conducted by the Forest Department, Sri Lanka considering on a Community Forest Management Project related to Kendahena GND. The objective of this research is assessing whether a rural development had taken place through this project.

Primary data for the research were gathered through observations, interviews, conducted with the officers of the Regional Forest Office, Kurunegala and the discussions held with a selected group of the villagers. Moreover 50% out of 193 Households were randomly selected and primary data were gathered basically by giving them questionnaires. Secondary data were collected from books, magazines, journals, Internet and various other sources. The information gathered was simplified, classified and summarized. Percentage Method, Preference Ranking Method, Direct Metric Ranking Method were used as data analyzing methods. The analyzed data were displayed by charts, tables, maps and diagrams.

Inefficiency of officers, lack of proper management and weak involvement into the affairs of villages were the major weak points of this project. About half of the villagers participated in this project actively while the rest were only aware of this project normally. The contribution received from the level of household units towards family development and housing development is relatively at a lower standard. It could be observed that the general infrastructure facilities are in a very satisfactory condition.

**Key words:** *Community Forest Management, Rural development, Forest Department, Sri Lanka*

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ICSS/13/OP/136

**Prevalence and determinants of breakfast omission: evidence from undergraduates in Sri Lankan state universities**TD Weerasinghe<sup>1</sup> and MGNL Nadeera<sup>2</sup>

Breakfast is an important constituent of any person's daily food concerto. It contributes to provide the base of nourishment for the entire day. Omission of the breakfast directly affects the health, performance, satisfaction and result in many physical and psychological disorders of a person. The university arenas represent the final opportunity of health and nutritional education for a large number of young undergraduates in Sri Lanka. But it is observed that the existing habit of breakfast skipping of undergraduates must be seriously addressed. Thus, this study was conducted with the purpose of investigating the prevalence and determinants of breakfast omission of undergraduates in Sri Lanka. The study was conducted as a cross sectional, field study among a sample of 502 undergraduates. Random sampling was applied to select the sample and investigation was carried out in all the faculties of four state universities in Colombo. A self - administered, pre - tested questionnaire which met the accepted standards of validity and reliability was used to collect data.

It is found that prevalence of breakfast omission is high among Sri Lankan undergraduates though it is understood that omission of the breakfast affects their health status and ultimately the academic performance. Findings revealed that accommodation, frequency of skipping dinner, fast food habits, academic year, daily academic time table, smoking and financial difficulties are significantly correlated with the breakfast omission. Undergraduates stay in own houses are less likely to omit the breakfast in comparison to those who stay in hostels and boarding houses. Third years and final years are more prone to omit the breakfast while smokers are less likely to omit. No significant relationship is found between gender, consumption of nutritional supplements, time taken for traveling and ethnic group with prevalence of breakfast omission.

It is suggested to initiate health awareness programs and/or education of healthy eating guidelines for both undergraduates and food caterers in Sri Lankan state universities. The quality and price of supplied foods in state universities must also be frequently reviewed.

**Key words:** *Breakfast omission, Sri Lankan undergraduates, Food habits, Sri Lanka*

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**Revisiting health perceptions of slum dwellers: an indigenous perspective**Megha Singh<sup>1</sup> and Pallavi Bhatnagar<sup>2</sup>

The ancient texts of yogic philosophy, such as the Upanishads, Bhagavad Gita and Patanjali's Yoga Sutras have addressed multiple factors in health. Health in Ayurveda is a holistic approach which aims at harmony between the body, mind and the soul. Mystics and yogis view suffering as an opportunity to evolve in higher states of consciousness. Cultural and religious teachings often influence beliefs about the origins and nature of mental illness and health beliefs. In addition, there are certain beliefs that are pertinent only to Indian culture. Thus, the present paper makes an attempt to explore the construing of health and mental health beliefs in slum dwellers using an indigenous perspective. Qualitative research methods in the form of observation and in-depth interview were carried on 105 male and 102 female slum dwellers with the age group 21-45 years of Vinayakpuram area, Lucknow, India and the results were content analyzed for the same. The results revealed that awareness of slum dwellers regarding health and mental health related concepts is poor. Females have even lesser knowledge about the concepts in comparison to their male counterparts. The results also discovered that these people are living in a state of impoverishment and a state of denial where life is a day to day struggle and the only thing that keeps them going is their belief system. Thus, the need of the hour is to find the echo of their strength in the cultural ethos which would serve as a base for addressing the issue of creating and restoring well-being for the masses. The preventive intervention taking two levels- one at community level and other at public health level would also be discussed in the indigenous perspective.

**Key words:** *Mental health, Slum dwellers, Indigenous perspective, Upanishad*

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ICSS/13/OP/278

**A sociological study on Chronic Kidney Disease (CKD) patients in the North Central province, Sri Lanka (with special reference to the Padawiya area)**

Wasantha Subasinghe<sup>1</sup>

Chronic kidney disease is a worldwide public health problem. It is also known as chronic renal disease or chronic renal failure, which is a degenerative, progressive condition marked by the gradual loss of kidney function. The experience is traumatic not only for the patients but also for their families who are frequently unable to provide the medical services needed due to the high cost of treatment. Optimally, CKD is treated with dialysis or kidney transplant. A chronic kidney disease of unknown etiology has emerged as a major health care problem in the North - Central Province of Sri Lanka during the last few decades.

The aim of this study is to determine the prevalence of kidney disease and to identify the responsibility of the government and other authorities regarding solving this burning issue. The research problem is the Socio - economic impact of CKD in North central province.

A survey was conducted to identify the research problem and data was collected using questionnaires, key informant interviews and focus group interviews. The research area was Padawiya in the Padawiya Divisional Secretariat.

In developed countries, the most common symptoms of CKD are obesity, high blood pressure, and diabetes. But in Sri Lankan context there is a significantly high rate of kidney patients in the North Central province. A number of research has been conducted to identify the causes and effects of the disease. Different researchers have identified different causes including insecticides, fluoride water, poisons, arsenic, dehydration, drugs, smoking, hard metals etc. Research findings including spreading rate, sex ratio, geographical and environmental relations, food patterns, livelihood patterns, water resources have created new avenues for scholarly discussion on these issues.

**Key words:** *Chronic kidney disease, Water, Public health, Medical services*

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ICSS/13/OP/350

**A medical geographical study on epidemic and diseases ecology in Sri Lanka: case study in Colombo district**SRLS Rathnasekara<sup>1</sup>

Medical geography is an area which is rapidly developing amongst in the main geography scheme. It is discovered on diseases ecology, diseases diffusion, diseases diffusion patterns, impact of diseases spread, medical services, health care and delivery etc. Health is an important fact of the medical geographical study. Diseases are the main cause for bad health. The purpose of this paper is to identify what the disease ecological factors, which lead to high incidence of epidemic in Colombo District in Sri Lanka. In this study, Dengue had been selected as epidemic according to 2012 data. As a study area, three Medical Officer of Health (MOH) Areas were selected as focused sub research area from Colombo District according to the number of patients as recorded to 2012 data. The methods adopted in the study consists of primary data which were collected from 100 patient by field observations, interviews with patients and participatory mapping techniques that were used for analysis of the factors which influenced in the high effect of the Dengue in Colombo District in Sri Lanka. The study concludes, that Dengue incident marks an increase in rainy seasons. But human traditional factors are affected for epidemic than physical factors. 67% patients were living in apartment and flats in Kolonnawa MOH area. Apart from that, living condition of different ethnic groups, negative attitudes and behaviors of people and building landscape was the outstanding problems among this sample. 71% people had face mosquito attack in their own houses and others outside. Health disasters have been generated by changes of human ecological conditions apart from changes of physical activities.

**Key words:** *Medical geography, Diseases ecology, Human tradition, Sri Lanka*

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ICSS/13/OP/353

**Maternal health of the Sekmai Lois of Manipur, India**Kangabam Sonia Devi<sup>1</sup>

This paper reflects on the maternal health status among the Sekmai Lois which is the 2<sup>nd</sup> largest Scheduled Caste village in Manipur. The care of the mother and the new-born after delivery is known as postnatal care and is important for the mother to prevent complications that may develop after delivery and to provide care for the rapid restoration of the mother to optimum health. The Reproductive and Child Health (RCH) programme recommends three postpartum visits for the mother [(Ministry of Health and Family Welfare (MoHFW) (1997)].

The objective of this paper is to study the maternal health among the Sekmai Lois women of a Sekmai Village, Manipur and moreover to find out the factors that affect fertility and Data was collected from Sekmai Lois village by visiting each household having at least one ever-married woman (15-49 age groups). The scheduled comprises information on household and reproductive performance of women with special emphasis on reproductive health.

The total fertility rate (TFR) and crude birth rate (CBR) of the Sekmai Lois are higher than that of Manipur and India while child-women ratio (CWR) and general fertility rate (GFR) are lower than India (SRS, 2009). Maximum percentages of problems faced during pregnancy and during delivery were among the mothers who have never taken vaccination. There is a need to investigate what works in a specific situation and evolve area specific strategies made especially among the women who are in the lower strata of the society like the schedule castes.

**Key words:** *Fertility, Postnatal, Maternal health, Women*

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ICSS/13/OP/358

**Social impacts of ‘Rajarata kidney disease’: with special reference to Welioya Divisional Secretariat Division**

K Karunathilake and LD Sarath Vitharana<sup>1</sup>

Though there are certain evidences of historical roots for kidney disease in the North Central Province, it had not become a major health hazard for the people of this region until last two decades. However, it has rapidly increased the number of kidney disease patients after 1990s. At present, it has already jeopardized the entire social, economic and cultural sphere of the people as a result of kidney disease in the entire province.

The paper aims to discuss the findings of a research conducted in the Welioya Divisional Secretariat Division using qualitative data techniques in recent past. The objective of the research is to identify the social impacts of kidney disease in the most affected area of the Anuradhapura district.

The existing alarming situation has drawn lot of attention from government health system, researchers, media, and politicians that are engaged in different and controversial debates on the issue. However, the current study may not focus on such debates related to the root-causes of the disease, but focused on social repercussion of the disease.

On the basis of preliminary investigation, there are many emerging socio-economic trends varying according to each social class and their knowledge and understand of the catastrophe. On the one hand, wealthy people think that they should migrate and settle in most protective regions of the country while poor people think that they have to follow the medical instructions and continue the existing agriculture based livelihood for their survival on the other. In certain locations, there are more than five deaths within few families and, sometimes, two or more deaths from the same family. Today, some of them hesitate to get married from such families or particularly from those highly affected locations. Though there are such huge social impacts, some of them are not aware of the severity of the health hazard due to lack of actual reason for the disease. The medical experts are quoting different reasons with lack of correlation to each reason and they have so far failed to synchronize the real background of the disease. Finally, the existing condition has developed very negative impact over the livelihood of the people in all affected areas.

**Key words:** *Kidney disease, Social impacts, Sri Lanka-North Central Province, Social repercussions*

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ICSS/13/OP/520

**Trends in narcotic consumption among school children in Sri Lanka**CD Chathuranga<sup>1</sup>

Addiction to liquor and drugs has been identified as a serious health issue and a social menace in Sri Lanka today. Apparently, the youngsters in the prime age group have a risk to addict for narcotic consumption. Its continuous use by children could even lead them to more serious addictions such as heroin. There is always the possibility of such children becoming drug users, too.

The core objective of the research was to investigate the prevailing narcotic consumption trends among Sri Lankan school children and the general objectives were to determine the prevailing narcotic consumption trends in the sample area and determine prevailing attitudes and reasons for narcotic consumption.

The study was conducted in Kuliyaipitiya education zone of Kurunegala district. Hence the study was focused among school children who are above grade 10 belonging to the Kuliyaipitiya education zone. Questionnaires were used to collect the information. The questions asked were straightforward and easy to comprehend. SPSS software was used for analyzing the data.

The 200 sample units were selected based on cluster sampling method. The age distribution of the sample population comprised of the age range from 15-20 years. All the students taken for the study were boys and there were 56% of 16 years old students. 54% students in the sample were studying in rural schools and others in urban.

According to the responses, it was found that 63% has never used narcotic while 61.9% among them who had used narcotic in the previous month. The highest percentage of narcotic users were consuming at special occasions (35.9%) while the lowest percentage using daily (16.7%). Among the reasons given on the use of narcotic, the majority (71.8%) have mentioned that they use narcotic to socialize with friends. There was a higher significant habitual addiction for narcotic in urban school children than the rural students.

**Key words:** *Narcotic, Consumption, School children, Addiction*

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ICSS/13/OP/538

**Influence of paddy farming behavior on human health in Sri Lanka**Namal Balasooriya<sup>1</sup>

Paddy farming in Sri Lanka can be divided into three schemes according to the source of water availability for farming. Scale of cultivation depends on the schemes. Most of the paddy farmers try to achieve desirable outputs but they are least concerned about the undesirable byproducts of their production processes. In the paddy farming belt in Sri Lanka, kidney and teeth diseases have been spreading significantly. This study is an attempt to find out the influence of paddy farming behavior on human health and how it varies within different cultivation schemes. Then this study has achieved the objective of examining the magnitude differences of influence of paddy farming on human health with in the schemes of cultivation based on monetary value estimation.

Both primary and secondary data were used in the research. Primary data was collected through structured interview method. Using the mix method of stratified and cluster random sampling, 150 paddy farmers were selected as a sample for the interview from the three schemes of paddy cultivation. The monetary value estimation of this negative effect was existed by using the mathematical formulas which were formularized based on non-market evaluation methods of cost of illness and lost output approaches. Further one-way ANOVA and chi-square test were utilized to achieve the objective of the study.

According to the analysis, it was indicated that the Influence of paddy farming behavior on human health is vary within cultivation schemes. Further the result shows that the contribution an individual paddy famer for the cost of negative influences on human heath was allocated as 52012.55 LKR and 23218.06 LKR in major irrigated scheme and minor irrigated scheme respectively.

**Key words:** *Paddy farming, Non-market evaluation, Kidney disease, Teeth disease*

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ICSS/13/OP/554

**Reduction of cigarette use by involving users in saving money and addressing knowledge and attitudes**

Dhananjaya Perera<sup>1</sup> and Manoj Fernando<sup>1</sup>

A study showed that Cigarette smoking among civil security force personal working at Pemaduwa Base camp in Vilachchiya, Anuradhapura was at 78% among males aged between 18-50. This behavior directly influenced the income of individuals, caused numerous health and family problems. Health Promotion intervention was carried out targeting 74 persons, to reduce cigarette smoking by 20% within 1 year of time, 2012.

74 males between 18-50 years and who were already smoking enrolled for the study. Main interventions to reduce smoking was, providing awareness on negative consequences of smoking and increasing understanding of financial harm caused by smoking while engaging on participatory activities in the means of motivational discussions, skill development activities and knowledge sharing discussions. Each individual was agreed to reduce at least 1 cigarette per day and save the respective amount of money in a till and mark daily reduction on a pocket calendar. So the person can personally assess the reduction and observe the amount of money saved by him.

The number of males who reduced smoking was 38 (51%). And from the reduction, males who quit smoking was 22 (29%). The number of users who used calendars to mark the reduction was 39 (52.7%). The number of people who saved money in a till was 49 (66.2%)

It is concluded that using practical activity such as marking on a calendar and saving money in a till and addressing attitudes & knowledge, resulted in 51% reduction and 22% quitting in smoking cigarettes within the target group during a year.

**Key words:** *Cigarette use, Money saving, Pemaduwa base camp, Health promotion intervention*

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ICSS/13/OP/304

**Improving family based care for mentally ill patients**Chulani Jayasrimalee Herath<sup>1</sup>

Care for the mentally ill and the disabled has long been the main responsibility of families despite the development of alternative health service facilities. This research study attempts to assess and evaluate the importance of the family based care for the vulnerable members of the family, particularly the mentally ill. It focuses on the patients who suffered at the Tsunami disaster. The analysis looked into the difficulties that families encountered when caring for the mentally ill, the burdens created by such responsibilities, and the coping strategies adopted by the family caregivers, their stresses and strains and their attitudes towards the mentally ill.

The outcome of the study revealed that effective family care interventions contributes to reduce the impact of the illness on the patient and the family. However, it was also evident that serious mental illnesses occasionally leading families to disfunction and disorganization. A clearly evident cause that emerged from the findings was the lack of awareness on mental illnesses among members of some families who providing the care to the mentally ill. This had led to the neglect of some patient's conditions causing relapses or worsening of the illness to become chronic. It was heartening to note that some families had adjusted their life styles to give total attention to the patient. It is therefore underscored that every effort should be taken to support the development of the system of family care for the ill.

In this regard it is argued in this study that the practice of family care should not be considered as an optional strategy and concerted efforts should be taken to promote, develop and integrate family care into the entire care system, arranging it at the appropriate stage in the sequence of treatment to emphasize the interrelationships that exist between social care and the overall system of medical care.

**Key words:** *Mental illnesses, Family care, Social aspects, Health services*

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ICSS/13/OP/357

**A medical anthropological study on the significance of ritualistic health seeking behaviours among Hindus: a qualitative study focusing on the Navagraha rituals among Hindus living in the Kandy City**

Duraisamy Kowsalya<sup>1</sup>

Medical traditions, medicinal aspects and health seeking behaviours of different societies vary from one society to another due to socio-cultural, historical and religious differences carried by people. When it comes to the Sri Lankan society, as it is a developing multi-ethnic, multi-cultural society, much of these differences are lying on diverse cultural and religious dimensions of different groups of people.

Accordingly, Hindus living in Sri Lanka, too, having a specific way of responding health related issues, which are also determined by their religious value system. One of the sets of beliefs in their religious value system, in this manner, connects with the religious importance of *navagraha*, the nine planetary gods. It is believed that the *navagraha* influences each and every aspect of human life and it determines all the good and bad phases of a human life, especially the individual health condition. In order to remedy such ill-effects and diseases, Hindus perform different types of rituals and other day-to-day religious activities. However, among them there are differences, too, in:

1. The degree to which they accept and believe these religious aspects;
2. The extent to which they give importance for navagraha rituals;
3. The types of navagraha rituals they perform to remedy diseases; and
4. Adopting modernized ways of performing the rituals, and so on.

Hence, this study aims at understanding the Hindu religious way of responding to all types of ill-health conditions through *navagraha* rituals and at identifying the changes and differences in such religious and ritualistic health seeking behaviours among the Hindus living in an increasingly modernizing setting, the Kandy city. This study employs simple random sampling for sample selection and the needed data have been extracted both from primary and secondary data sources. In-depth interview is the data collection tool used in this study to collect qualitative data from the selected respondents. To accumulate secondary data, a number of books, reviews, paper articles and internet articles have also been consulted.

**Key words:** *Navagraha, Medical anthropology, Kandy city, Hindus*

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ICSS/13/OP/360

**Identification of trends in Ayurveda medical practice**HDRP Jayasinghe<sup>1</sup>, AWN Kaushalya<sup>1</sup>, MRF Rizmina<sup>1</sup> and RMIP Rajasinghe<sup>1</sup>

At present, Ayurveda practice continues to function and improve coupled with technological improvements in modern science. However, no medical system can survive alone. Hence there is a medical pluralism in the present social context. It is apparent that western medicine cannot respond to all health matters faced by people in their health seeking behavior. People in general seek alternative medical practices for a variety of their illness and diseases. Ayurveda is one such medical practices in which people have placed their trust and are continuing to rely on it.

Indeed the society has recognized Ayurveda medical practice as a better way to get cured from various diseases that other medical practices cannot cure. Ayurveda medical system has undergone so many changes mixed with technological improvements in the modern social context. Therefore, it is important to find out new trends in Ayurveda medical practice as it would give a clear understanding about how people have been benefitted from health culture.

The main objective of the study is to seek the prevalent trends in health seeking behavior under Ayurveda medical practice. Research area for the study is Ayurveda Hospital in Doluwa located in the Kandy district. Data were collected from a purposive sample of twelve respondents for the study. For fact finding at in-depth level, two key informants were interviewed followed by three focus group discussions with the people who came for the clinic related to beauty care. Specifically, primary data were gathered from case studies, semi-structured interviews and observations. Secondary data were collected from books, journals, magazines, posters (displayed at the hospital) and relevant websites.

It is noteworthy to mention that Ayurveda has expanded its boundaries by linking with beauty culture. As a result, there is a mushrooming of Ayurveda beauty salons in every corner of the urban sector. Apart from that it was also found out from the sample that patients had been referred to Ayurveda medicine by western doctors for illnesses that were not treated by western medicine. The diseases recorded were chronic for the most part. It has also been found out that people living in the urban sector are getting treatments under Ayurveda and it has become more or less a fashion for these urban dwellers to select Ayurveda in a context of multiplicity of medical practices available for everyone.

**Key words:** *Ayurveda, Health seeking behaviour, Medical pluralism, Health culture*

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ICSS/13/OP/310

### **Need for environmental awareness through education**

Radha Ghosh<sup>1</sup>

Environmental education is a medium and process of learning which covers man's relationship with natural, social and man-made environment. The nature of environmental education is multidisciplinary in character.

The objectives of the study are to promote environmental awareness among all sections of the society, spread environment education, especially in the non-formal system among different sections of the society, facilitate development of education in the formal education sector, promote environment education through existing educational/scientific/research institutions, ensure training and manpower development for environment education, awareness and training and to encourage non-governmental organizations, mass media and other concerned organizations for promoting awareness about environmental issues among the people at all levels and to mobilize people's participation for preservation and conservation of environment.

Environmental Education is best accomplished through student participation. Teaching methods should be designed to ensure maximum participation of students. Problem solving, field study and experimentation are few of the teaching methods that maximize student participation. Therefore, the use of a variety of teaching styles and methodologies is highly recommended.

Environmental education should be an integral part of the educational process aimed at practical problems of an interdisciplinary character and also build a sense of values and contribute to public well-being. Its focus should reside mainly in the initiative of the learners and their involvement in action and guided by both the immediate and future subjects of concern. But nothing will be achieved if we, as individuals do not shoulder our responsibilities towards the environment and take action in safeguarding the environment.

**Key words:** *Environmental education, Environmental awareness, General education, Safeguarding environment*

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ICSS/13/OP/189

**Water demand management and its linkage to Economically Weaker Social Group (EWSG): an analysis of basic issues and perspectives**

Prantik Chakraborty<sup>1</sup>

Water Demand Management (WDM) offers an alternative to conventional thinking about water resource management, by influencing changes in behaviors, policies and practices of water users and promoting more efficient, equitable and sustainable use of existing water resources from a multi-disciplinary and multi stakeholder perspective. In order to justify the above issues, we have set our analysis in the framework of Economically Weaker Social Group (EWSG).

Our objective is to show how WDM can contribute to improve the economic condition of the EWSG by improving the economic condition by reducing poverty defined in terms of strengthening opportunity, equity, security and empowerment. These will require restructuring of water sector operations and proper management reforms in the Water demand.

Since our objective of contrasting WDM with Economically Weaker Socially Group will call for introducing qualitative as well quantitative variables, for example when we shall talk about opportunity, equity, security, empowerment etc, we need to construct qualitative variable and for this we shall use logit model,

Findings:

1. Water Demand Management may be an alternative to exogenously augmenting supply without considering effective demand.
2. Economically Weaker group use water more economically efficient way.
3. Water Demand Management reduces water wastages and thereby increase the economic viability of water supply system itself.
4. Providing water supply through better water demand management leads to cost effective way to provide water supply to a large number of people with more sustainable manner.

**Key words:** *Water Demand Management, Water Price, Economically Weaker Social Group, Water sustainability*

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**Impact of marketing on rural poverty: a review of literature**UG Rajapaksha<sup>1</sup>

Rural poverty is a concept of deprivation of basic needs in the rural area which is a geographic area located outside cities and towns. In order to have a long term solution to such a deprivation of needs in rural human being, income enhancement through better market access would be a sustainable strategy. Although for last few decades, many subsidiary programs were introduced in order to alleviate rural poverty, still rural sector has poverty. Although, there is a structural change in the rural sector still rural farmers are struggling in marketing their production. Hence, the objective of this review is to explore how marketing has influenced on expanding the horizons of; income, consumption and standard of living in the rural sector to decrease rural poverty as identified by literature.

One hundred and two (102) journal articles were referred for last 20 years in order to grasp the real gravity of rural poverty in the light of poor marketing situation. The objectives of guiding the analysis of literature were to; understand the relationship between income and poverty, identify the existing barriers in the field of marketing and impact of lack of resources in rural sector to better market access. This review is instigated by searching key academic databases using relevant search questions. The literature suggests that there is a negative relationship between better access to market and the level of rural poverty.

**Key words:** *Poverty, Poverty alleviation, Rural areas, Living standards*

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ICSS/13/OP/459

**Globalization, gender and governance in irrigation: an inquiry in to preclusion of women participation in Tamil Nadu**K. Gulam Dasthagir<sup>1</sup>

Globalization of Irrigation Management Transfer has brought institutional reforms to enhance the role of water users in the governance of bureaucratic irrigation systems in more than 60 countries of the world. Nevertheless, these new irrigation institutions have not really redefined rights which would make it more gender inclusive to enhance women participation in user organizations for water resources management.

In the backdrop of primacy accorded by Millennium Development Goals (MDG) and irrigation management literature on the participation of women-farmers in water user associations as a precondition for the efficacy and sustainability of irrigation systems, this paper endeavours to analyse the impact of institutional reforms on gender participation in the governance of Sathanur Irrigation System with the following objectives:

To examine membership and representation of women-farmers in Water User Associations and

To explicate the relationship between heterogeneity among women-farmers and their participation in Participatory Irrigation Management.

Premised on the perspective of post-structuralism that 'women do not constitute a single homogenous category', this paper analyses membership, participation and representation of rural women in Water User Associations. While secondary data were drawn from the WRO election reports and Water User Associations records, primary data were gathered by means of sample survey of women-farmers of Villupuram district adopting proportionate random sampling design. The survey data were analyzed with help of SPSS package applying Chi-Square test, Analysis of Variance (ANOVA) and Duncan Multiple Range Test (DMRT).

Analysis of secondary data elucidates the existence of gender gap in membership of Water User Associations in Sathanur irrigation system. The primary data brought evidences about the existence of heterogeneity among women in agrarian social structure. This research has also brought to light the differences among women members of Water User Associations in relation to their participation in cultivation and Participatory Irrigation Management. Thus, this paper demonstrates that gender insensitive legal framework in the absence of gender mainstreaming in water sector, is more likely to reproduce gender discrimination and reinforce women exclusion in PARTICIPATORY IRRIGATION MANAGEMENT.

**Key words:** *Participatory irrigation management, gender discrimination, women, Tamil Nadu*

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ICSS/13/OP/182

**Revisiting health perceptions of slum dwellers: an indigenous perspective**Megha Singh<sup>1</sup> and Pallavi Bhatnagar<sup>2</sup>

The ancient texts of yogic philosophy, such as the Upanishads, Bhagavad Gita and Patanjali's Yoga Sutras have addressed multiple factors in health. Health in Ayurveda is a holistic approach which aims at harmony between the body, mind and the soul. Mystics and yogis view suffering as an opportunity to evolve in higher states of consciousness. Cultural and religious teachings often influence beliefs about the origins and nature of mental illness and health beliefs. In addition, there are certain beliefs that are pertinent only to Indian culture. Thus, the present paper makes an attempt to explore the construing of health and mental health beliefs in slum dwellers using an indigenous perspective. Qualitative research methods in the form of observation and in-depth interview were carried on 105 male and 102 female slum dwellers with the age group 21-45 years of Vinayakpuram area, Lucknow, India and the results were content analyzed for the same. The results revealed that awareness of slum dwellers regarding health and mental health related concepts is poor. Females have even lesser knowledge about the concepts in comparison to their male counterparts. The results also discovered that these people are living in a state of impoverishment and a state of denial where life is a day to day struggle and the only thing that keeps them going is their belief system. Thus, the need of the hour is to find the echo of their strength in the cultural ethos which would serve as a base for addressing the issue of creating and restoring well-being for the masses. The preventive intervention taking two levels- one at community level and other at public health level would also be discussed in the indigenous perspective.

**Key words:** *Mental health, Slum dwellers, Indigenous perspective, Upanishad*

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ICSS/13/OP/372

**Traditional food habits in children under three years in Jaffna MOH area: a descriptive cross-sectional study**T Kugendren<sup>1</sup> and S Sivasanmugarajah<sup>2</sup>

Sri Lanka has a very diversified cultural patterns and different feeding habits to the children. From the age of four to six months, up to the age of three years, infants continue to undergo rapid growth. Adequate nutrition at this point is crucial in determining a child's healthy development. Complementary foods help in the move from a liquid-based diet (breast milk, or infant formula) to one covering solid foods in a wide range of tastes and textures. Improvement of the nutritional status is not only depend on the food habits but also depend on the socio economic status and standard of living of the families. In this research the traditional food habits in the society, and the nutritional status of their complementary food habits were analysed. This study was a descriptive cross-sectional study conducted in the Jaffna Medical Officer of Health (MOH) area. It was conducted between 10 August 2009 and 30 October 2009. Children below the age of 36 months, attending child welfare clinics, were included in the study on consecutive basis. An interviewer-administered questionnaire was used to collect data regarding socio demographic characteristics and feeding practices.

Frequency analysis were done to evaluate the impact of socio demographic indicators such as the educational status, livelihoods, income, religious factors, type of family, number of siblings were influencing on their traditional food types and food habits to the children below the age 3. The education and economic status of the selected study population were not significantly affected their traditional complementary feeding pattern. Religious conditions do not significantly affect their food habits. Number of children in the family has significantly affected the food pattern. This study was meaningful to evaluate the premium of our traditional food habits.

**Key words:** *Children, Nutrition, Traditional food, Health*

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ICSS/13/OP/387

**Safe marriage for thalassemia prevention: gap between knowledge and practice among medical students**RM Mudiyanse<sup>1</sup>, MMGSN Marasinghe<sup>1</sup>, DS Gamage<sup>1</sup> and WGNM Weerasinghe<sup>1</sup>

Thalassemia is the commonest recessively inherited chronic haemolytic anaemia. Its homozygous disease demands lifelong blood transfusion for survival. Sri Lanka records 1600-2000 Thalassemia patients, 1-2% carrier rate and 80 annual thalassemia births. The abortion of affected babies is not possible due to legal sanctions. Government sponsored medical care amounts to about 7% of the health budget. Prevention of thalassemia is essential for the country.

'Safe marriages' defined as one person of a couple being a non-carrier is recommended by the National Thalassemia Committee in order to address this problem. All other marriages are termed as 'at risk marriages'. Establishing this community-based approach relies on public education. The success that could be achieved by education could be verified by evaluation of medical students conduct in relation to thalassemia prevention. The research methodology consisted of a pretested questionnaire, which was administered to first and final year medical students after obtaining ethical approval.

Of 189 first year and 97 final year students, 89.9% and 83.5% did not know their Thalassemia status. Among 31% first year and 52.5% final year students who have selected their partners, only 10.5% and 16.7% had tested their blood for Thalassemia. Nevertheless, 87.4% students recommend compulsory screening and 73.7% recommend ending at-risk affairs, 45.5% indicated such advice was inhuman and 16.4% recommended avoidance of conceiving children.

Eighty one per cent recommends monitoring at risk marriages by the registrar of marriages and 72.3% recommended referring the couple for medical advice. Sixty two per cent rationalized abortions. Only 39.4% promoted legalisation of abortions. The research concluded that medical students do not practice the concepts of safe marriage in spite of adequate knowledge. However they endorse compulsory screening, directive counselling and abortions.

**Key words:** *Thalassemia, Safe marriages, Screening, Medical students*

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ICSS/13/OP/273

**Nutrition knowledge, food habits and healthy attitude of graduates on diet related chronic non-communicable disease: a cross sectional study in Southern Eastern University of Sri Lanka**

AHM Mufas<sup>1</sup>, AHM Rifas<sup>2</sup>, AHL Fareeza<sup>3</sup> and ODAN Perera<sup>1</sup>

Non-communicable diseases (NCDs), also known as chronic diseases, are not transmitted from person to person, are of long duration and generally slow in progression. In Sri Lanka, diet-related chronic NCDs currently account for 18.3 percent of all deaths and 10.2 percent of public hospital expenditures. In 2025, chronic diseases are expected to account for 20.9 percent of all deaths. Implications of NCDs include reduced life expectancy, income and savings all of which have a great impact on the economic productivity of a country, bringing about the spiral of ill health and poverty. Graduates are the important section in the society and policy makers in future. Therefore, it is important to estimate the nutritional knowledge on the diet-related chronic NCDs among the graduates. A descriptive cross sectional study was undertaken to assess the nutrition knowledge on diet-related chronic NCDs among graduates of south eastern university of Sri Lanka. Purposive sampling method was used to select 200 graduates from different areas. Fifty (50) graduates from each batch from each faculty (Faculty of Applied Science, Faculty of Management studies and commerce, Faculty of arts, Faculty of Islamic studies and Arabic language) were recruited. Questionnaires containing 36 questions [Knowledge of Applied Nutrition (KN), Food Preparation (KP) and Perceived Confidence in Cooking Skills (PC)] were distributed. Knowledge was assessed by using a score system, descriptive statistics and SPSS software package. Overall knowledge of graduates was poor; not a single graduate was identified with good knowledge. Gender, home area, religious group of the respondents were not associated with the knowledge level ( $p>0.05$ ). 33% of Applied Science graduates had a satisfactory level of knowledge and it was significant when compared to the other faculties ( $p<0.05$ ). 64.5% of graduates had obtained their knowledge from newspapers and magazines whilst, 3.5% of the graduates had obtained their knowledge from the nutritionist / dietitian.

**Key words:** Nutrition knowledge, NCDs, Graduates, Diet-related

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ICSS/13/OP/580

**Evaluation of a traditional treatment regime on coronary artery disease: a retrospective study**HRTP Mangalika<sup>1</sup>

Coronary artery disease is a leading cause of morbidity and mortality in the world today. An underlying pathology of coronary artery disease involves retention and deposition of serum lipids in coronary arteries leading to decreased blood flow to the heart. Since sixth and seventh centuries, coronary artery disease was mentioned briefly in historical notes such as “*Madawa Nidanaya*” and “*Charaka Sanhithawa*”. But due to the ancient life style going hand to hand with nature, dietary habits and ancient medical advices the incidence of coronary artery disease was quite less compared to modern times where it’s more prevalent in the society due to current competitive life style. This signifies the importance of identifying and developing variety of treatment methods for coronary artery disease. This study was designed considering the current attraction of the public towards aurvedic treatment for coronary artery disease because it’s noninvasive, with less side effects and favorable outcome. This clinical research was conducted among 100 patients diagnosed with coronary artery disease in the age of 40 – 70 years. Data collection was done studying patients clinical records and self-administered questionnaire. The treatment of these patients was done in four stages which consisted of *kasaya churna*, *wati*, *kalka* and patients were followed up for one year period. It was found that most of the patients have shown significant improvements in their clinical, biochemical parameters and imaging studies. Therefore this study signifies the efficacy of traditional ayurvedic treatment course in the cure of coronary artery disease.

**Key words:** *Coronary artery disease, Ayurvedic treatment, Serum Lipids, Morbidity*

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ICSS/13/PP/194

**An analytical study to ascertain the usage of Yoga Asana as a supportive measure in management of haemorrhoids**KKIE Karandugoda<sup>1</sup> and BSR Perera<sup>1</sup>

Haemorrhoids are a fairly common and bothersome problem seen in society. It is linked to food and behavioural habits as well as hereditary factors. Sedentary lifestyle and constipation also play a major role in the etiology. Most patients who seek medical help only receive medicinal, surgical and para-surgical remedies, but sometimes these remedies are not enough to control the problem successfully and to minimize recurrence. Yogic exercise speaks of a range of asanas that provide substantial amount of exercise to the abdominal and pelvic regions. A literature based study was carried out through referring the major texts on yoga to find out whether there are any set of specific asanas that can be adopted as a supportive measure in treating haemorrhoids. 87 asanas mentioned in the main texts were studied, among them 26 asanas showed qualities which can be specifically beneficial in supporting haemorrhoid treatments. From the selected list of asanas, ten were derived as relatively easy to practice asanas. All the selected asanas agreed with either one or more points of Arshas Chikithsa Sutra. It was concluded that the Asana types discussed in Yoga philosophy includes ones which can be used on haemorrhoid patients, through correction of body functional and postural errors.

**Key words:** *Asana, Posture, Haemorrhoids, Yoga*

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ICSS/13/OP/456

**Evaluation of the efficacy of three *Ayurveda* regimens in the management of *Sidhamakushta* on the head (Psoriasis on the head)**JADPP Jayakody<sup>1</sup>, KN Senaviratne<sup>2</sup> and JKW Akarawita<sup>3</sup>

*Sidhamakushta* is a disease explained in *Ayurveda* which shows many similar features of Psoriasis. Main symptoms of this disease are the skin inflammation and appearance of silvery white scales. This disease is generally known as “*Potukabara*” in Sri Lanka. It can affect any part of the human body. Most often discrete lesions are found on the upper parts of the body. This study aimed at evaluating the efficacy of three *Ayurveda* regimens in the management of *Sidhamakushta* on head. The study was carried out at the dermatology clinic of *Gampaha Wickramarachchi Ayurveda Teaching Hospital*, Yakkala, Sri Lanka. Hundred and five (105) patients were randomly selected based on a pre-determined inclusion criteria and they were divided into three equal groups, A, B and C. The three groups were given the selected *Ayurveda* modalities as an internal mode of therapy. In addition, each group was given separate external treatments as an external mode of therapy. The patients of group A, B and C were given EA<sub>1</sub>, EB<sub>2</sub> and EC<sub>3</sub> respectively as the external treatment. Healing effect was monitored by observing itching, scaling, redness, thickness and the surface area of the lesion. The follow up period was three months. Data were collected by using PASI score. Clinical outcomes were statistically analyzed using SPSS (V<sub>13</sub>) and Minitab (V<sub>14</sub>). Among three groups, a significant drop of surface area of the head of the patients after the first week of receiving treatment can be observed in group B. The recorded drop is from 5.66 percent to 5.21 percent (p-value = 0.001). All the treatments given to three groups started positively responded from the first week for the symptoms such as itching and scaling with respect to patient's head. (p-value = 0.000 for group each group). Group A and B have shown a significant healing effect on redness and thickness after the first week. (p-value = 0.000 for group A and B). In conclusion group B showed the fastest healing effect based on all four symptoms.

**Key words:** *Sidmakushta, Psoriasis, Ayurveda, Dermatology*

ICSS/13/OP/419

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**The Employee Awareness of Health and Safety Regulations and Its Impact on Reducing Workplace Accident and Occupational Ill-Health**

Ms. D.L. Nayana Priyadarshani Amarawickrama<sup>1</sup>

The term 'health' is a positive and dynamic concept and implies more than an absence of illness. Health and safety regulation imposed on enterprises is believed to be positively related to the presence of safe working conditions for firms. This has been a major issue of concern related to the contemporary workplace environment. Health and safety management refers to all the activities involved in protecting and promoting physical and mental health of the employees so that they can perform efficiently and effectively. The achievement of a healthy and safe place of work and the elimination to the maximum extent possible of hazards to health and safety is the responsibility of everyone employed in an organization. The achievement of the highest standards of health and safety in the workplace is the moral as well as the legal responsibility of employers. The principle objective of this study was to identify the association between knowledge of Health, Safety regulations and relevant practices, its impact on reducing workplace accident and occupational ill-health.

The study used mixed method procedures, including both qualitative and quantitative methods. The approach was quantitative in the sense that it was an in-depth analysis of the organizations' occupational accidents and injuries from systematic workplace inspection using checklists; reports of injuries, accidents; inspection of specific equipment or facilities. To identify the level of employee's awareness of health and safety regulations relies on quantitative data gathered using questionnaires.

The statistical analysis was carried out with a sample population of 100 executives and non-executive workers from four leading organizations in Sri Lanka. It was found that workers' knowledge on health and safety regulations has a strong impact on the accident rate of the workers in the organizations. The

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ANOVA result seemed to reveal that the relationship between knowledge about the health and safety regulation and accident rates is significant ( $p = .017$ ). The regression analysis was conducted to see the influence of the knowledge level with the accident rate. The result seemed to show that there was an increase of accidents when the knowledge about health and safety regulation is comparatively low and the vice versa. Though there seemed to have a statistically significant difference between accidents occurred and knowledge about safety rules, it was found that the accidents happened were very low in these organizations due to the fact that the majority of the workers were well aware about the safety rules.

**Key Words:** *Employee awareness, Health and safety regulations, Workplace accident, Occupational Ill-health*

ICSS/13/OP/458

**A pilot study of re-pigmentation patterns with selected Ayurveda treatment modality in 100 patches of Sivtra (vitiliginous patches) on pair of calf of lower extremities**

JADPP Jayakody<sup>1</sup>

*Svitra* is a well-known skin disease in Ayurveda, generally referred to as "*Sudukabara*", a condition quite similar to Vitiligo in allopathic medicine. The objective of this study was designed to clinically assess the re-pigmentation pattern found with selected *Ayurveda* treatment modality in 100 patches of *svitra* on pair calf of lower extremities. Experimental data were collected from a sample of fifty (50) patients at the Skin Clinic of *Gampaha Wickramarachchi Ayurveda Teaching Hospital*, Yakkala, Sri Lanka. Two separate patches of *svitra* were selected in each patient on pair of calf of lower extremities and marked them on special diagram with printed paper as well as photograph at base line. Re-pigmentation was assessed and labeled as marginal, peri-follicular, diffuse and combined. Follow-up period was three months. Of the 100 *svitra* patches selected, 75% patches showing marked re-pigmentation at one month. 65% patches pigmented in a diffuse manner and 10% showed diffuse and peri-follicular pattern together as a combined type of re-pigmentation. After three months, of the 100 patches 56% showed combined type of re-pigmentation. Among these 56% patches 21% patches showed marginal, diffuse and peri-follicular re-pigmentation patterns together as a type of combined. Other 35 % patches were in diffuse and peri-follicular re-pigmentation patterns together as a combined type. Diffuse re-pigmentation type was observed in 34% *svitra* patches. 100 *svitra* patches selected 10% were unchanged. The results showed that the selected *Ayurveda* modality is effectively trigger the re-pigmentation process. Further study is recommended with a large sample of population.

**Key words:** *Svitra, Vitiliginous patches, Ayurveda, Sudukabara*

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ICSS/13/OP/106

**Perceived distress in college: problem in adjustment in a social and cultural context**HA Nakandalage<sup>1</sup>, KAJM Kurupparachchi<sup>2</sup> and BD Madurapperuma<sup>3</sup>

This study examines the psychological distress associated with socio-cultural/economical influences among first-year students of the University of Colombo during the 2009/2010 academic year. A self-administered questionnaire was adopted with two distinctive sections: 1) the General Health Questionnaire version 30 (GHQ - 30) for determination of distress levels and 2) pilot and validated questionnaire for gathering socio-economic, education pressures, and physical stress. Information was gathered from 156 university students (68% male and 32% female) of four faculties. Of the students, 49% had distress. Students in the Law faculty showed the highest distress (53%) followed by Medical (48%) and Arts and Science (47%) faculties. Male students had a higher level of distress than female students. The most influential factors for psychological distress among first-year students were permanent residence, mode of residence during university education, and family income. Students who were having more interactions with their peers had lower distress levels. Furthermore, our results suggested that the first-year students of the University of Colombo were mainly suffering with adjustment problems to the new environment. Pre-orientation, guidance and counseling programs could be utilized as preventive measures to reduce the upsurge of psychological distress. Expansion of hostel facilities and financial assistance for needy students would be better rehabilitative measures to improve the psychological environment in universities.

**Key words:** *GHQ – 30, Psychological distress, Undergraduates, University of Colombo*

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ICSS/13/OP/208

**Social conflicts in Bakun Hydroelectric and Kelau Dam Projects in Malaysia: an institutional perspective**

Nor Hisham Md Saman<sup>1</sup> and Peter Ho<sup>1</sup>

In institutional change discourse, social conflicts would erode the credibility of institution and consequently leads to empty institution- a hollow shell or even a negative effect on the action of social and political actors. Social conflict is a manifestation of inequality of distributional conflict among the actors involved. To investigate this topic, this paper derives information from a study of two projects in Malaysia, namely Bakun Hydroelectric Project (HEP) in Sarawak and Kelau Dam in Pahang. Instruments used in this paper include survey, interview, observation as well as content analyses. The Orang Ulu and Orang Asli- the two indigenous groups in Malaysia who are the local people directly affected by the project implementation. This paper will trace the conflict involved in both of the dam projects in terms of the source, type and its magnitude. In addition, local reactions and state approaches in dealing with this matter will also be revealed.

**Key words:** *Social Conflict, Institutions' credibility, Hydroelectric project, Indigenous people*

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ICSS/13/OP/238

**Prevention of mosquito breeding and building a social safeguard: special reference to the prevention of mosquito breeding in Sri Lanka and its legal aspects**

GIM Liyanage<sup>1</sup>

Dengue is an endemic disease, which means that it occurs regularly in tropical regions of the world. Sri Lanka as a nation has been contending with Dengue for much too long without being able to find a long lasting solution. Even though different steps have been taken to minimize this problem still we can see the breeding of mosquito is rapidly high.

Therefore, author seeks to ascertain the nature of prevention of mosquito breeding in Sri Lanka through Prevention of Mosquito Breeding Act 2007 (hereinafter referred to as the PMB Act) in Sri Lanka. Moreover, it is intended to suggest improvements to the PMB Act of 2007 using community participation in order to build an effective social safeguard.

The research is mainly based on the literature review in the areas of environmental law in Sri Lanka. Particularly the research is based on statutes, academic expressions and judicial decisions. Further this study engages in international environmental law principles as a whole.

According to the preamble of the PMB Act of 2007, the only method of preventing and controlling the spread of the disease is by destroying the breeding places of the mosquito which spread the disease. And also according to the said Act, creating conditions favorable to breeding of mosquito has been prohibited. Moreover, every owner or occupier should be directed to take certain measures in order to prevent this disease, it means maintaining a clean environment is an obligation and a duty of persons. This task is difficult to achieve within the Sri Lankan community and to gain the participation of the community we need to impose more weight to the penalty and provide more authoritative powers to authorities. And also this will help to have the right to clean environment which is an important environmental principle. Therefore, to achieve principles we should include community participation to the PMB act of 2007 in a broad way.

**Key words:** *Environment, Prevention, Dengue, Social safeguard*

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ICSS/13/OP/244

**Role of family as a social institution on children's wellbeing**Upali Pannilage<sup>1</sup>

The family is the basic social institution in the society. It functions as the basic unit which produces future generations and provides love and affection to the children. It is the responsibility of the family to provide economically for its members and facilitate the socialisation process. Children learn to adhere to certain social values in the society mainly through the family unit. The life long process of learning begins shortly after birth. Children's wellbeing is very much a part of family's responsibility in the society. However, the traditional role played by the family in the society has changed drastically during recent past due to number of interrelated factors. Hence, this study has been conducted to find out the role of family in the children's wellbeing in the contemporary society while understanding the factors associated in affecting negatively to social and psychological conditions of children. The study was conducted using qualitative research methods. The secondary data has been used in the subjects of sociological analysis on the role of family and its associated roles, children's psycho social issues and contemporary changes in the social structure. Primary data were collected through an empirical study from a sample of children, parents and school teachers in Hambantota, Matara, Galle, Batticaloa and Vavuniya districts in Sri Lanka. Participatory discussions, semi structured interviews, observations and focussed group discussions were used to collect primary data. The study found that there were a large number of inter-related reasons for the destruction of family harmony. These reasons included the constant civil war situation, impact of the tsunami disaster, negative exposure to the globalisation processes such as less attention paid to cultural and social values, foreign employment of mothers, exposure to modernisation and urbanisation and poverty. The study revealed that most of the mentally stressed children and children exhibiting behavioural difficulties were from broken families. Children's exposure to family violence, social discrimination and poverty were found as key factors that negatively affects a child's wellbeing.

**Key words:** *Family disharmony, Children's wellbeing, Social values, Sri Lanka*

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ICSS/13/OP/263

**Current trends of suicide attempts in Jaffna: a medical sociological study**S Sivakanthan<sup>1</sup>

Suicide and suicide attempts have always been serious worldwide social and public health issues. Social factors are closely connected with suicide and suicide attempts. It should be noted that there is a clear gender dimension to suicide and suicidal attempts. Although, several studies have been carried out on suicide, only a few studies focus on suicide attempts. Thus, the current study emphasizes the importance of the social impact of suicidal attempts. The major objective of this study is to identify the current trends and the method of suicide attempts. This research study relies greatly on qualitative data. Primary data was collected through key informants' interviews, content analysis and case studies. Findings of this research reveal that during the period of 2007 to 2012, 3565 suicide attempts were recorded in Jaffna Teaching Hospital alone. In 2012 only, 710 suicidal attempts were recorded. Although, the war ended in May, 2009 there was not any reduction in suicide or suicide attempts; instead suicide attempts have increased drastically in Jaffna in the last six years. One of the important findings related to suicide attempts in Jaffna is that the highest rates of suicidal attempts are observed among women. According to the content analysis of suicidal attempts in the last six years consuming seeds of *Thevita peruviana* was the major method of suicide attempts in Jaffna. Suicide attempts are prevalent among single men and women. Domestic violence, family disputes, marital breakdown, economic hardship, chronic diseases, lack of coping mechanisms, failure in exams, extra marital relationships, pre-marital sexual relationships, teenage pregnancy and mental illnesses are the major causes of suicide attempts. The increasing trends in suicide attempts over 2007-2012 calls for multiple intervention strategies for effective prevention.

**Key words:** *Suicidal attempts, Suicide, Social factors, Gender and prevention*

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ICSS/13/OP/267

**Metamorphosed social safeguard as a wing of development: a case study on Onge tribe of Little Andaman Island, India.**

Saswati Roy<sup>1</sup>

India is patterned with innumerable tribal communities all over its diverse landmass where they have been sustaining through ages with every odd. It was since the time of M.V. Portman who explored the Little Andaman Island and got hindrances from the aboriginal Onge which then onwards became the inauguration for the outer world to try the island as a resource ground. Since the time of British invasion till the independence of India there had been invasion onto this island for economic gains. After independence of East Pakistan (now Bangladesh) the huge influx of refugees being thrust onto this island in the name of development showed a promising negative effect on their community. With the advent of encroachment within their domain, the Onge's societal structure got a tremor. The society and their cultural regimen got disturbed to such an extent that bothered the social scientists, environmentalists, demographers and many more from far and wide. A group of scientists sensed the vulnerability of this community and thought of planning social safeguards.

The present author after a precise survey on the present island, compiling the primary with the secondary data and relating with the past literature have verified upon the present status. This paper is intended with crucial objectives. Firstly, the objective was to find out the nature and extent of the implemented policies taken up in the name of social safeguards. Secondly, the objective intended to outline the consequences of those policies within their society. But those social safeguards went astray as were done without any deep realisation for the different life philosophies of the Onge people. These have resulted in a dilemmatic condition where the Onge now need an actual and down to earth social safeguard.

**Key words:** *Onge tribe, Development, Domain encroachment, Social safeguards*

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ICSS/13/OP/427

**The impact of population ageing on the economy of Sri Lanka**HR Anulawathie Menike<sup>1</sup>

Population ageing is the increase in the proportion of “older people”, in the total population. Declining fertility and increasing longevity are resulting in ageing of population in both developed and developing countries. Successes in reproductive health and family planning programs and improvements in health care services (low fertility and low mortality) have contributed towards population ageing by enabling longer survival. Sri Lanka is a developing country and it shares the problems of ageing population with the more developed countries. According to the recent population projections, in Sri Lanka, the share of population over 60 years will rise from 13% in 2011 to 17% by 2021. In addition, Sri Lanka’s population is expected to start declining by 2031, indicating that the share of the elderly will rise even further. By 2051, the population over 60 years will be 29%.

Population ageing would have profound implications on the economies as well as societies experiencing a rapid increase in the share of old aged in the total population. This study intends to focus economic impact of population ageing in Sri Lanka, mainly based on the literature and secondary data published nationally and internationally. Further, this study employed descriptive statistics for the analysis.

The study reveals that the ageing population in Sri Lanka increases very rapidly in the near future and proportion of the elderly population in our country is higher than in other South Asian countries. Increasing ageing population significantly influence on public expenditure, in particular on the provision of pensions and health care in Sri Lanka. Also, the labour force in the country declining dramatically and it will reduce labour supply and productivity. Furthermore, this age group could have a considerable impact on capital market, public debt, savings and investment etc. in the near future.

**Key words:** *Demographic transition, Population ageing, Economic impact, Sri Lanka*

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ICSS/13/OP/334

### **Rehabilitation and aftercare of drug related women prisoners in Sri Lanka**

Wasantha Subasinghe<sup>1</sup> and Kumudu Sumedha Sanjeevani<sup>1</sup>

Many people grasping to drugs faced difficulty to detach themselves from the spell of drugs. Therefore, the number of drug related prisoners are increasing. This group has defined “drug-related prisoners” as prisoners who are in custody for drug related offenses. The ratio of drug offenders in prison is relatively high. Moreover, there is an increasing number of female drug related prisoners. Therefore, this study is basically focused on female drug-related prisoners in Welikada and Kaluthara prisons.

These drug-dependents have a high tendency of recidivism. The one of basic criticisms was that prisons do not take sufficient actions to reduce recidivism. Therefore, the purpose of this paper is to review the rehabilitation and aftercare needs of this group and to propose an agenda to strengthen countermeasures available in prisons to reduce recidivism.

This study has both qualitative and quantitative approach. Survey method and case study method were used to collect primary data. In addition, key informant interviews with several officers has been conducted. The survey sample consisted of 50 female drug-related prisoners and 10 case studies.

Findings indicate that the imprisoned women are confronted with numerous severe and wide ranging problems. Moreover, recidivism ratio also high among them. It can be described through the process of imprisonment from arrest to release. Therefore the rehabilitation process is the most important factor in this regard. The rehabilitation programs in the prisons are inadequate and outdated. New rehabilitation process needs to be implemented to help drug-related female prisoners reintegrate into the society.

**Key words:** *Drug-related female prisoners, Recidivism, Rehabilitation, Aftercare*

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ICSS/13/OP/302

**Social and symbolic roles of Sri Lankan traditional food culture**Swarna Ihalagama<sup>1</sup>

Food culture of any society should not be analyzed for the sole purpose of describing diet and nutrition because it is inherently social. As Radcliffe-Brown (1922) states food is a means of regulating the social system. It not only involves what is consumed but includes the labor and technology applied for production, preparation and preservation of food etc. Moreover, "variation in what people eat reflects substantive variation in status and power and characterizes societies that are internally stratified into rich and poor, sick and healthy, developed and underdeveloped, overfed and undernourished "( Ross 1987). Thus, food culture can be analysed in many aspects like economic, political, social, religious, health etc. Among such aspects, social aspect is prominent in studying various social relations of food systems within and among societies. This study is to examine social and symbolic roles of Sri Lankan traditional food culture with social aspect. Sri Lanka has a unique food culture with a long history proved by many evidences in literary and archeological sources as well as folklore sources. Methods and techniques of production, processing, cooking, protection, preservation and consumption practiced in traditional Sri Lankan society are taken into consideration in this study. As the methodology secondary information are used collected from relevant literary, folklore and archeological sources. The findings show that social and symbolic roles of Sri Lankan traditional food culture reflects a real picture of ancient society and provide many lessons that can be adopted for many food related issues in modern society.

**Key words:** *Food culture, Social relations, Symbolism, Social behavior*

ICSS/13/OP/317

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## A sociological analysis about differences of food behavior between selected two ethnic groups in Sri Lanka

Udeni Shyama Herath<sup>1</sup>, Binara Angamma<sup>2</sup> and Piumali Karunaratna<sup>3</sup>

This paper attempts to present various differences of food behavior between selected two ethnic groups in Sri Lanka. Food is one of the basic needs of human beings. According to the biological approach, food can be defined as a combination of organic and inorganic elements which needs to nurture the human body. Food is a cause variable of hunger. Food behavior is a major concept which is studied under the food culture. It can be observed that food behavior basically depends on two major factors, ecological and economic.

Food behavior depends on the people's cultural norms and values. In this study the selected ethnic groups are Tamil and Muslim communities. Both of these groups are using the same language in Sri Lanka. But they possess different cultures based on their religion. Food behavior also depends as the same. This study, attempts to find that the food behavior among these selected ethnic groups. The objectives of the study are three-fold. First, to identify diversity of food patterns between Tamils and Muslims. Secondly, the study wanted to identify how their culture influences to formulate diversity of food behavior. Thirdly, to identify similarities and dissimilarities of the diversity of food behaviors between selected two ethnic groups; a comparative method was used. The study sample included 30 Muslim families and 30 *maleiyah* Tamil families from Mathale Raththota area through a random sampling method. Both qualitative and quantitative data were collected through primary and secondary information sources. Primary data were collected via questionnaire, interviews, observation and case studies. Quantitative data were analyzed using SPSS software and qualitative data were analyzed through "Frame work" analysis method which five key stages namely: familiarization, identifying, thematic frame work, indexing, charting mapping and interpretation.

Various differences have been found through the research under selecting, preparing, eating and sharing foods such as;

- Their ethnic identity based on their culture has a direct effect on their food behavior
- Religious beliefs affect both Tamils and Muslim food behavior.
- Both Tamils and Muslims have endemic practices such as fasting, which are different from other ethnic groups in Sri Lanka.

**Key words:** *Culture, Food behavior, Ethnic groups, Food culture*

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ICSS/13/OP/565

**Social Conflict in Bakun Hydroelectric and Kelau Dam Projects in Malaysia: An institutionalist Perspective**

*Nor Hisham Md Saman<sup>1</sup> and Peter Ho<sup>2</sup>*

**Abstract:** *In institutional change discourse, social conflict is said would erode the credibility of institution and consequently leads to empty institution- a hollow shell or even a negative effect on the action of social and political actors. Social conflict is a manifestation of inequality of distributional conflict among the actors involved. To investigate this topic, this paper which is derived from study of two projects in Malaysia, namely Bakun Hydroelectric Project (HEP) in Sarawak and Kelau Dam in Pahang. Among the instruments used in this paper includes survey, interview, observation as well as content analyses. The Orang Ulu and Orang Asli- the two indigenous groups in Malaysia are the local people who are directly affected by the project implementation. This paper will trace the conflict involved in both of the dam projects in terms of the source, type and its magnitude. In addition, local reactions and state approaches in dealing with this matter will also be revealed.*

**Key words:** *Social Conflict, Institution and Credible*

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ICSS/13/OP/369

### **An anthropological study on attitudes of university students' towards marriage**

MRF Rizmina<sup>1</sup>, Awn Kaushalya<sup>1</sup>, HDRP Jayasinghe<sup>1</sup> and RMIP Rajasinghe<sup>1</sup>

Marriage has been an enduring subject of social research because it is a universal human institution. In the meantime, marriage patterns and family life are an on-going debate in Sri Lanka since it influences socio-cultural system. Caldwell and others (1989) identified Sri Lanka as the leader which has experienced huge changes in marriage patterns in Asia, such as increment of female age at marriage, shift from arranged marriages to individual choice of marriage partners, increment in premarital sex behaviour, steady increment in the proportion of never married, loss interest in getting married, postponement of marriage are the some of the identifiable changes over the decades.

Hence, it is obvious the current situation of marriage trends of Sri Lanka shows a huge disparity between traditional marriage patterns and current trends. Thus, it is obvious; the main reason beyond the trends of Sri Lankan marital practices is the attitudinal change of youth, because the attitude are the main reason for the behaviour intentions of individuals.

Therefore, a variety of on-going social and demographic changes regarding marriage in Sri Lanka makes it necessary to address the attitudes of youth as the most significant role players of these recent trends. This study tries to identify the attitudes of youth in university of Peradeniya towards marriage and to study how external cultural factors affect attitudes of students.

The University of Peradeniya has been selected as the area of this study. Data were collected from a purposive sample of twelve respondents. Structured interviews (with in-depth interview guideline) and case studies have been used as data collection tools to collect primary data. Secondary data were collected from books, journals, magazines and relevant websites.

Study also reveals that attitudes of undergraduates (regarding marriage) are significantly influenced by family values, gender, economic factors, higher educational sector, previous love affairs, religious values, parental relationships, friends/peer attitudes, social needs/ social status, mass media, westernization, modernization, individualization.

The study has further revealed that the attitudes of undergraduates are leading to decline of the role of the family in Sri Lankan society, loss of interest to get marry and encourage them to engage in pre-marital sex, social violence such as committing suicide, drug addiction, alcoholism, youth insurgency.

**Key words:** *Marriage patterns, Family life, Undergraduates, Sri Lanka*

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ICSS/13/OP/113

**The contribution of rural cultural tourism on community development of Anuradhapura district**

HA Nishantha Hettiarachchi<sup>1</sup>

Rural tourism, a main sub set of cultural tourism, has become one of the fastest growing tourism niche markets in recent years. Over the last few decades, many developing countries have focused on rural tourism as a means of community and rural development.

Traditional lifestyles, agricultural practices and rituals of the Anuradhapura District provide a distinctive foundation for rural tourism. The unique cultural background created by tank villages, creeds and beliefs, cultural diversity and traditional customs provides diverse experience for the tourists both domestic and foreign.

The main objective of this study was to analyse the present and potential contribution of rural tourism on community and rural development of Anuradhapura District. Further, attention is given to identify the community involvement and participation in rural tourism.

The methodology of this study comprises a few steps. After a preliminary survey, twenty nine traditional villages with great potential for rural tourism were selected. A representative sample of following categories was selected for the detailed study. A thirty percent sample of host communities participating in rural tourism were selected from each village using a random sampling technique. In addition, hundred tourists, both domestic and foreign, fifty by each category and thirty owners of small scale tourist hotels situated in the historic city of Anuradhapura were selected.

Given an exploratory nature to the research, various research techniques like, field surveys, questionnaire surveys, interviews, observations and group discussions have been employed. Both quantitative and qualitative analytical methods were used in combination for the analysis of the collected data.

The overall finding of this study was that the rural tourism has contributed to the community development of the study area. It has contributed to create a local market for the agricultural products of the host communities. In addition, domestic improvement, small scale agro-based industrial development and enhancement of personal savings are the other prominent findings. Finally, rural tourism activities of the study area has created a new aura of improving the livelihoods begetting a new means of income creating a strong foundation to preserve traditional culture which is one of the prominent aspects of sustainable community development.

**Key words:** *Cultural and rural tourism, Community development, Rural development, Sri Lanka*

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ICSS/13/OP/165

**Factors affecting to sport participation of Secondary Education in rural schools: with special reference to the Sooriyawewa educational zone, Southern Province, Sri Lanka**

KGCP Wijethissa<sup>1</sup> and MAD Chathurika<sup>2</sup>

This study was undertaken by researchers to focus on the problem, why students participating in sports activities is at a minimum level in the level of secondary education in rural schools in Sri Lanka. There were three objectives to be achieved by the study. The key objective was to understand the factors influence in sport participation of students who are in secondary education especially in rural areas. Two secondary (specific) objectives were (i) to identify the relationship between sport participation and competitive education (ii) to identify the relationship between sport participation and minimum sport facilities. The researchers carried out an extensive literature review to provide a conceptual background of the study and to formulate hypotheses for the study. The stratified random sampling method was employed and 103 students selected as a sample in this study. The researcher used questionnaire and interview methods to collect data and also associated Likert scale for data measuring. Data were analysis with the association of SPSS 19.0 version and certain conclusions were made from the study after carrying out detailed scientific analysis of data using appropriate statistical tools. The results show that competitive education was influenced with medium relationship taking chi square value 39.809<sup>a</sup> to sport participation of students who are in secondary education. The minimum sport facilities were not influenced to sport participation of students who are in the same category. Considering the findings of the study it can be concluded that the competitive education system badly affects sports participation of students in secondary level education. However, minimum sports facilities do not affect the same. Based on the findings of the study, number of recommendations were made to the sport authorities and researchers in the field of sport to improve sport awareness in their educational zones. In such a venture, competitive education system in Sri Lanka should be taken into consideration.

**Key words:** *Sport participation, Ompetitive education, Minimum sport facilities, Sri Lanka*

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ICSS/13/PP/193

**Impact of organizational culture on employees job related attitudes: with special reference to NOC and MBGR in Sri Lanka**WMRK Weerakoon<sup>1</sup>, WCD Fernando<sup>1</sup>, WMAM Jayawardhana<sup>1</sup> and K Jayantha<sup>1</sup>

The present study examines the impact of organizational culture on employees job related attitudes with special reference to National Olympic Committee (NOC) and ministry of Botanical Garden and Recreation (MBGR) in Sri Lanka. This study was undertaken by the researchers focusing on the particular problem, why employees motivate differently in different organizations? There were four objectives to be achieved by this study, which included a key objective namely 'to identify the type of NOC and the Ministry of Botanical Garden and Recreation culture that leads to positive work related attitudes on employee, and three specific objectives such as: (i) to examine the existing organizational culture in selected organization, (ii) to measure the employee job related attitudes in organizations concerned, (iii) to recognize the organization structure in NOC and ministry of Botanical Garden and Recreation. The researcher carried out an extensive literature review to provide a conceptual background to the study and to develop a conceptual model and to formulate hypotheses for the study. The study was carried two sports organizations with 50 respondents. Stratified random sampling method was employed to select the sample from each organization. Certain conclusions were made from the study after carrying out detailed scientific analysis of data using appropriate statistical tools. The conclusions were made considering the findings of the study. It was revealed that the dependence of job related attitudes on organizational culture is very weak and therefore negligible. However it became clear that there was an apparent relationship between the organizational cultural types and job related attitudes. Based on the findings of the study, number of recommendations was made to the sport authorities and researchers in the field of sport to improve employee performance in their countries in future. Not only Sri Lankan sport organization, but also Sri Lankan economy will be benefitted through implementation of these recommendations.

**Key words:** *Organizational culture, Job Satisfaction and organizational commitments, National Olympic Committee, Ministry of Botanical Garden and Recreation*

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ICSS/13/OP/203

**An examination of the stimuli of the stadium facilities accessibility on spectator satisfaction**

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KANM Karunarathne<sup>1</sup>

This particular study was carried out with special reference to the Sugathadasa Outdoor Stadium (SOS), Colombo, Sri Lanka. This study was undertaken by the researchers, focusing on the problem “why it is difficult to maintain attendance consistently for sport events?” There were two objectives set to be achieved by this study. The main objective was to examine the influence of the accessibility on spectator satisfaction. The specific objective was to identify the degree of factors influenced on the spectator satisfaction. The researchers carried out an extensive literature review to provide a conceptual background of the study and to develop a conceptual model and also to formulate hypotheses for the study. 100 respondents, who attended the Athletic Selection Meet (ASM) in SOS were selected for the survey. Certain conclusions were made from the study after carrying out detailed scientific analysis of data using appropriate statistical tools. The conclusion is that the accessibility is strongly influence on spectator’s satisfaction. Based on the findings of the study, a number of recommendations was made to the sport authorities, researchers and professionals in the field of sport marketing and sport facility management. Implementation of these recommondations will benefit not only Sri Lankan sport, but Sri Lankan economy also.

**Key words:** *Spectator satisfaction, Facility, Accessibility, Sport*

ICSS/13/OP/424

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**The cricket fans satisfaction: with special reference to sport facilities at the  
R. Premadasa International Cricket Stadium, Colombo, Sri Lanka**

LIAS Thilakarathne<sup>1</sup>

Consistent maintaining of attendance at sporting events is particularly difficult, as the aspect of quality, such as atmosphere and game quality cannot be controlled. Therefore, it is strategically important to understand and manage fan perceptions of sport facilities, and to identify how these perceptions affect satisfaction and behavioral intentions. The current study addresses this problem with special reference to the sport facilities. Since the unfavorable, unhappy experience of the fans, the researcher stimulated to investigate that unpleasant situation. The researcher had three objectives in the particular study such as; to examine the facility design and the cricket fan relationship, to identify the relationship of facility maintenance towards fan satisfaction, and finally to understand the relationship of quick & easy access towards fan satisfaction. Three hypotheses were also built based on these objectives such as; H<sub>1</sub>: Facility design is dependent on gender, H<sub>2</sub>: There is a relationship between facility maintenance and service quality, and H<sub>3</sub>: Quick & easy access is dependent on facility design. While concerned fan satisfaction as the dependent variable, gender was concerned as independent variable and facility design, facility maintenance, service quality, quick & easy access were considered as intermediate variables. The researcher carried out an extensive literature review to provide conceptual background of the study and formulated a conceptual model based on the three hypotheses that were mentioned above. Considering the situational factors and spectator's environment the convenience sampling technique was employed in the process of gathering data. It was distributed 200 questionnaires among the fans in all blocks (A, B, C, D) in the stadium, and it was tested three hypotheses with association of SPSS version 19.0. Moreover, cross tabulation, chi-square and Cramer's V test methods were employed for the analysis the data. The result shows that the facility design is not influenced on fan satisfaction, while quick & easy access and facility design moderately influenced on fan satisfaction.

**Key words:** *Fan satisfaction, Facility design, Facility maintenance, Cricket*

ICSS/13/OP/442

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## **A study about the rural dramatic arts in the North Western Province of Sri Lanka**

WM Tissa Weerasekara<sup>1</sup>

The North Western Province of Sri Lanka has immensely contributed unique cultural components to the culture of the country and has protected the cultural identity of Sri Lanka on various scales. The folklore, folk-music, folkdance, etc. in the region well represents some facets about the culture in the region. *Jahhuta natya* is such rural folk drama tradition which can be found in association with the villages of *Kadapathwehera* in *Wariyapola* of the Kurunegala District, North Central Province. This belongs to an unbroken historical drama tradition. Usually this drama is performed at fairs or auctions and come into play in segments while the auctions take place. The *Jahuta* dramas are very close to the life of the rural people and are generally themed on the royal family of the country. It contains segments such as dance, screams (*kolam*), as well as comedies, and is successful in keeping the audience entertained.

This study mainly focuses on the characteristic features of this rural drama art associated with certain villages of North Western Province of Sri Lanka. Literary sources and field observations as well as interviews have been conducted in order to gather data.

Some dancing segments in the *Jahuta* dance state that some jokes and dialogues therein has been influenced by other rural folk drama styles such as *nadagam* and *kolam*, such as the *Sokari*, *Jasaya* and *Lenchina* etc. Also this can be identified as the only existing phase of the *Teetar* drama traditions. Further, the presentation and the flow of the *Jahuta* dramas showcase the daily lives of the peasant folk.

**Key words:** *Jahuta Drama tradition, Rural art of drama, Cultural identity, Sri Lanka*

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ICSS/13/OP/446

**Which batsmen should be sent to the pitch? : a probability analysis of run scoring process and wicket process**

ARND Ramanayaka<sup>1</sup>

This paper examines the probability distribution of the scoring process and getting out, in ODI (One Day International) matches, in terms of efficient decision for rearranging the batting order of an ongoing match. The challenging factors to the scoring process are the target to be achieved, number of balls remaining and the wicket in hand. The hypothesis is that there is a significance of probability distribution of both runs scoring and getting out in relation to the balls faced and target to be achieved. It was tested using a data set of second innings data of 49 matches in 2011 world cup. After running the statistical analysis successfully, it quantified the scoring probability by ordered probit regression and the probability of getting out was constructed by regular probit regression. The findings of this paper were that the significant changes of probability of scoring process were within the stage of balls remaining and target to be achieved. The captain of the team batting second can utilize these findings to make a more informed decision regarding customized batting order.

**Key words:** *ODI cricket, Probit regression, Decision making, Scoring process*

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ICSS/13/OP/466

**Attributes and issues of tourism development in Sri Lanka**KMLM Manjula Gunarathna<sup>1</sup>, NGA Janice LH<sup>2</sup> and Jennifer Kim Lian Chan<sup>2</sup>

The paper presents interesting comparison between attributes and issues of Sri Lankan tourism as a development strategy using quantitative data and empirical evidences. Numerous previous studies have highlighted that Sri Lanka has many attributes and issues related to the tourism industry. At present, tourism industry in Sri Lanka is stimulated as a one of key instrument of economic development. However, there is no adequate linkage between attributes and issues regarding tourism development. This study explores the issue whether tourism development could contribute the economic development in Sri Lanka and how can tourism exploit its attributes against the potential issues. The main postulation of this study is several issues can be solved via tourism development strategies and attributes can be utilized to minimize the issues and develop the economy. The key objective of this study is to identify the main issues and attributes regarding Sri Lankan tourism. The paper reveals that lopsided tourism development has created additional issues on economy. Findings of this study alleged that tourism in Sri Lanka did not entirely exploit its attributes. Conversely, the lack of correlation between attributes and issues has affected towards pattern of income distribution, rural backwardness, seasonal variations, resources utilization, sectoral integration, lopsided development and job security. Therefore we suggest that strategic tourism development plan needs for sustainable tourism development in Sri Lanka.

**Key words:** *Tourism development, Attributes, Issues, Sri Lanka*

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ICSS/13/OP/503

**Martin Wickramasinghe Folk Museum and its contribution towards the tourism industry**

Indrachapa Gunasekara<sup>1</sup>

This study focuses on discussing the contribution of Martin Wickramasinghe Folk Museum to the tourism industry of Sri Lanka. Tourism is a widely spread industry which gains high economic benefits to a country. Sri Lanka, as a developing country has paid attention to this beneficial industry. Sri Lankan culture is one of the leading factors among tourist attractions. Museums are significant elements of cultural tourism because they provide cultural awareness for their visitors. In addition, many tourism authorities and tour operators use museums as an attractive way of entertainment.

Martin Wickramasinghe Folk Museum is a significant component among Sri Lankan museums due to its collection. This unique collection is consisted of traditional folk culture, which has the ability to provide education on many areas of traditional local communities such as rituals, literature, folk drama and arts, mask industry, traditional handicrafts, folk sports, folk music, traditional fishing industry and much more.

The problem of this research was to find the impact of Martin Wickramasinghe Folk Museum on tourism industry in Sri Lanka. The objectives of the research were identifying the different sources of tourist attractions, the impact of Martin Wickramasinghe Folk Museum on tourism industry and the potentials to develop it in cultural tourism in Sri Lanka. The research uses both primary and secondary data for the purpose. According to the gathered data it was found that inspite of many potentials it has the Martin Wickramasinghe Folk Museum contributes very little to the tourism industry in Sri Lanka.

**Key words:** *Tourism, Culture, Martin Wickramasinghe Folk Museum, Sri Lanka*

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ICSS/13/OP/532

**Winning medals at Olympic Games: socio-economic, demographic, political and environmental influences**K Jayantha<sup>1</sup> and EG Ubayachandra<sup>2</sup>

This particular study titled, “Winning medals at Olympic Games: socio-economic, demographic, political and environmental influences” was carried out with special reference to 2000, 2004 and 2008 Olympic Games. This study was thoroughly undertaken by the researcher by focusing on the problem that why countries show different performance in Olympics. There are four objectives set to be achieved by this study, which include a key objective namely to examine the influences of factors affecting the Olympic performance and two specific objectives such as (i) produce a mathematical model facilitating to predict the Olympic tally (ii) to identify the degree of factors influenced on the Olympic performance. The researchers carried out an extensive literature review to provide a conceptual background of the study, and to develop a conceptual model, and to formulate hypotheses for the study. Olympic Games in 2000, 80, 74, 87 countries and 921, 929, 958 medals respectively were selected for the survey. In addition, a formal methodological choice was made in this context for further purpose of getting the study systematically. Accordingly, sample selecting, data collecting processing, conceptualization, and operationalization were made in a scientific manner. Having tested the hypotheses a sound analysis of data was made here. From the analysis made the researcher was able to make certain vital findings, which have been revealed at the end. Based on the findings made it was able to reach a better conclusion which paved the path to make recommendations and suggestions for future research. Certain conclusions were made from the study after carrying out detail scientific analysis of data using appropriate statistical tools. The conclusion was based on the factors affecting the Olympic performance such as size of population of countries, GDP *per capita*, HDI, communist background and host city advantages of particular countries in particular Olympic years. Olympic Games showed weak relationship between these variables and Olympic performance. Based on the findings of the study number of recommendations were made to the sport authorities and researchers in the field of sport to improve sport performance in their countries in future. Resulting from implementations, the respective benefits will be yielded by not only Sri Lankan sport, but also aggregate Sri Lankan economy at last.

**Key words:** *Olympic Games, Olympic medals, Olympic performance, GDP per capita*

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ICSS/13/OP/398

**The use of forbidden drinks in playing games: with special reference to the Olympic Games**

PD Vimuckthi Charika Wickramaratne<sup>1</sup>

The human being has participated in games merely for enjoyment. In later times the human being has participated in games in order to select the strong person or to select the protector in times of war. In 1896, at the beginning of the modern Olympics, the father of Olympics, Lord Pierre de Kuberthan stated that “participation is more valid in games than victory”. But in modern times, that view has changed and gaining victory has been the greatest aim. The competition faced obtaining this victory has encouraged players not only to undergo training in sports, obtain more nutritious food, engaging in technological methods but also to get addicted to taking unwanted drinks.

The aim of this research is to find out whether there is an increase in the taking of prohibited drinks among the players (men and women) who participated in the Olympic Games. This research is based on the secondary data obtained from the first Olympic Games held in 1896 up to the games held in 2012.

Players have used various stimulants to increase their talents at the Olympic Games, and this has increased in the present day. The prohibited stimulants that have been named have changed from time to time. At present, wide tests have been conducted to find out whether the players have used strong stimulants.

**Key words:** *Olympic Games, Prohibited drugs, Victory, Stimulants*

ICSS/13/OP/570

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## **Providing for a diverse range of outdoor recreation opportunities: a WALROS approach**

DLIHK Peiris<sup>1</sup> and K Jayantha<sup>1</sup>

The Recreation Opportunity Spectrum (ROS) that encompasses the diversity of recreation experience will help improve the satisfaction of recreationists. This study clarifies the present situation of the Pilikuththuwa cave mountain using the Water and Land Recreation Opportunity Spectrum (WALROS) approach as an attempt to identify the diversified recreation destinations around the capital of Sri Lanka. The study has a key objective and three specific objectives, namely, to develop the map of the current Water and Land Recreation Opportunity Spectrum with regard to Pilikuththuwa cave forest (PCF) to identify the existing recreation activities in the area and to pick out recreation experiences that can be gained by Pilikuththuwa cave forest recreationists and to categorize Recreation Opportunity Classes within the area. The study employs qualitative research approach. Land area that has geographically unique phenomena was considered as a research unit and eleven such units were selected within the study area of 483830.108 m<sup>2</sup> in extent. Those eleven units were systematically examined to understand the WALROS classes with the association of well-trained five research assistants on WALROS criteria. Current recreation users, area residents, chief monk of the temple in the area, officials of archaeological department and representatives of interest groups, were interviewed. In additions observations were made to understand the existing recreation activities. 11-point WALROS inventory scale was used in scaling the data and mainly GPS software was used to present and analysis the data. Out of six WALROS classes, four classes and ten existing recreation activities was identified spread over those classes. Nine, seven and eight activities were identified respectively in Rural Developed, Rural Natural and in Semi-primitive and Primitive areas. In this study the concept of WALROS was used only as a mapping tool. Based on the findings of the study it could be concluded that the Pilikuththuwa cave mountain area provides diversified recreational experiences ranging from rural developed to primitive settings.

**Key words:** *Water And Land Recreation Opportunity Spectrum (WALROS), Tourism, Recreation, Sri Lanka*

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ICSS/13/OP/408

**“Sri Lankan gastronomy” as a strategy to attract more French tourists**EMRS Ekanayake<sup>1</sup>

The *cuisine* of a country associated with its food based establishments, has the potential to improve the experience of its visitors to a wide range of tourist attraction. Consumption of traditional local food leaves nostalgic and memorable feelings, which creates wonderful destinations and in turn, encourages repeat and increase the flow of visitors to visit these places. However when the Sri Lankan context is concerned, the concept of *authentic culinary culture* is largely ignored when the tourist attractions are concerned.

Thus, this research questions whether Sri Lanka has the ability to use the *authentic culinary tourism* as a strategy to attract more tourists. The main objective of this thesis is to critically evaluate the integration of authentic cuisine to attract *French tourists* who are very common in Sri Lanka groups. This research also has to identify an appropriate approach for the development of *authentic culinary tourism in Sri Lanka*. Thus, with the goal of learning well the French customer an exploratory study is performed using a sample of one hundred French tourists [n=100]. A questionnaire is made for tourists to collect quantitative data. Qualitative data were collected by semi-structured interviews [n = 15] with the outstanding personalities of the tourism field as the suppliers. The collected data were analyzed using Microsoft Office Excel package. Quantitative data are analyzed and presented in the graphs while data collected by interviews are presented by content analysis.

At the end, the results of the research confirm that although the *tourism industry* in Sri Lanka ignores the *authentic cuisine* as factor of *development in tourism*, it has plenty of resources to develop culinary tourism as a strategy to attract more French tourists. Thus, reviewing the findings and recommendations are presented at the end suggesting authentic culinary tourism as a positive way to support the tourism industry in Sri Lanka.

**Key words:** *Authentic Sri-Lankan cuisine, French tourists, Development in tourism, Culinary tourism*

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ICSS/13/OP/231

### Sacred Geography of Chalukya Temples

Niharika S<sup>1</sup>

Badami, Aihole, Pattadakal and Mahakuta are situated in Bagalkot district of the state of Karnataka on and near the banks of river Malaprabha. The Malaprabha valley became the settling ground for human habitation from earliest times. This is evident from number of prehistoric remains that have been discovered here. The reason why the Chalukyas of Badami chose this area as their dynastic hold and why they built the various religious monuments in the region appears to have been a mystery until recent times. It is a possibility that the earlier sites of Guledgudda, Bachangudda, Kyaddigeri, Chilapur, Siddhanakolla and Nagral displaying dolmens and megaliths made the adjoining geography sacred which is why when the Chalukyas of Badami came in power, they found these areas ideal from religious point of view for temple construction. This may also mean an evolution of religious beliefs where the Chalukyas might not have believed in religiosity of dolmens and megaliths but surely understood 'sacred-ness' of the landscape. These transformations led to a reinvention of the landscape for the construction of temples often in close proximity to rock shelters and megalithic structures. Sacred landscapes during Chalukya reign were complex religious and memorial spaces. There was a clear association between the religious affiliation of Chalukya rulers and those of pastoralists in the region especially in the second half of their rule. Female deity worship such as that of Saptamatrikas and Lajjagauri, signifies the introduction of fertility rituals. This incorporation of ritual practices and beliefs indicates a complex political and social relationship that the Chalukyas forged in order to continue their rule. It can be said that the Malaprabha valley was chosen as the core area by the Chalukyas of Badami because of its rich 'past-histories'.

**Keywords:** *Malaprabha, Megaliths, Dolmens, Sacred Landscape, Saptamatrikas, Lajjagauri*

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ICSS/13/OP/384

**Vulnerability of sports administration of Sri Lankan popular sports**GRP Silva<sup>1</sup>

Sport has become a fashion in modern social milieu where especially the people in Indian sub-continent embraced it as a religion at times. Apart from leisure and relaxation perspective great source money making metaphor, significance of sport has come to an apex contingent. As to the different scholars funding, financial management and administration of sport as a social activity in relation to the fact of nonprofit oriented commotions has become greatly vulnerable with the mammoth commercialization. The objective of the research is to recognize the extent of financial vulnerability in major sports from sportsmen's stand point. Further it has attempted to explore research question what degree of financial and administrative vulnerabilities are experienced by the sports at present in Sri Lankan context. Use of deductive approach considered for the research with both survey and interview strategy for the primary data collection. Data analysis primarily carried out with Trussel (2002) financial vulnerability formulae, descriptive statistics and ratio analysis. Population has been recognized as the all individuals engaged with sports at club level which are registered with the sports ministry of Sri Lanka as per the end of year 2012 where randomly selected 100 individual sportsmen from different spots club around the country who closely deals with such clubs and the sports administration being given a questionnaire and structured interview being carried out. Funding of the research would become significant in laying the controlling mechanism and setting up of governance in order to enhance professionalism of sports administration. Results indicate that sport administration and financial management at club and the national level believed to be greatly vulnerable and extensive mismanagement and poor governance are being placed (62.3%). 21.4% respondents are with a view that individuals who engaged with the sports management at present are not with the good faith to develop and rehabilitate sporting arena of Sri Lanka

**Key words:** *Sports, Financial management, Governance, Corruption*

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ICSS/13/OP/142

**The effects of migration on the nuclear family**BVN Wijewardhana<sup>1</sup> and LMSN Kumari<sup>2</sup>

The family is the smallest social state in the society. But, there are large number of problems that have been faced by the family. In the current social structure, the major problem of a family is the financial problem. When they are trying to find the solutions, most probably foreign employment is selected. But according to modern social researchers, the effects of migration on families are very large. In this study, the researcher has tried to find out the problems of the migrant workers who are got married and have children.

Miriswatta, Pahala Hewessa, Lihiniyawa, Kumbadoowa and Pelawatta in Mathugama Division were selected as the study location. These villages have an increase number of migrant workers. Fifty samples were selected. The reports of Divisional Secretary Office & Grama Niladhari officers helped to select the sample. Thirty children were selected from the families whose mother or father is a migrant worker. Ten husbands & ten wives whose partners are in abroad were selected. Three types of questionnaires were used to collect data.

According to analyze data & case studies, all of these migrant workers (100%) work in Middle East countries. There are large number of problems identified in these families. The major target of these migrant workers is to build a new house. But 90% percentage of migrant workers could not reach this goal. Most of the husbands were addicted to alcohol & cigarettes. Alcohol was used by 80% percentage of husbands daily.

The identified main problem of these families is the negative situation of children due to parents' migration. 50% percentage of children had to stop their education after the O/L examination & only 05% percentage engaged in higher education. Most of children were not interested in the extracurricular activities in the school & did not have any special skill in their studies. 75% percentage of children liked to spend time with their peers than family members. More than 50% percentage of the children lived with their grandparents or relatives. This makes them vulnerable to abuses and juvenile delinquency. Analyzis of data reveal that the migration of nuclear family members for foreign employment has directly affected not only the families, but also the society at large.

**Key words:** *Nuclear family, Migration, Foreign employment, Juvenile delinquency*

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ICSS/13/OP/274

**The impact of migration on the marital relations and personal development:  
with reference five villages in Walallawita Regional Secretary Division,  
Matugama**

BVN Wijewardhana<sup>1</sup> and LMSN Kumari<sup>2</sup>

The family is the smallest unit in the society and it faces large number of problems. In the current social set up, one of the major problems that a family encounters today is finance. In finding solutions to financial problems, many poor householders resort to foreign employment. According to sociological findings, foreign migration creates many adverse sociological and psychological consequence. In this study, the researcher tried to find out the impact of migration on the marital relations.

Miriswatta, Pahala Hewessa, Lihiniyawa, Kumbadoowa and Pelawatta in Walallawita were selected as the study location as there were many migrant workers in the area. The fifty samples were selected. The reports of Divisional Secretary Office and Grama Niladhari officers helped in selecting this sample. Forty husbands who have migrant wives and ten wives who have migrant husbands were included. Questionnaires were used to collect data.

Out of total sample, 64% migrant workers work in Middle East countries while the remaining 36% in other countries like Korea, Singapore and Maldives. Saudi Arabia was selected by most of female migrant workers. It is more than 75%. 92% migrant workers are working as housemaids. Most of them are female. Remigration can be identified in this selected sample. 72% migrant workers have migrated more than once.

A large number of problems can be identified in these families. The major target of these migrant workers is to build a new house. But 90% migrant workers could not reach it. Many husbands addicted to alcohol and cigarettes. Alcohol was used by 80% husbands daily. 60% of men and women who migrated did not approve this. They were in the view that the migration is not the best way to earn money. 76% percents of parents (who have migrant father or mother) have faced lot of problems with their children. Many fathers have faced difficulties in feeding, protecting and solving problems of their children. According to the ideas of the sample, children who have migrant parents in Middle East may have less personality than other children. 64% agreement can be identified from the sample about the negative personal development of children because of their parental migration. There could be more than 75% agreement by the sample about the highly possibility of family problems because of the migration. Both data analyzing reveal that the migration for foreign employment has directly affected not only for the marital relations, but also for their children's personal development.

**Key words:** *Family, Migration, Marital relations, Personal development*

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ICSS/13/OP/279

**Quality of life of rural migrants in India: a case study of migrant workers in the construction sector**

Anupama Srivastava<sup>1</sup>

Temporary migration to urban areas has become a routine part of livelihood strategies of rural poor in India. Rural migrants form the largest part of India's unorganised workforce. The construction sector provides employment to these migrant labourers on a large scale. The present study aims to explore the perceived quality of life of rural migrants working as unskilled construction labourers in Lucknow city of Uttar Pradesh, India. For the present study, in-depth interviews of 50 male and 50 female construction labourers were taken. By relating the results of the research to Doyal and Gough's Theory of Human Need, the study considers to what extent their needs are fulfilled and the migrants experience autonomy. Results show that their intermediate needs are not fulfilled adequately and they experience poor health, restricted autonomy and hence poor quality of life. The paper strongly advocates the idea that development initiatives aimed to improve the quality of life of these migrants should not only aim at fulfilling the needs to an optimum level but also strengthen and promote individual autonomy.

**Key words:** *Temporary migration, Quality of life, Migrant workers, Lucknow*

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ICSS/13/OP/333

**Impact of women labor migration on savings and investments in Sri Lanka**

JAP Kumari<sup>1</sup>

Sri Lanka has seen a tenfold increase in migrant numbers in the last two decades, and current estimates suggest over one million migrants working abroad with an annual outflow of about 200,000 persons. Over the years, foreign employment has generated substantial inflows of remittance, and relieved local unemployment pressure and provided employment opportunities especially to women.

This paper intends to identify and analyze whether such temporary labor migration of women essentially brings about positive impacts on savings and investments in Sri Lanka. Information was gathered through conducting interviews with total of 100 women migrant families in 4 urban and rural areas in Kegalle district of Sri Lanka. Secondary data were collected from books, articles, relevant websites and other relevant documents.

The result shows that migration of women truly raises the average income of their families and short term savings. Majority of migrant women in rural areas are not geared towards investing their increased income, but totally spend on family consumption, which fails to bring about any significant positive impact on savings and investments in the long term. Migrant women in urban areas are to be geared towards investing their increased income in short term small businesses.

**Key words:** *Migration, Consumption, Savings, Investments*

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ICSS/13/OP/454

**Migration of agricultural labours & its impact on farming sector**Gundappa<sup>1</sup> and Ashok Antony Dsouza<sup>1</sup>

Human beings keep on struggling for their food, shelter and other basic requirements since ages. They have a natural tendency of acquiring personal growth. Migration has been a general activity of human lives. Considers migration as a permanent or semi-permanent change of residence with no restriction the distance involved in the movement Lee broadly (1966). "It is not population that process on productivity power. It is productivity that process on population". Karl marks and Engels. Since ancient times, human beings are migrating from one region to other region and from one place to other place for one or the other reason. During ancient days, the migration was influenced mainly be the geographical factors like atmosphere, soil fertility, natural vegetation etc. Internal conflicts, conflicts between religion and local wars. Casual and unskilled workers who move about systematically from one region to another off earning their services on a temporary, usually, seasonal, basis. These migrations have intensified after industrial revolution. Rampant migration has resulted in making metropolitan cities. Most migrant labours have no reemployment rights, are usually unorganized in union and have little systematic access to job seeking. Middlemen, job brokers, labour contractors and crew leaders arise out of this fundamental disorganization of this labour market. The fact that the unorganized migrant workers is "HERE TO DAY AND GONE TOMORROW" make the regulation of his working and living conditions difficult. The term migration refers to the people's movement from their native place to a new place perhaps permanently, temporarily or seasonal migrants. The labour market for migrant workers in agricultural in notable disorderly, partly, because such workers employment relationship is temporary.

Thus, if region is taken as basis, it may be international and internal migration. This paper enlightenes that unorganized agriculture labour facing problems socially, culturally and economically in Bangalore city.

**Key words:** *Agriculture, Labour migration, Labour market, Disorder*

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ICSS/13/OP/275

**National security dilemmas of developing small states: a study of Sri Lanka**Jeewaka Saman Kumara<sup>1</sup>

During the period of the Cold War, the concept of security dilemma was developed by Herbert Butterfield, John Herz and Robert Jervis. Herbert Butterfield highlights the key to understanding the security dilemma as a tragedy. The security dilemma, according to John Herz, constitutes an intractable feature of human life in the condition of anarchy. Since the decolonization commencing with the end of the Second World War, the national security dilemma of developing small states have been a dominant discourse in international relations, propelling many small states into independence. National security dilemmas on developing small states illustrates the salience and impact of domestic political and military structure, nation building process, policy-making fragility, economic and technological under-development, ethnic, religious and social cleavage in the ever-expanding populations and the severe eco-political pressures affecting for developing small states. This paper is based on a single case study method. Case study is preferred when the research is supposed to be done to enquire on a specific aspect. The research question has been answered by using standard research tools including descriptive and analytical methods. And also the sources of this paper have been drawn from wide range of primary and secondary sources. Further, the paper attempts to answer the main reasons for national security dilemmas of Sri Lanka, which is generally based on their internal factors and in the process makes them vulnerable to external constraints and incentives. The Tamil separatist struggle on an ethno-regional basis has grown to be a serious threat to the internal and external security as well as policy capacity of the state and its nation building project. In this broader context, the ethnic conflict of Sri Lanka, which is one of the most internationalised ethnic conflicts in the world, illustrates how political structures and ethnicity can influence national security dilemmas of developing small states.

**Key words:** *National security, Small state, Security dilemma, Sri Lanka*

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ICSS/13/OP/303

### **North Korea's national security strategy and its impact on development**

Bhagya S Dissanayake<sup>1</sup>

National security is of paramount importance for North Korea due to the continuous hostilities between North and South Korea and the external threats posed by other nations. The military tension between North and South Korea has increased significantly with the launch of North Korea's third nuclear test in February 2013. North Korea has attempted to justify and legitimize its nuclearization process as a self-defense mechanism which is essential for national security.

Even though national security is defined at three different levels: individual, the state, and the international system, in North Korea, individual level gains priority over the others since the regime maintenance of the Kims is considered to be a critical factor in the nation's survival. North Korean aspiration for reunification, considered to be achievable partially by reducing U.S. influence on the Korean Peninsula, and its commitment to perpetuating the Kim family regime has remained unchanged since the nation's founding in 1948. But, the strategies to achieve the same have evolved significantly and resulted in its nuclearization process posing a security challenge for the United States and its allies.

The objective of the study was to identify and assess different types of risks caused by North Korea's national security strategy which will have an impact on the development of North Korea. Secondary data was used to identify the various risks. These risks were assessed using a risk assessment matrix.

It was revealed that certain strategic measures such as the high resource allocation for defense activities are extremely high risks posing an adverse threat to the economic growth of North Korea. Several other high, moderate and low risks were also identified. Based on the findings of the risk identification and assessment process, it is evident that North Korea's national goal of building a "Strong and Prosperous State" has become a challenge.

**Key words:** *National security, Nuclearization process, Development, Defense activities*

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ICSS/13/OP/359

### **An evaluation of India's approach towards Northeast India**

Sampa Kundu<sup>1</sup>

India's Northeastern region (NER) has been a subject of continuous scholarly discussion because of its low level of development despite huge amount of assistance and grants provided by the central government and its various ministries and departments. The problems of Northeast India are complex and inter-related with each other. Therefore, the Government of India and even the civil society seem to be in a dilemma with what needs to be prioritised in dealing with Northeast India. Is it the development of the region that should come first or, is it the security of the nation that should be the primary concern? So far, the government's approach has indicated that while it wants Northeast India to be closely connected with neighbours in Southeast Asia, it is also afraid of further infiltration of several cross-border problems and trans-national crime into the region from countries like Myanmar and China. The proposed paper will deal with aspects related to government's approach towards Northeast India, especially look East Policy and BIMSTEC that have been visualised to connect India's Northeastern region with Southeast Asia.

The primary objectives of the paper would be to understand the significance of national security and domestic development in the case of Northeast India and her importance in determining India's foreign policy and implications of India's Look East Policy and BIMSTEC on Northeast India

The proposed paper will be based on consulting available primary and secondary literature and would be analytical in nature.

At the end of the paper, we would be able to understand that India's NER represents an example where domestic policies and development act as one of the important determinants of national security vis-à-vis foreign policy. Specifically, it would help us to understand India's approach towards Northeast India in regard to development and security aspects.

**Key words:** *Northeast India, Security, Development, Look East Policy*

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ICSS/13/OP/370

**On the borders: an array of security threats in North-east India**

Ivy Dhar<sup>1</sup>

The structures of domination causing disparities among population groups have brought 'equity in development' at the centre of discussion in social science writings. Perceptions of Indian state domination have been a critical factor in invoking primordial identities in North-east India, a region where problems of slow growth hasn't changed much even after globalization took India to great heights. North-east India positioning as India's international borderland creates perfect conditions for militancy and threat to state security. Evolving a perspective on security in South Asia is complex and often the obsession with state security diverts attention from human deprivation that prevails.

This paper shall explore the linkages of development and human security with focus on two conflict-prone states of North-east India, Assam and Manipur. In relation to the aim of MDG, it takes a look at the states by using some pointers in the area of health, education, water and sanitation. It tries to delve into the security challenges and examines the options in resolving the predicament in the face of growing forces of globalisation. This paper relies on data in recent reports and takes a comparative framework which highlights the gravity of issues.

The health status of Assam in relation to infant mortality and life expectancy in comparison to global standard and all India performance is very dismal. Manipur is doing much better as compared to Assam and India in areas of health, education, water and sanitation. North-east region contributed 5 per cent to India's GDP but the region has absorbed 11 per cent of the total central assistance between 1998-9 to 2006-07. Due to a climate of insecurity there is dearth of private investments and this compels the region to depend heavily on government initiatives. There is need for grassroots motivations and developing strategic cross-border trade.

**Key words:** *Security, Conflict, Development, Border lands*

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ICSS/13/OP/390

**Small arms and light weapons proliferation and its implication for West African regional security**

Bashir Malam<sup>1</sup>

One of the fundamental obstacles to peace and security in West Africa is the presence and continued proliferation of small arms and light weapons (SALW). The proliferation of small arms constitutes a major source of destruction to lives and property, exacerbating inter-communal tensions leading to full-fledge conflicts. Most of the West African borders are porous, thus, making it easy for entry and exit of arms, drugs, as well as human trafficking. More so, the high level of corruption in most of these countries also compounded the security challenges especially faced by states and the regional efforts at large. This study examines the impact of small arms proliferation on the regional security. It also assesses the effort of the regional body in combating the menace of small arms. The study is based mainly on existing scholarly works both primary and secondary sources on SALW control.

**Key words:** *Small arms, Light weapons, Disarmament, West Africa*

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ICSS/13/OP/417

**Naval competition in South East Asia; India, China and USA**BWA Sithara Priyadarshana<sup>1</sup>

India is one of the most important countries in the regional power politics. In south Asia, India plays the dominant role and continues to impose her supreme will on other small powers in south Asian periphery. India is the third largest economy in Asia and the largest in South Asia and fourth largest military spender in the Indo-Pacific after the United States, China and Japan. India's potential will significantly contribute to play new balance of power politics in South and South East Asia and play a leading role in the foreseeable future. For that, India has given prominence to her naval power build-up which is seen as a threat to Chinese naval supremacy in South East Asia. But China, another Asian giant in almost every sphere has become the challenge for India's way forward. As a counterweight to China's supreme naval power, India will be aligning with other countries in Indo-Pacific; especially with the United States of America. This naval competition between India and China has been complicated with US policy of "Pivot to Asia" where American presence in maritime domain in Asia is increasing. This power triangle for naval supremacy in South East Asia has aroused doubts of other smaller powers and it has challenged their independent survival in the region. This is a qualitative research and primarily based on secondary data where observations, online archives and books, magazines, peer-reviewed journals etc. were used. This study analyses India's naval modernization, her competition with China and USA in the Indian Ocean and its risks and challenges to the stability of South Asian region.

**Key words:** *South East Asia, Naval power, Indian Ocean, American presence*

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ICSS/13/OP/420

**Dragon for the rescue: Sri Lanka's external policy toward China after 2005**Athulsiri Kumara Samarakoon<sup>1</sup> and Chaminda Abeysinghe<sup>2</sup>

The texture of Sri Lanka's foreign policy seems to have undergone a critical change in the recent past. Since 2005, Sri Lanka started to experience a rejuvenated phase of the ethnic war and adopted an external policy conducive to its interests of national security in the backdrop of highly militarized society and war economy. Also, the external policy of Sri Lanka reflected the explicit approval of the waning super power's war on global terrorism, but for economic and military cooperation it began to depend increasingly on China. By 2009 Sri Lanka defeated the separatist LTTE (Liberation Tigers of Tamil Eelam) militarily, and diverted much of its effort, not on ethnic reconciliation, but on development. Western powers emphasized that Sri Lanka needed to greatly focus on the issues of accountability in human rights violations during the war and restoration of positive peace; Sri Lanka justified its policy of development as the only way out for such reconciliation. In this backdrop of increased international and regional political pressure against Sri Lanka's post-war approach to reconciliation, Chinese connection provided a major triumph card for the foreign policy executive. This research has followed a qualitative research framework and adopted deductive methods of analysis. The study has largely used archival materials and interpreted them from a structural realist point of view.

**Key words:** *Sri Lanka's foreign policy, Ethnic conflict, China, Structural realism*

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ICSS/13/OP/527

**Regionalization of security: the case of South Asia**Leslie Keerthi Kumar Surabi Mani<sup>1</sup>

The drive towards regionalization has accelerated with the end of the Cold War as States and Regions became free from the grip of Superpower rivalry. International Security was not immune to this development. Across the world, both formal and informal regional security frameworks are flourishing in number and scope. South Asia has been a noticeable exception to this phenomenon. The most obvious reason is the existence of a hardened status quo due to negative cognitive priors which prevent South Asian states from forming any meaningful regional relationship. However, some regions of the world have managed to overcome similar hardened status quo to form working regional security setups. Hence, by comparing such regions with South Asia, this paper will throw light on how, why and when the diffusion of a particular Global norm becomes powerful enough to change even a hardened status quo. Such a comparative analysis will show which factors, agents and mechanisms are relatively more important to drive diffusion forward and which are not. This study will not only facilitate a better understanding of the process of diffusion but also will find the factors, agents and mechanisms that are fundamental to the transformation of South Asian security.

**Key words:** *Regional security, South Asia, Regional relationship, Global norms*

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ICSS/13/OP/111

**Why program teams do not effectively participate in Knowledge Management (KM): with special reference to sharing of knowledge**

Lionel R Amarakoon<sup>1</sup> and Sakunthala Kumari Amarakoon<sup>2</sup>

The objective of this study is to determine reasons why program team members at Save the Children UK in Sri Lanka are not actively participating in information sharing which they generate through programming in Sri Lanka.

The total population of the study is around 66 that include all E and F grades that are expected to generate key documentation within SCISL. 10% of the total population is selected as the sample for this study. These people were selected systematically from the payroll of SCISL. Every possible action was taken to include people from SMT and mid management, into this sample and took steps to gender balance the selected sample. A structured questionnaire was used to gather Information on-line. One to one interviews were also held with the senior managers, who were in the sample selected systematically.

Most of the team members of SCISL are not aware of the usefulness of the knowledge management initiatives such as 'Intranet', 'Main-data System' etc. They were reluctant to share lessons learnt, especially the failures. Though 33 % said that they had contributed to the above-mentioned KM Tools, majority of them 66.7% never had contributed. Majority of SCISL team members do not support knowledge hoarding at all (66.7%), 22.2 % averagely support this ideas of knowledge hoarding.

There is a relationship between KM rewarding systems at SC. Team members showed interest in sharing of information if they are rewarded appropriately. SCiSL staff does not share information because, they do not have time to share; and they are not paid to do so.

**Key words:** *Knowledge management, Save the Children UK in Sri Lanka, Information sharing, Knowledge hoarding*

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ICSS/13/OP/562

**Sri Lankan post-war tourism: socio-cultural and environmental impacts**

Anupama Damunupola<sup>1</sup>

The main objective of this paper is to summarize and synthesis the socio-cultural and environmental impacts of tourism associate with post-war tourism industry in Sri Lanka. The impacts of tourism described here are the effects on host communities of direct and indirect relations with tourists, and of interaction with the tourism industry.

Tourist arrivals to Sri Lanka have increased significantly soon after the war. Sri Lankan government has introduced many mega projects island wide in order to cater and attract the upcoming tourist demand. Also encouraged local and foreign investors by providing incentives, and by developing infrastructure. Further new tourism development strategy was introduced for 05 years (2011-2016) to promote Sri Lankan tourism with the hope of welcoming 2.5 million tourists by the year 2016.

However post-war tourism development in the country may cause different impacts to the Sri Lankan society, culture and environment. Therefore it is important to identify the consequences of the above impacts to the destination and community. These findings would definitely helpful in policy formulation, implementation and cross-cultural understanding.

My attempt to analyze the socio-cultural and environmental impacts of post-war tourism through work published in the field; and, second, by interviewing people such as those related to the industry. This analysis of the sociocultural impacts of tourism could be applied to measure the impacts of touristic developments.

***Key words:*** *Sri Lankan tourism, Post-war, Socio-cultural impacts, Host communities*

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ICSS/13/OP/157

### **Globalised poverty-localized prescriptions: an Indian perspective**

A Vinayak Reddy<sup>1</sup> and M Yadagira Charyulu<sup>2</sup>

Poverty is still a major developmental issue for the developing world including China and India. Whether the globalization led capital and resource flow and international trade has reduced the poverty level at a sharper rate in these countries is tough to answer. Protagonists are strongly advocating that over the last three decades the globalization has induced higher GDP growth rate particularly in these two countries and thus they came out of the list of poorest 20 countries of the world.

In Indian context, the poverty is of the colonial oppression, partisan developmental perspective promoted over the decades. However, globalization has added fuel to the fire. Higher growth rate in India is not coincided with a decline in poverty levels. *Suresh Tendulkar* going beyond 'Calorie norm' has put the poverty level in India 10 percentage points higher than the planning commission's 24 percent.

The basic objective of this paper is to make a comparative assessment on poverty estimations made by Planning Commission and Suresh Tendulkar and examine effects of globalisation on Indian poverty with objective data base on poverty, unemployment and inequalities.

Frequent volatility in GDP growth rate and ever alarming poverty level is simply not the result of globalisation induced policies but certain deviations in development perspective by ignoring the inherent strengths of the economy and grossly neglecting the agriculture sector and further grappling over imposed agenda.

**Key words:** *Globalization, Vulnerability, Calorie norm, Protagonists*

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ICSS/13/PP/199

**Impact of development strategies in response to globalisation on the Onge tribal society, Little Andaman Island, India**

Saswati Roy<sup>1</sup>

Globalisation generates a social identity crisis amongst the community residing in remote pockets complacent with nature and who does not have any interest in intermingling with the outskirts world. The tendency of the planners in order to sustain their immediate benefitting policies abstain them from thinking at the grass root level. One amongst the development strategies was the rehabilitation programme that was under taken in this island by settling refugees from mainland India and surplus Nicobarese from Car Nicobar Island.

The present author after a precise survey on the present island, compiling the primary with the secondary data and relating with the past literature has come through several disappointing observations.

Such a study was carried out within the undemanding Onge community, residing in the Little Andaman Island of the Andaman Archipelago, in order to extract out the impact of globalisation within their periphery. Development strategies in the tag of globalisation are unknowingly portraying a label of monotony by ignoring the latent values within the Onge's diversified livelihood. Thus, the main objective was firstly to outline the imposed developmental policies in the several sectors of the Onge's livelihood in the name of globalisation. Secondly, it was to find out the impact of those developmental strategies on the Onge community as a whole.

The Onge tribal community as adhered to the nature for ages together has attained a deep essence of understanding the natural dynamics of their surroundings to make hunting and gathering as their means of sustenance. Inculcation of foreign policies as sought after by the planners as an apostle of development has been weakening their community philosophies from its root. The author would like to intimate her humane suggestion to the planning systems to think before leaping into the issues of this sensitive tribal community.

**Key words:** *Virgin Island, Hunters and gatherers, Developmental policies, Identity crisis*

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ICSS/13/OP/207

**The impact of trade liberalization on the employment level in Sri Lanka**HMSP Herath<sup>1</sup>, Cao Liang<sup>1</sup> and Cheng Yongbing<sup>1</sup>

This paper examines the relationship between trade liberalization and employment level of Sri Lanka. Accordingly, the main objective of the study is to investigate the degree of relationship between trade liberalization and employment level of Sri Lanka. The secondary data were used to analyze the study problem during the 1990 – 2012 time period. Data published by the Department of Census and Statistics and the Central Bank of Sri Lanka were used. The behavior of major variables which are directly related to trade liberalization and employment were analyzed quantitatively. The present study has employed Ordinary Least Square method (OLS) to assess the multiple regression model. In assessing the effects of trade liberalization, empirical model mainly employed three independent variables, import penetration ratio, export intensity and weighted tariff rate, to disentangle the trade effects on employment with several control variables. Gross domestic product, capital labor ratio, foreign direct investments and real wage rate are the major control variables included in the empirical model. As the major finding of the study, it is concluded that one percent increase of export intensity increases the employment by 0.614 percent. Also, import penetration ratio has a significant negative effect on Sri Lankan's total employment; one percent increase of import penetration ratio leads to 0.523 per cent reduction of country's total employment. The regressor which is included to the model, weighted tariff rate, is not statistically significant. Statistically significant coefficient for capital-labor ratio indicates that one percent increase results to decrease employment by 0.437 percent.

**Key words:** *Trade liberalization, Employment, Export intensity, Import penetration*

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ICSS/13/OP/209

**Towards fundamentalism: globalization, moral order and the case of Iran**Nipunika O Lecamwasam<sup>1</sup> and Ovida DA Gunasekera<sup>1</sup>

Globalization is a multi-faceted phenomenon that causes in the steady erosion of political, cultural and economic boundaries of nations by facilitating an increasingly uniform world system. Culturally, globalization expects to substitute traditional and allegedly parochial cultural practices with so called progressive values which just happen to coincide with western ones.

However, cultural globalization is not a simple matter of replacing one culture with another. The glaring incompatibilities between tradition and modernity have resulted in the stiff rejection of a global order by fiercely traditional societies for whom compromising their identity is not an option, thus making global culture a far-fetched dream.

Iran stands a classic example of such resistance. Despite its initial endorsement of modern American values during the Pahlavi regime, the country prioritized the preservation of conservative values after the Islamic Revolution in 1979. With the aim of discovering the connection between globalization and religious fundamentalism, the paper explores cultural and religious underpinnings of Iran's transformation that collectively manifested themselves as an anti-globalization movement that regarded globalization as corrupt and extravagant, qualities with which the existing monarchy was identified. The turn to Islam was thus necessitated to preserve pristine Iranian values which were viewed as the essential anti-thesis of globalization.

Using secondary sources including books and web articles, the paper takes a historical approach to Iran's case and concentrates on the growing antipathy of traditional societies towards globalization which makes them cling to their familiar value systems ever more staunchly. In conclusion it argues that Iran's value system cannot be considered backward simply because it is incompatible with that of the West. It does not arrest development in an absolute sense but simply offends the prospect of a global model of development which, after all, is only the ultimate measure of development in the eyes of the West.

**Key words:** *Globalization, Iran, Religion, Culture*

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ICSS/13/OP/240

**Neoliberalism or nothing? : a comment on the choice of economic policy measures for developing countries in the WTO system, with special reference to trade in services**

N Mendis<sup>1</sup>

Neoliberalism is often referred to as the dominant global policy paradigm for economic policy. The World Trade Organization (WTO) system can be referred to as a system by which such neo-liberal economic policy is promoted and maintained for the more than 150 countries that are Members of the organization. In the context of the pressures on WTO Members to conform to the dominant paradigm, the question should be asked to what extent these countries can choose alternative measures in economic policy for trade and development. Particularly important from a developing country point of view is the freedom to decide on economic policies for sustainable human development. One such important area is the development of services capacity: primarily for the improvement of living conditions and also for participating in international trade in services.

This paper seeks to address the question of whether there is a choice of economic policy approaches in the WTO system – or whether countries are straight-jacketed into a neo-liberal model. This paper will focus on the General Agreement on Trade in Services (WTO GATS) as an example of the existence (or lack of) policy choice in the WTO.

This paper is a legal and policy analysis of the WTO System and its impacts with special reference to the General Agreement on Trade in Services (WTO GATS). The research is secondary (library) research with analysis by the author of relevant legal provisions.

In terms of legal interpretation of the terms in the relevant Agreements, respect for national policy alternatives and policies for sustainable development do not appear to have a sufficiently strong position as objectives of the WTO system. This suggests that there is an inherent incapability to balance these objectives with the obligation towards “progressive liberalization” of trade in the WTO context.

**Key words:** *Neo-liberalism, World Trade Organization, Economic policy choice, General Agreement on Trade Services*

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ICSS/13/OP/261

**Financial liberalization index for Sri Lanka**AMP Adikari<sup>1</sup>

Financial liberalization is a process of liberalizing the financial system of an economy by reducing controls in interest rates, financial intermediaries, and markets. Since the mid-1980s the World Bank and International Monetary Fund (IMF) started financial liberalization as a basic frame work for developing member countries to accelerate economic growth. Sri Lanka has been involved this process since 1977. This study attempts to establish an index to evaluate the complex process of financial liberalization in Sri Lanka by focusing on important changes in the financial sector. The study has used major policy components of financial liberalization to construct financial liberalization index at a particular time. In order to derive the index, an arbitrary value is assigned to each of the policy variables. Each policy variable can take a value between 0 and 1. The value is depending on the implementation phases of the policy. Time series annual data from 1977 to 2011 are used to construct the index. The principle Component Method is used as an analysis method.

This index is helpful to evaluate the impact of financial liberalization policies on various aspect of the economy. The constructed index shows that financial liberalization has gradually increased from 1997 to 2011, though the policies are implemented since 1977 in Sri Lanka.

**Key words:** *Financial liberalization, Liberalization index, Principle component method, Economic growth*

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ICSS/13/OP/262

**The golden drink goes global: does it bring gold to the local? The effect of globalization on Sri Lanka's tea plantations**Seuwandhi B Ranasinghe<sup>1</sup> and B Hewawasam<sup>2</sup>

Globalization is widely accepted to provide potential benefits through a greater degree of equity in opportunities, markets and quality of life creating a global level playing field. It is advocated by powerful global organizations that influence international policies such as the World Bank, the International Monetary Fund and the World Trade Organization. However the ability of this phenomenon to delivery its promised benefits have been questioned. Sri Lanka witnessed its first wave of globalization or globalization1.0 through its period of colonization, which still exert significant influence on the economy through the plantation industry; as tea is the second highest export income generator of the country. Although subsequent waves of globalization have swept through the economy through increased liberalization of markets and technological developments, its positive impact on the plantation economy is yet to be felt. Poverty among the plantation population in Sri Lanka is reported to be the highest among all other categories, where 32 people out of 100 are below the official poverty line. Hence, the objective of the study is to examine why the potential benefits of globalization has not penetrated into the plantation sector of Sri Lanka. The study which is a working paper employs case study method as a strategy of inquiry, triangulating the findings from multiple perspectives such as from the policy makers, tea producers and exporters, and the trade unions in the tea industry of Sri Lanka.

**Key words:** *Globalization, Poverty, Plantation management, Tea*

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ICSS/13/OP/322

### **Neo liberalism and the developing world**

Hashan Viraj Wijesinghe<sup>1</sup>

What is neo liberalism? Where did neo liberalism come from? What are the differences between neo liberal theory and practice? What are the consequences of neo liberalism geographically, economically, politically, and culturally? What does this have to do with the developing world? Does the developing world need neo liberalism to attain their short and long term economic, political and social objectives?

These are some of the questions which come to our minds when we talk about neo liberalism. Even the policy makers shall struggle to answer many of these questions.

Basically my project shall be based on these questions. The main objective behind this project is not all about talking neo liberalism and the developing world. This project shall focus more on how this phenomenon of neo liberalism has been used around the globe, developing countries in particular and its impact.

The ultimate objective of this project would be to identify how neo liberalist policies could be used in a more successful and sustainable way in the context of achieving economic and political objectives of the developing world.

**Key words:** *Neo liberalist policies, Developing world, Sustainability, Globe*

ICSS/13/OP/307

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**Local-global shifts in Sri Lankan society under the globalization process**

Swarna Ihalagama<sup>1</sup>

Globalization can be defined as the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa. It makes the world as a single place surpassing national, cultural and social boundaries. "Local being globalized" and "global being localized" are considered as the trends in the globalization process because globalization changes both local and global systems with local-global interrelationships and shifts. Thus studies on "global" and "local" contexts help identification of 'local' global inter-shifts resulted by globalization process. Over the past decades, globalization has brought tremendous opportunities along with serious challenges to many societies around the world and it is not exempted to Sri Lanka. One of two main assumptions in relation to the impact of globalization on human lives is increasing homogenization of society and culture, and the other is, getting more heterogenization of society as a result of globalization. The objective of this paper is to review local-global shifts occurred as a result of globalization in Sri Lankan traditional indigenous systems related to foods, medicines, costumes, handicrafts, and other consuming goods. The literary survey method was used to collect information for this study. The findings show that Sri Lankan society has not completely adopted the process of globalization but there are many local-global shifts in indigenous systems.

**Key words:** *Globalization, Local-global shift, Indigenous system, Culture*

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## **GLOBALIZATION AND SOCIAL EXCLUSION IN DALITS: AN INDIAN PERSPECTIVE**

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Globalization is a recent phenomenon, social exclusion is both historical and contemporary. Therefore, in order to place globalization in perspective and understand its impact on persistent social exclusions and how it also results in new forms of exclusion, it is important to understand the so-called exclusion debate both in general and in the Indian context. Social exclusion is used here to mean the systematic exclusion of individuals and groups from one or more dimensions of society, such as structures of power and privilege, opportunities and resources. Exclusion discourse in Europe has generally been concerned with social problems in the labor market thrown up by economic restructuring. It is this economic restructuring, and the resultant social transformation, that dismantled social bonds and support systems, undermined democracy and condemned large numbers of people to life in urban slums and collapsing rural communities, according to Noam Chomsky. Social exclusion in India cannot be captured by the Euro-centric approach and its labor market framework. The exclusion discourse in Indian society has to be understood against the backdrop of the caste system. Caste, traditional India's system of social ordering and control, is the most elaborate form of social stratification ever known. It has dominated the Indian sub-continent for about three millennia, and is also the most exhaustive and obnoxious of all exclusionary systems.

*Keywords: Exclusion, Deprivation, Discrimination, Social structure*

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ICSS/13/OP/583

### **Small states in International Relations Theory: theory and practice**

Sandya Nishanthi Gunasekara<sup>1</sup>

International Relations Theory has largely ignored the security preserving options of *small states* while emphasizing the strategies and actions employed by great powers. They have little to say about small states. According many theoretical schools of thought, the best options available for small states to preserve their security are ; balance or bandwagon among great powers in the international system, serve as 'buffer states' between great powers or take the advantage of being in a global level forum/organizations.

The main goals of the present study are to analyse the small state behavior thorough the lenses of Realism, Liberalism, Rationalism and Constructivism which provide a considerable insight into small states, their diplomacy and related foreign policy strategies and make an attempt to identify elements of International Relations Theory that can help integrating small states in the discipline's theoretical body. Different practical approaches and behavior patterns of *small states* are identified within the context of Cold war.

The study points out that the concept of small is a situational concept in relation to the particular issues at stake. Realism and Rationalism are the best approaches to explain the behavior of small states yet they do not offer a direct and comprehensive analytical perspective on small states and their behavior in international relations.

*Key words: International Relations Theory, Small states, Great powers, Cold war*

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ICSS/13/PP/196

**Citizenship, autonomy and political closure: re-examining the accommodation of diversity**

Samir Sharma<sup>1</sup>

Almost all countries in the contemporary period understand the need for respecting and appropriately accommodating the various cultural, linguistic and social diversities that thrive in their respective polities. While the nature of such accommodation depends on many factors, the broad understanding involves granting of group rights, constitutional and statutory protection including the granting of autonomy to certain groups. South Asia has been home to many conflicts regarding the manner of accommodation of diversity and has sparked protests, movements and agitations in countries like India, Nepal, Sri Lanka and Pakistan. While the list is not exhaustive the point which emerges is clear. States need to have a re-look at the manner in which it engages with such claims. With such a background the present paper will look broadly at the manner in which identity or social movements pivoted around culture redefines the practice of citizenship in India. Specifically, the paper will examine socio-cultural and linguistic movements for autonomy in north Bengal (India) and will argue that existing institutions involve an element of political closure that does not reflect ground realities in the region. Consequently, such granting only breeds and maintains performative acts of violence among the multiple and contesting constructions of difference that can be found in the region. The paper further argues that the manner in which citizenship is practiced in India, and also in South Asia, needs to have a re-look in the manner of state accommodation granted to conflicting groups.

**Key words:** *Citizenship, Minority rights, Autonomy, Culture*

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ICSS/13/PP/222

**Relevance of two level game theory in analyzing Sri Lanka's foreign policy  
(1983-1995)**

JTS Gunasena<sup>1</sup>

This research paper is purely theory oriented and it explains the relevance of two level game theory in analyzing Sri Lanka's foreign policy as a small state. The two level game theory explains the foreign policy behavior of a country on the basis of internal and external compulsions. Since 1983 Sri Lanka's ethnic crisis became the principal domestic issue that predominated its relations with outside world. The dominance of ethnic crisis in Sri Lanka's responses to external compulsions and vice versa is very much significant since 1983 communal riots. The small state foreign policy behavior is expected to be dominated by external compulsions where as they are very much vulnerable for the external influences. This is the popular notion of second image analysis of foreign policy explanation of a small state. But this paper aims at evaluating both the top down and bottom up approaches in small state foreign policy with special reference to Sri Lanka and its ethnic crisis. Secondary data related to the aim of this paper through two level analyses provide insights to the research objective. Findings conclude that in the Sri Lankan context the two level factors equally and sometimes predominantly play the vital role in determining foreign policy behavior. The second image and the second image reversed explanation in certain issues incorporate the perception of the decision makers as an important aspect in this analysis.

**Key words:** *Two level game theory, Ethnic crisis, Foreign policy, External compulsions*

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ICSS/13/OP/249

### **Democratic system and good governance in Indian perspective**

Anupam Sharma<sup>1</sup>

Modern democratic system is the most appropriate system from the point of view of good governance. With reference to western democracies, it may be opined that they are very near the models of good governance, but developing countries like India they are still far from the goal of good governance. Indian democratic structure of governance, which is the largest democracy of the world, achieved good level during the last six and half decades. People have got the right to participate in governance directly as well as indirectly, To make this goal more practicable what steps are required at the administration level so that objective of good governance can be achieved.

The objective of the paper is to ascertain that to what extent decentralization process has been realized to achieve the goal of good governance. In this perspective the hypothetical question is that an effective administrative system is necessary for maximum participation of the common people?

- Democratic system with some modification may help cure the problem of good governance?
- Non-Governmental Organizations and Community Based Organizations can play effective role for the realization of good governance?

The above hypothetical questions have been examined in Indian context. Indian democracy is running successfully last 65 years continuously in the multi-cultural, multi-racial, multi-ethnic society. In this context it has been observed that if decentralization process would take place properly the goal of good governance could be achieved so helped in achieving good quality of life of the citizens in the country. The results of the study will help to achieve the goal of good governance in other countries especially in Asian perspective.

**Key words:** *Participation, Democratic system, Good governance, India*

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ICSS/13/OP/325

**The effectiveness of the communication in community development projects implemented by the Non-Governmental Organizations (NGOs) in Sri Lanka**

PKD Priyadarshani<sup>1</sup>

Non-governmental organizations are based on interested groups of citizens, aiming at providing social services or implementing social policy. The post-colonial socio-economic situation in Sri Lanka created a conducive environment for NGOs, which was accelerated by the political, and subsequent economic changes in 1970s. Presently NGOs contribute significantly to the community development sector in Sri Lanka. NGOs work to improve living standards through community participatory processes, and use communication in all aspects of the project cycle.

The objective of this research is to study the evolution of NGOs in Sri Lanka, the role of local and International NGOs in community development and assess the effectiveness of communication in community development projects.

Two prominent NGOs, Sarvodaya and World Vision Sri Lanka were studied through participatory observations and interviews. Documentary programs and audio-visual material were evaluated.

NGOs use effective communication in their community development projects. Local NGOs pioneer in this regard to international NGOs, as they plan communication in a more people-centered manner. They use conventional and modern media effectively, but the negligibly use social media. Communication strategies need to match the local context planned according to the intervention and target group. Use of communication methodology extracted from the community itself, is high in relevance and effectiveness. From the planning phase onwards, a parallel communication plan needs to be developed. In each phase of the project, different communication strategies such as inter-personal and group communication, participatory development communication, new and mass media etc. can be adapted.

**Key words:** *Communication, Non-governmental organizations, Community development projects, Media*

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ICSS/13/OP/395

### **Local governance in Sri Lanka is in crisis**

RAW Ranasinghe<sup>1</sup>

Whatever the form of government is, be it federal or unitary, the question of administering the local affairs of a country has to be addressed by means of a local government system which encourages the participatory form of politics. The historical roots of the local government system in Sri Lanka go back to the reign of the King Pandukabhaya the Great in the 4<sup>th</sup> Century B.C. The Municipal Council, Urban Council and Pradeshiya Sabha are the local authorities at present in the country. This study aims to achieve two objectives, namely, examine the causes and consequences of the present crisis in the sphere of local governance in Sri Lanka and identify the possible remedial mechanisms to avoid the crisis in the local governance in Sri Lanka. Primary data for the study were collected via observation, interviews, group discussions and questionnaire method. Although the study was carried out based on both qualitative and quantitative methods, priority is given to qualitative method meant to analyze and interpret data.

It has found that the peripheral demand for local democracy through the mechanism of devolution of political power or decentralization of general administration became a slogan of ethno nationalism. The responses of the center to this demand dragged the local government in the direction of a crisis in democracy. Sri Lanka's system of Local Government is faced with a number of constraints and challenges, which impact on local authorities in relation to their efficiency and effectiveness in service delivery. The crisis in Sri Lanka is an outcome of both constitutional and practical issues of the local governing system. The constitutional issue was a creation of the arbitrary transformation from traditional indigenous system for political purposes but not for the demands of the people.

**Key words:** *Local Governance, Local government, Democracy, Crisis*

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ICSS/13/OP/468

**Good governance and land service delivery in Sri Lanka**MK Nadeeka Damayanthi<sup>1</sup>

Sri Lanka has implemented devolution of power in 1987. Since then, many issues have been rising on practical matters. Land is the best example. Though different types of decentralization had been implemented for state land administration, it seems that service delivery system is inefficient and poor governance in land administration. This study was carried out in 2011/12 in Hambantota district with the major aim of uncovering factors affecting the chaotic land administration and peoples' grievances on land issues. The specific objectives are (a) to identify and analyze the factors contributing to the chaotic land administration and service delivery system (b) to identify problems faced by service seekers on land service delivery system. Both primary and secondary data was used for the study. Using questionnaire survey, primary data was collected from service seekers (486) and officers (185) who related to land administration in the selected seven divisional secretariat divisions in the district. The focus groups and key informants discussion and case studies used to triangulate the data and information gathered through questionnaire survey. According to the survey, problems of 3<sup>rd</sup> scheduled and minimum size of land, delay in survey, complex and long procedure in service delivery, mistakes of service seekers, careless behavior of officers, long and complex procedure of service delivery, misplace the document at government offices, unnecessary political intervention are reasons for delay.

Eighty three percent of the service seekers faced some kind of socio-economic, cultural or mental difficulties due to delay of service or complexities of procedure. The service seekers have visited officers 1–300 time, spent 5 minutes to 225 person days to get services. They spent LKR 13,939.85 as an average amount for resolve problem while it has reported as LKR 32,931.87 for resolve land dispute.

**Key words:** *Service delivery, Land administration, Decentralization, Governance*

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ICSS/13/OP/471

**Sustainability of participatory development projects in local government areas of Sri Lanka: the cases of Community Governance Projects in Nikaweratiya and Navithanveli Divisional councils**

Nishan Sakalasooriya<sup>1</sup>

Today, the development scientists of all over the world have to pay their attention about the sustainability of the development projects in various levels and the scales of development process. Approaches of Inclusiveness and participatory methods have been practiced commonly in developed and developing world with many arguments.

Participatory development approaches and the methodologies are not new to Sri Lanka. Traditionally and historically participation for decision making process in human-wellbeing was inherited for Sri Lankans. In the hydrologic civilization which has developed by with Buddhist philosophy, people's participation is natural and common habits of the ancient people of the country. The sustainability of the infrastructure facilities which built by people are highly assured for many generations through many centuries with high efficiency and high productivity. The tank (wewa) systems and the other irrigation systems in Sri Lanka are the best examples. This great sustainable process has been collapsed by colonization process under Europeans especially British.

In the recent past, especially after independence, Through the IRDP reintroduced participatory development approach to Sri Lanka. Due to many reasons it was failed. After, some NGOs have been practicing these approaches to local level development in many districts. Under the Gami Diriya Rural Development Program, the present government has also tried to reintroduce the participatory approach to assure the sustainability of Development process.

This paper examines relationship between the sustainability and participatory approach of Community Governance. This is a five year community governance project from 2009 to 2013 cofounded by the Eruption Union (EU) and implemented by Practical Action and Divisional Councils of Nikaweratiya in Kurunegala District and Navithanveli in Ampara District.

The few concept and approach are commonly referring with the subject on community participation in deferent levels. Among them Community governance is a leading concept for create the local level platform among the community, local authorities and other stakeholders. This approach is giving opportunities community to get take part on their development requirements in all the stages of the project cycle. The community governance approach is creating an opportunity to local planner and development actors to get active community participation in local development for future sustainability of projects' outcome. Also the community governance approach is creating a native platform on decision making in local authorities.

**Key words:** *Community governance, Participatory approach, Local government, Sri Lanka*

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ICSS/13/OP/299

**Devolution of power in Sri Lanka and good governance: a study on the contribution of Provincial Councils**

Priyantha Mudalige<sup>1</sup>

This paper examines devolution of power and good governance in Sri Lanka. Good governance is seen by many as a nebulous concept, which can be interpreted to mean almost anything. However, the board of independent advocacy project has defined good governance as a political and institutional environment based on respect for democratic principles, the rule of law, human rights and the participation of civil society. Good governance allows responsible economic and financial management of public and natural resources, for the purpose of economic growth, social development and poverty reduction in an equitable and sustainable manner. It encourages the use of clear participatory procedures for public decision making, transparent and accountable institution, primacy of law in the management and distribution of resources. With this there will be effective measures to prevent and combat corruption, support for leadership development, and devolution of power and empower men and women.

Since the year 1988 the provincial councils in Sri Lanka were functioning as agents of central government & during this period the provincial councils became an instrument for people to exercise their sovereignty through universal franchise.

Both primary and secondary data are used in the study. Primary data have been collected through methods such as questionnaire survey, rapid appraisal, key informant interview and focus group interview. Sources of secondary information include project reports, official documents and published research reports. The Study was done with reference to Uva and Western provinces.

**Key words:** *Good governance, Devolution of power, Provincial Councils, Sri Lanka*

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ICSS/13/OP/356

**Politicization of community organizations and development process in rural Sri Lanka: a case study of Northwestern Sri Lanka**

LD Sarath Vitharana<sup>1</sup>

In Sri Lanka, policy makers and political authorities take serious steps to empower rural areas and ensure active participation of rural masses in the development process, because a majority of the population is concentrated in rural areas. In this endeavor, different community level organizations are established at the rural level. And the government channels various collective and individual state resources to rural areas through several organizations, local and international. In this context, the role of the community level organizations in rural development becomes very significant, because the development agencies and related organizations are to implement their rural development projects through the community based organizations.

However, the expected goals of the community level organizations in rural development have remained largely unachieved for the recent decades. The major factor behind this failure is found to be party politics or politicization of rural community development organizations. Politically motivated social groups at the rural level have become the key players of those organizations. They have used their power for acquiring and appropriating resources and benefits from external development organizations. As the anticipated goals of development are hindered by these community level organizations in the development, the situation has become a bitter source for conflict among the villagers very often.

This paper monitors the impact of politicization of the community organizations and thereby its implications of on the contemporary development process in rural Sri Lanka. Concerned study area of this research belongs to Puttalam district in the Northwestern Province. This study has applied the case study method within the ethnographic tradition consisting participant observations, in-depth interviews as data collecting techniques.

**Key words:** *Politics, Community level organizations, Rural development, Politically motivated social groups*

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ICSS/13/OP/365

**Bypassing the state for its own good: the role of NGOs in voicing Southern concerns in global environmental governance**

Kokila Konasinghe<sup>1</sup>

Understanding of environmental problems should be undertaken from a broad perspective. Environmental problems are based on political, economic, cultural and historical backgrounds. However, differences in political aspirations and economic stability of North and South contribute to divergent environmental decisions and policies. Decisions taken without giving due consideration to North-South issues are not realistic because they may not address environmental problems in the real sense of the word 'global'. As a consequence of such uneven relationships of political power, decisions made at the international level tend to reflect more strongly ideas emanating from Northern political actors.

At this point, I submit that NGO participation is a vital ingredient to counteract this tendency. In particular, the paper focuses on analysing the role of NGOs as communicators of Southern concerns to global environmental governance. As independent entities, NGOs are not bound by sovereign state boundaries.

This paper necessarily adopts an interdisciplinary approach that draws on international law and international relations perspectives on global governance. Critically examining widely used concepts of global environmental governance through this interdisciplinary lens is useful because it assists in better understanding the broader picture of global governance, which ultimately reflects both formal and informal environmental governing patterns.

According to international relations, global governance is a way of understanding global politics. This way of understanding global governance urges us to think of non territorial governance, a framework which accords due status to NGOs as potential global actors in communicating Southern concerns in global environmental governance. Non-territorial governance represents no territory or place. 'Rather it applies to social actors, their relationships, and their actions, irrespective of their territory or place. I argue that the international law literature often narrows the perception of global governance to formal actors. This paper uses international relations concepts of global governance to discuss how a traditional international law perspective about actors in global environmental governance might usefully evolve.

**Key words:** *NGOs, Global environment governance, North-South issues, International law*

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ICSS/13/OP/550

**Effectiveness of governance and accountability mechanism of the Second Community Development and Livelihood Improvement Project**

CN Wickramasinghe<sup>1</sup> and MM Sarath Kumara<sup>1</sup>

This research study is aimed to investigate the effectiveness of governance and accountability mechanism of Second Community Development and Livelihood Improvement Project (SCDLIP). The study has focused on village Organizations (VOs) in Project have been established in nine districts namely, Badulla, Hambantota, Monaragala, Ratnapura, Polonnaruwa, Nuwara Eliya, Kegalle, Kalutara and Kurunegala districts and the literature review also discusses the contribution of governance and accountability mechanism.

The study has four specific objectives. Firstly, to measure the village level risk areas of SCDLIP, secondly, it to determine the success level of governance and accountability mechanism, thirdly, to examine problem areas in the governance and accountability mechanism and finally, it identify the relationship between each other risk areas. The study was designed as a descriptive correlation research. Out of 1,010 village organizations in SCDLIP were randomly selected as the sample of the study. The sample represented 20% of the target population and it was 210 village organizations.

According to the results of governance and accountability mechanism, overall malfunctions in intra-village governance systems progress (institutional), financial management progress (financial), and the irregularities in procurement and assets management, weakness in disclosure policies and procedures progress (procurement) higher than the Project expected targets. The overall weakness in disclosure policies and procedures and poor communication progress (communication) and the inactive complaint and grievance redress mechanism progress (grievance) was lower than the Project expected targets.

According to the problem areas in the governance and accountability mechanism of SCDLIP, one of the major finding not using clear reporting structure and to address the identified issues and how to provide feedback on these actions from VO to national level.

It was unclear whether the process takes into account the actions at various levels to address the problem. In overall, the system appeared to be disjointed and conducted in an ad hoc fashion. Finally, the researcher has presented three types of recommendation process owners of SCDLIP. The study also suggests some recommendations for the future studies.

**Key words:** *Accountability mechanism, Second Community Development and Livelihood Improvement Project (SCDLIP), Governance*

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ICSS/13/OP/581

**Political-economy of decentralized governance: a study of Provincial Council System in Sri Lanka**

AMN Chaminda Abeysinghe<sup>1</sup> and Athulasiri Kumara Samarakoon<sup>2</sup>

The state-centered approaches to development introduced after the World War II failed to achieve the expected outcomes in Asia, Africa and Latin America. Consequently, as an alternative approach, an innovative institutional governance structure emerged and it was a multi-dimensional, politico-economic solution to this state-centered developmental impasse. Thus, decentralized governance began to be accepted by various international agencies worldwide, and many national governments began to adopt it at the end of 1970s and early 1980s. The factors that have led to the introduction of decentralized governance are country specific. Sri Lanka adopted a framework of decentralized governance and introduced a devolution reform under the 13<sup>th</sup> amendment to its constitution in 1987. The Provincial Council (PC) reform was introduced at a crucial juncture when the state-centered governance paradigm was reaching a crisis point and amidst international pressures to adopt decentralization as a means to resolve the ethnic conflict.

The objective of this paper is to evaluate the structural, procedural changes in governance apparatus and to evaluate the efficacy of those changes in devolved service provisions brought about by the PC reform. In order to achieve this objective, the study analyzes the secondary and primary data collected from published and unpublished sources employing mixed methods.

This study explored the structural and procedural changes in political, financial and administrative spheres that could be vital for effective local service provision, brought about by the Provincial Councils reform. Though, these structural and functional changes appeared in the governance apparatus on the surface is significant, many drawbacks detrimental to the smooth implementation of the reform also have been spotted, particularly regarding the power sharing mechanism, the listing of shared powers, and the role of the central government. Legal constraints, central control over provincial discretions, parallel administration structures, incompetent governance, and heavy dependence on central finance are the main draw backs that have affected the PCs.

**Key words:** *Decentralization reform, State-centered development, Provincial councils, Structural changes*

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ICSS/13/OP/577

### **Polity, policy and good governance**

Stephen Anurag P<sup>1</sup>

This study concentrates on the polity and good governance of a country in the developing world. The concept of democracy has changed the scenario of every nation in the modern world. Nations which have adopted democracy have designed their policy in such a way that, they meet the existing world demands in globalization without affecting their culture. Asian countries like India, Sri Lanka, Bangladesh, China, Singapore, Thailand, Philippines, etc., are the best examples for describing the growth of culture parallel to globalization.

A nation's fate purely depends on a good policy. The law-makers, policy designers are the pillars of a nation in the globalized world. Critics argue that, globalization in the modern world affects the native culture of a nation. But, I argue that, though globalization enables countries to share and explore human and technological resources, it's the policy of the nation which protects the native culture. A strong and healthy policy of a nation creates good relationship between citizens and markets, people and culture, legislators, executives and judiciary. Policy is dependent on polity and thus leads to good governance. Therefore, culture, globalization in the modern world depends on the nation's polity, policy and good governance.

**Key words:** *Asian countries, Policy, Polity, Good governance*

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ICSS/13/PP/196

**Citizenship, autonomy and political closure: re-examining the accommodation of diversity**

Samir Sharma<sup>1</sup>

Almost all countries in the contemporary period understand the need for respecting and appropriately accommodating the various cultural, linguistic and social diversities that thrive in their respective polities. While the nature of such accommodation depends on many factors, the broad understanding involves granting of group rights, constitutional and statutory protection including the granting of autonomy to certain groups. South Asia has been home to many conflicts regarding the manner of accommodation of diversity and has sparked protests, movements and agitations in countries like India, Nepal, Sri Lanka and Pakistan. While the list is not exhaustive the point which emerges is clear. States need to have a re-look at the manner in which it engages with such claims. With such a background the present paper will look broadly at the manner in which identity or social movements pivoted around culture redefines the practice of citizenship in India. Specifically, the paper will examine socio-cultural and linguistic movements for autonomy in north Bengal (India) and will argue that existing institutions involve an element of political closure that does not reflect ground realities in the region. Consequently, such granting only breeds and maintains performative acts of violence among the multiple and contesting constructions of difference that can be found in the region. The paper further argues that the manner in which citizenship is practiced in India, and also in South Asia, needs to have a re-look in the manner of state accommodation granted to conflicting groups.

**Key words:** *Citizenship, Minority rights, Autonomy, Culture*

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ICSS/13/OP/383

**Public utility services and corruption in Sri Lanka**GRP Silva<sup>1</sup>

Even with a great awareness and best governance are being put in place for most of the practices at present, substantial concerns are raised on the unprofessional conduct and mal practices in public utilities services among the stakeholders of the Sri Lankan society. This research attempts to explore public perception on public utility service providers in relation to their practices based on selected local authorities, utility service providers and government agencies in Sri Lanka. Subsequently it attempt to identify nature and the extent of the corruption and corruption related practices initiated by officers of such institution while distinguishing the rationale behind such behaviours. The finding of the research would be significant in determine the policies and approaches for the public utility service institution, respective governmental and semi-governmental organization to ensure positive perception of pubic towards their institutional set ups and to prepare programs to edify community about their practices. On the other hand it will extend self-attention of public to make them aware about the accuracy of cost associated with the respective services. Primary data being collected through interviews and distribution of pre-tested questionnaire among randomly selected sample of public who uses public utilities and the officers engaged in such utility providing institutions. The mixed approach being used to ensure triangulation with is determining the reliability of the social science research. Collected data being analysed with SPSS in terms of the correlation, regression techniques and separate attention has being given to the descriptive statistics and qualitative data. Finding indicates that 23% of the public respondent in favour of the bribe due to institutional/ procedural constrains and transaction cost associated with the public utility services where 34% of the officers strongly believe that the organizational culture evil their mal behaviours.

**Key words:** *Corruption, Public utilities, Bribe, Practices*

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ICSS/13/OP/103

**Perceived practices and attitudes of the Sri Lanka preschool children  
pertaining to environmental protection**

Buddhiprabha DD Pathirana<sup>1</sup>

Perceptions of the environment that young children acquire in their early childhood function as a base for their holistic development. Studies convey that if children do not develop a sense of respect and caring for the environment during their early years, they are at risk of never developing such attitudes later in life. Therefore, educators, primary caregivers of children and environmental proponents should address and assess the frequency, nature, and quality of child-environment interactions during early childhood. However, research studies carried out to investigate children's sense of environmental protection is almost nonexistent in the Sri Lankan context.

The present study explores the preschool children's perceived practices and attitudes pertaining to environment protection using a two point pictorial rating scale (12 statements, 6 pairs). Participants were 34 preschool children, 12 boys ( $M = 3.91$ ;  $S.D = .539$ ) and 21 girls ( $M = 4.19$ ;  $S.D = .602$ ), from Colombo. The research was conducted, adhering to the ethical standards of test administration for young children. After listening to their preschool teacher instruction the children were requested to put stickers against the appropriate picture which indicated their preference. Results conveyed that majority of the children have said that they do not leave the water running when they brush their teeth (28, 82.4%), love animals (31, 91.2%), like to play outside (23, 67.6%), pick trash (32, 94.1%), like to plant things (31, 91.2), turn the lights off when they leave a room (28, 82.4%). When children's perceived practices and attitudes of the environment was calculated the scores ranged between 9 to 12 ( $M = 11.088$ ;  $S.D = 0.996$ ), conveying that majority of the children have positive attitudes and perceived practices pertaining to environmental protection.

**Key words:** *Preschool children, Environment protection, Perceived practices, Attitudes*

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ICSS/13/OP/128

**Emerging approaches of technology for teaching people with special needs**Ali Nawaz<sup>1</sup>

Modern technology has performed a vital role for teaching people with special needs. There has been a significant effect on the learning of people with special needs with the use of modern technology. The integration of ICT with teacher training programs has been fruitful for the comprehension of people with special needs. The research has been conducted on the emerging approaches of technology to conclude the significant effect on the concept learning of the people with special needs. The people with special needs include the individual requirements (as for education) of a person with a disadvantaged background or a mental, emotional, or physical disability or a high risk of developing one. The nature of research is descriptive. The mixed method approach is used in conducting the research. The relevant documents were being analyzed to meet the objectives of the study. The study will be important for the researchers and academicians. The study will be fruitful for the curriculum developers and policy makers also. The study will be significant for the teacher trainers. The study will be also beneficial for the persons involved in the managing of workshops and training programs for people with special needs.

**Key words:** *Approaches, Technology, Special People, Concept Learning*

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ICSS/13/OP/243

**A study about the feedback given for assignments in the Postgraduate Diploma in Education Programme**KDRLJ Perera<sup>1</sup>

A variety of assessment methods are used at the Open University of Sri Lanka to provide feedback to students and to assess their performance. Students who follow the Post Graduate Diploma in Education Programme have to complete 12 assignments during their programme of study. The Faculty of Education has introduced a comment sheet to give feedback. However, there were problems in relation to giving feedback.

There were four objectives in this study; to examine the students perception on the method used for giving feedback, to examine students' views on the feedback given, to examine the problems related to feedback received and to make suggestions to develop the feedback giving process

The survey research design was used and the sample consisted of 100 Sinhala medium students in 2010/2011 academic year in 3 Open University centres (Colombo, Kalutara and Ambalangoda). Students' questionnaire was the main data collection instrument used whilst an interview schedule was also used to gather further information. The data analysis was done by using both methods.

Almost all appreciated the method used. Through the comments most had understood the expected outcomes of the assignments and were able to understand the expected achievement level of assignments. Most had mentioned that they were able to develop the necessary skills by answering the assignments and had agreed that they were able to understand the weight age of answers. More than half said that their motivation had been increased due to positive feedback. The negative view points' were: 'did not receive feedback on time', 'not satisfied about the feedback' and 'no sufficient comments for poor assignments'. Giving constructive and timely feedback, posting the marked assignments on time and avoiding negative feedback were some suggestions made. Students were somewhat satisfied with feedback received. But, there were problems.

**Key words:** *Assignments, Feedback, Open University of Sri Lanka, Students*

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ICSS/13/OP/268

**Assessing the suitability of methods used for record keeping under the programme of School Based Assessment (SBA)**

RDC Niroshinie<sup>1</sup>

School Based Assessment (SBA) was introduced to the school system in Sri Lanka through the educational reforms in 1998. At present it has been implemented from grade 6 to grade 13 in all the government schools in Sri Lanka. Overall aim of SBA is to improve the quality of learning, teaching and assessment. Inclusion of SBA grades in the certificates commenced in 2002 for GCE (O/L) and 2005 for GCE (A/L). To give valid and reliable SBA grades to the students, suitable record keeping methods should be maintained.

The objectives of the study were to investigate whether the records have been maintained systematically, identify the methods and to what extent they were used for recording and interpretation of assessment marks, assess the validity of methods used for recording assessment information and identify the problems faced by the teachers in recording of assessment information.

Descriptive research approach was utilized for the study. Simple random sampling method was used to select the sample. The study was limited to four Educational zones in Colombo district. Three schools were selected randomly from each zone to represent 1AB, 1C and type 2 schools. Ten students from grade 11 and ten teachers were selected from each school. One in-service adviser was selected from each zone. Observations, interviews, documentaries and short questionnaires were used to collect data.

The data collected from teacher interviews revealed that 67% of the teachers have maintained records. But it was identified that teachers were facing problems in keeping records. Validity of methods used for recording assessment information was not satisfactory.

**Key words:** *Suitability, Record keeping, School based assessment, Assessment information*

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ICSS/13/OP/276

### **Teachers' motivation in Maldives-influenced by cultural aspects**

Abdul Raheem Hasan<sup>1</sup>

Education is a key tool in development. Progress of a society can be judged by its educational institutions. Schooling is a major contributor for individual skills and human capital development

Teachers instrumentally exert the strongest direct influence on student outcomes. This largely depends on the levels of teachers' motivation to carry out the tasks associated with teaching. Hence, the sources of teachers' motivation are under continuous scrutiny as the sustenance of motivation at a high level is imperative.

Research indicates that teachers' motivation to continue teaching are dependent upon a complex array of personal, social, cultural, economic and geographical conditions that dictate the working environment. Therefore, continued research in different settings is warranted to determine motivational influences to remain to enhance inputs for better student developments/outcomes.

This research has explored stakeholders' perceptions of the motivational influences for successful indigenous teachers to remain in the Maldives. This case study employed qualitative methods of interviewing, focus-group meetings and questionnaires to collect data from school principals, leading teachers, successful teachers, parents and students.

Analysis of data via a grounded theory approach indicated that the participants' perceptions of what motivated successful teachers to remain as teachers were largely influenced by cultural aspects that were contextual, inter-related, inter-dependent and multifaceted.

These findings highlight the importance of conducting habitual, specialized and localized studies to understand teachers' motivational influences. This implied the need for educational policy-makers, school managers and supervisors of teachers to understand the complexity of contextual motivational influences to maximize teachers' positive impact upon student development.

The scope of this study was limited to the perceptions of natives even though a large proportion of expatriate teachers including Sri Lankans in service. Future research could include foreign teachers' perceptions to create a wider spectrum for a fuller understanding of the motivational influences for teachers to stay in these uniquely vulnerable islands.

**Key words:** *Culture, Teacher-motivation, Student-achievement, Maldives*

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ICSS/13/OP/283

**Bilingual education as a new strategy to teach English in schools: how feasible?**Marie Perera<sup>1</sup> and SA Kularathne<sup>2</sup>

The expected outcome of Bilingual education is to enable the learner to gain proficiency in an additional language (English in our context) and the native language. Teaching a few selected subjects in English medium is expected to achieve this aim. In other countries where bilingual education has been introduced there is a strong coordination between teaching English as second language and teaching a few selected subjects in English medium (Bilingual Education). Such an approach is commonly referred to as Content and Language Integrated Learning. The purpose of this paper is to examine how far such an approach is being used in Sri Lanka.

This observation is made in relation to four objectives; to identify the theoretical basis of Content and Language Integrated Learning (CLIL), to examine the characteristics of the present bilingual education in Sri Lanka to analyze the present English language curriculum at junior secondary level in relation to CLIL and to examine the compatibility of the English language curriculum with CLIL. Survey method was selected to be the methodology in the research. Following data gathering instruments were used in collecting data. Documentary analysis was one of them. English language textbooks and subject textbooks prescribed for junior secondary level were analyzed in relation to a checklist prepared based on the principles of Content and Language Integrated Learning; a teaching learning process in Bilingual Education. Questionnaires were administered to a sample comprising of both English language and subject teachers. Interaction analysis was done based on classroom observation.

Content in language teaching textbooks and that of the Bilingual Curriculum are incompatible. This incompatibility is evident syntactically and morphologically. There has not been a partnership between the language text designers and textbook designers for Bilingual Education. There is no coordination between content teachers and language teachers.

**Key words:** *Bilingual education, Content and Language Integrated Learning, English language, Interaction analysis*

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ICSS/13/OP/323

**Reflective practice during teaching practicum: a study on student teachers' reflective notes during professional development programs**MV Vithanapathirana<sup>1</sup>

Teacher reflective practice is the key towards professional development. Reflective practice is encouraged during Bachelor of Education and Postgraduate Diploma in Education teacher professional development programs at the Faculty of Education, University of Colombo and the need for a study to review the status of reflective capacities of student teachers is felt by the faculty. During professional training workshops conducted by the faculty reflective practice is discussed. During the phase of teaching practicum the trainees have the opportunity to engage in reflections based on their school practice. The aim of practicum is to prepare the student teachers to become professional teachers by integrating the knowledge gained through the program and applying it in a real classroom context. The student teachers are supervised at least six times in total by two university lecturers during the ten week period of practicum. The final opportunity to scaffold the reflections by the lecturers would be during this period. The paper is based on a study that focused on the reflective notes written by student teachers after each lesson plan has been implemented. One hundred reflective notes of twenty student teachers following Bachelor of Education and Postgraduate Diploma in Education professional teacher education programs at the Faculty of Education were analysed based on the three types of reflective practice of Schon (1987) and four level framework of reflective practice by Van Manen (1991). The reflective notes revealed superficial reflections dominated with technical rationality and practical action as a reflection-on-action. Higher level critical reflections and reflection-in-action were almost absent in the reflective notes. The study shows that there is a need for more support and experience for student teachers to engage in deeper reflective practice.

**Key words:** *Reflective practice, Professional development, Student teacher, Teaching practicum*

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**An analysis of the secondary grade science curriculum for bilingual education based on Content and Language Integrated Learning Model (CLIL)**

NALA Nettikumara<sup>1</sup> and MV Vithanapathirana<sup>1</sup>

The Content and Language Integrated Learning (CLIL) is a globally popular model for teaching and learning non-language subject content with or through a second language. The main feature in CLIL is the integration of content and the language. In CLIL the second language becomes the means rather than the end in itself. This leads to a significant reduction of anxiety in bilingual learners in learning a second language. Instead of an English medium education, the approach through CLIL for bilingual learners is found to be a successful model in many countries where English is the second or the foreign language. CLIL leads to greater intercultural awareness and skill building in communicating science, technology etc. in an international global society. Hence, CLIL is an essential approach for curriculum implementation in Sri Lanka. Although bilingual education was introduced to the Sri Lankan national curriculum more than two decades ago, the emphasis given for the systematization of the approach has been inadequate. This paper is based on an analysis of the Science curriculum for Bilingual education based on a CLIL framework. Coyle's 4C model is an accepted theoretical framework of CLIL where content, communication, cognition and culture are integrated. A content analysis of the grade 8 Science curriculum was carried out according to 4C model to identify the English language demands and the cognitive skill demands for the content areas of Science. For all eight competencies of the grade 8 science curriculum the status of the language and cognitive demands presented in the course material were studied. The findings reveal that the language and the cognitive demands are implicit in the curriculum documents and planning lessons through CLIL principles needs curriculum reorganization and further support to teachers. The study recommends structural revisions towards addressing language and cognitive demands towards effective bilingual education.

**Key words:** *Content and Language Integrated Learning, Bilingual education, Coyle's 4C model, Science curriculum*

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ICSS/13/OP/362

**An analysis of difficulties of Sri Lankan Tamil speakers in acquiring English  
“articles”: the case of Northern Sri Lanka**Vany Pushparajah<sup>1</sup>

This paper aims at updating the prevailing description of Sri Lankan English (SLE), with special reference to accommodating the features of English, spoken by the Tamil speakers in northern Sri Lanka. This study has been undertaken in view of recognizing the difficulties encountered by the Sri Lankan Tamil second language learners in acquiring the English “Articles” ( a, an ,the). The previous studies on Sri Lankan English have a little reference to the impact of Tamil in the acquisition of English language. In the current post war situation with more opportunities for the speakers to use English language in their day- to -day life, it is mandatory to undertake a study to analyze the special features of English used by the Tamil second language learners. Further, a methodical study in this area will facilitate to upgrade both the speaking and writing skills of students in this region. Therefore, this paper attempts to document the views of both the teachers and the students in secondary education and their difficulties in teaching and learning the “Articles” of English. This study utilized both quantitative and qualitative data collection tools, but is rooted in a qualitative epistemological position that recognizes the importance of locating the research within a particular context. It also seriously takes into account the social construction of these contexts. A questionnaire was administered and had focus group discussion with a sample set of 20 teachers and 100 students of secondary level schools in northern region. And the students’ writing skills were tested through a sample composition. Thus, this paper anticipates depicting a clear description of the usage of “Articles” of the speakers (particularly the secondary level students) of Northern region of Sri Lanka.

**Key words:** *Articles, Sri Lankan English, Second language acquisition, Tamil speakers*

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ICSS/13/OP/421

**Readiness for the use of e-assessment in continuous assessing for SLIATE evaluation System**MVM Jayathilake<sup>1</sup> and PHAB Shantha<sup>2</sup>

Sri Lanka Institute of Advanced Technological Education (SLIATE) has been established by the parliament act for offering Higher National Diplomas in many disciplines. Every year new batch is selected from the Advanced Level passed students. Each academic year has two semesters. Assessment is conducted according to semester based system. All the subjects have both end semester examinations as well as continuous assessments. Proportion of the continuous assessment for final result varies from 25% to 70%. This proportionate is decided according to the course and the nature of the subject. Therefore continuous assessment plays a vital role in semester assessment. Current practices for the continuous assessment have many weaknesses. Time consuming and high work load are the major problems. Because a semester has fifteen weeks and one lecturer conducts many lectures. Each one has several assignments with large number of students. Therefore lecturer has to use more effort and time to marking the assessments. Limited time is remaining for pay attention to weak students.

Solution for above mention problem can be found with the help of ICT. Computers and computer based software can be used to assess learners work. This concept is named as e-assessment. This method of assessment provides multiple benefits to learners, lecturers and administrators.

This study was carried out both qualitative and quantitative research method. Conceptual framework is defined based on the literature. Following factors are considered for the study-subject assessment criteria, attitudes of stakeholders and technological infrastructures. Data was collected by expert survey, interviews and questioners distributed among key stakeholders.

Findings are discussed with the literature. Selected assessment type for subjects are decided according to the objectives mentioned in the syllabus and the levels of learning defined in the Bloom's Taxonomy. E-assessment can be conducted in several ways as e-test, computer based assessments, and computer based test and e-portfolio and various proportions of them. Positive attitudes shown from the key stake holders and reasonable amount of technical infrastructure available with the each institutes.

**Key words:** *E-assessment, Readiness, SLIATE examination system, Continuous assessment methods*

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ICSS/13/OP/469

**An empirical investigation on the effect of emotional labour on the well-being of teachers**

Nawalage Nirosha Priyangika Dias<sup>1</sup>

People are emotional. Emotions involves in jobs, especially in service sector that have face to face interaction with a client.

The overall objective of this study was to investigate whether emotional labor affects individual well-being. There were three specific objectives. The first one was to identify relationships between the dimensions and consequences of emotional labour. Deep acting and surface acting were considered as dimensions of emotional labour. Employee well-being as well as consequences of emotional labour was considered as burnout and job satisfaction in this study. Emotional exhaustion, depersonalization and lack of personal accomplishment were regarded as the indicators of burnout.

This study was based on the positivistic paradigm and attempted to quantify the subjective experiences of emotional labour with burnout and job satisfaction to test the hypothesized relationships between the variables. The selected sample was 75 government school teachers from one national school. A data collecting instrument, the questionnaire, was developed based on the literature of previous researches. Eight hypotheses were established to test the relationships between dimensions of emotional labour and their consequences. Spearman's correlation analysis and multiple regression analysis were used to test the study hypothesis against the data collected. Analysis of quantitative information of this study was carried out using Statistical Package for Social Sciences (SPSS Version 16.0)

The positive relationship with surface acting and emotional exhaustion was supported by the findings of this study, indicating that surface acting, one of the dimensions of emotional labor of a teacher is a significant predictor of experiencing burnout of a teacher. However deep acting, the other dimension of emotional labour was not a significant predictor of experiencing burnout of a teacher.

The results of this study can be used in selection, training and development, induction of teachers. Emotional component of teacher's job is underemphasized in Sri Lanka and required attention must be given to it.

**Key words:** *Emotional labour, Individual well-being, Job satisfaction, Emotional exhaustion*

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ICSS/13/OP/493

**The Level of learned helplessness among the undergraduates of the University of Kelaniya**

Kumbukandana Rewatha<sup>1</sup>

The current research aimed to identify the level of learned helplessness among the undergraduates of the University of Kelaniya. Accordingly, the research consisted of three objectives, two hypotheses and three research problems and the research was carried out for two years. The randomly selected sample included 200 undergraduates representing all the five faculties of the University of Kelaniya. A questionnaire which was based on Likert-Scale was administered to collect the data concerned. The data collected was quantitatively analyzed. As the results, a significant level of learned helplessness among the undergraduates of the University of Kelaniya, and a significant difference in the level of learned helplessness between male and female undergraduates could be found. The study made the possible suggestions so as to minimize the learned helplessness among undergraduates. The researcher suggested several topics for future researches such as effects of learned helplessness, attribution style and learned helplessness, biology of learned helpless people, academic achievements of learned helpless undergraduates, overcoming undergraduates' learned helplessness and culture and learned helplessness.

**Key words:** *Learned helplessness, Depression, Learned optimism, University of Kelaniya*

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ICSS/13/OP/135

**Are online assessment schemes of English skills successful? : a comparative analysis of the UTEL national assessment scheme and the Pre-orientation program (POP)**

Chamindi Dilkushi Senaratne Wettewe<sup>1</sup>

The present paper proposes to compare and analyze the results of the University Test of English Language (UTEL) national assessment scheme conducted at the University of Kelaniya in 2012 and the results of the Pre-orientation Program conducted island wide in 2011. The UTEL and the POP are national assessments developed by the Ministry of Higher Education in collaboration with the HETC project. Both assessments are offered to students in Sri Lankan universities. The two tests are different in format, structure and the benchmarks on which they are designed. The UTEL covers all the benchmarks from 0 to 9 while the objective of the POP test was to identify students below, above and at benchmark 4

The paper will present an introduction and an overview to the UTEL and the POP, the designing, implementing and the deploying of the online assessments to measure English skills and finally the results. The UTEL comprised of two online components based on Reading and Listening skills. The productive skills were designed to test using traditional testing methods in the universities. The POP comprised of four components based on Reading, Grammar, Writing, Listening and used the online method to test all of them. This paper will discuss the results of UTEL conducted at the University of Kelaniya for the first year undergraduates and the results of the POP conducted for the new entrants to all the universities in Sri Lanka. Though the target population is different, the objective of the paper is to analyze the success of the techniques used and the structure of the assessment schemes.

The tests were conducted using a learning management system. This paper sums up the experiences gathered in conducting the evaluation of a large group of students. It will also discuss the suitability of the techniques employed. The findings will enhance the understanding of conducting online assessments to assess English language skills and help develop the method further in Sri Lanka.

**Key words:** *UTEL benchmarks, Online assessments, English skills, Pre-orientation program*

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## Indicators of information poverty and their influence over the information access in the context of globalization

KAP Siddhisena<sup>1</sup> and Wathmanel Seneviratne<sup>2</sup>

The paper discusses the dynamics of information poverty indicators and their effect on information accessibility and how these indicators behave in the global context. Information globalization is always based upon the access and the dissemination strategies adopted among citizen centered perspective. Objective of the study is to investigate and analyze the behaviour of indicators of information poverty in the context of global information access. These indicators were derived from an earlier study conducted by the same authors. Core indicators analysed were; mismatch between information demand and the supply (information gap)-*Ig*; awareness of availability-*Ia*; accessibility of information -*Ic*; content strength of information - *Is* and misconception - *Im*. The study reviews how these indicators affect the patterns of information access and level of utilization by the citizens. Methodology used for the study is meta-analysis of primary data set collected through a community research. Through the analysis it was able to formulate an 'information poverty cycle' where the citizen is trapped in a situation where he could not find a way out. The situation demands a strategic approach to divert the citizen from the so called vicious cycle of information poverty, and to accommodate him on a more efficient and comfortable information flow line to obtain desired information in a systematic way. It was observed that the citizen has no awareness about the situation he was trapped in and accepts the status as an inherited characteristic of the society he lives in. The situation hampers an important role of the citizen from being a disseminator, propagator of information as well as the user of information. The very situation hence obstructs the information flow and hampers the accessibility. It was also established through the study that these indicators are the 'determinants of information poverty'. Outcomes of the study were used to design a strategic model to divert the citizen from information poverty by redirecting to a healthy information flow line and the study suggests potential measures and strategies to eliminate information poverty by neutralizing the adverse characteristics of the determinants of the same.

**Key words:** *Information dynamics, Information poverty, Poverty indicators, Information economy*

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ICSS/13/OP/324

**An analysis of the secondary grade science curriculum for bilingual education based on Content and Language Integrated Learning Model (CLIL)**

NALA Nettikumara<sup>1</sup> and MV Vithanapathirana<sup>1</sup>

The Content and Language Integrated Learning (CLIL) is a globally popular model for teaching and learning non-language subject content with or through a second language. The main feature in CLIL is the integration of content and the language. In CLIL the second language becomes the means rather than the end in itself. This leads to a significant reduction of anxiety in bilingual learners in learning a second language. Instead of an English medium education, the approach through CLIL for bilingual learners is found to be a successful model in many countries where English is the second or the foreign language. CLIL leads to greater intercultural awareness and skill building in communicating science, technology etc. in an international global society. Hence, CLIL is an essential approach for curriculum implementation in Sri Lanka. Although bilingual education was introduced to the Sri Lankan national curriculum more than two decades ago, the emphasis given for the systematization of the approach has been inadequate. This paper is based on an analysis of the Science curriculum for Bilingual education based on a CLIL framework. Coyle's 4C model is an accepted theoretical framework of CLIL where content, communication, cognition and culture are integrated. A content analysis of the grade 8 Science curriculum was carried out according to 4C model to identify the English language demands and the cognitive skill demands for the content areas of Science. For all eight competencies of the grade 8 science curriculum the status of the language and cognitive demands presented in the course material were studied. The findings reveal that the language and the cognitive demands are implicit in the curriculum documents and planning lessons through CLIL principles needs curriculum reorganization and further support to teachers. The study recommends structural revisions towards addressing language and cognitive demands towards effective bilingual education.

**Key words:** *Content and Language Integrated Learning, Bilingual education, Coyle's 4C model, Science curriculum*

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ICSS/13/OP/592

**Current University Education and Challenges faced by Sri Lankan Undergraduates**MDI Upamali<sup>1</sup>

As a pioneer on Sri Lankan economic development, higher education has to play a vital role. Global knowledge on all economic activities is compulsory to win challenges of globalization on entire world as well as individual countries. Higher education is expected to produce public administrative officers, managers, experts and researchers for the development of a country. In current economic setting, employment structure has been diversified unprecedentedly with compare to last several decades. All countries have been integrated to a common market with rapid technological development.

Innovative minds are needed for a country to have gradual technological development in order to face future challenges. In achieving this objective, university education has the right potential. Economy can be energized by the use of innovative thinking, activities, effective communication skills and the technology. Accordingly, Sri Lanka needs a higher education system that can create graduates with efficient and innovative. The main objective of this study is to identify the academic issues faced by the undergraduates during their university life.

The study used primary and secondary data. The sample consists of 100 university students and 30 currently employed graduates on random basis. Primary data of the study was collected from questionnaires and interviews.

In this study descriptive statistical method was used to analyze the data. The findings of this study revealed that university students face many difficulties. Such as lack of resources including reading materials, lack of guidance, lack of career training, finance issues and accommodation.

*Keywords: Undergraduates, University Education and Challenges, Globalisation, Employability*

ICSS/13/OP/513

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**British Educational Policies in Colonies: India a Case Study**Sangeeta Kumari<sup>1</sup>

The writings on the general educational history of India mostly revolve round the study of educational statistics in censuses, number of institutions and pupils studying in them. The general books on educational history lack, for most part, a critical evaluation of progress of education at all-India and provincial levels. The historiography of education in India is largely focused on textbook-oriented material. The study of educational institutions remained limited to the study of records. Nothing has been analysed about the social contribution of institutions. However, there are some works which discuss the various features of educational institutions in a general context, but their impact on the society and culture of any city or province has as yet not been discussed. We start looking at educational institutions around middle of the nineteenth century when the institutional structure of the education system as it was in the twentieth century, began to take shape. Contrary to the usual description privileging and highlighting the colonial government's initiatives, it can be argued that this institutional structure was shaped by the negotiation and interaction between the indigenous intelligentsia and the British Indian government. In this paper the various policies of British Indian government pertaining to education system in India, natives' responses to those policies and their impact on various section of society would be looked at.

*Key Words- British Policies; Colonialism; education system; natives' response and reaction; indigenous intelligentsia and rising middle class etc.*

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ICSS/13/OP/399

**Integrate interactive activities into classroom teaching in teaching Chinese as a foreign language in Sri Lanka**Kumari Priyanka Jayasooriya<sup>1</sup>

Chinese language teaching draws more attention from international community, under the influence of China's economic development and improved international status; however, the situation and needs are quite different of learning Chinese in each countries. The discipline of teaching Chinese language in Sri Lanka dates back to 1974, the recent past has developed rapidly due to support and cooperation in between two countries. Presently there are two universities in Sri Lanka has being taught Chinese from beginner's level general degree program and four year special degree program. It has been continuously increasing number of Chinese learners in the universities with the positive attitudes towards Chinese learning for good job prospects. Present situation in teaching Chinese in the universities in Sri Lanka being comparatively exist various problems. In order to further enhance the quality of Chinese teaching, should apply new teaching methods in efficiency and beneficial way to mobilize the students' interests in learning Chinese language.

In recent years there has been a gradual shift in language education to an approach the communicative competence in the second or foreign language teaching. It is widely accepted that the purpose of a language teaching and learning is to foster the student's ability in listening, speaking, reading and writing. Learning a foreign language simply by reading a book and taking tests can prove challenging to some students. As a result, students gradually lose their interest in Chinese learning. For better results, teachers can integrate interactive activities into their foreign language classrooms.

In this paper aims to discuss, teaching process and highlight the efficiency flexible cooperation among the various elements of the classroom teaching with the interactive action between teacher and students, between students and students and text book. Thus this paper discuss using techniques where students were more actively involved, such as group work, pair work role play, interviews, games, surveys, language exchanges for instance attempts to empower students and give them voice by focusing on their basic. In conclusion, it was noted that Students are taught to be communicators not learners merely of vocabulary and grammar through classroom activities that engage in everyday conversations, rather than in teacher-directed repetitions of contrived dialogues.

**Key words:** *Communicative competence, Activities, Teaching and learning Chinese, Foreign language learning*

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ICSS/13/OP/115

**Gender, poverty and globalisation in India**Padmalaya Mahapatra<sup>1</sup>

Globalization has been described as the gradual elimination of economic borders and concomitant increase in international exchange and transnational interaction. It has been identified with economic reform, structural adjustment programmes, New World Trade order and the opening up of the commercial markets and the global communication village.

In India in the contemporary scenario development issues are intertwined with globalization and structural adjustment. With the economic climate altering drastically, a contradictory situation is developing. On the one hand, there is a developed India that has got the benefits of globalization, on the other, there is an undeveloped India which is very backward and remains poor. After 66 years of independence, large scale poverty remains a reality in India. The poor can be defined as those who are deprived of basic human needs. But there are differences on what exactly constitutes these basic needs. Most national governments associate poverty with deprivation of basic needs required for physical survival such as food, nutrition, clothing, shelter, water and education.

India still has the world's largest number of poor people in a single country of its nearly one billion inhabitants an estimated 350-400 million are below the poverty line, 75 percent of them in rural areas. The main causes of poverty are illiteracy and population growth rate far exceeding economic growth rate of the past 66 years, protectionist policies pursued since 1947 to 1991, failure of industrialization to take off coupled with infrastructural inadequacy.

The study is based on library method and data will be collected from secondary sources. The paper attempts to analyse gender as a socio-economic category and as a policy target and how it has become increasingly important in developmental policy. Since most women are in subsistence economy, globalization is detrimental to the poor women and contributes to feminization of poverty. Women are paid less than men for the same work. Women disproportionately bear the burden of structural adjustment in the sense that they are more represented in the growing informal sector and they constitute a large chunk of the reserve army of labour that is called in and thrown out when necessary. Structural adjustment is followed by the withdrawal of the state from welfare-oriented activities which leads to increased poverty.

**Key words:** *Distribution of resources, Informal sector, Agriculture, Household*

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ICSS/13/OP/143

**Landless despite laws: land rights of women in post-conflict Nepal and Sri Lanka**

Anuradha Rai<sup>1</sup>

Women form around half of the total agricultural force of the world and in most countries, more than 50% of agricultural labourers are women. Nevertheless, a very small portion of landholdings throughout the world is owned by women. The condition of women in South Asia is even worse as women in most of the South Asian countries have legal rights to own and inherit land, but the legal contradictions and the customary practices dominates women's right to demand their own land. In post-conflict societies, a new opportunity appears to challenge the customary law that denies land ownership to women as more men than women actively participate in the conflict with more women left to take charge of the households. This paper will look into the customary and legal right of women to own and inherit property in Nepal and Sri Lanka and percentage of women owning land in the two countries, the legal and customary barriers to women inheritance to land and how the post-conflict opportunities has been used both, by government and women to ensure women inheritance to property in post-conflict Nepal and Sri Lanka.

**Key words:** *Women, Land rights, Post-conflict, Law*

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ICSS/13/OP/163

**The factors effect on an inadequate female participation of boxing at Slimline Pvt. Ltd**AK Rajapaksha<sup>1</sup> and AAL Madushani<sup>1</sup>

This research report provides an analysis and evaluation of the investment into sport development by a corporate sector organization in Sri Lanka. The sport development framework in Sri Lanka expanded from 1972 with direct government involvement and with change in to open economic policies, the corporate sector took a direct involvement in sport development. The research is an investigation to assess the investment made by Slimline (Pvt) Ltd to develop female boxing in Sri Lanka. The main objective of the study is to provide deeper explanation on an inadequate female participation of boxing at Slimline (Pvt) Ltd while determining how the findings support to enhance female participation, attitudes of female boxers and female non-boxers towards boxing and the advantages and disadvantages obtained by female boxers. The Slimline (Pvt) Ltd investment has direct impact of the female boxing through campaigns to increase female participation. The study is supported with data collected from questionnaires and interviews. The data analysis a positive perspective regarding cultural and social factors 56%, perception and attitudes 55% and awareness about female boxing 66% while only a 32% is positive in biological and structural changes. The forecasting figures cannot be generalised as study population relies on the one particular location. The study initiated that the biological and structural changes is the factor affecting on an inadequate female participation to boxing and therefore prospects of a promotion campaigns should be aimed on educating biological and structural changes that can be confronted by female boxers.

**Key words:** *Sustainable development, Female boxers, Promotion campaigns, Slimline*

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ICSS/13/OP/171

**Muslim women's wellbeing and politics of culture and development in India**Esita Sur<sup>1</sup>

Women, a majority of the world's population, receive only a small share of developmental opportunities. They are excluded from education or from the better jobs, from the political systems or from adequate healthcare. The Sacher Committee Report 2006 says that the socio-economic condition of Muslim community in India is poorer than Dalit, SC and ST communities. Muslim women's issues have not only to be judged from religious-cultural perspective but also from development perspective.

The above stated fragmented facts present a vital question in the public discourse: is access to development gendered? Further determined by locations in caste and religious-community? In 2005, Amartya Sen delineated the concept of human development as the process of enlarging human freedoms and enhancing capabilities. Developmental-economists like Martha Nussbaum has also claimed that basic functioning capabilities (excluding few anatomical differences) do not differ on the basis of sex, but gender difference which, is constructed by our society, culture as well as religion tends to influence our capabilities and choices.

Muslim women's access to wellbeing and choices are not free of these nuances. In many parts of India, Muslim women's access to education and employment has been restricted due to the conservative attitude of the community. They cannot inherit equal property as Muslim law does not attach sanctity to equal treatment in the property related matter. They also have to suffer from cultural practices like triple talaq and polygamy. Moreover, Muslim women do not only grapple with unequal treatment within the community but also in the larger society due to their minority community identity. The Indian state (protector of our rights and facilitator of development) also maintains *principled distance* from the minority community; moreover, never intervene in the private domain to rescue Muslim women from injustices on the ground of the *internality of community*. In this context, the issue of Muslim women's under-representation in workforce, education as well as politics and overall lack of choices raises a double-edged question: whether culture/ religion or the derelict state, which factor is more contributive in thwarting Muslim women from developmental opportunities in India?

The objectives of this research are to relate the question of Muslim women's wellbeing to the capability development perspective and to assess the role of culture, religion as well as the state in either constraining or facilitating Muslim women's capability to exercise choices. For this study, method of content analysis will be used. It will include scholarly articles, books, and magazines. The qualitative analysis of these secondary resources will be conducted.

In conclusion this paper will highlight that the wellbeing of Muslim women's internal capabilities is not only self and community centric rather a matter of lack of combined capabilities (state, education and other resources) which fail in creating a context for exercising choices in many areas.

**Key words:** *Muslim women, Gender inequality, Development, India*

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ICSS/13/OP/270

**Women work issues in rural development: a case of M.G. Nrega implementation in West Bengal, India**Sarmistha Saha<sup>1</sup>

Based on gender and development (GAD) approach, this paper explores how M.G.NREGA is opening a new window for the ease of livelihood for rural women in India. M.G.NREGA is the first right based and demand driven employment generating scheme of the country which ensures some special provisions for rural women. The focus of these provisions is to mainstream the rural women into the contemporary discourses of economic development. The paper keeps an inner look about the expectations from this scheme for the development of women livelihood in rural areas and the challenges in ground level implementation. The problem addressed in the paper is the women work issues generating through the successful implementation of the scheme. It is important to find out how the full benefits of the scheme can be explored. This exploration is needed for a large section of the societal benefit and improved livelihood.

For the entire study, a twofold approach is taken. First, analysis of available literatures to understand the possible outcomes of the scheme with current discourses of economic development. Second, analysis of primary and secondary data for revealing the characteristics of the problem based on gender dynamics of the region. The study relates findings from the field survey of 210 samples in the state of West Bengal, India. Intensive field study has identified several positive outcomes like saving of time for domestic works, mainstreaming of women labour, generation of income and livelihood security for village women, reorganization of women's work etc., with wide regional variations. The study has identified major challenges to get these benefits. The result drawn from the study is general and regionally applicable.

**Key words:** *M.G. Nrega, India, Rural women, Gender and development*

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ICSS/13/OP/315

**Negative outlook: problems and challenges of female sex workers in Sri Lanka**Nadeera Jayathunga<sup>1</sup> and Malsha Disanayaka

Sex work can be defined as sexual relations on a promiscuous and mercenary basis with no emotional attachments. There are two impacts are with this profession but negative elevation is highest than the other. Although more direct and indirect employments are generated through this sector which focusing the economical provision but the sex workers are face numerous problems through this sector. Therefore this study selected to recognize the problems and challenges of the female sex workers in Sri Lanka as sociological aspect. To identify the main causes to be female sex workers and identify the nature of the female sex work sector were the specific objectives of this study. Primary and secondary data were used for the study and thirty female sex workers who are residing in the Meth Sevana State House of Detention at Gangodawila were selected as the sample.

These study found the problems as broken down the family affairs, divorce, separation, unwanted pregnancy without real father, neglecting child and mother by society, infection with HIV/AIDS and sexual transmitted diseases with symptoms like genital discharge, genital ulcer, pain during intercourse, lower abdominal pain or burning pain during urination, access to health, legal and social services with stigma, lost the real partner, broken down the family bonds and affairs, passing label of prostitution by the society were the negative consequences found by this study. This study found many significant factors regarding causes to be sex workers and some possible policy implications were suggested as final contribution to address this social problem in Sri Lanka as a sociological aspect.

**Key words:** *Sex work sector, Female sex worker, Social problem, Challenges*

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ICSS/13/OP/348

**Impact of community empowerment projects in household decision making autonomy of Estate women**

Kumudu Sumedha Sanjeevani<sup>1</sup>

Empowerment of women is an important approach in the development discourse. Empowerment, which is greatly used in relation to women, ethnic minorities and other marginalized groups and related to provide strength and confidence. Empowerment of women refers to giving decision-making power to women in social, economic and political sphere of life. The process of empowerment should start from our own home. Women's position in the household determines women's autonomy in the family.

This paper present finding from a study focused on Plantation Community Empowerment Project (PCEP) which has been implemented in the estate sector. Empowerment of estate women is one of wide aspects of this project. The objective of the study was to identify the impact of women's empowerment programs to women's autonomy in house hold decision making.

This research has collected both qualitative and quantitative data. A household survey together with Key Informants' Interviews (KIIs), Focused Group Discussions (FGDs), and observations have been used to collect data. The household survey sample focused on 200 estate women and their family units in two selected estates in Ambagamuwa Divisional Secretariat Division in Nuwara Eliya District.

The study reveals the women's autonomy through the decision making power on different aspects of life such as household money management on child education and daily expenditures, self-health care and freedom of movements to the market.

**Key words:** *Women empowerment, Estate women, Decision making, Autonomy*

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ICSS/13/OP/349

**An overview on education and gender inequalities in Yunnan and Manipur**D Aveivey<sup>1</sup>

The rapid economic growth in China and India during the last two decades is unparalleled in modern history. However, this economic dividend accruing from the high growth was not evenly distributed among the people. These marginalized sections in these parts remain disgruntled to threaten to disturb the social-political stability, thereby posing a challenge to the leadership in Beijing and New Delhi. Having seen the inequalities in both the countries, I'm convinced to study the Yunnan province of Southwestern part of China and Manipur from Northeastern part of India, taking China and India to map the broad contours in comparing education and gender inequalities between the two provinces.

Education is expected to play a significant role in bringing classes and groups together and promotes the egalitarian society. The government of both the countries also made an attempt to encourage female literacy, which has a direct impact on several socio-economic indicators for development. But in spite of all these efforts, education remains a huge gap to vast section of society particularly the marginalized and girl child. The rate of enrolment may be negligible at primary level but as it goes to higher level the disparities or gap becomes wider. The rate of enrolment may be high at some level but this does not confirmed the quality of education and the rate of retention at the end of the academic year especially in rural and mountainous region of both the provinces.

Therefore, the present paper is intended to study the inequalities which prevail in Southwestern China and the Northeastern part of India. Stratification in society is normal and inevitable, and it functions to maintain stability in a given society. But the gap should not be too wide as the provinces are facing today. Rather we must thrive to reduce inequalities which are built into the system over the years.

**Key words:** *Education, Gender inequality, Yunnan, Manipur*

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ICSS/13/OP/400

**The influence of adult attachment style on marital satisfaction among married couples**RDH Vithanage<sup>1</sup>

Previous studies indicate a strong relationship between adult attachment styles and marital satisfaction. It is revealed that individuals with secure attachment style are the most satisfied with their marriage compared to those having an ambivalent or avoidant attachment style while individuals with ambivalent attachment style are the least satisfied with their married life. This study aims at studying the influence of attachment style on marital satisfaction among married couples in Sri Lanka. Since this area has not been studied in relation to the Sri Lankan context, this study looks into identifying the dynamics among Sri Lankan married couples. Based on the notions from the previous studies, it is hypothesized that there will be a positive correlation between secure attachment style and marital satisfaction while ambivalent attachment style would result in less marital satisfaction. Two separate questionnaires are administered to identify the attachment style and level of marital satisfaction of 68 married couples ( $N = 136$ ) who have been married at least for one year. Adult attachment style is identified through Experience in Close Relationships Scale and marital satisfaction is measured by Revised Dyadic Adjustment Scale. The correlation between adult attachment style and one's level of marital satisfaction is analyzed for its statistical significance. Results indicate a positive correlation between secure attachment style and marital satisfaction. As hypothesized, ambivalently attached individuals reported the least marital satisfaction with an insignificant difference to the results of the previous studies. The findings will be useful to family therapists and marital counsellors to understand the expectations of partners in a marriage.

**Key words:** *Attachment style, Marital satisfaction, Secure attachment, Family therapist*

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ICSS/13/OP/410

**The knowledge of the Sri Lankan university students regarding the fundamental rights of Sri Lanka**

Purnima Karunaratne<sup>1</sup>

In 1948, United Nations through the Universal Declaration of Human Rights declared that the human rights are inherited and inalienable to all the human beings in the world. The UN member countries accepted some of the universal human rights through treaties (monist and dualist systems) and adopted them in their domestic legal systems giving way for the fundamental rights. In Sri Lanka fundamental rights have been absorbed to the law of the country through the monist system and are recorded in the Chapter III of the Constitution of the Democratic Socialist Republic of Sri Lanka. The knowledge of fundamental rights is important because it provides the citizens of a country with dignity as well as measures for survival while guarantying their civil liberties.

The main objective of the research is to identify whether at least the university students have sufficient knowledge on fundamental rights of Sri Lanka. Moreover, in order to identify whether a gap exists between the notion of fundamental rights and its practical applicability, to promote awareness, understanding and protection of human rights among the university students and to encourage public authorities to comply with the fundamental rights.

Investigation and the data analysis were used in order to carry out the research. For the investigation the quantitative and the qualitative methods were used. The quantitative data were collected from a survey (questionnaire and structured questions) of 450 students. Other primary data were collected from the interviews, discussions and group discussions and the secondary data were collected from the books, journal and newspapers.

The conclusion of the research is that even the knowledge and the awareness of the university students regarding the fundamental rights is not sufficient so as to protect and promote the right and there exists a gap between the notion of fundamental rights and its practical applicability. Therefore the public authorities should take the necessary steps to improve the awareness of fundamental rights among the citizens of the country.

**Key words:** *Freedom, Dignity, Constitution, Democracy*

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ICSS/13/OP/484

**Health and economic conditions of women scavengers: with special reference to Bruhath Bangalore Mahanagar Palike (BBMP), Karnataka**KM Sathish Kumar<sup>1</sup>

The present study will be focused on women scavengers in Bangalore and their health and economic conditions. The study is pertained to the Bangalore Urban district in the state of Karnataka, India. The significance of this study is to focus on the women scavengers who are exposed to the most virulent forms of viral and bacterial infections that affect their skin, eyes, and limbs, respiratory and gastrointestinal systems especially in the urban parts of Bangalore. Hence the study is based to rehabilitate the women scavengers and study their economic study. The present study also signifies the present situation of the women scavengers as adequate economic alternative, it is often seen that women scavengers are not able to quit their degrading work. Objective of the studies are mainly understand the Economic and Health status and of the women scavengers and Legal frame work of the Government of Karnataka in bringing different policies and programmes and other affirmative actions of the city municipal in the process of rehabilitation of the women scavengers. Researcher use the Methodology followed in the present study will be mainly focused on field work and collection of primary data through interview scheduled. And researcher taken randomly fifty samples from BBMP. Major findings of the study are most of the respondents suffering from TB, skin allergy, eyes, and limbs, respiratory, back pain, majority of the people economic status are below poverty line (BPL).

**Key words:** *Health, Socio-economic conditions, Women scavengers, Legal rights*

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ICSS/13/OP/525

**The role of livelihood activities for empowering elderly women: a study in the Matara District**WVWG Waniganeththi<sup>1</sup>

The feminization of ageing can be identified as results of increases in female longevity compared to that of males. Moreover, women comprise an increasingly significant proportion of the older population in Sri Lanka. A majority of elderly women have experienced more hardship in their old age such as widowhood, powerlessness, helplessness, low self-esteem, low self-efficacy, inadequate income and poor wellbeing. Traditional social security networks for elderly people in Sri Lanka are not capable to adapt to changes arising from old age and empower them. As a result elderly women have become backward in their old age. Livelihood activities are a useful method to change old people from passive clients into active and empowered individuals with a positive self-image. The objective of this study was to identify the role of livelihood activities for empowering elderly women.

Methodologies of this study were both survey and case study methods. The main respondents of this study were elderly women, aged 60 to 74, who were actively engaged in livelihood activity (economic activity). Purposive samples of 40 from urban and rural area elderly women were selected for the questionnaire survey and case studies. Two Gramaniladari Divisions were selected within the Matara District, each from Matara (urban) and Weligama (rural) Divisional Secretariat Divisions in order to compare the urban- rural sector difference.

According to this study it can be identified that livelihood positively contributed to the empowerment of elderly women who are between ages 60 to 74. Livelihood enhanced their socio-economic wellbeing. This is indicated through their increasing level of income, which has enabled them to manage their daily expenses by avoiding uncertainties of their old age. In addition this also helps to ensure a healthy and active life for elderly women.

**Key words:** *Livelihood activities, Elderly women, Feminization, Female longevity*

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ICSS/13/OP/241

**Looking at rural poverty and aid effectiveness through gender: a case of rural Sri Lanka**Chatura Rodrigo<sup>1</sup>

Sri Lanka is a middle income country with a gross domestic production of about \$ 50 billion. The human development index places Sri Lanka at the 97<sup>th</sup> position. Gender Inequality Index (GII) rank Sri Lanka at 74. The Gini index has reduced from 46 in 1995 to 40.3 in 2007; however, the economic inequalities are severe among rural areas. There is a significant discrepancy between the gender in terms of economic opportunities and economic status. The majority of Sri Lanka's workforce resides in rural areas and is engaged in agricultural activities. A significant share of the agricultural production is still used for self-sufficiency.

Economic performance and poverty are not evenly spread across the nine provinces in Sri Lanka and serious regional disparities exist. Despite the many interventions by donor community and the government, there is a growing debate on the effectiveness of these aids on reducing the poverty of the rural Sri Lanka and the disparities among male and female headed households.

This study looked at Uva and North Central provinces where the poverty rates are extremely high while donor interventions on poverty reduction are high as well. Results have suggested that while the short term livelihood interventions have been successful the long term interventions have not created significant impacts in reducing the poverty. There are disparities among the women headed households in receiving the livelihood supports both short and long term. While male headed households are more successful in utilizing long term livelihood support to come out of poverty, female headed households have failed to do so.

**Key words:** *Poverty, Gender, Long and short term Aid Program, Regional disparities*

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ICSS/13/OP/494

**An analysis of women's empowerment in households: a study of Gampaha  
D.S. Division**WGV Gunasekara<sup>1</sup>

Women contribute economy by extending labor besides meeting her home making and other social and domestic responsibilities. World Bank has identified empowerment as one of key constituent element of poverty reduction, and as a primary development assistance goal. Accordingly, the intention of this study is to identify the level of women empowerment in Sri Lankan household with reference to Gampaha Divisional Secretariat Division. The study was conducted based upon survey-based methodology by using one hundred twenty five households as the sample size. The analysis based on both quantitative and qualitative techniques. Five components were used to identify the empowerment namely, welfare, access to resources, awareness, participation in decision making and the controlling power.

The finding of the study reveals though majority of women's living condition were at better stage, most of them experience domestic violence and lack of division of labour. Most of women enjoyed satisfactory level of authority to access household income, more than seventy-five percent exercised full authority to access knowledge and information. Awareness regarding to government program pertaining to women's development were at low level since majority of women are not aware regarding various legislations and programs protecting their rights. Sri Lankan culture which is backed by Buddhism, respect over women and confidence about house control of women have been caused to exist upper participation among women in decision making at home. However, women exercised less controlling power both willingly and unwillingly due to various traditions followed by them which attached with their society accepted norms and religion beliefs.

**Key words:** *Empowerment, Women, Home, Culture*

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ICSS/13/OP/412

**A gender perspective to post conflict development: understanding female headship in eastern Sri Lanka**Sasini TK Kulatunga<sup>1</sup>

Female headship and widowhood are large-scale phenomenon occurring as a result of violent conflicts. The understanding into economic roles of women, their livelihood needs can be crucial to sustained economic growth and development. The mainstream Neoclassical economic discourse which provides the guiding outlines to post conflict economic initiatives seems insufficient to address these concerns, for the very reason that this discourse overlooks gender as an explanatory variable.

After twenty six years of protracted conflict, which ended in 2009, the eastern province of Sri Lanka has been subjected to development initiatives carried out by national policymakers, international donor agencies and many nongovernmental organizations. This paper using a sample of 120 households from the District of Trincomalee probes into the success of interventions and livelihood & household performances of female headed households through a gendered analysis to post conflict development.

Using both quantitative and qualitative methods to measure household risk exposure, conclusions are derived on comparative household economic performances under male and female headship. The paper finds that conflict driven vulnerabilities and post conflict responses of women demand meticulous assistance that exceeds or is different from the needs of men and are insufficiently addressed by both market mechanisms and policy interventions. The market mechanism have successfully marginalized females resulting in unfavorable resource flows to and from female headed households and female livelihoods. The paper also finds that assets and livelihood

This paper is based on data gathered for the author's ongoing Master of Philosophy/PhD research project sustenance for female headed households are at greater risk than in male headed households. It is evident that level playing type post conflict economic interventions have failed to establish economic security of females. Hence, marginalization of female headed households continues despite overall development, raising questions of conflict traps, inequality and the possible strengthening of economic roots of conflict.

**Key words:** *Risk, Neoclassical economics, Post conflict development, Female headed households*

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ICSS/13/OP/337

**Representation of motherhood in television advertisements**Thilini Meegaswatta<sup>1</sup>

Television is one of the most popular sources of entertainment in the modern world. It is certainly so in Sri Lanka where 80% of households have televisions. Advertising plays a crucial role in the modern world, since they form the life source of television and other forms of mass communication. The representation of motherhood in television advertisements forms the focus area of this paper with the belief that advertising's image of motherhood could influence the collective consciousness of society in terms of defining motherhood and exerting undue pressure on women. This study attempts to draw a statistical profile of primetime advertising in Sri Lanka and analyze the representation of motherhood in advertisements from a quantitative and qualitative perspective. Advertisements from top advertisers have been chosen for further analysis after monitoring three television channels during August, 2012.

Statistical evaluations reveal that in television, advertisements occupy 17%-25% of primetime. A feminist analysis of the content and the ideological baggage of advertisements reveals that they rely on stereotypical portrayals and define womanhood and motherhood in rigid and limited terms. In Sri Lanka, the bulk of advertisements (71%) portray women as mothers and wives. Viewers are bombarded with images of beautiful wives and mothers who enthusiastically fulfill their responsibilities within the domestic sphere. Such stereotypical representations not only reflect sexist understandings about women and men but also reinforce unjust gender ideologies which are already part of the collective consciousness of society.

The conclusion of this study is that most advertisements relegate women to traditional gender roles within which women are second-class citizens whose value is relative to their domestic performance and ability to procreate and nurture. Springing from a pool of collective knowledge that is highly sexist, advertising's image of motherhood contributes to form limited definitions of and strenuous demands from women, trapping them inside rigid concepts of normalcy.

**Key words:** *Women, Motherhood, Gender, Television advertisements*

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ICSS/13/OP/225

**The slave, drum and the woman: cultural barriers in the implementation of the Prevention of Domestic Violence Act**

Marini de Livera<sup>1</sup>

The Prevention of Domestic Violence entered the Law Books in 2005. Although this can be seen as a victory to those who abhor any form of violence in a domestic setting; ingrained cultural practices and beliefs impede the application and implementation of this law.

The purpose of this paper is to determine the effect the above law has had on society and find non-legal methods to promote peaceful co-existence in a domestic setting. It will also look at the reaction of the various Parliamentarians during the debate of the said Bill and will analyze the underlying nuances of the statements made in reaction to the passage of the said bill. Finally it examines the state of relationships, cultural practices, patterns of behavior and social attitudes which make Domestic Violence an issue that is difficult to respond to.

A field research was carried out by interviewing village men and women, urban men and women, community leaders, religious dignitaries, medical personnel, social workers and legal professionals. The subject –matter of the interviews was processed and analyzed and inferences were drawn.

The paper also focuses on methods other than the said Law that would alleviate victims from the scourge of domestic violence. The role of the media in the alleviation family violence is also looked at. A neglected area in the discourse of gender based violence is the rehabilitation of the perpetrator. Methods of executing this in a culturally-sensitive manner were examined.

After assessing the impact of the Domestic Violence Act an attempt is made to recommend ways and means to reduce violence in the family environment taking into account cultural constraints. Non-legal methods used in other jurisdictions are used to formulate recommendations for reducing the incidence of family violence.

**Key words:** *Cultural practices, Family, Domestic violence, Gender based violence*

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ICSS/13/OP/110

**Reopening of the A9 route and the changes that have occurred in the life style of the people of Jaffna- a historical view**

K Arunthavarajah<sup>1</sup>

There are altogether 35 main roads that link the different regions of Sri Lanka. Among them the road that links Jaffna, the capital of Northern Province with Kandy in the Central province is called the A9 Route. This is 325 meters in length. Generally it is called the A9 Route in Jaffna and Jaffna Route in Kilinochchi. This route starts from Kandy and goes through the important cities Matale, Dambulla Mihintale, Irambavai, and Madavachchi Vavuniya Kilinochchi and finally reaches Jaffna. Unlike the other routes of Sri Lanka, this was affected by the war since 1984 till the end of war in 2009.

One can observe several changes in Jaffna with the reopening and use of the route. These changes have occurred in the political social and cultural spheres. Many of these are new to the people of Jaffna. At the same time they also have to face favourable and unfavourable results. If particularly observed from the political point of view, one may notice the influence of political parties, elections, the visit of foreign ambassadors, the arrival of non-governmental institutions and changes in the political set up. Further if observed from the economic point of view one may notice various plans of the government, new commercial centers, establishment of new banks, tourist hotels and development of tourism. As regards social changes one may notice resettling of the people, new settlements, development of information techniques new newspapers, television and interest of the southern people in various activities. Cultural changes are taking places in this background.

The article focuses various aspects of socio-economic, political and cultural changes resulting from the reopening of the A9 route.

Research has been carried out on historical and sociological viewpoints. The condition of the life style of the people of Jaffna prior and after the opening of the road has been comparatively analyzed on the basis of original and secondary sources. Direct interviews with the relevant people, questionnaire and direct observance are generally included in the original sources. Primary data have been augmented by information harvested through secondary sources.

In conclusion it can be stated that reopening of the A9 route has not yet fully made drastic changes in the life style of the people, but there is a possibility for substantial changes in the course of time.

**Key words:** *Life style, Jaffna people, Socio-cultural changes, A9 route*

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ICSS/13/OP/156

**Shahbag upswing: contesting religious fundamentalism and charting a new beginning?**Anindita Ghoshal<sup>1</sup>

The Partition of 1947 had gave birth of two separate nations out of the map of undivided India, hence, also altered the culture, religion, economy, politics and issues of developments in South Asia. Bangladesh is a state born with a process of civil war 'within a state' in 1971, which strived first in cause of their linguistic identity, over the imposition of complete Islamisation, as well as, annoyance of hegemonic culture to make a homogeneous society within a so called 'nation-building process'. Religious fundamentalism as a culture was introduced when nation was in-making and religious political parties like *Jama'at-e-Islami* or other ancillary wings and their political philosophy was vigorous in tenure of East Pakistan before 1971.

In such a specific background, this paper will make an attempt to assess how after 1971, Bangladesh challenged the idea of human well-being of the state, by defining its role as a separate nation, chiefly dependent on culture of Islam or Bengali identity, but managed to deal with majority-minority issues. The concepts of development, education, employment and women empowerment often submerged, by the way religion used by the fundamentalist groups or few leading political parties. The Shahbag movement was a spontaneous upsurge on issues chiefly related to series of conflicts between reactionary and progressive groups in Bangladesh for decades. This paper will try to address these questions of conflicts which contesting religious fundamentalism at the ground level, besides the way they are looking at Islam and how they are using it in their daily life.

The paper will seek to enquire the impact of the protest of Shahbag in human psyche and in the process of making of a new diverse society, as well. However, this paper will also aim to argue from relevant documents and interviews taken on this broader theme that the question of divergence, in reality laid on the conflict between Islam and modernity, now-a-days. The approach, by which religious fundamentalists are trying to deviate focuses, from the problem of poverty, lack of governance, transparency of the administration, and overall material developments of the country, the educated/technology-savvy youth and a portion of intelligentsia are essentially trying to shape a new beginning by protesting initially against an existing judiciary or constitutional system in Bangladesh for a common plea.

**Key words:** *Shahbag, Religious fundamentalism, Bangladesh, Civil war*

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ICSS/13/OP/346

**Livelihood potentials of those who survived the long-standing war front in Welioya, Sri Lanka**

JM Jayasundara<sup>1</sup>

Welioya is an area located in the inner side of the continuous war front maintained for more than 20 years until 2009. During this period the people in this area lived with established uncertainty of their life and therefore, dependency syndrome, family breakdown and mental instability were recorded. After the end of war there were limited options available as means of their livelihood. However, what most suits with their preference is a factor of success of the livelihood provision.

The objective of this study is to identify preferred livelihood patterns of different demographic clusters of population which possess different exposure to the war related experiences. A Stratified Random sample of 60 from 4500 population was selected to cover demographic groups of 1) adult population survived through the war 2) Resettled after the end of war 3) second generation of the survived and 4) resettled youth.

The adults who survived the war prefer plantation agriculture among livelihood options available. The rice cultivation was not preferred, as it was not profitable and should not exceed beyond meeting the family requirement. Resettled adults prefer going for micro-industries rather than any agriculture related livelihood. The second generation of survivors prefers agro- based industries as their livelihood above other options. Finally, the resettled youth prefer service sector as their livelihood.

Traditional village farming approach based on growing rice and vegetable was not preferred by any of the demographic groups suggesting that agriculture was not a profitable livelihood strategy. Non-profitability of rice farming is attributed to recent climate change with less rain in growth period and floods during harvesting season.

**Key words:** *Livelihood strategy, Resettled people, Second generation of survivors, Sri Lankan civil war*

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ICSS/13/OP/380

**Adaptation puzzle of war widows: the social risk of becoming a (fe)/male**

EAD Anusha Edirisinghe<sup>1</sup> and AG Chandana Gunathilaka<sup>2</sup>

The study examines the social impact of a by-product of the civil conflict existed in Sri Lanka for over 30 years. The problem of war widowers/widows is a common phenomenon in countries with armed-conflicts. The conflict not only condensed the national development of Sri Lanka, but created social costs including displacement of people, child abuse and war widows. War widows, the spouses of fallen members of security forces (Army, Navy, Air force, Police) at war front, are exposed to different socio-psychological issues of which adaptation is a critical; The male's (female's) role in the family and the society is performed by the female (male) during the widowhood, the adaptation puzzle.

The study uses a purposive sample of two hundred fifty wives of fallen security personnel in thirty divisional secretaries in Sri Lanka. The study finds that the transitioning role leads violence. It spreads over family and society. After widowhood, women have confronted problems in their adaptation process. The research reveals that not-managed adaptation causes social risks in day today life of widows and the society. Effective adaptation is associated with better finance management, education and religion. Accordingly, the study draws attention of policy makers in managing risk of social systems, eliminating the possible violence and social conflicts in the society by managing adaptation.

**Key words:** *Adaptation, War widows, Sri Lanka, Social conflict*

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ICSS/13/OP/423

**A study on state and society relations in the post-war Eastern Sri Lanka**MM Fazil<sup>1</sup> and Terence Gomez<sup>1</sup>

The focus of this study is to analyze the practical challenges and prospects of post-war state reconstitution in the peace building process which can promote democratic governance, resettlement and equity redistribution in Eastern Sri Lanka, through case studies on Eastern Province. The study forms the inquiry and analyses of how far post-war state and society reconstitute in Sri Lanka was effective as its fundamental theme. Objectives of the study are; to explore the constraints of *state-society* reconstitution process in the post-war Sri Lanka. To examine to what extent international factors contributed to post-war reconstruction and development for the restoration of peace in Sri Lanka. This study builds on a critical and interpretative case study of post-war state of Sri Lanka. It is based on text analysis and qualitative interviews, supplement with observation (This study is based on 20 qualitative interviews and observation). The two step of approach are to be followed for the qualitative data collection in June-August 2013. The empirical data analysis used in this study is also to be carried out qualitatively based on text. This entails classifying, weighing, and combining empirical materials from the interviews, observations and the field notes. Transcribed interviews, field notes and observations will be analyzed together, in order to pull out coherent and consistent descriptions and themes, which should eventually bring about conclusions that meet to the study's research questions. The study shows that inclusiveness of minorities into the post-war state system is crucial for sustainable peace building and reconstruction. Contestation in between State and International factors failed to consolidate peace in Sri Lanka.

**Key words:** *Development, Peace-building, Provincial council, Reconstruction*

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ICSS/13/OP/457

### **Bringing social development out of the shadows**

James Flanagan<sup>1</sup>

The Sri Lankan civil war, that tore apart this country for nearly three decades, was painted by many as an ethnic war bred out of tensions that could not be contained without violence. Two sets of identities, both constructed in Western discourse, locked into a death trap. Tamils and Sinhalese were doomed to fight between each other.

Several years before the outbreak of Tamil insurrection in 1983 during protests, Sinhalese youth were slaughtered by the Sinhalese government in untold and undocumented numbers. The youth were a combination of urban and rural youth unable to achieve success in a closed structure that contained an elite of decision makers.

From looking at one instance of political violence that took place prior to Black July 1983, the issue seems much more complex than ethnic identities at odds. The issue has been examined in Western discourse through failures of economic development. Yet, this study has been largely unproductive and has not seen clear results. Economic development strategies from the British model of development to Marxist regimes all failed to produce “sustainable” development.

Despite relative prosperity within the region of South East Asia, Sri Lanka has been embroiled in a civil war unlike any other in the region. Economic development strategies continue to be unable to resolve the issues at hand. Exclusion in the structures of society passed down from the colonial mastery has set a state on a path towards increased conflict. Discourse that looks closer at social development seems necessary to produce positive results.

In this paper, social development will look at the colonization of the “mind” as noticed by Ashis Nandy, the power dynamics as written about in “Subject and Power” by Michel Foucault, and the constant state of the production of the “other” and identity as illustrated by the “orient” and “occident” of Edward Said. Through this study, solutions to Sri Lanka’s development, and to development in post-colonial states in general, can be realized more fully in the continued deconstruction of Westernized identity models and the building of a Sri Lankan identity that allows for coexistence of many groups.

**Key words:** *Power, Exclusion, Identity, Development*

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ICSS/13/OP/245

**India – Sri Lanka bi-lateral relations: post-civil war era in Sri Lanka**

Osantha N Thalpawila<sup>1</sup>

In the first three decades of post independent period India – Sri Lanka relations were cordial and understanding. In 1980s the relations between both countries were deteriorated with escalating of civil war in Sri Lanka. Sri Lankan government defeated the LTTE and ended 26 years of civil war in May 2009. India's concern regarding this situation arises in the post conflict era.

The aim of this paper is to review the bilateral relations between India and Sri Lanka during the first three years from the end of civil war. The study based on secondary data and chronological analysis method has been used to analyse the bilateral relations.

India was involved in assisting to rebuild the war torn areas in Sri Lanka. Two debated issues were highlighted on relations during that period between the two countries. The issues of war crimes and human rights violations in Sri Lanka was focused upon and India allied with the international community against Sri Lanka. Secondly, illegal fishing carried out by Tamil Nadu fishermen in Sri Lankan waters reached up to diplomatic level.

Tamil Nadu politics has influenced thoroughly to determine the Indian central government policy. The geopolitical context influences bilateral relations of the countries in their foreign policies.

**Key words:** *Post civil war era, Bi-lateral relations, Tamil Nadu politics, Rebuilding*

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ICSS/13/OP/327

**Framework for understanding the practice of identity in relation to nation building via theoretical modules**Bahirathy Jeeweshwara Rasanen<sup>1</sup>

Nation project as still being the fundamental unit of global politics can be seen as the hegemonic political project of the new world order. Nation building project is predetermined by this study as a combined project of elite, modernization, cultural homogeneity and post-national forces. The objective of this research is to set a theoretical framework for understanding the intersectional identities and its transformation in relation to intra-national with national. Methodologically it purely falls into hermeneutics as this entire research is done based on prints on nationalism and identity. The main research questions are who are the drivers of nation building? Is there any change of actors in the scene? Was there any transition of power in terms of ethnicity, religion and caste? Who were active participants and who were considered as 'outsiders' of the nation building? In conclusion, this study is limited locally and by the activities of the local actors. Basically, a nation project will be embarked by elite/intellectuals or non-dominant group but their task would be mainly focused on building a homogenous nation/imagined national identity. On one hand, it implies that someone or something is doing 'unification' intentionally. In most of the cases, the dominant elites mobilize the masses in order to achieve their own merits. Also the nation building project as a political program cum a socio-cultural project it is argued primarily that it is evoked by elite (dominant/non-dominant).

**Key words:** *Identity, Nation project, Nation building, Ethnicity*

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ICSS/13/OP/378

**Socio-economic development of Indian Tamils in Sri Lanka**Chitta Ranjan Malik<sup>1</sup>

During 18<sup>th</sup> & 19<sup>th</sup> Centuries Indian Tamil workers both skilled and unskilled went to many part of Asia and helped in the economic development of territories which had come to the possession of the colonial power. The European capitalists had ample financial resources and they were anxious to invest them for the exploitation of the natural resources of the newly acquired territories. But labour was scarce in these territories. The local populations were unwilling and ill-equipped to do the strenuous work of clearing jungles, laying roads and planting area with coffee, tea, rubber etc. The Indian Tamil went to Sri Lanka started with the inception of coffee plantations in the 1820's. Organized recruitment from South India began in 1837 and ended in 1939 when immigration of unskilled workers was banned. On the request of the Indian Government the Sri Lankan Government passed the ordinance No.3 of 1847 prohibiting workers to send beyond the shores to Sri Lanka. The suffering of the Indian Tamil was made worse by low wages and appalling living conditions and there was no organized representative body to represent matters on their behalf. The vacuum was filled in July 1939 by the formation of the *Ceylon Indian Congress* (CIS) and the *Ceylon Indian Congress Labour Union* in March 1940.

Socio-Economic development of Indian Tamil before and after Sri Lankan Independence was not encouraging. The Estate management has shown little interest in the maintenance of schools for the children of plantation workers. Wages Boards established under the *Wages Boards Ordinance No.7 of 1941* determine the minimum wages comprising (1) a basic wage and (2) a Cost of Living Allowance for the Tea and Rubber growing and manufacturing trades the minimum daily wage rate for a male tea estate worker in 1955 was rupees 2.06 and in 1980 was rupees 2.51.

So many Indians live in Barrack like line-room. Each room is 10 feet by 12 feet in extent. The entire family of the worker cooks eats and sleeps in this one room. Indian Tamil failed to impose legal obligation on the managements to provide medical facilities and to provide for sick pay for workers. The Medical Assistant in the dispensary is inadequately qualified and sometimes resorts to illegal practice by selling the drugs and demanding money from the workers.

**Key words:** *Indian Tamils, Plantation sector, Sri Lanka, Living conditions*

ICSS/OP/393

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## **Identification of ethnic stereotypes held by the students of Faculty of Arts, University of Peradeniya**

BSK Ariyaratne<sup>1</sup> and DDSK Karunanayake<sup>1</sup>

Ethnic identity or ethnicity is an aspect of both personal identity and social identity and is the degree to which individuals embrace the aspect of culture, behavior and values of their ethnic group. At the personal level ethnic identity development is often related to psychological wellbeing, self-evaluation and self-esteem of the individual. Once the ethnic identities are strongly awakened ethnic stratification emerges as a product of ethnocentrism evoking ethnic inequality which only serves the interest of some dominant ethnic group or class. In such a context, ethnic stereotypes are often nurtured and developed as a way of rationalizing exploitation of the minority ethnic groups. Therefore, ethnic stereotypes are considered to be important in both social identity development and in providing solidarity for prejudice and discrimination. The objective of this study was to identify the ethnic stereotypes held by the students of Faculty of Arts, University of Peradeniya. A sample of seven participants was drawn using the purposive sampling technique that represented the four main ethnic groups of Sri Lanka – Sinhalese, Tamils, Muslims and Burghers. Data was gathered using the case study method while allowing the participants to describe each of the ethnic group according to their knowledge and experiences. Interviews were recorded and transcribed in order to be analyzed through thematic analysis. During the analysis two important types of ethnic stereotypes were identified as the Complementary and Derogatory ethnic stereotypes. These two types were discussed using Henry Tajfel's Social Identity Theory, Psychoanalytic Theory of Stereotyping, Scapegoating Theory and the concept of Stereotype Threat and Stereotype Boost which enabled to inquire into the formation and content of the ethnic stereotypes held by the participants.

**Key words:** *Ethnicity, Ethnic stereotypes, Prejudice and discrimination, University students*

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ICSS/13/PP/184

**The impact of climate change on paddy production in Sri Lanka: with reference to Anuradhapura District**Nawarathna Banda<sup>1</sup>

Climate Change is defined as a statistically significant variation in either the mean state of the climate or in its variability, persisting for an extended period (typically decades or longer). Climate change may be due to natural internal processes or external forcing or to persistent anthropogenic changes in the composition of the atmosphere or in land use. The problem of this study is if there is any impact on the paddy production in Sri Lanka due to climate change. The objective of this research is to identify the impact of climate change on paddy production in Sri Lanka, using both primary and secondary data. The climatic factors are changing very rapidly in Sri Lanka. To adapt to these changes, farmers, government institutions and other external agencies are providing several support mechanisms, but still there is a gap between farmers' adaptability with climate change and current level of support. To analyze the climate change adaptability of the farmers in Sri Lanka, this study uses primary data that have been collected through questionnaire survey on paddy producing farmers in the area of Anuradhapura district, North-Central province. The data has been analyzed by using descriptive statistics, ordered regression, percentile and scale. Farmers significantly believe that buying additional fertilizer from the market is not important for their current adaptation capability to climate change. As a consequence, 75.3% of the farmers never use extra fertilizer except the fully subsidized quantity. But, 41.4% farmers agree that government support is not enough to successfully cope with climate change. So, there is a gap between the current level of external supports and farmers' capability to adapt with climate change. Here, sustainability of agriculture and relevant livelihood are strongly dependent on the external supports. Therefore, farmers' adaptability to climate change needs to be focused beyond the incentive and subsidy. Farmers need some training and motivational supports for the necessary adoption. The findings of the study are important for the policy makers and relevant agencies.

**Key words:** *Climate change, Paddy production, Sri Lankan farmers, Government support*

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3/OP/409

**Quantifying disaster risk: the case of Sagar Island, India in the context of “Aila” cyclone, 2009**Soumendu Chatterjee<sup>1</sup>

This paper is a humble submission in favour of developing and strengthening social resources at community level as an approach to combat local resource threats, particularly in the wake of disasters. In the event of a natural disaster access to local resources declines dramatically to multiply the sufferings of poor people many fold. On the other hand, the natural and quasi-natural hazards are going to be more frequent and more intense in the face of recent environmental change. Under the circumstances, there is a need to increase social resilience and mobilize social resources which may enable a society to reduce and absorb the hazard shocks. Therefore, along with the assessment of physical exposure to the disaster risks, the enumeration social vulnerability of a community is an equally important task of the disaster scientists. This has been tried in Sagar Island (21° 31' 21" N - 21° 52' 28" N and 88° 02' 28" E - 88° 10' 36" E), the largest island (area 237 sq. km) at Hugli estuary, in the context of “Aila” cyclone (lashed on 25<sup>th</sup> May 2009). At the outset, each of the hazards, to which the area is exposed, has been assessed in terms of their magnitude, intensity and recurrence interval. Data necessary for that have been collected from field survey and secondary sources. Thus score for every hazard has been calculated and maps have been generated to exhibit the spatial variability of exposure. Social vulnerability of the coastal dwellers has been analysed considering social, economic and political dimensions of the everyday life of the local people. Finally, a risk value derived from the hazard score, vulnerability index and capacity score has been assigned to each of the coastal villages and a map has been prepared to aid management decisions.

**Key words:** *Disaster risk, Aila cyclone, Sagar Island, Disaster management*

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ICSS/13/OP/592

**Disasters in Sri Lanka: not popular yet impact is enormous**

AG Amarasinghe<sup>1</sup>

Sri Lanka is prone to both natural and manmade disasters as other countries. Floods, cyclones, landslides and droughts have been considered as the major natural disasters in the country. Sri Lanka Disaster Management Act, No 13 of 2005 has identified twenty one (21) types of natural and manmade disasters. Except disasters consider as major, others are not popular among policy makers, planners, general public and other groups of relevant parties. But, the impacts of unpopular disasters in the list listed in the Sri Lanka Disaster Management Act are enormous in terms of several facets. And also, there are many other incidents that influence Sri Lanka are not still included into the national list of disasters and disaster management strategies.

The broad objective of this paper is to discuss the reason or reasons for the dilemma on different levels of popularity among disasters in Sri Lanka. Literature survey and case studies employed to gather data. Both basic quantitative and qualitative methods used to analyze data.

Problems relating to disaster management policy in Sri Lanka can be considered as key reason of grouping disasters into major or minor category. Other than this definition of the term “disaster”, level of awareness on the impacts of disasters, intensity of the problems of basic needs, visions of politicians, nature of relationships among institutions and scientists and interest of mass media are the other reasons to be a disaster as popular or unpopular. Identifying the real impact of disasters that exist in the country would help to categories disasters ensuring the future goals of sustainable development in Sri Lanka.

**Key words:** *Disaster, Disaster management, Disaster management policies, Sri Lanka*

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ICSS/13/OP/293

**A false promise? Socio-economic consequences of climate change and health in developing countries**Devin C Bowles<sup>1</sup>

Globalisation has spread the notion of *Homo economicus*, which developing countries have partially co-opted. Middle classes are expanding and expect modern health systems. Continuation of high-emission practices in developed countries and economic expansion in developing countries accelerate climate change and its socio-political effects, which jeopardise recent health gains in developing countries.

Climate change has been called the greatest threat to global health this century. Without mitigation, climate change and ensuing socio-political effects will amplify demands on developing health systems and undermine their capacity to meet these pressures.

Changes to the rainfall patterns and sea level rise will impede food production in much of the developing world, fostering malnutrition and concomitant disease susceptibility. Subsistence farmers are at particular risk, and the developing world's poor would find adaptation difficult if food shortages cause food price jumps, as in 2010-11.

Climate change will substantially impede economic growth, reducing health system funding. Modern medical care may be snatched from millions who recently obtained it.

Climate change will increase migration, exposing migrants to endemic diseases for which they have no genetic resistance and transporting diseases geographically. Rural to urban migration often places people in conditions conducive to disease transmission. Specific predictions of timing and locations of migration remain elusive, hampering planning and misaligning health needs and infrastructure.

Defence establishments and political scientists anticipate increased conflict from climate change. Shrinking and shifting resource availability, food shortages, migration, falling economic activity and failing government legitimacy are "risk multipliers". Injuries to combatants, malnutrition and increased infectious disease rates will pressure health systems weakened by conflict. In recent conflicts health personnel and infrastructure were deliberately targeted and disease surveillance and eradication programs obstructed.

To realise the promise of globalisation for health, developed countries must substantially reduce greenhouse gas emissions and assist developing countries to continue economic growth sustainably.

**Key words:** *Climate change, Health issues, Socio-economic problems, Economic growth*

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ICSS/13/OP/445

**Terminological issues in the field of disaster management: an overview**

AG Amarasinghe<sup>1</sup>

Terminologies can be considered as the key driving force of any field of studies or development programs. Significant number of terminology is in use in the field of disaster management at present. The field of disaster management attracts the interest of all strata of the society due to many reasons. Parallel to this trend, new terminologies are being produced rapidly while definition for existing terms changing at alarming rate. This situation is obvious across all over the world.

Disasters cannot be managed without strong cooperation and clear understanding among different parties. The shifting the central meaning of terms and accumulating large number of new terminologies will tend to create various types of communicating issues. This would result to be unsuccessful the efforts made to reduce the impacts of disasters.

In order to secure the unity among all stakeholders and strength the collective effort in reducing the impacts of disasters, use of terminologies with universally accepted unique meaning is important. The broad objective of this paper is to trace the different meanings exist for one term and identify the issues pertaining to definitions of selected terms. Literature survey and the interviews with key stakeholders is the main data collecting method of this study. Interest of maintaining the differences among countries and scientists has become a key factor to develop issues pertaining to terminologies related to field of disaster management.

**Key words:** *Terminology, Definitions, Disaster management, Key stakeholders*

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ICSS/13/OP/461

**A sociological study on the influence of foreign employment on family**

KMGCK Amarathunga<sup>1</sup>

The Research Problem of this study was the effects, changes and influences caused in the family due to foreign employment of parents.

Since the introduction of the open economy, international labor migration has widely expanded. Employment of the father, or the mother, and sometimes both of them in foreign countries, has caused deterioration and conflicts in the family as never experienced before. Therefore, it has become necessary to study and research the resultant changed caused by foreign employment of parents.

Wennappuwa in Puttlam district was selected as the research area. High level of migration from this area to Italy has earned the title “little Italy” to Wennappuwa. In this study, the methods used for collection and assimilation of data were, observation, questionnaire, interviews and case studies. On analyzing data, it became clear that foreign employment of parents has directly and decisively results in negation and deterioration of the very foundation of the family. These negative effects brake down the bindings trust and faith that makes the foundation of the traditional family. Each individual feels and suffers these negative effects. The inference is that the emigration of parents for foreign employment is definitely destructive more than productive to the family as an institution, and also to its members.

**Key words:** *Foreign employment, Labour migration, Family, Institution*

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ICSS/13/OP/535

**Private sector prospect on the adequacy of art graduates employability in Sri Lanka**Chathurika Weerasekara<sup>1</sup>

Enhancing the Employability skills of Arts graduates is considered as a mean of overcoming the problem of unemployment among the Sri Lankan university community. The majority of the products of the universities today are recorded as Arts graduates and the employability rate of them is considered low. As a rising sector and a main performer of labor market, today, private sector is playing its role vastly through its contribution to the labor market demand. In this scenario, private sector prefers graduates who are committed to work, able with effective communication, having smart personality and well employable.

The study was aimed to examine the problem of ‘the adequacy of state university, internal Arts graduates employability in order to fulfil private sector job requirements’ via private sector employers’ prospect, considering their satisfaction level for employability assets towards Arts graduates. This was conducted to identify the private sector prospect towards Arts graduates employability based on their knowledge and skills acquired by the degree program. The study was quantitative in nature and used descriptive statistics, cross – tabulation for the data analysis. The sample was selected from Colombo district private companies.

A concise conclusion of findings of the study reveals that, even though the private sector shows a positive response towards Arts graduates’ employability, it is not up to the standards expected by the private sector. Especially, the adequate level of Arts graduates’ language skills, computer skills, and leadership skills, planning skills, independency and relevancy of knowledge required by employers are inadequate. Consequently, this inadequacy of employability will lead to raise the unemployment rate among the Arts graduates in the premier part of labor market, the private sector.

**Key words:** *Arts Graduates, Employability skills, Private sector prospect, Unemployment*

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ICSS/13/OP/555

**The factors influencing the high quality service environment in the private sector banks in Sri Lanka**EG Ubayachandra<sup>1</sup> and LIAS Thilakarathne<sup>2</sup>

The physical service environment plays an important role in shaping the service experience and delivering customer satisfaction. High quality service environment can influence critical customer relationship goals from the initial attraction of the customers through retention and even enhancement of relationship. It is important to identify how the service environment ties up into customer's perception. This indicates the need of understanding staff expectations and perceptions as the first step in achieving organizational performance. Generally, all customers and staff wish to work or obtain services within a high quality environment.

Customers frequently use service environment as an important quality proxy and firms take great pains to signal quality and to portray the design image. Thus, the bank environment has to be geared towards facilitating both the utilitarian and hedonic desires of a customer. Traditionally, researches have studied the effect of service environment on cognitive evaluations of customers. These cognitive evaluations include perceived service quality, perceived reliability, and perceived reputation. This study broadens the scope of bank environment research to affective evaluation as well. The main purpose of the study is to examine the role of bank environment on customer's internal evaluations which constitute both utilitarian and hedonic evaluation, and how these evaluations lead to the customer's judgment of overall service environmental value. Also, for some customers the primary drivers of value will be utilitarian benefits whereas for others they are hedonic benefits. Customer's banking motivation was identified as the moderating factor in the model.

Data were collected mainly by administering a questionnaire. Sample size of 120 respondents was used for the study. Random sampling method was used to determine the sample. Bank managers were asked to volunteer their participation in collecting data. Response rate for the questionnaire is 96%. Based on the analysis of customer's responses, it is clear that the customers are interested in the physical appearance of the service organization. (Mean: 3.7522, SD: 0.49053, n: 50 and significance 99%). Also, the result indicates that ambience is also an influencing factor in case of quality service environment. (Mean: 3.4900, SD: 0.55949, n: 100 and significance 99%). Further, it has been proved by the respondents that customers expect social cues in a high quality service environment. (Mean: 3.3845, SD: 0.50341, N: 100 and significance 99%). Moreover, the factors such as parking light, air condition and color scheme were identified as the factors that largely contribute to have a high quality service environment.

**Key words:** *Ambience, Quality perception, Perceived reliability, Environmental value*

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ICSS/13/OP/587

**Impact of the Training and Skills Development Program of Sri Lanka  
Bureau of Foreign Employment**

Mangala Randeniya<sup>1</sup>

Since the beginning of the female labour migration industry in Sri Lanka it was observed that incidents have been reported on sexual issues faced by the female migrant workers even prior to their departure and during their stay in the overseas country such as pregnancy, STD, HIV, losing of job, punishments and deported with the delivered babies. Having understood the gravity of this situation the Sri Lanka Bureau of Foreign Employment (SLBFE) developed an exclusive Knowledge, Attitude, Practices (KAP) program to develop skills among the female migrant workers to faces the three universal sexual challengers: Inner motivation of a person to experience or to have sexual satisfaction, self-desire to have sex, somebody persuading someone to have sex with him or her, harassment, and rape incidents.

Key-informant interviews and focused group interviews have been conducted as tools of data collection. This is a qualitative research that needs enormous efforts to collect more reliable and valid information. As a key person in the SLBFE, the official relationship had many advantageous to cope with these vulnerable people.

It was revealed that there is a positive correlation between the training faced sexual challenges and faced some critical issues. Those who have undergone the training abled to manage such challenges in most cases. The trained employers could manage the situation as they could resist the trend strategically and could maintain the professional distance and they have followed the advice given through the training.

**Key words:** *Skill development, Sexual challenges, Overseas female workers, Labour migration*

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ICSS/13/OP/104

**No news is good news: weighing news in foraging and hydraulic civilizations**

Darshana Ashoka Kumara<sup>1</sup>

“No news is good news” is a famous adage in Western-style journalism. When measuring newsworthiness in the realm of Western journalism, “Negativity” occupies a central role. To Western media, accident, violence, crime, and other negative categories are pivotal. Hence, a vast majority of media outlets in Asia that blindly imitate Western practice have adopted negativity as a prominent news value. Meanwhile, people who live in foraging and hunting cultures think differently than those who live in hydraulic agricultural societies. Asian civilizations are predominantly based on hydraulic civilizations; hence, even news values are quite different to the West. Therefore the hypothesis here is that “no news is good news” is not a universal adage for news, anymore. The objective of this research is to show “Negativity” is not a universal news value; with reference to hydraulic civilizations and this was achieved through literature review.

Selection and prioritization of news in modern-day mainstream media are heavily based on deep seated values which have been basically derived from the Western legacy of journalism. News worthiness in the Western world has been backed by capitalist values. Hence, Western journalism believes sex, crime, athletic events and entertainment are more marketable than positive news. Values in Asian civilizations -- basically hydraulic agricultural societies -- are different to values in the West. In the Asian context, “Negativity” is not a crucial prerequisite of news worthiness.

Negativity is one of the profound and most pronounced news values in Western media. Media outlets worldwide rely on the Western legacy of journalism and tend to weigh news in a Western sense. Value systems in cultures are different and news values like “Negativity” are not universal.

**Key words:** *Negativity, Journalism, Civilizations, News*

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ICSS/13/OP/258

**Historiography of Dalit Press: a journey from Phule to the present day**Bidu Bhusan Dash<sup>1</sup>

Though the history of Dalit Press has not been written in India, it has a long history since the late nineteenth century. *Deenbandhu*- a fortnightly magazine brought out by Mahatma Phule is considered as the first Dalit Magazine. After Phule, many Dalit intellectuals, political leaders, scholars and activists in India like Dr. Ambedkar and many more forwarded the relay race. Having the objectives of empowerment, right to dignity and emancipation of the Dalit, magazines such as *Mook Nayak*, *Bheem Patrika*, *Dalit Voice*, *Adhikar* and many more have been published from nook and corner of the country. As India is a multi-lingual state, Dalit magazines are brought out in many languages. Some of them are published monthly, fortnightly or weekly. Most of them are struggling in a Brahminical Indian society to survive with their noble vision and mission. They have set their radical agenda as an alternative to the public sphere. Though they are working as an alternative sphere for millions of Dalits in India, are yet to be written in the history of Indian journalism and create the identity as Dalit Press in India. From a historical perspective, Dalit Press in India can be looked at Pre-Ambedkar Period, Ambedkar Period and Post-Ambedkar Period. As there is not much literature on Pre-Ambedkar Period, Ambedkar Period is the budding era of Dalit Press in India. In post-Ambedkar period, Dalit Press has become technocratic and some of Dalit magazines are also available on online. Though the Dalit Press is covering the concerns of rural non-literate Dalits, it has yet to reach them. Time has come for Dalit Press to set new agenda like alternative livelihoods, which has yet to be touched.

**Key words:** *Dalit Press, Alternative sphere, Historiography, India*

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ICSS/13/OP/285

**Tourism and web based media in Sri Lanka**Madhubhashini Rangika Rathnayaka<sup>1</sup>

In a globe where binary codes have pervaded in almost every field, “tourism” a bonding factor among people, cultures and countries is also being digitalized. New trends in web based media have become a prominent carriage of tourism promotion in today’s world. Sri Lanka has become a tourist haven with a drastic increase of tourists after thirty years of armed conflict. In such a context the aims and objectives of the research on “Tourism and web based media in Sri Lanka” are to investigate the possibilities of using web based media to promote tourism in Sri Lanka and secondly to investigate good and bad effects of usage of web based media in tourism promotion in Sri Lanka.

The hypothesis of this research is “If web based media is used Sri Lankan tourism can be highly promoted” The research problems considered are how can web based media contribute in promoting tourism in Sri Lanka? What are the barriers in using web based media in promoting tourism in Sri Lanka? And how those barriers can be overcome? The research field in this research includes main three sectors which are service providers (hotels and tour operators /travel agencies), 77 foreign tourists and government sector. The research methodology used is questionnaires, in depth interviews, use of secondary data, content analysis and observation on use of web by the tourists and the service providers.

The major findings of the research are, generally demand for web based information regarding tourism is becoming popular and people in every age are using it. But there is a trend that the young users use new ways than the elders. Comparing to other mass media the web based media is an ideal resource for tourism information as it can connect the places around the world by different means, and so it is easy, quick and cheap for both users and the service providers. There is a gap between the demand for tourism information of Sri Lanka and supplying them via web. The reason for this gap is, Sri Lanka is still reaching towards booming web technology, while some other countries are in the top of it.

**Key words:** *Web based media, Tourism, Service providers, Information*

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ICSS/13/OP/286

**Paradox between the media education and media industry in Sri Lanka**

Manoj Pushpakumara Jinadasa<sup>1</sup>

This study looks into the mismatch between media education and media industry in Sri Lanka. Based on a mixed methodology (using textual analysis of the syllabi of the universities, peer review made by the academics from their carriers and participatory observation from media industries) it shows a significant difference between university contribution and media practice from which this incompatibility have been creating for many years. With the amalgamation of political and commercial governance system this study found in one hand media education has not considered their updating in terms of the changing social system and on the other media industry which has been largely shaped by the contemporary political and highly business mind set up which is deeply - rooted into the country. Even though there are many suggestions, this research concluded despite the fact that media education in the university producing graduates overwhelmingly there is no standards of an interdisciplinary and multidisciplinary output which caters contemporary cultural, political and commercial changes.

**Key words:** *Media education, Media industry, Incompatibility, Political and commercial governance system*

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ICSS/13/OP/451

### **Semiotics of the language used in Commercials**

Dineesha Liyanage<sup>1</sup>

Here we study regarding the semiotics contained in the language of advertising. An advertisement is a marketing tool which has rapid increase within present commercial world. In that the television is a media which advertises more and more advertisements in this study we try to study regarding the semiotics in the language of television advertisements. Also we try to study the behaviors of consumers in the bind process and television. Also we try to study the behaviors of consumers in the bind process and television advertisement. In that we draw our attention towards the thinking process of a consumer using his or her unconscious taste and their ideologies. There fore we draw our attention towards the semiotics contained in the language of advertisement while studying the taste, dislikes of the target group with a study of the behaviors of cultural discourse, Personal discourse and social discourse and execution of cultural ideology, economical ideology and social of colours, backgrounds, music, live animations, special tricks, costumes, use of voice. Also we study about the specialties of the language of advertising in a cultural and inter cultural perspective.

We used the method of content analysis in this study. This study was based on 18 selected advertisements from telecommunication companies such as Lankabell, Mobitel, Dialog and Airtell in the year of 2011 in our analysis. Collected data from 100 number of data contributors under random sample method. The analysis was based on quantitative and qualitative methods. Additionally we collected data using interviews.

The main conclusion of this study is that the semiotics in the language of advertisements has a strong impact in the attraction of consumers. We need to draw our attention to the words we use in advertisements. We can use the language of advertisements in the development of attitudes. This will have another benefit of social assistance from advertising.

**Key words:** *Semiotics, Discourse, Ideology, Inter cultural*

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ICSS/13/OP/556

**War crimes and the behaviour of mass media: an analytic study conducted  
on the behaviour of printed media of Sri Lanka in relation to the LLRC  
report**

Asitha Mallawaarchchi<sup>1</sup>

Discussing about war crimes and the use of mass media is a timely requirement. Re-emergence of mass media cannot be seen in the world along with the development of modern communication technology. But the social values of newspapers have not declined in any manner. Existence of newspaper is functioning hand in hand along with new media. It is a significant task for the printed media when considered about the confrontations of national and international challenges as a country of the developing world. It is observed as a principal's role of printed media to pave the way or persuade to solve a serious social problem which still exists in the society. During the period of the war in Sri Lanka, there were serious charges against our country from international sources in respect of war crimes which is regarded as a critical social problems. This study is concerned in researching on the aspects as to how the printed media functioned in the face of such a challenge.

Accordingly, the research problem of this research is to ascertain the nature of behaviour exercised by Sri Lankan printed media against "Darusman report". The hypothesis built up for this problem is "Printed media of Sri Lanka creates an impact on Darusman report" prepared by the erudite panel confirming the international notions. In this research, for the purpose of collecting primary data, Library books, newspapers, magazines and international laws will be studied. Articles and news in newspapers such as Divaina, Lankadeepa and Dinamina news gone through from the 1<sup>st</sup> of January 2011 to 30<sup>th</sup> June 2011 ascertain the manner in which the printed media acted in respect of "Darusman Report". In order to collect secondary data, information was collected from Lawyers, Politicians, Editors of prominent newspapers, in respect of the subject, News items, special features, articles, editorials in newspapers will be used quantitatively and qualitatively as a hypothesis to analyse the contents of such news.

Accordingly, the conclusion that could be arrived at will be that the international notions and their stand in respect of the contents in Darusman report could not be changed even though the printed media exercised a great effort in the respect. It was observed that in the course of reporting matters relating to research activities were in a weak position. Finally, it was perceived that the local mass media lacks a national policy in the face of the international challenges.

**Key words:** *War, Crimes, Mass media, Darusman report*

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ICSS/13/OP/363

**3D software based virtual environments construct as an art beyond technology**KDC Gayani<sup>1</sup>

Today the television advertising is not just a marketing factor but also makes itself as combination of techniques, art, as well as effective persuasion element in consumerism era. In this competitive market it is astonished that the faces of television advertising rapidly moving to capturing various experiences of promoting products and persuade the mind of consumer with the newness of attraction. In the age of digital, advertising moves to “virtual environments” as a new figure. This approach of technology has more access to emerge a perception in consumers’ mind, through the eye.

Though this 3D software based virtual environments utilise as an effective high-detail generated tool for advertising in world, the definition of 3D environments still use as traditional advertising ways as past in Sri Lanka. Therefore the topic, do the 3D software based virtual environments construct as an art beyond from the technology, is one of the contemporary issue should be redefined in Sri Lankan society and industry. The main objective covered here how to use the 3D software techniques within artistic approach to constructing virtual environment of the advertisement. By using three categorized TV advertisement’s environments of Architectural based, Natural Environment based and Liquid based forms of 3D settings were used to analyse the successes of visual output. The analysis consisted with the scientific research methodologies of content analysis and interviews. The success of virtual environment depends on live and realistic nature of the output visual of advertisement. The main purpose which reviewed via this article, How 3D software based virtual environments construct as art beyond from its’ technology that can be added highly detailed eye-pleasing surround inside of the advertisement’s visual performance that real world can do. To fulfil that performance, the requirement of 3D virtual environment needs to come originally from the product and advertising concept with a sensible definition and recognition of product, technology and art.

**Key words:** *Virtual environment, Television advertisement, Techniques, 3D software*

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ICSS/13/OP/590

**Mediatization of Buddhist sermon “Dharma Deshana” in the recent years**

Asoka de Zoysa<sup>1</sup>

Based on the theories of mediatization and performance in the public sphere, this working paper envisages a methodology that will frame the mediatization of the Buddhist Sermon from radio to television.

Preaching and listening to sermons is widely practiced by Theravada Buddhists in Sri Lanka. The earliest Sinhala texts seem to have been recited rhythmically in the form of prose (*Katha*) or verse (*Kavi*). About the middle of the 19<sup>th</sup> century, “*Dharma Shala*”, were built for congregational hearing of the Buddha’s teaching. About 1910 Ven. Palane Vajiragnana seems to have introduced a new type of preaching to the upcoming Sinhala urban elite. Lay preaching in English too seem to have started shortly after.

With the advent of gramophone records in the 1920s some sermons too were recorded and sold. Just four years after establishing Radio Ceylon in 1928, the first “Dharma Deshana” broadcasted a sermon by Ven. Pelane Sri Vajiragnana Thero. Since then, sermons lasting 60 minutes were broadcasted in Sinhala having a defined structure.

With the introduction of television in 1982, it was possible to see the preaching monk seated in the studio, and today commercial television channels compete with each other in broadcasting sermons. With the advent of “Buddhist” Channel the sermon broadcast is live and one is able to listen sermons many times a day now on TV and radio. In addition, sermons are available on audio cassette and CD in the open market and also new forms of preaching using “Kavi” and “Viridu” have been mediatized.

My research is not a critique on contemporary practice, but to pinpoint paradigm shifts in the process where “bana” has morphed into a highly professionalized “Dharma Deshana” in contemporary Sri Lanka.

**Key words:** *Mediatization, Dharma Deshana, The Buddhist, Radio Ceylon*

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ICSS/13/OP/121

## **The influence of ICT on professional practice in the Sri Lankan construction industry**

Shamitha Shalika Pathiratne<sup>1</sup>

The prospective of ICT for ameliorate the excellence of professional services in the construction industry is usually recognized. While information thrive on ICT in the construction industries of developed countries, very little exists for developing countries.

The objective of this research was therefore to examine the current state of ICT in architectural, engineering and quantity surveying practices in the Sri Lankan construction industry in the context of a developing economy and the findings, will be a guide to the construction industry in Sri Lanka in adopting appropriate policies to internalize the globally acclaimed benefits of ICT.

The research targeted the views of consulting professionals on the impact of ICT on their practices in the Sri Lankan construction industry. The study was based on a questionnaire survey of 180 consultants, comprising 60 each of architectural, engineering and quantity surveying practitioners in Gampaha District.

The outcomes showed that while main architectural, engineering and quantity surveying functions (like drawing, engineering design and preparation of bills of quantities respectively) have been fundamentally computerized but data and document management is still done in the manual way in most cases. The Internet is accumulating admiration with over 60% of the respondents presently linked to internet. Also the disreputably incompetent national electric power supply system and the high price of computer hardware and software in next of kin to the declining fortunes of the professions in Sri Lanka's depressed economy are the key difficulties to amplified investments in ICT. However, most of the respondents (about 80%) were optimistic about the future of ICT in the Sri Lankan construction industry, with plans for major new ICT investments in teleworking, videoconferencing and electronic data management (EDM).

**Key words:** *Information and Communication Technology, Construction industry, Sri Lanka, Professional practice*

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**Sri Lankan communication roots in order to formulate mass consciousness on the subject of sexual and gender base violence.**

*Aruna Lokuliyana.*

Patriarchical family set up and male dominating social set up which were formed according to Asian social customs can be seen in Sri Lanka. Sexual and gender base violence, the two are main problems depending upon the concept of man is prominent with in the family and common family unit can be identified in large scale in Sri Lanka.

The Gravity of the problem is clearly evident from the fact that three Sinhala newspapers and an English news paper issued during the month of October 2013 reported the number of such cases witch were documented as occurred during the said month as 106.

According to Prof. Robert W.Connell who develop his idea in this regards referring to the Italia philosopher Antonio Gramsci's seminal work on Italian class relations says "Hegemonic masculinity to describe those white, heterosexual, competitive, individualist and aggressive men in the paid labor force who dominate the moral, cultural and financial landscape..".

This paper would focus on how this idea impressed to the mass conscious of Sri Lanka as well. It can be set that the woman and sexuality is represented in Sri Lankan Folklore and the classical literature in such a way that automatically leads to originate the idea woman is a 'sexual commodity's.

This idea is automatically given to the society even from the very beginning when the children start to learn their alphabet through the hand book d known as *hodi potha* and then on work through various newspapers, cartoons and pictorial papers.

It is also highlighted by this paper that, the fact there are no direct rules and regulations or ethics to control the reporting of sexual and gender base violence in Sri Lankan mass media is also contributing to increase this problem.

**Key words:** *mass consciousness, Hegemonic masculinity, Sexual and gender base violence*

ICSS/13/OP/541

**A Critical Study on Visual Re-presentation of the Documentary of “Song of Ceylon”***Nalaka Wijewardhane, Dr. Raanjan Hettiarachchi<sup>1</sup>*

Documentary is defined as a genre of film which produces the creative interpretation of reality. It is a crucial means of communication which is being highly used to represent the social, cultural, political, historical reality of the world. The photograph's seeming ability to capture some aspect of reality, to preserve a moment of truth, has been a compelling force for filmmakers who find themselves drawn towards non-fiction subjects.

The objective of this study was to critically investigate the socio, cultural perspectives of Sri Lankan society depicted by the documentary “song of Ceylon”. Song of Ceylon is a documentary produced by a European director and the visual representation was captured with an alien perspective. Therefore, it is also expected to investigate how the Sri Lankan society was interpreted by the Europeans during the colonial era. The use of film language is a main means of expression in documentary. Therefore, it is also expected to investigate how it is used effectively in this documentary.

The documentary was descriptively analyzed using different approaches of analysis. Ideological analysis was used to analyze the content of the documentary by which the directors' involvement of creating the characters and interpreting those characters were discussed. Semiological analysis which was used to analyze the content mainly investigated the connotative aspect of the documentary. How signs, symbols and icons were used to represent different meanings relevant to the particular context was discussed. The content was analyzed historically to see how the citizens in the colonies were treated by the occupants in the colonial era.

It was found that the whole documentary was produced with a capitalistic ideology. It was a reflection of capitalist cultural imperialism. The documentary depicts the local peasant as uncivilized, non-authoritative and simple minded and they are attributed stereo typical characteristics.

The historical analysis revealed that the natives of the land were treated like primitive and uncivilized citizens. They were stone worshippers. They were like demons and perform rituals wearing gods' apparels. As it revealed, it was a virgin island with no development. Their main means of commerce was tea.

The documentary used manipulator based narrative style in expressing the content of the documentary and the dominant use of long shots with high angles, complex mise-en-scenes were seen throughout the documentary.

The documentaries in the colonial era revealed one common factor that the documentary producers were euro-centric and natives were considered as non civilized and primitive. All technological and theoretical strategies were used to promote the ideology of cultural imperialism.

**Key Words:** Colonial Era, Documentary, cultural imperialism, Semiotics, Ideology

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ICSS/13/OP/436

## **Rethinking the disability: Digital Divide in relations to visual disability in Sri Lanka**

N Wedasinghe<sup>1</sup> and R Wicramarachchi<sup>2</sup>

People who are blind or visually impaired do not have equal opportunities to access information technology and internet access compared to the non disabled population in Sri Lanka. The level of usage of ICT by the disabled and non disabled are different in developed and developing countries. The purpose of this study is to find the reasons behind the digital divide among the people with visual disabilities in Sri Lanka and proposed solutions to eliminate digital divide among the Sri Lankan visually impaired differently able community.

This study was conducted based on the literature behind the Digital divide, social construction of disability, The digital age, the development of information technology and Internet related technology and Other countries and Sri Lankan corporate policies related to information technology and main problems and issues faced by the visually impaired people when accessing ICT and Internet. In order to collect information on the Sri Lankan disability digital divide, interviews were conducted with a range of government representatives and more than 75 visually impaired civil and military computer users in Sri Lanka.

As a result of this study it has been indicated that compared to other developed nations, Sri Lanka has also addressed the issue by implementing Nanasala project through ICTA and improving the telecommunication infrastructure with in the country and many other projects via private and public institutions with in the country. Survey results indicated that many Sri Lankans with disabilities are reluctant to use Information technology due to poverty, lack of awareness, lack of interest and their social and cultural backgrounds and also as their first language is not very well supported by the computer system. These factors are highly co-related with digital disability in Sri Lanka.

Conclusions and recommendations are made by proposing implementation of several projects under the supervision of the central government. They are to introduce a web portal for visually disabled people with language support, more training and awareness of the ICT among this community, encourage and develop screen reader software which can support first languages such as Tamil and Sinhala.

**Key words:** *Digital age, Digital divide, Disability, Digital accessibility*

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ICSS/13/OP/102

**The impact of irrigation inequalities on dynamics of technical and allocative efficiency of small-scale rice growers: the case of large-scale irrigation schemes in Sri Lanka**

A Aruna Shantha<sup>1</sup> and BG Asan Ali<sup>1</sup>

Irrigation is most important strategic factor in the development in the rural sector since it is playing a central role in income generation process in the dry-zone of Sri Lanka. Irrigation inequality (intra inequality and inter inequality), technical efficiency and allocative efficiency concepts have ongoing debates in agriculture research and development institutions in developing world at present. However in Sri Lanka the available literature does not provide empirical evidence with regard to the consequences of irrigation inequality on technical and allocative efficiency of rice farming in the dry-zone of Sri Lanka. This paper examines the impact of irrigation inequality on dynamics of technical and allocative efficiency of small-scale rice farming. A field survey was conducted to collect the necessary information for the analysis from a sample of 724 upstream (head-end) and downtrend (tail-end) paddy farmers in the selected two irrigation schemes (high water risk tank and low water risk tank) in the Dry-zone of Sri Lanka. Research applied parametric approach to measure the technical and allocative efficiency. With the support of log-likelihood ratio test, researcher selected translog function form to estimate the level technical inefficiency of each farmer at production stage. The allocative efficiency was measured by comparing marginal revenue product and marginal factor prices of each input. According to the results obtained from the frontier estimation the average technical efficiency of head-end and tail-end rice growers were 82.2 and 68.7, respectively. The results have shown that the average technical and allocative efficiency estimates were not at potential level in both head-end and tail-end farmers in selected tanks and there would be a large room to improve their efficiencies at production stage. Further, the intra irrigation disparity among head-end and tail end farmers was found as the main reason for the divergence of both technical and allocative efficiency among head-end and tail-end rice farmers.

**Key words:** *Irrigation inequality, Technical efficiency, Allocative efficiency, Rice farming*

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ICSS/13/OP/172

**Changing terms of trade of small farming sector in Sri Lanka: with special reference to paddy, vegetable and fruit cultivation**GM Henegedara<sup>1</sup>

Decline of relative farm prices in relation to prices of farm inputs and consumer food items has become a core factor of losing farm income of small farmers in Sri Lanka, particularly in the paddy, vegetable and fruit cultivation. Though the losing farm income is a common problem in many agricultural countries, its impact is very crucial for a small country like Sri Lanka where nearly 30 percent of labour force is occupying directly or indirectly in agricultural activities. Despite the GDP contribution of the agriculture sector has declined around 10 percent today, any impact in small farming sector would also influence to the majority of consumers in the non-agricultural sector. According to Statistical reports of the Department of Census and Statistics, farmers have to pay nearly 2 kilo of paddy for purchasing a one pound of bread in 2012 instead one kilo in 1984. Required paddy amount for receiving one kilo of sugar has fluctuated between 3.53 in 1999 and 3.57 in 2012. Similarly required paddy for receiving one packet of milk powder (450gram) has increased from 7.03 in 1984 to 10.2 in 2012. Since many of these items were imports, there is no income redistribution to non-farm sectors at least to offset the situation

Sri Lanka as a country that follow economy wide policies, links to the world economy through exports and imports and influenced by the global economic and market forces frequently due to changes of global market. Therefore, losing farm income is not simply a matter related to domestic production factors; it also linked with international market by importing agricultural inputs i.e. fertilizer, chemicals and seeds and exporting farm outputs as agricultural and finished products. According to past records, values of TOT and BOP have deteriorated continually in Sri Lanka indicating more imports than the exports done by the country. Thus the main objective of the paper is to review factors influenced in changing TOT of small farming sector and assessing its impact on the economy. The methodology was based on deductive method and the paper would be based on both primary and secondary sources of information.

**Key words:** *Terms of trade, Paddy and vegetable farming, Policy instruments, Small producers*

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ICSS/13/OP/237

**Determinants of income diversification of flue cured tobacco barn owners in Sri Lanka**GGMDT Jayamanna<sup>1</sup>, RAPIS Dharmadasa<sup>1</sup>, NNR Abeysekara<sup>2</sup> and EMJB Ekanayake<sup>1</sup>

Except tobacco farming, tobacco barn owners move to different income sources such as other crop cultivation and non-Agricultural activities due to clear differences in the living status. Therefore, this study aims to analyze the determinants of flue cured barn owner's income diversification and share of income sources to total household income at Galewela, Polonnaruwa and Mahiyanganaya in Sri Lanka. The study drew a sample of 302 flue cured barn owners through random sampling technique from the three different regions and the data obtained were analyzed using descriptive statistics, Herfindhal diversification index and Censored Tobit regression. The results indicate that the level of income diversification among the flue cured tobacco barn owners in Sri Lanka depicted by inverse of Herfindhal index is 3.02. According to Herfindhal index highest income diversification is observed in Mahiyangana area while lowest income diversification is observed in Galewela area. Age of the barn owner, experience in tobacco cultivation, land ownership to the barn owner, total land availability (leased and tenure), capital goods ownership (tractors), tobacco specific resource endowment (number of barns), and distance to the nearest town were the major determinants of income shares from different sources of activities.

**Key words:** *Income diversification, Herfindhal Diversification index, Censored Tobit Regression, Tobacco farmers*

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ICSS/13/OP/401

**Contribution of paddy cultivation to domestic consumption of rural people**

PPDN Kumari<sup>1</sup>

Rural sector accounts for majority of the total Sri Lankan population. Their main source of income and consumption is paddy cultivation. Despite various policies implemented by the government to develop the paddy cultivation of the rural people, today the rural sector contributes majority to overall poverty. The productivity of the rural economy and the consumption level of farmers have come down significantly and as a result the government has to bear an increased cost which affects economic growth.

The problem of study; is the domestic paddy cultivation adequate to fulfill the domestic consumption needs in the rural sector. The main objective of the study is to identify the adequacy of the contribution of domestic paddy cultivation to fulfill the domestic consumption needs of the rural sector. If this contribution proves to be inadequate, identifying reasons for that and identifying solution for increasing farmer's income are sub objectives in this study. A sample of 50 families was selected from Dimbulagala Secretarial Division in Polonnaruwa District using simple random sampling technique. Both primary and secondary data was used for the quantitative and qualitative analysis of the study.

It was revealed from the study that the income from paddy cultivation has a direct impact on the consumption of the farmers but it is not adequate to fulfill all their needs. Hence, most of the farmers obtain loans from the formal and informal sectors in fulfilling their needs. Based on the findings, it was concluded that the continuous increase in their debts led to an increase in rural poverty. Therefore it can be recommended that improve of paddy cultivation and farmer's income.

**Key words:** *Consumption, Rural sector, Paddy cultivation, Income and poverty*

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ICSS/13/OP/386

**Eco-friendly urban agriculture and Food Security**  
**The case of Colombo city in Sri Lanka**

S.Hariharathamotharan

Urban agriculture or farming is defined as the practice of farming within the boundaries of towns or cities. It is a recent phenomenon in city areas particularly in the developing countries.

The main objective of this study was to illustrate the value of using eco-friendly urban farming system to ensure the food security of urban dwellers.

To illustrate this viewpoint a rapid survey of the sector in the Thimbirigasyaya Divisional Secretariat (DS) division of Colombo East was undertaken. This division in urban Colombo displays all possible types of urban farming discernible in Colombo. It had samples representing all the different types of home gardening undertaken in Colombo allowing the selection of good purposive samples accommodating the identification of sample types for in-depth analysis. The methodology used was a combination of quantitative and qualitative techniques.

Although the Thimbirigasyaya Divisional Secretariat (DS) division of Colombo East was selected because it displayed all possible types of urban farming in Colombo the limited areal coverage was a limitation to the study.

The main outcomes of the data analysis revealed that, of recent, middle income families had entered this farming sector in a big way. Among them two categories were identified; one set of families to earn a supplementary income and the other to grow their own supply of organic vegetables for a healthy diet leading to a healthier life. Within this emerging trend an interesting aspect noticeable was their adoption of a type of vertical farming and horizontal farming to grow the vegetables. The overall outcome of the entire sector however seemed to be related to the limited knowledge of the farming urban dwellers on organic farming techniques.

This indicated that besides the necessity to provide proper information and training to them on this aspect, the home gardeners growing vegetables within buildings seemed to need proper information on safer techniques to carry on their ventures in an environment friendly manner.

Therefore in conclusions the study recommended specific measures to encourage and develop this area of urban farming/agriculture which has come to stay as an important source of food promising food security in the urban areas of Colombo city.

*Key words: Eco-friendly urban agriculture and Food Security*



ICSS/13/OP/508

**Alkaline lipase from rice bran; Purification. Characterization of and evaluation its potential to use as a bio-detergent**MKB Weerasooriya<sup>1</sup> and I Singharam

Removal of fatty nature stain is a major problem in laundry cleaning. Currently fat containing dirt are removed by saponification at high temperature under high alkaline conditions. The method costs energy as well as lower the texture and quality of textile fabrics. Therefore, there is a need of low temperature active alkaline lipases to save the energy and to maintain the quality of fabrics.

Novozyme Company in Denmark, and Genecor International, in India currently produce microbial lipases to use in the detergent industry. Though these commercial lipases stable in alkaline pH, 2-3 wash cycles are needed to obtain a significant removal of lipid stain. Cost production of these enzymes are also high. Hence, their industrial use has been limited.

Objective of the paper is to study Purification. Characterization of rice bran lipase and evaluation its potential to use as a bio-detergent.

Lipase was extracted from rice bran partially purified by DEAE Cellulose chromatography. Its pH stability under alkaline conditions, a temperature kinetics and lipolytic activity towards different lipids were studied. Washing performance tests also carried out to test its potential to remove fatty nature stains.

Enzyme showed optimum reactivity at 30-40°C optimum stability around pH 8-10. High lipolytic activity toward all the tested lipids eg. Olive, soybean, sun flower, coconut oil, margarine and butter. Washing performance tests also showed stain caused by coconut oil (1.00ml) can be completely removed by treating the fabric with lipase 1mg/ml at 30°C for 15min.

Findings showed that rice bran lipase can be used as a potential candidate in bio-detergent industry.

**Key words:** *Bio-detergent, Rice bran lipase, Removal of fatty stains, Cleaning*

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ICSS/13/OP/218

**An empirical study on access to finance of Small and Medium Scale Enterprises**WKTC Perera<sup>1</sup> and WM Semasinghe<sup>1</sup>

Small and Medium Scale Enterprises (SMEs) play a vital role in any economy through a number of channels such as contributing to the growth of GDP, providing employment opportunities, generating foreign earnings, reducing regional imbalances and alleviating poverty. SMEs perform a strategic role in Sri Lankan economy, too. As data reveals vast majority of Sri Lankan industries are included in this sector. Shortage of capital or access to finance is identified as the single largest constraint, among others, for the development of SME sector in Sri Lanka. Although banking sector of the country has introduced a range of financing facilities for SMEs, as evidence shows, these facilities are not adequately accessed. Hence, the focus of this study is why SMEs do not access adequately these facilities in order to fulfill their financial requirements? The main objective of this study is to examine the causes for inadequate access of SMEs to the formal financial sector.

To achieve the assigned objectives, primary as well as secondary data were used. Primary data were collected from 50 manufacturing SMEs in Kalutara Divisional Secretariat Division by administering a questionnaire survey and conducting brief interviews with the entrepreneurs. As the main focus was to examine the causes for inadequate access of SMEs to the formal financial sector, "Accessibility" was employed as the dependant variable while six other variables namely Education level, Experience, Attitude about the interest rates, and Collateral needs, Finance knowledge of the entrepreneur and perception regarding the procedures of the formal sector were employed and tested as independent variables. Since the variables are nominal scale, cross tabulations were used to assess the relationship between the dependant variable and the independent variables. Four independent variables namely Education level, Experience, Attitude about the interest rates and Collaterals of the entrepreneurs depicted a significant relationship with Accessibility while other two variables did not reveal a significant relationship.

**Key words:** *Small and Medium Scale Enterprises (SMEs), Formal financial sector, Financial inclusion, Banking sector*

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ICSS/13/OP/214

**Export competitiveness of the Small and Medium Scale Enterprises in Sri Lanka: a case study based on the gem and jewellery sector**NNW Dollawatta <sup>1</sup> and SWSB Dasanayaka <sup>2</sup>

The factors affecting the export competitiveness of Small and Medium scale Enterprises (SMEs) are very complex. From the firm's point of view the trading environment SMEs conducts its business play an important role. Thus, a trade-enabling environment, based on adequate trade policies, an efficient trade and customs administration and good infrastructure are critical for enterprises to compete effectively in the competitive global market. Today international competition became more innovation and knowledge based, understanding trade performance goes beyond the parameters of the traditional comparative advantage paradigm and stressed the role of technology and continuous innovation for international competitiveness. Therefore, this study aims to contribute to the assessment of export competitiveness by investigating the influence of firm and industry specific characteristics in the gem and jewellery products sub sector in Sri Lanka. Structured questionnaire survey followed by descriptive and inferential statistical analysis of data was performed to identify the key factors for the export competitiveness. This study revealed that the firms export orientation, human capital and technological capabilities have significant relations to the export competitiveness of the firms. Furthermore, the government policy, freight facilities and distribution, product variability, research and development, export market promotion attitudes at the industry and firm levels have significant impact for the export competitiveness.

**Key words:** *Export competitiveness, Small and Medium Enterprises, Gem and jewellery, Global market*

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ICSS/13/OP/236

**Cinnamon wood as a substitute for rainforest timber: a case study based on Sri Lanka**J Paranamanage <sup>1</sup> and SWSB Dasanayaka <sup>2</sup>

This research is an empirical investigation on cinnamon wood in finding its feasibility to use as a substitute to rain forest timber for the sustainability of depleting rainforests in Sri Lanka. Physical and mechanical characteristics of cinnamon wood and manufacturing tests were carried out with studying the market potentials and recommend improvements in timber value chain to improve market potentials. Situational analysis and a semi structured interviews and questionnaires were used in understanding the context and for data gathering. Relevant government officials, Cinnamon Exporters, Bailleurs, Farmers, wooden products buyers and timber, wood and furniture shops visits were carried out to study timber life cycle and end products and market potentials. Generally, cinnamon timber is a low value by-product which is poorly treated from outset in many parts of the Sri Lanka. It has considerably high mechanical qualities as a raw material proved by the workshop tests. Eco literacy of customers were high depends on market type and market is still in a premature stage for green. Farmers were selected from two, out of nine districts where cinnamon is cultivated in Sri Lanka. Limited numbers of laboratory tests were carried out due to limited laboratory facilities available. Furniture shop visits and customer interviews carried-out in Colombo area including city of timber “Moratuwa”. Improving the quality of wood process badly necessary to develop cinnamon as an alternative to rainforest timber. Furthermore, eco-friendly wooden products improvement mechanisms and a market segments for such products were identified. By improving low value by-products in cinnamon industry, farmers would benefit immensely. This also would add to the small list of end products of cinnamon made in Sri Lanka and contributing to the economic growth by preserving rain forests. Cinnamon wood as a substitute to rain forest timber never being explored in depth including commercial value improvements. Therefore, methodology and analysis used in this study may suite for other countries as well.

**Key words:** *Cinnamon wood, Sustainability, Rainforest timber, Technology*

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ICSS/13/OP/242

**Identification of the factors affecting for the productivity of Small and Medium enterprises in Sri Lanka, a case study based on the rubber manufacturing sector in Western province**

T Dilrukshi <sup>1</sup> and SWSB Dasanayaka <sup>2</sup>

The main purpose of this study is to identify the factors affecting for the productivity of Small and Medium Scale (SMEs) rubber manufacturing enterprises to recommend appropriate policies to improve productivity to motivate industry to its next level of growth to create more value addition to the local economy. This study was mainly carried out through questionnaire survey and interviews with key stakeholders in rubber manufacturing SME sector. The analysis shows that the productivity of SMEs are at low level mainly due to lack of innovative entrepreneurship, low skilled labor force, lack of linkages between industry and R&D institutions, lack of quality standard for rubber products, lack of ICT usage and many other issues at policy and strategic levels. In general, SME rubber manufacturing sector is one of the leading sectors in growth of Sri Lankan economy which provide social justice for many poor communities in disadvantages localities. Therefore, the results of this study may facilitate SME rubber manufacturing sector to perform better and to increase contribution to the Sri Lankan economy by improving living standards of poor. This is the first time this type of scientific study carryout in Sri Lanka to identify the factors affecting for the productivity of SME rubber manufacturing firms. Therefore, the methodology and conceptual framework developed and the policies derived can be used as guides to similar types of research in other countries.

**Key words:** *Productivity, Rubber sector, Small and Medium Scale Enterprises, Technology Management*

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## Social impact assessment for appropriate project planning

Rumjhum Ray Chaudhuri<sup>1</sup>

Development activities often change the social environment in the project influence area. It is, therefore, important to anticipate changes that might occur as a consequence of project activities; hence Social Impact Assessment (SIA) was introduced in order to understand infrastructure development in the social context. As all the development projects are for the benefit of society, explicit consideration of social issues of development should be undertaken in the project preparation. Recently planners and decision makers have recognized the need for better understanding these consequences.

This helps in planning mitigating measures for negative impacts and promoting positive impacts. Planning awareness programmes towards changing people's behavior is also a part of mitigation planning. These are based on:

- General assessment of situation
- Site visits
- Meetings various project affected persons and other stakeholders
- The collected data are analyzed and summarized as an input initially for social assessment and later for designing mitigation measures.

A broad overview will be provided with a focus on guidelines and principles for the preparation of technically and substantively adequate SIAs within reasonable time and resource constraints.

In developing countries in spite of routine SIA its uses are often restricted. There are many factors that hinder the implementation of mitigation plans. This paper presents the issues related to SIA and its mitigation measures in developing countries and makes an effort towards suggesting how to overcome the major issues. It is recommended that while planning for social safeguards there should be association between environmental impact assessment, social impact assessment and the actual project plan.

**Key words:** *Development projects, Developing countries, Social safeguards, Environmental impact assessment*

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## **The study of customer switching behaviour towards carbonated soft drink market**

JW Abarajithan<sup>1</sup> and VR Ragel<sup>1</sup>

With the continuous growth of competition in the market place, understanding customers has become more and more important in marketing. Moreover, customers are more mobile and knowledgeable than ever before, searching for a best alternative in their purchasing process, and finally switch to best brand. This process can be known as customer switching behaviour. The switching behaviour in products and services are not the same for all categories.

The main purpose of this study was to examine whether there is customer switching behaviour in the carbonated soft drink market; and if so, what are the factors that contributed for customers' switching behaviour. This research was limited to Manmunai-North Divisional secretariat area in Batticaloa district. Customer switching behaviour is operationalized in terms of four variables; Marketers' Product Mix, Pricing Strategies, Distributional Strategies, and Promotional Strategies. A quantitative method was applied where for data collection structure questionnaires were used. 200 questionnaires were issued and collected data were analyzed using SPSS v.11.0 and evaluated as low, moderate, and high level influence of research variables on switching behaviour in carbonated soft drink repurchase. Family unit was considered as a unit of analysis. Descriptive analysis was used for data analysis. This study found that most of the customers are switching their brands (85%). Research found that Marketers' promotional, distributional and product mix are heavily motivating customers' switching tendency while pricing strategies has moderate influence on customers' switching tendency. However, most of the respondents agree that marketers' promotional strategies are attracting them to switch toward their brand. According to the analyzed data, the Coca-Cola Company holds 43.7%, PepsiCo holds 25.1%, and Ceylon Cold Stores Limited holds 21% of Market share.

It is advisable for carbonated soft-drink marketers to concentrate more on their pricing and product strategies while maintaining present pricing and promotional strategies. Finally recommendations have been given as to how carbonated soft-drink marketers can enhance their market share further by protecting their customers from competitors' moves.

**Key words:** *Switching behaviour, Loyalty, Marketing mix, Product*

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## **An empirical investigation of users' perception on corporate annual reports in Sri Lanka**

MA Chandrika Harshani<sup>1</sup>

Financial reporting may be identified as communication of published financial statements and related information from a business enterprise to external users. But different users have different perceptions relating to the use of the information. Corporate annual reports act as a mechanism of discharging accountability and as a means of formal communication between corporate and end users. So, it is useful to identify the users' perception of corporate annual reports using different aspects of annual reports and whether there is any significant difference among the perceptions of various user groups in relation to those aspects.

The objective of this study is to empirically examine the users' perception of corporate annual reports in Sri Lanka. This is an exploratory research and it tested seven hypotheses using the deductive approach. A wide range of nine groups of external users of corporate annual reports was identified to cover major users of annual reports in Sri Lanka randomly, which included; partners in audit firms, accountants, executives, employees, bankers, assessors/ tax officers, lecturers/ researchers, financial analysts and stock brokers. About 204 responses were received from the 250 questionnaires delivered, representing a response rate of 82 percent.

The study revealed that most user groups of the sample use the annual reports at least rarely and the information contained in annual reports is insufficient to the users for their own purposes of using them. The balance sheet and the income statement were the most significant and understandable sections of the annual report. All user groups had given priority to obtain information about the company's performance. The most reliable information source is considered to be the annual report. The findings of this study may also indicate that there is a need for more comprehensive studies to identify the similarities and differences in the perception of different users in developing countries such as Sri Lanka concerning corporate annual reports.

**Key words:** *Corporate reports, User perception, Annual reports, Financial statements*

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ICSS/13/OP/444

**Stilt fishing in Southern Sri Lanka: management constraints and future sustainability**UPK Epa<sup>1</sup> and MCL Zoysa<sup>2</sup>

Stilt fishing is one of the traditional artisanal fishing methods which cannot be seen in any part of the world except in Southern coast of Sri Lanka. This unique fishing method is identified by the supporting structure that is used by fishermen during fishing operation. In the present study, methods such as participant-observation, structured questionnaire, interviews and analysis of statistical data were used. The socio-economic data was collected from Goviyapana, Kubalgama and Talpe fishing villages in the Galle district.

Though stilt fishermen are not organized into a society the fishery is managed by the fishermen by their own management strategies. Each fishing reef is used only by fishermen from a particular village or group of villages. Fishing using crafts and nets are forbidden, as are different types of hooks. Fishing rights and skills are transferred from parents to their offspring. According to the catch statistics there was a significantly positive relationship ( $p < 0.05$ ) between rainfall and catch per unit effort at sampling sites. There is no restriction regarding the number of stilts that could be planted in one reef a time and this activity not only damages the reef unnecessarily but also obstacle the free movement of fish in the shallow coastal waters. Offshore fishermen set their nets across the fish migratory pathways even during the stilt fishing period. The present fisheries act (No. 02 of 1996, as amended) does not contain regulations to control setting of nets across fish migratory pathways. Successful stilt fishermen have substantial knowledge of fisheries issues accumulated through informal experience that passes generation to generation. Resolving the issues related to stilt fisheries and/or provision of facilities for other fisheries related activities can help them stay in the industry or diversify. The long-term aim should be to establish resilient communities with sustainable and diversified livelihoods.

**Key words:** *Traditional fishing, Fishing reef, Fishing rights and skills, Fisheries Act*

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**Development of Simple Average Price Index (SAPI) in fish markets in Addalaichenai Divisional Secretariat: retail fish sellers' point of view**MBM Ismail<sup>1</sup>, T Velnampy<sup>2</sup> and AMM Nufile<sup>3</sup>

Price index reflects changes in the selling price to the seller for selling a basket of goods and services that may be fixed or changed at specified intervals, such as yearly. Srilankan Fish Market comprises fish varieties such as Salaya, hurulla, balaya, kelawalla, thora, para, mora, thalapath, kumbalawa, mullet and thilapia. Fishes are sold by wholesalers and retailers. A higher price variation in the retail market was reported during past. The retail prices of fish fluctuate time to time. This research aims at knowing sort of fish brands sold by fish sellers and developing a Simple Average Price Index for fish sellers' buying price. 17 fish sellers have been selected as respondents for answering. Data were collected from fish sellers who sell fish in related markets daily during April to June constituting of quarter two of year 2011 and July to September constituting of quarter three of the very year using primary data collection that used a statement sheet consisting of fish brand name sold by sellers and their buying fish prices. Valaya, Paaraikkutti, Uluvai/ Nulayan, Kilavallu, Kadal thirukkai, Puliyankottai thirukkai and Ilahan have increased between 20% to 47%. These fish brands capture the first seven ranks in Increased Average Price Index. Keeri, Arukkula and Mural have increased between 17% to 19%. These fish brands capture eight to tenth ranks in Increased Average Price Index. Paarai, Thalappaththu, Sooria and Sura have increased between 3% to 14%. These fish brands capture eleventh to fourteenth ranks in Increased Average Price Index. Overall Increased Average Buying Price Index shows that fish brands have increased 19 % rise. Paravai, Kaaral and Manalai have decreased between 19% to 21%. These fish brands capture the first three ranks in Decreased Average Price Index. Keeli, Kommpth thirukkai and Neiththoli have decreased between 4% to 15%. These fish brands capture the second three ranks in Decreased Average Price Index. Overall Decreased Average Buying Price Index has declined by 14 %. There is no change in the prices of Saalai and Kalmeen.

**Key words:** *Simple Average Price Index (SAPI), Fish markets, Retail fish seller, Sri Lanka*

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ICSS/13/OP/504

**Tourism industry and traditional fishing industry in down south coastal belt of Sri Lanka**

Indrachapa Gunasekara<sup>1</sup>

Tourism industry is a rapid growing industry in the world wide due to its high economic contribution. As a result, most of the countries enter into this remarkable industry as the economic benefits it gains contribute to the development of the country. This industry directly and indirectly affects the other industries in the host country in both positive and negative manner. This study attempts to find out such interrelationships between tourism industry and fishing industry in down south coastal belt of Sri Lanka.

Down south coastal belt is one of the famous tourist areas in Sri Lanka due to the water based tourist products offered by the area tourist service providers. Host communities in down south costal belt are mainly fishing communities for centuries. The development of tourism industry impacts this community and their traditional occupation.

The major aim of this study was to find out how the traditional fishing industry is being effected through the tourism industry. The objectives were to identify the nature of tourism industry, different typologies of tourist attraction, traditional fishing techniques used by the fishermen in down south costal belt and interrelationship between tourism and traditional fishing industry using both primary and secondary data collection methodologies.

**Key words:** *Down South coast, Tourism, Traditional fishing methods, Fishing communities*

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ICSS/13/OP/506

**The impact of quality management practices on the performance of Small and Medium Scale Industries (SMIs) in Sri Lanka**LW Dasanayake<sup>1</sup>

With a small amount of capital requirement and a medium level of technology, SMIs can attract many new entrepreneurs to venture into new business. SMIs can generate a massive desired route for employment due to the fact that their production techniques are still at low or medium levels and they are more labor intensive. In this context, the performance of most SMIs in Sri Lanka is lower than accepted level and they have to improve their technical and technological capabilities to meet the market needs and for the sustainable development in economy. The quality management practices play a significant role for continuous improvement and competing current markets with the formalized managerial practices. Therefore, this study is focused on analyzing the relationship between management system and quality management practices and its need for SMIs' performance. The study framework includes leadership and human resource as two dimensions of quality management practices and sales growth of the firm as the performance indicator. Using binary logistic regression analysis, this study analyzes the link between mentioned quality management practices and firm's performance. However, SMIs have several limitations when they implement quality management practices, the study has investigated leadership category and human resource category improve organizational performance. The small sample size is one of the research limitations and the inclusion of some more variables such as strategic planning, customer focus and level of information technology in the organization will bring broader perspective to the research.

**Key words:** *SMIs, Quality management practices, Leadership and human resource, Sustainable economic development*

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ICSS/13/OP/545

**A study on the economy of the urbanized, less facilitated colonies and their behavioral pattern**RMRB Rathnayaka<sup>1</sup>

The speedy development of the less facilitated colonies, due to present urbanization, is a special characteristic in Sri Lanka. The economical activities of this dysfunctional urbanized sector cover a vast area. Various economical activities of this dysfunctional urbanized sector can be seen even in Colombo, and people who represent less facilitated colonies play a major role in this context.

A random sample of 50 families in Lunu Pokuna Grama Niladari division has been participated in this study. It should be organized that whether, these less facilitated colonies and the activities of the people who live there influence / impact on urban rules, urban economy, urban society as well as urban environment. It supports to unfold the fact that whether their contribution for the economy is optimistic or pessimistic. Moreover, the study focuses on researching the particular characteristics of the behavior due to those economical activities. Primary and secondary data were collected and statistical and non-statistical methods were used to present and analyze data.

The dysfunctional economical activities of the people who live in less facilitated colonies, decide every factor in the city. This was the final discovery of the study. Dysfunctional, economical activities and careers directly influence in urban rule, urban economy, urban society as well as urban environment. Educational background and age group decide the career. Yet, the national problems of the unemployment of educated elite was not so severe in Colombo, when compared with other areas.

Especially men did a main role in job activities as well as other economical activities. People who get less revenue became a part of services, was common in Colombo. Analyze exposed the fact that, these services were decisive for the process and continuation of other economical activities. Moreover, these economical activities are essential and if it is reduced or destroyed it will influence on the whole degradation of the economical system.

**Key words:** *Urbanization, Less facilities colonies, Economical activities, Sri Lanka*

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ICSS/13/PP/202

**Exploring the nature of marketing innovation: case of agribusiness sector in Sri Lanka**DMCS Dasanayake<sup>1</sup>, SMM Ikram<sup>2</sup>, UK Jayasinghe-Mudalige<sup>1</sup>, JMMUdugama<sup>1</sup>  
and JC Edirisinghe<sup>1</sup>

The specific objective of this study was to explore the nature of marketing innovations and its impact on achievement of competitive advantage in the firms operating in agribusiness sector of Sri Lanka. Having identified the types and forms of innovation in an agribusiness firm in Phase I through a case study-based qualitative approach that uses N-Vivo (version 7.0) qualitative data analysis software to analyze the information gathered from senior managers belonging to high-ranked well performing large-scale agribusiness firms (n=10) by means of personal in-depth interviews supported by a structured interview schedule, a comprehensive structured questionnaire was administered in Phase II with owners/marketing managers of a cross section of agribusiness firms (n=40) covering tea, vegetable, fruits, dairy, meat and fish processing firms during February to April 2013. Data were collected on a firm's: (1) Roles of marketing; (2) Marketing innovation, and (3) Sources of competitive advantage. The responses given by managers on a series of five-point likert-scale based questions were subjected to two-way Cluster Analysis in SPSS (version 17). The results (Mean Ranks; Top Box %) reveal that “*understanding and satisfying customer needs*” (4.9; 88.9%), “*selling new products*” (4.8, 77.8%) and “*creating new customers*” (4.7, 75.0%) as the major roles of marketing. Under the marketing innovations, the firms emphasize on importance of indentifying, penetrating and repositioning in the market with “*quality management systems*” (4.1, 55.6%), “*value added new products*” (4.1, 41.7%) and “*exploiting new target markets*” (4.0, 33.3%). Firms judge that it is important to “*manufacture quality products*” (4.8; 86.1%), be “*efficient in production*” (4.6; 75.0%) and “*have a strong brand image*” (4.4, 61.0%) to gain the competitive advantage in the market.

**Key words:** *Agribusiness sector in Sri Lanka, Competitive advantage, Marketing innovation, Organizational behavior*

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ICSS/13/OP/232

**Mining and human development in developing countries: a comparative analysis of mining and non-mining districts in India**Dharmabrata Mohapatra<sup>1</sup>

The contribution of mining operation to the development of the local region remains under serious controversy. The pro-mining block is of the view that mining represents the wealth of a region and opens up wide vistas for the latter's prosperity. There are equal concerns that mining cause's involuntary displacements of local people and that very often the displaced families are not adequately compensated for their direct and indirect, economic and social losses. People in the mining areas not only become victims of environmental degradation, but also go through changes in terms of over-all well-being. Nevertheless, mining projects are promoted by integrating them with the narratives of progress and development.

The present paper attempts to study the impact of mining on the well-being of people living in the mining areas in the Indian state of Odisha measured in terms of human development indicators. It highlights some interesting facts about the contribution of mining sector to Odisha's economy which destabilizes the conventional ideas about mining areas.

This present study is both diagnostic and exploratory. An attempt has been made here to throw light on various aspects of human development. For the purpose secondary data have been collected from materials like books, journals and other official documents and interpreted in a comparative framework to study human development parameters in mining and non-mining districts.

It is proposed that despite having a significantly lower health index and Human Development Index in mining districts is higher than the non-mining districts. This is due to significantly higher income index in mining districts than non-mining districts. It is also proposed that income generated from mining are not well distributed among inhabitants of mining region and are loaded in favor of the rich. Thus a compensation mechanism in mining policy, where mining has huge potential, can be designed taking environmental cost and health problem of community into account, in order to make mining industry a sustainable means of broad based and equitable growth.

**Key words:** Mining, Income index, Human development index, Health index

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ICSS/13/OP/294

**Comparison and review of Environmental Management Systems among the government institutions in Sri Lanka**LMAP Gunawardhana<sup>1</sup> and KGGK Jayawickrama<sup>1</sup>

The organizations in the world have been suffering from various types of environmental problems in the recent past due to their activities, products and services. Environmental Management System (EMS) is a comprehensive tool to assess and ensure the mitigation of environmental issues. EMS is a part of the overall management system that includes organizational structure, planning activities, responsibilities, practices, procedures, and resources for developing, implementing, achieving, reviewing, and maintaining the environmental policies. EMS follows Stewart and Deming's quality management approach. EMS ensures positive environmental impacts, improves product quality, competitiveness and production process, reduce expenses, liabilities, insurance premiums, and waste management cost and enhance market responsiveness.

The objective of this research is to compare performance of EMS among the government institutions in Sri Lanka. Ten Divisional Secretariat offices in Kurunegala district in the North Western Province in Sri Lanka have been selected for the purpose. Interviews of key informants were the main source of primary data under six EMS criteria, namely, commitment and environmental policy, planning, implementation, measurements and evaluation, audit and review. SPSS and MS Excel were used for data analysis.

There was a considerable variation among the institutions. The researcher found that the success level of implementation of EMS is positively correlated with leadership qualities. Generally, implementation of EMS in government institutions is weak and performance rank order illustrated that the major weaknesses were lack of awareness of the EMS among the employees, poor auditing, lack of EMS training, and lack of condign attitudes. EMS should be launched to improve the EMS training in order to minimize negative environmental impacts and to provide effective service to the public.

**Key words:** *Environmental Management System, Environmental impacts and issues, Government institutions, Sri Lanka*

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ICSS/13/OP/443

**The effectiveness of current strategies used to build social resilience and reconstruction in Mullaitivu District at Wellamullivykkal**

HM Oshadhi Vindya Herath<sup>1</sup>

The wars seen in any angle is against to justice and it denies all human rights and thus became entirely unjustifiable. Sri Lankan ethnic conflict also lasted closely three decades and the country lost 1000s of lives without differentiating between Sinhala, Tamil or Muslim. The war not only resulted in the loss of lives, but also caused inestimable damage to the economy of the country.

People of all ethnic groups now not only hope for positive peace, security and but also are keen to ensure that there will be no more bloodshed again. So there should be an urgent need to social resilience and reconstructions.

The intention of this research was to evaluate the effectiveness of current strategies used to build social resilience and reconstruction in Mullaitivu district at Wellamullivykkal. It has been used both primary and secondary data. Primary data was collected through interviews with various individuals and sample was 34. It has been used simple random selection method to select the sample. Secondary data collection methods were magazines, books, Government and Non-government reports and web sites. It has been used both quantitative and qualitative data analysis methods. Primary data has been analyzed by quantitative analysis methods and secondary data has been analyzed by qualitative (narrative analysis) method.

The research findings proved that Sri Lanka is implementing a proper reconstruction process in the district. But social resilience is still at a questionable stage because there is no proper plan to address the root cause of the ethnic conflict.

**Key words:** *Ethnic conflict, post war area, social resilience, Mullaitivu*

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ICSS/13/OP/271

**An analysis of fertility decline in India: evidences from Tamil Nadu and Uttar Pradesh**

Bhairu Lal Yadav<sup>1</sup> and Ajay Kumar<sup>2</sup>

Using data from census of India and sample registration system, this paper traces fertility transition of Uttar Pradesh and Tamil Nadu and explains the fertility decline among the women of different age groups. There exist considerable regional disparities in terms of fertility decline in northern and southern states. The pace of fertility decline has been faster in southern and coastal regions, and at a slow pace in backward northern states. In Tamil Nadu fertility declined substantially among the women of lower and higher age groups in comparison to Uttar Pradesh which is characterized by low literacy, low female age at marriage, poor health infrastructure and low status of women, while Tamil Nadu is characterized by high female literacy, high age at marriage and higher status of women.

**Key words:** *Fertility transition, Replacement level, Total fertility rate, Crude birth rate*

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ICSS/13/OP/465

**A case study of general external environment of textile A: opportunity and threat analysis**MBM Ismail<sup>1</sup>

Strategic planning is made for term future planning. It is a good management practice to know about present and future behaviour. Present and future behaviour of an organization can be modelled as “SWOT analysis”. SWOT refers to strengths, weaknesses, opportunities and threats. Although strengths, weaknesses, opportunities and threats are important for an organization opportunities and threats are highly important for any organization. Various authors have stated about organisation’s environment that is composed of both internal and external environment. Environmental scanning is crucial for deriving SWOT analysis. Opportunities and threats (OT) are uncontrollable. So, they place high importance than internal controllable environment. This study is carried out in the Textile of A that is located in Ampara District, Eastern Province of Sri Lanka. Researcher used a case study method for data collection and analysis. Primary and secondary source of data collection were made for this study. Owner of the textile were interviewed in depth. For the support of in- depth interview, secondary data kept as records were also collected for identifying opportunities and threats. Data were collected during 2013. Collected data were analysed by OT analysis of SWOT analysis and qualitative risk analysis (Risk Probability Impact Matrix). Study found that Textile A has both opportunities and threats. SWOT analysis found that environmental factors of Textile A have a number of opportunities in PESTEL factors. All the PESTEL factors constitute opportunities and threats for Textile A. It can be conclude that there are high, moderate and low risk factors. Low risk can be ignored. Moderate risk can be reduced and high risk should be eliminated.

**Key words:** *Textile, General external environment, Opportunity threat analysis, SWOT*

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ICSS/13/OP/355

**Ruralization of the Sri Lankan Apparel Industry (SLAI): drivers, trends, challenges and prospects: a study based on selected apparel firms to ascertain push and pull factors and their time line dynamics**

S Weerawansa<sup>1</sup>, I Aponsu<sup>1</sup> and F Riza<sup>2</sup>

Sri Lanka's apparel industry (SLAI) manifests several land marks: the establishment of the Multi-Fibre Agreement in 1971 which paved the way for a sustainable apparel industry; 200 Garments Factory Programme (GFP) in 1990, perhaps the most decisive state intervention for capacity expansion; liberalization of textiles imports in 1997; last the post- MFA challenges combined with a prolonged recession in the markets abroad. While the MFA has been regarded as the most influential external factor responsible for a dynamic SLAI, the GFP is undoubtedly had been the most conspicuous and decisive supply push ever to have been implemented. The phasing out of the MFA that took place 1995-2005, and the post MFA competitive forces had been the most critical challenge Sri Lanka's apparel industry (SLAI) faced in its four decades of existence.

The Apparel Industry has been one of the top most sectors sort out by the entrepreneurial society. Over the past many Apparel Industry firms have met with challenges and also have exploited opportunities to keep the sector as the top most manufacturer and exporter of the country. Despite this macro picture that has been at the firm level there has been not enough investigation as to how these external and internal dynamics did interplay into this overall national industry outcome.

Clearly the Industry believes that there is segregation between the ways the factories are run. Cost behaviours, profitability's between those in the rural location and urban centres. An entrepreneur who is driven by profitability is confronted with many factors that are specific to the choice of location of the factories in particular, risk premiums, cost differences and other factors that have a bearing on the overall success of the particular firm. This research embarks on investigating these data and information to provide a pilot assessment that could pave the way for more research.

The study will be carried out on the basis of the time series data on a list parameters described in the conceptual framework earlier. These data are analysed based on time periods which reflect the external dynamics faced by the industry. It is believed given the global competitive forcers the industry has been adjusting and adapting to the challenges and opportunities.

**Key words:** *Apparel Industry, Ruralization, Multi-Fibre Agreement, Sri Lanka*

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