

PLAN FOR THE DEVELOPMENT OF ART LINE WORK
CENTER AT KALDY BATTICALOA



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ABSTRACT

Sri Lanka has directed its economic activities towards Industrialization to reach the status of development economy. The Art Line as the labour intensive industry, which would solve the unemployment problem to a great extent, and makes it most suitable for Sri Lanka, where there is high unemployment and lack of investment. The Art Line industry can play a major role to solve the above problems. At Kallady, Batticaloa Art line centre was one of the progressing industry prior to 1977. But after 1977 this industry has been affected by two severe setbacks. The first setbacks took place when the new government introduced open liberalized import economic policy. The second setback was the Cyclone, which took place in 1978. Island war also affected this centre since 1990. Art line centre has a special market for their products and also where there is high employment opportunities, because there is high demand for cloths and all structural facilities are available. So that the government realized the important of Art Line work centre and its share in developing rural areas. My data collection consists of two parts, that is primary and secondary data collection. There are three major problems are in the Art line work centre at Kallady, Batticaloa such as Production, Marketing, Management & Financial problems. In spite of such constraints this industry is developing. At Kallady, Batticaloa, Art Line work centre has many opportunities, which may lead towards prosperity of this area people. In the meantime this industry has got the above problems to be solved. Hence these problems properly identified and recommended.

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