

SUSTAINABLE DEVELOPMENT OF BRICK INDUSTRY AT ERAVUR PATTU D. S DIVISION IN THE BATTICALOA DISTRICT

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This study is conducted with the view of sustainable development of brick industry being as a partial rural development at Eravur Pattu D.S Division in Batticaloa district. Where as, considerable amount of brick clay resources are available and this division supplies significant amount of bricks to the Batticaloa district. The main objective of the study is to investigate the possible ways for establishing sustainable development in brick industry at Eravur Pattu D.S Division in the Batticaloa district. This study was conducted with view of socio, economic and environmental aspect.

Simple random sampling method was used to select the samples with the ratio of sampling to population. This survey consists of samples of 150. In which 100 samples were taken from brick makers (Owner) and rest of samples taken from brick workers. Data were collected from respondents through questionnaires by giving interview guidance. Further, information was gathered by discussing with Resellers, Grama Servakas, Environmental Officers, Secretary of Municipal Council, and Secretary of Pradesa Saba. Some facts were observed in respective areas. In addition, the secondary data also considered.

The research findings reveal that the brick industry in this region is now facing several constraints, related to technology, financial, labour and marketing. Furthermore, it has significant impact on environment such as land degradation, deforestation and air pollution as well as social such as employment of minor labours and school pupil.

The recommendations were given with eight dimensions such as technology improvement, financial assistants, labour management, marketing management, infrastructure facilities, environmental friendliness, social friendliness and attract potential investors. More over, Government, NGOs and public should come forward to modify the existing brick industry to create sustainable development in this industry.

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