

**PROCEEDINGS OF
THE INTERNATIONAL RESEARCH CONFERENCE ON
HUMANITIES AND SOCIAL SCIENCES
[IRCHSS-2014]**

**“Innovate, Integrate, and Impart: Development
without Borders”**

15th & 16th of October, 2014

**Faculty of Humanities and Social Sciences
University of Sri Jayewardenepura
Nugegoda, Sri Lanka**



Proceedings of the International Research Conference on Humanities and Social Sciences 2014
Faculty of Humanities and Social Sciences, University of Sri Jayewardenepura

167 Pages

ISSN: 2279 - 2309

Copyright © Faculty of Humanities and Social Sciences

All rights are reserved according to the Code of Intellectual Property Act of Sri Lanka, 2003

Published by: IRCHSS-2014 and Faculty Humanities and Social Sciences,

University of Sri Jayewardenepura, Sri Lanka

Tel/Fax: +94 (0) 11 2803196


Disclaimer

The responsibility for opinions expressed, in articles, studies and other contributions in this publication rests solely with their authors, and this publication does not constitute an endorsement by the IRCHSS - 2014 or Faculty of Humanities and Social Sciences of the opinions so expressed in them.

Official website of the Conference

<http://www.sjp.ac.lk/fhss/irchss2014/>

Published By : Faculty of Humanities and Social Sciences,
University of Sri Jayewardenepura, Sri Lanka

Printed By : 
Red Pinnacle (Pvt) Ltd. No: 319/7,
Nanda Jothikarama Road, Thalawathugoda, Sri Lanka
Tel./ Fax. +94 (0) 11 2884921, e-mail: info@redpinnacle.lk



ORGANIZING COMMITTEE - IRCHSS 2014

Advisor

Mr. C. L. K. Nawarathna
Dean / Faculty of Humanities and Social Sciences

Conference Chair

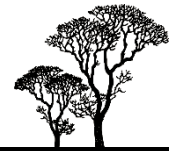
Dr. Shirantha Heenkenda

Conference Secretary

Dr. Lalith Ananda

Committee Members

Rev. Dr. Medagampitiye Wijithadhamma
Dr. (Mrs.) Rasanjalee Perera
Dr. K. M. Alexander
Dr. (Mrs.) Sanjeevi Manthreerathna
Dr. Wijaya Sri Witharana
Mr. Senani Harischandra
Mr. D. L. S. Ananda
Mrs. Sarangie Kaluarachchi
Mr. Ajantha Kalyanaratne
Mr. I. D. Jayaruwan
Mr. Anuruddha Pradeep
Mr. Sumanjith Kumara
Mr. Sampath Pushpakumara
Ms. Imanga Nadeeshani
Ms. Waruni Iresha Ekanayake
Ms. Nelum Rathnayaka
Mr. N. M. A. Jayasinghe
Ms. Deepthi Siriwardena
Ms. Iresha Chathuranganie



REVIEW PANEL – IRCSS 2014

Rev. Prof. Agalakada Sirisumana	Dr. K. M. Alexander
Rev. Prof. Kiulegedara Narada	Dr. Lalith Ananda
Rev. Prof. Kotapitiye Rahula	Dr. M. B. Ranathilake
Rev. Prof. Magamma Pannananda	Dr. P. D. Nimal
Rev. Dr. M. Wijithadhamma	Dr. R. A. U. J. Marapana
Rev. Kumbukandana Rewatha	Dr. Shantha Wijesinghe
Rev. Miriswatte Wimalagnana	Dr. Sri Ranjith
Rev. Raluwe Padmasiri	Dr. Thilak Bandara
Prof. A. Perera	Dr. Thilak Hewawasam
Prof. Asanga Thilakarathne	Dr. Udaya Samarathunga
Prof. C. K. M. Deheragoda	Dr. Wasantha Athukorala
Prof. D. L. Abewardene	Dr. Wasantha Mendis
Prof. Gnadasa Perera	Dr. Wasantha Priyadharshana
Prof. Hematha Kottawaththa	Dr. Wija Sri Witharana
Prof. Jayadewa Uyangoda	Dr. W. M. Yaparathne
Prof. K. N. J. Katupotha	Dr. (Mrs.) Chandani Liyanage
Prof. Malinga Amarasinghe	Dr. (Mrs.) Charmalie Nahallage
Prof. Mayura Samarakoon	Dr. (Mrs.) Dhammika Withanage
Prof. M. O. A. De Zoysa	Dr. (Mrs.) Dileni Gunawardene
Prof. M. W. Jayasundara	Dr. (Mrs.) Harini Amarasuriya
Prof. P. Athukorala	Dr. (Mrs.) Kishani Pilapitiya
Prof. Premakumara De Silva	Dr. (Mrs.) Pushpa Kulanatha
Prof. Raj Somadewa	Dr. (Mrs.) Prashanthi Gunawardena
Prof. Ranjith Fernando	Dr. (Mrs.) Rasanjali Perera
Prof. Rathnasiri Arangala	Dr. (Mrs.) Samanmala Dorabawila
Prof. R. M. K. Rathnayake	Dr. (Mrs.) Sanjeewi Manthirathne
Prof. Saman Chandra Ranasinghe	Dr. (Mrs.) Shyamali Samaranyake
Prof. S. B. Hettiarachchi	Dr. (Mrs.) N. D. Wijayasundara
Prof. S. D. N. Dharmarathne	Mr. Athula Withanawasam
Prof. Tennison Perera	Mr. Dhanapala Wijesinghe
Prof. Walter Marasinghe	Mr. K. A. Weerasena
Prof. (Mrs.) Lalitha S. Fernando	Mr. K. G. G. Weerasinghe
Prof. (Mrs.) Nandanee Karunathilake	Mr. P. L. T. Purasinghe
Prof. (Mrs.) Sunethra Thennakoon	Mr. Renuka Priyantha
Prof. (Mrs.) Swarnalatha Perera	Mr. Senani Harishchandra
Prof. (Mrs.) Y. D. Jayathilake	Mr. S. A. C. Stanley Silva
Dr. Ajith Dissanayake	Mr. Wijayananda Rupasinghe
Dr. Aruna Shantha	Mrs. B. W. R. Damayanthi
Dr. Deshappriya Gunasena	Mrs. Dilini Walisundara
Dr. D. P. S. Chandrakumara	Mrs. Indira Mawelle
Dr. Dunesh Gunathilake	Mrs. Madubhashini Rathnayake
Dr. H. M. R. Premasiri	Mrs. M. P. A. A. Buddhadasa
Dr. H. M. W. Ariyaratna Herath	Mrs. Vishaka Suriyabandara
Dr. Jayantha Jayasiri	

ENHANCING PRODUCTION IN “EKALA INDUSTRIAL ESTATE”: PROBLEMS AND POTENTIALITY

Ajith Jasin Arachchige
University of Sri Jayewardenepura, Sri Lanka
ajith@sjp.ac.lk

The “Industrial Estate Programme” is essential and has a significant contribution for developing the economy of Sri Lanka. The Industrial Estate is a huge land allocated to small and medium level industries by the government. This programme is powered by Industrial Development Board (IDB) in Sri Lanka and they procure developed plots, building blocks and infrastructure facilities like Electricity Power, Water supply, Telephone, Internal Roadways to Small and medium enterprises (SME). Entrepreneurs can rent a location and install industry and then proceed and continue their production. This study aims to identify the main problems that affect enhancing the project of “Ekala industrial estate” and the potential industrial factors in the estate. The sample survey was conducted using 50 entrepreneurs in “Ekala industrial estate” between December 2007 and February 2008. Random sampling method was used to select the sample. Questionnaires, interviews and observations were used to collect primary data. Research findings show that entrepreneurs faced problems regarding the entire location when they were establishing the estate. The researcher identified the problems such as lack of labour, lack of raw materials, maintenance problems, market not being expanded, loan and insurance problems. In this study, potential factors like satisfaction of daily production and market price, anticipation of product promotion, procure facilities and technical knowledge by IDB could be identified as positive factors. Results of this study show some implications such as making fixed labour stockpile, expanding local and foreign market opportunity and creating simple methods for obtaining loans and insurance facilities to improve the ability to enhance production.

Keywords: *enhance, industrial estate, small and medium enterprises*