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**Study the Comparative Success of the Poverty Alleviation Programs in Sri Lanka-
Special Reference to the Gemidiriya Community Development and Livelihood
improvement project, Matara, Sri Lanka.**

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Various poverty alleviating programs have been introduced during this decade in Sri Lanka. Gamidiriya is one of those programs. The primary objective of this study was to find out the economic enhancement of rural community through Gemidiriya project. The study was restricted to four "Grama Niladari" divisions from Athuraliya, Mulatiyana and Hakmana divisional secretariats in Matara district. Pre-tested questionnaire was used to collect primary data from 80 beneficiaries, selected by using simple random sampling technique. Results of the study showed that Gemidiriya project at village level is very successful when considering about the social and economic impact of project. Almost 100% loan borrowers had spent loan for income generation activities and 63% of them had increased their income by 20%. Majority (93%) of them increased their income through the Agricultural sector. Research findings further showed, most of women were entered in to income generation activities. New approach helps to wean from dependency by improving leadership ability, increasing social values and encouraging self-confidence in rural communities, as majority (80%) is engaging in self employment activities by using granted loans. In SWOT analysis revealed that, women are the most benefitted group through engaging in self-employment activities. Lack of awareness of the program was the main weakness and the generation of more self-employment opportunities was the main opportunity as per beneficiaries. Main threat was the absence of proper and stable market. Comparing with the other main anti-poverty programs in Sri Lanka, it can be concluded that the Gemidiriya Community Development and Livelihood improvement project has been comparatively successful approach to village development and reduction of poverty as the interest rate is very low (2-6%). The main reason for that is the Gamidiriya is a people's organization and people have rights to operate the loan system. Therefore, finally study concludes that, the project should proceed further and recommends creating strong market linkage between village producers and private sector. Sales outlet should be started by combining existing market facilities to promote market for the Gemidiriya producers.