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2025

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ABSTRACTS

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SABARAGAMUWA UNIVERSITY OF SRI LANKA

Sabaragamuwa Social Sciences & Languages Students' Annual Symposium

ABSTRACTS

14th July 2025

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Sabaragamuwa University of Sri Lanka
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MESSAGE FROM THE VICE CHANCELLOR

It is a great pleasure to send this message for the 11th Sabaragamuwa Social Sciences and Languages Students' Annual Symposium (SSLSAS) 2025, held on the 14th of July 2025. At Sabaragamuwa University of Sri Lanka, we firmly believe that research is a cornerstone of higher education. It drives innovation, nurtures critical thinking, and prepares our students to navigate and address the complex challenges of the modern world.

The research findings presented at today's symposium reflect the dedication, passion, and intellectual curiosity of our students. Their efforts to explore, question, and contribute to their respective disciplines are truly commendable. I sincerely congratulate each student researcher for your commitment, resilience, and creativity. Engaging in academic research demands not only intellectual rigour but also perseverance and an open mind — qualities you have clearly demonstrated.

Research continues to be the lifeblood of academic progress and innovation. It plays a vital role in societal development, informs policy decisions, and fuels sustainable economic growth. The work presented at this symposium is a valuable contribution to that broader mission and a strong indication of the promise our young scholars hold.

This symposium is more than a platform to share findings — it is an opportunity for meaningful dialogue, critical reflection, and the building of a scholarly community. I encourage all participants to actively engage in discussions, offer constructive feedback, and consider how the insights shared today might influence and enrich your own academic journey. Collaboration and intellectual exchange are key pillars of academic advancement.

I would also like to express my heartfelt appreciation to our dedicated faculty members and mentors. Your unwavering support and expert guidance have been instrumental in nurturing these young researchers and in shaping a vibrant academic environment.

In conclusion, I extend my warmest congratulations to all the presenters. Regardless of outcomes, your willingness to engage in research and share your work publicly is a significant achievement. I am confident that the experiences and knowledge you have gained through this process will continue to benefit you in your future endeavours.

Thank you.

Prof. M. Sunil Shantha
Vice-Chancellor
Sabaragamuwa University of Sri Lanka

MESSAGE FROM THE DEAN

Dear Students,

I am pleased to extend my warmest greetings on the occasion of the 11th Sabaragamuwa Social Sciences & Languages Students' Annual Research Symposium (SSLSAS). This event marks an important milestone in your academic journey, and I am proud to witness the remarkable progress you have made as an emerging scholar.

Research symposia such as this one are not just academic rituals; they are transformative experiences. They foster curiosity, sharpen critical thinking, and cultivate a spirit of inquiry that is essential for meaningful academic and professional growth. As participants in this symposium, you have embraced the challenge of exploring new ideas, questioning existing frameworks, and contributing original insights to your respective disciplines. This year's symposium stands out for its interdisciplinary nature, encouraging you to look beyond traditional academic boundaries. When disciplines intersect, innovative thinking flourishes. I encourage you to engage deeply with peers from other fields, as these interactions often spark fresh perspectives and novel solutions to today's complex challenges. Equally important is the value of feedback in your research journey. Engaging with mentors, peers, and invited experts during this symposium allows you to refine your work and grow as a researcher. Embrace constructive criticism; it is one of the most powerful tools for improvement and discovery. I take this opportunity to sincerely thank the faculty members, the organising committee, and the sponsors who have worked tirelessly to bring this event to life. Their untiring support and commitment have created a platform where your academic voices can be heard and celebrated.

To all student presenters, congratulations. Your commitment to research, creativity, and intellectual rigour is truly commendable. May this symposium inspire you to reach even greater heights in your academic and professional paths.

Wishing you continued success in all your future endeavours.

Warm regards,

Dr. Rohan Abeywickrama
Dean
Faculty of Social Sciences and Languages

CONTENT

ECONOMICS **1**

FACTORS AFFECTING THE SUSTAINABILITY OF THE CONSTRUCTION LABOUR MARKET
W.H.N.N.T. Kulawansa[1*] and A.M.I. Gunarathna[1] 2

THE IMPACT OF BRANCH-SPECIFIC FACTORS ON LOAN DEFAULT RATES IN THE BANK OF CEYLON: WITH SPECIAL REFERENCE TO BUTTALA BRANCH
K.B.N.K Sathsarani[1*] and K.W.A Shanahara[1] 3

MARKETING STRATEGIES FOR PRODUCT EXPANSION OF SLECIC
N.S. Bandaranayaka[1*], A.A. Shantha[1] and O. Pabasara[2] 4

ANALYSING THE IMPACT OF SERVICE QUALITY ON GUEST SATISFACTION AT COPA CABANA BEACH HOTEL
W.G.K. Gayashan[1*], S.J.M.N.G. Samarakoon[1] and D.N.P. Dissanayake[2] 5

THE EFFECT OF EMPLOYEE SATISFACTION ON PRODUCTIVITY
M.O. Ilshan[1*], A.M.I. Gunarathne[1] and G.G.S. Rathnasiri[2] 6

THE IMPACT OF MACRO ECONOMIC CONCEPTS ON BUSINESS PROFITABILITY: WITH SPECIAL REFERENCE TO RUBBER-RELATED MANUFACTURING INDUSTRY
H.A.T. Sandaruwan[1*] and G.R.S.R.C. Samaraweera[1] 7

A STUDY ON COIR CHIPS: INTERNAL PRODUCTION VS. MARKET PURCHASE AND THEIR IMPACT ON COST EFFECTIVENESS
A.M.K.K. Abeykoon[1*] and H.K.G.D. Janitha[1] 8

THE EFFECT OF ACCOUNTING SOFTWARE PRODUCTIVITY ON ACCOUNTING PERFORMANCE IN DELMEGE GROUP
L.P.N.S. Akashmi[1*], K.W.A. Shanahara[1] and G. Lewwanduwage[2] 9

THE IMPACT OF ONLINE BANKING AND CDM MACHINES ON CUSTOMER SATISFACTION AND OPERATIONAL EFFICIENCY AT RDB
A.N.H. Amasha[1*], A.A. Shantha[1] and R.A. Kulathunga[2] 10

THE IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN LOAN SERVICE: A STUDY OF BANK OF CEYLON, PITABEDDARA
G.W.S.S. Anuradha[1*] and S.J.M.N.G. Samarakoon[1] 11

THE IMPACT OF LOAN SERVICE QUALITY ON CUSTOMER SATISFACTION: WITH SPECIAL REFERENCES TO BANK OF CEYLON, DEIYANDARA BRANCH
R.H. Apsara[1*] and A.M.I. Gunarathna[1] 12

THE IMPACT OF HUMAN CAPITAL INVESTMENT IN DIGITAL TECHNOLOGY TRAINING ON THE OPERATIONAL EFFICIENCY OF BANK EMPLOYEES
W.H.Y.K. Ariyarathne[1*] and G.R.S.R.C. Samaraweera[1] 13

THE EFFICIENCY OF THE DIGITAL PAYMENT SYSTEM IN IMPROVING BILLING ACCURACY AT THE NATIONAL WATER SUPPLY AND DRAINAGE BOARD: WITH SPECIAL REFERENCE TO COLOMBO DISTRICT
B.A.M. Bhagyaya[1*] and H.K.G.D. Janitha[1] 14

EXPLORING THE ABSENCE OF INCENTIVE SCHEMES FOR INTERNAL STAFF IN SRI

LANKAN TEA FACTORIES
M.A.I. Chathumini[1*] and K.W.A. Shanahara[1] 15

SRI LANKAN EXPORT CREDIT INSURANCE CORPORATION'S ROLE IN RESOLVING EXPORT CREDIT INSURANCE CLAIMS DISPUTES
I.G.D. Chathuruwini[1*], A.A. Shantha[1] and M. Wickramasinghe[2] 16

EVALUATING THE ECONOMIC AND ENVIRONMENTAL BENEFITS OF RECYCLING DEFECTIVE POLYTHENE BAGS IN THE PRODUCTION PROCESS
P.M.P. De Silva[1*] and S.J.M.N.G. Samarakoon[1] 17

THE IMPACT OF LOAN PROCESSING DELAYS ON BORROWERS' ECONOMIC ACTIVITIES: A STUDY AT THE DEVINUWARA BRANCH OF THE BANK OF CEYLON
J.V.P.A. Dilmini[1*], A.M.I. Gunarathne[1] and D.D.S.M. Sewwnadi[2] 18

THE IMPACT OF TECHNOLOGY DEVELOPMENT ON TEA PRODUCTION: WITH SPECIAL REFERENCE TO A TEA FACTORY IN MATARA DISTRICT
P.G.T. Dilmini[1*] and G.R.S.R.C. Samaraweera[1] 19

THE IMPACT OF FERTILISER USE EFFICIENCY ON COSTS AND BENEFITS OF TEA CULTIVATION IN SRI LANKA
B.P. Gunaratne[1*] and H.K.G.D. Janitha[1] 20

THE IMPACT OF ECONOMIC FACTORS ON THE RETENTION OF INSURANCE POLICYHOLDERS IN SRI LANKA
W.R.P. Gunasekara[1*]and T.P.H.P. Gunathilaka[1] 21

A STUDY ON CUSTOMER SATISFACTION IN THE SRI LANKAN TELECOMMUNICATION INDUSTRY
G.H.W.D. Chamodi[1*] and K.W.A. Shanahara[1] 22

EXPANSION OF SLECIC'S GUARANTEE CERTIFICATES FOR STUDENT VISA LOAN FACILITIES
D.H.T.K. Jayalath[1*], A.A. Shantha[1] and M. Wickramasinghe[2] 23

THE IMPACT OF SUPPORTIVE MANAGEMENT ON EMPLOYEE SATISFACTION: WITH SPECIAL REFERENCE TO ASIRI HOSPITAL GALLE (PVT) LTD
N.H. Jayawickrama[1*] and H.K.G.D. Janitha[1] 24

THE IMPACT OF 5S METHODOLOGY ON EMPLOYEE EFFICIENCY IN THE APPAREL SECTOR
L.W.M.L. Karunarathna[1*] and A.M.I. Gunarathna[1] 25

THE IMPACT OF LEADERSHIP STYLES ON EMPLOYEE PERFORMANCE: A STUDY OF A LEADING PRIVATE BANK IN THE RATHNAPURA DISTRICT
H.M.P.M. Karunasena[1*] and G.R.S.R.C. Samaraweera[1] 26

THE IMPACT OF EFFICIENCY OF PUBLIC TRANSPORT BUSES ON THE PRODUCTIVITY OF PUBLIC SECTOR EMPLOYEES: WITH REFERENCE TO SRI JAYAWARDENEPURA KOTTE
L.H.A.K. Kaushalya[1*], H.K.G.D. Janitha[1] and N. R. Ekanayaka[2] 27

THE IMPACT OF WORK-FAMILY CONFLICTS ON JOB PERFORMANCE OF MACHINE OPERATORS AT BRANDIX INSPIRED SOLUTIONS, KOGGALA
M.B.C. Kaushalya[1*] and A. Shanahara[1] 28

EXPANDING SLECIC SERVICES FOR SMALL AND MEDIUM-SCALE BUSINESSES

G.A.S. Kawshalya[1*], A.A. Shantha[1] and R. Ovitigala[2] 29

THE IMPACT OF FLEXIBLE WORK SCHEDULES ON EMPLOYEE SATISFACTION: WITH SPECIAL REFERENCE TO APPLE HOLIDAYS DESTINATION SERVICES (PVT) LTD
D. H. Kodikara[1*], H.K.G.D. Janitha[1] 30

THE IMPACT OF DIGITAL FINANCIAL SERVICES ON CUSTOMER ENGAGEMENT OF FINTREX FINANCE LIMITED IN COLOMBO DISTRICT
P.H.D.M Kulawansha[1*], A.M.I. Gunarathna[1] and S. Perera[2] 31

THE IMPACT OF INVENTORY MANAGEMENT EFFICIENCY ON PRODUCTION COSTS OF TEA FACTORIES IN SRI LANKA: A CASE STUDY
M.A.P. Kumari[1*] and S.J.M.N.G. Samarakoon[1] 32

THE IMPACT OF LIVE CHEF DINING AND LUXURY HOME CATERING ON CUSTOMER LOYALTY IN THE HOSPITALITY INDUSTRY: WITH REFERENCE TO A LEADING RESTAURANT IN THE COLOMBO DISTRICT
H.G.T. Lakshani[1*] and G.R.S.R.C. Samaraweera[1] 33

THE IMPACT OF RETENTION STRATEGIES ON EMPLOYEE SATISFACTION: WITH SPECIAL REFERENCE TO THE CEYLON ELECTRICITY BOARD
A.A.A. Lakshika[1*] and H.K.G.D. Janitha[1] 34

THE NECESSITY OF AN ACCOUNTING SYSTEM TO ENHANCE EMPLOYEE EFFICIENCY: A STUDY AT THE CEYLON ELECTRICITY BOARD, SRI LANKA
K.J.K.M. Madhubhani[1*], T.P.H.P. Gunathilaka[1] and A.H.D.N. Rangani[2] 35

EXAMINING THE IMPACT OF EMPLOYEE PERFORMANCE MANAGEMENT THROUGH CRM SYSTEMS
K.K.P. Madushani[1*], A.A. Shantha[1], Ranathunga[2] and Asitha[2] 36

A STUDY OF EMPLOYEE MOTIVATION AT SRI LANKA INSURANCE CORPORATION
D.M.S. Madhubashini[1*], S.J.M.N.G. Samarakoon[1] and C. Peiris[2] 37

THE IMPACT OF FLEXIBLE WORK ARRANGEMENTS ON EMPLOYEE RETENTION AND JOB SATISFACTION: WITH SPECIAL REFERENCE TO HYDRO POWER INTERNATIONAL (PVT) LTD
V.G.W. Madhuwanthi[1*] and A.M.I. Gunarathne[2] 38

THE IMPACT OF SOCIO-ECONOMIC AND ENVIRONMENTAL FACTORS ON ACADEMIC PERFORMANCE: A STUDY OF SCHOOL CHILDREN IN MONARAGALA DISTRICT
P.R.S.N. Nandasiri[1*] and A.M.I. Gunarathne[1] 39

THE IMPACT OF PRODUCT QUALITY AND PRODUCT VARIETY ON CUSTOMER SATISFACTION IN THE TEA INDUSTRY: A STUDY OF A LEADING TEA FACTORY IN MATARA DISTRICT
K.K. Navanjalee[1*] and G.R.S.R.C. Samaraweera[1] 40

FACTORS AFFECTING HOUSEHOLD FOOD SECURITY:
WITH SPECIAL REFERENCE TO NUWARA ELIYA DISTRICT
D.L.P. Nisansala[1*], H.K.G.D. Janitha[1] and W.H. Manjula[2] 41

THE EFFECT OF HUMAN RESOURCE INFORMATION SYSTEM ON EMPLOYEE WORK COMMITMENT: A CASE STUDY OF CIC FEEDS GROUP, SRI LANKA
G.G.K. Nisansala[1*], T.P.H.P. Gunathilaka[1] and M.A.L. De Silva[2] 42

THE IMPACT OF DIGITAL BANKING PRODUCTS ON CUSTOMER SATISFACTION AT

THE BANK OF CEYLON: WITH SPECIAL REFERENCE TO AMBALANTOTA BRANCH
G.H.C.M. Pabasara[1*], A.A. Shantha[1] and E.H.M. Chinthaka[2] 43

THE IMPACT OF ELECTRONIC GOVERNMENT PROCUREMENT IMPLEMENTATION ON TRANSPARENCY IN THE PUBLIC PROCUREMENT PROCESS IN SRI LANKA
P.C.M. Peiris[1*], S.J.M.N.G. Samarakoon[1] and W.H.A. Wimalajeewa[2] 44

THE IMPACT OF SUPERVISOR SUPPORT ON JOB SATISFACTION OF MARKETING OFFICERS IN FINANCIAL BUSINESS DIVISION OF SRI LANKA INSURANCE CORPORATION
M.L.N.D. Pinto[1*], A.M.I. Gunarathna[1] and C. Peiris[2] 45

THE IMPACT OF TARGET PRESSURE ON EMPLOYEE PERFORMANCE FROM THE BURNOUT THEORY PERSPECTIVE: WITH SPECIAL REFERENCE TO THE APPAREL INDUSTRY
H.R.U.M. Rathnayaka[1*] and G.R.S.R.C. Samaraweera[1] 46

FACTORS AFFECTING EMPLOYEE SATISFACTION WITH WORKPLACE HEALTH INSURANCE COVERAGE: WITH SPECIAL REFERENCE TO CEYLON SHIPPING CORPORATION LTD
P.L.B. Sandali[1*], H.K.G.D. Janitha[1] and Y.T. Praboditha[2] 47

EXPANSION OF SLECIC'S SERVICES FOR NON-TRADITIONAL EXPORTERS IN SRI LANKA
K.H.S.D. Silva[1*], A.A. Shantha[1] and R. Ovitigala[2] 48

THE IMPACT OF TECHNOLOGY AND AUTOMATION ON OPERATIONAL EFFICIENCY IN THE LOGISTICS SECTOR AT RICHARD PIERIS AND COMPANY PLC
R.H. Sisara[1*], S.J.M.N.G. Samarakoon[1] and H.M.D.A. Oswald[2] 49

THE IMPACT OF INTEREST RATE FLUCTUATIONS ON CUSTOMER PREFERENCES FOR BANKING FINANCIAL PRODUCTS: A STUDY OF MERCHANT BANK, GALLE
U.T. Suraweera[1*], A.M.I. Gunarathna[1] and M.C. Gunawardana[2] 50

THE IMPACT OF WORK ENVIRONMENT ON EMPLOYEE SATISFACTION IN THE FOOTWEAR MANUFACTURING COMPANY: A CASE STUDY OF CATALAN INDUSTRIES PVT LTD, KEKANADURA
R.D.S. Wasana[1*], H.K.G.D. Janitha[1] and M.G.S. Sankalpa[2] 51

THE IMPACT OF TIME MANAGEMENT ON EMPLOYEE PERFORMANCE: A STUDY OF THE REGIONAL DEVELOPMENT BANK IN SRI LANKA
U.G.R.I. Weerasinghe[1*], T.P.H.P. Gunathilaka[1] and A.G. Dharmasiri[2] 52

CHALLENGES IN MICRO LOAN RECOVERY: A CASE STUDY OF KANRICH LIMITED
W.M.C.D. Wijesinghe[1*], A.A. Shantha[1] and H.M. Sumanarathna[2] 53

THE IMPACT OF SUPPLIER DELAYS ON ON-TIME DELIVERY (OTD) IN THE APPAREL INDUSTRY
S.M. Withanage[1*], S.J.M.N.G. Samarakoon[1] and S.M. Bowatta[2] 54

INFORMATION AND COMMUNICATION TECHNOLOGY 55
DEVELOPING AN E-COMMERCE WEBSITE FOR PROMOTION AND ONLINE SALES OF BABY ITEMS
T.D. Abeywickrama[1*], R.M.N.B. Rathnayake[1] and L. Disanayaka[3] 56

DIGITIZING ACADEMIC ADMINISTRATION: DESIGNING A WEB-BASED STUDENT

INFORMATION PLATFORM
H.M.H.D. Bandara[1*], R.A.H.M. Rupasingha[1] and C. Kumarasinghe[2] 57

RESOURCEFUL PEOPLE ASSESSMENT SYSTEM: A STUDY AT THE MANAGEMENT DEVELOPMENT AND TRAINING INSTITUTE
B.G.Y. Wishwantha[1*], V.P.G. Priyankara[1] and A.P.G.R. Amarasinghe[2] 58

IMPLEMENTATION OF NETWORK ATTACHED STORAGE (NAS) FOR DATA CENTRALIZATION AND SECURITY ENHANCEMENT
H.P.G.C.B. Ranjith[1*], R.M.N.B. Rathnayake[2] and C. Habaraduwa[3] 59

DEVELOPMENT AND ENHANCEMENT OF E-CLASS LEARNING MANAGEMENT SYSTEM
H.R.M. Lakshan[1*], R.A.H.M. Rupasingha[1], and I.T. Kalansooriya[2] 60

INFORMATION TECHNOLOGY TECHNICAL ADMINISTRATION AND CUSTOMIZATION SUPPORT FOR A BANK USING TEMENOS T24
R.D.N.D.A. Manthilaka[1*], R.A.H.M. Rupasingha[1] and P. Debegama[2] 61

PREDICTING STUDENT ACADEMIC PERFORMANCE USING MACHINE LEARNING:THE IMPACT OF STUDY HABITS AND EXTRACURRICULAR ACTIVITIES ON GPA AND GRADE CLASSIFICATION
H.K.D. Navod[1*] and V.P.G. Priyankara[1] 62

DEVELOPMENT AND IMPLEMENTATION OF AN AUTOMATED EXAM REGISTRATION SYSTEM FOR SABARAGAMUWA UNIVERSITY OF SRI LANKA
REDESIGNING AND IMPLEMENTING WORKLENZ: AN OPEN-SOURCE PROJECT MANAGEMENT TOOL USING REACT
P.M.P.K. Premasiri[1*], R.M.N.B. Rathnayake[2] and C. Jayasiri[3] 64

ENHANCING AI CHATBOTS FOR DATA RETRIEVAL WITH LLAMAINDEX: OPTIMIZING INFORMATION ACCESS IN TELECOM SUPPORT SYSTEMS
W.A.M.D.M. Abeysinghe[1*], R.A.H.M. Rupasingha[1] and M.K.I. Piumal[2] 65

STRATEGIC WEB DESIGN AND DEVELOPMENT TO ENHANCE BUSINESS EFFICIENCY
D.D.S.S. Dasanayaka[1*], V.P.G. Priyankara[1] and S.D.M. Madushanka[2] 66

IMPLEMENTATION OF THE SEMI-AUTOMATED STOCK MANAGEMENT SYSTEM TO ENHANCE BUSINESS EFFICIENCY
R.M.Y.Dasanya[1*] and R.M.N.B. Rathnayaka[2] and D. Perera[3] 67

DESIGN AND DEVELOPMENT OF A SECURE WEB-BASED VISITOR MANAGEMENT SYSTEM WITH RFID INTEGRATION AND ROLE-BASED ACCESS CONTROL
L.H.R. Dineshi[1*], R.M.N.B. Rathnayake[2], R.M.A.P. Ranathunge[3] 68

DESIGN AND IMPLEMENTATION OF A CLOUD-BASED STUDENT MANAGEMENT SYSTEM FOR PRIVATE EDUCATIONAL INSTITUTES IN SRI LANKA
D.T.D. Dissanayaka[1*], R.A.H.M. Rupasingha[1] and C. Kumarasinghe[2] 69

DESIGN AND IMPLEMENTATION OF A WEB SOLUTION FOR DIGITAL PRODUCT CATALOGUE FOR VMAX CHINA'S DISTRIBUTION IN SRI LANKA
G.M.T.I. Gangodage[1*], V.P.G. Priyankara[1] and **S**.M.D. Madushanka[2] 70

EMPOWERING ARYALABS' DIGITAL PRESENCE: A JOURNEY THROUGH WEB DEVELOPMENT
M.K.C.G. Hugo[1*], R.A.H.M. Rupasingha[1], and A.G.S.G. Jayasena[2] 71

STRATEGIC GRAPHIC DESIGN FOR ENHANCING BRAND VISIBILITY AND SALES GROWTH OF LUMBINI GROUP TEA EXPORT COMPANY
H.N. Jayawickrama[1*], V.P.G. Priyankara[1], and P. Mendis[2] 72

INVESTIGATING THE DEVELOPMENT OF AN IT-BASED SOLUTION FOR SINHALA AYURVEDIC KNOWLEDGE DOCUMENTATION AND EDUCATION SYSTEM
S.G.S.M. Karunarathna[1*] and R.M.N.B. Rathnayake[2] 73

DESIGNING AND DEVELOPING AN INTUITIVE WEB PORTAL FOR THE 'SEEKNOW' JOB RECRUITMENT ONLINE PLATFORM
R.M.T. Kaushalya[1*], R.A.H.M. Rupasingha[1], and W.T.S. Wickramanayaka[2] 74

DEVELOPMENT OF A WEB-BASED INSURANCE PLATFORM FOR PROCESS AUTOMATION
Y. M. Kavindi[1*], V.P.G. Priyankara[1], and T. Withana[2] 75

A ROLE-BASED VISITOR ACCESS SYSTEM FOR SECURE AND SEAMLESS FACILITY MANAGEMENT
M.K. Kithsari[1*], R.A.H.M. Rupasingha[1] and R.M.A.P. Ranathunge[2] 76

ENHANCING THE SOFTWARE QUALITY ASSURANCE PROCESS THROUGH A STANDARDISED REQUIREMENT DOCUMENTATION PROCESS
M.G.S. Malshani[1*], R.M.N.B. Rathnayake[2] and R. Algama[3] 77

A SMART ASTROLOGY WEB SYSTEM FOR PERSONALISED HOROSCOPE GENERATION AND MATCHMAKING SERVICES
P. Shankavi[1*], R.A.H.M. Rupasingha[1] and N. Shanmugarajah[2] 78

A STUDY ON PREDICTING THE SALES SUCCESS OF E-COMMERCE PRODUCTS USING MACHINE LEARNING: A CLASSIFICATION-BASED APPROACH
H.M.S.R. Pathirana[1*] and V.P.G. Priyankara[1] 79

DESIGN AND IMPLEMENTATION OF A WEB-BASED STUDENT MANAGEMENT SYSTEM FOR A PRIVATE EDUCATIONAL INSTITUTE IN SRI LANKA
S.W.V.A. Pugngnasiri[1*], R.A.H.M. Rupasingha[1] and C. Kumarasinghe[2] 80

DEVELOPMENT OF AN E-COMMERCE PLATFORM FOR HELA HERBS (PVT) LTD
P.H.I.L. Ranasinghe[1*], R.M.N.B. Rathnayaka[2], and P. Pathirana[3] 81

INNOVATIVE MARKETING AND INFORMATION SOLUTIONS FOR GOLDEN HIGH INTERNATIONAL (PVT) LTD: A TIKTOK STRATEGY AND INVENTORY SYSTEM
A.G.N.N. Rasanjana[1*], R.A.H.M. Rupasingha[1] and E.M.S. Kumarathunga[2] 82

PREDICTION OF FRAUDULENT TRANSACTIONS USING A MACHINE LEARNING ALGORITHM: EMPHASISING TRANSACTION SPEED AND LOCATION ANOMALIES
R.M.G.G.G.C. Rathnayaka[*1] and V.P.G. Priyankara[1] 83

A STUDY ON RULES AND RESPONSIBILITY-BASED ENHANCEMENTS FOR PROCESS MANAGEMENT: AN APPLICATION TO THE ANNUAL RICE SHORTAGE IN SRI LANKA
H.G.P. Sathsarani[1*] and R.M.N.B. Rathnayake[2] 84

IMPROVING ORGANIC TRAFFIC FOR A REAL ESTATE WEBSITE THROUGH SEARCH ENGINE OPTIMISATION
D.B.J.T. Sewwandi[1*], R.A.H.M. Rupasingha[1], and P. Mendis[2] 85

PREDICTING MOBILE APP ENGAGEMENT LEVELS USING MACHINE LEARNING: ANALYSING THE IMPACT OF NOTIFICATIONS AND USAGE PATTERNS

S.N.N. Thilakshantha[1*] and V.P.G. Priyankara[1] 86

BUILDING A SOCIAL MEDIA PRESENCE FOR CAIRNS: A BRANDING STRATEGY FOR A NEW BICYCLE COMPANY IN AUSTRALIA
H.H.L. Wijewardana[1*], V.P.G. Priyankara[1] and P. Maligaspe[2] 87

STATISTICS..... 88

THE IMPACT OF TIME USE ACTIVITIES ON THE LABOUR FORCE PARTICIPATION OF SRI LANKA'S YOUTH COMMUNITY
K.K.S. Suvineetha[1*], N.M. Wijesekara[1] and W.A.C. Wijebandara[2] 89

THE IMPACT OF THE ECONOMIC CRISIS ON SMALL AND MEDIUM ENTERPRISES
G.V. Sandamali[1*], L.G.H.R. Gamage[1] and W.A.C. Wijebandara[2] 90

EXAMINING THE IMPACT OF WORKING CAPITAL MANAGEMENT ON PROFITABILITY AND SUSTAINABLE GROWTH OF LISTED PLANTATION COMPANIES IN SRI LANKA
W.B.T. Peiris[1*] and L.G.H.R. Gamage[1] 91

GENDER DIFFERENCES IN WORK-LIFE BALANCE: A STUDY OF FINANCE EMPLOYEES AT ABANS PLC
S.L.T. Amarasinghe[1*], U.S. Thathsarani[1] and C. Nadun[2] 92

THE IMPACT OF SMARTPHONE LITERACY ON THE USAGE OF DIGITAL BANKING APPS OF ABC BANK CUSTOMERS
U.L.H.P. Chandrasena[1*] and N.M. Wijesekara[1] 93

FACTORS INFLUENCING CUSTOMER SATISFACTION AMONG WHOLESALE AND RETAIL BUYERS OF SARK AGRIBUSINESS (PVT) LTD
S.O. Mayadunna[1*] and L.G.H.R. Gamage[1] 94

A STATISTICAL ANALYSIS OF TOURIST DEMAND BEHAVIOUR IN SRI LANKA
L.W.N.S. De Alwis[1*] and D.J. Jagoda[1] 95

TREND ANALYSIS OF MONTHLY DEFECTIVE PRODUCTS AND THEIR IMPACT ON ORGANIZATIONAL REVENUE: A CASE STUDY OF PDM CLOTHING (PVT) LTD
S.H.K.U. Aberathne[1*], D.J. Jagoda[1] and M.G.T. Sandaruwan[2] 96

TOURISM FOR CULTURAL EXCHANGE AND SUSTAINABLE VILLAGE DEVELOPMENT: A CASE STUDY OF ELLE, SRI LANKA
P.K.C. Madushan[1*] and U.S. Thathsarani[1] 97

FORECASTING THE PROCUREMENT REQUIREMENTS OF SRI LANKAN AIRLINES ENGINEERING DIVISION
P.M.S.W. Senarathne[1*], R.M.L. Rathnayaka[1] and C. Harshalal[2] 98

FACTORS CONTRIBUTING TO DELAYED CUSTOMER SERVICE AT NATIONAL SAVINGS BANK – MATHUGAMA
W.H.M. Piyumal[1*] and L.P. Himali[1] 99

THE IMPACT OF DIGITAL BANKING SERVICES ON CUSTOMER SATISFACTION AT RICHARD PIERIS FINANCE LIMITED
T.D. Malwanna[1*], N.M. Wijesekara[1] and H.U. Iddamalgoda[2] 100

THE RELATIONSHIP BETWEEN WORK ENVIRONMENT AND JOB SATISFACTION IN THE PROVINCIAL ROAD DEVELOPMENT AUTHORITY
A.M.S.M. Alahakoon[1*] and R.M.L. Rathanayake[1] and S. Jayaneththi[2] 101

IDENTIFYING THE FACTORS INFLUENCING CUSTOMER SATISFACTION AT PEARL BAY
S.C. Deshan[1*], D.J. Jagoda[1] and M.A.J.S. Perera[2] 102

THE IMPACT OF STANDARDIZED CUTTING TECHNIQUES ON COST AND WASTE REDUCTION IN CATERING SERVICES AT THE OCEAN COLOMBO
H. Niyas[1*], U.S. Thathsarani[1] and P. Ranathunga[2] 103

ANALYZING THE BEHAVIOR OF MANUFACTURING OUTPUT OF ECO SPINDLES (PVT) LTD
H.S. Hansika[1*] and N.M. Wijesekara[1] 104

STUDY ON THE RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND ONLINE BANKING AT ABC BANK
B.G.P. Dileesha[1*], R.M.L. Rathnayake[1] and A.S. Rubasinghe[2] 105

ASSESSING THE CUSTOMER SATISFACTION AND SERVICE ISSUES OF LP GAS DISTRIBUTION IN WELIGAMA AREA
N.M. Devindi[1*] and L.P. Himali[1] 106

A STUDY ON ANALYSING THE SOCIO-ECONOMIC FACTORS OF NEET STATUS AMONG YOUTH IN SRI LANKA
K.G.D. Shehari[1*], D.J. Jagoda[1] and W.A.C. Wijebandara[2] 107

FACTORS INFLUENCING CONSUMER BEHAVIOUR IN USING MOBILE PAYMENT SYSTEMS IN SRI LANKA: A CASE STUDY OF THE KALUTHARA DISTRICT
G. Awishkha[1*] and U.S. Thathsarani[1] 108

THE IMPACT OF ONLINE BANKING AWARENESS ON CUSTOMER SATISFACTION AND LOYALTY: A STUDY OF RAGALA BOC BANK
P.B. Wijesiriwardhana[1*], B.L.D.N.M. Dion[1] and M.W.A.B.S. Wijesuriya[2] 109

THE IMPACT OF FABRIC DELAYS AND THE USE OF ALTERNATIVE FABRICS ON EMBELLISHMENT DEVELOPMENT TIMELINE
K.N.W.P. Wimalarathna[1*], B.L.D.N.M. Dion[1] and A.K. Jayasinghe[2] 110

THE IMPACT OF PRODUCT QUALITY, SERVICE QUALITY, AND PRICE ON CUSTOMER SATISFACTION AND LOYALTY IN HOTEL SELECTION
D.C. Vimanthika[1*], B.L.D.N.M. Dion[1] and P. Galabadaarachchi[2] 111

STATISTICAL ANALYSIS ON DETERMINANTS OF EMPLOYEE TURNOVER AT LANKA TILES PLC
K.B.N. Sandeepani[1*], R.M.L. Rathnayake[1] and R.A. Hewapathirana[2] 112

EXPLORING THE FACTORS CONTRIBUTING TO LOW BIRTH WEIGHT AND ITS IMPACT IN SRI LANKA
H.D. Sandareka[1*], L.P. Himali[1] and W.A.C. Wijebandara[2] 113

STUDYING THE FACTORS AFFECTING HIGH LOAN DEMAND: WITH SPECIAL REFERENCE TO ABCD FINANCIAL INSTITUTION
N.P.I.H. Samaraweera[1*], N.M. Wijesekara[1] and M.G.R.A. Jayawardhana[2] 114

THE IMPACT OF SERVICE DIMENSIONS ON CUSTOMER SATISFACTION AT THE BANK OF CEYLON: WITH SPECIAL REFERENCE TO THE MATARA DISTRICT
R.W.G.H.N. Samanali[1*], B.L.D.N.M. Dion[1] and T. Madusanka[2] 115

AN ANALYTICAL STUDY ON THE NEEDS AND OPPORTUNITIES OF DIGITAL

PRODUCTS: WITH SPECIAL REFERENCE TO XYZ FINANCIAL INSTITUTION
R.K. Sachinthika[1*], L.P. Himali[1] and N. Liyanage[2] 116

THE IMPACT OF PROPER WASTE DISPOSAL MANAGEMENT ON THE GROWTH AND PRODUCTIVITY OF DULINA TRADING (PVT) LTD
Y.P. Rasangika[1*] and U.S. Thathsarani[1] 117

AN ANALYSIS OF FACTORS INFLUENCING THE DECLINE OF CTC TEA PRICES FROM MARCH TO AUGUST AT CCA TEA FACTORY
H.M.R. Ranasinghe[1*], L.G.H.R. Gamage[1] and M.G.N.P. Millahena[2] 118

SEASONAL AND TREND-BASED FORECASTING OF ATLAS MAX BLUE PEN OUTPUT
W.V.S. Indunika[1*] and L.P. Himali[1] 119

ANALYSIS OF LOW-INCOME TAX CONTRIBUTION TO GROSS DOMESTIC PRODUCT
H.A.D. Prematilaka[1*], D.J. Jagoda[1] and G.M. Indika[2] 120

CUSTOMER SATISFACTION WITH THE QUALITY OF BANKING SERVICES: WITH SPECIAL REFERENCE TO THE STATE MORTGAGE AND INVESTMENT BANK-SMIB
H.B.U. Perera[1*], B.L.D.N.M. Dion[1] and S. Shayamantha[2] 121

THE IMPACT OF DIGITAL LEARNING READINESS ON ACADEMIC PERFORMANCE AND STUDENT ENGAGEMENT IN SRI LANKA
W.A.N. Nuwanthika[1*] and U.S. Thathsarani[1] 122

IDENTIFYING THE FACTORS INFLUENCING SATISFACTION WITH FLOOD RELIEF AID: WITH SPECIAL REFERENCE TO THE SRI LANKA RED CROSS SOCIETY
T.H.K. Nishadi[1*], D.J. Jagoda[1] and D.M.K.S.R. Bandara[2] 123

THE RELATIONSHIP BETWEEN OCCUPATIONAL MILIEU AND EMPLOYEE PERFORMANCE: WITH SPECIAL REFERENCE TO CENTRAL INDUSTRIES PLC
W.K.N. Nishadhi[1*] R.M.L. Rathnayaka[1] and M. Amaradasa[1] 124

THE FACTORS INFLUENCING TOURISTS' DECISION TO VISIT SRI LANKA: A QUANTITATIVE ANALYSIS
D.C.S. Mendis[1*] and L.P. Himali[1] 125

THE EFFECTS OF EMPLOYEE STRESS AND BURNOUT ON SERVICE PERFORMANCE AT ARALIYA BEACH
K.P.A. Madhuwanthi[1*], L.G.H.R. Gamage[1] and R.M.J. Bandara[2] 126

FACTORS AFFECTING FEMALE YOUTH UNEMPLOYMENT IN SRI LANKA
N.G.M. Madhushani[1*], N.M. Wijesekara[1] and W.A.C. Wijebandara[2] 127

OVERCOMING CHALLENGES IN GOVERNMENT WATER SUPPLY MANAGEMENT: ISSUES AND STRATEGIC SOLUTIONS
H.P.I. Madhushani[1*], U.S. Thathsarani[1] and W. Inthragith[2] 128

STATISTICAL ANALYSIS OF MIGRATION PREFERENCES: THE ROLE OF AGE, GENDER, LEVEL OF EDUCATION, JOB SECTOR, AND MARITAL STATUS
A.R.D. Kavindi[1*], D.J. Jagoda[1] and N. Subakshan[2] 129

THE INFLUENCE OF EXCHANGE RATE AND WHG TEA PRICES ON TEA PURCHASING BEHAVIOUR: EVIDENCE FROM HORANA PLANTATIONS PLC
D.U.M. Indrachapa[1*], L.G.H.R. Gamage[1] and D.C. Jeewantha[2] 130

IDENTIFYING THE FACTORS INFLUENCING AWARENESS AND ADOPTION OF DIGITAL

BANKING AMONG RURAL COMMUNITIES IN THE GALLE DISTRICT
P.L. Wimalagunarathna[1*], L.P. Himali[1] and M.K.P.K. Rasanga[2] 131

THE IMPACT OF WORK ENVIRONMENT ON EMPLOYEE JOB SATISFACTION AT HANSAGIRI GROUP
S.M.T.A. Silva[1*], B.L.D.N.M. Dion[1] and C. Methsiri[2] 132

PREDICTIVE FACTORS AND BARRIERS TO EXTRACURRICULAR ENGAGEMENT AMONG GRADE 11 STUDENTS IN GAMPAHA DISTRICT SCHOOLS
K.T.M.A.N. Kapuliyadda[1*] and R.M.L. Rathnayake[1] 133

A QUANTITATIVE STUDY OF FACTORS AFFECTING PURCHASING INTENTION OF FASHION CLOTHING VIA ONLINE PLATFORM: WITH SPECIAL REFERENCE TO FEMALE UNDERGRADUATES OF SABARAGAMUWA UNIVERSITY OF SRI LANKA
B.E.T.S. Peiris[1*] and N.M. Wijesekara[1] 134

THE IMPACT OF DIGITAL BANKING USAGE ON CUSTOMER SATISFACTION AMONG UNIVERSITY STUDENTS: WITH SPECIAL REFERENCE TO HATTON NATIONAL BANK
M.D.D. Perera[1*] and R.M.L. Rathnayaka[1] 135

GEOGRAPHY 136

AN ANALYTICAL STUDY ON THE IMPACT OF LAND USE AND CLIMATE VARIABILITY ON WATER QUALITY AMONG DRY AND WET ZONES OF SRI LANKA (GALGAMUWA AND YATAWATTA DIVISIONAL SECRETARIAT DIVISIONS)
S.M.N.B. Karunarathna[1*]and K.V.D. Edirisooriya Menike[1] 137

THE IMPACT OF LAND-USE CHANGES ON FLOODING IN THE ATTANAGALU OYA RIVER BASIN IN GAMPAHA DISTRICT
W.P.S.S. Ananda[1*], K.P.L.N. Patabandi[1] and K.A.S.C.K. Dayarathne[2] 138

AN ANALYTICAL STUDY ON HORIZONTAL URBAN SPRAWL AND RESIDENTIAL LAND SUITABILITY IN THE KURUNEGALA URBAN AREA
A.M.S.K. Athapaththu[1*] and R.J.M. Uduporuwa[1] 139

TOURISM POTENTIAL OF THE KAHATAGAHA MINE AND ITS SURROUNDING AREA: WITH SPECIAL REFERENCES TO THE KAHATAGAHA MINE, RIDEEGAMA DIVISIONAL SECRETARIAT DIVISION, KURUNEGALA
L.I.A. Balasuriya[1*] and H.M.P. Herath[1] 140

ASSESSING THE MULTIPLE IMPACTS OF GREEN SPACES ON THE URBAN QUALITY OF LIFE (BASED ON THE KELANIYA URBAN DEVELOPMENT DIVISION)
K.S.M. Bandara[1*] and K.B.P.C.A. Wijerathne[1] 141

EVALUATING THE ROLE OF TOPSOIL PROPERTIES AND CLIMATE ON SUITABILITY OF RUBBER PLANTATION: A GEOGRAPHICAL STUDY IN BADALKUMBURA DIVISIONAL SECRETARIAT DIVISION
H.M.A. Chalani[1*] and H.M.K.C.W. Herath[1] 142

IMPACT OF CLIMATE VARIABILITY ON LAND COVER AND MAMMALS DURING 2013-2024: A STUDY OF WASGAMUWA NATIONAL PARK, SRI LANKA
G.S.C.K. Dabare[1*] and D.L.N.P. Liyanage[1] 143

A STUDY ON THE ENVIRONMENTAL AND SOCIAL FACTORS INFLUENCING LEPTOSPIROSIS SPREAD IN THE RATNAPURA DISTRICT (A CASE STUDY OF THE MARAPANA PHI DIVISION IN THE PELMADULLA DIVISIONAL SECRETARIAT

DIVISION)
D.M.B.M. Dissanayaka[1*] and K.V.D. Edirisooriya Menike[1] 144

DEVELOPMENT OF REGIONAL INFRASTRUCTURE FACILITIES TO PROMOTE RURAL TOURISM IN SRIYAGAMA GRAMA NILADHARI DIVISION
K.M.D.M. Dissanayaka[1*] and K.P.L.N. Patabandi[1] 145

WATER MANAGEMENT ISSUES AND FUTURE CHALLENGES FACED BY FARMERS IN THE THALAWA DIVISIONAL SECRETARIAT DIVISION IN THE MAHAWELI H ZONE
S.S. Dissanayake[1*], R.J.M. Uduporuwa[1] and B.K.G.N.R. Dharmarathna[2] 146

IMPACT OF TRADITIONAL OPEN-PIT MINING AND MODERN BACKHOE MINING ON LIVELIHOODS IN THE RATHNAPURA DISTRICT: WITH SPECIAL REFERENCE TO THE ELLAWALA AND KIRIELLA GN DIVISIONS
D.P.M. Dulshani[1*], H.M.P. Herath[1] and A.M. Samarasekara[2] 147

ASSESSING THE IMPACT OF INTER-MONSOONAL RAINFALL PATTERNS ON URBAN FLOODING IN GAMPAHA DISTRICT
G.P.I. Fernando[1*], K.B.P.C.A. Wijerathne[1] and D.M.K.S.R. Bandara[2] 148

AN ASSESSMENT OF THE ENVIRONMENTAL IMPACTS OF GEM MINING: A CASE STUDY OF RILHENA AND DENAWAKA PATHAKADA GRAMA NILADHARI DIVISIONS IN THE PELMADULLA DIVISIONAL SECRETARIAT DIVISION
W.M.N.G. Siriwardhana[1*], H.M.K.C.W. Herath[1] and A.M. Samarasekara[2] 149

GIS-BASED LAND SUITABILITY ASSESSMENT FOR THE PROMOTION OF SUSTAINABLE ECOTOURISM AND ADVENTURE TOURISM: A STUDY IN THE KURUWITA DIVISIONAL SECRETARIAT DIVISION
M.K.S.N. Gunasekara[1*] and D.L.N.P. Liyanage[1] 150

USING GEOSPATIAL TECHNOLOGY SYSTEM TO DEVELOP SUSTAINABLE TOURISM PLANNING AND POLICIES: A CASE STUDY OF THE WESCO TRAIL IN WESTERN PROVINCE
H.D.R.R. Hewawithara[1*], K.V.D. Edirisooriya Menike[1] and M.M.J.P. Malporu[2] 151

A STUDY ON THE ENVIRONMENTAL IMPACT OF THE TOURISM INDUSTRY IN ELLA TOURISM ZONE
A.J.M.D. Isurika[1*], K.P.L.N. Patabandi[1] and K.G.S. Rukshan[2] 152

A STUDY ON ESTIMATION OF ABOVE GROUND BIOMASS AND ITS IMPACT IN KIRALA KALE SANCTUARY, MATARA DISTRICT, USING GIS AND RS
A.G.M.N. Jayawardhana[1*] and R.J.M. Uduporuwa[1] 153

LAND USE TRENDS OCCURRED PARALLEL TO SUBURBANISATION IN KURUNEGALA CITY: WITH SPECIAL REFERENCE TO THE THORAYAYA, RIDIGAMA, AND MAWATHAGAMA GN DIVISIONS
W.G.C.K. Jayaweera[1*] and H.M.P. Herath[1] 154

A CRITICAL STUDY OF THE POTENTIAL FOR TOURISM ATTRACTIONS IN THE MAHAWELI - H REGION
H.M.S. Jeewanthi[1*], K.B.P.C.A. Wijerathne[1] and B.K.G.N.R. Dharmarathne[2] 155

ASSESSING THE INFLUENCE OF CLIMATIC VARIABILITY ON PADDY PRODUCTION IN THE MARITIMEPATTU DSD, MULLAITIVU (2004–2024)
S. Kiruththika[1*] and H.M.C.K.W. Herath[1] 156

URBAN GROWTH AND ITS ENVIRONMENTAL IMPACT DURING THE PERIOD 1995-2024 USING REMOTE SENSING TECHNIQUES: A STUDY OF KURUNEGALA MUNICIPAL COUNCIL AREA
L.G.A.S Kumari[1*] and D.L.N.P. Liyanage[1] 157

ANALYSING THE IMPACTS OF LAND USE CHANGES ON HUMANS AND BIODIVERSITY IN THE ANAWILUNDAWA RAMSAR WETLAND
T. Nethmini[1*] and K.V.D. Edirisooriya Menike[1] 158

IDENTIFICATION OF LANDSLIDE-PRONE AREAS AND ANALYSIS OF THEIR IMPACTS IN THE GANGA IHALA KORALE DIVISIONAL SECRETARIAT DIVISION
N.S.P. Nishshanka[1*], K.P.L.N. Patabandi[1] and D.M.L.P. Dassanayake[2] 159

EFFECTIVENESS OF HAZARDOUS WASTE MANAGEMENT STRATEGIES FOR PROMOTING SUSTAINABLE DEVELOPMENT IN KATUWANA GRAMA NILADARI DIVISION
H.A.R.D. Perera[1*], R.J.M. Uduporuwa[1] and T.D.A. Gamage[2] 160

SOCIO - ECONOMIC AND ENVIRONMENTAL CONSEQUENCES OF CYCLONE FENGAL ON EASTERN PROVINCE, SRI LANKA (SPECIAL REFERENCE TO AKKARAPATHTHU DIVISIONAL SECRETARIAT DIVISION IN AMPARA DISTRICT)
A.T.B. Pinnalanda[1*], H.M.P. Herath[1] and D.M.K.S. Rashinthika[2] 161

A STUDY ON THE IMPACTS OF UNREGULATED TOURISM GROWTH AND THE EFFECTIVENESS OF COASTAL LAWS IN THE NEGOMBO MUNICIPAL COUNCIL AREA
M.M.A.S. Prabodani[1*] and K.B.P.C.A. Wijerathne[1] 162

A STUDY OF ECO-TOURISM POTENTIAL AND OPPORTUNITIES IN YATIYANTOTA DIVISIONAL SECRETARIAT DIVISION
P.G.M.K. Ranaweera[1*] and K.V.D. Edirisooriya Menike[1] 163

AN EXPLORATORY STUDY ON THE OPPORTUNITIES AND METHODS OF UTILISING THE TOURISM INDUSTRY FOR REGIONAL DEVELOPMENT: WITH SPECIAL REFERENCE TO BANDARAWELA DIVISIONAL SECRETARIAT
P.D.A.M.S. Rathnayaka[1*] and K.P.L.N. Patabandi[1] 164

THE IMPACT OF DAILY MOBILITY ON URBAN GROWTH: WITH SPECIAL REFERENCE TO KURUNEGALA MUNICIPAL COUNCIL AREA
R.M.C.R. Rathnayake[1*] and R.J.M. Uduporuwa[1] 165

CHANGING PATTERNS OF SOUTHWESTERN MONSOONAL RAIN AND ITS EFFECTS ON LAND USE CHANGE IN THE WESTERN PROVINCE IN SRI LANKA: WITH SPECIAL REFERENCE TO GAMPAHA DISTRICT
J.A.C.D. Samadhini[1*] and H.M.P. Herath[1] 166

ASSESSMENT OF THE POTENTIAL FOR SOLAR AND WIND POWER DEVELOPMENT AND ITS IMPACT ON LOCAL COMMUNITIES IN HAMBANTOTA DISTRICT
W.A.A. Sandarenu[1*] and K.B.P.C.A. Wijerathne[1] 167

A STUDY OF THE SOCIO-ECONOMIC AND ENVIRONMENTAL IMPACTS CAUSED BY THE MATARA SALINITY BARRIER BASED ON KARAGODA UYANGODA II EAST AND WEST GRAMA NILADHARI DIVISIONS OF KAMBURUPITIYA
A.A.C.I. Sathsarani[1*] and K.V.D. Edirisooriya Menike[1] 168

IDENTIFYING METHODS AND STRATEGIES FOR MANAGING THE SOCIO-ECONOMIC AND ENVIRONMENTAL IMPACTS OF URBAN SPRAWL IN THE WARKAPOLA

PRADESHIYA SABHA AREA
G.I.S. Senavirathne[1*] and K.P.L.N. Patabandi[1] 169

ANALYSING THE IMPACT OF BALL CLAY MINING IN DEDIYAWALA GRAMA NILADHARI DIVISION OF KALUTARA DIVISIONAL SECRETARIAT DIVISION
D.D.A. Sewwandi[1*], R.J.M. Uduporuwa[1] and A.P. Priyantha[2] 170

THE IMPORTANCE OF ECOTOURISM AS A CONSERVATION STRATEGY FOR THE HANTHANA MOUNTAIN RANGE, KANDY: WITH SPECIAL REFERENCE TO HATHARE KANUWA ENTRANCE
K.R.P. Sewwandi[1*], H.M.P. Herath[1] and I.G.U.I. Ariyadasa[2] 171

LAND USE DYNAMICS AND SUSTAINABLE DEVELOPMENT IN THE UDUNUWARA DIVISIONAL SECRETARIAT DIVISION
P. Shalani[1*], K.B.P.C.A. Wijerathne[1] and K.G.H.G.A.P. Kumburegama[2] 172

SPATIOTEMPORAL AND SOCIOECONOMIC ANALYSIS OF LAND USE CHANGES IN THE GAMPAHA DIVISIONAL SECRETARIAT DIVISION
M.D.S. Silva[1*], K.V.D. Edirisooriya Menike[1] and K.A.S.C.K. Dayarathne[2] 173

AN ANALYSIS OF HEALTH IMPACT ON EMPLOYEES OF LANKA PHOSPHATE LIMITED, EPPAWALA, SRI LANKA
H.V.S.N. Sumanasiri[1*], K.P.L.N. Patabandi[1] and L.L.D.I. Pathum[2] 174

AN ASSESSMENT OF THE ROLE OF WET ZONE HOME GARDENING IN FOOD SECURITY AND BIODIVERSITY CONSERVATION: A STUDY BASED ON THE PADUKKA DIVISIONAL SECRETARIAT DIVISION
B.A.S.E. Thilakasiri[1*] and R.J.M. Uduporuwa[1] 175

NEW TRENDS IN TOURISM-DRIVEN REGIONAL DEVELOPMENT IN THE NORTHERN NEGOMBO: WITH SPECIAL REFERENCE TO ETTHUKALA AND KUDAPADUWA GN DIVISIONS
W.U. Upamali[1*] and H.M.P. Herath[1] 176

A STUDY OF THE INFLUENCE OF RAINFALL PATTERNS ON THE LANDSLIDE OCCURRENCES IN UDADUMBARA AND PASBAGE KORALE DIVISIONS
M.M.S. Upeksha[1*], K.V.D. Edirisooriya Menike[1] and H.H. Hemasinghe[2] 177

A STUDY ON THE IMPACT OF AGRICULTURAL CROP LAND EXPANSION ON THE ENVIRONMENTALLY PROTECTED AREA OF THALANGAMA
W.D.C. Walpola[1*], K.P.L.N. Patabandi[1] and P.M.S. Rajapaksha[2] 178

A STUDY OF THE DISASTER RISK REDUCTION STRATEGIES ON LANDSLIDES FOCUSING ON UKUWELA AND RATTOTA DIVISIONAL SECRETARIATES IN MATALE DISTRICT
N.C. Maheshika[1*], R.J.M. Uduporuwa[1] and D.M.D.I.K. Ariyarathn[2] 179

HUMAN AND ENVIRONMENTAL FACTORS INFLUENCING THE INCREASE FLOOD RISK IN THE DEHIOWITA DIVISIONAL SECRETARIAT DIVISION: WITH SPECIAL REFERENCE TO UPPER THALDUWA AND LOWER THALDUWA GRAMA NILADHARI DIVISIONS
P.G.V. Shashikala[1*] and H.M.P. Herath[1] 180

CHINESE 181
COMPARATIVE STUDY OF CHANGES IN SINHALA TRANSLATION OF THE CHINESE CARTOON MOVIE *(XIONG CHUMEI) WALAS MULLA*

B.G.T.A. Bandarawaththa[1*] and Noel Dassanayake[1] 182

中国动画片熊出没与斯里兰卡的 Walas Mulla 动画片之间的差异究。
B.G.T.A. Bandarawaththa[1*] and Noel Dassanayake[1] 183

INTEGRATING CHINESE CINEMA AS A PEDAGOGICAL TOOL IN CHINESE LANGUAGE EDUCATION: A STUDY ON CHINESE LANGUAGE MAJOR STUDENTS AT SABARAGAMUWA UNIVERSITY OF SRI LANKA
H.H.D. Senanayaka[1*] and R.A.R.P. Maduwanthi[1] 184

将中国电影作为教学工具融入大学汉语专业教学：斯里兰卡萨伯勒格穆沃大学汉语专业教学研究
H.H.D. Senanayaka[1*] and R.A.R.P. Maduwanthi[1] 185

EXPLORING LOCALISATION AND CULTURAL ADAPTATION IN THE TRANSLATION OF THE CHINESE TELE SERIES THE HOLY PEARL
M.P.S. Ekanayaka[1*] and Noel Dassanayake[1] 186

中国电视剧〈灵珠〉的斯里兰卡化与文化适应研究
M.P.S. Ekanayaka[1*] and Noel Dassanayake[1] 187

AESTHETIC AND SPIRITUAL VALUES OF TREES IN LANDSCAPING: A COMPARATIVE STUDY BETWEEN SRI LANKA AND CHINA
H.D.N. Swarnahansi[1*] and R.A.R.P. Madhuwanthi[1] 188

树木在园林景观中的美学与精神价值—斯里兰卡与中国的比较研究
H.D.N. Swarnahansi[1*] and R.A.R.P. Madhuwanthi[1] 189

A COMPARATIVE STUDY ON THE MODERNIZATION OF DRESS CULTURE IN CHINA AND SRI LANKA
S.S. Manosingha[1*] and R.A.R.P. Maduwanthi[1] 190

中斯服饰文化现代化的比较研究。
S.S. Manosingha[1*] and R.A.R.P. Maduwanthi[1] 191

SOCIAL MEDIA AND ITS INFLUENCE ON PUBLIC OPINION AND CULTURE: A COMPARATIVE STUDY OF CHINA AND SRI LANKA
M.K.N. Onali[1*] and R.A.R.P. Madhuwanthi[1] 192

中国与斯里兰卡社交媒体平台及其对舆论和文化影响的研究
M.K.N. Onali[1*] and R.A.R.P. Madhuwanthi[1] 193

A COMPARATIVE STUDY OF GRAMMAR INSTRUCTIONS PRESENTED IN THE TWO BOOKS: HANYU JIAOCHENG AND RAYMOND MURPHY'S ENGLISH GRAMMAR IN USE
D.P.P.K. Peiris[1*] and Noel Dassanayake[1] 194

汉语教程与英语语法实用书中教学的比较研究。
D.P.P.K. Peiris[1*] and Noel Dassanayake[1] 195

A COMPARATIVE STUDY OF BLACK MAGIC IN CHINA AND SRI LANKA
S.M.T.N. Samarakoon[1*] and Noel Dassanayake[1] 196

斯里兰卡邪术与中国邪术对比研究
S.M.T.N. Samarakoon[1*] and Noel Dassanayake[1] 197

ERROR ANALYSIS OF USING RESULT COMPLEMENTS BY CHINESE MAJOR UNDERGRADUATES IN SRI LANKA

M.S.D. Sanduni[1*] and Noel Dassanayake[1] 198

斯里兰卡汉语专业本科生使用结果补语的习得偏误分析
M.S.D. Sanduni[1*] and Noel Dassanayake[1] 199

ENGLISH 200

RANI AND MANORANI:
THE IMPACT OF OVER-FICTIONALIZATION
M.R.P.M. Mathota[1*] and H.A.M.A. Hapugoda[1] 201

GERMAN 202

THE IMPACT OF COMMUNICATION PROBLEMS AND LANGUAGE BARRIERS ON GERMAN PASSENGERS AT KATUNAYAKE INTERNATIONAL AIRPORT
P.A.H.D. Abeyrathna[1*], B.A.P.M.L. Pathirana[1] and V.R.A.S. Sovis[2] 203

DIE AUSWIRKUNGEN VON KOMMUNIKATIONSPROBLEMEN UND SPRACHBARRIEREN FÜR DEUTSCHE PASSAGIERE AM KATUNAYAKE INTERNATIONALEN FLUGHAFEN
P.A.H.D. Abeyrathna[1*], B.A.P.M.L. Pathirana[1] and V.R.A.S. Sovis[2] 204

CHALLENGES FACED BY TEACHERS IN TEACHING LARGE GERMAN CLASSES IN A BOYS' SCHOOL: A CASE STUDY AT ROYAL COLLEGE COLOMBO
A.W.P.M.G.K.R.U. Abeysundara[1*], B.A.P.M.L. Pathirana[1] and T.M.A.K.M. Tennakoon[2] 205

HERAUSFORDERUNGEN VON LEHRKRÄFTEN BEIM UNTERRICHTEN GROßER DEUTSCHKLASSEN IN EINER JUNGENSCHULE: EINE FALLSTUDIE AM ROYAL COLLEGE COLOMBO
A.W.P.M.G.K.R.U. Abeysundara[1*], B.A.P.M.L. Pathirana[1] and T.M.A.K.M. Tennakoon[2] 206

A COMPARATIVE STUDY OF THE FACTORS INFLUENCING COASTAL DESTINATION PREFERENCES OF GERMAN AND ITALIAN TOURISTS IN SRI LANKA
M.M. Bakmeewewa[1*] and B.A.P.M.L. Pathirana[1] 207

DIE FAKTOREN, DIE DIE VORLIEBE DEUTSCHER TOURISTEN FÜR DIE SRI-LANKISCHE KÜSTE IM VERGLEICH ZU ITALIENISCHEN TOURISTEN BEEINFLUSSEN
M.M. Bakmeewewa[1*] and B.A.P.M.L. Pathirana[1] 208

A STUDY ON THE MOTIVATIONS FOR CHOOSING GERMAN AS A FOREIGN LANGUAGE AMONG STUDENTS AT ROYAL COLLEGE, COLOMBO
D.G.K.N. Dayarathne[1*], Ven. K. Dhammarathana[1] and T.M.A.K.M. Tennakoon[2] 209

EINE STUDIE ZU DEN BEWEGGRÜNDEN FÜR DIE WAHL DER FREMDSPRACHE DEUTSCH DURCH SCHÜLER DES ROYAL COLLEGE - COLOMBO
D.G.K.N. Dayarathne[1*], Ven. K. Dhammarathana[1] and T.M.A.K.M. Tennakoon[2] 210

THE INFLUENCE OF SEASONAL TRAVEL PATTERNS ON GERMAN ARRIVALS TO SRI LANKA
D.M.T.N. Dissanayake[1*] and B.A.P.M.L. Pathirana[1] 211

DER EINFLUSS SAISONALER REISEMUSTER AUF DIE ANKÜNFTE AUS DEUTSCHLAND NACH SRI LANKA.
D.M.T.N Dissanayake[1*]and B.A.P.M.L. Pathirana[1] 212

A STUDY ON STREAMLINING THE CHECK-IN PROCESS AT LAYA BEACH HOTEL TO

MINIMIZE DELAYS FOR GERMAN TRAVELERS
H.M.D.D.N. Ekanayake[1*], N. Pranavithana[1] and M. Pathirana[2] 213

WIE LÄSST SICH DER CHECK-IN-PROZESS IM LAYA BEACH HOTEL ZU REDUNDEN UM ZEITVERZÖGERUNGEN FÜR DEUTSCHE REISENDE MACHEN .
H.M.D.D.N Ekanayake[1*], N. Paranawithana[1] and M. Pathirana[2] 214

ANALYSIS OF THE EFFECTIVENESS OF GUEST RELATION STRATEGIES IN MEETING SPECIFIC SERVICE EXPECTATIONS OF GERMAN TOURISTS AT OCCIDENTAL EDEN HOTEL BERUWALA, SRI LANKA
H.M.E.U. Herath[1*] and B.A.P.M.L. Pathirana[1] 216

ANALYSE DER WIRKSAMKEIT VON GÄSTEBETREUUNGSSTRATEGIEN AUF DIE ERFÜLLUNG DER SPEZIFISCHEN SERVICEERWARTUNGEN DEN DEUTSCHER TOURISTEN IM HOTEL OCCIDENTAL EDEN BERUWALA SRILANKA
H.M.E.U. Herath[1*]and B.A.P.M.L. Pathirana[1] 217

THE ACQUISITION OF THE ACCUSATIVE CASE AMONG GERMAN LANGUAGE LEARNERS IN SCHOOLS IN THE NORTH WESTERN PROVINCE OF SRI LANKA (CEFR LEVEL A1)
H.M.S.N. Herath[1*], Ven. K. Dhammarathana[1] and B.Y. S. Sampath[2] 218

DER ERWERB VOM AKKUSATIV KASUS VON DEN DEUTSCHLERNENDEN IN SCHULEN IN DER NORDWESTPROVINZ SRI LANKAS: NIVEAU A1
H.M.S.N Herath[1*], Ven. K. Dhammarathana[1] and B. Y. S. Sampath[2] 219

PROMOTING GERMAN LANGUAGE COMPETENCE AMONG GERMAN LEARNERS WITH LIMITED LEARNING RESOURCES AT CEFR LEVEL A1
J.A.S.T. Jayakodi[1*], Ven. K. Dhammarathana[1] and W.M.A.J. Dissanayaka[2] 220

FÖRDERUNG DER DEUTSCHKENNTNISSE BEI DEUTSCHLERNENDEN MIT BEGRENZTEN LERNRESSOURCEN: NIVEAU A1
J.A.S.T. Jayakodi[1*], Ven. K. Dhammarathana[1] and W.M.A.J. Dissanayaka[2] 221

THE INFLUENCE OF CLASSROOM ATMOSPHERE ON SPEAKING FEAR AMONG A2-LEVEL GERMAN LEARNERS IN THE KURUNEGALA DISTRICT
M.P.R.H. Pathirana[1*] and Ven. K. Dhammarathana[1] 222

DER EINFLUSS VON KLASSENZIMMERATMOSPHÄRE AUF DIE SPRECHANGST VON A2 DEUTSCHLERNENDEN IN DER REGION KURUNEGALA
M.P.R.H. Pathirana[1*], Ven. K. Dhammarathana[1] 223

THE INFLUENCE OF ARTIFICIAL INTELLIGENCE ON CREATIVITY OF GERMAN LANGUAGE CLASSROOM IN GOETHE-INSTITUTE SRI LANKA
S.A Divonka[1*], Ven. K. Dhammarathana[1] and R. Karunaratne[2] 224

DER EINFLUSS KÜNSTLICHER INTELLIGENZ AUF DIE KREATIVITÄT IM DEUTSCHUNTERRICHT AM GOETHE-INSTITUT SRI LANKA
S.A. Divonka[1*], Ven. K. Dhammarathana [1] and R. Karunaratne[2] 225

HINDI 226
STUDY OF PRONUNCIATION SIMILARITIES AND DISPARITIES IN HINDI AND SINHALA PHONETICS
I.M.N.L. Ilankoon[1*] and Brasil Nagoda Vithana[1] 227

हिंदी और सिंहली भाशाओं की ध्वनियों के उच्चारण की सम-विशमताओं का अध्ययन

अयि. एम. नि'ोंका लक्षानि इलंकॉन एवं डॉ. ब्रसिल नागॉड वितान.....228

A STUDY ON THE POSSIBILITY OF APPLYING SRI LANKAN AND NORTH INDIAN CULTURAL ELEMENTS TO ATTRACT INDIAN TOURISTS TO SRI LANKA
D.M.H.P. Dissanayaka[1*] and Rasangi Nanayakkara[1].....229

श्रीलंका में भारतीय पर्यटकों को आकर्षित करने हेतु श्रीलंकाई और उत्तर भारतीय सांस्कृतिक संसाधनों के प्रयोग की संभावनाएँ
डी.एम.एच.पी. दिसानायक[9] और डह. रसांगी नानायक्कार [9].....230

A CULTURAL STUDY OF CHHATH PUJA
R.M.D.S. Gunarathna[1*] and W. Madara[1].....231

छठ पुजा का एक सांस्कृतिक अध्ययन
गुणरत्न, आर. एम. डी .एस एवं श्रीमती ,वितानगे,मदारा.....232

A COMPARATIVE STUDY OF SOCIAL PROBLEMS DEPICTED IN THE POETRY OF THE SRI LANKAN POET SAGARA PALANSURIYA AND THE INDIAN POET SURYAKANT TRIPATHI NIRALA: WITH SPECIAL REFERENCE TO SUDO SUDU AND SELECTED POEMS BY NIRALA
T.M.N.M. Thennakoon[1*] and Sangeeth Rathnayaka[1].....233

शोध सार
श्री लंका के कवि भसागर पलंसूरिय" और भारतीय कवि भसूर्यकांत त्रिपाठी निराला" के काव्यों के अंर्तगत समाजिक समस्याओं का एक तुलनात्मक अध्ययन।
(भसुदो सुदु" और कवि निराला की चयनित कविताओं के आधार पर)
टी.एम.एन.एम तेन्नकोन, और प्रो. संगीत, रत्नायक.....234

JAPANESE 235
A STUDY ON DIFFICULTIES IN LEARNING KANJI AMONG ORDINARY-LEVEL SRI LANKAN JAPANESE LANGUAGE LEARNERS AND EFFECTIVE TEACHING METHODS TO STIMULATE THEIR INTEREST
G.S. Dilhara[1*] and M.A.D.D.S. Weerakkody[1].....236

スリランカ人日本語学習者にとっての漢字学習の困難さ と 興味 を引き出すための 効果的な指導方法
（オーレベルの日本語学習者を中心に）
G.S. Dilhara[1*] and M.A.D.D.S. Weerakkody[1].....237

A STUDY ON GRAMMATICAL ERRORS MADE BY SRI LANKAN UNIVERSITY STUDENTS WHO LEARN JAPANESE AS A FOREIGN LANGUAGE: WITH SPECIAL FOCUS ON TRANSITIVE AND INTRANSITIVE VERBS
A.W.K. Madhushika[1*] and J.E. Mohotti[1].....238

スリランカ人日本語学習者が自他動詞の学習で直面する問題点と
その解決策
「スリランカ人大学生を中心に」
A.W.K. Madhushika[1*]and J.E. Mohotti[1].....239

PROBLEMS FACED BY SRI LANKANS IN WORKPLACE COMMUNICATION IN JAPAN: FOCUSING ON HONORIFIC LANGUAGE IN CUSTOMER SERVICE
D.S.C. Perera[1*] and J.E. Mohotti[1].....240

日本で働くスリランカ人が職場のコミュニケーションで直面する問題点
－接客に関する敬語を中心に－
D.S.C. Perera[1*] and J.E. Mohotti[1].....241

A STUDY ON THE ISSUES AND SOLUTIONS IN THE USE OF HOMONYMS BY SRI LANKAN LEARNERS OF JAPANESE: FOCUSING ON UNDERGRADUATES AT SABARAGAMUWA UNIVERSITY
R.P.T.M. Rajapaksha[1*] and M.A.D.D.S. Weerakkody[1] 242

スリランカ人日本語学習者における同音異義語の使用の問題点と解決法についての研究。
「サバラガムワ大学で日本語を学ぶ大学生を中心に」
R.P.T.M. Rajapaksha[1*] and M.A.D.D.S. Weerakkody[1] 243

PROBLEMS FACED BY SRI LANKAN BEGINNER LEARNERS OF JAPANESE WHEN LEARNING CONJUNCTIONS AND THEIR SOLUTIONS
S.N.S.C.R. Semasingha[1*] and M.A.D.D.S. Weerakkody[1] 244

スリランカ人初級日本語学習者が接続詞を学ぶ際に直面する 問題点とその解決方法
S.N.S.C.R. Semasingha[1*] and M.A.D.D.S. Weerakkody[1] 245

PRONOUNCIATION ERRORS OF SRI LANKAN JAPANESE LEARNERS AND THEIR SOLUTIONS: FOCUSING ON HIGH SCHOOL STUDENTS
K.S.M. Thilakarathna[1*] and J.E. Mohotti[1] 246

スリランカ人日本語学習者の発音誤用とその改善方法
―高校生を中心に―
サクニ.ティラカラトナ[1*] と ジャヌカ.モホッティ様[1] 247

CHALLENGES FACED BY SRI LANKAN LEARNERS IN ACQUIRING JAPANESE PARTICLES AND THEIR SOLUTIONS: FOCUSING ON “WA”, “GA”, “WO”, “DE”, “NI” AND “E”
A.P.S.M. Wickramasingha[1*] and M.A.D.D.S. Weerakkody[1] 248

スリランカ人日本語学習者が直面する助詞習得の課題と
その解決方法
―「は」「が」「を」「で」「に」「へ」を中心に－
A.P.S.M. Wickramasingha[1*]and M.A.D.D.S. Weerakkody[1] 249

A COMPARATIVE STUDY OF SOCIO-CULTURAL PRACTICES IN AKIRA KUROSAWA’S *RASHOMON* AND EDIRIWEERA SARACHCHANDRA’S DRAMA *MANAME*
P.C.M. Wijayasiri[1*] and J.E. Mohotti[1] 250

黒澤明の映画『羅生門』とサラッチャンドラの舞台演劇
『マナメ』：社会文化的実践に関する比較研究
P.C.M. Wijayasiri[1*] and J.E. Mohotti[1] 251

SINHALA 252
AN EXPLORATION OF HUMAN RELATIONSHIP QUALITIES DEPICTED IN MODERN SINHALA NOVELS: PREMANISHANSA, NIMNAGE ITHIHASAYA, AND BANDARA MERU UN

A.M.T.C. Athapaththu[1*] and G.K.C.S. De. Silva[1] 253

නූතන සිංහල නවකතාවෙන් නිරූපිත මානව සම්බන්ධතාවන්හි ස්වභාවය: ඈප්‍රේමානිශංසඋ, ඈනිම්නාගේ ඉතිහාසයඋ සහ ඈබණ්ඩර මැරූ උන්උ යන නවකතා ත්‍රිත්වය ඇසුරින් කෙරෙන විමර්ශනාත්මක අධ්‍යයනයකි

ඒ.එම්.ටී.සී. අතපත්තු[1*] සහ ජී.කේ.සී.එස්.ද. සිල්වා[1] 254

THE ROLE OF THE NATIONAL LIBRARY AND DOCUMENTATION SERVICES BOARD IN THE CONSERVATION OF BOOKS AND PALM-LEAF IN SRI LANKA: AN INVESTIGATIVE STUDY

R.A.C. Bandara[1*] and Manoj Ariyarathne[1] 255

ශ්‍රී ලංකාවේ ග්‍රන්ථ සහ පුස්කොළ පොත් සංරක්ෂණය කිරීමෙහි ජාතික පුස්තකාල හා ප්‍රලේඛන සේවා මණ්ඩලයේ භූමිකාව පිළිබඳ විමර්ශනාත්මක අධ්‍යයනයක්

ආර්. ඒ. සී. බණ්ඩාර[1*] සහ මනෝජ් ආරියරත්න[1] 256

RECONSTRUCTING THE SRI LANKAN OPPRESSED CLASS IN THE SHORT STORIES: AN ANALYTICAL STUDY USING MARXIST THEORY

U.M.D.S. Bandara[1*] and D.M.S. Peramuna[1] 257

ලාංකේය පීඩිත පන්තිය කෙටිකතාව තුළ ප්‍රතිනිර්මාණය කිරීම: මාක්ස්වාදී න්‍යාය භාවිතයෙන් කරන විශ්ලේෂණාත්මක අධ්‍යයනයක්

යූ.එම්.ඩී.එස්. බණ්ඩාර[1*] සහ එස්. පෙරමුණ[1] 258

AN INVESTIGATIVE STUDY ON SAFEGUARDING THE INTANGIBLE CULTURAL HERITAGE: NATIONAL LIBRARY AND DOCUMENTATION SERVICES BOARD – SRI LANKA

H.M.S.K. Dharmasena[1*] and D.M.S. Peramuna[1] 259

අස්පර්ශනීය සංස්කෘතික උරුමයන් සුරක්ෂිත කිරීම පිළිබඳ විමර්ශනාත්මක අධ්‍යයනයක්: ශ්‍රී ලංකා ජාතික පුස්තකාල හා ප්‍රලේඛන සේවා මණ්ඩලය ඇසුරිනි.

එච්.එම්.එස්.කේ. ධර්මසේන[1*] සහ එස්. පෙරමුණ[1] 260

THE USEFULNESS OF THE SINHALA NOVEL IN COMMUNICATING HISTORICAL INFORMATION: A CRITICAL STUDY BASED ON A SELECTED TRILOGY OF NOVELS

B.L.S. Fernando[1*] and G.K.C.S. De Silva[1] 261

ඓතිහාසික තොරතුරු සන්නිවේදනයෙහිලා සිංහල නවකතාවේ ඇති උපයෝගීතාව: තෝරාගත් නවකතා ත්‍රිත්වයක් ඇසුරෙන් කරනු ලබන විමර්ශනාත්මක අධ්‍යයනයක්.

බී.එල්.එස්.ප්‍රනාන්දු[1*] සහ ජී.කේ.සී.එස්. ද සිල්වා[1] 262

SONG AND POSITIVE THINKING: AN INVESTIGATIVE STUDY BASED ON MODERN SINHALA LYRIC POETRY

H.M.S. Jayamali[1*] and G.A.H. Viranga[1] 263

ගීතය හා ධනාත්මක චින්තනය; නූතන සිංහල ගේය කාව්‍ය පදනම් කරගත් විමර්ශනාත්මක අධ්‍යයනයක්

එච්. එම්. එස්. ජයමාලි[1*] සහ ජී. ඒ. එච්. විරංග[1] 264

DISAPPOINTMENT AND INDIVIDUAL MENTALITY: AN INTROSPECTIVE STUDY BASED ON THE FILMS CITIZEN KANE AND SAMANALA SANDHWANIYA

J.S.M. Madhumali[1*] and H.V. Bambarabotuwa[1] 265

අපේක්ෂා භංගත්වය හා පුද්ගල මානසිකත්වය; සිටිසන් කේන් සහ සමනල සංධ්වනිය චිත්‍රපටය පදනම් කරගත් තුලනාත්මක අධ්‍යයනයක්

ජේ. එස්. එම්. මධුමාලි[1*] සහ එච්. වී. බඹරබොටුව1 266

A CRITICAL STUDY ON THE CONTRIBUTION OF CHILDREN'S DRAMA TO CHILDHOOD PERSONALITY DEVELOPMENT: WITH REFERENCE TO SELECTED WORKS BY

SOMALATHA SUBASINGHE
K.P.I.S. Karunanayake[1*] and D.M.S. Peramuna[1] 267

ළමා පෞරුෂ සංවර්ධන සඳහා ළමා නාට්‍ය කලාවේ දායකත්වය පිළිබඳ විමර්ශනාත්මක අධ්‍යයනයක් (සෝමලතා සුබසිංහගේ තෝරා ගත් ළමා නාට්‍ය ඇසුරෙනි)
කේ. පී. අයි. එස්. කරුණානායක[1*] සහ කේ. පී. අයි. එස්. කරුණානායක[1] 268

AN INVESTIGATIVE STUDY ON THE NATURE OF DRAMATIC MOMENTS IN SABARAGAMUWA SHANTHIKARMA
R.M.K.S. Karunaratne[1*] and D.M.S. Peramuna[1] 269

සබරගමු ශාන්තිකර්මතුළ දක්නට ලැබෙන නාට්‍යමය අවස්ථාවල ස්වභාවය පිළිබඳ විමර්ශනාත්මක අධ්‍යයනයක්
ආර්.එම්.කේ.එස් කරුණාරත්න[1] සහ එස්. පෙරමුණ[1] 270

THE ROLE OF THE NATIONAL LIBRARY IN THE PREPARATION OF THE NATIONAL BIBLIOGRAPHY AND THE PREPARATION OF THE 2021-2024 NOVEL BIBLIOGRAPHY
K.A.Y.A. Kaumadee[1*] and D.M.S. Peramuna[1] 271

ජාතික ග්‍රන්ථ නාමාවලිය සැකසීමේදී ජාතික පුස්තකාලයේ භූමිකාව හා 2021-2024 වර්ෂයන්හි නවකතා ග්‍රන්ථ නාමාවලිය සැකසීම
කේ.ඒ.වයි.ඒ.කෞමදී[1*] සහ ඩී.එම්.එස්. පෙරමුණ[1] 272

MARGINALIZATION AND SONG: AN INVESTIGATIVE STUDY BASED ON SINHALA SONG POETRY
R.I.B.M.D. Kumari[1*] and G.A.H. Viranga[1].....273

ආන්තිකකරණය හා ගීතය ; සිංහල ගේය කාව්‍ය පදනම් කරගත් විමර්ශනාත්මක අධ්‍යයනයක්
ආර්. අයි. බී. එම් .ඩී. කුමාරි[1*] සහ ජී. ඒ. එච්. විරංග[1].....274

AN ANALYSIS OF NOVEL-TO-FILM ADAPTATION IN SINHALA CINEMA: WITH REFERENCE TO MAHARAJA GEMUNU, GAMPERALIYA, AND THUNGMANHANDIYA
N.K.G.G.S. Madhuwanthi[1*] and G.M.H. Viranga[1] 275

නවකතාවේ සිනමාවතරණය හා අනුවර්තනවේදය: තෝරා ගත් සිංහල චිත්‍රපට තුනක් ඇසුරෙන් (මහරජ ගැමුණු, ගම්පෙරළියල තුංමංහන්දිය)
එන්. කේ. ජී. ජී. එස්. මධුවන්ති[1*] සහ ජී. ඒ. එච්. විරංග[1] 276

AN INVESTIGATIVE STUDY OF SRI LANKAN BUDDHIST CINEMA: ITS ORIGINS, GROWTH, AND EVOLUTION
D.H.M.P. Malakanthi[1*] and J.H.M. Viranga[1] 277

ලාංකේය බෞද්ධ සිනමාව; ආරම්භය, වර්ධනය හා විකාශනය පිළිබඳ විමර්ශනාත්මක අධ්‍යයනයක්
ඩී. එච්. එම්. පී. මල්කාන්ති[1*] සහ ජී. ඒ. එච්. විරංග[1].....278

AN INVESTIGATIVE STUDY OF SRI LANKAN CINEMA'S INTERVENTION AGAINST STATE TERRORISM'S REPRESSION OF CITIZENS: WITH SPECIAL REFERENCE TO TWO FILMS RAHAS KIYANA KANDU AND RANI
E.M.S. Malkanthi[1*] and D.M.S. Peramuna[1].....279

රාජ්‍ය ත්‍රස්තවාදයේ පුරවැසි මර්දනයට එරෙහිව ලාංකේය සිනමාවේ මැදිහත් වීම පිළිබඳ විමර්ශනාත්මක අධ්‍යයනයක්. (රහස් කියන කඳු සහ රාණි චිත්‍රපට දෙක ඇසුරින්)
ඩී. එම්. සමන් පෙරමුණ[1*] සහ ඊ. එම්. එස්. මල්කාන්ති[1] 280

THE USE OF SINHALA LANGUAGE IN ACADEMIC WRITING: A CRITICAL ANALYSIS WITH REFERENCE TO SELECTED UNDERGRADUATE THESES
H.A.S. Malshani[1*] and Manoj Ariyaratne[1] 281

ශාස්ත්‍රීය ලේඛනයන්හි සිංහල භාෂා භාවිතය: තෝරා ගත් ශාස්ත්‍රවේදී උපාධි නිබන්ධන කිහිපයක් ඇසුරින්

කෙරෙන විමර්ශනාත්මක අධ්‍යයනයක්
එච්. ඒ. එස්. මල්ශානි[1*] සහ මනෝජ් ආරියරත්න[1] 282

AN INQUIRY INTO THE REPRESENTATION OF POSITIVE THOUGHT IN AMERICAN AND BRAZILIAN TRANSLATIONS OF NOVELS: A STUDY BASED ON POLLYANNA AND THE ALCHEMIST
P.P.N. Perera[1*] and G.K.C.S. De. Silva[1] 283

පරිවර්තිත ඇමරිකානු හා බ්‍රසීලියානු නවකතාවන්හි නිරූපිත ධනාත්මක චින්තනය: පොලියානා සහ සන්තියාගෝ නම් සැරිසරන්නා නවකතා ඇසුරෙන් කෙරෙන විමර්ශනාත්මක අධ්‍යයනයක්
පී. පී. එන්. පෙරේරා[1*] සහ ජී.කේ.එස්. ද සිල්වා[1] 284

AN INVESTIGATIVE STUDY OF MODERN SINHALA SHORT STORIES THAT CREATIVELY PORTRAY CONTEMPORARY SOCIAL ISSUES AS EXPERIENCES: BASED ON THE TRILOGY OF SHORT STORIES KALU USA MANUSSAYEK, MAN CHITHRAPATIYAKA, AND PUSTHAKALA PUSA SAHA THAWATH KATHA
I.D.R. Priyadarshani[1*] and D.M.S. Peramuna[1] 285

සමකාලීන සමාජ ගැටලු අනුභූතීන් ලෙස නිර්මාණාත්මකව නිරූපණය කරන නූතන සිංහල කෙටිකතාව පිළිබඳ විමර්ශනාත්මක අධ්‍යයනයක් ("කළු උස මනුස්සයෙක්, මං චිත්‍රපටියක, පුස්තකාල පූසා සහ තවත් කතා" යන කෙටිකතා කෘති ත්‍රිත්වය ඇසුරෙනි)
අයි.ඩී.ආර්. ප්‍රියදර්ශනී[1*] සහ එස්. පෙරමුණ[1] 286

POLITICAL PROPAGANDA IN SRI LANKA: AN INVESTIGATION INTO THE USE OF SINHALA LANGUAGE TO ATTRACT VOTERS
R.A.D.M. Rupasingha[1*] and Manoj Ariyaratne[1] 287

ශ්‍රී ලංකාවේ දේශපාලන ප්‍රචාරණය: ඡන්දදායකයාගේ ආකර්ෂණය දිනා ගැනීමට සිංහල භාෂාව භාවිත කරන ආකාරය පිළිබඳ විමර්ශනයක්.
ආර්.ඒ.ඩී.එම්. රූපසිංහ[1*] සහ එම්. ආරියරත්න[1] 288

AN INVESTIGATIVE STUDY OF PERSONALITY TRAITS IN SINHALA TRANSLATIONS OF RUSSIAN NOVELS: WITH REFERENCE TO WĀNĒ PANNARAYA LEBŪ HETI, SEBĒ MINISEKUGĒ KATHĀWAK, AND UṆUHIMA
W.K.A.W. Sajeewani[1*] and G.K.C.S. De. Silva[1] 289

සිංහලයට පරිවර්තිත රුසියානු නවකතා මගින් හෙළිවන පුද්ගල පෞරුෂ ලක්ෂණ: වානේ පන්තරය ලැබූ හැටි, සැබෑ මිනිසෙකුගේ කතාවක් හා උණුහිම ඇසුරෙන් කෙරෙන විමර්ශනාත්මක අධ්‍යයනයක්
ඩබ්.කේ.ඒ.ඩබ්. සජීවනි[1*] සහ ජී.කේ.එස්. ද සිල්වා[1] 290

CULTURAL VALUES REVEALED IN AFRICAN LITERATURE: AN INVESTIGATIVE STUDY BASED ON CHINUA ACHEBE 'S THREE NOVELS
V.W.K. Sandeepani[1*] and G.K.C.S. De. Silva[1] 291

අප්‍රිකානු සාහිත්‍යයෙන් හෙළිවන සංස්කෘතික වටිනාකම්: චිනුආ අචබෙගේ තුන් ඇඳුතු නවකතා ඇසුරෙන් සිදු කරන විමර්ශනාත්මක අධ්‍යයනයක්
වී.ඩබ්.කේ සංදීපනි[1*] සහ චම්පා එස්. ද සිල්වා[1] 292

A STUDY ON THE CONTRIBUTION OF SINHALA CHILDREN'S FILMS TO THE DEVELOPMENT OF SOCIAL-EMOTIONAL SKILLS AMONG SRI LANKAN CHILDREN AGED 5–16: BASED ON SELECTED FILMS
K.P.D. Sarathchandra[1*] and D.M.S. Peramuna[1] 293

ශ්‍රී ලාංකික දරුවන්ගේ (5-16 වයස) සමාජ චිත්තවේගීය කුසලතා සංවර්ධනය කෙරෙහි සිංහල ළමා චිත්‍රපටවල දායකත්වය පිළිබඳව අධ්‍යයනයක් (තෝරාගත් චිත්‍රපට කිහිපයක් ඇසුරෙන්)
කේ.පී.ඩී. සරත්චන්ද්‍ර[1*] සහ එස්. පෙරමුණ[1] 294

GENDER ROLES DEPICTED IN THE MODERN SINHALA NOVEL: AN INVESTIGATIVE

STUDY BASED ON THE TRILOGY OF NOVELS ITIPAHAN, AGA PIPI MAL, AND SIYA SIYA PAT SIYA BY SUMITHRA RAHUBADDA
W.M.M.N. Siriwardhana[1*] and C.S.D. Silva[1] 295

නූතන සිංහල නවකතාවේ නිරූපිත ස්ත්‍රී පුරුෂ සමාජභාවය : සුමිත්‍රා රාහුබද්ධගේ ඉටිපහන්, අග පිපි මල් සහ සිය සිය පත් සිය යන නවකතා ත්‍රිත්වය ඇසුරෙන් කෙරෙන විමර්ශනාත්මක අධ්‍යයනයකි
ඩබ්.එම්.එම්.එන්.සිරිවර්ධන[1*] සහ චම්පා එස් ද සිල්වා[1] 296

TAMIL..... 297
LIVEABILITY ASPECTS OF THE KATCOVALAM FISHING COMMUNITY: A CULTURAL STUDY
K. Vijiraj[1*] and N. Sutharsini[1] 298

கற்கோவளம் மீனவ சமூகத்தினரின் வாழ்வியல் அம்சங்கள் - ஓர் ஆய்வு
கி. விஜிராஜ்[1] , நா. சுதர்சினி[1] 299

VOICES OF WAR AND RESISTANCE: A STUDY CONCERNING THE *PURANAANOORU* LITERATURE
R. Danojiny[1] and J. Harosana[1] 301

GwehD}w;wpy; NghUk;> NghUf;F vjpuhd Fuy;fSk; - Xu; Ma;T
nry;tp ,.lNdh[pdp[1] > jpUkjp `Nwhrdh.J.[1] 302

THE PORTRAYAL OF WOMEN IN SRI LANKAN TAMIL LITERATURE: A STUDY OF FURQAN BEE IFTHIKAR'S FICTION
A.S.P. Sapna[1*] and Lareena Abdul Huq[1] 303

Gu;fhd; gP. ,g;jpfhu; Gidfijfspy; ngz;fs; - Xu; Ma;T
V.v];.gp. rg;dh[1]> jpUkjp. ywPdh mg;Jy; `f;[1] 304

TRANSLATION STUDIES..... 305
AN ANALYSIS OF TRANSLATION STRATEGIES EMPLOYED TO ADDRESS NON-EQUIVALENCE AT WORD-LEVEL IN SELECTED NEWS ARTICLES FROM ADADERANA.LK
D.M.M. Abeynayake[1*], W.M. Ariyaratne[1] 306

LINGUISTIC CHALLENGES FACED BY SWORN TRANSLATORS IN TRANSLATING LEGAL DEEDS FROM ENGLISH TO SINHALA
S.P.S.S. Abeysiriwardena[1*], J.A.M. Hansani[1] 307

AN ANALYSIS OF THE QUALITY OF THE DIRECT TRANSLATION IN BUDGETARY AND ECONOMIC TERMS: WITH SPECIAL REFERENCE TO THE PRE-ELECTION BUDGETARY POSITION REPORTS 2020 AND 2024
A.V.H.S. Aluthwaththa[1*], I.M. Rathnayake [1] and R.A.A.P. Ramanayake[2] 308

AN ANALYSIS OF CULTURAL AND LINGUISTIC CHALLENGES IN SUBTITLING TRADITIONAL SINHALA HISTORICAL MOVIES: A STUDY OF 'MAHINDAGAMANAYA' AND 'VIJAYABA KOLLAYA'
B.R.T. Bandarawaththa[1*], M. Hosshanthika[1] 309

AN ANALYSIS OF ERRORS IN TRANSLATING MILITARY DOCUMENTS FROM SINHALA TO ENGLISH BY TRAINEE TRANSLATORS
C.D.K.D. Basnayake[1*], J.A.M. Hansani[1] and H.A.N.D. Hettiarachchi[2] 310

AN ANALYSIS OF LEXICAL-LEVEL TRANSLATION ERRORS IN A SELECTED AUDIT

REPORT OF THE DEPARTMENT OF OFFICIAL LANGUAGES: A STUDY ON ERRORS DONE BY TRAINEE TRANSLATORS
S.J.S. Dananjani[1*], I.M. Ratnayake[1] and N. Hettiarachchi[2] 311

AN ANALYSIS OF TRANSLATION STRATEGIES EMPLOYED TO OVERCOME NON-EQUIVALENCE AT WORD LEVEL: WITH SPECIAL REFERENCE TO THE PERFORMANCE REPORT OF 2022 AT PRIME MINISTER'S OFFICE OF SRI LANKA
N.O. de Silva[1*], M. Hosshanthika[1] 312

AN ANALYSIS OF STRATEGIES EMPLOYED FOR ADDRESSING SENTENCE LENGTH AND COMPLEXITY IN TRANSLATING ADMINISTRATIVE DOCUMENTS FROM SINHALA TO ENGLISH
E.M.P.I. Dharmakeerthi[1*], J.A.M. Hansani[1] and Chulananda Samaranayake[2] 313

THE ROLE OF ADAPTATION IN TABOO LANGUAGE TRANSLATION IN SUBTITLES OF THE TWO SINHALA FILMS MACAṂ AND RAHAS KIYANA KAÑDU
D.M.K.Y. Dissanayaka[1*], I.M. Rathnayake[1] 314

A STUDY ON STRATEGIES EMPLOYED IN TRANSLATING PLANTATION SECTOR-RELATED WORDS AND PHRASES: WITH SPECIAL REFERENCE TO THE MINISTRY OF PLANTATION AND COMMUNITY INFRASTRUCTURE
S.P.N.K. Gunasena[1*], H. Muthukumar[1] and K.N. Dilrukshi[2] 315

ANALYZING THE CHALLENGES IN TRANSLATING HEALTH FACT SHEETS FROM ENGLISH TO SINHALA
P.G.H. Hasaranga[1*]and J.A.M. Hansani[1] 316

THE IMPACT OF TRANSLATION TECHNOLOGIES ON THE PROCESS OF LEGAL TRANSLATION: A STUDY BASED ON THE PERSPECTIVES OF GOVERNMENT TRANSLATORS IN THE DEPARTMENT OF OFFICIAL LANGUAGES OF SRI LANKA
G.G.R. Hashara[1*], I.M. Ratnayake[1] and N.D. Hettiarachchi[2] 317

IDENTIFYING BETTER PRACTICES AND STRATEGIES TO INCREASE PRODUCTIVITY IN THE TRANSLATION PROCESS IN HRM DIRECTORATE AT SRI LANKA CUSTOMS
H.A.A. Jayawardena[1*], J.A.M. Hansani[1] and I.V.C. Sumanasinghe[2] 318

A STUDY ON THE CHALLENGES IN TRANSLATING FINANCIAL DOCUMENTS PUBLISHED BY THE MINISTRY OF FINANCE FROM ENGLISH TO SINHALA
R.M.S.P.P. Karunarathna[1*]and J.A.M. Hansani[1] 319

EXAMINING PARAPHRASING AS A TRANSLATION STRATEGY IN INTRALINGUAL CONTEXT: A STUDY OF SELECTED SCENES FROM OTHELLO
A.N. Karunasena[1*] and I.M. Ratnayake[1] 320

AN INVESTIGATION OF TRANSLATION STRATEGIES USED IN TRANSLATING CULTURAL TERMS: WITH SPECIAL REFERENCE TO VIRAGAYA BY MARTIN WICKRAMASINGHE AND ITS ENGLISH TRANSLATION.
K.A.S.P. Kasthuriarachchi[1*] and M. Hosshanthika[1] 321

EXPLORING TRANSLATION STRATEGIES IN DUBBING: A CASE OF SELECTED EPISODES FROM TOP CAT AND THE BEARY FAMILY AND THEIR SINHALESE DUBBED VERSIONS
K.M.D. Kobbagala[1*] and J.A.M. Hansani[1] 322

A STUDY ON CHALLENGES ENCOUNTERED BY THE TRAINEE TRANSLAORS IN TRANSLATING PLANTATION SECTOR DOCUMENTS: A CASE OF THE MINISTRY OF

PLANTATION AND COMMUNITY INFRASTRUCTURE
A.A.S.M. Madiligama[1*], I.M. Ratnayake[1] and K.N. Dilrukshi[2] 323

AN INVESTIGATION OF TRANSLATION TECHNIQUES USED IN TRANSLATING TECHNICAL TERMS: SPECIAL REFERENCE TO NATIONAL TECHNICAL GUIDELINE ON MERCURY WASTE MANAGEMENT
A.A. Munasinghe[1*], M. Hosshanthika[1] and U.D. Rajapaksha[2] 324

A STUDY OF TRANSLATION PROCEDURES ADOPTED TO TRANSLATE THE TECHNICAL JARGON OF THE ANNUAL REPORTS FROM 2020 – 2023 OF SRI LANKA PORTS AUTHORITY FROM ENGLISH TO SINHALA
S.S.A. Munasinghe[1*], J.A.M. Hansani[1] and Anusha Jayasiri[2] 325

A STUDY ON BUREAUCRATIC LANGUAGE AND READABILITY IN THE SINHALA TO ENGLISH TRANSLATIONS OF OFFICIAL PUBLIC NOTICES TRANSLATED BY THE MATARA DISTRICT SECRETARIAT
P.R.R.S.J. Muthukumarana[1*], I.M. Ratnayake[1] and G.A.I. Eranga[2].....326

AN ANALYSIS OF LINGUISTIC ERRORS IN FINANCIAL TRANSLATION BY UNDERGRADUATE STUDENTS: WITH REFERENCE TO SELECTED FINANCIAL DOCUMENTS
K.M.P. Nawarathne[1*] and J.A.M. Hansani[1] 327

ANALYSING STRATEGIES IN TRANSLATING FANTASY TERMINOLOGY: WITH REFERENCE TO SELECTED NOVELS OF HARRY POTTER AND LORD OF THE RINGS
H.P.D Nishadi[1*] and J.A.M. Hansani[1] 328

AN ANALYSIS OF THE EFFECTIVE USE OF TRANSLATION SHIFTS IN ENGLISH DRAMA: A COMPARATIVE STUDY WITH REFERENCE TO THE PLAY *ANTIGONE*
R.M.Y.N.S. Rajapaksha[1*]and I.M. Ratnayake[1] 329

AN ANALYSIS OF VINAY AND DARBELNET'S TRANSLATION STRATEGIES IN TRANSLATING CULTURAL REFERENCES: A CASE OF ADARANIYA VICTORIA BY MADAWELA
R.M.C.R. Rasoddya[1*]and M.H. Muthukumar[1] 330

TRANSLATING SCIENCE: AN ANALYSIS OF THE LINGUISTIC CHALLENGES ENCOUNTERED BY TRANSLATION STUDIES UNDERGRADUATES AT SABARAGAMUWA UNIVERSITY OF SRI LANKA IN SCIENTIFIC TRANSLATION
R.M.R.S. Samarakoon[1*] and J.A.M. Hansani[1] 331

EXAMINING THE CHALLENGES OF TRANSLATING GOVERNMENT CIRCULARS: WITH SPECIAL REFERENCE TO THE MINISTRY OF EDUCATION, HIGHER EDUCATION, AND VOCATIONAL EDUCATION
G.S. Sandeepani[1*], I.M. Rathnayake[1] and D.M.B.D.S. Kumara[2].....332

ACCURACY IN TRANSLATION: A COMPARATIVE STUDY OF GOOGLE TRANSLATION AND HUMAN TRANSLATION IN THE PROGRESS REPORT - 2024 OF THE MINISTRY OF PLANTATION AND COMMUNITY INFRASTRUCTURE
K.D.R.M. Seneviratne[1*], H. Muthukumar[1] and K.N. Dilrukshi[2].....333

A STUDY OF PROCEDURES EMPLOYED IN RELIGIOUS POETRY TRANSLATION: WITH SPECIAL REFERENCE TO 'TOWARDS A BETTER WORLD'- THE ENGLISH TRANSLATION OF *LŌ WADA SAṄGARĀVA*
M.V.S.M. Sumanarathne[1*]and J.A.M. Hansani[1] 334

CHALLENGES IN TRANSLATING LEGAL DOCUMENTS FROM ENGLISH TO SINHALA WITH SPECIAL REFERENCE TO THE PARLIAMENTARY PUBLICATIONS IN SRI LANKA
B.K.D. Thilakarathne[1*], I.M. Ratnayake[1] and S.M. Naseer[2] 335

ERRORS IN GOOGLE TRANSLATE: WITH REFERENCE TO THE 2024 FISCAL MANAGEMENT REPORT
D.T.D. Thilakshika[1*], M. Hosshanthika[1] and R.A.A.P. Ramanayake[2] 336

AN INVESTIGATION OF SUBTITLING STRATEGIES IN TRANSLATING HISTORICAL TERMS FROM SINHALA TO ENGLISH: WITH SPECIAL REFERENCE TO "GAADI" AND "MAHINDĀGĀMANAYA" MOVIES
W.A.K.H. Weerasingha[1*], J.A.M. Hansani[1] 337

INVESTIGATING THE NATURALNESS OF THE TARGET TEXT: WITH SPECIAL REFERENCE TO THE HEART OF A DOG AND ITS SINHALA TRANSLATION
N.K. Wimalasuriya[1*] and Manoj Ariyaratne[1] 338

ANALYSING TECHNIQUES USED FOR TRANSLATING TECHNICAL TERMS IN THE SINHALA TRANSLATION OF UNESCO'S MEDIA AND INFORMATION LITERACY CURRICULUM FOR EDUCATORS AND LEARNERS
T.P. Subasinghe[1*], J.A.M. Hansani[1] and U.D. Rajapaksha[2] 339

ANALYSING STRATEGIES FOR TRANSLATING LEGAL JARGON FROM ENGLISH TO SINHALA: WITH SPECIAL REFERENCES TO THE SELECTED DOCUMENTS PUBLISHED BY THE PARLIAMENT OF SRI LANKA
D.M.I.K. Kumari[1*], J.A.M. Hansani[1] and S.M. Naseer[2] 340

POLITICAL SCIENCE 341

THE IMPACT OF PUBLIC OPINION ON CHANGING VOTE BASE IN PLANTATION SECTOR: A STUDY BASED ON THE 2024 GENERAL ELECTION
R.M.M.U. Bandara[1*] and R.P. Shanthi H. Hettiarachchi[1] 342

THE IMPACT OF SOCIAL MOBILITY ON HUMAN DEVELOPMENT OF THE MALAYAHA COMMUNITY FROM A SOCIO-POLITICAL PERSPECTIVE: BASED ON HALDUMMULLA DIVISIONAL SECRETARIAT AREA
W.W.M.S.P. Kumara[1*] and M.G.S.K. Gamage[1] 343

A STUDY ON THE PROTECTION MECHANISM IN SRI LANKA FOR THE REHABILITATION OF DRUG ADDICTED CHILDREN: WITH REFERENCE TO THE PELMADULLA MITHURU - MITURO REHABILITATION CENTER
D.B.G.H. Dayananda[1*] and Pradeep Uluwaduge[1] 344

THE INFLUENCE OF SOCIO-ECONOMIC AND POLITICAL FACTORS ON PUBLIC OPINION OF GOVERNANCE DURING THE PRESIDENTIAL ELECTION: A STUDY BASED ON SRI LANKA'S 2024 PRESIDENTIAL ELECTION
G.D.A. Geethma[1*] and H. Ranjith[1] 345

THE CHALLENGES FACED BY STREET-LEVEL BUREAUCRATS IN IMPLEMENTING INTEGRATED RURAL DEVELOPMENT PROJECTS: WITH SPECIAL REFERENCE TO THE BUTTALA DIVISIONAL SECRETARIAT DIVISION
J.M. Madhushani[1*] and G.C.L. Pathirana[1] 346

A STUDY ON THE AWARENESS OF SCHOOL STUDENTS REGARDING CYBERCRIMES UNDER CYBER SECURITY LAWS (BASED ON A RURAL SCHOOL AND AN URBAN SCHOOL)

W.K.S. Maleesha[1*], H. Ranjith[1] and Rohana Ranasinghe[2] 347

PROBLEMS AND CHALLENGES IN IMPLEMENTING SUSTAINABLE DEVELOPMENT PROJECTS: WITH SPECIAL REFERENCE TO THE SOORYABALA SANGRAMAYA PROJECT OF KURUWITA IN RATHNAPURA DISTRICT
A.L.I.S. Munasinghe[1*] and G.C.L. Pathirana[1] 348

A STUDY ON THE FACTORS INFLUENCING THE GROWTH OF THE NATIONAL PEOPLE'S POWER (NPP) VOTER BASE: A CASE STUDY OF THE GALAGEDARA POLLING DIVISION
M.D.W. Muthunayaka[1*] and Pradeep Uluwaduge[1] 349

AN ANALYTICAL STUDY ON THE LIVING AND SOCIAL CONDITIONS OF DIVORCEES IN SRI LANKA: A GENDERED PERSPECTIVE (WITH REFERENCE TO BUTTALA DIVISIONAL SECRETARIAT DIVISION)
R.M.C. Poornika[1*] and R.P. Shanthi H. Hettiarachchi[1] 350

THE IMPACT OF DIGITALIZATION POLICIES ON PUBLIC SECTOR INNOVATION: WITH SPECIAL REFERENCE TO THE GALENBINDUNUWEWA DIVISIONAL SECRETARIAT DIVISION
U.A.A. Sandamali[1*] and G.C.L. Pathirana[1] 351

THE IMPACT OF POPULATION CONCENTRATION IN URBAN AREAS ON NATIONAL ELECTION RESULTS: WITH SPECIAL REFERENCE TO COLOMBO DISTRICT
G.L.N. Sathsarani[1*] and Pradeep Uluwaduge[1] 352

INVESTIGATING THE EFFICIENCY OF REVENUE PROCESS IN LOCAL GOVERNMENTS IN SRI LANKA (A STUDY BASED ON HAMBANTOTA MUNICIPAL COUNCIL)
D.M. Suraweera[1*] and H. Ranjith[1] 353

AN ANALYTICAL STUDY ON THE MEDICAL TRANSITION AND ADAPTATION OF TRANSGENDER INDIVIDUALS IN SRI LANKA: A SOCIO-POLITICAL PERSPECTIVE
A.N. Nuwanthika[1*] and R.P. Shanthi H. Hettiarachchi[1] 354

SOCIOLOGY 355

A SOCIOLOGICAL STUDY OF HOW DATA ISSUES IMPACT PROJECT EFFECTIVENESS IN WORLD VISION LANKA'S WELIKANDA DEVELOPMENT INITIATIVES
K.K.G.M.D. Weerasingha[1*], U.P. Lekamge[1] and S.N. Vijesena[2] 356

A SOCIOLOGICAL STUDY ON THE EFFECTIVENESS OF THE 1929 CHILD PROTECTION HOTLINE SERVICE OF THE NATIONAL CHILD PROTECTION AUTHORITY
V.P.K.C.A. Vithana[1*], S. Handaragama[1] and S. Abeykoon[2] 357

A SOCIOLOGICAL STUDY ON WATER SUPPLY AND SUSTAINABLE DEVELOPMENT IN SRI LANKA: A CASE STUDY OF THE WATER SUPPLY AND DRAINAGE BOARD IN BANDARAWELA
D.S.D. Swarnamali[1*], U.P. Lekamge[1] and D. Stalin[2] 358

A SOCIOLOGICAL STUDY OF EMPLOYEE MOTIVATION IN THE GARMENT INDUSTRY: A CASE STUDY OF SPJ GARMENT (PVT) LTD
M.H.M.N.K. Samarapala[1*], W.M.J. Welgama[1] and M.S. Nimesha[2] 359

SOCIOLOGICAL STUDY ON CHILD CARE AND PROTECTION IN SRI LANKA: BASED ON THE NATIONAL CHILD PROTECTION AUTHORITY'S COMPLAINT CLASSIFICATION
R.M.W.C. Rathnayaka[1*] and N.S. Jayathunga[1] 360

RURAL COMMUNITY PERSPECTIVES ON SOCIAL COSTS AND BENEFITS: A SOCIOLOGICAL STUDY BASED ON THE VILLAGE OF BULNEWA, ANURADHAPURA
K.M.K.G.S.S. Ranathunga[1*] and U.P. Lekamge[1] 361

A SOCIOLOGICAL ANALYSIS OF SENIOR CITIZENS' POLITICAL BEHAVIOUR AND ATTITUDES: A CASE STUDY OF THE NELIGAMA GRAMA NILADHARI DIVISION
S.N.K. Premalal[1*] and W.M.J. Welgama[1] 362

A STUDY ON THE ROLE OF NON-GOVERNMENTAL ORGANIZATIONS IN PROMOTING SOCIAL CHANGE FOR PEOPLE WITH DISABILITIES
M.P.C. Piyumali[1*], N.S. Jayathunga[1] and G.A.T. Ganearachchi[2] 363

A STUDY ON THE OBJECTIVES OF THE STATE ENVIRONMENTAL INSTITUTIONAL STRUCTURE: A STUDY CONDUCTED FOCUSING ON THE GAMPAHA AREA
M.M.T.N. Perera[1*], U.P. Lekamge[1] 364

THE IMPACT OF GENDER ON INFLATION-DRIVEN POVERTY OF TAMIL ESTATE WORKERS: A SOCIOLOGICAL ANALYSIS
A.S.W. Malepathirana[1*] and S. Handaragama[1] 365

A SOCIOLOGICAL STUDY ON THE HOME-BASED REHABILITATION PROCESS FOR PEOPLE WITH SPECIAL NEEDS IN THE MATARA DIVISIONAL SECRETARIAT
K.T. Madhushani[1*], S. Handaragama[1] and B.S.K. Suriyabandara[2] 366

SOCIOLOGICAL STUDY ON RAGGING AS A TRANSITION RITUAL IN UNIVERSITY SUBCULTURE
K.D.N. Madhumali[1*] and W.M.J. Welgama[1] 367

THE IMPACT OF THE NATIONAL CHILD PROTECTION AUTHORITY'S SOCIAL MEDIA INITIATIVES ON CHILDREN'S AWARENESS OF CHILD ABUSE
D.K. Kannangara[1*], N.S. Jayathunga[1] and S. Malalgoda[2] 368

A SOCIOLOGICAL STUDY ON THE EFFECTIVENESS OF OCCUPATIONAL STRESS MANAGEMENT AMONG OFFICERS OF THE NATIONAL CHILD PROTECTION AUTHORITY
R.G.M.T.K. Gunasekara[1*], U. Lekamge[1] and S. Abeykoon[2] 369

A SOCIOLOGICAL ASSESSMENT OF THE SANASA MOVEMENT TO IDENTIFY THE FEASIBILITY OF THE COOPERATIVE SECTOR IN ADDRESSING PROBLEMS OF THE AGEING POPULATION IN SRI LANKA
B.V.R.Y. Dilhara[1*], S. Handaragama[1] and M.S. Kiriwandeniya[2] 370

A SOCIOLOGICAL STUDY ON THE CHALLENGES AND LIMITATIONS OF IMPLEMENTING THE NATIONAL POLICY ON CHILD PROTECTION: A CASE STUDY OF NATIONAL CHILD PROTECTION AUTHORITY
E.A.S. Anuththara[1*] and W.M.J. Welgama[1] 371

A SOCIOLOGICAL STUDY ON THE PROBLEMS OF SUBURBAN SPACE MANAGEMENT AND INFRASTRUCTURE DEVELOPMENT PROJECTS
C.M.S. Anthony[1*] and W.M.J. Welgama[1] 372

THE IMPACT OF LEISURE ON THE SOCIAL PSYCHOLOGICAL WELL-BEING OF WORKING INDIVIDUALS IN SRI LANKA: A STUDY AT SEETHAWAKA BOTANICAL GARDEN
P.S. Sandeepa[1*] and N.S. Jayathunga[1] 373

A SOCIOLOGICAL STUDY ON WORK–LIFE BALANCE AND JOB SATISFACTION BASED ON EMPLOYEES OF VOGUE TEX, WELLIGAMA
S.T. Sampath[1*], N.S. Jayathunga[1] and R. Abeygunawardena[2] 374

A SOCIOLOGICAL STUDY ON THE IMPACT OF ELDERLY ALLOWANCES ON IMPROVING LIVING STANDARDS: A CASE STUDY FROM THE MATARA DIVISIONAL SECRETARIAT
D.D.I. Hirunika[1*], S. Handaragama[1] and S.P. Bhewawitharana[2] 375

ECONOMICS

FACTORS AFFECTING THE SUSTAINABILITY OF THE CONSTRUCTION LABOUR MARKET

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In recent years, the construction industry has become a major industry in Sri Lanka. The sustainability of the construction industry's labour market has become a very important concept. This is because the construction industry is heavily dependent on the workforce. Economic sustainability, social sustainability, and environmental sustainability have been identified as the main factors affecting the sustainability of the construction industry. This research mainly focuses on the factors affecting the sustainability of the construction industry's labour market. The research was conducted using information obtained from response sheets from 60 employees working in various positions. This data were analysed using SPSS software, and relevant data was obtained. Economic factors such as employee salary levels, income stability, and cost management, social factors such as employee training programs and opportunities for professional development for employees, and environmental factors, such as the contribution of material recycling processes, affect the sustainability of the construction industry's labor market. Accordingly, this research revealed that the factors affecting the sustainability of the construction industry's labour market, namely economic sustainability, social sustainability, and environmental sustainability, all have a significant impact on maintaining the sustainability of the construction industry's labour market.

Keywords: *Economic Sustainability, Environmental Sustainability, Social Sustainability,*

THE IMPACT OF BRANCH-SPECIFIC FACTORS ON LOAN DEFAULT RATES IN THE BANK OF CEYLON: WITH SPECIAL REFERENCE TO BUTTALA BRANCH

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This study examines the effects of branch-specific factors on loan default rates at the Bank of Ceylon, Buttala Branch, one of Sri Lanka's rural banking branches. The study attempts to pinpoint regional factors that influence borrowers' repayment patterns and is motivated by worries about the growing default rates in this market. The primary goal of the study is to measure how four important factors: customer relationship management, local economic conditions, loan monitoring procedures, and staff competency affect the default rate of the loans. A mixed-method approach was used to conduct the study, which comprised qualitative interviews with ten bank officials and quantitative borrower questionnaires completed by 150 borrowers. The data was tested using statistical methods such as regression analysis, correlation analysis, and thematic analysis. The findings indicated that local economic conditions and staff competency are the best indicators of loan defaults. In both regression and analysis, staff competency is the strongest ($\beta = 0.857$, $p < 0.001$) and has the highest correlation ($r = 0.985$). Local economic shocks, particularly those pertaining to agriculture and seasonal income, also had a significant impact on defaults ($\beta = 0.196$, $p = 0.020$). loan monitoring practices and customer relationship management did not predict in the regression model, even though they had a positive correlation with default rates. Qualitative evidence corroborated these findings, identifying the primary causes as low borrower financial literacy, early warning system failures, and inadequate training. The respondents emphasised how important it is to improve staff training and regional lending strategies. The study concludes by emphasising how crucial it is to enhance employee training and link loan policies to the regional economy in order to lower loan default rates at rural branches. The study contributes to the understanding of micro-level credit risk in emerging markets and offers practical insights to rural banking institutions.

Keywords: *Branch-Specific Factors, Loan Default Rates, Local Economic Conditions, Rural Banking, Staff Competency,*

MARKETING STRATEGIES FOR PRODUCT EXPANSION OF SLECIC

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This study examines the marketing strategies required for product expansion at the Sri Lanka Export Credit Insurance Corporation (SLECIC). Despite its strategic importance and strong product portfolio, SLECIC limited brands face underperformance in entering the market due to limited brand awareness, lack of digital integration, and communication disabilities. The objective of the study was to analyse financial and operating trends from 2022 to 2025, identifying challenges and opportunities for market development and recommending data-powered strategies for permanent product expansion. A quantitative research design was employed, in which secondary data was used from an internal report (APARA income, premium receipts, and guarantee uses) and primary insight through the structured questionnaire administered to major stakeholders. Conclusions suggest that SLECIC has strong financial performance capacity through products such as pre-discourse and CPA guarantee, yet suffers from low use in some sections. The analysis also highlights important inequalities in performance between partner banks and incompatible product uptake patterns. In addition, a clear difference in digital outreach and product clarity affects customer engagement, especially for SMEs. Strategic partnership is reduced, and internal disabilities lead to service delivery effectiveness. The findings of the study suggest that the growth of the SLECIC is dependent on enhancing its digital appearance, streamlining internal communication, and implementing target marketing approaches. The proposed actionable strategies include simplifying the product message, sharpening digital changes (such as online application portals), and strengthening the relationship with underperforming and new financial partners. The implications outline the need for institutional agility and brand equity building to improve the flexibility of the export sector in Sri Lanka. The purpose of these recommendations is to develop the market demands and re-operate the selective operations, making it a more dynamic contributor to the country's export economy.

Keywords: *Digital Marketing, Export Credit Insurance, Financial Services Strategy, Product Expansion, SLECIC*

ANALYSING THE IMPACT OF SERVICE QUALITY ON GUEST SATISFACTION AT COPA CABANA BEACH HOTEL

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This study examines the manner guest satisfaction at Sri Lanka's renowned Copa Cabana Beach Hotel, a coastal hospitality establishment, is impacted by service quality. Inconsistencies in service delivery, such as slow response times, unreliability, and unsatisfactory physical conditions, have sparked worries about guest satisfaction and retention in the face of increasing competition and changing guest expectations. The study's main goal was to ascertain the relationship between guest satisfaction levels and three distinct service quality dimensions: responsiveness, tangibles, and reliability. A quantitative survey was given to 100 hotel guests as part of a mixed-method approach, and SPSS was used for descriptive, correlational, and multiple regression analysis. The findings showed that all three aspects of service quality have a major impact on guest satisfaction, with reliability being the most significant predictor, followed by responsiveness and tangibles. Regression analysis showed that the three identified service quality dimensions could account for 59% of the variance in guest satisfaction, while the high Cronbach's alpha values validated the data's reliability. To improve service delivery and the overall guest experience, the study suggests practical changes like digital enhancements, staff empowerment tactics, real-time feedback systems, and eco-friendly facility upgrades. According to the study, providing customers with consistent, attentive, and aesthetically pleasing service greatly boosts their satisfaction and loyalty, which eventually strengthens the hotel's competitive advantage. The study offers significant insights into maximising guest satisfaction through focused service quality strategies, despite its limitations related to sample demographics and its single-location focus.

Keywords: *Copa Cabana, Guest Loyalty, Guest Satisfaction, Hospitality Industry, Quantitative Survey*

THE EFFECT OF EMPLOYEE SATISFACTION ON PRODUCTIVITY

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The study examines the impact of employee satisfaction on the productivity of the diversified Sri Lankan company, E.B. Creasy & Company PLC, which specialises in manufacturing, trading, and distributing. Grounded on the rationale that employee satisfaction has been the primary determinant of organisational performance, the study examines four primary dimensions of performance salary and benefits, work environment, job security, and training and career development. Based on the theoretical frameworks of Maslow's hierarchy of needs, Herzberg's two-factor theory, and the Job Characteristics Model, the study takes a quantitative approach in examining the impact of the factors on employee productivity. Data were collected from 150 workers drawn from different departments via structured questionnaires using the Likert scale. Statistical tests, including tests for reliability, factor analysis, and multiple regression, were conducted using the SPSS package. Findings indicated a positive correlation between productivity and satisfaction of the workers, with pay and rewards having the greatest impact ($\beta = 0.558$), followed by the work environment ($\beta = 0.398$), training & career development ($\beta = 0.198$), and job security ($\beta = 0.131$). The model explained approximately 66.8% ($R^2 = 0.668$) of the variance in the productivity of workers, demonstrating a close relationship between the factors obtained and performance levels. The findings emphasise the importance of a holistic human resource strategy that reconciles financial compensation with other forms of intangibles, such as a safe working climate and career growth. The study sets the premise that through improving workers' satisfaction, firms such as the E.B. Creasy Company can maximise business productivity and maintain a competitive edge. The study contributes to the limited literature on HR practice in Sri Lankan business firms and provides practitioner guidance to business executives who want to maximise the performance of workers.

Keywords: *Employee Satisfaction, Human Resource Management, Organisational Performance, Productivity, Sri Lankan Companies*

THE IMPACT OF MACRO ECONOMIC CONCEPTS ON BUSINESS PROFITABILITY: WITH SPECIAL REFERENCE TO RUBBER-RELATED MANUFACTURING INDUSTRY

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This research study explores the key economic, financial, and technical factors affecting the profitability of a leading production firm of the rubber-related manufacturing industry in the Colombo District. The main objective of the study was to assess the impact of macro-economic factors such as supply and demand dynamics, production and labour costs, technological innovations, foreign exchange fluctuations, government procurement, and market competition on the profitability of the company. A mixed-methods research design was used to gain a comprehensive understanding by using both quantitative and qualitative approaches. Primary data were collected through semi-structured interviews with management and decision makers, while secondary data were obtained from corporate financial reports and national economic databases. The study found that technological innovations, foreign exchange rate, and government support are significant positive factors associated with the profitability of the firm, while market competition and production cost show negative associations with the profitability. The thematic analysis further emphasises that the accuracy of resource management, inventory management, and identifying the potential of the economic environment as important factors associated with the profitability of the firm. It further provides actionable policy insights for corporate managers, policymakers, and analysts to increase profitability through targeted innovation, financial risk mitigation, and strategic governance.

Keywords: *Competitiveness, Foreign Exchange, Profitability, Rubber Related Manufacturing, Technological Innovation*

A STUDY ON COIR CHIPS: INTERNAL PRODUCTION VS. MARKET PURCHASE AND THEIR IMPACT ON COST EFFECTIVENESS

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In the context of rising production costs and the growing need for sustainable agribusiness practices in Sri Lanka, comparing the cost-effectiveness of internal production and market procurement of coir chips has become increasingly relevant. This study has been carried out based on secondary data gathered while undergoing an internship at a coir product export factory, with the purpose of rendering functional insights based on actual operating conditions. The two broad objectives of this study are to compare the economic effects of both practices and to select the more suitable one under a given circumstance. In order to measure operating efficiency quantitatively, there existed a quantitative aspect where secondary data from 56 observations were calculated upon importing the individual observations into IBM SPSS software. The cost of drivers was mainly the price per kilogram, labour and fuel expenses, processing time, and additional expenses. Statistical procedures of descriptive statistics, correlation analysis, regression analysis, and paired samples t-tests were used in determining cost variance and cost efficiency. Internal production is much more time-consuming and expensive, as it is shown in the study. Cost saving on some internal operations, such as husk cutting and drying activities, was also possible. Implementing a mixed production strategy that includes both internal and external operations to produce at less cost and more sustainably is suggested by the study. The above observations provide good advice and practical suggestions for coir-based agribusiness enterprises working to optimise production decisions under resource-constrained situations, rising input prices, and increased competition.

Keywords: *Coir Chips, Cost Comparison, Internal Processing, Market Purchasing, Production Cost*

THE EFFECT OF ACCOUNTING SOFTWARE PRODUCTIVITY ON ACCOUNTING PERFORMANCE IN DELMEGE GROUP

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This study aims to investigate the effect of accounting software productivity of accounting performance in the Delmege Group. The Research examines key variables such as software usage frequency, user proficiency, integration with ERP, and time saving. This study mainly uses primary data that data collected through a questionnaire from 50 respondents in the Delmege group. The findings of this research show that training, access, and user experience significantly influence accounting performance. Multiple linear regression shows a relationship between the effects of Software Factors on accounting performance. This high degree of explanatory power emphasises the importance of the software productivity factors in preparing accounting estimates in the Delmege Group. This study shows a positive correlation between accounting performance and other independent variables such as software usage, frequency, other proficiency, integration with ERP, time saving, and the importance of continuous and accessibility influence the accounting performance. Summary of the research shows that if the Delmege group can improve their investment in employee training, consistently soft use and integrations accounting software can help to develop directly to address the usage intensity goal by confirming that productivity is positively impacted by software availability and usage frequency. The goal of assessing how individual characteristics affect software effectiveness was achieved by the analysis, which also emphasised the importance of demographic, educational, and experience factors. Lastly, the study demonstrated that utilising software for more general functions like reporting and planning enhances performance, which is consistent with examining software versatility, including performance in the Delmege group.

Keywords: *Accounting Performance, Integration With ERP, Software Usage Frequency, Time Saving, User Proficiency*

THE IMPACT OF ONLINE BANKING AND CDM MACHINES ON CUSTOMER SATISFACTION AND OPERATIONAL EFFICIENCY AT RDB

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The study aims to determine the extent to which online banking and CDM affect customer satisfaction and operational efficiency at the Regional Development Bank (RDB), Matara Branch, where digital banking infrastructure is still undeveloped. The goal is to examine explicit services and operations to determine how much they could have been improved with the introduction of online banking and CDMs. Therefore, a mixed-method approach was applied to gather data: quantitative data from 100 customers and 10 employees through structured questionnaires, and qualitative data from interviews and field observations. Quantitative data were processed by using descriptive statistical tools, and qualitative data were processed by thematic analysis. Absence of CDMs, grossly under-functional online banking platforms, have the consequence of long periods of waiting, customer disappointment, and employee metamorphosing into overload. On their part, customers spoke of demanding digital services to evade long queues, generally caused by basic transactions. Employees talked of the same thing and discovered manual operations to be very inefficient and stressful. Both feel CDMs and full-fledged online banking would offer convenience, expedite service, and streamline operations. In spite of this demand, several challenges were identified: limited digital literacy and a low level of trust for digital platforms, as well as existing infrastructure issues. To address these findings, the study recommends the following: installation of CDMs, replacing and upgrading the bank's online banking platform, a customer programme for digital literacy, and employee training in the bank's digital tools. Filling in these gaps can considerably enhance customer satisfaction and operational efficiencies. This research addresses a gap in both the academic and practitioner conversations by identifying the challenges related to digital transformation for semi-urban development banks, and by providing ideas for context-based solutions for low-resource banking contexts like RDB Matara.

Keywords: *Cash Deposit Machines (CDMs), Customer Satisfaction, Online Banking, Operational Efficiency*

THE IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN LOAN SERVICE: A STUDY OF BANK OF CEYLON, PITABEDDARA

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The banking industry is one of the key sectors of the economy, which would immensely contribute to improving the economic growth of any country. Customer satisfaction is vital to promote competitive advantage, particularly in the loan services section. This research seeks to examine the effects of various dimensions of service quality on customer satisfaction in the loan services of the Bank of Ceylon (BOC). The main aim is to examine the extent to which factors such as reliability, responsiveness, and assurance affect customer emotions and levels of satisfaction. The quantitative research approach was adopted with a structured questionnaire administered to 100 loan customers of Pitabeddara BOC branch. The data were processed by SPSS software, and descriptive statistics, correlation analysis, and regression analysis were employed to check the relationship between dimensions of service quality and customer satisfaction. The results indicated that customer satisfaction is positively influenced by all three dimensions of service quality. Reliability and responsiveness have the greatest influence. Assurance reflected a moderately significant impact. The findings of the study illustrate that the improvement of service quality has a direct influence on boosting customer loyalty. Implications provide that the Bank of Ceylon has to place high emphasis on ongoing staff training, effective delivery of services, and open communication to continue improving customer satisfaction levels.

Keywords: *Bank of Ceylon, Pitabeddara, Customer Satisfaction, Loan Services, Service Quality*

THE IMPACT OF LOAN SERVICE QUALITY ON CUSTOMER SATISFACTION: WITH SPECIAL REFERENCES TO BANK OF CEYLON, DEIYANDARA BRANCH

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The banking sector's competitive landscape necessitates understanding service quality determinants that drive customer satisfaction, particularly in loan services where customer relationships are critical. Although there is a lot that has been researched on SERVQUAL frameworks, there is little empirical support on how service quality dimensions weigh in modern banking cases. This study investigates the impact of reliability, responsiveness, convenience, and empathy on customer satisfaction in Bank of Ceylon's loan services, with the objective of identifying which dimensions significantly predict satisfaction and determining their relative importance. This quantitative research applied a sectional survey research design and adopted simple random sampling of a sample size of 100 customers of Bank of Ceylon using a positivist philosophy with a deductive approach. Data in the study was collected in the form of a validated 34-item questionnaire based on 5-point Likert scales on four SERVQUAL dimensions and measures of customer satisfaction. Descriptive statistics, reliability statistics, correlation analysis, as well as multiple regression with collinearity diagnosis, were used as statistical analyses based on SPSS. The study demonstrates robust psychometric properties with excellent internal consistency (Cronbach's $\alpha = 0.894$) and moderate explanatory power ($R^2 = 0.546$). Multiple regression analysis revealed paradigm-shifting findings: convenience emerged as the strongest predictor ($\beta = 0.336$, $t = 3.455$, $p = 0.001$), followed by reliability ($\beta = 0.295$, $t = 3.227$, $p = 0.002$), while responsiveness ($t = 1.427$, $p = 0.157$) and empathy ($t = 1.642$, $p = 0.104$) showed no significant impact despite high ratings ($M = 5.4$-5.5). Multicollinearity diagnostics confirmed model validity (VIF: 1.509-1.979). These results call into question the traditional SERVQUAL assumptions, and it becomes apparent that dimensions of relationship orientation are overtaken by those of operational efficiency. On a strategic level, it implies that the emphasis should be on technological investments in solutions that increase the outlet convenience instead of focusing on emotional engagement programs when considering modern banking service provision.

Keywords: *Banking Service, Customer Satisfaction, Quantitative Research, Service Quality, SERVQUAL Frameworks*

THE IMPACT OF HUMAN CAPITAL INVESTMENT IN DIGITAL TECHNOLOGY TRAINING ON THE OPERATIONAL EFFICIENCY OF BANK EMPLOYEES

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The banking industry's digital transformation in Sri Lanka has brought attention to the urgent need for qualified workers who can operate advanced banking technologies. Operational inefficiencies continue despite significant investments in digital technologies, frequently as a result of insufficient training. The purpose of this study is to evaluate how banking workers' operational efficiency is affected by human capital investment in digital technology training. Training intensity, relevance, quality, perceived usefulness, and application of training are six characteristics that are evaluated in this study, which is guided by Human Capital Theory, Kirkpatrick's Training Evaluation model, and the Technology Acceptance Model. 152 banking employees at a leading private bank in Colombo District in Sri Lanka completed a structured questionnaire for primary data collection, and the results were analysed using regression, correlation, and descriptive statistics. The findings showed that five factors of perceived usefulness, skill acquisition, training application, training intensity, and relevance significantly improved operational efficiency. Training relevance (β= 0.279) and skill acquisition (β= 0.274) were found to be the most powerful predictors. Curiously, there was no discernible impact from training quality, suggesting that content design may not be as important as practical application. The regression model confirmed the significant contribution of digital training in improving employee performance by explaining the highest amount of variance in operational efficiency. According to these findings, banks should prioritise role-specific, ongoing, and realistically oriented training in order to increase worker productivity and optimise the returns on digital investments.

Keywords: *Banking Employees, Digital Training, Human Capital, Operational Efficiency, Skill Acquisition*

THE EFFICIENCY OF THE DIGITAL PAYMENT SYSTEM IN IMPROVING BILLING ACCURACY AT THE NATIONAL WATER SUPPLY AND DRAINAGE BOARD: WITH SPECIAL REFERENCE TO COLOMBO DISTRICT

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As more people turn to digital solutions, public utilities need to get their billing systems right. The National Water Supply and Drainage Board (NWSDB) has tried to address the issue by offering digital payment options. However, problems with billing and a lack of user interest still hinder the process. This study looks into how well the current digital payment system works in making billing more accurate. It also explores the main issues that affect how easy and reliable this system is for users. We'll be focusing on how these digital payment methods impact billing practices at the NWSDB in Sri Lanka. Based on the above backdrop, the primary objective of this study is to evaluate the influence of the digital system on billing discrepancies and operational transparency. Accordingly, this study focuses on identifying how factors such as users' level of awareness, frequency of payment, and system satisfaction in the context of public utilities and the growing use of digital platforms for service delivery influence billing accuracy. Ratified random sampling was employed as a formal quantitative survey to identify the 50 female customers among the NWSDB employees and commercial users. Data were analysed using descriptive statistics, chi-square tests, correlation, regression analysis, and reliability tests. The survey indicated that 70% were aware of the digital system, while merely 16% utilised it regularly. That improved user education, system interoperability, and supportive policies and regulations are essential for optimising digital utility performance. Recommendations include consumer awareness campaigns, real-time alerts, simplified mobile interfaces, and enhanced customer service interfaces. This work offers valuable implications for utility managers and policymakers regarding the efficient use of digital billing systems in developing countries.

Keywords: *Billing Accuracy, Digital Payments, National Water Supply and Drainage Board, Public Sector Efficiency, Utility Services*

EXPLORING THE ABSENCE OF INCENTIVE SCHEMES FOR INTERNAL STAFF IN SRI LANKAN TEA FACTORIES

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This study explores inadequate incentive systems for internal staff working at Andaradeniya Estates (Private) Company in Sri Lanka. While field workers and other external factory workers frequently receive performance-based incentives, internal staff in areas such as production, administration, sales, human resources, and procurement often leave their positions due to the lack of such recognition. This research aims to acknowledge how this discrimination affects employees' motivation, job satisfaction, perceptions of justice, and emotional commitment to work. The study used a qualitative method based on an open-ended questionnaire completed by 200 internal employees of 10 tea factories. The responses were coded thematically in an attempt to identify recurring patterns. The findings spanned five common themes: lack of structured incentive plans, low motivation due to lack of rewards, perceived prejudice and bias, lack of health and medical benefits, and lack of communication about incentives. These were the reasons for low effort, low morale, and feelings. The majority of employees highlighted the lack of health facilities and incentive activities as the main reasons. They also explained that this type of lack of appreciation led to burnout, low productivity, and the desire to leave the company. The study verifies motivation theories such as Adams' equity theory, Maslow's hierarchy of needs, and Herzberg's two-factor theory, and reports that intrinsic and extrinsic rewards play a significant role. It concludes by reporting that human resource systems in local tea estates need to be improved by creating fair and transparent reward systems that build trust, security, and appreciation while retaining employees as well as achieving their satisfaction.

Keywords: *Employee Motivation, Internal Workers, Job Satisfaction, Tea Plantations, Thematic Analysis,*

SRI LANKAN EXPORT CREDIT INSURANCE CORPORATION'S ROLE IN RESOLVING EXPORT CREDIT INSURANCE CLAIMS DISPUTES

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Export credit insurance is crucial to prevent exporters from losing money due to buyers' defaults, unstable political environment, or other unexpected circumstances. The main provider of Guarantee Insurance in Sri Lanka is the Sri Lankan Export Credit Insurance Corporation. The purpose of this study is to find out how SLECIC resolves or handles claims disputes, examines the types of claims, the frequency of claims disputes, the causes for claim rejection, and the effectiveness of the claims dispute resolution processes. A mixed-method approach was employed, using the secondary data collected from the official reports, case files, and claim records. Qualitative thematic analysis was used to identify procedural issues in the claims dispute resolution process. Quantitative methods were also used to examine claims trends, claims dispute rates, and outcomes to provide a broader view of claims dispute patterns. The analysis showed that CPA and Guarantee policies accounted for the bulk of claims disputes. It's mostly caused by buyer defaults and bank non-recovery. Also, in here, Seafood exports had the highest claim ratios due to perishability, compliance issues, or buyer defaults. In here, Common causes for claims denials include administrative closures, late filings, and lack of documentation. Manual claim processing, outdated CPA manuals, and a lack of legal training all contributed to ineffective resolution. Additional challenges included the lack of predictive analytics to prevent fraud incidents and disputes, such as unresolved inheritance cases and fake bank receipts. Several ideas were developed to improve the resolution of claims disputes. These included automating claims processes, updating CPA manuals, improving staff training, improving coordination with banks, and developing a fraud detection system. The grant objective of these reforms is to increase transparency, reduce delays, and increase exporters' confidence in SLECIC's claims dispute resolution mechanism.

Keywords: *Claims Disputes, Dispute Resolution, Export Credit Insurance, Exporter Risk Management, SLECIC*

EVALUATING THE ECONOMIC AND ENVIRONMENTAL BENEFITS OF RECYCLING DEFECTIVE POLYTHENE BAGS IN THE PRODUCTION PROCESS

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This study identifies the effects of defective polythene bags recycling on both economic effectiveness and environmental efficiency within the manufacturing sector based on a case study of Poly Ocean International (Pvt) Ltd. The primary aim is to assess the effects of recycling processes on cost savings, resource utilisation, and environmental performance, and to identify the key drivers for the successful implementation of recycling. Mixed methods were adopted for this research, integrating qualitative interviews and secondary quantitative data from the period 2021-2024. Recycling efficiency, internal policies, recycling price, and external policies are the factors to be considered, and environmental and economic performance are outcomes. Multiple linear regression, correlation test, and descriptive statistics were employed to quantify these relationships. The findings indicate that recycling efficiency and strong in-house policy frameworks have a profound impact on economic and environmental performance. Recycling, specifically, registered a 15% reduction in raw material usage and substantial cost savings, in addition to improved regulatory compliance. Cost per kg of recyclable material output had adverse implications on benefits, with cost control at the highest priority. Compliance with external regulation had strong and positive implications for sustainability measures. R^2 of the regression models varied between 97% for economic benefits and 99% for environmental benefits, reflecting strong explanatory capability. The study concludes that an efficient and policy-compliant recycling operation enhances not only profitability but also reduces the environmental footprint. Such conclusions are of interest in the adoption of circular economy strategies in manufacturing and also have real-world implications for other similar industries pursuing sustainable development.

Keywords: *Economic Benefits, Environmental Benefits, Polythene Bags, Production Process, Recycling Efficiency,*

THE IMPACT OF LOAN PROCESSING DELAYS ON BORROWERS' ECONOMIC ACTIVITIES: A STUDY AT THE DEVINUWARA BRANCH OF THE BANK OF CEYLON

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Delay in debt processing has become a significant obstacle to borrowers' economic activities, especially in developing countries where timely access to credit to credits for maintaining livelihood, expanding businesses, and financing education is important. This study examines the impact of debt processing delay on the borrowers of the Bank of Ceylon's Devinuwara branch for the purpose of identifying the causes, results, and potential solutions of these delays. Using a mixed-method research design, the study collected primary data from 100 borrowers (Bank of Ceylon Devinuwara branch) through a structured questionnaire and conducted intensive interviews with bank officials. Results suggest that 78% of borrowers experienced significant delay in the debt approval process, mainly due to a lack of excessive documentation, disabled administrative systems and digital processing facilities. These delays had significant negative results, including adjournment of business projects, reducing investment opportunities, increased dependence on informal lenders and financial instability. In addition, 92% of the affected borrowers had a direct impact on their income and commercial performance, with several high-risk or cost of alternative financial sources. The study also found that even high -income -earning was not immune to these challenges, indicating systemic disabilities in the loan disbursement process. Based on the findings, the research recommended adopting a streamlined digital loan application system, extending staff training, improving transparency to reduce simplified documentation procedures and customer communication improvement and improving the borrower's satisfaction. These recommendations not only solve immediate institutional challenges, but also contribute to widespread.

Keywords: *Administrative Efficiency, Borrowers, Economic Activities, Financial Access, Loan Processing Delay*

THE IMPACT OF TECHNOLOGY DEVELOPMENT ON TEA PRODUCTION: WITH SPECIAL REFERENCE TO A TEA FACTORY IN MATARA DISTRICT

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The tea industry is one of Sri Lanka's major export crops. It provides a significant amount of foreign exchange to the country. This research examines the impact of modern technologies, including automation, precision agriculture, and digital monitoring systems, on tea production, quality, labour productivity, and environmental sustainability. The primary objective of this internship was to investigate and study how to increase tea production using modern technology. Based on monthly secondary data from 2008 to 2021 collected from the selected tea factory in the Matara District, statistical methods such as correlation analysis, multiple linear regression, and ARIMA time series modeling were used to analyze the relationship between tea production and the three independent variables of technological advancement, weather, and labor productivity. Results show that the productivity of labour contributes most to tea production, while training and automation together increase the efficiency of production. Although the investment in technology by itself had no direct significant impact, its performance increased with process simplification and improved the quality of manpower. The findings emphasise the need to adopt technology using human capital to develop the Sri Lankan tea industry and render it in the long run in the international market competitively. The research concluded with strategic recommendations for industry players, policymakers, and factory managers, leading to a sustainable utilisation of technology and improving productivity.

Keywords: *Automation, Economic Performance, Green Technology, Labour Productivity, Technical Efficiency*

THE IMPACT OF FERTILISER USE EFFICIENCY ON COSTS AND BENEFITS OF TEA CULTIVATION IN SRI LANKA

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Low land productivity and poor fertiliser response are the key issues contributing to the decline in tea yield in Sri Lanka, which stakeholders claim is due to poor fertiliser use efficiency on the current fertiliser recommendation. In response, the Sri Lanka Institute of Nanotechnology introduced NPK slow-release fertilisers, including HA-urea Nano hybrids. The Sri Lanka Tea Research Institute conducted three years of research across four tea-growing regions, testing six fertiliser treatments, that compared HA-urea with the current Tea Research Institute recommendations. As those recommendations are based solely on productivity, the objective of this study is to investigate the impact of fertiliser use efficiency on the cost and benefit of tea cultivation in Sri Lanka. Accordingly, data on the main components of tea production costs, including labour, transport, manufacturing, and material costs, were collected for all six treatments through interviews and secondary data sources. To evaluate the cost-effectiveness and profitability of each treatment, the benefit-cost ratio (BCR) and value-cost ratio (VCR) were applied. Results showed that the application of Nano hydroxyapatite urea hybrids at 100% and 75% nitrogen (N) at 4 splits significantly increased tea productivity and producer margin across all regions. BCR and VCR differences among treatments were minimal, likely due to lower fertiliser costs with reduced application rates, despite higher yields in 100% and 75% Nano fertiliser at (four splits) plots. Value addition to increase Net Selling Average (NSA) could further improve BCR/VCR. The highest BCR and VCR were observed in the Low Country, followed by the Mid Country, due to better growth rates compared to the Up Country and Uva regions. Considering productivity, fertiliser use efficiency, and economic benefits, application of 100% and 75% Nano fertiliser at 4 splits applications could be recommended for tea cultivation in Sri Lanka, irrespective of the growing region.

Keywords: *Cost and Benefit, Fertiliser Use Efficiency, Nano Fertiliser, Profitability, Tea Cultivation*

THE IMPACT OF ECONOMIC FACTORS ON THE RETENTION OF INSURANCE POLICYHOLDERS IN SRI LANKA

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The retention of insurance policyholders has become a growing concern in Sri Lanka's dynamic economic landscape. As economic instability, rising inflation, and reduced disposable income continue to influence consumer behaviour, understanding the relationship between economic factors and policyholder retention is critical. This study aims to examine how key economic elements such as income level, inflation, interest rates, and employment affect the decision of policyholders to retain or discontinue their insurance policies. A quantitative research design was employed, using a structured questionnaire distributed among 100 insurance policyholders across selected regions in Sri Lanka. The random sampling method was used for this study. Data were analysed to identify significant relationships between economic variables and retention rates. To obtain more accurate results, inferential statistics were applied. Overall, the results emphasise that inflation is the main driver that affects the cost of premium as a share of income, while interest rates and employment are indirectly influenced by inflation. The findings of this study provide valuable insights for insurance companies, especially when designing customer-centric retention strategies during times of economic volatility. Policymakers should consider regulating interest rates and encouraging financial literacy to strengthen the role of the insurance sector in economic resilience. Insurers are encouraged to develop more flexible and income-sensitive insurance products and implement communication strategies that address financial concerns. The study suggests that proactive policy adjustments and value-based engagement during economic downturns can significantly improve retention. These insights are valuable for insurance companies, financial planners, and policymakers aiming to strengthen the long-term sustainability of the insurance sector in Sri Lanka. The Study concludes that insurers must adopt inflation-adjusted pricing strategies and offer flexible payment plans.

Keywords: *Economic Factors, Insurance, Inflation, Policyholder Retention, Sri Lanka*

A STUDY ON CUSTOMER SATISFACTION IN THE SRI LANKAN TELECOMMUNICATION INDUSTRY

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The telecommunication industry in Sri Lanka is one of the drivers of national development, yet it continues to be plagued by chronic issues such as poor network coverage in Sri Lanka, high pricing for mobile and broadband services, slow internet speeds affecting digital activities, inefficient customer service and complaint handling are all reasons for customer dissatisfaction. This study examines the determinants of customer satisfaction in the telecommunication industry in Sri Lanka using a quantitative research approach. Data were collected from 100 respondents, who were predominantly from the youth segment, through a standardised questionnaire. The research focused on four core service quality aspects: network coverage, internet speed and reliability, price and affordability, customer service and complaint handling. Descriptive statistics and multiple linear regression analysis were employed in this study to determine the impact of these variables on overall customer satisfaction. The findings indicate that internet reliability and speed are the strongest forces for customer satisfaction, followed by affordability and price, and network coverage. Interestingly, the handling of complaints and customer service failed to be statistically significant in correlation with levels of satisfaction, suggesting that customer expectations regarding this indicator are probably low across the board or globally unmet by service providers. The regression model accounted for approximately 39% of customer satisfaction variance, indicating a moderate explanatory power. The findings are critical for telecommunication operators who strive to maximise user experience and loyalty in an increasingly digital and competitive market. The study concludes with practical recommendations for the industry stakeholders to improve infrastructure, pricing policies, as well as customer care management, mainly targeting young consumers who comprise the largest number of customers. Lastly, this research provides an evidence-based manual for improving customer satisfaction in Sri Lanka's telecommunication sector

Keywords: *Affordability, Customer Satisfaction, Internet Speed, Service Quality, Telecommunication*

EXPANSION OF SLECIC'S GUARANTEE CERTIFICATES FOR STUDENT VISA LOAN FACILITIES

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The availability of funding is a major concern when it comes to making foreign higher education accessible to students. Despite this, most Sri Lankan students are still unable to receive bank loans due to a lack of collateral, inadequate financial documents, and other financial difficulties. Currently, the Sri Lanka Export Credit Insurance Corporation (SLECIC) provides APARA guarantee certificates to foreign migrant workers alone, creating a gap in protection for the students. The research aims to investigate the prospects and probable impact of expanding SLECIC's guarantee facilities to finance student visa loan facilities. The research considers institutional readiness, perceptions of financial risk, attitudes of officers, and levels of approval of student loans. A mixed-method research design was used, through the combination of quantitative and qualitative measures. Quantitative data were gathered from a purposive sample of 57 Bank of Ceylon (BOC) student loan applicants, and qualitative data were gathered from 20 selected SLECIC staff members through structured interviews. Cross-tabulations and descriptive statistical tools were used to process quantitative data, whereas thematic analysis was used to process qualitative data. Evidence indicates that the more affluent students with sufficient collateral or middle-income students with sufficient collateral have better chances of availing loans. The lower-income students are significantly disadvantaged by the lack of funds. Institutional support frameworks, officer discretion, and the need to improve risk assessment and mitigation processes also emerged as the most important areas of concern under qualitative analysis. The study is complemented with policy recommendations on the incorporation of the loan guarantees into SLECIC's operational framework. The study also has policy implications for government agencies, financial institutions, and education stakeholders to facilitate a level playing field access to foreign education.

Keywords: *Guarantee Certificate, Risk Mitigation, SLECIC, Student Visa Loan*

THE IMPACT OF SUPPORTIVE MANAGEMENT ON EMPLOYEE SATISFACTION: WITH SPECIAL REFERENCE TO ASIRI HOSPITAL GALLE (PVT) LTD

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Employee satisfaction is a crucial factor in delivering quality healthcare services, as it directly influences employee performance, retention, and patient outcomes. Nonetheless, in some healthcare institutions like Asiri Hospital Galle (Pvt) Ltd., the extent to which supportive management practices contribute to employee satisfaction remains ambiguous. Despite the implementation of various strategies, there is limited understanding of which elements of supportive management most effectively enhance employee satisfaction. Therefore, this research seeks to analyse the impact of supportive management, such as communication, recognition and appreciation, as well as professional development and training, on employee satisfaction at Asiri Hospital Galle (Pvt) Ltd., a leading private healthcare institution in Sri Lanka. A quantitative research design was employed, and primary data were collected through a structured questionnaire from 145 hospital employees selected using a simple random sampling method. Data analysis was carried out using SPSS, including descriptive statistics, reliability testing, correlation, and multiple regression analysis. Findings revealed strong positive correlations between all three supportive management dimensions and employee satisfaction. Regression analysis confirmed that communication and recognition, and appreciation have a statistically significant influence on employee satisfaction. The study concludes that supportive management practices, particularly effective communication and recognition and appreciation, play a vital role in enhancing employee satisfaction. Based on these findings, several policy recommendations are proposed as structured communication systems, formal recognition and appreciation methods, career development initiatives, leadership training, satisfaction surveys, and aligning HR policies with supportive management to enhance employee satisfaction. Overall, the study emphasises the importance of supportive management by guiding policymakers and healthcare administrators to implement targeted strategies that foster employee satisfaction, ultimately improving staff retention, performance, and the patient care quality in healthcare settings.

Keywords: *Communication, Employee Satisfaction, Professional Development, Recognition, Supportive Management*

THE IMPACT OF 5S METHODOLOGY ON EMPLOYEE EFFICIENCY IN THE APPAREL SECTOR

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The apparel industry in Sri Lanka is a prime mover of the nation's economy, but faces challenges in increasing efficiency, quality and global competitiveness. The study investigates the impact of the 5S methodology, which includes Sort, Set in Order, Shine, Standardise, and Sustain on employee efficiency in Brandix Apparel Solutions Pvt Ltd, a leading garment factory in the country. The research bridges a significant gap by empirically examining the effect of each component of the 5S system on operational performance in a labour-intensive manufacturing environment. A quantitative research design was employed, with stratified random sampling of 100 employees from major departments and data were collected through structured questionnaires and organisational records. Descriptive analysis and statistical measures of reliability analysis and path modelling were employed to examine relationships between 5S dimensions and efficiency measures of task completion time, defect rates and productivity. Results show that three dimensions of Sustain, Sort and Shine have a statistically significant positive effect on employee efficiency. Sustain emerged as the strongest influence, underlining the necessity of long-term compliance with 5S practices through continual monitoring and audit activities. On the other hand, set in order and standardize showed a marginal or no significant impact, reflecting challenges in implementation and the need for more context-specific adaptations. The model demonstrated high explanatory power, with 86% of the variance in employee efficiency explained by 5S practices. The study contributes theoretically and practically by validating the discriminant impact of 5S factors in the garment sector. Focused intervention, ongoing reinforcement and participatory employee involvement are suggested by this research for sustainable performance enhancement. Longitudinal impact and integration with digital tools must be explored in future studies for enhanced 5S implementation.

Keywords: *5S Methodology, Apparel Sector, Employee Efficiency, Lean Management, Organisation, Workplace*

THE IMPACT OF LEADERSHIP STYLES ON EMPLOYEE PERFORMANCE: A STUDY OF A LEADING PRIVATE BANK IN THE RATHNAPURA DISTRICT

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Leadership involves guiding people towards common goals. This study examines how leadership behaviour guides the performance of employees in private banks, with an emphasis on the role of human resource management in organisational effectiveness. The key objectives of this research are to identify prevailing leadership styles in banking and assess their impact on employee performance. Using a quantitative design, primary data were collected through standardised questionnaires from supervisors and employees in a selected private bank in the Rathnapura District. Structural Equation Modelling (SEM) was used to test the relationships between leadership styles, including democratic, transformational, transactional, and laissez-faire and performance measures, including motivation, effectiveness, and commitment. SEM was selected because it can quantify complex relationships between observed and latent variables, representing a general picture of the impact of leadership on employee performance. The findings indicated that the laissez-faire leadership style had the most significant positive impact on employee performance in this context, perhaps due to a culture of autonomy and trust. The transformational leadership style also indicated a moderately positive impact, which led to employee motivation and participation. Transactional and democratic leadership styles indicated comparatively weaker associations with performance outcomes. The study concludes that a deliberate blend of leadership styles, more specifically those emphasising empowerment and reliance, significantly influences employee performance. Banks need to construct leadership development programs with a focus on transformational competencies while leveraging contextual advantages of other leadership styles, as a policy recommendation made by the study.

Keywords: *Employee Performance, Laissez-faire, Leadership Styles, Organisational Effectiveness, Private Banking Sector*

THE IMPACT OF EFFICIENCY OF PUBLIC TRANSPORT BUSES ON THE PRODUCTIVITY OF PUBLIC SECTOR EMPLOYEES: WITH REFERENCE TO SRI JAYAWARDENEPURA KOTTE

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Public urban transport directly impacts the productivity of workers, particularly the civil servants who commute by bus to and from their workplace. Public sector employees in Sri Jayewardenepura Kotte rely heavily on public buses, but frequent delays and poor service have created serious commuting issues. These inefficiencies can have a direct influence on their punctuality, energy levels, and overall performance at work, yet this effect has not been thoroughly investigated. The aim of this research is to analyse how the inefficiencies of public transport, such as delays, congestion, and failure to adhere to schedules, affect civil servants' productivity, such as punctuality, absenteeism, fatigue, and job satisfaction in Sri Jayewardenepura Kotte. The quantitative cross-sectional design was employed, surveying 150 randomly selected civil servants, who were addressed through structured questionnaires. Descriptive statistics, correlation, and regression analyses were used in data analysis. The research revealed a negative correlation between transport delay and labour productivity. To be precise, regression analysis showed that transport delay accounted for 22.8% of the variance in job satisfaction ($R^2 = 0.228$), supporting the hypothesis that inefficiency inhibits work efficiency. Bus route delays on Route 152 resulted in 1,997 monthly delays, leading to travel tension, ongoing disruptions, and disillusionment. All the respondents registered work impairment and absenteeism, with two of them being directly related to transport issues. The findings imply a variety of policy interventions ranging from GPS tracking to bus lanes and improved fleet services. The study recommends implementing GPS tracking, exclusive bus lanes, and fleet upgrades to reduce delays. It also implies improving the routes and coordination among transport officials to ensure better punctuality and higher levels of satisfaction among public sector workers.

Keywords: *Bus Delays, Employee Productivity, Job Satisfaction, Public Transport Efficiency,*

THE IMPACT OF WORK-FAMILY CONFLICTS ON JOB PERFORMANCE OF MACHINE OPERATORS AT BRANDIX INSPIRED SOLUTIONS, KOGGALA

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The influence of work-family conflict on job performance among 100 female machine operators at Brandix Inspired Solutions, Koggala, Sri Lanka, is examined in this research. Noting the misfortune of women juggling work and family duties, the research analyses the effect of different dimensions of work-family conflict—time-based, strain-based, and behaviour-based on job performance. A Structured questionnaire was used to collect primary data, while SPSS was used to analyse the data. Descriptive statistics, correlation, and regression analysis were used to examine the relationships between variables. The findings indicate that strain-based conflict has a significant effect on job performance ($p = 0.023$), while time-based ($p = 0.820$) and behaviour-based conflicts ($p = 0.883$) do not have a significant effect. The model explained 5.3% of work performance variance ($R^2 = 0.053$), which is a weak but significant relationship. Targeted organisational interventions are needed to improve the well-being of employees experiencing work-family strain-based conflict. These include providing counselling services, offering flexible shifts, and improving communication skills for employee well-being and performance. The results highlight the necessity to create a supportive workplace culture in which supervisors are taught to detect and properly address work-family conflicts, resulting in increased employee retention, decreased levels of absence, and increased levels of overall job involvement and job morale. This study contributes to the limited empirical scholarship on work-family conflict in Sri Lanka's garment sector and offers pragmatic recommendations to HR managers in terms of enhancing employee productivity and satisfaction.

Keywords: *Female Garment Workers, Human Resource Management Job Performance, Strain-based Conflict, Work-family Conflict*

EXPANDING SLECIC SERVICES FOR SMALL AND MEDIUM-SCALE BUSINESSES

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Small and medium-sized Businesses (SMBs) play a critical role in Sri Lanka's economy by contributing to employment, innovation, and regional development. However, their participation in international trade remains limited due to insufficient access to financial tools, risk mitigation mechanisms, and institutional support. The Sri Lanka Export Credit Insurance Corporation (SLECIC) provides services such as export credit insurance and credit guarantees and business information to promote exports, but these are limited used by (SMBs). This research aims to explore the challenges (SMBs) face in accessing SLECIC services and to propose strategies for expanding service coverage and usage. A mixed-method approach was used, including interviews with SLECIC officers and structured questionnaires administered to 30 (SMBs) comprising both exporters and non-exporters. Data were analysed using descriptive statistics and thematic analysis. The results show that only 13.3% of SMEs were aware of SLECIC services, while 87% expressed interest in using them in the future if awareness, accessibility, and guidance were improved. Exporters cited concerns about risk and financing, while non-exporters emphasised a lack of knowledge and institutional support. The study highlights that most (SMBs) are willing to engage in exports if they receive proper assistance. Therefore, it introduces recommendations such as strengthening awareness programs, simplifying service procedures, leveraging digital platforms, and building institutional collaborations with organisations like the Export Development Board (EDB). These initiatives can help SLECIC better serve (SMBs) enhance their export capacity, and support national economic growth through broader trade participation. According to these findings, implementing such measures can improve confidence among (SMBs) exporters and promote sustainable export development in Sri Lanka.

Keywords: *Export Barriers, Export Credit Insurance, SLECIC, SMBs*

THE IMPACT OF FLEXIBLE WORK SCHEDULES ON EMPLOYEE SATISFACTION: WITH SPECIAL REFERENCE TO APPLE HOLIDAYS DESTINATION SERVICES (PVT) LTD

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Employee satisfaction has increasingly become a strategic priority for contemporary organisations, particularly in the tourism and hospitality industry, due to the direct correlation between service quality and employee performance. Furthermore, as employees are increasingly demanding work-life balance, flexible working arrangements are becoming more popular, but there is still limited empirical evidence from the Sri Lankan perspective on how they shape employee satisfaction. Accordingly, this study seeks to explore the role of flexible work schedules specifically flexibility in work hours, flexibility in remote work, and compressed workweeks, on employee satisfaction in the context of Apple Holidays Destination Services (Pvt) Ltd. The study employed a quantitative approach, collecting primary data from 105 employees through simple random sampling using a structured questionnaire. Data were analysed using descriptive statistics, reliability tests, correlation analysis and multiple regression analysis. The results demonstrated that flexible work hours have a strong positive correlation with employee satisfaction, and regression analysis showed that the model accounted for 65.2% of the variance in satisfaction. Of the three dimensions examined, flexibility in work hours emerged as the most influential factor in enhancing employee satisfaction ($\beta = 0.492$, $p < 0.001$), while remote work flexibility also showed a significant positive impact ($\beta = 0.314$, $p < 0.001$). These findings indicate that work-hour flexibility and remote work opportunities play a vital role in enhancing employee satisfaction. Consequently, companies in the tourism sector should actively implement structured flexible work policies, establish regular employee feedback mechanisms, and provide greater opportunities for employees to manage their own work arrangements. These measures are essential for improving employee morale, increasing retention rates, and strengthening overall organisational performance.

Keywords: *Compressed Workweeks, Employee Satisfaction, Flexible Work Schedules, Hour Flexibility, Remote Work, Work*

THE IMPACT OF DIGITAL FINANCIAL SERVICES ON CUSTOMER ENGAGEMENT OF FINTREX FINANCE LIMITED IN COLOMBO DISTRICT

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This study investigates the impact of digital financial services on customer interaction satisfaction, trust, and loyalty at Fintrex Finance Limited in the Colombo District of Sri Lanka. As digitalisation transforms the delivery of financial services globally, institutions like Fintrex that are not part of traditional banking are facing increasing pressure to leverage digital platforms to remain competitive. The study uses the positivist paradigm and a quantitative approach and applies a structured questionnaire distributed among 100 customers. Data were analysed in SPSS with descriptive statistics, Pearson correlation, chi-square tests, and simple linear regression. Results indicate that the non-availability of digital financial services at Fintrex significantly decreases customer satisfaction and interaction. Manual service interactions are negatively correlated ($r = -0.582$) with customer satisfaction. Chi-square analysis confirmed a strong association ($p < 0.001$) between delays in services and dissatisfaction, whereas regression results suggested that the non-availability of digital services accounted for 29.2% of the variance in satisfaction. Customers highly preferred to utilise digital services such as mobile banking, online transactions, and electronic applications for loans. Based on the study's findings, Fintrex Finance Limited's inadequate digital infrastructure has a detrimental effect on both its overall service quality and customer experience. It suggests making investments in user-friendly digital platforms, putting in place a thorough digital literacy initiative, and improving cybersecurity features to win over customers in order to overcome these problems. The study adds to the limited literature on Sri Lanka's non-banking financial sector digitalisation and highlights the necessity to adopt digital services in order to preserve customer loyalty and institutional competitiveness in the evolving financial landscape.

Keywords: *Customer Satisfaction, Digitalization, Financial Services, Non-traditional Banking*

THE IMPACT OF INVENTORY MANAGEMENT EFFICIENCY ON PRODUCTION COSTS OF TEA FACTORIES IN SRI LANKA: A CASE STUDY

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This study quantitatively analyses the effect of inventory management efficiency on production costs in tea factories in Sri Lanka, namely, Aruna Tea Factory to which is in the District of Kalutara, Sri Lanka. The study was focused on establishing the effects of systematic inventory management on production efficiency and cost control in the tea manufacturing industry. One of the main purposes of this study is to assess the association among the four inventory management practices issues of Goods Received Note (GRN), issues of Material Requisition Note (MRN), the inventory method of First-In-First-Out (FIFO) and ABC analysis utilisation and the impact of these four inventory management practices on production costs. Adopting a quantitative research approach, primary data were collected through structured questionnaires from 150 employees in the departments that directly deal with the stores. Descriptive statistics and the regression analysis were used to quantitatively evaluate the influence of the independent variables (GRN, MRN, FIFO, and the ABC analysis) on the dependent variable (production cost). We found that there is a statistically significant negative relationship between inventory management efficiency and production costs. Both management practices GRN and MRN minimise material wastage and processing time, thus reducing operational costs. The regression outputs show that all four independent variables explain a significant amount of variance in production cost (R^2 = 0.68), and this confirms the hypothesis regarding the impact of efficient inventory management on economic cost. The findings of the study confirm that tea factories can effectively reduce their production cost significantly on account of well-set inventory management. It is recommended that industry players budget and train on inventory work, after budgeting on digital record at the factory, and then continuously audit to ascertain improvement on inventory work concerning cost management. This study makes a degree of contribution to operational economics and supply chain development literature in agro-based industries.

Keywords: *Always Better Control Analysis, First-In-First-Out, Goods Received Note, Material Requisition Note, Production Cost*

THE IMPACT OF LIVE CHEF DINING AND LUXURY HOME CATERING ON CUSTOMER LOYALTY IN THE HOSPITALITY INDUSTRY: WITH REFERENCE TO A LEADING RESTAURANT IN THE COLOMBO DISTRICT

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The hospitality industry has undergone a substantial transformation in recent years, as consumers are looking for more interactive and personalised dining experiences. Live chef dining and luxury home catering have emerged as new and cutting-edge services that offer unique and immersive dining experiences. This study examines the effect of these services, especially live chef dining and luxury home catering on customer loyalty in terms of interactivity, individuality, and personalisation in the hospitality sector. Quantitative research design was used to obtain data from a survey of 120 people who experienced live chef dining or luxury home catering services at leading restaurants in the Colombo District, and the study used multiple regression analysis to explore the relationship between these types of services and customer loyalty. The results indicate that both Live chef dining and luxury home catering contribute significantly to loyalty, but the data show that luxury home catering is slightly more likely to contribute to customer loyalty. The most important variables underlying loyalty are emotional attachment, perceived uniqueness, and the level of personalisation inherent in the service. The study concludes that incorporating these services into the hotel sector can strengthen customer relationships, develop brand loyalty, and provide a competitive advantage. Hospitality businesses are advised to prioritise providing these personalised experiences to meet the increasing demand for uniqueness and personalisation among high-end consumers.

Keywords: *Customer Loyalty, Hospitality Industry, Live Chef Dining, Luxury Home Catering*

THE IMPACT OF RETENTION STRATEGIES ON EMPLOYEE SATISFACTION: WITH SPECIAL REFERENCE TO THE CEYLON ELECTRICITY BOARD

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Employee satisfaction is one of the most important determinants of the performance and stability of an organisation, particularly of public sector organisations. Although the Ceylon Electricity Board can provide job security as a government-owned institution, issues related to career development, compensation and working conditions remain concerns in maintaining employee satisfaction. This study seeks to investigate the impact of four critical retention strategies—job security, compensation, professional development, and work environment—on employee satisfaction at the Ceylon Electricity Board (CEB) across seven offices in the Western Province North region: Ja-Ela, Kelaniya, Gampaha, Divulapitiya, Kirindiwela, Veyangoda, and Negombo. For this study, 306 employees were randomly selected under stratified random sampling from the Ceylon Electricity Board, representing various levels of employees (upper, middle, and lower), and data were collected through a structured questionnaire. Data analysis was carried out using descriptive statistics, correlation, reliability tests (Cronbach's Alpha), and inferential methods such as ANOVA and regression analysis. The selection of variables was based on previous literature, and all were found to be statistically significant for employee satisfaction at the Ceylon Electricity Board of Sri Lanka. In addition, career growth and job security are two of the four variables found to have the most powerful impact, while the other two, work environment and compensation, have positive but relatively moderate effects. The study finds that while job security remains a highly prized attribute in the public sector, it is insufficient to produce high levels of satisfaction on its own. Based on these findings, it is recommended that the Ceylon Electricity Board prioritise structured career development opportunities and a secure, supportive work environment with a view to improving employee satisfaction and reducing turnover. Overall, the study emphasises the need for proper retention initiatives in improving employee satisfaction and organisational stability.

Keywords: *Career Development, Compensation, Employee Satisfaction, Job Security, Work Environment*

THE NECESSITY OF AN ACCOUNTING SYSTEM TO ENHANCE EMPLOYEE EFFICIENCY: A STUDY AT THE CEYLON ELECTRICITY BOARD, SRI LANKA

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In the public sector of Sri Lanka, enhancing the efficiency of employees is critical to operating large-scale service organisations such as the Ceylon Electricity Board (CEB) efficiently. This research focuses on the impact of accounting systems on the efficiency of CEB employees with special reference to key parameters like automation, data availability, system integration, communication, and training of employees. The main objective is to analyse how the modernisation of accounting can improve productivity in public institutions. The study utilised a quantitative research method. Data were collected using structured questionnaires from 100 accounting and administrative staff members serving in CEB. Descriptive statistics, correlation analysis, and multiple linear regression analysis procedures were utilised to examine the relationships between various aspects of the accounting system and employee work efficiency. The study indicates that the computerisation of the accounting system has the highest statistically significant positive influence on employee performance, with improved internal communication and staff training also having a high impact. Conversely, slower processing and the utilisation of manual systems reduce efficiency. The study confirms that a comprehensive computerised accounting system reduces workload and delays in decision-making and enhances employee morale and efficiency of operations. These findings offer practical implications for public sector organisations that seek to enhance productivity through the adoption of improved accounting systems. The research adds to the broader body of work regarding the adoption of technology by state-owned enterprises. Furthermore, it highlights the need for frequent training and improved internal communications to maximise the system improvements. Based on the findings, the public sector organisations are recommended to adopt fully integrated computerised accounting systems, invest in continuous staff training, and upgrade the internal communication systems to enhance operational efficiency. Future research should incorporate qualitative strategies to better understand and generalise these findings to other public institutions, ensuring improved formalizability.

Keywords: *Accounting Systems, Automation, Communication, Employee Efficiency, Public Sector*

EXAMINING THE IMPACT OF EMPLOYEE PERFORMANCE MANAGEMENT THROUGH CRM SYSTEMS

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In today's dynamic and technology-driven business landscape, Customer Relationship Management (CRM) systems have evolved beyond customer-focused applications to become critical tools for internal performance management. The purpose of this study is to investigate how CRM systems, specifically the Bitrix24 Standard Plan, affect employee performance management at Carmart (Pvt) Ltd, a prominent company in Sri Lanka's automotive sector. The study investigates how CRM-enabled features such as task management, performance tracking, and workload automation contribute to improvements in employee efficiency, accountability, and motivation. The primary objective is to analyse the effect of CRM use on employee performance management. Specific goals are to analyse the effect of task planning, workload reduction, deadline control, and feedback systems on employee performance, such as productivity, punctuality, and performance-based bonus. A quantitative research process was adopted, with systematic questionnaires filled out among 75 employees who use Bitrix24 Data analysis was conducted using SPSS, employing descriptive statistics, correlation analysis, reliability tests, and regression modelling. Findings revealed strong positive correlations between CRM features and employee performance outcomes. Regression results confirmed that CRM-supported task planning, deadline adherence, and performance improvement significantly predict employee motivation. Although the reliability score was moderate, all individual variables demonstrated consistent relationships with the dependent variable. This study provides both theoretical and practical contributions by validating the use of CRM systems as tools for internal performance management. For managers at Carmart and similar firms, the results emphasise the importance of CRM adoption not only for customer handling but also for optimising workforce productivity. Future research could expand this scope across industries and compare multiple CRM platforms.

Keywords: *CRM, Bitrix24, Employee Performance Management, Sri Lanka, Task Efficiency*

A STUDY OF EMPLOYEE MOTIVATION AT SRI LANKA INSURANCE CORPORATION

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This study examines the reasons behind the decline in employee motivation at Sri Lanka Insurance Corporation (SLIC), one of the country's top state-owned businesses. Recent observations show a decline in employee involvement, excitement and productivity. The goals of the study were to identify important demotivating elements, assess how they affect performance and job satisfaction, and offer workable solutions to improve motivation within the company. The study employed a mixed-methods approach, integrating qualitative insights from focus groups and interviews with quantitative data from a survey of 100 employees. Maslow's Hierarchy of Needs, Herzberg's Two Factor Theory and Self Determination Theory were among the motivation theories that served as the basis for the analysis. SPSS was utilised to analyse quantitative data using regression analysis, correlations and descriptive statistics and to analyse qualitative data using thematic analysis. The study indicated that a lack of career progression opportunities, poor recognition, a heavy workload and a mismatch between job tasks and qualifications had a major impact on employee motivation at SLIC. Dissatisfaction with salary and unclear promotion procedures were also stated by numerous employees. Qualitative research showed that strict administrative procedures, inadequate leadership communication and lack of democratic decision-making further aggravated employee demotivation. However, important intrinsic motivators include factors such as dignity in public service, supportive peer relationships, and job security. In considering these findings, the study suggests implementing performance-based recognition programs, transparent promotion pathways, expedited administrative processes and enhanced leadership communication. Enhancing employee engagement, retention, and organisational performance is the goal of these initiatives. In addition to offering practical advice for state-owned businesses in developing nations like Sri Lanka, the study adds to the limited body of research on motivation in public sector organisations.

Keywords: *Career Development, Employee Motivation, Recognition, Public Sector Management, Sri Lanka Insurance Corporation*

THE IMPACT OF FLEXIBLE WORK ARRANGEMENTS ON EMPLOYEE RETENTION AND JOB SATISFACTION: WITH SPECIAL REFERENCE TO HYDRO POWER INTERNATIONAL (PVT) LTD

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Organisational success depends heavily on employee retention and job satisfaction, especially in fast-paced industries like renewable energy. Compressed workweeks, flextime, and remote work are examples of flexible work arrangements (FWAs), which have become important tactics to improve employee commitment and well-being. However, little is known about how much FWAs affect employee satisfaction and retention in companies like Hydro Power International (Pvt) Ltd., a major participant in Sri Lanka's hydropower sector. By concentrating on three key components-schedule flexibility, work-life balance, and perceived autonomy this study seeks to investigate the effects of FWAs on employee retention and job satisfaction. A structured questionnaire was used to collect data from a randomly chosen sample of 120 employees from various departments as part of a quantitative research approach. Descriptive statistics, reliability testing, correlation, and multiple regression analysis were among the statistical analyses carried out with SPSS. The findings showed a strong positive correlation between FWAs and job satisfaction and employee retention. The study found that while schedule flexibility had a positive but relatively moderate effect, work-life balance and perceived autonomy had statistically significant effects on both outcomes. According to the results, implementing well-structured FWAs significantly lowers employee turnover intentions and raises employee satisfaction. These observations have important ramifications for Hydro Power International (Pvt) Ltd.'s HR procedures as well as those of other energy-related businesses. Furthermore, by highlighting the strategic importance of flexible work environments in maintaining a motivated and contented workforce, the study contributes to the expanding corpus of knowledge on contemporary workforce management.

Keywords: *Autonomy, Employee Retention, Flexible Work Arrangement, Job Satisfaction, Work-Life Balance*

THE IMPACT OF SOCIO-ECONOMIC AND ENVIRONMENTAL FACTORS ON ACADEMIC PERFORMANCE: A STUDY OF SCHOOL CHILDREN IN MONARAGALA DISTRICT

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The research examines the influence of socio-economic and environmental factors on school performance among school children in the Monaragala district of Sri Lanka. Based on the influence of socio-economic conditions, school success predictors, including family income, parental education, school facilities, geography, and community support, we explored students' group achievement. A quantitative approach was taken whereby, structured-questionnaires were administered to 300 pupils in grades six through eleven in the Monaragala, Bibila, Thanamalwila, and Wellawaya education zones using simple random sampling. After applying multiple-regression analysis, we determined that social-economic variables did account for a great deal of variance in academic performance ($R^2 = 0.850$). The study revealed school absenteeism was the most notable negative predictor of academic performance ($\beta = -0.836$, $p < 0.001$), followed by incomplete schoolwork ($\beta = -0.175$, $p < 0.001$) and limited facilities ($\beta = -0.041$, $p < 0.001$). Based on the school performance of pupils who were economically disadvantaged, through to middle-income families we can conclude that there are varying school performance outcomes. We were able to explain the measurable effects of education socioeconomic background of parents on the academic performance of students. The differences between geographically local areas within the district also demonstrated inequality in education resources and access. The combined influences of socioeconomic factors, the availability of educational resources, and student lifestyles and behaviours on rural academic achievement are revealed. The implications of the study suggest issues (promoting school attendance, increasing access to resources, family/community social support) for policy implications and development.

Keywords: *Educational Achievement, Educational Performance, Rural Education, School Attendance, Socioeconomic Factors*

THE IMPACT OF PRODUCT QUALITY AND PRODUCT VARIETY ON CUSTOMER SATISFACTION IN THE TEA INDUSTRY: A STUDY OF A LEADING TEA FACTORY IN MATARA DISTRICT

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The tea industry in Sri Lanka is recognised internationally for its superior products from its historical roots. Tea companies have to evolve by increasing product quality and variety to address changing global consumer preferences, increasing needs for healthy and ethically sourced products, and facing greater global competition. The main objective of this study is to identify the impact of product variety and product quality on customer satisfaction in one of the leading tea private limited companies in the Matara District. The study utilises a quantitative approach and is guided by marketing and consumer behaviour theories like the Kano Model, Expectation-Confirmation Theory, and Total Quality Management. A systematic survey questionnaire was used to gather data from 150 randomly selected customers through simple random sampling. Factor analysis and structural equation modelling (SEM) were used for the analysis. Findings revealed that consumer satisfaction is strongly impacted by product quality consistency, where it becomes relevant to provide a consistent experience in repeated purchases. Contrary to expectations, multiple aspects of product variety (e.g., tea varieties, ability to tailor, and health blends) and other product quality dimensions (taste, aroma, freshness, packaging, and health gain) were not significantly affected by customer satisfaction. Customer satisfaction for positive experiences was also strongly influenced by factors related to services like empathy and reliability. Ensuring product uniformity with national quality control standards, focusing on long-term brand loyalty with high-quality products, and conducting employee training programs on empathy, customer handling, and communication are some of the policy recommendations drawn by the study.

Keywords: *Customer Satisfaction, Product Quality, Product Variety, Structural Equation Modelling*

FACTORS AFFECTING HOUSEHOLD FOOD SECURITY: WITH SPECIAL REFERENCE TO NUWARA ELIYA DISTRICT

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Food Insecurity is one of the major problems in the world that affects millions of people facing hunger and malnutrition. It remains a pressing challenge in Sri Lanka, with the Nuwara Eliya district identified as having the highest rate of severe household food insecurity according to HIES, 2019. Therefore, identifying factors that affect food insecurity in the Nuwara Eliya district is important to enhance food security in Sri Lanka. Accordingly, the main objective of this study is to identify the demographic, socio-economic, and environmental factors that are affecting food security in the Nuwara Eliya district. The secondary data representing 759 households in the district were utilised from HIES 2019, obtained via a two-stage stratified sampling method. Food Security is measured using the proportion of total household expenditure allocated for food. Multiple regression was employed as the data analytical technique. Results reveal that non-food expenditure, household income, employment status, gender of household head, dependency ratio, and natural disasters significantly affect household food security in the Nuwara Eliya district. Notably, higher-income, male-headed households represented higher food security. Other variables, especially household size, age of household head, education level, and land ownership, have no relationship with food security. Through this investigation, this study concludes that addressing these factors through locally informed policies such as targeted food and cash support for economically inactive households, disaster preparedness and recovery aid, job creation, and supporting female-headed families through credit, skills, and land access can strengthen food security.

Keywords: *Food Security, Household Expenditure, Household Head, Nonfood Expenditure, Nuwara Eliya*

THE EFFECT OF HUMAN RESOURCE INFORMATION SYSTEM ON EMPLOYEE WORK COMMITMENT: A CASE STUDY OF CIC FEEDS GROUP, SRI LANKA

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In the absence of a well-structured Human Resource Information System (HRIS), businesses are exposed to inefficiencies that have a direct impact on employees' commitment and motivation. Without a well-structured Human Resource Information System, CIC Feeds Group is significantly challenged in meeting workforce participation, openness, and administrative consistency. The main objective is to evaluate the impact of some proxies of HRIS—reliability, responsiveness, convenience, and empathy—on the three components of employee commitment: affective, continuance, and normative commitment within the CIC Feeds Group in Sri Lanka. The study also aims to identify gaps in current manual Human resource (HR) practices and propose digital alternatives for improved engagement and retention. Quantitative research design was utilised, and the data were gathered through a structured questionnaire completed by 100 employees across various departments. Descriptive statistics, regression, ANOVA, and reliability and validity tests were conducted with the help of SPSS software. The results showed statistically significant positive correlations between HRIS functions and employee commitment. HRIS reliability had a significant impact on affective commitment ($\beta = 0.41$), and responsiveness was highly correlated with continuance commitment ($\beta = 0.36$). HRIS convenience emerged as the strongest predictor of normative commitment ($\beta = 0.44$). Interestingly, HRIS empathy was observed to have a positive influence on each of the three forms of commitment. Additionally, departmental differences existed, such that employees with higher exposure to HRIS tools exhibited higher affective commitment towards the company. These findings suggest that possessing an authentic and accessible HRIS can generate higher transparency, trust, and employee loyalty. The study recommends embracing a customised, empathetic HRIS supported by training and continuous system feedback. The study has theoretical implications for HR digitalisation knowledge in emerging economies and practical implications for enhancing employee retention and organisational performance through strategic HRIS implementation.

Keywords: *Digitalization, Employee Commitment, Human Resource, Human Resource Information System, Organisational Efficiency*

THE IMPACT OF DIGITAL BANKING PRODUCTS ON CUSTOMER SATISFACTION AT THE BANK OF CEYLON: WITH SPECIAL REFERENCE TO AMBALANTOTA BRANCH

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The purpose of this study is to examine how digital banking products affect customer satisfaction, specifically at the Ambalantota branch of the Bank of Ceylon (BOC) in a semi-urban area with different technology acceptance among users. While digital services such as mobile applications, SMS alerts, and cardless ATMs are promoted, there is some doubt as to whether these services have lived up to what users expect locally. Primarily, the study seeks to find out the effect of four dimensions - convenience, security, service reliability and usability of digital banking on customer satisfaction. A structured questionnaire was used to conduct a quantitative research approach and obtain information from 100 active BOC clients. Upon gathering it, SPSS was used to analyse it with descriptive statistics, Pearson correlation, and multiple regression. The results indicated that all four dimensions positively impact customer satisfaction, with usability and security appearing to have the strongest influence, followed by service reliability and convenience. Customers value time savings, as well as any convenience, security, and usability systems can provide. However, there are differences in actual satisfaction levels based on the level of education and familiarity with digital technology, indicating a need for improvements for these people. This study finds that digital banking improves customer satisfaction significantly if done well. On a practical level, the BOC should concentrate on improving the interface design, promoting digital literacy in banks, and ensuring consumers receive the same delivery level across the banks. However, to enhance and develop the customer experience using digital banking, the BOC must consider the customers in places like rural and semi-urban branches, such as Ambalantota.

Keywords: *BOC, Customer Satisfaction, Digital Banking, Security, Usability,*

THE IMPACT OF ELECTRONIC GOVERNMENT PROCUREMENT IMPLEMENTATION ON TRANSPARENCY IN THE PUBLIC PROCUREMENT PROCESS IN SRI LANKA

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The public procurement process within Sri Lanka has experienced notable challenges involving inefficiency, lack of transparency, and high corruption risk associated with overdependence on traditional manual procurement processes. To address these concerns, the Sri Lankan government implemented the Electronic Government Procurement (e-GP) system, known as the PROMISE platform, to enhance transparency, accountability, and performance of operations in procurement processes. However, the actual impact of e-GP implementation on transparency outcomes in the Sri Lankan context remains underexplored. This study examines the extent to which the e-GP system enhances transparency in the public procurement process, focusing on system efficiency, information accessibility, and compliance/accountability. Adopting a quantitative research approach, primary data were collected through structured questionnaires from 108 officers engaged in procurement activities within the e-GP Division and the Public Finance Department of the Ministry of Finance. Data were analysed using SPSS software through descriptive statistics, chi-square tests, correlation analysis, and multiple regression. The results indicate that the implementation of the e-GP system significantly and positively contributes to enhancing transparency in Sri Lanka's public procurement processes. Regression analysis identified that the integrated effect of system efficiency, information accessibility, and compliance/accountability explained 50.7% of the variance in transparency outcomes in the public procurement process ($R^2 = 0.507$). Among these dimensions, compliance and accountability measured via the automated evaluations and audit trails were recognised as the most significant factor, emphasising their substantial contribution to minimising fraud and promoting trust among stakeholders. These findings validate that the e-GP system serves as an effective digital platform that boosts Sri Lanka's public procurement process transparency through greater openness and integrity. The study suggests expanding the adoption of e-GP, supported by capacity-building initiatives and broader stakeholder engagement, as a way to enhance transparency and strengthen good governance in public procurement.

Keywords: *Accountability, Electronic Government Procurement, Efficiency, Information Accessibility, Transparency*

THE IMPACT OF SUPERVISOR SUPPORT ON JOB SATISFACTION OF MARKETING OFFICERS IN FINANCIAL BUSINESS DIVISION OF SRI LANKA INSURANCE CORPORATION

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Supervisor support is one crucial network of social support. Lower-level employees like marketing officers need more supervision than the other employment grades. Lack of supervisor support causes employee job dissatisfaction. This study aims to examine the impact of supervisor support on the job satisfaction of marketing officers at the Sri Lanka Insurance Corporation. In order to achieve the research objectives, a deductive reasoning approach is used by theory testing using the hypothesis. The self-administered structural five-point Likert questionnaire was used to collect the data from the marketing officers, and the sample size is 150 marketing officers in this study. SPSS (version 26) was used for data analysis. All the variables have more than 0.7 Cronbach's alpha value, which means all the variables are reliable in this study. The findings of regression analysis revealed that emotional and instrumental supervisor support positively impacts on job satisfaction of marketing officers. The emotional support has a 0.000 p-value and a 0.419 unstandardized B coefficient. The instrumental support has a 0.049 p-value and a 0.155 unstandardized B coefficient. The appraisal and informational supervisor support has a higher p-value than 0.005. So, there is no impact on marketing officers' job satisfaction from the appraisal and informational supervisor support. At the end of the report, it can be said that the management of SLIC should initiate various training programs and procedures for the supervisors to increase the level of emotional and instrumental support provided by the supervisors to the marketing officers. So, can conclude that such procedures increase the job satisfaction of marketing officers at SLIC.

Keywords: *Emotional Support, Instrumental Support, Informational Support, Social Support, Supervisor Support*

THE IMPACT OF TARGET PRESSURE ON EMPLOYEE PERFORMANCE FROM THE BURNOUT THEORY PERSPECTIVE: WITH SPECIAL REFERENCE TO THE APPAREL INDUSTRY

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This study examines the impact of target pressure on the performance of employees in Sri Lanka's apparel sector with special reference to a leading Apparel manufacturing company in Avissawella. Drawing on Burnout Theory, the Job Demand-Control Model, and the Job Demands-Resources Model, it examines how burnout mediates the relationship between four dimensions of target pressure, including Unrealistic Expectations (TPU), Time Pressure (TPT), Managerial Pressure (TPM), and Fear of Repercussions (TPF), and performance. Quantitative cross-sectional primary survey with a structured questionnaire was employed to collect data from 150 factory line workers. Descriptive statistics and regression models were used for the analysis. Results indicate a strong influence of all four target pressure dimensions on employee burnout. Managerial Pressure (TPM) was the most significant factor correlated with burnout. Burnout, in return, had a strong negative influence on employee performance. Mediation analysis indicated that burnout partly mediates the link between target pressure and performance and illustrated that psychological strain is the major issue to reduce workers' output in high-pressure environments. The study concludes that, although target-driven workplaces may result in short-term productivity gains, they are at an immense long-term human outlay. The study suggests participatory target-setting, leadership transformation, where leadership focuses on emotional intelligence, burnout prevention interventions, and periodic mental health counselling as solutions. These solutions are necessary to balance worker well-being and productivity in Sri Lanka's apparel industry.

Keywords: *Apparel Industry, Burnout, Employee Performance, Target Pressure*

FACTORS AFFECTING EMPLOYEE SATISFACTION WITH WORKPLACE HEALTH INSURANCE COVERAGE: WITH SPECIAL REFERENCE TO CEYLON SHIPPING CORPORATION LTD

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In the contemporary corporate environment, employee satisfaction is paramount. Organizations take various measures to maintain a high level of employee satisfaction, and health insurance plays an important role. Like other Organizations, Ceylon Shipping Corporation Ltd. (CSCL) also offers health insurance benefits to its employees. However, some employees are not satisfied with the existing health insurance coverage. This study examines the factors that affect employee satisfaction with health insurance coverage provided by the CSCL. The primary objective of this study is to identify the factors influencing employee satisfaction with their existing health insurance coverage. Both qualitative and quantitative methods were used for this study. Accordingly, 100 permanent employees were randomly selected from the Ceylon Shipping Corporation, and data were collected through structured questionnaires and semi-structured interviews. Both descriptive statistics, such as mean, standard deviation, variance, and inferential statistics, such as correlation, chi-square, regression analysis, and ANOVA, were applied to analyze the results. The findings indicate that 70% of the sample's employees express satisfaction with their existing health insurance coverage. This study identifies coverage quality and the number of dependents covered as the most significant predictors of employee satisfaction. Also, factors such as reimbursement timeline and claim process efficiency are affected slightly. The selection of the above variables was based on previous study literature, and they were statistically significant. The study concludes that improving coverage quality and expanding dependent benefits can enhance employee satisfaction with health insurance coverage. It provides important policy insights for CSCL and can serve as a benchmark for other organizations aiming to improve workplace health insurance benefits.

Keywords: *Ceylon Shipping Corporation Ltd., Employee Satisfaction, Health Insurance Coverage, Workplace*

EXPANSION OF SLECIC'S SERVICES FOR NON-TRADITIONAL EXPORTERS IN SRI LANKA

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Traditional industries are the main contributors to Sri Lanka's export economy, but non-traditional export sectors have great growth potential. Non-traditional industries faced challenges when accessing financial support and risk mitigation, which made it difficult for them to enter international trade. The Sri Lanka Export Credit Insurance Corporation (SLECIC) contributes economy by managing financial risks related to international trade and providing financial assistance to exporters. Since SLECIC mainly serves traditional exporters, they have limited awareness and access to export credit insurance and risk mitigation. This study aims to identify how SLECIC can extend its services to non-traditional exporters and the challenges they face in assessing financing and risk management using a mixed methods approach. The 35 key informants have been chosen using purposive sampling, and primary data was collected through interviews with non-traditional stakeholders and SLECIC officials. The results indicate that both exporting and non-exporting businesses face significant financial constraints. While exporters seek support to expand capacity and manage the risk of non-payment, non-exporting businesses need initial capital to penetrate international markets. The low adoption and lack of awareness about the existence and benefits of export credit insurance provide an excellent opportunity for SLECIC to increase its visibility and adapt its services. The study suggests that SLECIC should improve service delivery by increasing awareness, digitizing its services, customizing products according to exporters' needs, and strengthening relationships with trade institutions such as EDB and state banks to provide better support to non-traditional exporters and promote export diversification and economic growth in Sri Lanka.

Keywords: *Export Credit Insurance, Non-Traditional Exports, SLECIC*

THE IMPACT OF TECHNOLOGY AND AUTOMATION ON OPERATIONAL EFFICIENCY IN THE LOGISTICS SECTOR AT RICHARD PIERIS AND COMPANY PLC

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In today's rapidly changing business environment, logistics has become a critical strategic discipline that plays an instrumental role in business success. In order to stay competitive, companies are now embracing more technology and automation as primary drivers of speed, efficiency, accuracy, and comprehensive visibility in all their operations. This study investigates the influence of four technological factors: Digital Documentation, Blockchain Technology, AI-generated Data Insights, and IoT-based Tracking on operational efficiency in the logistics sector of Richard Pieris & Company PLC. The primary objective is to identify which technologies contribute most significantly to improving logistics performance in a practical corporate environment. As part of a quantitative research design, information was gathered from 106 logistics employees using structured questionnaires. Descriptive statistics, paired and independent samples t-tests, Pearson correlation, Simple linear regression, and SPSS software were used to evaluate the data and look into the relationships between significant efficiency outcomes and technological features. The results showed that the strongest positive relationships with operational efficiency are found in blockchain technology and digital documentation. Simple linear regression showed that blockchain systems alone accounted for 16% of the efficiency variation ($R2 = 0.160$), highlighting their importance in improving document security and lowering human error. Additionally, 99.1% of respondents said that technology advancements greatly boost profitability, while 96.2% agreed that technological instruments speed up operations. These findings demonstrate that focused investments in reliable tracking systems and digital documentation result in quantifiable performance improvements. The results support decision-making in determining priorities for technology use. The study outlines a practical approach to logistics tech adoption, emphasising staff training, system integration, and providing infrastructure facilities. It also offers insights into technology adoption in emerging economies like Sri Lanka.

Keywords: *Automation, Digital Documentation, Logistics, Operational Efficiency Technology*

THE IMPACT OF INTEREST RATE FLUCTUATIONS ON CUSTOMER PREFERENCES FOR BANKING FINANCIAL PRODUCTS: A STUDY OF MERCHANT BANK, GALLE

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Interest rate movements have played a critical role in customer behavior in the banking and financial sector in Sri Lanka. This study mainly examines the impact of interest rate fluctuations on customer preferences for banking financial products, focusing on Galle Merchant Bank. This research mainly aims to examine how customers respond to interest rate fluctuations, like the magnitude of change, frequency of change, and customer awareness of banking financial products, such as leasing, loans, pawning, and savings. A structured questionnaire was used to collect data from 120 randomly selected customers at Galle Merchant Bank. Quantitative analysis was conducted using SPSS software, and the data were analyzed through descriptive statistics, correlation analysis, and chi-square tests. Also, results show that differences in interest rates are statistically significant in influencing customer decisions. The chi-square test outcome ($x^2 = 190.601$, $p < 0.001$) confirms a high degree of correlation between customer awareness and product-based switching behavior. Correlation outcomes further show that highly aware customers were likely to switch from short-run to long-run products based on rate directions. These results revealed a significant relationship between interest rate fluctuations and customer preferences. The study finds that customers are sensitive to high interest rates, which encouraged a shift towards savings and short-term products such as pawning, while low rates increased the appeal of loans and leasing. Also, customer awareness of rate changes and branch-level promotional strategies was found to influence product selection. The implications, limitations, and suggestions for future researchers are laid out at the end of the study.

Keywords: *Banking Financial Products, Customer Preferences, Interest Rate Fluctuations, Leasing, Loans*

THE IMPACT OF WORK ENVIRONMENT ON EMPLOYEE SATISFACTION IN THE FOOTWEAR MANUFACTURING COMPANY: A CASE STUDY OF CATALAN INDUSTRIES PVT LTD, KEKANADURA

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This research studies how different aspects of the work environment, namely physical conditions, social contacts, organizational support, and health and safety measures, are related to employee satisfaction in a shoe manufacturing company. And this study is important to the shoe industry since job satisfaction directly impacts productivity, turnover, and efficiency of operations. Knowing which work-related factors are best predictors of satisfaction allows the industry to make certain changes that give rise to greater workforce morale and lower expensive turnover. Accordingly, this study investigates the impact of the working environment on employee satisfaction at a selected footwear manufacturing company in Sri Lanka. The main objective is to examine how the work environment - specifically the physical environment, social environment, organizational support, and safety measures affects the overall satisfaction of industry employees. For the quantitative research method, the data collection was done through structured questionnaires administered to a randomly selected sample of 180 industry workers covering all departments. The five-point Likert scale was employed in the questionnaire, which addressed physical conditions, interpersonal relationships, support systems, and safety behaviors. Statistical analysis was performed where descriptive statistics, correlation, reliability tests, ANOVA, and multiple regression tests were used to identify correlations among variables. The findings indicated that organizational support and health & safety practices were statistically significant predictors of employee satisfaction, while physical and social environment were depicting weak and statistically non-significant effects in the regression model. This study builds on existing information as it provides operational suggestions to operations and human resource managers on how to improve working environments so that the morale of employees may be enhanced and the turnover rate reduced. It emphasizes the importance of ongoing assessment of environmental and organizational predictors of job satisfaction in manufacturing settings.

Keywords: *Employee Satisfaction, Organizational Support, Physical Environment, Social Environment, Safety Measures*

THE IMPACT OF TIME MANAGEMENT ON EMPLOYEE PERFORMANCE: A STUDY OF THE REGIONAL DEVELOPMENT BANK IN SRI LANKA

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Time management is increasingly recognized as a significant determinant of employee performance, especially in time-bound sectors such as banking. In this research, the impact of time management on employee performance at the Regional Development Bank (RDB) of Sri Lanka, particularly its Kegalle District branches, is investigated. The main problem here is the outdated manual filing system in Banks. It is time-consuming and inefficient, affecting staff performance and customer service. The main objective of this study is to identify the impact of time management via three proxies—time planning, organizing, and work-life balance—on the performance of employees with special reference to the RDB. The study employed a quantitative approach and employed a structured questionnaire that was administered to 100 randomly selected employees of ten RDB Branches. Data were processed on SPSS using descriptive statistics, correlation analysis, and multiple regression analysis. Strong positive correlations between time planning, organizing, work-life balance, and employee performance are found. Work-life balance and time planning were most strongly correlated ($r = 0.638$ and $r = 0.657$, respectively). These three variables together explained approximately 49.2% of the variance in employee performance as justified by regression analysis. The actual issues affecting employees in the workplace, particularly in this industry, include inefficiency caused by the outdated manual document filing system, which may increase time wastage and reduce operational efficiency. RDB should adopt automated data systems and effective time management to enhance employee efficiency, service quality, and regulatory compliance. To this end, the implementation of automated document systems, systematic training on time management, and work-life balance management policies is recommended.

Keywords: *Employee Performance, Organizing, Time Management, Time Planning, Work-Life Balance*

CHALLENGES IN MICRO LOAN RECOVERY: A CASE STUDY OF KANRICH LIMITED

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The focus of this study is on the growing challenges in microloan recovery at Kanrich Limited's Ambalangoda branch, with a particular emphasis on women borrowers. Microfinance institutions (MFIs) have played a crucial role in promoting entrepreneurship among low-income women in Sri Lanka, but repayment issues threaten their sustainability. The key objectives of this research are to determine the major borrower, institutional, and other external factors that can lead to default and recommend solutions to the problem of loan recovery. Primary data was obtained using a descriptive quantitative research methodology by administering structured questionnaires to 60 female borrowers and 10 staff which including loan and recovery officers. Descriptive statistics and cross-tabulations with chi-square tests were used to analyze the data with the aid of SPSS software. Findings demonstrate that most borrowers are middle-aged women who are married and have a low level of formal education with a medium income level. Although loans are usually meant to be used in business, it is only 48.3 percent that respondents used them as intended. The chi-square test revealed that there was a statistically significant correlation between loan utilization and loan repayment behavior ($p= 0.002$). The prevalent reasons that led to default were high costs of living, low income, financial illiteracy, and personal emergencies. Such institutional problems as a poor monitoring system and inadequate training of staff also led to low recovery rates. Improving the financial literacy of borrowers, improving follow-up procedures, and using technology like SMS reminders can all be implemented as recommended. It is important to ensure the recovery rates are maximized and microfinance programs are sustainable through high levels of post-disbursement monitoring and customization of products to fulfill the needs of borrowers.

Keywords: *Credit Utilization, Financial Literacy, Loan Repayment, Microfinance, Women Entrepreneurs*

THE IMPACT OF SUPPLIER DELAYS ON ON-TIME DELIVERY (OTD) IN THE APPAREL INDUSTRY

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In today's globally competitive apparel industry, timely delivery is a key performance indicator that directly influences customer satisfaction and overall business success. This study examines the impact of supplier delays on On-Time Delivery (OTD) performance in Sri Lanka's apparel industry, with special reference to Brandix Essentials Centre, Ratmalana. The research focuses on identifying key contributors to raw material delays, particularly fabric delays, and evaluating their effects on delivery reliability. A quantitative approach was used, collecting 100 responses through Google Forms from employees involved in planning and logistics roles at Brandix. The collected data were analyzed using descriptive statistics, correlation analysis, and linear regression techniques through SPSS. The results indicate that supplier inefficiencies, such as missed deadlines, poor communication, and documentation errors, are the most significant contributors to OTD failures. A strong negative correlation was observed between supplier inefficiencies and OTD, explaining 23% of the variance in delivery performance. Logistical issues and external disruptions had a comparatively less statistically significant influence. The findings support the Theory of Constraints and Resource Dependence Theory, highlighting the importance of consistent supplier performance in achieving operational efficiency. Key recommendations include implementing supplier performance indicators (KPIs), enhancing communication channels, and adopting digital tracking systems to improve delivery performance. In conclusion, the findings emphasize the pivotal role of effective supplier management in enhancing On-Time Delivery performance, offering valuable recommendations to mitigate delays and strengthen supply chain reliability within the apparel sector.

Keywords: *Delivery Performance, Logistic Inefficiencies, On-Time Delivery, Supplier Delays, Supply Chain Inefficiencies*

INFORMATION AND COMMUNICATION TECHNOLOGY

DEVELOPING AN E-COMMERCE WEBSITE FOR PROMOTION AND ONLINE SALES OF BABY ITEMS

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This project focuses on expanding the limited market reach of baby products company Bisas Pvt Ltd by creating a new website and establishing a strong online presence. The primary aims were to design, develop, and implement a secure, responsive, and user-friendly e-commerce website to expand their customer base, streamline sales operations, and facilitate online promotion and product sales. The methodology employed an Agile development approach, leveraging the versatility of WordPress as a Content Management System, integrated with WooCommerce for comprehensive E-commerce functionalities. Backend logic was primarily handled using PHP and MySQL for data management, while the frontend was crafted with HTML, CSS, and JavaScript, ensuring a dynamic and interactive user interface. The development process involved a systematic approach, commencing with thorough requirement gathering to define the system's scope, followed by comprehensive system design. The main results demonstrate the successful development and deployment of a fully functional e-commerce platform that meets all specified objectives. This includes an easy-to-use shopping cart and checkout process with integrated secure payment gateways, a secure user authentication system, a responsive design that ensures accessibility across multiple devices, and an intuitive design. The system effectively increases overall customer engagement and automates the sales processes of Bisas Pvt Ltd. To sum up, this project effectively connected theoretical understanding with real-world implementation, providing Bisas PVT LTD with a workable, efficient, and user-focused digital solution that will set the business up for long-term success and greater visibility in the competitive online retail industry.

***Keywords**: Agile Development, Bisas, E-Commerce, Online Retail Industry, WordPress*

DIGITIZING ACADEMIC ADMINISTRATION: DESIGNING A WEB-BASED STUDENT INFORMATION PLATFORM

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Private academic institutions in Sri Lanka have experienced rapid development, and this has highlighted the significance of efficient digital solutions to manage student information, timetabling, and administration. Several institutions still involve conventional approaches and outdated digital systems, which have resulted in frequent data inaccuracies, time-consuming timetabling processes, accounting errors, and communication setbacks between students, teachers, and parents. This internship project was conducted to initiate the design and implementation of a comprehensive Student Management System (SMS), that addresses the needs of Sri Lankan private institutions as a driving force to centralise student data, automate administrative tasks, and increase transparency in fee management and communication. The software development process incorporated agile methodologies and distributed remote team collaborations using .NET and Angular for the front-end and SQL Server for data management, as outlined in the structured methodology. Initially, the development of student, teacher, class, and subject registration modules took place with robust validation and user-friendly interfaces. The testing accompanied functionality testing and usability testing, and identified considerable improvements in data accuracy, administration efficiency, and user satisfaction, compared to those of the previous versions. Although the system is still in its development stage, the findings of this project showcase that a structured and well-designed SMS can reduce drudgery, cash leakage, as well as improve communication with all stakeholders. The project reaches the conclusion that the integration of modern digital technology in education not only serves to optimise operations but also introduces further future improvements, such as high-level analytics and integration with national educational platforms and opportunities.

Keywords: *Angular, Communication, Registration, Student Management System, Validation*

RESOURCEFUL PEOPLE ASSESSMENT SYSTEM: A STUDY AT THE MANAGEMENT DEVELOPMENT AND TRAINING INSTITUTE

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At the Management Development and Training Institute (MDTI) of Sri Lanka, which conducts numerous public sector training programs, there was no structured or systematic process to evaluate trainer performance. This project addresses that gap by developing a resource person evaluation system that automates the collection, analysis, and reporting of participant feedback. The system was implemented as a desktop application using Java Swing for the graphical user interface and MySQL for data storage. It integrates Google Forms to efficiently gather participant responses. The primary objective is to ensure transparency, accuracy, and efficiency in selecting trainers for future sessions. Through an intuitive interface, participants can submit assessments that are automatically processed into performance scores. The system analyses criteria such as material distribution, subject knowledge, engagement, and overall satisfaction, converting responses into percentage scores and ranking trainers accordingly. Administrators can generate summary reports, visualise trends, and make informed, data-driven decisions regarding trainer selection. The software design follows the Model-View-Controller (MVC) pattern, ensuring manageability and maintainability. Security features include NIC-based login, encrypted credentials, and role-based access control, all designed to protect participant data. The development process followed structured stages: requirements analysis, system design, implementation, testing, and deployment. Testing included unit tests, integration tests, and user acceptance testing (UAT) to ensure system reliability. One of the system's key innovations is the automated ranking of trainers using historical performance data to identify top performers over defined periods. This reduces the administrative burden, removes manual data processing, and supports MDTI's mission to maintain high training standards. Future recommendations include developing a mobile-friendly web version, enhancing multilingual support, and implementing real-time synchronisation with Google APIs.

Keywords: *Evaluation System, Percentage-based Ranking, Trainer Performance Assessment*

IMPLEMENTATION OF NETWORK ATTACHED STORAGE (NAS) FOR DATA CENTRALIZATION AND SECURITY ENHANCEMENT

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With the increasing need for secure, stable, and scalable data management systems in small and medium enterprises, a Network Attached Storage (NAS) solution was implemented at Wakkumbura Industrial Technology Pvt Ltd to centralise file access and improve data handling procedures. The objective was to develop a cost-effective and secure infrastructure that minimises the risk of data loss, enhances access speed, and fosters better user collaboration. The project was executed in a phased approach, including requirement analysis, hardware installation, software configuration, and user training. The system was configured using the DiskStation Manager (DSM) operating system, which facilitated the setup of folder hierarchies, user permissions, and security features such as two-factor authentication (2FA) and automated backups. The implementation of the NAS solution led to significantly improved data availability, reduced downtime, and enhanced team productivity through centralised storage access. Initial resistance from end-users was mitigated through awareness sessions and step-by-step training programs. This project demonstrated how small enterprises can achieve enterprise-level data security using affordable NAS solutions. It highlighted not only the importance of technical expertise but also the value of user-centred IT implementations. The study recommends that NAS systems be considered a scalable model of digital infrastructure for similar organisations aiming to enhance secure and efficient information management.

Keywords: *Data Security, NAS, Storage Management, System Implementation*

DEVELOPMENT AND ENHANCEMENT OF E-CLASS LEARNING MANAGEMENT SYSTEM

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In traditional ways of offering online education at an advanced level, students often encounter numerous issues that hinder teachers from performing their duties effectively, requiring them to invest 30 to 45 minutes on paperwork per class. Meanwhile, students frequently skip classes due to chaotic communication, conflicting learning content from multiple sources, and unreliable messaging. This research aims to create and utilise a comprehensive E-class Learning Management System that helps automate meeting sharing, manages all educational resources in one place, simplifies attendance records, and enhances the delivery of lessons, prioritising user comfort and administrative efficiency. For the E-class, the MERN stack architecture was applied, comprising MongoDB, Express.js, React.js, and Node.js. Advanced programming features were included for administrators, teachers, and students, including the use of JWT tokens, as well as thorough data encryption, safe session management, cross-platform compatibility, integration of the Zoom API, and linking to YouTube features to support diverse teaching tools and content delivery methods. To test the system, two teachers and 15 students participated in a one-week pilot study that included surveys, tasks to complete, and analysis of performance data. The pilot study found that users were highly pleased with the platform and it successfully reduced educators' workload by 30-45 minutes, made students join classes 15% more often, shortened getting access to resources by 40%, and improved the teachers' and students' communication by 75%. E-class Learning Management System addresses important challenges in current online education using safe, accessible digital solutions that have significantly improved teaching and learning processes.

Keywords: *Administrative Efficiency, Digital Transformation, Educational Technology, Learning Management System, MongoDB Express React Node.js*

INFORMATION TECHNOLOGY TECHNICAL ADMINISTRATION AND CUSTOMIZATION SUPPORT FOR A BANK USING TEMENOS T24

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The engagement of external Information Technology (IT) service providers in the banking sector has become a key necessity over the past few decades, particularly as a remedy for the scarcity of specialised internal technical and support teams. This project highlights the on-site experience gained at N-able, an IT service provider for banks that utilises the Temenos T24 core banking system. While contemporary banks showcase a growing reliance on digital systems such as Temenos T24 for their adaptability and widespread use, they face challenges in terms of configuration and management of these systems due to a lack of technical expertise in banks. Thus, this project aims to address the gap and mitigate the hurdles faced by banks through the active engagement in the development of customised functionalities, including inquiry screens, versioning modules, and SSRS-based reporting solutions to meet the diverse requirements of banks. The process encompasses direct interaction with banking personnel to gather requirements and necessary information, executing development tasks using Java and Temenos's internal routine tools, and implementing testing and deployment activities. The experience widened the understanding of the collaboration between third-party IT service providers like N-able and the banking industry, which operate with strict adherence to compliance, data security, and performance standards. Additionally, the project outlines the importance of choosing technically proficient and knowledgeable vendors to provide service and support in complex banking software environments. The study provides in-depth insights into the Temenos T24 system's capabilities and how external developers can extend their core features. It can be noted that while the project outlines the key IT support challenges faced by the banking industry, it also navigates towards identifying the strategic importance of reliable vendor partnerships in sustaining efficient and secure banking operations.

Keywords: *Inquiries, Routines, Taf J, Temenos, Versions*

PREDICTING STUDENT ACADEMIC PERFORMANCE USING MACHINE LEARNING:THE IMPACT OF STUDY HABITS AND EXTRACURRICULAR ACTIVITIES ON GPA AND GRADE CLASSIFICATION

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Today, with the fast-paced digital economy, the success of e-commerce products relies increasingly on effective data-driven insights. Forecasting of sales, a task previously restricted by conventional statistical methods, has been enhanced by the advancement of machine learning (ML). In this paper, we aim to predict the sales success of e-commerce products using an ML classification approach focusing on the properties of the products, including price category, customer ratings, and shipping attributes. Secondary data were obtained from Kaggle, pre-processed, and split into "successful" and "unsuccessful" based on a sales threshold. The Decision Tree (J48), Random Forest, Support Vector Machine (SVM), and Artificial Neural Network (ANN) ML classification models were compared using cross-validation and percentage split. The model was evaluated by using key metrics: accuracy, precision, recall, F1-score, Mean Absolute Error (MAE), and Root Mean Square Error (RMSE). According to the results, SVM algorithm demonstrated the highest predictive power (76.36%) and had the lowest errors compared to the other models. Secondly, ensemble learning algorithms, such as majority voting and averaging probabilities, were introduced to enhance prediction confidence. These ensemble-based models were competitive in terms of prediction accuracy, demonstrating their effectiveness in combination with base learners. In summary, the findings of this study indicate that ML, particularly SVM and ensemble methods, have strong potential to accurately predict the success of an e-commerce product, underscoring the importance of inventory management, marketing strategies, and product offering to business.

Keywords: *Classification, E-Commerce, Ensemble Learning, Machine Learning, Sales Success*

DEVELOPMENT AND IMPLEMENTATION OF AN AUTOMATED EXAM REGISTRATION SYSTEM FOR SABARAGAMUWA UNIVERSITY OF SRI LANKA

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This research involved the development and implementation of an Automated Exam Registration System (AERS) for Sabaragamuwa University of Sri Lanka, addressing issues such as frequent data entry errors, registration delays, limited accessibility, especially for students in remote areas, and increased administrative workload for university staff. In response to these challenges, this study proposes the design and implementation of an Automated Exam Registration System, aimed at transforming the registration process into a more efficient, accurate, and accessible digital platform for students and administrative officers in Sabaragamuwa University of Sri Lanka. The study analyses qualitative data gathered from institutional reports and applies the Responsible, Accountable, Consulted, Informed framework to eliminate redundancy and clarify stakeholders' roles. Additionally, it maps processes using the Business Process Model and Notation. This methodological integration guarantees a thorough explanation of the unclear aspects of the current system and serves as the basis for the suggested digital solution. Further, main aspects, including automated qualifications checks, secure data management procedures, user-friendly, and real-time connectivity with current university databases pertaining to student information, are highlighted in the system architecture. To guarantee prompt communication about deadlines and registration statuses, the portal also offers automated notifications. Additionally, strong support for the AERS is evident from stakeholder input, which also highlights the system's ability to maximise transparency, minimise manual labour, and maximise student satisfaction. By facilitating remote access and reducing the need for in-person contacts, the system also aims to promote inclusivity by assisting students who might meet barriers linked to mobility. The study also contributes to academic discourse through actor activity ontology and role-based optimisation, while offering a scalable, replicable model for other institutions pursuing digital transformation in higher education. All things considered, the AERS offers a scalable, safe, and student-focused solution that not only updates Sabaragamuwa University's test registration system but always more supports the institution's maximize objectives of administrative effectiveness and digital transformation.

Keywords: *Automated Exam Registration System, Digital Transformation, Higher Education, Stakeholder Engagement, Workflow Optimization*

REDESIGNING AND IMPLEMENTING WORKLENZ: AN OPEN-SOURCE PROJECT MANAGEMENT TOOL USING REACT

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The developing world uses various project management systems to manage the effective creation of new systems. Worklenz is one such open-source project management tool developed using Angular. However, the current Worklenz system has limitations due to changing user requirements, including limited scalability, outdated UI/UX, and poor performance in handling large datasets. To address these challenges of the existing Worklenz system, the main objective was to redesign the front end using new web technologies, introduce multilingual support, dark mode, and create a documentation website for users. Agile methodology was used to redesign the existing Worklenz system based on changing user needs, which included Standup meetings, progress evaluations. Accordingly, modern web technologies such as React, Redux Toolkit, TypeScript, Tailwind CSS, Ant Design, and Shadcn were used to redesign the front end. Additionally, the documentation website was created using the Starlight template provided by the Astro framework and multilingual support with dark mode was also implemented for Worklenz. This led to improved user usability, performance, and maintainability. The redesign of the Worklenz web page in a user-friendly manner was also developed in parallel. Version control as a team via GitHub ensured a robust and scalable solution. As a result, the redesigned Worklenz system was able to deliver many new user-friendly services that were well-tailored to customer and business needs. Future enhancements are planned to introduce advanced features such as real-time collaboration, artificial intelligence-based process management support, and customizable dashboards through AI integration. Accordingly, the project has been able to achieve its goals in a more accurate manner.

Keywords*: Agile Development, Project Management Tool, React, TypeScript, Worklenz*

ENHANCING AI CHATBOTS FOR DATA RETRIEVAL WITH LLAMAINDEX: OPTIMIZING INFORMATION ACCESS IN TELECOM SUPPORT SYSTEMS

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AI chatbots are becoming the most desirable assets in the telecom customer service space to handle user queries and provide automatic support. The existing systems still have many limitations and flaws. Prominent among them is that they possess inferior information retrieval, poor deep understanding of context, and dependency on unchanged data sources. As a result, they become less efficient in answering accurate questions to dynamic and real-time user queries. The main aim of this project is to optimise the performance of chatbots by overcoming the above-discussed problems. The solution that has been proposed consists of combining LlamaIndex, a strong indexing mechanism that can provide efficient and context-aware retrieval of information, with OpenAI's language models that produce natural and suitable responses. The backend was implemented using Java Spring Boot and Python FastAPI, and Google Cloud Spanner as the central database to enable scalability and performance. A minimalist web interface was designed through which users can log in, see their dashboard, and interact with the bot. To check if the system functioned correctly, APIs were tested with Postman, and chatbot responses were confirmed by submitting some telecom-related questions. It turned out that the chatbot can effectively fetch the relevant documents and generate valid answers for various question types. The integration of LlamaIndex improved the system's context handling capabilities and access to real-time facts with higher precision. In summary, the system has comprehensively demonstrated how to make telecom chatbot services smarter, responsive, and more agile. Although the current version is only maintaining the fundamental characteristics, it is still providing a decent setup for future enhancements and actual implementation.

Keywords: *AI Chatbot, Information Retrieval, Llamaindex, Openai, Telecom Customer Service*

STRATEGIC WEB DESIGN AND DEVELOPMENT TO ENHANCE BUSINESS EFFICIENCY

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Today, the entire world is becoming increasingly technology-oriented across all sectors, and in this digital age, it is essential for businesses to have a professional and accessible online presence to remain competitive and effectively reach their target audiences. Cianera (Pvt) Ltd initiated this project to address the challenges faced by the Sri Lankan distributor of VMAX China, a leading engineering machinery manufacturer, due to the absence of an official website to facilitate effective communication and product visibility. The main objective was to design and develop a responsive, SEO-friendly and user-centric product showcase website using WordPress. The implemented solution incorporated key features such as a comprehensive product catalogue with specifications and images, contact and inquiry forms, mobile and desktop responsiveness, and optimised loading speed. The website was developed using WordPress CMS, enhanced through Kadence Theme for design customisation and several plugins such as Kadence Blocks, Elementor, Smart Slider, WPForms and Yoast SEO. Functionality, compatibility, database reliability, and user satisfaction were verified through thorough testing with relevant stakeholders. The website functions as a centralised platform to improve product visibility, customer Interaction, product promotion and brand credibility in the Sri Lankan market. It is expected to provide 24/7access to product information and inquiry channels, effectively bridging the communication gap between the distributor and local consumers. Despite some limitations, such as lack of multilingual and e-commerce features, the project achieved its initial goals and established a scalable framework for future upgrades. This initiative exemplifies how VMAX China can support the Sri Lankan distributor in achieving business growth and digital transformation.

Keywords: *Digital Marketing, SEO, VMAX China, Web Development, WordPress*

IMPLEMENTATION OF THE SEMI-AUTOMATED STOCK MANAGEMENT SYSTEM TO ENHANCE BUSINESS EFFICIENCY

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To ensure a smooth business process within the company, efficient stock management plays a crucial role in maintaining data accuracy and reliability while improving customer satisfaction. Currently, Forbes & Walker Fine Food (Pvt) Ltd relies on physical record keeping of stock and manual stock counting. As a result, it faces significant inefficiencies such as data discrepancies, delayed order fulfilment, lost sales, and customer dissatisfaction, which slow down overall operations. To address these challenges, the study started by gathering real business requirements through discussions and analysis of the current workflow. Then, a comprehensive stock management system was developed using C# and an Oracle database. The development followed the waterfall SDLC model. The system aims to automate the stock-in and stock-out processes, enable real-time stock tracking, streamline invoice confirmation, and generate reports. Once fully implemented, this semi-automated system will significantly improve the business workflow. The shared invoice system will accelerate order processing by reducing delays in transferring invoices between staff and stock keepers. Real-time stock tracking will reduce stock discrepancies and enhance customer satisfaction by providing a reliable service. Additionally, it will speed up order fulfilment through real-time stock visibility. Manual errors will decrease, and inefficiencies and inaccuracies in the current workflow will be eliminated, especially with the effective stock receiving module, which ensures accurate stock entry. Moreover, it will lower the risk of lost sales and support better stock control, leading to increased profitability. This system will boost employee productivity and efficiency. In the future, integrating barcode reader functionality to improve data entry accuracy and implementing an alert system for low stock levels will make the system fully automated, delivering significant improvements to the business process. This research offers a valuable contribution to stock management practices and demonstrates how digital transformation can optimize the business environment.

Keywords: *Good Receiving Module, Real-time Tracking, Semi-Automated System, Stock Management System (SMS)*

DESIGN AND DEVELOPMENT OF A SECURE WEB-BASED VISITOR MANAGEMENT SYSTEM WITH RFID INTEGRATION AND ROLE-BASED ACCESS CONTROL

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This project examines professional and secure access control in organisations with effective management that require reliable visitor management solutions. The focus is on user-friendly system design and development of a secure Visitor Management System (VMS) including visitor registration, blacklisting unwanted visitors, visitor tracking, managing organizational requirements including host management and department management. The system is built on a relational database that manages visitor registrations, access permissions, and visit logs. Additionally, this project integrates RFID technology and a real-time notification system. According to the client's requirements, the admin and the receptionist are allowed to manage visitor appointments, verifications, track visitors' check-ins and checkouts, handle restricted attempts, and generate reports. Agile methodology is used as the software development approach because of its iterative development approach through continuous design, implementation, and feedback. In the development stage, the system backend will be developed by using Node.js and MySQL, with Sequelize ORM for database operations. Backend development was initiated first, followed by a gradual transition to frontend development. Frontend development is done using React.js, and it helps to build a responsive and user-friendly interface. RESTful APIs were created to manage the data flow between the backend and the frontend, the client and the server. In conclusion, the project introduces a digital solution to manage organisational needs by replacing the existing manual visitor management system, including role-based access control, secure management of users, and managing organisational needs as a digital solution instead of the current manual system. Future enhancements include the integration of RFID technology and the implementation of a real-time notification system.

Keywords: *Real-time Notifications, RFID Integration, Role-Based Access Control, Visitor Management System (VMS), Web Application*

DESIGN AND IMPLEMENTATION OF A CLOUD-BASED STUDENT MANAGEMENT SYSTEM FOR PRIVATE EDUCATIONAL INSTITUTES IN SRI LANKA

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Digitisation in the education administration sector of Sri Lanka is occurring with increasing speed; nevertheless, more than half a dozen private institutions still employ legacy or manual systems in performing academic processes, with the consequence being ineffectiveness and a very high chance of errors. Such institutions are plagued with gigantic challenges for effective management in regard to student enrollment, documenting attendance, fixture scheduling, fee collection, and monitoring performance. Such challenges are accompanied by challenges encountered in the non-integration, security, and regulatory compliance functionalities. The core aim of the project is to address the above challenges with an end-to-end solution through the implementation of a Student Management System with a vision to approach the distinctive needs within Sri Lanka's private academic institutes. In short, the core aim is to automate clerk-like tasks, improve technical security, and enable national norms compliance. The project conducted during the duration for the initiation of an internship within Elixir derives benefits using the most advanced technology, like Angular, .NET 8, and Azure, for enabling scalability, security against cyber-attacks, and user friendliness. The development process takes place as per the Agile Scrum methodology, enabling the improvement process stepwise and continuously refining based on the feedback rendered by the user. Each stage is performed under detailed design diagrams, stringent validation processes, and a multi-level testing regimen, while special care is provided for data security, regulatory compliance, and ease of use for the diverse set of user roles, like administrators, educators, students, and parents. The expected outcome of this project includes the revolutionary enhancement of business productivity, enabling data-oriented decision-making, and the improvement of seamless stakeholder collaboration. The project contributes significantly to the growth of Sri Lanka's education sector and the building of standards for a secure, scalable, and user-friendly admin system through enabling the digitalization of education administration.

Keywords: *Academic Administration, Agile Development, Cloud-Based Education Platform, Educational Digital Transformation, Student Management System*

DESIGN AND IMPLEMENTATION OF A WEB SOLUTION FOR DIGITAL PRODUCT CATALOGUE FOR VMAX CHINA'S DISTRIBUTION IN SRI LANKA

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This study provides a detailed account of professional training experience at CIANERA (PVT) LTD, a design company specialising in graphic design, video editing, and web development. The primary project undertaken was the development of a responsive, user-friendly, and SEO-optimised website for VMAX Lanka, the Sri Lankan partner of Anhui VMAX Heavy Industry Co. Ltd., a leading Chinese manufacturer of material handling equipment. The project aimed to create a dedicated platform—www.vmaxlanka.com—to showcase VMAX's product range, including forklifts, pallet trucks, and stackers, while enhancing customer accessibility and supporting the promotion of efficient and sustainable MHE solutions. Utilising industry-standard tools such as WordPress, Elementor, and Adobe Creative Suite, I was involved in the complete lifecycle of the website—from requirement gathering and UI/UX design to content development, SEO implementation, and website security measures. This study outlines the structured methodology used in the planning, design, development, and testing phases of the project. Special attention was given to mobile responsiveness, website performance, product presentation, and integration with digital marketing tools. The successful deployment of the website not only improved VMAX Lanka's digital footprint and client interaction but also enabled the researcher to apply theoretical knowledge in a real-world environment, enhancing technical, creative, and problem-solving skills in web design and digital communication.

Keywords: *SEO Optimisation, UI/UX Design, VMAX China, Web Development, WordPress*

EMPOWERING ARYALABS' DIGITAL PRESENCE: A JOURNEY THROUGH WEB DEVELOPMENT

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The proposed approach is primarily centred on building three web-based systems: GasByGas online gas ordering platform for Gas distribution centres, the official AryaLabs company website, and the Edume Learning Management System (LMS) for educational institutions. Additionally collaborative Mind-Boost AI Chatbot web application is also developed. These web applications were conceptualised and developed to address real-world operational and organisational challenges by providing practical and effective software solutions. The GasByGas application was built to resolve inefficiencies in the gas delivery process, including the absence of an automated online ordering and tracking system. Customers previously faced delays and poor user experiences due to manual handling and a lack of real-time updates. The AryaLabs official website was redeveloped to replace its outdated structure, which lacked responsiveness, modern features, and interactive content. These limitations hindered client engagement and failed to represent the company's technological capabilities. The new system aimed to improve branding, resource management, and customer outreach through a responsive, feature-rich platform. The Edume LMS addressed the lack of a centralised, scalable platform for structured knowledge delivery and student development within an educational environment. It offers secure registration, role-based access, course and quiz management, improving operational efficiency for academic delivery. A group contribution also involved the development of Mind-Boost, an AI-powered chatbot web application designed to support educational interactions using Python and machine learning technologies. The development followed agile methodology, ensuring iterative design technologies such as Laravel, React.js, Code Igniter, Bootstrap, and MySQL to ensure secure, scalable, and modern system architectures. Key implementations included user dashboards, secure login with role-based access control, and CSRF protection. Systems were developed using WAMP for local testing and deployed using LankaHost for production. These outcomes significantly enhanced AryaLabs' digital presence, streamlined business operations, and demonstrated the successful application of theoretical knowledge in a real-world environment.

Keywords: *Agile methodology, AI chatbot, CSRF protection, Digital transformation, Secure Authentication*

STRATEGIC GRAPHIC DESIGN FOR ENHANCING BRAND VISIBILITY AND SALES GROWTH OF LUMBINI GROUP TEA EXPORT COMPANY

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The Lumbini Group Tea Export Company was perceived to lack consistency in digital branding, visibility, and customer interaction. This paper, developed as part of an internship at MIEZ, was aimed at increasing the brand's recognition and digital activity through strategic graphic design solutions. A qualitative, practice-based methodology was adopted using tools such as Adobe Photoshop, Illustrator, Premiere Pro, and Animate. Visuals were designed according to each respective platform, and performance was measured through Facebook Insights and client feedback to ensure effectiveness. The findings showed quantifiable achievements. There were significant post-implementation gains in social media reach, follower growth, and content interaction across sub-brands such as Lumbini Main and Lumbini Havelock. Brand recall and storytelling improved through consistent typography, colour usage, and emotionally engaging animations. These improvements contributed to Lumbini Tea Group winning nine international awards at the World Tea Expo 2025 and elevating its credibility in the global tea market. Additionally, the enhanced design approach contributed to increased brand visibility and direct sales performance, as supported by analytics and client evaluation. All images were quality-checked, internally and externally approved, and presented consistently across mobile, tablet, and desktop platforms. The creation of brand guidelines and reusable templates ensured long-term visual consistency and campaign effectiveness.

Keywords: *Brand Identity, Digital Branding, Graphic Design, Social Media Engagement, Tea Export*

INVESTIGATING THE DEVELOPMENT OF AN IT-BASED SOLUTION FOR SINHALA AYURVEDIC KNOWLEDGE DOCUMENTATION AND EDUCATION SYSTEM

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Traditional Sinhala Ayurvedic knowledge, rooted in centuries of cultural practice, is facing critical threats due to oral transmission, lack of documentation, and generational loss. This study aims to develop an ICT-based Sinhala Ayurvedic knowledge Documentation and Education System to digitally preserve, validate and disseminate indigenous medical knowledge. The objectives include enabling ICT-based process management (R01) and defining role clarity through a governance model (R01), thereby offering a structured solution for knowledge preservation and educational access. The research employed qualitative techniques, including stakeholder interviews (n=20) with Ayurvedic practitioners, students, and researchers. Key frameworks applied were the Actor-Activity Ontology to map knowledge workflows, the RACI matrix to assign stakeholder roles and BPMN to optimise operational processes. System validation was performed through stakeholder feedback, emphasising practical relevance and cultural sensitivity. Findings revealed a strong consensus on the necessity of a centralised platform; 90% of participants supported the system, 85% acknowledged the process efficiency of BPMN, and 80% found that the RACI model improved accountability. Practitioners stressed the importance of knowledge validation to avoid misuse. System features such as role-based access, peer-review integration, and multilingual interfaces were positively received. The study proposes further development through AI-enhanced validation tools, mobile accessibility, and legal-ethical frameworks to protect knowledge rights. This research contributes a foundational model for culturally respectful, digitally enabled preservation of indigenous medicine. It emphasises how structured ICT solutions can safeguard intangible heritage while enhancing accessibility for modern learners and future practitioners.

Keywords: *BPMN, ICT, Knowledge Documentation, Ontology, Process Management, RACI Matrix, Sinhala Ayurveda*

DESIGNING AND DEVELOPING AN INTUITIVE WEB PORTAL FOR THE 'SEEKNOW' JOB RECRUITMENT ONLINE PLATFORM

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Soft Gallery is a software technology firm that provides the latest solutions in software development, web design, and search engine marketing. The idea conceptualised to develop a job recruitment web-based platform under the veil of providing efficient, scalable digital solutions is known as 'Seeknow'. The digital job-seeking system of the modern world is usually complicated by cumbersome, ineffective, and not easy-to-use recruitment websites. The purpose of this project was to design and develop 'Seeknow', an accessible web-based portal that will make the job search and recruitment processes easier, eliminating time cost and effort consumption in both directions of job search and filling. The aim was to improve the UX featuring a responsive interface, secure interactions and optimised job matching processes. The 'Seeknow' has been implemented using Agile methodology, which means design, implementation, and testing could be performed iteratively. The frontend was developed using CSHTML, Bootstrap, CSS, and JavaScript, whereas the backend was written in C#, together with MySQL for database management. System testing covered the black-box, integration, security, and responsive testing to confirm the reliability and functionality of modules, including job listings, dashboards, feedback, contact forms, and authentication. The last system has managed to provide a fully responsive, user-friendly, and performance-optimised platform. Ease of navigation, real-time communication and effective job application processes were confirmed by user reviews. The job portal is multi-user level with role-based control access and is compatible across all devices. There were also limitations, like not having AI-powered integrated resume constructors and analytics dashboards. The project shows that even a structured full-stack project could be able to bridge the important gaps in the existing online recruitment environment.

Keywords*: Full stack, Job portal, MySQL, Seeknow, Web application*

DEVELOPMENT OF A WEB-BASED INSURANCE PLATFORM FOR PROCESS AUTOMATION

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The objective of this internship project was to design and develop a web-based insurance platform to automate the third-party vehicle insurance process in the Sri Lankan insurance sector. The system was initiated to address inefficiencies in the manual process of generating quotations, issuing policies, producing cover notes, and printing insurance cards, particularly within multi-branch operational environments. Developed using the Agile methodology, the project enabled iterative development and continuous stakeholder feedback. The front end was implemented using HTML, CSS, and JavaScript, while PHP and MySQL were used for back-end logic and data management. Security measures such as role-based access control, session management, and data encryption were integrated to ensure information security and regulatory compliance. Both client-side and server-side validations were implemented to improve data accuracy and prevent input-related vulnerabilities. The resulting platform is capable of managing quotations, issuing cover notes, printing insurance cards, and generating analytical reports. The system was evaluated using multiple test cases and received positive internal feedback. Although final enhancements are still underway, the platform has already demonstrated notable improvements in operational efficiency, data accuracy, and user experience. Overall, the project successfully delivered a secure, scalable, and efficient insurance management system, laying the foundation for future enhancements, including broader policy coverage and integration of advanced analytics.

Keywords: *Agile Development, Insurance Automation, PHP, Policy Management, Web-Based System*

A ROLE-BASED VISITOR ACCESS SYSTEM FOR SECURE AND SEAMLESS FACILITY MANAGEMENT

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Recent studies show that more criticisms have been directed at organizations regarding the problems in traditional logbook systems, which should be safe, efficient, and reliable for visitor management. The inclusion of safety-critical systems by conventional practices leads to inefficiency in the operations, errors, and presents notable breaches in safety measures. The results of these may affect the integrity of the visitor-management processes and threaten the safety of the institution as a whole. As a result, a need for visitor management systems that are not only secure but also reliable has been necessitated. The proposed project introduces an innovative system that directly aims to improve the monitoring of visitors in support of access management and even enhance organizational security. Implemented as a joint internship project with Zincat Technology, the project provides an online platform that includes three main parts: Radio-frequency identification (RFID), Role-Based Access Control (RBAC), and data storage in the cloud. The system simplifies the registration of visitors, ensures safe data control, and provides instant monitoring. Other major operational capabilities involve smooth digital check-in and check-out, automation of workflows to approve a host in good time, and complete management of blacklists to guarantee blacklisted access and activation of automatic working alert systems, which notify the authorities when a possible security breach or anomaly is alerted. The system has been created using the support of React.js, Node.js, and MySQL, and follows the Agile development approaches. Despite some modules, in particular, the existence of extensive administration panels and live notifications, still being in the state of development, in general, the platform provides an impressive basis on which outdated, tedious manual operations can be replaced with a safe, scalable, and user-friendly tool. Furthermore, the framework also opens the door to such functionalities as mobile support, the use of biometrics, and AI-based analytics.

Keywords: *Facility Security, Role-Based Access Control, RFID, Visitor Management System, Web Application*

ENHANCING THE SOFTWARE QUALITY ASSURANCE PROCESS THROUGH A STANDARDISED REQUIREMENT DOCUMENTATION PROCESS

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This project explores the improvement of Software Quality Assurance processes in Robotic Assistance Devices in Sri Lanka through the introduction of a standardised requirements documentation process. The overall objective is to overcome the lack of consistent and traceable requirements documentation in the Agile workflow, a shortcoming that often leads to miscommunication, inefficient testing, and rework. The main goal was to improve the understanding of requirements, reduce confusion, and simplify test design through a systematic documentation process. The approach involved reviewing gaps in current documentation, creating a template for a formal Software Requirements Specification, integrating it for convergence, and linking it to Jira to provide traceability. A unified validation scheme was followed, which included process validation, usability testing, exploratory testing, and a live pilot implementation in a real project setting. User feedback was collected through interviews and surveys to confirm usability and overall performance. Findings show that implementing a standardised documentation process significantly improved QA efficiency. This resulted in a 30% reduction in hours spent planning test cases, a 50% reduction in clarification meetings, and a 25% reduction in defects caused by requirements. Feedback from QA engineers and developers confirmed the clarity of written requirements, improved communication, and increased trust. The system was found to be scalable and doable, with few user input limitations and some tool dependencies. This paper demonstrates the value of well-structured documentation as an essential component in improving software quality and team efficiency. In the end, this includes ensuring long-term maintainability, enhanced transparency, and strong alignment with project objectives while also improving stakeholder satisfaction and product reliability throughout the development lifecycle.

Keywords: *Confluence, Jira, Process Improvement, Requirement Documentation, Software Quality Assurance*

A SMART ASTROLOGY WEB SYSTEM FOR PERSONALISED HOROSCOPE GENERATION AND MATCHMAKING SERVICES

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This abstract presents an astrological website project with the aim of modernising the customer's traditional astrology services. Earlier, the client made the horoscope structure and did the reading and matchmaking for the bride and groom manually using handwritten reports and in-person consultations. This manual process was time-consuming, caused human errors, and was not easily accessible to all. To solve these issues, a digital system was created, which allows users to create an account, enter their birth details to create a birth horoscope, chat and receive horoscope chat reports, and do a bride and groom matchmaking compatibility analysis by entering their birth details. The results are shown on-screen and also sent via email. Premium services are available through a safe online payment system. The system added a chatbot to chat with an astrologer. Users can chat with an astrologer freely for the first five messages, later, they need to pay and get the premium version. For the backend, the Laravel PHP framework was used, which follows the Model View Computers structure to keep the code clean and scalable. The system used MySQL to store user data, horoscope details, and payment history. For the frontend, HTML, CSS, Bootstrap, and JavaScript were used to make the website responsive on various devices. The proposed approach followed the agile development method, which allowed to improve the system slowly through feedback and regular updates. Based on user testing, the system extended areas such as password guidance, loading animation for report generations, and clarity of compatibility results. The system has already met major goals such as automation of services, safe user login, admin panel control, and horoscope generation.

Keywords: *Astrology, Compatibility, Daily Horoscope, Horoscope Generation, Matchmaking*

A STUDY ON PREDICTING THE SALES SUCCESS OF E-COMMERCE PRODUCTS USING MACHINE LEARNING: A CLASSIFICATION-BASED APPROACH

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Today, with the fast-paced digital economy, the success of e-commerce products relies increasingly on effective data-driven insights. Forecasting of sales, a task previously restricted by conventional statistical methods, has been enhanced by the advancement of machine learning (ML). In this paper, we aim to predict the sales success of e-commerce products using an ML classification approach focusing on the properties of the products, including price category, customer ratings and shipping attributes. Secondary data were obtained from Kaggle, pre-processed and split into "successful" and "unsuccessful" based on a sales threshold. The Decision Tree (J48), Random Forest, Support Vector Machine (SVM), and Artificial Neural Network (ANN) ML classification models were compared using cross-validation and percentage split. The model was evaluated using key metrics: accuracy precision, recall, F1-score, Mean Absolute Error (MAE), and Root Mean Square Error (RMSE). According to the results, the SVM algorithm demonstrated the highest predictive power (76.36%) and had the lowest errors compared to the other models. Secondly, ensemble learning algorithms, such as majority voting and averaging probabilities, were introduced to enhance prediction confidence. These ensemble-based models were competitive in terms of prediction accuracy, demonstrating their effectiveness in combination with base-learners. In summary, the findings of this study indicate that ML, particularly SVM and ensemble methods, have strong potential to accurately predict the success of an e-commerce product, underscoring the importance of inventory management, marketing strategies, and product offering to business.

Keywords: *Classification, E-Commerce, Ensemble Learning, Machine Learning, Sales Success*

DESIGN AND IMPLEMENTATION OF A WEB-BASED STUDENT MANAGEMENT SYSTEM FOR A PRIVATE EDUCATIONAL INSTITUTE IN SRI LANKA

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In today's learning environment, proper handling of academic and administrative procedures is required to ensure smooth institutional operations. However, the majority of Sri Lanka's private institutions still employ manual or outdated processes for handling student records, subject registration, attendance, and report generation. Such outdated systems are not only labour-intensive but also error-prone and without real-time access. This creates numerous challenges regarding students, teachers, administrators, and parents having access to or handling critical scholarly data. In an attempt to address such issues, this project recommends that the web-based Student Management System be developed to streamline and centralise essential scholarly operations. The main objective is to design a secure, scalable, and user-friendly platform that supports various roles of users and enhances workflow efficiency across the institution. The proposed methodology is to use Angular for the frontend and ASP.NET Core on the backend, with a Microsoft SQL Server database, hosted on Microsoft Azure, to enable real-time, cloud-based access. The system architecture includes several core modules like user management, subject registration, timetable scheduling, attendance tracking, and reporting, each of which has role-based access controls to enable data privacy and accountability. While the system is yet to be developed, base modules have already been designed and partially completed, and comprehensive plans have already been drawn up for system testing, user assessment, and final deployment. The expected result is a fully operational and sensitive system that significantly reduces manual drudgery, improves accuracy in data, and enables improved communication among all concerned parties. After completion, the system will enable the digitalisation of schools, raising overall efficiency and user satisfaction.

Keywords: *Academic Automation, Education Technology, Student Management System, Software Development, System Design*

DEVELOPMENT OF AN E-COMMERCE PLATFORM FOR HELA HERBS (PVT) LTD

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This study has been focused on developing a general e-commerce website for Hela Herbs (Pvt) Ltd, a Sri Lankan company dealing in Ayurveda and herbal wellness products. The company, being engaged in traditional retailing, faced problems such as a lack of a proper online presence, a minimal customer base, and outdated promotional methods. The solution to these issues was mainly developing a scalable and secure web platform to support digital transformation, customer outreach, and business expansion. This project employed an Agile methodology, which allowed iterative development, flexibility, and continuous stakeholder interaction. WordPress and WooCommerce were utilized to create the website with functionalities such as product categorization, user registration, a dynamic shopping cart, secure payment options, and admin panel functionality. Elementor was used to create the front end to ensure responsiveness across various devices. Security features such as SSL encryption, user role management, and backups were implemented to protect data. Functional, integration, and user acceptance testing guaranteed system reliability and simplicity. Ease of use on mobile phones and efficiency in order processing were highlighted through customer recommendations. Customer attraction mechanisms such as live chat and feedback systems were also included in the system. Even though the core functionalities were present, some limitations were identified, such as issues with Sri Lankan payment gateways, the absence of real-time shipping APIs, and a lack of multi-language support. Considering these conditions, future developments such as AI-powered customer service and connectivity with local logistics were suggested. In conclusion, the developed platform succeeded in bridging the gap between Hela Herbs' traditional business model and present-day digital means, increasing the company's visibility, brand credibility, and market position, along with providing an online shopping experience that is consumer-centric. This project demonstrates ICT solutions' ability to deliver greater business value and ensure sustainable growth in the herbal products industry.

Keywords: *Ayurvedic products, Digital transformation, E-commerce, WordPress, WooCommerce*

INNOVATIVE MARKETING AND INFORMATION SOLUTIONS FOR GOLDEN HIGH INTERNATIONAL (PVT) LTD: A TIKTOK STRATEGY AND INVENTORY SYSTEM

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Golden High International, a visa consultancy firm, faced two core challenges: inefficient internal management of visa-related data and limited digital visibility among potential clients. The organisation primarily relied on manual records and unsystematic marketing methods, leading to data inaccuracy, operational delays, and reduced engagement. To address these issues, a dual-component system was proposed. The first component, a Java-based inventory management system, was developed to streamline data operations, including visa programs, course details, universities, and user access roles. The second component focused on enhancing marketing effectiveness through TikTok video content and Canva-designed flyers. A modified waterfall methodology was adopted to ensure a structured development process, starting from requirement analysis to design, coding, testing, and documentation. The high-level design of the system incorporated Unified Modeling Language use case diagrams to map out user interactions and system functionality, along with an Entity-Relationship diagram to structure the relational database. The graphical user interface was developed using Java Swing components to provide a user-friendly experience, while the backend was securely managed using a MySQL relational database system to handle data storage, queries, and access control. The system incorporated role-based login, encrypted password storage, and manual backup/restore features. For the marketing component, video content was produced and tested for compatibility and viewer engagement. Test results demonstrated that all system features met their functional and non-functional requirements, and user evaluations indicated high satisfaction, usability, and engagement potential. Although the system is ready for deployment, physical installation at the organisation is pending. Despite minor limitations such as a lack of automated backups and the absence of mobile/web access, the system significantly improves operational efficiency and establishes a scalable foundation for future enhancements. In conclusion, the project successfully bridges administrative efficiency and digital outreach, delivering a comprehensive solution tailored to the needs of a modern consultancy.

Keywords: *Java, MySQL, Inventory Management System, TikTok Marketing, Visa Consultancy*

PREDICTION OF FRAUDULENT TRANSACTIONS USING A MACHINE LEARNING ALGORITHM: EMPHASISING TRANSACTION SPEED AND LOCATION ANOMALIES

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Financial fraud in the digital realm, especially unauthorised transactions, threatens global financial security. Traditionally, rule-based systems have lagged in their capacity to adapt to changing fraud patterns, a necessity for intelligent fraud detection systems. This research focuses on developing a fraud detection model using ML algorithms, emphasising transaction speed and location anomalies as features for prediction. The objectives are to identify detection precision, assess algorithmic performance through tests, and recommend advantageous applications for financial institutions. A secondary dataset from Kaggle was used, containing 6,010 balanced records of legitimate and fraudulent transactions. Pre-processing included feature engineering, normalisation, class balancing using SMOTE, and extraction of location-speed features. Six classifiers-Random Forest, J48, Naïve Bayes, KNN, MLP (ANN), and SVM-were used with 10-fold cross-validation and percentage split methods in WEKA. Ensemble methods were then implemented using voting techniques. The study's key findings showed SVM and MLP achieving perfect accuracy (100%), while Naïve Bayes, Random Forest and J48 exceeded 98% accuracy. The ensemble method with majority voting recorded 99.78 % accuracy. Emphasis was placed on recall and precision since both are important in flagging fraud, particularly speed anomalies. Speed anomalies emerged as one of the top findings, greatly increasing the sensitivity of fraud detection. Ensemble learning further enhanced the robustness of the system while reducing false positives. The study suggests that the use of behavioural indicators combined with machine learning leads to highly effective fraud detection, thus enabling financial institutions to safeguard transactions and uphold clients' trust. The research contributes to adaptive fraud detection systems while offering valuable information for real-time implementation and future improvements.

Keywords: *Ensemble Learning, Fraud Detection, Machine Learning, Supervised Learning, Transaction Speed*

A STUDY ON RULES AND RESPONSIBILITY-BASED ENHANCEMENTS FOR PROCESS MANAGEMENT: AN APPLICATION TO THE ANNUAL RICE SHORTAGE IN SRI LANKA

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Sri Lanka's recurring rice shortages, particularly during December and January, are driven not only by production gaps but by deep-rooted inefficiencies in procurement, data transparency, and role coordination. This study aimed to develop an ICT–based process management system using Actor–Activity Process Ontology, the RACI framework, and BPMN modelling to address these issues. A mixed–methods approach was used, collecting data through surveys, interviews, and secondary sources, including reports from the Central Bank. The goal was to formalise stakeholder roles and improve coordination in the rice supply chain. The results demonstrated that the developed system significantly enhanced supply chain transparency, accountability, and workflow clarity. The actor–activity ontology effectively mapped key roles of farmers and agricultural officers to paddy boards and consumer authorities. The RACI-based classification schema resolved overlapping duties and clarified decision-making authority. BPMN workflow modelling revealed critical bottlenecks, including manual data delays and fragmented communication, which were addressed through proposed automation and ICT integration. Stakeholder feedback confirmed the model's practicality; 75% of participants reported improved system understanding and usefulness, highlighting its potential to reduce emergency rice imports and stabilise pricing. Integration with Central Bank production data further strengthened forecasting accuracy, supporting proactive government action. Additionally, by digital tracking procurement and distribution, the system minimises the risks of hoarding and price manipulation. While challenges such as limited rural ICT infrastructure and user training remain, the findings affirm that digital governance tools, when built on structured role definitions, can transform how rice shortages are managed in Sri Lanka.

Keywords: *BPMN, ICT-based Management, RACI Model, Rice Shortage, Supply Chain Optimisation*

IMPROVING ORGANIC TRAFFIC FOR A REAL ESTATE WEBSITE THROUGH SEARCH ENGINE OPTIMISATION

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A real estate company was experiencing issues with its search engine rankings and needed to increase the number of potential clients it could attract online. After doing the site audits, the primary issues that were initially identified were low keyword rankings, low organic traffic, low authority score and numerous technical Search Engine Optimisation (SEO) issues and a poor backlink profile. The goal of the project was to develop and implement a successful SEO strategy that would improve the client's online visibility and improve their search engine rankings. Google Search Console, Google Analytics, PageSpeed Insights, SEMrush, Ahrefs, RankMath, and UberSuggest were among the tools used to accomplish this. Based on the audit results, the project made a number of SEO improvements, such as strengthening internal links, fixing broken links, optimising Meta tags, streamlining URL structures and also to achieve a high domain authority, worked on developing rich keywords, SEO-friendly content, and high-quality backlinks. The client's website showed significant improvement over time, demonstrating the best improvements in keyword rankings, high organic traffic, and strong domain metrics. The project presented the importance of technical accuracy, strategic planning, and ongoing SEO monitoring. It showed how a smart and steady SEO plan can help a real estate company grow online, build its brand, reach more people, and achieve its long-term marketing goals while staying ahead of the competition. It introduced how important it is to make choices based on data, stay flexible, and keep improving for better search visibility and lead generation. This way, businesses can stay competitive, adjust to changes in algorithms, and grow online.

Keywords: *Backlink Strategy, Keyword Ranking Improvement, Organic Traffic Growth,Real Estate Marketing, Search Engine Optimisation,*

PREDICTING MOBILE APP ENGAGEMENT LEVELS USING MACHINE LEARNING: ANALYSING THE IMPACT OF NOTIFICATIONS AND USAGE PATTERNS

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User engagement is a key factor in the success of mobile apps in today's competitive market. Being able to predict how users will engage helps improve retention and monetisation. This study looks at how notifications and usage patterns affect engagement levels, which are categorised as Low, Medium, and High, and uses machine learning techniques to make these predictions. The research used a secondary dataset sourced from the Kaggle website, containing around 200 records collected over two weeks. The data included features such as the number of notifications received, session duration, times opened, app category, and time of day. Data preparation involved cleaning, encoding, and converting continuous variables into categorical groups. Machine learning classifiers like J48, Random Forest, Naïve Bayes, and IBK (KNN) were applied with 10-fold cross-validation and percentage split to predict engagement levels. Results showed that the J48 algorithm achieved perfect accuracy (100%) with the lowest error rates, performing better than other models. Random Forest and IBK also showed high accuracy (over 99%), while Naïve Bayes exceeded 97%. Ensemble learning methods, including majority voting and probability-based rules, further improved overall prediction performance, with accuracy values reaching up to 100%. This study shows that machine learning classifiers and ensemble methods can effectively predict mobile app engagement levels using notification and usage data. These insights are especially useful for app developers looking to design more context-sensitive, data-driven strategies to keep users engaged.

Keywords: *App engagement, Classification, Machine Learning, Predicting User Behaviour, Usage Patterns*

BUILDING A SOCIAL MEDIA PRESENCE FOR CAIRNS: A BRANDING STRATEGY FOR A NEW BICYCLE COMPANY IN AUSTRALIA

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Visual Studios Plus (Pvt) Ltd is a digital agency firm with expertise in brand building, graphic design, and content for various social media. The Project was aimed at creating and implementing the visual branding strategy of an Australian bicycle company, Cairns, with the objective of helping it increase its digital presence and raise audience activity via social media channels. During the internship, industry-reputable instruments were used (Adobe Photoshop, Illustrator, and Canva), which helped the development of visually resonating and easily digestible content, promoting the brand to the fullest potential of the designer. The report details the business process, problem analysis, system design, and implementation strategies used to create brand experience on platforms like Instagram and Facebook. The focus was on designing templates, visual construction, targeting, and optimisation of audiences. The results indicated that brand consistency, social media activities, and interaction of users increased by a measurable value. This project enabled the application of theoretical education, refinement of design and marketing expertise, and provided experience with the way the dynamics of real-life client-based design work operate. In addition to the digital outburst of Cairns, the project also supported professional and personal development within the sphere of creative media and branding.

Keywords: *Brand Building, Content Creation, Graphic Design, Social Media Marketing, Visual Branding*

STATISTICS

THE IMPACT OF TIME USE ACTIVITIES ON THE LABOUR FORCE PARTICIPATION OF SRI LANKA'S YOUTH COMMUNITY

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This study explores the impact of time use activities on the labor force participation of Sri Lankan youth based on Sri Lanka Time Use Survey (2017) data. In the context of high youth unemployment and underemployment, the research inquires about how different daily activities education, domestic responsibilities, cultural, leisure and mass media activities, and self-care and maintenance activities affect youth's ability and preference to participate in the labor market. The main objective is to identify the patterns of time use that enable or hinder labour force participation among youth. A quantitative cross-sectional design was employed, analysing a nationally representative sample of 15,451 youth aged 15–29. The study employed descriptive statistics, chi-square tests, correlation analysis, and binary logistic regression to explore the intersectionality between labor force participation and time use. The results showed that learning activities, although associated with delayed workforce entry, had the most positive effect on subsequent employability. Household duties especially for young women had a powerful negative effect on labor force participation. Media and recreational consumption had a slight negative effect, and self-care activities had moderate but statistically significant effect. Regression analysis confirmed that all four time-use areas were significant predictors of labor force status. These findings highlight the necessity for gender-responsive, time-sensitive labor policies and flexible work or study timetables. In recognising and addressing the time confines of unpaid domestic work and unproductive leisure time, policymakers are able to better support young people's employment. The study calls for direct intervention in time use to harmonise education, domestic, and individual roles and increase economic engagement among Sri Lankan young people.

Keywords: *Domestic work, Education, Gender, Time use, Youth employment*

THE IMPACT OF THE ECONOMIC CRISIS ON SMALL AND MEDIUM ENTERPRISES

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This research examines how the economic crisis affected Small and Medium Enterprises (SMEs) in Sri Lanka, focusing on three parameters: access to finance, technology adoption, and government support. Although SMEs are important for the economy at large, they tend to struggle during financial crises because of their resource-light nature and organizational bottlenecks. Therefore, this study seeks to understand the impact of these factors on the performance of SMEs during the economic crisis that hit in 2022. Quantitative approach was adopted, utilising secondary data on existing secondary data from the Department of Census and Statistics, which included responses from 6,527 SMEs. This study conducted descriptive statistics as well as correlation analysis and multiple linear regression to determine the relationships among the chosen independent variables and SME performance measured by staff number changes. The results indicated that overall access to finance was highly constrained across the sector, posing a major threat to business continuity. Both technology adoption ($\beta = -0.331$, $p = 0.022$) and government support ($\beta = -0.652$, $p < 0.001$) were associated with greater reductions in staff than expected. These findings imply that the motivations behind technology adoption during crises tend to be driven by cost-cutting measures and that government assistance typically targets distressed firms undergoing restructuring. Therefore, this research supports the idea that positive employment outcomes are not possible without support mechanisms designed with job retention strategies. Along with aid financing, active employment assistance, innovation policies, and more focused SME support programmes make these findings even stronger. The study extends the understanding of how SME behavior changes during crises and serves policymakers with guidelines for enhancing resilience and sustainability in the SME sector.

Keywords: *Economic Crisis, Finance Access, Government Support, SMEs, Technology Adoption*

EXAMINING THE IMPACT OF WORKING CAPITAL MANAGEMENT ON PROFITABILITY AND SUSTAINABLE GROWTH OF LISTED PLANTATION COMPANIES IN SRI LANKA

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Working capital management is a vital concept for any organization. While profitability is a short-term goal for a company, sustainable growth represents a company's long-term achievement. Therefore, this study aims to examine the impact of working capital management on the profitability and sustainable growth with reference to listed plantation companies in Sri Lanka. This study focuses on 17 listed plantation companies in Sri Lanka over 12 years (2012-2023), using secondary data obtained from annual reports of the selected plantations. The study investigates four independent variables (components of working capital management), one mediating variable (profitability), and one dependent variable (sustainable growth rate) for forming three hypothesis H1: Working capital management significantly affects sustainable growth, H2: Working capital management significantly affects firm's profitability and H3: Firm's profitability mediates the effect of working capital on sustainable growth. This study employed statistical analysis, including descriptive Statistics, correlation analysis, and multiple regression analysis. Results supported all three hypotheses, with regression analysis confirming that working capital management significantly influences both profitability and the long-term expansion of listed plantation companies in Sri Lanka. The findings provide insights through this research for plantation companies, which would be able to find the solutions they may face regarding the profitability problems and the sustainable growth of their companies. Based on the results, practical recommendations are proposed to support the survival and competitiveness of plantation companies in Sri Lanka. Future research may consider expanding the sample size, addressing limitations related to secondary data and accounting inconsistencies, conducting mediation analysis, and exploring this relationship in other industry sectors. Further, this research can help to address the challenges related to profitability and long-term sustainability.

Keywords: *Working capital management, Profitability, Sustainable Growth, Listed plantation companies in Sri Lanka*

GENDER DIFFERENCES IN WORK-LIFE BALANCE: A STUDY OF FINANCE EMPLOYEES AT ABANS PLC

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This study aims to statistically analyze whether there is a difference in work-life balance between male and female employees in a finance department. For this, the employees of the Finance Department of Abans PLC were interviewed. In the current business environment, employees are under intense pressure. It affects their personal and family lives. Therefore, the main objective of this study is to identify whether there is a difference in work-life balance between male and female employees and to propose structural principles to analyze the factors affecting them. In this study, primary data were collected through a structured questionnaire. The study population consisted of 197 employees in the Finance Department of Abans PLC. Out of these, 60 females and 60 males were selected for data analysis in the study using purposive stratified sampling method. SPSS software was used to analyze the data. The main dimensions used to measure work-life balance in the study were psychological well-being, family-personal life, organizational, and work-related factors. These dimensions are widely recognized as core components that collectively influence an employee's ability to balance work and personal responsibilities effectively. The Cronbach's alpha value for them was 0.884, indicating a high level of reliability. Descriptive statistics and the Mann-Whitney U test (a non-parametric test suitable for non-normally distributed data) were used for data analysis. Although female employees reported lower work-life balance, the difference was not statistically significant ($p > 0.05$), indicating that the observed difference may be due to chance. Despite the lack of statistical significance, the lower satisfaction among female employees suggests a need for targeted organizational policies to support gender-sensitive work-life balance.

Keywords: *Abans PLC, Female Employees, Finance, Male Employees, Organizational Support, Sample Selection, Work-Life Balance*

THE IMPACT OF SMARTPHONE LITERACY ON THE USAGE OF DIGITAL BANKING APPS OF ABC BANK CUSTOMERS

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With the increasing shift toward digital financial services in Sri Lanka, understanding the role of smartphone skills in mobile banking adoption is essential. Despite advancements in technology and promotional efforts by financial institutions, a considerable number of customers continue to face challenges in effectively using mobile banking platforms. This study examines the impact of smartphone literacy on the usage of digital banking applications among customers of ABC Bank. Grounded in the Technology Acceptance Model, the Unified Theory of Acceptance and Use of Technology, and the Diffusion of Innovation theory, this research explores how different aspects of smartphone literacy influence mobile banking behavior. Data were collected through a structured questionnaire from 100 ABC Bank customers who owned smartphones and had experience using the bank's digital banking app. Smartphone literacy was assessed across seven dimensions as basic smartphone operations, mobile app usage, connectivity management, digital communication, mobile security awareness, problem-solving, and smartphone-based financial transactions. The relationship between these dimensions and digital banking app usage was analyzed using Chi-square tests. The results revealed statistically significant associations between each component of smartphone literacy and mobile banking usage. Users with higher smartphone literacy were more likely to use digital banking features effectively and confidently. Among the components, digital communication, mobile security, and financial transaction ability showed the strongest links to usage behavior. The study highlights the importance of digital literacy in enhancing banking experiences and promoting financial inclusion. Based on the findings, it is recommended to implement training programs, simplify app interfaces, and promote awareness to support customers with low smartphone literacy.

Keywords: *Digital Banking, Mobile App Usage, Smartphone Literacy, Technology Adoption*

FACTORS INFLUENCING CUSTOMER SATISFACTION AMONG WHOLESALE AND RETAIL BUYERS OF SARK AGRIBUSINESS (PVT) LTD

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Customer satisfaction is a key factor in maintaining a strong company or brand reputation. Therefore, this study investigates the factors influencing customer satisfaction among wholesale and retail buyers of SARK Agribusiness (Pvt) Ltd, a leading pineapple supplier in Sri Lanka. The main objective of the study is to identify and analyze the main factors affecting customer satisfaction. The specific objectives include understanding buyers' purchase behaviors, examining the impact of satisfaction factors on different buyer categories, and identifying the satisfaction levels for each key dimension. A quantitative research approach was used to address the research objectives. The sample of 384 participants was selected by using simple random sampling technique, and data were collected through a structured questionnaire. Descriptive analysis, chi-square analysis, hypothesis test, and factor analysis were utilized for the data analysis process. The findings exposed that key satisfaction factors from Customer Satisfaction Index (CSI) theory, such as price, quality, delivery and logistics, and customer service, statistically vary significantly among customers, whereas company reputation was found to be insignificant. The analysis indicated a high level of satisfaction across all the factors. Factor analysis identified two main components influencing customer satisfaction: 1) service and reputation, and 2) price and quality. The research concludes that customized approaches for different buyer segments are crucial for maintaining high levels of customer satisfaction. Practical implications include digital integration, enhanced communication, staff training, and supply chain optimization. These findings provide strategic insights for enhancing agribusiness performance, particularly in the pineapple industry.

Keywords: *Customer Satisfaction, Purchasing Behavior, SARK Agribusiness (Pvt) Ltd, Wholesale and Retail Buyers*

A STATISTICAL ANALYSIS OF TOURIST DEMAND BEHAVIOUR IN SRI LANKA

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Tourism happens to be an ever-growing sector in Sri Lanka, playing a pivotal role in addressing the ongoing economic challenges of the country. Given its growing significance, examining tourist demand patterns is crucial within the nation. The study emphasizes two key objectives: forecasting tourist arrivals in Sri Lanka from 2025 to 2030 and analyzing the key factors influencing tourists' revisit intentions to the southern coastal region, which is the second most internationally visited area. Secondary data were obtained from Sri Lanka Tourism Development Authority from 2010 to 2024 to forecast tourist arrivals in Sri Lanka, and the time series data analysis method was employed. For the second objective, a survey was administered among 285 international tourists visiting Hikkaduwa, Mirissa, Unawatuna, and Ahangama, all significant southern coastal destinations. The primary data was collected through the convenience sampling method. The factor analysis, ANOVA, and binary logistic regression were employed, and five key dimensions were considered. Based on the time series data, a SARIMA model was estimated to understand the behavior of international tourist flows using the Box-Jenkins procedure, and a SARIMA $(1,1,1)\ (1,1,1)_{12}$ model was selected, ensuring high accuracy among the alternative models. The findings showed that the predicted international tourist arrivals were approximately equal to but slightly lower than the actual. Based on the results of binary logistic regression analysis, it was confirmed that destination attractiveness, destination accessibility, food service quality, and destination facilities positively affect international tourists' revisits to the southern coastal regions of Sri Lanka. This provides evidence-based insights into sustainable tourism development in the southern coastal region. Since Sri Lanka is a developing country, implementing forecasting modeling studies becomes a major strategic tool for stakeholders in the industry to plan resource allocation, capacity planning, and investment strategies.

Keywords: *Binary Logistic Regression, Forecasting SARIMA, Tourist Revisit Intention, Tourist Arrivals*

TREND ANALYSIS OF MONTHLY DEFECTIVE PRODUCTS AND THEIR IMPACT ON ORGANIZATIONAL REVENUE: A CASE STUDY OF PDM CLOTHING (PVT) LTD

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PDM Clothing (Pvt) Ltd is a prominent Sri Lankan manufacturer specializing in baby wear and was established in 2002. Since quality assurance is a critical component in the production process, recurring defects such as seam finishing defects, stitching defects, and popper errors appear considerable risks to operational efficiency and profitability. These defects also present serious operational and financial risks. The foundation for the research is the company's ongoing quality problems and the general need for fact-based data on how defects impact revenue. Therefore, the study aims to examine the impact of production defects on the financial performance of PDM Clothing (Pvt) Ltd and forecast future defect units to help strategize and enhance quality. Quantitative analysis method was utilized with the application of monthly secondary data for five years from 2019 to 2023, obtained from internal quality control and finance reports. Descriptive statistics, time series analysis, Pearson's correlation, and regression analysis were used for analysis through the application of Minitab software. These methodologies enabled the identification of defect patterns and their financial fluctuations over time. The results of Pearson's correlation analysis showed a statistically significant negative correlation between defect units and monthly income, as theoretically expected about quality management and performance. The study also identified the periods of high defects so that preventive actions can be directed and assist in maximizing quality control systems. The regression analysis found a significant negative relationship between defects and monthly income. From the time series analysis, it was found that there was a slight upward trend in defective units over time. By delivering empirical insights and predictive techniques, this report will aid PDM Clothing (Pvt) Ltd and similar companies in maintaining quality products, minimizing organizational inefficiencies, and ensuring long-term profitability in the competitive garment sector.

Keywords: *Apparel Manufacturing, Financial Performance, Quality Defects, Revenue Impact, Time Series Analysis*

TOURISM FOR CULTURAL EXCHANGE AND SUSTAINABLE VILLAGE DEVELOPMENT: A CASE STUDY OF ELLE, SRI LANKA

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The research examines the role of tourism in contributing to Cultural Exchange and Preservation (CEP) towards sustainable village development in the village of Ella in Sri Lanka. As a nascent industry, there is limited evidence documenting the impact of tourism on small village culture. The current study contributes to filling that gap by adopting a quantitative approach through the collection of primary data from 180 purposively selected households practising small-scale tourism operations. The findings, as derived through Structural Equation Modelling (SEM) with SmartPLS, confirm that the perception of the customer experience is influenced by CEP and customer-citizenship behavior, the latter of which impacts service delivery and loyalty. The study found that positive tourist experiences in Ella had a strong impact on how visitors perceived local culture and significantly encouraged them to engage in supportive actions such as cultural sharing and helping others. Visitors' perceptions of culture also influenced the quality of services they experienced, which further led to greater involvement in cultural preservation efforts. The findings highlight the incorporation of local culture into tourism practices and demonstrate how tourism can contribute to cultural preservation and economic development at the household level. This research further highlights the underappreciated but valuable contributions of women's cultural tourism economies. Recommendations for policy development are offered to promote culturally appropriate and inclusive tourism, resulting in equitable economic benefits for resident communities. Research directions for the future are suggested through using participatory and comparative strategies, incorporating ecological factors and engaging youth to improve sustainable village development.

Keywords: *Cultural Exchange, Cultural Tourism, Preservation, Sri Lanka, Village Development*

FORECASTING THE PROCUREMENT REQUIREMENTS OF SRI LANKAN AIRLINES ENGINEERING DIVISION

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The Sri Lankan Airlines Engineering Division acts as technical maintenance wing of the national carrier, which is responsible for the airline's aircraft maintenance, repair, and overhaul operations, thus ensuring safety compliance of the fleet and airworthiness of aircraft while dealing with complex procurement requirements related to aviation parts, components, and special materials. This research develops a forecasting framework to optimize procurement inventory management and reduce operational costs at Sri Lankan Airlines Engineering Division. Accurate procurement forecasting is critical in aviation to prevent stock shortages or excess inventory that disrupt maintenance schedules and increase costs. In this study, five years' worth of monthly procurement data is examined using time series techniques such as linear trend analysis, multiplicative decomposition, and moving averages, among others. The models considered are compared on the basis of MAPE, MAD, and MSD metrics. Residual diagnostics assure the model's reliability. Analysis revealed an upward trend in the demand for procurement, which is subject to seasonal variations in a certain measure during either the maintenance or operational cycle. The MA (2) model showed the best forecasting performance with rating greatest accuracy in terms of Mean Absolute Errors and Goodness-of-fit to the original data. The study establishes a forecasting framework suitable for the procurement needs of Sri Lankan Airlines Engineering and thereby illustrates the utility of historical data in-demand forecasting under data-constrained environments. The application of these models promises to increase inventory planning, cut down costs, and enhance operational efficiency. This research finds its place in the aviation literature by validating time series methods in a regional context and provides a basic premise for future research that may incorporate additional variables and advanced modeling techniques.

Keywords: *Procurement Forecasting, Time Series Analysis, Aviation Maintenance, Inventory Management, Moving Averages*

FACTORS CONTRIBUTING TO DELAYED CUSTOMER SERVICE AT NATIONAL SAVINGS BANK – MATHUGAMA

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Customer service delays in banking institutions prevent operational efficiency and affect customer satisfaction, especially in state-owned banks with high customer volumes. This study focuses on the Mathugama branch of the National Savings Bank (NSB) of Sri Lanka, where service delays have become an urgent problem. The main objectives of this study are to identify the reasons behind these delays, assess the effect of service efficiency, and provide practical solutions to ensure the effectiveness of services. This study uses a case study methodology with a quantitative approach. Structured questionnaires were used to collect primary data from 99 customers of the National Savings Bank, Mathugama. Using descriptive statistics and binary logistic regression, the effects of five independent variables, branch location, and technological efficiency, number of active service counters, customer flow management and staff efficiency on delayed customer service were investigated. The findings illustrate that the number of active service counters, staff efficiency, customer flow management, and technological efficiency all had a statistically significant impact on service delays. On the contrary, the location of the branch had no impact. Staff productivity and operational counters were the most important factors in the model, explaining the variance in service delays. These findings suggest that the main cause of service delays is internal operational inefficiencies rather than structural or geographical issues. This suggests increasing the number of counters in use during peak hours, introducing token-based queuing systems, improving banking technology, and improving employee motivation and training. In addition to furthering NSB's goal of reliable and effective banking, these improvements will greatly enhance customer satisfaction and service delivery. In addition, these findings have wider implications for public sector banks.

Keywords: *Branch Location, Customer Satisfaction, Service Delays, Technological Efficiency*

THE IMPACT OF DIGITAL BANKING SERVICES ON CUSTOMER SATISFACTION AT RICHARD PIERIS FINANCE LIMITED

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Digital banking has transformed the way of delivering services and interacting with customers by financial institutions, highlighting the importance of understanding its impact on customer satisfaction. This study investigates the relationship between customer satisfaction and four key dimensions of digital banking: ease of use, security, reliability, and personalization. A quantitative approach was adopted using a structured questionnaire distributed to a sample of 100 customers, selected through convenience sampling. The data were analyzed using descriptive statistics and Chi-square tests to determine the statistical significance of the relationships between variables. The findings revealed that all four digital banking dimensions have a statistically significant and positive influence on customer satisfaction, with reliability and personalization showing the strongest effects. Respondents emphasized the importance of seamless and secure digital experiences, responsive platforms, and personalized services. The study further highlighted the areas needing improvement, such as occasional system downtimes and the need for more user-friendly interfaces for customers with limited digital literacy. These results underscore the strategic value of digital banking in enhancing customer loyalty and service competitiveness. The study recommends investments in system reliability, personalized service design, and simplified user interfaces as essential strategies for improving customer satisfaction in the digital finance environment.

Keywords: *Customer satisfaction, Digital banking, Ease of use, Personalization, Reliability*

THE RELATIONSHIP BETWEEN WORK ENVIRONMENT AND JOB SATISFACTION IN THE PROVINCIAL ROAD DEVELOPMENT AUTHORITY

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Work environment and job satisfaction are essential components of an employee's work life. Organizations must create a comfort zone for the employees. Job satisfaction directly impacts the motivation of employees. The study investigated the relationship between the working environment and employees' job satisfaction at the Provincial Road Development Authority. The study used a quantitative methodology, and cluster sampling technique was used to select the respondents for the study. To gather the necessary data, a structured, closed-ended questionnaire was utilized. These were shared with employees both in person and via email through Google Forms. A sample of 100 participants was selected based on the guidelines provided by the Morgan sample size table, which helped ensure that the sample was suitable for meaningful analysis. Three variables of the work environment, including working hours, salary and benefits, and job safety and security were used to determine their impact on job satisfaction. The data were analyzed by using SPSS software, applying descriptive statistics and correlation. The findings of the study suggest that the work environment has a positive correlation with job satisfaction among employees of the Provincial Road Development Authority. The study further shows that the employees will improve their satisfaction if the problems, including flexibility of the working environment, such as working hours, job safety, security, salary, and benefits identified during the research are handled by the management. Based on the findings, several recommendations are proposed, such as improving compensation packages, implementing training sessions and development programs, fostering employee participation and communication, conducting regular employee satisfaction surveys, regulating working hours, and encouraging work-life balance.

Keywords: *Job Satisfaction, Provincial Road Development Authority, Salary and Benefits, Work Environment, Working Hours*

IDENTIFYING THE FACTORS INFLUENCING CUSTOMER SATISFACTION AT PEARL BAY

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One of the most critical challenges in industries such as leisure and tourism is maintaining long-term success. This determines the level of success, which predominantly depends on customer satisfaction, especially in contexts such as parks. Hence, customers' opinions are essential in understanding the factors that affect satisfaction. Therefore, the main objective of this study is to identify the factors that affect customer satisfaction at Pearl Bay amusement park in Bandaragama. Primary data were collected through a structured questionnaire, and convenience sampling technique was employed to choose a sample of 150 respondents. Pricing and value for money, service quality, food and beverage services, and entertainment and attractions are independent variables, which are not only coupled with customers' satisfaction but also measured by revisiting and positive word-of-mouth. Customer satisfaction is the dependent variable. Both descriptive statistics and correlation analysis were used to analyze the collected data. The SPSS software was utilized in data analysis. Pearson's correlation analysis indicated that the four independent variables have significant positive impacts on customers' satisfaction, with the most influential variable being food and beverages and pricing. Price and value for money had the strongest positive correlation (r =0.617), and food and beverages had a moderate correlation (r = 0.540) respectively, in terms of satisfaction of visitors. Service quality, entertainment, and attractions had a positive correlation with their satisfaction. The study points out that service quality and value-driven pricing in all service areas are one of the best ways of improving the revisit intentions and word-of-mouth promotions for the long-term growth of Pearl Bay amusement park.

Keywords: *Customer Satisfaction, Food and Beverage Services, Entertainment and Attractions, Pricing and Value for Money, Service Quality*

THE IMPACT OF STANDARDIZED CUTTING TECHNIQUES ON COST AND WASTE REDUCTION IN CATERING SERVICES AT THE OCEAN COLOMBO

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This study examines the actual impact of implementing standardized methods of vegetable cutting in a live catering environment, The Ocean Colombo. Rising operating expenses in the foodservice industry have made it more imperative to investigate micro-level measures for controlling costs. The overall objective of this study is to ascertain the way enhanced and standardized cutting practices affect the minimization of vegetable wastage, yield improvement, employee productivity, and cost savings. A four-week pre-post observational design was employed. Baseline estimates of waste, yield, and labor time were initially measured under existing cutting practices. Quantitative study design was employed, and the study adopted a case study design to allow comprehensive insights into operations. In this study, purposive sampling was used to select kitchen personnel preparing vegetables, while judgmental sampling facilitated the selection of the most suitable types of vegetables for use. Training in standardized cutting procedures specific to types of vegetables, wherein all possible care was taken to minimize wasteful trimming and maximize usable portions, was then offered to the kitchen staff was implemented. Measurements were then made after the intervention using the same parameters. Results indicated a 23% reduction in vegetable wastage and an 18% increase in production. Monthly savings in costs were quantified at approximately LKR 20,000. Preparation time per batch of vegetables was also cut by an average of 12 minutes, hence facilitating improved kitchen workflow and productivity. Results validate the assumption that even minor changes in procedures could have a significant impact on cost-effectiveness and sustainability. This study provides valuable insight to providers of catering services, especially in high-caseload settings, by offering a low-cost, useful intervention that improves performance with minimal capital outlay.

Keywords: *Catering Cost Control, Standardized Cutting, Vegetable Yield, Waste Reduction*

ANALYZING THE BEHAVIOR OF MANUFACTURING OUTPUT OF ECO SPINDLES (PVT) LTD

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Eco Spindles (Pvt) Ltd is a recycling company that uses plastic waste to manufacture useful products like polyester yarn. To run their business in a successful manner, they have to plan production in advance. We conducted this study to assist Eco Spindles in projecting their future production volume based on their historical production data. The main aim of the study is to apply time series analysis to determine manufacturing trends and make forecasts. The data on production for 2023-2025 were utilized for the study, based on which manufacturing trends and seasonality were examined. At first, a simple linear trend model was employed and found that production is declining over time. Further, there were many variations; thus, production is not regular. The precision of the model was tested by using Mean Absolute Percentage Error. The residual plots also reflected possible seasonal effects; thus, an advanced model like ARIMA is needed. The study concluded that Eco Spindles cannot have simple trend lines because the production is too random. Forecasting must include seasonal and random fluctuations. The recommendations are to use more sophisticated forecasting models, to update production planning on a monthly basis, to enhance raw material supply chains, and to maximize worker and equipment efficiency. This project helps Eco Spindles improve their production planning and reduce wastage. With the help of information and better forecasting, they are able to make the appropriate amount at the appropriate time, reduce losses, and become a sustainable manufacturing company.

Keywords: *Eco Spindles, Forecasting, Manufacturing Trends, Production Planning, Time Series*

STUDY ON THE RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND ONLINE BANKING AT ABC BANK

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Online banking allows users to manage financial transactions via the internet, anytime and anywhere securely. Further, it is convenient for consumers to transfer money, monitor their finances, and make payments via internet services. This study examines the students' satisfaction related to online banking services offered by ABC Bank, focusing on the undergraduates of Sabaragamuwa University of Sri Lanka. At present, there is a shift towards digital banking, especially among students. This underscores the importance of understanding satisfaction and its determining factors like ease of use, security and privacy, transaction speed and convenience, service quality, customer support, and website/app performance assistance, as well as customer satisfaction. A quantitative approach was adopted using a structured questionnaire, and a sample of 300 students was selected applying cluster sampling technique. Chi-square tests and Descriptive Statistics were used for data analysis. Results showed a strong association between customer satisfaction and each variable that represents online banking. Ease of use, security and privacy, transaction speed and convenience, service quality, customer support, and website/app performance all significantly related customer satisfaction (If **p-value ≤ 0.05)**. The findings suggest that students greatly value digital banking platforms that are intuitive, reliable, and secure. The study concludes that improving these key service areas is essential for ABC Bank to boost student satisfaction and stay competitive in digital banking. It recommends that ABC Bank focuses on user-friendly interfaces, strong security measures, and responsive customer service. These insights are vital for financial institutions looking to attract and keep younger, digitally competent users.

Keywords: *Online Banking, Customer Satisfaction, ABC Bank, Undergraduates, Digital Services*

ASSESSING THE CUSTOMER SATISFACTION AND SERVICE ISSUES OF LP GAS DISTRIBUTION IN WELIGAMA AREA

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This research examines the factors that determine satisfaction among customers in the Liquefied Petroleum Gas distribution business, with a special focus on JP Traders, a Litro gas distributor. This research was initiated due to the service issues such as late deliveries, stock outs, and inconsistent customer service, which negatively affect retailers and business customers, such as restaurants and hotels. Awareness of such challenges is essential to improve operational performance and deliver high customer satisfaction for the LPG industry. The main objective of the study was to explore how the two most important service-related variables, such as supplier consistency and delivery efficiency, generally affect customer satisfaction. A quantitative research framework was used, and data were collected with the help of a structured questionnaire from a sample of 65 respondents in Weligama area. Stratified sampling was used to include samples from both commercial customers and retailers. The collected data were analyzed using descriptive statistics and the Chi-Square test in SPSS to determine the correlation of variables. The findings showed that most of the respondents were satisfied with on-time deliveries and reliable services. The results of the Chi-Square tests provided evidence for a statistically significant correlation between effective delivery and customer satisfaction and between supplier reliability and customer satisfaction. These results support the hypothesis that consistent service is essential for customer satisfaction. These findings are of practical relevance to LPG companies as they need to strengthen their distribution system and provide consistent service. This will help organizations like JP Traders build up relationships with customers, reduce complaints, and achieve long-term business success and challenge the competitors.

Keywords: *Customer Consistency, Customer Satisfaction, Delivery Efficiency, Delivery Efficiency, LP Gas Distribution, Service Quality*

A STUDY ON ANALYSING THE SOCIO-ECONOMIC FACTORS OF NEET STATUS AMONG YOUTH IN SRI LANKA

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The increasing number of young individuals disengaged from education and employment is a long-term challenge to national development in Sri Lanka. Therefore, it is essential to investigate the influencing factors for NEET (Not in Education, Employment, or Training). The main objective of the study is to examine the socio-economic factors influencing NEET status among youth aged between 15- 29 in Sri Lanka. For this study, a quantitative research methodology was employed using secondary data from the 2023 Labor Force survey of the Department of Census & Statistics. The dependent variable is NEET status, while the independent variables include education level, family income, geographical location, gender, marital status, religion, and ethnicity. Using the software SPSS, the data was analysed using descriptive statistics and the chi-square test, and the main purpose was to identify how different factors affect NEET status. The study found that there was a significant association between NEET status and education level, geographical location, family income, gender, and marital status based on the chi-square test. Youth with lower educational attainment, particularly those in rural areas, often face limited access to employment opportunities and training programmes. Financial difficulties within families can hinder the continuation of education or participation in skill development. Additionally, geographical disparities and social expectations contribute to the exclusion of youth from economic activity. Addressing these issues by improving education levels, reducing geographical barriers, and challenging restrictive social norms could help lower the number of youths who are not in education, employment, or training (NEET). These findings carry important policy implications for reducing youth unemployment and promoting inclusive economic growth.

Keywords: *NEET, Socio-economic Factors, Sri Lanka, Unemployment, Youth*

FACTORS INFLUENCING CONSUMER BEHAVIOUR IN USING MOBILE PAYMENT SYSTEMS IN SRI LANKA: A CASE STUDY OF THE KALUTHARA DISTRICT

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Modern banking systems in Sri Lanka aim to reduce costs for both customers and financial institutions. In a technologically advanced world, if banking activities are carried out electronically, customers are able to receive efficient, convenient, and effective services. Although the banking systems in Sri Lanka have introduced electronic systems through advanced technology, customers are still not using them. This is because customer satisfaction is not generated through banking services. Therefore, banking sectors should provide a service that is suitable for customer satisfaction. To understand this limited adoption, the study draws on the Technology Acceptance Model (TAM). For this research, data were collected from three selected state banks and three private banks in the Kalutara district. 240 electronic banking users were surveyed across three states and three private banks (40 participants from each bank) in the Kalutara District. Questionnaire methods were presented as a primary data method to collect data related to the sample, while magazines, research articles, books, and electronic media were used as secondary data. Data analysis was also performed using SPSS software and SmartPLS. According to the conclusions obtained through data analysis, it was identified that security, reliability, efficiency, and social impact affect the increase in customer behavior of mobile banking payments in the Kalutara district. Among them, the main factors that affect the increase in customer behavior are the convenience and trust of the service provided by the bank to the customer. Therefore, this study emphasises the main factors that affect customer satisfaction in banking services in the Kalutara district. Accordingly, in order to further improve the quality of banking services, banks should focus on enhancing trust, security, and efficiency

Keywords: *Consumer Behavior, Factors, Mobile Payment Systems, SmartPLS,*

THE IMPACT OF ONLINE BANKING AWARENESS ON CUSTOMER SATISFACTION AND LOYALTY: A STUDY OF RAGALA BOC BANK

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Customer interaction in the financial industry has changed due to the rapid development of digital banking. In this regard, the current study examines how customer happiness and loyalty at Ragala BOC Bank are influenced by awareness of online banking. Customers' pleasure and long-term relationship with the bank are greatly influenced by their knowledge of the features, advantages, and security measures of online platforms, as they provide convenience and improved service delivery. Examining whether increased knowledge of online banking services results in increased customer happiness and loyalty was the primary goal of this study. Using standardised questionnaires, 120 clients provided the key data for this study. The data was analysed using regression, correlation, and descriptive statistics using SPSS software. According to the research, the majority of consumers showed a moderate to high level of awareness of online banking features, which were favorably connected with loyalty and customer satisfaction. There was a positive correlation between loyalty and contentment and between awareness and satisfaction. A regression study revealed that while satisfaction explained 48.0% of customer loyalty, online banking awareness predicted 48.1% of the variation in satisfaction. In conclusion, client education regarding digital banking is essential for raising satisfaction and encouraging loyalty. To keep clients in the cutthroat banking market, banks should spend money on responsive support systems, streamlined digital interfaces, and awareness programmes.

Keywords: *Customer Satisfaction, Customer Loyalty, Digital Banking, Online Banking Awareness, Sri Lankan Banking Sector*

THE IMPACT OF FABRIC DELAYS AND THE USE OF ALTERNATIVE FABRICS ON EMBELLISHMENT DEVELOPMENT TIMELINE

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In the highly competitive apparel business, lead time for sample development is crucial to meet customer lead times and product planning. This study examines how fabric delays and the use of alternate fabrics affect the lead time of the embellishment development timeline at Brandix Apparel Solutions (PVT) Ltd. Despite the processes in place, frequent fabric-related issues cause delays, which lead to inefficiencies, increased workload, inflated costs, and late deliveries. This study uses a quantitative approach to analyse development orders in April 2025 to identify the root causes and impacts of delays. A regression analysis was conducted to evaluate the relationship between fabric delays, fabric differences, and embellishment development timeline. According to the findings of this research, delays in fabric sourcing significantly extend the development timeline, while confusion about alternative fabrics had no significant impact on the timeline. Furthermore, the findings determined that the complexity of planning to produce the development, as well as the inability to get the type of fabric planned, are causes for delayed timelines. This study showed that collaboration, material planning, and communication across departments should be improved to reduce lead times and improve operational efficiency in the embellishment development. Overcoming issues that delay embellishment development, improving on-time delivery, minimising costs, and optimising customer service should be a priority to complete the embellishment development process.

***Keywords**: Embellishment Development, Fabric Delay, Fabric Difference*

THE IMPACT OF PRODUCT QUALITY, SERVICE QUALITY, AND PRICE ON CUSTOMER SATISFACTION AND LOYALTY IN HOTEL SELECTION

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The hotel industry, which plays a crucial role in global tourism, has evolved due to globalisation, technological advancements, and changing consumer preferences, offering consumers a variety of options based on price, product quality, loyalty, and service quality. Therefore, the objective of this study is to examine the impact of product quality, service quality, and price on customer satisfaction and loyalty. A quantitative descriptive research design was used in this study to examine the key criteria for a customer's hotel selection. The study population was the customers of Silver Ray Grand (Pvt) Ltd, a roadside restaurant with local experts. Data were collected using a questionnaire, which was distributed to 96 respondents through convenience sampling. SPSS was used to analyse data. An overview of sample characteristics and inferential statistics, such as regression analysis and correlation, is used to test the hypothesised relationships between antecedent variables and customer satisfaction and loyalty. It was found that product quality, service quality, and price positively affect customer satisfaction and loyalty. High-quality products and affordable prices increase customer satisfaction and loyalty, promoting good relationships, repeat purchases, and word-of-mouth recommendations. However, limitations of the study include a narrow scope and complexity, and future research with larger sample sizes is needed.

Keywords*: Customer Satisfaction**, Price, Product Quality, Service Quality*

STATISTICAL ANALYSIS ON DETERMINANTS OF EMPLOYEE TURNOVER AT LANKA TILES PLC

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Employee turnover is a major problem for organisations in terms of reducing recruitment and training costs while retaining highly qualified employees. Lanka Tiles PLC, one of the leading tile manufacturers in Sri Lanka, has faced large-scale employee turnover. Employee stability and organisational performance in the long term require knowledge of the primary causes of turnover. This study aims to investigate the demographic, job-related, and organisational determinants of employee turnover at Lanka Tiles PLC. This study used secondary data obtained from employee records, analysing variables such as age, gender, educational level, employment experience, monthly salary, contract type, attendance, performance, job satisfaction, department, and workload. This study mainly used binary logistic regression techniques. Analyses were used to examine variables in turnover status. The model showed a good-fit test (Hosmer-Lemeshow $p = 0.84$); the model is good, and the Omnibus Test ($p = 0.000$) is a statistically significant model. The significant variables associated with employee turnover (p-value $< \alpha$) were contract type ($p = 0.002$), department ($p = 0.013$), and workload ($p = 0.030$). Employees with permanent contracts (Exp(B) = 0.153) have a lower odds ratio, reducing the likelihood of leaving the company. Based on these findings, it is recommended that organisations offer more permanent or secure contract types to reduce turnover risk. To reduce the high turnover rates of non-permanent workers, who often face job insecurity, low benefits, limited career development opportunities, and lower job satisfaction, organisations need to improve job security, provide fair benefits and inclusion, and establish clear pathways to permanent employment and career advancement. The study provides evidence-based HR decision-making recommendations for Lanka Tiles PLC and a template for future organisational policymaking regarding employee retention.

Keywords: *Contract Type, Employee Turnover, Job Security, Logistic Regression, Lanka Tiles PLC*

EXPLORING THE FACTORS CONTRIBUTING TO LOW BIRTH WEIGHT AND ITS IMPACT IN SRI LANKA

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Low Birth Weight (LBW) is defined as a birth weight of less than 2500 grams. It is considered a critical public health problem in Sri Lanka. This condition can lead to neonatal mortality, morbidity, long-term health and developmental delays, and the risk of chronic diseases in adulthood. This study aimed to examine the major maternal, health care, socioeconomic, and environmental factors affecting low birth weight using data from the 2016 Sri Lanka Demographic and Health Survey. A cross-sectional quantitative design was used to demonstrate the association between variables and Low birth weight using descriptive statistics, chi-square tests, t-tests, and binary logistic regression. The analysis revealed that maternal education and antenatal care visits (ANC) were the two most important factors in determining birth weight. The analysis revealed that maternal education and antenatal care visits were significantly associated with low birth weight, and there were significant interactions between variables such as maternal age, Body Mass Index, and place of residence, which were not statistically significant. Mothers with higher education and at least four antenatal care visits are less likely to give birth to Low birth weight babies. This is shown by logistic regression. This study highlights the need for public health to focus on education and maternal health services in rural and low-income communities. This study provides evidence that health policymakers should strengthen maternal health programmes in areas with low maternal health services. This can improve the health of newborns, reduce the risk of low birth weight, and contribute to socio-economic development in the long term.

Keywords: *Antenatal Care, Logistic Regression, Low Birth Weight, Maternal Health, Socioeconomic Status*

STUDYING THE FACTORS AFFECTING HIGH LOAN DEMAND: WITH SPECIAL REFERENCE TO ABCD FINANCIAL INSTITUTION

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A financial institution always takes all possible economic measures to increase its profitability. The savings sector, leasing sector, investment sector and credit sector make every effort to increase the profitability of the institution, and the main source of income can be seen as providing loans. Accordingly, every financial institution takes all necessary measures to increase their loan demand. Accordingly, the primary objective of this study is to examine the factors affecting the higher loan demand of ABCD Financial Institution, a leading state development financial institution in Sri Lanka. Accordingly, 171 applicants were selected for the study through simple random sampling method from 300 loan applicants in the Warakapola branch of ABCD Financial Institution for the three months of January, February, and March 2025. The primary data and information required for the study were collected from the applicants through a questionnaire, and the results of the study were analysed and displayed using that data. This study employed a binary regression model. According to the analysis of the overall study, it was identified how the independent variables: marital status, age, employment status, monthly income, interest rate, loan repayment period, and nature of collateral impact the demand for loans of Rs. 500,000 or more. Accordingly, the independent variables, the applicant's monthly income and loan repayment period, were identified as significant factors for the demand for loans of Rs. 500,000 or more at ABCD Financial Institution. The loan repayment period and the applicant's monthly income recorded a positive effect on the demand for loans of Rs. 500,000 or more at ABCD Financial Institution. Considering all this, the study's recommendations are to conduct credit promotion programmes, develop customer relations, and conduct training and awareness programmes for the financial institution's staff, based on government institutions and business institutions around the Warakapola branch of ABCD Financial Institution.

Keywords: *Loan Demand, Loan Interest Rate, Loan Repayment Period, Loan Type, Monthly Income*

THE IMPACT OF SERVICE DIMENSIONS ON CUSTOMER SATISFACTION AT THE BANK OF CEYLON: WITH SPECIAL REFERENCE TO THE MATARA DISTRICT

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With the competitive banking industry today, it is necessary to understand the determinants of customer satisfaction to ensure customer retention and improve service delivery. The study expects to discover the influence of various service dimensions on customer satisfaction in the Bank of Ceylon in the Matara District. Banks follow standard service procedures, yet inconsistencies in complaint handling and uptake of digital services, among others, continue to affect overall customer experiences. A quantitative approach was adopted, based on the analysis of responses from 100 customers. The Chi-Square test was used to examine the correlation between customer satisfaction and the principal factors of gender, age group, quality of complaint handling, friendliness of the staff, and use of online banking services. It was discovered that age group ($p = 0.008$), complaint handling ($p = 0.002$), and online banking usage ($p = 0.003$) had a significant correlation with customer satisfaction. On the other hand, gender ($p = 0.476$) and friendliness of staff ($p = 0.269$) had no significant effect. The findings suggest that the development of digital banking platforms, efficient and prompt complaint handling, and addressing customer expectations based on age groups are necessary to enhance satisfaction. This study highlights the need for improved cross-department coordination, personalized service delivery, and frequent customer interaction to support service quality and optimise satisfaction at the Bank of Ceylon.

Keywords: *Bank of Ceylon, Chi-Square Analysis, Complaint Handling, Customer Satisfaction, Service Dimensions, Online Banking*

AN ANALYTICAL STUDY ON THE NEEDS AND OPPORTUNITIES OF DIGITAL PRODUCTS: WITH SPECIAL REFERENCE TO XYZ FINANCIAL INSTITUTION

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As technology progresses globally, communities have adopted digital products for financial transactions. This study seeks to explore the obstacles and prospects associated with utilising digital products. Given the technological changes occurring in financial institutions, it is vital to recognise user experiences, perceptions, and obstacles. The primary aim of this study is to assess whether customers consider digital products user-friendly and to uncover the elements influencing this viewpoint. To this end, a survey was created, and information was gathered from 200 customers using a stratified sampling technique. Descriptive statistical techniques and binary logistic regression were employed to examine the gathered data. The analysis showed that a significant negative relationship was observed between perceived usability and ease of use, warranting further investigation into how users interpret these aspects. When usability is poor, digital products become hard to navigate. Additionally, although variables such as technical challenges and educational attainment were included in the analysis, they did not show statistically significant effects on user-friendliness perceptions. Based on these findings, the study recommends streamlining user interfaces, improving system reliability and implementing training and awareness programs, particularly for users with limited education. These recommendations aim to enhance the usability of digital products, particularly for underserved user groups. This study enhances the comprehension of digital product utilisation and uncovers significant challenges for consumer-oriented digital evolution.

Keywords: *Customer, Digital product, Usability*

THE IMPACT OF PROPER WASTE DISPOSAL MANAGEMENT ON THE GROWTH AND PRODUCTIVITY OF DULINA TRADING (PVT) LTD

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This is a practical illustration of how proper waste disposal management influences the productivity and growth of the spice production factory, Dulina Trading (Pvt) Ltd. Two years of data (2023–2024) were analysed based on monthly production volumes of spices such as mustard powder, pepper powder, roasted turmeric, DRCO, rice grits, and chili. The aim of this research was to ascertain the role of waste disposal activities, polythene use, and solid waste disposal operations in the attainment of factory production efficiency and profitability. Production quantity, wastage rate, wastage weight, polythene use, wastage, and recycling of polythene, disposal operations, and costs were recorded for 2023 and 2024 years. A set of statistical techniques was used to analyze the data: descriptive statistics to define the variables, correlation analysis to examine the interdependence between production, waste, and profit, and regression analysis to determine the relationship's significance. The study confirmed that total production had a major impact on profitability in the factory, while excessive disposal costs and inefficient waste management negatively affected profit. The correlation tests and regression confirmed that there was a statistically significant relationship between production, waste, and profit. Efficiency ratios indicated relatively low waste per unit of output but showed a reduction in polythene reuse during the second year. These results validate the hypothesis that efficient waste disposal management directly enhances factory efficiency and development. The results highlight the need for improved monitoring, cost control, and sustainability. Implementation of improved waste segregation, training of personnel, and environment-friendly packaging can reduce losses, increase long-term productivity, and thereby make waste management a top operating priority for sustainable factory performance.

Keywords: *Efficiency Ratio, Factory productivity, Polythene usage, Regression analysis, Waste management*

AN ANALYSIS OF FACTORS INFLUENCING THE DECLINE OF CTC TEA PRICES FROM MARCH TO AUGUST AT CCA TEA FACTORY

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The tea industry, a major pillar of the Sri Lankan economy, has been facing problems and challenges due to seasonal price fluctuations of CTC tea, especially during the period from March to August. This study examines the factors that led to the recurring decline in CTC tea prices at the CCA tea factory during this period. It focuses on data from CCA tea factory, other low-grown tea factories, broker-provided price values, and exchange rates. The study employed quantitative methodology, and data were collected from daily reports of the CCA tea factory between 2020 and 2024. Data analysis was carried out by applying descriptive statistics, time series analysis, and statistical techniques such as correlation analysis and multiple regression. The findings suggested that broker pricing had the greatest impact, with a significant positive relationship between tea prices and the prices offered by brokers. Additionally, the quantity of tea supplied by the CCA tea factory showed a statistically significant negative correlation with price, aligning with fundamental supply-demand principles. The supply from other low-grown factories and the exchange rate had only a minimum but significant impact. The results revealed a cyclical and non-linear trend in price changes, indicating a complex interaction between internal and external factors. Further, this research provides useful information for tea producers, brokers, and policymakers and helps to improve understanding of agricultural commodity pricing in auction-based markets. Analyzing seasonal price volatility using strategic data was shown to enhance profitability and market resilience. It was recommended that future research consider climate factors and broader policy issues to improve forecast accuracy and enhance industry adaptability.

Keywords: *Brokerage effect, CTC tea, Price volatility, Seasonal price fluctuations, Tea auction price*

SEASONAL AND TREND-BASED FORECASTING OF ATLAS MAX BLUE PEN OUTPUT

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This study applies time series analysis to examine the monthly production trends of the Atlas Max Blue Pen at the Atlas Axillia Welisara Plant over three years (2022–2024). The impetus for this study stems from the operational uncertainty observed in the monthly production and its implications for resource planning and efficiency. The research aims to identify fluctuations in output, recurring seasonal trends, and disruptions in production, while offering actionable insights to guide future forecasts and managerial decision-making. A quantitative descriptive methodology was adopted, utilizing secondary data on the monthly production output. Graphical and statistical trend analysis methods were applied, with a focus on year-over-year comparisons, outlier detection, and the evaluation of peak production and impact on downtime. The results showed that 2022 had relatively consistent production levels with notable increases toward the end of the year. In contrast, 2023 experienced a strong mid-year recovery and sustained output growth. The year 2024 displayed substantial volatility, including a sharp dip in April followed by a record peak in June, highlighting both operational challenges and reactive capacity scaling. The findings are that even though the plant has scaled successfully, there is inconsistency in planning the workforce and downtime. Demand peaks occur annually over the three-year duration, which indicates an annual pattern of operation. These results have relevant implications for production planners and plant managers and indicate the merit of predictive maintenance, real-time monitoring, and strategic scheduling. The study contributes to the literature of forecasting manufacturing due to the demonstration that time series analysis can enhance productivity and mitigate risk.

Keywords: *Forecasting, Manufacturing Trends, Pen Production*

ANALYSIS OF LOW-INCOME TAX CONTRIBUTION TO GROSS DOMESTIC PRODUCT

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Regardless of the economic development of the country in the past two decades, the share of income tax is still a comparatively low contributor to the tax income as a whole. This imbalance raises acute fiscal policy and sustainable development issues, and this is the broad research problem of this research. The research aims to examine the interdependence between income tax and GDP, examine correlations with relative fiscal indicators, and apply forecasting models to provide insight into future income tax performance. To achieve this, secondary data during the period 2000-2023 was gathered from the annual reports of the Inland Revenue Department and the Central Bank of Sri Lanka. Time series analysis, correlation analysis, and descriptive statistics were used to analyse the collected data using Minitab software. These methods facilitated the determination of growth patterns and prediction of future values in a statistically meaningful manner. The results show that GDP has increased steadily over the years, while income tax revenue has been more volatile. A moderately positive correlation (r=0.68) was found between income tax and GDP, while a negative correlation was found between income tax and tax revenue percentage (r= -0.633). Exponential smoothing models showed an overall increasing trend in income tax, though subject to fluctuations due to external economic influences. In conclusion, the findings suggest that although income tax revenue in Sri Lanka is increasing, it does not proportionately align with GDP growth. These insights point to inefficiencies in revenue collection and highlight the need for improved tax policy measures to ensure a stronger and more consistent income tax contribution to national revenue.

Keywords: *Economic Growth, GDP, National Revenue, Statistical Forecasting, Tax Policy*

CUSTOMER SATISFACTION WITH THE QUALITY OF BANKING SERVICES: WITH SPECIAL REFERENCE TO THE STATE MORTGAGE AND INVESTMENT BANK-SMIB

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As the banking industry evolves with digital transformation, understanding customer perceptions is critical for maintaining service competitiveness and loyalty. This study focuses on customer satisfaction with the quality of banking services and identifies the factors influencing it. A quantitative research approach was adopted using a structured questionnaire consisting of 15 items distributed among a sample of 120 banking customers. The questionnaire included demographic questions and service-related items measured on a 5-point Likert scale. The convenience sampling technique was used to collect data. The collected data were analyzed using SPSS, applying descriptive statistics, Pearson correlation, and multiple regression techniques to identify significant relationships. The findings revealed that the overall level of customer satisfaction is high. The correlation analysis confirmed strong positive associations between customer satisfaction and service quality dimensions. Furthermore, regression analysis identified security and privacy, service speed, service availability, and personalized service as the most significant predictors of customer satisfaction. The implications of the study suggest that banks must balance both technological innovations and human-centered service improvements. Special emphasis should be placed on enhancing digital platforms while also investing in staff training and feedback handling systems. These findings offer valuable insights for banking institutions aiming to improve their customer relationship management and service quality strategies.

Keywords: *Banking Services, Customer Satisfaction Service Quality, Regression Analysis*

THE IMPACT OF DIGITAL LEARNING READINESS ON ACADEMIC PERFORMANCE AND STUDENT ENGAGEMENT IN SRI LANKA

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The rapid change to digital learning environments has exposed differences in readiness, engagement, and academic performance among government undergraduate students in Sri Lanka. This study investigates the impact of Digital Learning Readiness (DLR), Teacher Support (TS), Perceived Usefulness (PU), and Motivation (MOT) on Student Engagement (ENG) and Academic Performance (AP) in government universities. The main objective of this research is to develop and validate a structural model that explains how environmental and psychological factors affect academic success in digital learning contexts. A quantitative approach was assumed using a structured questionnaire distributed among 301 undergraduates from ten government universities selected using simple random sampling technique. Data were analyzed using Structural Equation Modeling (SEM) with supporting techniques such as Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA). Reliability and validity were confirmed through Cronbach's alpha, AVE, CR, and model fit indices by using SPSS and SmartPLS software. The results showed that students who are better prepared for digital learning tend to stay motivated, actively participate in their studies, see more value in using online tools, and perform better in their academics. The way students feel about the usefulness of digital tools partly explains how readiness leads to better results. Also, being motivated and involved in learning plays an important role in this connection. Support from teachers helps increase motivation, which then leads to better involvement in learning. Overall, being well-prepared for digital learning had the largest impact on how well students performed, and digital academic success is framed by a blend of technical readiness, motivational drivers, perceived value of tools, and supportive teaching environments. The findings offered both theoretical and practical implications for improving digital learning in Sri Lanka.

Keywords: *Academic Performance, Digital Learning Readiness, Motivation, Student Engagement, Teacher Support*

IDENTIFYING THE FACTORS INFLUENCING SATISFACTION WITH FLOOD RELIEF AID: WITH SPECIAL REFERENCE TO THE SRI LANKA RED CROSS SOCIETY

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Sri Lanka is a country that faces many natural disasters. Among them, floods are one of the most common natural disasters that often bring many disasters, leaving communities in urgent need of humanitarian assistance. During such disasters, disaster victims receive relief from many local, foreign institutions, and the Red Cross takes a prominent place among them. Therefore, satisfaction with the aid is very important, and that was one of the objectives of this study. The main objective of this study is to identify the factors that influence beneficiary satisfaction with the flood relief aid provided by the Sri Lanka Red Cross Society (SLRCS). The primary data was used to achieve the main objective, and a structured questionnaire was used for this. A two–stage cluster sampling method was used to collect data, where information was obtained from the districts of Colombo, Gampaha, Ampara, and Batticaloa. The dependent variable has two categories as satisfaction and dissatisfaction. Since all the variables are categorical, the chi-square test was used as the main tool to identify the association between satisfaction and the independent variable. The results showed a statistically significant relationship between overall satisfaction and timeliness, adequacy, fairness, accessibility, and awareness and communication ($P<0.05$). The study offers insightful suggestions for improving community involvement, accountability, and transparency in relief efforts by examining actual beneficiary input. In order to guarantee fair and prompt service delivery in future situations, policymakers, humanitarian actors, and local authorities should better customize their aid tactics by having a better understanding of the expectations and experiences of recipients. These conclusions can assist the SLRCS and related organizations in developing more recipient-centered and effective disaster response programs.

Keywords: *Beneficiary Satisfaction, Disaster Relief, Flood Aid, Humanitarian Response, SLRCS*

THE RELATIONSHIP BETWEEN OCCUPATIONAL MILIEU AND EMPLOYEE PERFORMANCE: WITH SPECIAL REFERENCE TO CENTRAL INDUSTRIES PLC

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This study investigates the effects of physical work environment conditions, educational level, salary, workplace policies, and social factors on employee performance in Central Industries PLC, a major PVC manufacturer employing 347 workers. The research aimed to investigate the relationship between the occupational environment and employee performance in Central Industries PLC. A quantitative descriptive study design was employed, and data were collected through structured questionnaires administered to a random sample of 175 employees out of the total population of 347. Statistical analysis, including descriptive statistics, correlation, and chi-square tests, was conducted using SPSS. The results indicated a strong positive correlation between levels of education, salary, physical work environment, and performance measures. Bonuses, incentives, and feedback frequency had strong positive correlations. Gender did not have any significant statistical impact on employee performance. The results emphasize the importance of feedback on performance, workplace policy, and equitable compensation as key determinants of work satisfaction and productivity. The study concludes that employees' performance can be significantly enhanced by improving the occupational environment through better communication, performance appraisal systems, and fair compensation structures. These findings provide a practical guide to organizational leaders and HR practitioners in attempting to optimize workforce engagement and output under comparable industrial conditions.

Keywords: *Employee's performance, Occupational milieu, Relationship, Satisfaction*

THE FACTORS INFLUENCING TOURISTS' DECISION TO VISIT SRI LANKA: A QUANTITATIVE ANALYSIS

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Revisit intention is a key indicator of a destination's long-term appeal and sustainability. This study investigates the factors influencing international tourists' intention to revisit Sri Lanka based on key determinants influencing tourist behavior. Although Sri Lanka has an abundance of tourism resources as natural attractions, cultural identity, affordability, and wellness products, the country has been facing low or inconsistent level of tourist revisits. This research was conducted with the aim of providing empirical evidence to support sustainable tourism development based on determining the factors that most significantly impact revisit intention. A quantitative research design was adopted, and the primary data were collected from 327 international tourists using a standardized questionnaire. Using forward stepwise selection to identify the most influential predictors of revisit intention. The fit of the model was tested with the Hosmer-Lemeshow test, and the predictive ability was evaluated against classification accuracy and Nagelkerke R^2. The results revealed that all four predictors, natural beauty, cultural heritage, affordability, and wellness offerings, were statistically significant predictors of revisit intention. Natural beauty had the highest odds ratio (Exp(B) = 3.151), indicating it was the strongest predictor, followed by wellness offerings (Exp(B) = 2.335), cultural heritage (Exp(B) = 2.253), and affordability (Exp(B) = 2.143). The final model had a cumulative prediction accuracy of 86.9% and explained 42.8% of the variance of the revisit decision (Nagelkerke R^2 = 0.428). These findings imply that enhancing these attributes will not only encourage repeat tourism but also put Sri Lanka on a competitive level in the global tourist market. This study offers empirical insights into tourist behavior and provides practical guidance for destination planners aiming to enhance Sri Lanka's global competitiveness.

Keywords: *Affordability, Cultural Heritage, Natural Beauty, Tourism Decision, Wellness Offerings*

THE EFFECTS OF EMPLOYEE STRESS AND BURNOUT ON SERVICE PERFORMANCE AT ARALIYA BEACH RESORT

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This research examines the impact of worker stress and burnout on service performance at Araliya Beach Resort and Spa, a high-end resort in Sri Lanka's competitive tourism sector. Employees in this profession usually work overtime, bear very heavy loads, and face emotionally demanding assignments, which can lead to stress and burnout. These psychological pressures can largely be a hindrance to their delivery of high-quality and consistent service, eventually contributing to customer satisfaction and the resort's reputation. The study utilized a mixed-method approach, combining quantitative data from structured questionnaires with qualitative data from semi-structured interviews. A stratified sample of 240 employees across departments such as front office, housekeeping, kitchen, and finance offered intensive representation. Statistical analysis conducted using SPSS showed a strong negative correlation between employee burnout stress and service performance. Notably, long working hours have had a greater impact on service performance than the workload, implying that burnout is a prime factor in reducing the quality of services. Findings suggest that emotionally exhausted employees tend to be less focused, lack motivation, and interact less with guests. Therefore, this situation directly impacts the service standards. To address this, the management should prioritize work balance, effective scheduling, and implementation of employee wellness programs. Therefore, the study aims to create a good working environment by reducing stress, promoting staff well-being, and maintaining high levels of service. Further, this research provides empirical contributions to the Sri Lankan hospitality literature and offers concrete recommendations to hotel managers for driving employee satisfaction and operational excellence. Stress and burnout management is not only vital for staff but also maximizes customer loyalty and long-term business performance.

Keywords: *Araliya Beach Resort, Burnout, Employee Stress, Hospitality Industry, Service Performance*

FACTORS AFFECTING FEMALE YOUTH UNEMPLOYMENT IN SRI LANKA

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Female youth unemployment remains a worrying socio-economic challenge in Sri Lanka, notwithstanding the remarkable achievements registered against gender equality and educational success. This study has attempted to identify the socio-demographic determinants influencing the employment status of young women aged 15-24 years. The study focuses particularly on the impacts of the level of education, marital status, ethnicity, religion, and differences in geography on their employment. The study employed a quantitative study design using secondary data from the Department of Census and Statistics' 2023 Labour Force Survey. Descriptive statistics, chi-square tests, correlation, and binary logistic regression were used to analyze data. Results revealed that higher education is unexpectedly associated with greater unemployment, indicating a mismatch between qualifications and demand in the labor market. Marital status also emerged as being significant in the determinants of employability, with married women being more likely to be unemployed due to cultural and work prejudices. Ethnicity and religion also proved statistically significant and revealed the impact of cultural norms and inequality in the system. While regional variations were not important in bivariate analysis, findings from regression showed that rural and estate sector youth women are more exposed to unemployment. These findings underscore the need for policy reforms that realign education with labor market demand, promote inclusive recruitment, and address regional employment disparities. The research yields relevant evidence to inform the development of interventions in reducing female youth unemployment and promoting equal labor market participation in Sri Lanka.

Keywords: *Education Level, Ethnicity, Female Youth Unemployment, Marital Status, Regional Variations*

OVERCOMING CHALLENGES IN GOVERNMENT WATER SUPPLY MANAGEMENT: ISSUES AND STRATEGIC SOLUTIONS

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Access to clean water is a natural right that humans have, but the rural water supply systems managed by the government of Sri Lanka still suffer from perennial dysfunction. Such systemic problems have been examined in this research to provide strategic sustainable solutions using Padavi Sripura, governed by Pradeshiya Sabha as a case study. This study employed qualitative methods, including primary data collection through interviews with key informants (120 participants) and secondary data from relevant projects and government publications. SWOT analysis was applied to analyze internal and external factors concerning water supply system management. The results showed an accumulation of vulnerabilities and threats that eroded the effectiveness of water supply systems. Lack of infrastructure maintenance, inequity in investment distribution, inadequate technical skill levels within organizations, and slow decision-making processes were some pivotal internal weaknesses identified. Uncertainty in delivery also contributed to a lack of community satisfaction, while a lack of transparency on governance contributed to a poor perception of credibility pertaining to service provision for users. Unpredictable changes in weather patterns and financial crises present exogenous threats to the sustainability of these initiatives. However, these were not the only opportunities put forth; adoption of new engaging participatory systems, advanced monitoring tools, and decentralized leadership structures were also noted. From the analysis, there appears to be a need for appropriate learning interventions with the addition of improved financial management as well as enhanced stakeholder relations. Reforming policies within the local government units alongside their rural water management counterparts has direct relevance to the local practitioners uncovered by this study's findings. Improving the operational and institutional frameworks enables stronger resilience and technology integration into participatory systems, making rural water supplies more sustainable. Finally, Sri Lankan rural communities can be provided with their basic needs through strategic reforms based on SWOT analysis, which will enhance their right to equitable and efficient access to water services.

Keywords: *Government Water Supply, Strategic Solutions, SWOT Analysis, Rural Water Management*

STATISTICAL ANALYSIS OF MIGRATION PREFERENCES: THE ROLE OF AGE, GENDER, LEVEL OF EDUCATION, JOB SECTOR, AND MARITAL STATUS

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International migration has grown significantly in recent years, particularly to destinations such as Canada and Australia, which are known for their attractive opportunities for skilled and educated professionals. However, migration decisions are not dependent on a single factor; instead, demographic factors, including age, gender, level of education, job sector, and marital status, are correlated with migration destinations. Despite their clear relevance, there is a lack of in-depth, evidence-based analysis that explores how these individual characteristics influence destination preferences. This study examines the impact of key demographic factors such as age, gender, level of education, job sector, and marital status on migration preferences between Canada and Australia. Using a quantitative approach, this research uses 100 client records collected over three months by the Department of Canadian Migration Consultancy Prime Joyce Global (Pvt) Ltd. The data were organized in Microsoft Excel and analyzed using Minitab software. For descriptive statistics, the data were presented in pie charts and bar graphs, which were used to visualize the main variables in the data. Additionally, a chi-square test was used to assess whether the association between demographic factors and preferred migration was statistically significant. The main findings indicate that educational level and marital status have significant effects; clients with a bachelor's or master's degree are registered in Canada, while clients reside in Australia. Other factors such as age, gender, and occupational sector did not show significant associations. These results provide practical insights into reputation management, allowing us to offer better guidance and services to different types of clients. This, in turn, contributes to more personalized and effective migration planning.

Keywords: *Canada and Australia comparison, Chi square, Demographic factors, Secondary Data, Migration Preferences*

THE INFLUENCE OF EXCHANGE RATE AND WHG TEA PRICES ON TEA PURCHASING BEHAVIOUR: EVIDENCE FROM HORANA PLANTATIONS PLC

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This study examines how macroeconomic factors such as the exchange rate of the US dollar and Western High Grown (WHG) tea prices affect the purchasing behavior of customers in the Sri Lankan tea sector. The analysis focuses on Horana Plantations PLC (HPL), a leading company in the industry and a part of the Hayles Group. The objective is to determine whether fluctuations in these variables would significantly affect the purchasing decisions of HPL's major buyers. A quantitative methodology was applied using the secondary data from the year 2024, including monthly sales of tea, sale proceeds, selling prices, and grade-wise purchasing modes. The descriptive statistics, Pearson correlation, and multiple linear regression were used to analyze the behavior of the buyer and identify the key patterns in pricing and demand. The findings revealed that the dollar rate and WHG tea price did not have a significant influence on the customer purchasing behaviour, as the p-value exceeded 0.05. However, a large positive relationship ($r = 0.928$) between the dollar rate and the prices of WHG tea suggested a high degree of interdependence between these two variables in terms of export pricing. The top five buyers (accounting 44% of total proceeds) were particularly focused on strong graders, such as BOPF and FBOP, and showed a strong preference for teas from the Alton and Gouravilla estates. Notable variations were also observed in seasonal purchase patterns and pricing patterns among buyers. These insights indicated that customer loyalty, grade reference, and state reputation play a more significant behaviour in purchasing behavior than short-term macroeconomic fluctuations. The results are valuable input for corporate planning in areas such as pricing inventory management and customer engagement in the tea trade.

Keywords: *Consumer Preference, Exchange Rate, HPL's Buyers, Purchasing Behavior, WHG Tea Price*

IDENTIFYING THE FACTORS INFLUENCING AWARENESS AND ADOPTION OF DIGITAL BANKING AMONG RURAL COMMUNITIES IN THE GALLE DISTRICT

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This study examines the factors that determine the awareness and adoption of digital banking among rural communities in the Galle district of Sri Lanka. As digital banking becomes essential for financial inclusion, understanding the factors that hinder or promote its adoption is crucial of digital banking among rural customers. The main objective of the study is to identify the primary factors affecting the awareness and adoption of digital banking, and the specific objectives include examining the level of awareness, exploring the effect of technical factors, examining the effect of income and education, exploring the effect of security issues and trust and recommending improvement measures. This study uses a quantitative research method. Data were collected using a structured questionnaire administered to 100 individuals selected by cluster sampling from two rural locations in the Galle district. Descriptive and inferential statistics such as statistical analysis and chi-square test were used to analyse the data. The findings confirmed that the awareness of digital banking among the rural residents was relatively high, and various factors influenced its use. A strong and statistically significant association was shown with the use of smartphones and fixed internet access. Although education level played a major role in awareness, income level did not have a significant effect. Trust in the digital banking system was significantly associated with awareness and usage. In addition, notable gender differences in adoption rates were observed, suggesting potential disparities in access or usage patterns. The study concludes that digital banking inclusion can be improved through targeted awareness campaigns, financial literacy programmes, and infrastructure development. Banks, brokers, and telecommunications providers emphasise the need to collaboratively address digital literacy and accessibility issues to promote financial inclusion through practical recommendations.

Keywords: *Adoption, Awareness, Digital Banking, Financial Inclusion, Rural Communities*

THE IMPACT OF WORK ENVIRONMENT ON EMPLOYEE JOB SATISFACTION AT HANSAGIRI GROUP

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This study investigates the impact of the workplace on employees' job satisfaction in the Hansagiri Group in Sri Lanka. A positive work environment is quite crucial for employee satisfaction and performance, such as cordial relationships, fair treatment, and appropriate facilities.. This study aims to identify key factors influencing job satisfaction in the Hansagiri Group in order to help the organisation improve its workplace policies. In a quantitative study design, the cluster sampling method was used, and data were collected from 130 employees using structured questionnaires consisting of closed-ended and Likert scale questions. Descriptive statistics and Chi-square tests were used for the analysis of data. Supervisor support (p=0.000), working hours (p=0.004), co-workers support (p=0.009), career development (p=0.011), and communication (p=0.000) were identified to have significant effects on job satisfaction. But job safety (p=0.289) did not show a significant association, possibly because employees already perceive the work environment to be safe. The study confirms that employees' job satisfaction is largely dependent on a healthy work environment, which is founded on positive leadership, open communication, favorable working relationships among colleagues, opportunities for career growth, and sufficient working hours. These results can help the Hansagiri Group as well as other institutions to improve employees' well-being and achieve long-term success.

Keywords: *Chi-square Test, Employee Performance, Hansagiri Group, Job Satisfaction, Workplace Environment*

PREDICTIVE FACTORS AND BARRIERS TO EXTRACURRICULAR ENGAGEMENT AMONG GRADE 11 STUDENTS IN GAMPAHA DISTRICT SCHOOLS

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Extracurricular activities are defined as structured, non-academic activities, which are believed to be dually developmental, but in which students in Grade 11 in the Gampaha District do not participate optimally. This could be attributed to the fact that although 85 % of schools have the necessary facilities, only 70 % of the students participate, and this is the current implementation gap that narrows the option limits of growth at this impactful stage of formative academic development. The study aimed to determine the predictive variables and the barriers to extracurricular involvement in 419 Grade 11 students with the use of stratified random sampling across four educational zones. A structured questionnaire provided measures of the personal, family, school, and social factors that affect decisions pertaining to participation. Some of the statistical tests included factor analysis, logistic regression, and predictive probability modelling. In demographic results, a global participation rate of 82.58 % was recorded, with a significant difference in participation by female and male students (50.6 % and 31.98 %, respectively). The level of family income and the proximity to schools presented a positive correlation with the participation rates. Factor analysis identified four distinct domains, with school-related factors showing acceptable internal consistency (Cronbach's $\alpha = 0.756$). Logistic regression analysis revealed that the personal factors, namely confidence in the extracurricular abilities of the students, had the highest effect on predicting participation($OR = 1.853, p < 0.001$), followed by school factors ($OR = 1.560, p = 0.018$) and social communication ($OR = 1.492, p = 0.024$). The model scored 82.8 % in terms of classification accuracy and Nagelkerke. ($R^2 = 0.159$) Predictive probability was crossed at the given percentage of participation; thus, self-motivated students who had high confidence in performing extracurricular activities revealed a rate of 83.7%, with at-risk students 28.6%. According to the study, interventions such as developing student confidence can significantly increase participation rates.

Keywords: *Educational Barriers, Extracurricular Participation, Student Engagement, Predictive Modelling, Self-Efficacy*

A QUANTITATIVE STUDY OF FACTORS AFFECTING PURCHASING INTENTION OF FASHION CLOTHING VIA ONLINE PLATFORM: WITH SPECIAL REFERENCE TO FEMALE UNDERGRADUATES OF SABARAGAMUWA UNIVERSITY OF SRI LANKA

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Recognizing the growth of online purchasing is prominent, and its consumer behaviour patterns among female youth are critical, this study identifies the factors that affect the online purchasing intention of fashion clothing among female undergraduates in state universities of Sri Lanka, with special reference to Sabaragamuwa University of Sri Lanka. Using a quantitative research approach, primary data were gathered using an online questionnaire under stratified sampling, with each batch in each faculty being a stratum and including a total of 200 female undergraduates as the sample to ensure better representation among all faculties and all academic batches. The data gathered were analyzed using factor analysis to identify the most influential factors of each variable, followed by a binary logistic regression to evaluate the predictive power of each identified factor on online fashion clothing purchasing intention. The findings revealed that among the factors analyzed, price, trust, and website usability significantly impacted the online purchasing intention of fashion clothing. Additionally, the income of the family is also a strong determinant. Contributing to the literature, this study addresses the research gap of localized insights specialized for Sri Lankan state university undergraduates and their online fashion clothing purchasing behaviour. The results are valuable to policymakers and e-retailers, who intend to position their brands online effectively using the most significant factors identified in this research to meet the expectations of the consumers of this emerging market segment.

Keywords: *Fashion Clothing, Online Platforms, Purchasing Intention, Undergraduates*

THE IMPACT OF DIGITAL BANKING USAGE ON CUSTOMER SATISFACTION AMONG UNIVERSITY STUDENTS: WITH SPECIAL REFERENCE TO HATTON NATIONAL BANK

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The rise of digital banking has significantly transformed the customer experience. This study looks into how university students' engagement with digital banking impacts their satisfaction levels, focusing specifically on Hatton National Bank (HNB). By gathering data from 270 students across three universities in Sri Lanka, the research utilizes descriptive statistics, correlation analysis, and binary logistic regression to explore the connection between essential digital banking service aspects like ease of use, security and privacy, transaction speed, accessibility, and customer support and overall customer satisfaction. The findings showed that the combined factors of ease of use, security and privacy, transaction speed, accessibility, and customer support had a statistically significant effect on customer satisfaction (Exp(B) = 1.023, $p < 0.001$). This means that for every one-unit increase in perceived service quality, the likelihood of customer satisfaction rises by 2.3%. The final logistic regression model achieved an impressive cumulative prediction accuracy of 95.2% and accounted for 86.2% of the variance in satisfaction (Nagelkerke $R^2 = 0.862$). These results indicate that improving the overall quality of digital banking services can greatly enhance customer satisfaction among university students. This study contributes valuable empirical evidence to the expanding field of digital banking research and offers practical insights for financial institutions looking to create better user-centered digital experiences for young people.

Keywords: *Accessibility, Customer Satisfaction, Ease of Use, Security and Privacy, Transaction Speed*

GEOGRAPHY

AN ANALYTICAL STUDY ON THE IMPACT OF LAND USE AND CLIMATE VARIABILITY ON WATER QUALITY AMONG DRY AND WET ZONES OF SRI LANKA (GALGAMUWA AND YATAWATTA DIVISIONAL SECRETARIAT DIVISIONS)

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The main objective of this research was to examine the geospatial impact of land use change and climatic fluctuations on water quality in Sri Lanka's contrasting climatic zones, specifically the dry and wet zones represented by the Galgamuwa and Yatawatta Divisional Secretariat Divisions, respectively. The methodology incorporated both primary and secondary data. For data analysis, several techniques were employed, including Water Quality Index (WQI) calculation, time series analysis, Karl Pearson correlation coefficient analysis, land use mapping, land surface temperature assessment, and GIS methods. Land surface temperature assessment and time series analysis revealed an increase in temperature levels in both the dry and wet zone areas. Correlation analysis identified moderate negative correlations between rainfall and temperature, with values of -0.414 in the Galgamuwa Division and -0.711 in the Yatawatta Division. Land use mapping indicated a consistent loss of vegetation cover (0.5 – 0.4) and an expansion of agricultural land (4 - 3.001) in both study areas. Water quality analysis revealed contrasting conditions, with Galgamuwa exhibiting low water quality (126-58>) while Yatawatta showed high water quality (50-12>). According to spatial correlation analysis, the Galgamuwa area demonstrated a positive correlation ($R^2 = 0.38$) between land surface temperature and land use, and a weak negative correlation ($R^2 = 0.01$) with land moisture. In Yatawatta, a weak correlation ($R^2 = 0.05$) was found between land surface temperature and water quality, along with a positive correlation ($R^2 = 0.26$) with land moisture. These findings highlight significant spatial relationships between land surface temperature and land moisture across Sri Lanka's contrasting climatic zones.

Keywords: *Karl Pearson Correlation Coefficient, Land Moisture, Ordinary Least Squares Analysis, Time Series Analysis, Water Quality Index (WQI)*

THE IMPACT OF LAND-USE CHANGES ON FLOODING IN THE ATTANAGALU OYA RIVER BASIN IN GAMPAHA DISTRICT

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Flooding has become a recurrent and intensifying issue in Sri Lanka; land-use change is one of the major causes of floods. It has been reported that frequent flooding in the Attanagalu Oya River basin in Gampaha has occurred due to the rapid land-use changes. This study focuses on analysing the impact of land use changes on flooding in the Attanagalu Oya River basin in the Gampaha district between 1987 and 2025. The main objective is to examine how this change of land use practices influenced the distribution of floods over the specific period. Accordingly, Landsat satellite images were utilised to identify land use change by applying NDVI and NDWI indices, using GIS techniques. Also, land use classification was used to identify changes in land use between 1987 and 2025. In Sri Lanka, heavy rainfall is considered the main cause of floods. Therefore, this study analysed the monthly rainfall to identify the rainfall pattern and showed that there is no sharp increase in rainfall. Based on the findings of the present study, the NDVI and Land use classification analysis reveal a reduction in vegetation, wetland, and agricultural land and a sharp increase in built-up areas. In addition, NDWI analysis reveals loss of surface water and soil moisture. The study concludes that these changes directly affect runoff patterns, disrupt the natural infiltration process, and increase surface water accumulation during periods of heavy rainfall. Consequently, these factors contribute to heightened flood vulnerability. Furthermore, the study has identified a significant impact of land use changes on flooding within the Attanagalu Oya River Basin.

Keywords: *Flood, Land-use change, NDVI, NDWI*

AN ANALYTICAL STUDY ON HORIZONTAL URBAN SPRAWL AND RESIDENTIAL LAND SUITABILITY IN THE KURUNEGALA URBAN AREA

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Urban sprawl is a challenging problem in developing countries like Sri Lanka. This research conducts an analytical study on the horizontal urban sprawl and residential land suitability of the Kurunegala urban area. The objectives of this research are to identify zones suitable for residential land use by evaluating the temporal and spatial variations in horizontal urban expansion within the Kurunegala urban area, examining associated suburbanization trends, and assessing the potential socio-economic and environmental impacts. A questionnaire was used to collect primary data, while satellite imagery (Landsat_8), institutional data and research papers were used as secondary data. Data were analysed using the NDBI index, Likert scale analysis and weighted technique based on the AHP method across six criteria (land use, slope, roads, forests, population, drainage). Accordingly, continuous growth can be seen in the built-up areas, specially towards the city centre, between 2014-2024. The built-up area shows an 85.4% growth from 1,731 hectares (2014) to 3,209 hectares (2024). The total expansion area in a decade is 1,478 hectares. Simultaneously, the peripheral region shows signs of the early stage of suburbanization. The further expansion of urban centres such as Mallawapitiya, Yanthampalawa, and Malkaduwa greatly shows the potential for them to become suburban centres. As a result, the socio-economic and environmental impact affects the urban community at a moderate level (55%). The suitability zones for residential land use were identified as highly unsuitable 4.12%, unsuitable 49.17%, moderate 43.05%, suitable 3.60% and highly suitable 0.04% of the total land. Doratiyawa can be considered the most suitable area. Additional areas, Wilgoda, Mallawapitiya, and Yaggapitiya, are also considered suitable for residential purposes. Finally, the study highlights the need for integrated urban planning strategies to reduce unregulated sprawl and optimise land allocation. It further emphasises that policymakers should adopt GIS-based suitability models in future development to ensure sustainable urban growth.

Keywords: *GIS, Kurunegala, Residential Land Suitability, Suburbanization, Urban Sprawl*

TOURISM POTENTIAL OF THE KAHATAGAHA MINE AND ITS SURROUNDING AREA: WITH SPECIAL REFERENCES TO THE KAHATAGAHA MINE, RIDEEGAMA DIVISIONAL SECRETARIAT DIVISION, KURUNEGALA

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This study was conducted to examine the tourism potential of the Kahatagaha Graphite Mine and its surrounding region in the Rideegama Divisional Secretariat Division. Since this mine has significant tourism potential due to its environmental, industrial and historical value, it has not yet become a tourist destination. The objectives of this study were to identify the significance of the Kahatagaha Mine as a tourist attraction, to identify the tourism resources which are available in the surrounding region and to find out the significance for promoting tourism in Kahatagaha Mine and finally to recognise the obstacles to developing Kahatagaha Mine as a tourist destination. Primary data for the study were gathered through field observations, questionnaire surveys, interviews, and participatory rural appraisal (PRA) techniques. Institutional records and research articles utilised as secondary data. SWOT analysis was used to identify the significance of the Kahatagaha Mine and identify the strengths and weaknesses of developing community-based rural tourism in the area. In addition, WSM analysis was applied to rank the tourism potential in different sites in this area, including the Kahatagaha Mine. According to the results, the Korossa Temple of the study area had the highest tourism value. Although the study area has limited infrastructure, the Kahatagaha Mine demonstrates strong potential for industrial, adventure, and heritage tourism, representing the highest tourism potential within the area. Finally, PRA and the problem tree analysis identified that the Kahatagaha Mine can be developed as a multifunctional tourist destination, including industrial, environmental, adventurous and heritage tourism activities in the area, and it will lead to boost national tourism, promoting the local development with proper planning and support in the study area respectively.

Keywords: *Adventure Tourism, Heritage Tourism, Industrial Tourism, Rural Development, Tourism Potential*

ASSESSING THE MULTIPLE IMPACTS OF GREEN SPACES ON THE URBAN QUALITY OF LIFE (BASED ON THE KELANIYA URBAN DEVELOPMENT DIVISION)

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This research examines how the loss of green spaces has impacted the quality of life in the Kelaniya Urban Development Division, one of the most densely populated and rapidly urbanising areas in Sri Lanka. The expansion of housing, roads, and commercial infrastructure has led to the disappearance of many green spaces, causing negative consequences for both the environment and local communities. To analyse this impact, the study conducted surveys and interviews with local people, along with satellite imagery (Landsat 5 and Landsat 8) to assess air temperature. The data were processed using ArcGIS 10.8, covering the period from 2010 to 2023. Air quality was measured using the Air Quality Index (AQI), and biodiversity was assessed using the Shannon-Weiner Index. The findings revealed that between 2010 and 2014, Land Surface Temperatures (LST) exhibited a slight decrease (from 25.87-26.93°C to 25.74-26.81°C). However, from 2014 to 2023, temperatures increased significantly, reaching a peak of 30.19–32.30 °C in 2019. Additionally, air pollution worsened due to an increase in harmful particles in the atmosphere. Further, biodiversity in green spaces declined, resulting in a reduction of plant and animal species. Residents reported that the loss of green spaces has made their lives more challenging. They experience increased stress, have fewer places to relax and exercise, and feel less connected to their neighbours. This research highlights the importance of preserving green spaces, not only for environmental sustainability but also for human health and well-being.

Keywords: *Air Quality Index, Biodiversity Loss, Land Surface Temperature, Quality of Urban Life, Urban Green Space*

EVALUATING THE ROLE OF TOPSOIL PROPERTIES AND CLIMATE ON SUITABILITY OF RUBBER PLANTATION: A GEOGRAPHICAL STUDY IN BADALKUMBURA DIVISIONAL SECRETARIAT DIVISION

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Temperature and rainfall fluctuations, along with soil degradation, significantly impact the rubber plantation distribution, productivity, and economic viability of farmers. This study examines the combined influence of topsoil characteristics and climate on the suitability of rubber plantations in the Badalkumbura Divisional Secretariat Division. Land Surface Temperature (LST) analysis was conducted in 2014 and 2024 to assess temperature trends, while rainfall and temperature variations from 2011–2024 to assess temperature trends, while rainfall and temperature variations from 2011-2024 were analysed using data from the Department of Meteorology and represented graphically. Soil quality was determined through laboratory analysis of samples collected from 25 Grama Niladhari Divisions, focusing on parameters such as pH, Electrical Conductivity (EC), Moisture Content (MC), and texture. Inverse Distance Weighted (IDW) interpolation was used to generate soil suitability maps. Multiple regression analysis was applied to assess the relationship between climatic and soil variables and rubber plantation patterns. The LST analysis identified a notable increase in land surface temperature from 2014 to 2024. From 2011–2024, minimum temperature consistently met the requirements for rubber, yet maximum temperature occasionally exceeded 34°C, specially in Yala seasons, potentially limiting productivity. Rainfall conditions during some Maha seasons were favourable and corresponded with periods of increasing market prices, encouraging plantation expansion. On the basis of pH, EC, MC, and texture, the areas of Hingurukaduwa, Dewathura, Ankada, Ethpattiya, Ranugalla, and Miyanakandura were identified as highly favourable for rubber. These optimal places fall within Badalkumbura V, particularly "Ihala Kandukaraya". In correlation, temperature, rainfall, and soil quality were found to moderately influence rubber plantation trends in Badalkumbura. Finally, this study provides valuable insights for identifying suitable plantation zones and highlights the importance of integrated climate-soil management and policy support for sustainable rubber cultivation in Badalkumbura.

Keywords: *Climatic Variability, Land Surface Temperature (LST), Multiple Regression Analysis, Rubber Plantation Suitability, Top Soil Characteristics*

IMPACT OF CLIMATE VARIABILITY ON LAND COVER AND MAMMALS DURING 2013-2024: A STUDY OF WASGAMUWA NATIONAL PARK, SRI LANKA

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Climate variability has affected national parks since geological times. Wasgamuwa National Park, which has valuable biodiversity and contributes greatly to the ecotourism industry, has been experiencing climate variability in recent times. This study aims to analyse the land cover changes and climate impacts on mammal species in Wasgamuwa National Park from 2013 to 2024. This was done using primary and secondary data and analysed through GIS-based techniques and statistical analysis methods. Land cover changes were calculated using Land Surface Temperature (LST), Normalised Difference Vegetation Index (NDVI), and Normalised Difference Water Index (NDWI). Land use changes (LULC) were analysed using the Maximum Likelihood Classification (MLC) method. For this purpose, correlation analysis between variables was conducted using Landsat 8 satellite images with ArcGIS 10.4 and Microsoft Excel 2010. The results revealed that during the period from 2011 to 2024, the temperature increased from 33.42°C to 37°C, and precipitation decreased from 3158.8mm to 1866.4mm. Therefore, during the period 2013 to 2021, the vegetation cover decreased from 25% to 14%, the areas with minimal or no vegetation decreased from 24% to 32%, and the water cover decreased from 4% to 1%. Invasive plants, pests and diseases, and fire cutting have affected the land cover. According to the land use maps, the forest area decreased from 40% to 17% and a negative correlation was observed between NDVI-LST and NDWI-LST. Climate impacts also affect mammal behaviour, gestation, habitat, water availability, population, conflicts, nutrition, and disease. From 2010 to 2024, the reproductive rate fell from 5% to -15%, the birth rate from 28% to 12%, and infant mortality rose from 15% to 37%. The study concludes that management strategies based on science and technology should be implemented to support an environmentally friendly green concept.

Keywords: *Climate, Impact, Landuse Change, LULC, Wasgamuwa NP*

A STUDY ON THE ENVIRONMENTAL AND SOCIAL FACTORS INFLUENCING LEPTOSPIROSIS SPREAD IN THE RATNAPURA DISTRICT (A CASE STUDY OF THE MARAPANA PHI DIVISION IN THE PELMADULLA DIVISIONAL SECRETARIAT DIVISION)

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This research aimed to examine the environmental and social factors that contributed to the rise in Leptospirosis cases reported in 2024 within the Marapana Public Health Inspector Division, located in the Pelmadulla Divisional Secretariat Division of the Ratnapura District. In this study, primary data were gathered through field observations. Secondary data included patient records, demographic statistics, meteorological data, and Landsat 8 satellite images of the years 2019, 2022, and 2024. Fifty questionnaires were distributed to Leptospirosis patients, and ten interviews were conducted with officials from the health and administrative sectors. Using ArcGIS 10.8 software, risk zones for the potential spread of the disease in the Marapana Public Health Inspector Division were mapped, resulting in the identification of four distinct zones. The spread of the disease has been influenced by environmental factors such as rainfall, temperature, and natural disasters, including floods and landslides, as well as human factors such as mining, agricultural activities, education levels, and the use of protective equipment found in swot analysis. The trend of disease spread associated with land use changes was identified by generating NDBI, NDVI, and NDWI indices for the years 2019, 2022, and 2024 using ArcGIS 10.8 software. Although NDVI and NDWI values increased in 2022, the number of cases decreased due to low NDBI and social distancing (COVID-era interventions). In 2024, Leptospirosis cases increased by 78.57% due to severely reduced vegetation cover, high urban sprawl, and high humidity. The areas with the highest incidence of Leptospirosis can be identified as the Marapana area and the central part of the Welimaluwa Grama Niladhari Division. The practical significance of this research lies in the recommendation that Public Health Inspectors prioritise these high-risk areas, and that further studies be conducted to better understand the interconnections between the environment, health, society, and epidemiology.

Keywords: *Leptospirosis, Normalised Difference Built-up Index (NDBI), Normalised Difference Vegetation Index (NDVI), Normalized Difference Water Index (NDWI), Patients*

DEVELOPMENT OF REGIONAL INFRASTRUCTURE FACILITIES TO PROMOTE RURAL TOURISM IN SRIYAGAMA GRAMA NILADHARI DIVISION

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Infrastructure is a major factor that has influenced the current structure of the rural tourism industry in the Sriyagama Grama Niladhari Division. Accordingly, based on the nature of the existing infrastructure in the area as the basis for the research problem, primary and secondary data have been used for the research to identify the existing infrastructure in the area, the relationship between this infrastructure and tourist arrivals, the existing barriers to the development of infrastructure, and the environmental and social impacts of development. It is 0.05>0.001 and 0.05>0.010, respectively. The results indicate that accommodation facilities are not a factor affecting tourist arrivals (0.05<0.157). The existing infrastructure in the area was identified through participatory mapping, and it was possible to identify high road accessibility, but underdeveloped and very low levels of service centres and facilities. The issues presented in the participatory rural approach included poor maintenance, limited financial resources, and weak community participation as obstacles to the low level of infrastructure. The environmental and social impacts of infrastructure development have been examined through SWOT analysis. The analysis confirmed that there are high positive issues in social terms and high negative issues in environmental terms. Regional infrastructure development is essential to unlock the tourism potential of Sriyagama as a whole. By combining recommendations for road improvements, public services, targeted investments in environmental protection measures, active community participation, and strategic planning, sustainable rural tourism can be promoted through regional development.

Keywords: *Infrastructure, Regional Development, Rural Tourism Industry, Sriyagama Grama Niladhari Division*

WATER MANAGEMENT ISSUES AND FUTURE CHALLENGES FACED BY FARMERS IN THE THALAWA DIVISIONAL SECRETARIAT DIVISION IN THE MAHAWELI H ZONE

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Water management is a highly controversial issue in the entire world. Considering this, the main aim of this research is to identify the water management issues and future challenges of the farming community of the Mahaweli H zone with particular attention to the Thalawa Divisional Secretariat Division. The study also intends to analyse the existing water management systems, water consumption patterns, and related problems in Thalawa, determine the actions taken by the Mahaweli Authority and the government for water management and conservation, and recognise the potential social, economic, and environmental issues that can arise due to poor water management, while proposing new recommendations. Both primary and secondary data are used in the study. Chi test & SOWT analysis are used in thematic analysis. Issues such as delayed rainfall, lack of water storage, and inadequate maintenance have led to drying of farmland and poor harvests. As a result, a decline in agricultural productivity is also evident. There is also a lack of awareness among older farmers with limited education, improper groundwater extraction, mismanagement of surface water, and pollution, making water unsuitable for use. These issues could lead to severe water scarcity. Levels of groundwater in wells and tube wells decline gradually over time. Due to these continuous issues, young farmers are moving away from agriculture. It is found that state and institutional intervention in water management is insufficient. Therefore, close cooperation with national and local institutions, farmer education, and awareness programmes is crucial. Using environmentally friendly farming methods, reforestation, and proper land use can reduce ecological and economic challenges. Proper management of water can help to win farmers' trust and active participation, paving the way for sustainable agriculture in the future.

Keywords: *Agriculture, Challenges, Thalawa Divisional Secretariat Division, Water, Water Management*

IMPACT OF TRADITIONAL OPEN-PIT MINING AND MODERN BACKHOE MINING ON LIVELIHOODS IN THE RATHNAPURA DISTRICT: WITH SPECIAL REFERENCE TO THE ELLAWALA AND KIRIELLA GN DIVISIONS

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This study investigates the multifaceted impacts of both traditional (dona pits) and modern (backhoe) gemstone mining on the livelihoods of residents in the Grama Niladhari (GN) Divisions of Ellawala and Kiriella in the Rathnapura District. To assess these impacts, a survey was conducted using 35 structured questionnaires administered to selected GN Divisions. In addition to that, in-depth interviews and field observations were employed to validate the findings. NDVI and risk assessment maps for the years 2014 and 2024 of the area were created from obtained Landsat 8 data (USGS). Data were analysed using ArcGIS software. A SWOT analysis was conducted to identify the strengths, weaknesses, opportunities, and threats associated with mining activities. The results revealed that gemstone mining has intensified negative socio-environmental impacts, including environmental degradation such as soil erosion and water pollution, as well as social disruptions to community life. However, the economic impact of gem mining in the area is found to be positive, where mining creates employment opportunities and contributes to local income, particularly through the gem trade. Field observations, interviews, and questionnaire responses highlighted that residents in these divisions are specially affected by the negative consequences of mining. This research underscores the complex interactions between the economic benefits and the socio-environmental drawbacks associated with both traditional and modern mining practices. It also emphasises the need for sustainable mining policies and practices.

Keywords: *Economic Impact, Modern Mining, Socio-Environmental Impacts, Traditional Mining*

ASSESSING THE IMPACT OF INTER-MONSOONAL RAINFALL PATTERNS ON URBAN FLOODING IN GAMPAHA DISTRICT

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Urban flooding is a growing concern in Sri Lanka, particularly during inter-monsoonal periods, which are the transitional phases between the major monsoon seasons that typically occur from March to April and October to November. These periods are characterised by short duration, high-intensity convective rainfall, which often overwhelms the country's inadequate drainage system. This study assesses the impacts of inter-monsoonal rainfall on urban flooding in the Gampaha District, one of Sri Lanka's most urbanised and densely populated districts. Rainfall data (1995-2024) from the Department of Meteorology, flood event data from the Sri Lanka Red Cross Society, and spatial datasets from the Survey Department were used, all drawn from secondary sources. Rainfall variability and its correlation with flood frequency were analysed using correlation and time series. Flood-prone areas were mapped through Geographic Information Systems (GIS) mapping, incorporating data from drainage networks, land use, and elevation. The results show that the frequency of urban flooding in low-lying, poorly drained areas such as Kelaniya, Ja-Ela, and Negombo is significantly correlated with the intensity of inter-monsoonal rainfall. The study emphasises how climate variability and inadequate urban planning have increased vulnerability in Gampaha's urban settlements. It also emphasises how crucial it is to include rainfall pattern analysis in plans for disaster risk reduction and urban construction.

Keywords: *Climate Variability, GIS Mapping, Inter-Monsoonal Rainfall, Urban Flooding, Urban Planning*

AN ASSESSMENT OF THE ENVIRONMENTAL IMPACTS OF GEM MINING: A CASE STUDY OF RILHENA AND DENAWAKA PATHAKADA GRAMA NILADHARI DIVISIONS IN THE PELMADULLA DIVISIONAL SECRETARIAT DIVISION

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Gem mining is a significant economic activity in Sri Lanka, particularly in the Ratnapura District, but it also presents notable environmental and social challenges. This study aims to assess the environmental and social impacts of gem mining activities in the Rilhena and Denawaka Pathakada Grama Niladhari (GN) Divisions located within the Pelmadulla Divisional Secretariat Division. Primary data were collected through structured questionnaire surveys, with 35 responses from Rilhena and 30 from Denawaka Pathakada. Microsoft Excel was used for data analysis. In addition, GPS points were used to map the locations of gem mining activities, and ArcGIS 10.4 software was employed to identify potential impact zones and visualise effects on rivers, roads, and land use patterns. Geographic Information System (GIS) techniques such as NDVI (Normalised Difference Vegetation Index) and risk maps were used to assess environmental impacts. Significant negative environmental impacts identified include soil degradation, water pollution, depletion of water sources, and the destruction of natural vegetation cover. A comparative analysis between the years 2014 and 2024 revealed a notable decline in vegetation cover, by 0.148762 in the Rilhena GN Division and 0.413185 in the Denawaka Pathakada GN Division. These environmental impacts are primarily attributed to unauthorised gem mining activities. Despite these environmental concerns, the study also identified positive economic outcomes, including increased employment, income generation, and enhanced living standards among local communities. Nevertheless, there is a pressing need to balance these economic benefits with the accompanying environmental and social challenges. The study highlights the necessity of strategies and policies that minimise environmental degradation while supporting a sustainable gem mining industry. Promoting a balanced approach is essential to ensure the long-term sustainability of both the environment and livelihoods in the region.

Keywords: *Environmental Impact, GEM Mining, NDVI (Normalised Difference Vegetation Index)*

GIS-BASED LAND SUITABILITY ASSESSMENT FOR THE PROMOTION OF SUSTAINABLE ECOTOURISM AND ADVENTURE TOURISM: A STUDY IN THE KURUWITA DIVISIONAL SECRETARIAT DIVISION

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The study aims to promote adventure and ecotourism in the Kuruwita Divisional Secretariat Division of the Rathnapura District. Using Remote Sensing (RS) and Geographic Information Systems (GIS) together with Multi-Criteria Decision Analysis (MCDA), a land suitability assessment was carried out. Data were gathered from various sources. Although secondary data were utilised to gather tourism information and create maps, primary data were used for assessing the study area's potential for tourism. According to the study, which assessed the area's potential for ecotourism, 20.17% of the land was highly suitable, 25.14% was moderately suitable, and 54.68% was less suitable 21.69% of the region was deemed highly suitable for adventure tourism, 59.83% moderately suitable, and 18.49% less suitable. According to these findings, ecotourism and adventure tourism activities that should be promoted in this area include the creation of rappelling sites, paddle boarding, cycling tours, biodiversity observation, and opportunities for environmental photography. The tourism potential of these lands is still largely unrealised, although more than 90% of locals are aware that the area is suitable for tourism. This is due to the lack of technical knowledge, practical education, local interest, and collaboration. Therefore, to achieve sustainable development in the region, strategic interventions are essential, including government support, improvements in road infrastructure, and the establishment of necessary tourism facilities. The tourism sector must be strategically promoted in order to achieve sustainable socio-economic and environmental development in this region, which has latent tourism potential with approximately 50% suitability for ecotourism and more than 50% suitability for adventure tourism.

Keywords: *Adventure Tourism, Ecotourism, GIS, Kuruwita, Land Suitability*

USING GEOSPATIAL TECHNOLOGY SYSTEM TO DEVELOP SUSTAINABLE TOURISM PLANNING AND POLICIES: A CASE STUDY OF THE WESCO TRAIL IN WESTERN PROVINCE

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The objective of this research was to develop a geospatial trail network, known as the Wesco Trail, for the Western Province of Sri Lanka using Geographic Information System (GIS) technology, to promote sustainable tourism. A trail, in this context, refers to a designated path designed for hiking, cycling, or walking, offering a variety of experiences, including cultural and natural viewpoints. This trail was created by integrating both popular tourist destinations and lesser-known, yet attractive locations, thereby supporting a more balanced and inclusive approach to tourism development. A mixed-methods research approach was adopted, combining primary data obtained through field observations, interviews, and surveys with secondary data sourced from geospatial datasets, literature reviews, and official reports. GIS tools were utilised to map, analyse, and visualise spatial data related to environmentally sensitive areas, tourism attractions, and potential development zones. The findings from this research highlight the effectiveness of using GIS in sustainable tourism planning by developing the Wesco Trail in Western Province. This trail promotes environmental conservation, community participation, and socio-economic benefits while reducing environmental impacts, offering a replicable framework for tourism in other regions. The findings suggest the effectiveness of GIS use in tourism planning and informing decision-making by stakeholders with logical results. Through demonstrating the actual real-world pragmatic application of geospatial technologies, the study offers an expandable framework for sustainable tourism development in other regions.

Keywords: *GIS, Sustainable Tourism, Wesco Trail, Western Province*

A STUDY ON THE ENVIRONMENTAL IMPACT OF THE TOURISM INDUSTRY IN ELLA TOURISM ZONE

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This research aims to investigate the environmental impacts caused by the tourism industry in the Ella tourism zone, focusing on land use changes, vegetation cover decline, and water pollution. A mixed-methods approach was employed, combining satellite image analysis, field observations, surveys, and interviews with residents and tourism stakeholders. Land use and vegetation data from the years 2013 and 2023 were analysed using Geographic Information Systems (GIS) to assess changes over time. Water quality sampling was conducted in key water bodies frequently affected by tourism activities. Findings reveal notable land use shifts, including converting forested and agricultural areas into commercial and accommodation zones. Vegetation cover has decreased in many parts of Ella due to unregulated development and infrastructure expansion. Water quality has also deteriorated in streams and small reservoirs due to increased waste discharge from tourist facilities and visitors, specially plastic and polythene. The study highlights the urgent need for sustainable tourism practices and better environmental management in Ella. Recommendations include stronger waste management policies, environmental education for tourists and locals, zoning regulations to protect ecologically sensitive areas, and community participation in tourism planning. By understanding the balance between tourism development and environmental preservation, this research provides valuable insights for policymakers, local authorities, and stakeholders aiming to promote eco-friendly tourism while preserving Ella's natural heritage for future generations.

Keywords: *Ella, Environment, Land Use, Pollution, Tourism, Vegetation Cover*

A STUDY ON ESTIMATION OF ABOVE GROUND BIOMASS AND ITS IMPACT IN KIRALA KALE SANCTUARY, MATARA DISTRICT, USING GIS AND RS

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This research was conducted to estimate Above Ground Biomass (AGB) using GIS and RS technology and analyse the impact of its variation, based on the core research problem of the increase in associated Land Surface Temperature (LST) due to the decrease in AGB in Kirala Kale Sanctuary in the Matara District. Primary data were collected through field measurements (DBH), location mapping and interviews, while Landsat data were used as secondary data. The Kirala Kale Sanctuary is a wetland ecosystem covering an area of 337.32 hectares. Using satellite data and ArcGIS 10.8 software, NDVI was calculated for the years 1996, 2006, 2016 and 2024, and then AGB was estimated using an allometric equation. The AGB data derived from satellite imagery were validated through field measurements, revealing a significant positive correlation. According to the results of the study, the average value of AGB in 1996 was 19.17 Ton/ha, and it decreased to 18.25 Ton/ha in 2006. It was emphasised that AGB decreased by as much as 13.9 Ton/ha in 2016, and AGB decreased to 13.634 Ton/ha in 2024. AGB decreased by 9.5% during the period 1996 - 2024, and the increase in LST can be identified as the strongest impact. The temperature in the study area, which was 25.07℃ in 1996, increased to 30.14℃ in 2024. Correlation analysis between AGB and LST revealed a negative correlation. In the main affected area, Matara city, an increase in maximum temperature from 31.16℃ in 1996 to 32.96℃ in 2024 can be detected. The study concludes that the impact of AGB reduction on the increase in LST is highlighted.

Keywords: *Above Ground Biomass, Geographic Information System, Kirala Kale Sanctuary, Land Surface Temperature, Remote Sensing*

LAND USE TRENDS OCCURRED PARALLEL TO SUBURBANISATION IN KURUNEGALA CITY: WITH SPECIAL REFERENCE TO THE THORAYAYA, RIDIGAMA, AND MAWATHAGAMA GN DIVISIONS

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This study explores how land use patterns have changed due to suburbanisation around the Kurunegala city area. The research focused on Rideegama, Mawathagama, and Thoreyaya Grama Niladhari (GN) Divisions located within 20 kilometres of the Kurunegala City Centre that exist as a part of the urban fringe where rapid development is taking place. Digital data obtained from the Survey Department of Sri Lanka was analysed using ArcGIS software to detect Land use changes during the period from 2000 to 2023 in the study area. The Concentric Zone Model Analysis was applied to give weight to different suburbanisation factors like population growth, road networks, and infrastructure. The Burgess urban model was utilised to explain the way development spreads outward from the city centre. The findings showed that Mawathagama and Thoreyaya have experienced strong suburban growth, while Ridigama has seen moderate development. Increased population and the demand for housing and industries have caused changes in land use, specially near infrastructure and road access. Over time, agricultural and forest areas have decreased, while residential and industrial areas have grown. The study observed that industrial land increased by 17% in Thoreyaya, 9% in Ridigama, and 33% in Mawathagama GN Divisions. Parallel to that, agricultural land use has dropped by 13%, 27.5%, and 34%, respectively. Residential areas increased by 2%, 21%, and 6%. The study concludes that suburbanisation in the study area was not uniform; it grows faster in areas with better infrastructure, which has led to significant shifts in land use patterns, showing how urban pressure is transforming rural and agricultural zones into suburban developments in the study area.

Keywords: *Concentric Zone, GIS, Land Use Patterns, Suburban Growth, Suburbanisation*

A CRITICAL STUDY OF THE POTENTIAL FOR TOURISM ATTRACTIONS IN THE MAHAWELI - H REGION

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This study investigates the existing and potential tourism attractions within the Mahaweli H Zone, an agricultural and ecological region in Sri Lanka. The primary objectives of the study are to identify the key factors contributing to tourism potential, to explore existing tourist attractions, and to determine viable tourism-related activities within the area. Both primary and secondary data were employed in the research. Primary data were collected through questionnaires, structured interviews, and field observations. The Kernel Density Tool was utilised to map existing tourist attraction sites, while GIS Suitability Analysis was applied to assess tourism potential across the region. Overlay Analysis was used to develop tourism route planning maps. Participatory Rural Appraisal (PRA) methods were applied to create resource maps, and a Matrix Ranking approach was employed to prioritise suitable tourism activities. Based on this ranking, religious site visits, agricultural experiences, and forest and wildlife observation were identified as key activities. Religious and cultural values, environmental features, and regional lifestyles are significant factors contributing to the tourism potential of the Mahaweli H Zone. Graphical analysis revealed that, while domestic tourism is active, infrastructure, particularly in terms of transportation, accommodations, and tourism services, was found to be inadequate. Environmental constraints and conservation laws, lack of infrastructure, and the absence of accurate and detailed tourist information are among the several constraints. As strategic recommendations, the study proposes the development of nature-based and aesthetic tourism, along with the use of social media to promote lesser-known tourist destinations. In conclusion, the research highlights that the Mahaweli H Zone possesses considerable untapped potential for sustainable tourism development.

Keywords: *Constraints, Mahaweli H Zone, Sustainable Tourism Potential, Tourism Attractions, Tourism Route Planning*

ASSESSING THE INFLUENCE OF CLIMATIC VARIABILITY ON PADDY PRODUCTION IN THE MARITIMEPATTU DSD, MULLAITIVU (2004–2024)

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Climate variability presents a significant challenge to agriculture, particularly in Sri Lanka's dry zone, where paddy remains a primary livelihood. This study evaluates the influence of climatic variables, rainfall, temperature, humidity, and sunshine hours on paddy production in the Maritimepattu Divisional Secretariat Division (DSD) over the period from 2004 to 2024. The primary objective of this study is to assess how shifting climate patterns affect seasonal yields and farmer resilience. A mixed-methods approach was employed, combining primary data collected through field surveys and observations involving 50 local farmers with secondary data from the Department of Meteorology, Department of Agrarian Development, NASA POWER, MODIS LST, and the Department of Census and Statistics. Quantitative analyses included time series evaluation, correlation assessments, and Multiple Linear Regression (MLR), while spatial distribution and vulnerability patterns were analysed using GIS-based interpolation and hotspot mapping. Farmer perceptions were assessed through thematic and SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. The findings indicate that rainfall during the Maha season positively correlates with paddy yield, while elevated temperatures during the Yala season are linked to significant declines in productivity. Vulnerable zones, specially in central and southeastern GN divisions, face compounded risks due to low rainfall and high temperatures. Although farmers demonstrate strong awareness of climatic changes and a willingness to adapt, weaknesses such as poor irrigation infrastructure and restricted access to timely weather information hinder effective responses. The study concludes that enhancing climate resilience in paddy farming within the Maritimepattu DSD requires targeted adaptation strategies, improved infrastructure, and strengthened institutional support to mitigate the adverse impacts of climatic variability.

Keywords: *Climate Variability, Farmer Perception, Maritimepattu, Paddy Yield, Rainfall*

URBAN GROWTH AND ITS ENVIRONMENTAL IMPACT DURING THE PERIOD 1995-2024 USING REMOTE SENSING TECHNIQUES: A STUDY OF KURUNEGALA MUNICIPAL COUNCIL AREA

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Urban growth has become a prominent feature of development today. However, it is essential to study the environmental impact of urban growth. The objective of this research is to study urban growth and its environmental impact in the Kurunegala Municipal Council area between 1995 and 2024 using remote sensing techniques. Based on secondary data, GIS and RS techniques were used to calculate the Normalised Difference Vegetation Index (NDVI), Normalised Difference Building Index (NDBI), Land Surface Temperature (LST), Urban Heat Island (UHI), Land Cover and Land Use (LULC), and Environmental Criticality Index (ECI) during the study period using Landsat 5, 7 and 8 images. Census records were used to calculate population growth. The results reveal that the built-up area expanded by 31.9% during the study period, the area with dense vegetation cover decreased to 19.01%, and the area without vegetation increased from 3.7% to 6.25%. The LST increased to 34.1C0 with hotspots concentrated in urban centres. The LULC analysis revealed a 48.67% increase in urban land and a 26.71% decrease in forest land. Agricultural land decreased from 55% to 26.71%. Correlation and regression analysis showed a strong inverse correlation between NDVI and LST and a positive correlation between NDBI and LST. Combining the NDVI and LST layers yielded the ECI, which identified 27.4% of the urban area as high environmental critical areas. The study concludes that the land surface temperature in the Adina area is increasing due to gradual urban growth, decreasing vegetation cover, and increasing built-up areas. This provides a simulation framework that can be used as a GIS/RS support tool to monitor environmental changes in real time and to make decisions for urban planning.

Keywords: *ECI, Environmental Impact, Land Use and Land Cover, Kurunegala Municipal Council Area, Urban Growth*

ANALYSING THE IMPACTS OF LAND USE CHANGES ON HUMANS AND BIODIVERSITY IN THE ANAWILUNDAWA RAMSAR WETLAND

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The Anawilundawa Ramsar Wetland is increasingly vulnerable to land use changes. This study investigated how these changes impact both human societies and biodiversity within the wetland. The main objective of the study was to analyse the effects of land use changes on humans and biodiversity in the Anawilundawa Ramsar Wetland and to provide recommendations for sustainable management. A multidisciplinary methodology was employed. Primary data were collected through questionnaires, interviews, and field observations. A structured questionnaire and simple random sampling technique were used for data collection. The sample size was thirty, with ten residents surveyed from each of the three selected Grama Niladhari Divisions (GNDs) of the Anawilundawa wetland, Anawilundawa, Suruwila, and BattuluOya. Secondary data sources included Satellite images from the official website of the USGS Earth Explorer, as well as other relevant websites, reports, and journal articles. Spatial, statistical, and qualitative data analysis techniques were applied. The expansion of shrimp farming, agricultural land, and built-up areas was identified as the main contributors to land use changes in the wetland. These changes have led to a reduction in income, loss of biodiversity, degradation of ecosystem services, and deterioration of soil and water quality. The main land use conversions observed were: water bodies into vegetation (18.99%), agricultural land into built-up areas (12.64%), and vegetation into shrimp farming (9.40%). The study suggests creating a master land use plan to separate clearly areas of conservation and sustainable utilisation, and restoration of wetland buffer zones, increasing community participation for wetland conservation, and suggesting centralised organisations responsible for wetland management. This study provides not only a set of strategic recommendations but also a comprehensive framework to take action for achieving wetland sustainability in Sri Lanka.

Keywords: *Anawilundawa Ramsar Wetland, Biodiversity, Human Impact, Land Use Change*

IDENTIFICATION OF LANDSLIDE-PRONE AREAS AND ANALYSIS OF THEIR IMPACTS IN THE GANGA IHALA KORALE DIVISIONAL SECRETARIAT DIVISION

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This study primarily aims to identify landslide-prone areas and analyse their impact in the Ganga Ihala Korale Divisional Secretariat Division, a region highly vulnerable to landslides in the Kandy District. The study also aims to identify the contributing factors of landslides, examine their socio-economic impacts on the affected communities, and propose recommendations for effective landslide risk reduction. Both primary and secondary methods were used to collect data. Primary data were obtained through a structured questionnaire administered to the local community in the study area and through field observations. Secondary data were also obtained from the National Building Research Organization (NBRO) and the Ganga Ihala Korale Divisional Secretariat (DS). During data analysis, a landslide hazard map was generated using a Geographic Information System (GIS) to identify high-risk areas. Additionally, NDVI, NDBI, topographic, and hydrological maps were produced to examine the factors contributing to landslide occurrence. According to the research findings, rainfall and the increase in the built-up index have been identified as the primary factors contributing to the occurrence of landslide hazards in the study area. In addition, the distribution of water sources, topography, and deforestation have been identified as major contributing factors to the occurrence of landslides. According to the landslide hazard map, approximately 52% of the areas within this Divisional Secretariat have been identified as moderate hazard zones, while 32% and 16% are classified as low and high hazard zones, respectively. Accordingly, the areas of Patitalawa, Rakshawa, Ulapane South, Keli Group, and Miyangolla have been identified as high-risk zones for landslides. Landslides have also caused significant socio-economic impacts on the people of the area, including damage to houses, property, and livelihoods. According to the National Building Research Organization, both short-term and long-term recommendations have been proposed to minimize landslide risk in high-risk areas. These include proper drainage in unstable zones, the construction of systematic retaining walls, and soil conservation measures such as the use of rockfill.

Keywords: *Ganga Ihala Korale DS, GIS, Landslide, NDVI, NDBI*

EFFECTIVENESS OF HAZARDOUS WASTE MANAGEMENT STRATEGIES FOR PROMOTING SUSTAINABLE DEVELOPMENT IN KATUWANA GRAMA NILADARI DIVISION

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This study evaluates the effectiveness of Hazardous Waste Management (HWM) strategies in promoting sustainable development within the Katuwana Grama Niladhari Division (GND), located in the Homagama Divisional Secretariat Division, Sri Lanka. With industrial expansion in the Katuwana area, hazardous waste generation from both households and industries has increased. These wastes cause serious threats to human health and the environment. The research investigates existing HWM strategies. Primary data were collected through field observations, structured questionnaires from 50 respondents, as well as interviews with environmental officers and industrial representatives. Secondary data sources include reports from the Central Environmental Authority (CEA) and published research articles. Water samples were tested by the water quality monitoring laboratory at the CEA. These water samples were analyzed using Water Quality Index (WQI) parameters such as pH, turbidity, conductivity, TDS, and salinity. Data were further analysed through SWOT analysis. A Chi-square analysis was used to identify the relationship between current HWM strategies and effectiveness level. Findings revealed that while some industries are following proper waste disposal regulations under licenses such as the Environmental Protection License and the Scheduled Waste Management License. When it comes to household hazardous waste, it is largely unmanaged due to poor awareness and limited facilities. Water quality analysis revealed contamination risks. SWOT analysis identified gaps in infrastructure and policy. The study recommends improved policy enforcement, public awareness programs, and better waste segregation practices to achieve sustainable hazardous waste management in the area.

Keywords: *Hazardous Waste, Katuwana GND, Sustainable Development, Waste Management Strategies, Water Quality*

SOCIO - ECONOMIC AND ENVIRONMENTAL CONSEQUENCES OF CYCLONE FENGAL ON EASTERN PROVINCE, SRI LANKA (SPECIAL REFERENCE TO AKKARAPATHTHU DIVISIONAL SECRETARIAT DIVISION IN AMPARA DISTRICT)

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Akkarapaththu is a coastal area that relies primarily on farming and fishing, which makes it more vulnerable to tropical storms. The study aims to find, socio -economic and environmental consequences of Cyclone Fengal, which occurred in 2024, on the Akkarapaththu divisional secretariat division in Ampara District. The study used government reports, academic research-based disaster management reports, and Landsat 8 satellite imagery (USGS, 2023–2025), under secondary data collection methods. Results revealed severe damage to roads, schools, power lines, fishing, and farmland, affecting livelihoods and over 65% of the fishing fleet and 70% of farmland. About 68% of households had to move, which caused a significant drop in income while reducing access to essentials like fresh water, healthcare, and education in the study area. Furthermore, 40% of the mangrove forests were found destroyed, and over 55% of freshwater sources contaminated in the area, emphasizing the necessary actions to enhance long-term resilience in regions like Akkarapaththu, with integrated strategy involving environmental protection, economic stability, and organizational ability. The results also show that local transportation and communication networks were highly damaged, making people more vulnerable. The ecological system was also impacted by the loss of biological diversity and soil erosion. In the long run, such issues will make it harder for the area to get more and grow in a way that is best for the environment. Finally, this study provides a clear understanding of the increase in disaster risk reduction frameworks that make infrastructure more resilient an integrated strategy involving environmental protection, economic stability, and organizational capacity building, focusing on the particular area respectively.

Keywords: *Akkarapaththuwa, Cyclone Fengal, Disaster Risk Reduction, Environmental Consequences, Socio-Economic Impact*

A STUDY ON THE IMPACTS OF UNREGULATED TOURISM GROWTH AND THE EFFECTIVENESS OF COASTAL LAWS IN THE NEGOMBO MUNICIPAL COUNCIL AREA

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This research aims to fill the research gap by examining the unregulated tourism growth and its impacts in the Negombo Municipal Council (NMC) area, along with the performance of coastal laws. Both primary and secondary data were used for research. The analysis incorporated GIS techniques, DSAS analysis, water quality analysis, statistical analysis methods, and descriptive methods. According to the findings, land use has changed with the unregulated expansion of tourism. The built-up area increased from 10.39 hectares to 54.62 hectares, while the forest area decreased from 9.13 hectares in 1991 to 3.36 hectares by 2024, leading to environmental impacts. The rate of coastal erosion, calculated using DSAS, rose from 47.61% during 1988 -1997 to 74.15% during 2014 - 2025. Water quality test results revealed the highest pollution levels in the upper part of the Negombo Lagoon, where high phosphate concentration (2.48 mg/L PO4) and dissolved solids (7070 ppm) were detected. NDVI analysis showed that areas classified as "very low" vegetation increased from 7.88% in 2000 to 25.4% in 2024, while "very high" NDVI areas declined from 20.09% to 9.7%. The maximum Land Surface Temperature (LST) also increased from 27.35 °C in 2000 to 35.32 °C in 2024. Social impact results revealed that begging (53%), drug use (15%), and prostitution (15%) were the reported concerns. The results of the chi-square test revealed a relationship between unregulated tourism growth and social (P = 0.001) and economic (P = 0.000) impacts. Finally, a SWOT analysis of coastal law performance showed that strong environmental protection (98%) is a key strength. However, weak enforcement (69%) and lack of public awareness (73%) remain major weaknesses. This study highlights the urgent need for improved coastal law enforcement and sustainable tourism development.

Keywords: *Coastal Zone Management, Environmental Degradation, Land Use Change, Negombo Municipal Area, Unregulated Tourism*

A STUDY OF ECO-TOURISM POTENTIAL AND OPPORTUNITIES IN YATIYANTOTA DIVISIONAL SECRETARIAT DIVISION

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Eco-Tourism has received top priority in Sri Lankan tourism, and there are promising trends identified in prospective areas of Eco-Tourism in the Yatiyantota Divisional Secretariat Division. Primary and secondary data were collected to identify these trends. One hundred semi-structured questionnaires were used to collect primary data through a random sampling. Thirty international and domestic tourists were randomly interviewed, and an observational approach was utilized. Secondary data was collected from institutional records of the Yatiyantota Divisional Secretariat and literature reviews. The mountainous terrains of Makandawa, Ampana and Wewiyatalawa in the study area are rich in biodiversity, providing shelter to endemic and sensitive species such as Dipterocarpus Zeylanicus, Balunocaprpus Kithulgalensis, aquatic orchids, Loranthus, impatiens plants and 119 species of fauna, including reptiles, amphibians, fish, birds, mammals and butterflies. The favorable and temperate climatic conditions have attracted local and international tourists. The tourism weighting method identifies Makandawa Reserve, Kithulgala Water Rafting as high tourism potential destinations, while NDVI (Makandawa Reserve, Wawiyathalawa, Gilma resort), NDBI (Theppukulama, Kithulgala Belilena, Kitulgala Water Rafting), LST (Gilma Resort, Olu Ella), and NDWI (Water Rafting, Olu Ella, Handun Ella) are potential tourism destinations. Chi-square test was used to identify the environmental impacts on the changed economic and social conditions brought about by ecotourism, and SWOT analysis was used to identify the strengths, opportunities, threats, and weaknesses of ecotourism in the study area. This study emphasizes the importance of developing infrastructure and establishing a supportive legal and policy framework to promote sustainable ecotourism in the study area.

Keywords: *Ecotourism, Environmental Impacts, Potential Sites, Socio-economic*

AN EXPLORATORY STUDY ON THE OPPORTUNITIES AND METHODS OF UTILISING THE TOURISM INDUSTRY FOR REGIONAL DEVELOPMENT: WITH SPECIAL REFERENCE TO BANDARAWELA DIVISIONAL SECRETARIAT

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The opportunities available in the tourism industry for regional development in the Bandarawela Divisional Secretariat Division have not been fully utilized. This research was conducted to explore the methods of the tourism industry for the promotion of regional development based on that problem. Primary and secondary data were used in the research. Primary data was collected through semi-structured interviews with twenty tourist hotels and thirty retail outlets. Analysis of the creation of economic zones through vegetation index and ground surface temperature monitoring, multi-criteria analysis, and buffer zones was carried out using ArcGIS (version 10.8). Although the Bandarawela DS Division is a tourist attraction due to several places, including the Porowagala tourist spot, its location in the peripheral zone to major tourist spots such as Ella and Kumbalwela and the location of this area, centrally located between major railway lines, also made it unique in terms of the tourism industry. There is a moderate positive correlation between regional economic development and tourist arrivals, with a coefficient of 0. 541. The rankings indicate that the green environment attracts 27% of tourists to this area, while the climate accounts for 23%. However, from 2007 to 2025, there is a 3% decrease in vegetation cover and a 4% increase in temperature. When identifying areas of environmental suitability for the development of the tourism industry, based on factors such as land use, landscape, slope, direction, and elevation, 4% of the areas were identified as suitable areas and 96% as unsuitable areas for the establishment of tourist sites. When creating economic zones, an economic zone model was created based on distance, such as 100m, 300m, and 500m, depending on needs and traffic. Accordingly, it was emphasized that this area is the most suitable area to be developed as a tourist accommodation area in the tourism industry and that regional development can be enhanced by utilizing the aforementioned development opportunities that have not yet been utilized.

Keywords: *Bandarawela, Geographic Information Systems (GIS), Multi-Criteria Analysis, Regional Development, Tourism*

THE IMPACT OF DAILY MOBILITY ON URBAN GROWTH: WITH SPECIAL REFERENCE TO KURUNEGALA MUNICIPAL COUNCIL AREA

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Rapid urban growth and daily mobility have become a major factor among various factors that are affecting it. The primary objective of this research is to analyse the impact of daily mobility on the urban growth taking place in the Kurunegala Municipal Council area, which is a secondary city in Sri Lanka and the main administrative city of the Northwestern Province. Mixed research methodology was used for this research, and information was collected from a randomly selected 100 people from within and outside the municipal council area via structured questionnaires. Normalized Difference Built up Index (NDBI) map analysis, desire line map analysis, descriptive analysis, Modal Split analysis, and SWOT analysis methods were applied to analyze the case. Moreover, it is very clear that according to the NDBI maps, clear urban growth in the municipality from 2017 to 2025 has occurred, and it has spread from the city centre to areas outside the city boundaries. Often, road-oriented development can be seen. Thus, according to the daily movement line map, the major reasons for people coming to the city are to obtain employment (62%), education (59%), and health (57%). Those who come for these purposes mostly migrate from areas outside the municipality, and the people who mostly visit the city belong to the middle-aged workforce. Parallelly, the migrants mostly use buses, which are a means of public transport. But because of this, many problems such as traffic congestion, lack of parking spaces, and lack of pedestrian paths can be identified. Additionally, it highlights the need for improving transport systems, urban planning, infrastructure development, socio-economic development, and environmental sustainability.

Keywords: *Daily Mobility, Urban Growth, Normalized Difference Built Up Index (NDBI), Kurunegala Municipal Council Area*

CHANGING PATTERNS OF SOUTHWESTERN MONSOONAL RAIN AND ITS EFFECTS ON LAND USE CHANGE IN THE WESTERN PROVINCE IN SRI LANKA: WITH SPECIAL REFERENCE TO GAMPAHA DISTRICT

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This study examined the spatial and temporal variability of SWM rainfall in Gampaha District (1990 to 2023), one of Sri Lanka's most urbanized and populated districts in the WP, facing increasing environmental pressures. This research analyzed the correlation between rainfall and temperature patterns and ENSO indices and their impact on vegetation health. MODIS and meteorological data from CRU TS version 4.08 relate pertain to four stations within the study area, and ENSO data from 1990 to 2023 were utilised to support the methodology. Pearson correlation was assessed between May-September Average Monthly Rainfall (AMR) and Average Monthly Temperature (AMT), and the correlation between May-September (AMR) and (AMT) with maximum and minimum NDVI values and ENSO indices of the study area. NDVI values were extracted using ArcGIS (version 10.8), and correlation results of rainfall, temperature, and ENSO were interpolated using the IDW method. Findings show a 33.31% overall decline in SWM rainfall, with the largest reductions in Dompe (36.5%) and Kiribathgoda (32.3%) in the study area. Rainfall patterns have become increasingly strange and erratic, with extreme events like the 2016 floods. Concurrently, temperatures increased, with averages from May to August reaching 28.5–29.5°C and urban areas in Minuwangoda and Kiribathgoda frequently exceeding 29.5°C. ENSO analysis showed that since 2004, El Niño phases (Niño3.4 > 0) strongly suppressed rainfall during MJJ and JJA and enhanced it during JAS, with Niño3.4 showing a strong positive correlation with temperature (up to r = 0.62). SOI shows positive rainfall responses in early monsoon but negative effects during August-September, alongside consistent negative correlations with temperature. NDVI shows severe vegetation degradation by 2023, with values dropping by -1.99 and stronger correlations with temperature (R^2 up to 0.94) than with rainfall. These findings call for enhanced climate monitoring, green urban planning, agricultural adaptation, ENSO-based disaster preparedness, and an awareness to strengthen district-level resilience.

Keywords: *Climate Variability, El Niño, GIS, Land Use Change, Monsoonal Rainfall*

ASSESSMENT OF THE POTENTIAL FOR SOLAR AND WIND POWER DEVELOPMENT AND ITS IMPACT ON LOCAL COMMUNITIES IN HAMBANTOTA DISTRICT

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This study explores the potential and impact of solar and wind energy development in the Hambantota District of Sri Lanka, which offers favorable climatic and geographical conditions for renewable energy. Amid growing energy demand and global climate concerns, Sri Lanka aims to increase its renewable energy capacity, and Hambantota is poised to play a key role in this transition. The research assesses current infrastructure, evaluates the district's capacity for expansion, and investigates the socio-economic and environmental impacts on local communities. Using primary data (questionnaires, interviews, and field observations) and secondary data from governmental and institutional sources, the study employs analytical tools such as GIS-based Kernel Density Mapping, Suitability Analysis, SWOT analysis, and Chi-square testing. Findings indicate that Hambantota possesses significant untapped potential for renewable energy, particularly in underutilized lands with high solar radiation and wind speeds. The analysis reveals a statistically significant positive relationship between renewable energy projects and improvements in local employment, economic opportunities, and environmental sustainability. Nevertheless, challenges remain, including regulatory delays, infrastructure limitations, and local community concerns. The study highlights the need for inclusive policy frameworks, community engagement, and strategic investment to ensure that renewable energy development aligns with national energy goals and sustainable development objectives. Ultimately, the research provides valuable insights for policymakers, developers, and stakeholders aiming to implement effective and equitable renewable energy solutions in Sri Lanka.

Keywords: *Environmental Sustainability, Renewable Energy, Renewable Energy Potential, Hambantota District, Geographical Information System (GIS)*

A STUDY OF THE SOCIO-ECONOMIC AND ENVIRONMENTAL IMPACTS CAUSED BY THE MATARA SALINITY BARRIER BASED ON KARAGODA UYANGODA II EAST AND WEST GRAMA NILADHARI DIVISIONS OF KAMBURUPITIYA

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This study examined the socioeconomic and environmental impacts of the flood depression caused by the Matara Salinity Barrier, which was constructed across the Nilwala River between 2018 and 2022 in the Karagoda Uyangoda II East and West Grama Niladhari Divisions of the Kamburupitiya Divisional Secretariat Division and identified potential mitigation measures. Primary data were collected using questionnaires, while secondary data included NDWI (2017, 2020, 2023), land use classifications (2017-2023), institutional records, and analytical methods such as the chi-square test and time series analysis. The chi-square test between the salinity barrier and socioeconomic impacts was confirmed about the Matara Salinity Barrier, with a p-value of 0.023 for impacts on infrastructure due to prolonged flooding, a p-value of 0.038 for crop damage, and a p-value of 0.028 for reduced income. Socioeconomic impacts included increased financial difficulties for 41% of families, disruptions in education for 34%, and health challenges for 23%. Time series analysis predicted an increase in rainfall by the year 2050. Due to agricultural damage, the area of paddy sown in Karagoda Uyangoda II East Village decreased from 60.8 to 49.4 hectares, and in Karagoda Uyangoda II West Village (during the 2017-2023 Maha season), it decreased from 65.9 to 55.6 hectares. During the Yala season, harvest losses were even greater, and more than 20 hectares of paddy fields in both areas remained fallow. Additionally, there was a decline in household income among high-income families and an increase in the number of families earning less than Rs. 25,000 per month. The analysis of the NDWI showed a 17% increase in surface water cover from 2017 to 2023. Mitigation solutions identified included the addition of an extra gate to the existing five-gate salinity barrier, the implementation of the salinity barrier in alignment with the Nilwala River Flood Protection Scheme, consideration of rainfall received in the Matara water catchment area, the repair of pumping stations, and the widening of the side canals of the Nilwala River.

Keywords: *Agriculture, Flood Depression, Matara Salinity Barrier, Normalized Difference Water Index, Socio-economic and Environmental Impact*

IDENTIFYING METHODS AND STRATEGIES FOR MANAGING THE SOCIO-ECONOMIC AND ENVIRONMENTAL IMPACTS OF URBAN SPRAWL IN THE WARKAPOLA PRADESHIYA SABHA AREA

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This study examined the methods and strategies for managing the socio-economic and environmental impacts of urban sprawl in the Warakapola, Dummaladeniya, and Ambepussa GN Divisions under the jurisdiction of Warakapola Pradeshiya Sabha during the period 2005 to 2024. The research employed a mixed methods approach, including spatial data analysis, satellite imagery, census data, field observations, and community surveys using indicators such as NDBI and NDVI. The Normalized Difference Built-up Area Index (NDBI) shows a significant increase in built-up areas due to urban expansion in the Warakapola, Dummaladeniya, and Ambepussa GNDs under the Warakapola PS from 2005 to 2024. In 2005, approximately 60–65% of the land was covered by vegetation or agriculture, with low NDBI values ranging from -0.22 to -0.11. By 2024, high NDBI values (from -0.098 to 0.113) expanded to cover 35-40% of the area, reflecting a shift to densely built-up environments, particularly in Warakapola and Ambepussa. Population growth is a major factor and consequence of urban sprawl. Between 2015 and 2024, Warakapola's population density increased from 784.21 to 1,732.98km², an increase of over 120%. Ambepussa and Dummaladeniya also showed similar increases of approximately 45% and 12%. However, this urban expansion has imposed several environmental costs. NDVI analysis shows a steady decline in vegetation, with green areas shrinking by more than 25% between 2005 and 2024. Land surface temperature (LST) data shows an average increase of 1.5–2.0°C in urbanized areas during the same period, indicating a growing urban heat island effect. Thus, urban sprawl in the Warakapola PS area has created both development and challenges. This study highlights the urgent need for integrated urban planning strategies that balance development with sustainability, equity, and resilience.

Keywords: *Area Index, Impact of Urbanization, Land Use Change, Urbanization Factors, Vegetation Index*

ANALYSING THE IMPACT OF BALL CLAY MINING IN DEDIYAWALA GRAMA NILADHARI DIVISION OF KALUTARA DIVISIONAL SECRETARIAT DIVISION

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Ball clay mining in the Dediyawala Grama Niladhari Division of Kalutara District has led to significant environmental and socio-economic issues, despite the demand for ball clay. This study focuses on these effects to suggest sustainable practices. The main purpose of this study is to analyze the environmental and community impacts of ball clay mining. Various techniques were employed, including field observations, interviews with four officers, and a structured questionnaire administered to 46 residents (from a sample of 50). Water quality analysis was conducted at four locations, both near and away from mining sites. Digital data, inspection reports from the Central Environmental Authority, were examples of secondary data. Ball clay mining was found to have a statistically significant relationship with both environmental and socioeconomic impacts according to the chi-square analysis. Mainly, there is significant vegetation removal in mining areas, and it has been represented using LULC maps. It was a 0.56% decrease in paddy fields between 2004 and 2024, while increasing the mining pits by 1.53%. Water quality has decreased near mining sites, and it was detected under several parameters like pH, temperature, turbidity, and total dissolved solids (TDS). TDS level reaching 228 mg/L in groundwater. Open pits have contributed to flooding and mosquito breeding. More than 41% of residents earn between Rs. 41000 - 60000 per month from ball clay mining. Although ball clay mining has financial benefits, it needs sustainable mining practices to reduce the long-term environmental impacts. To create a balance between financial gain and ecological preservation, recommendations like regulating site rehabilitation, topsoil management, and more stringent monitoring are important.

Keywords: *Ball Clay Mining, Dediyawala, Environmental Impact, Socio-Economic Impact, Sustainability*

THE IMPORTANCE OF ECOTOURISM AS A CONSERVATION STRATEGY FOR THE HANTHANA MOUNTAIN RANGE, KANDY: WITH SPECIAL REFERENCE TO HATHARE KANUWA ENTRANCE

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Ecotourism has been widely recognized as a powerful tool for conservation in the natural environments worldwide. This study examines the importance of ecotourism as a conservation strategy in the Hanthana Mountain Range, with a specific focus on the Hathare Kanuwa entrance, which is the most frequented access point to this environmentally sensitive area. The objectives of this study were to identify existing ecotourism practices, evaluate their effectiveness in conservation, highlight current gaps, and suggest practical solutions to enhance sustainable ecotourism. In order to achieve the objectives, both primary and secondary data collection methods were used. Questionnaires, interviews, and field observations were used as primary data collection methods. Chi - Square Analysis using SPSS software, PRA, including problem trees and solution trees, SWOT analysis was used to analyse the data. The study proved that ecotourism activities such as hiking, stargazing, wildlife viewing, bird watching, educational tours, local cultural exchange, supporting local businesses, and conservation programmes have significant associations with ecotourism and conservation, affirming their positive role in protecting Hanthana's biodiversity. Due to Inadequate infrastructure, lack of trained tourist guides, poor waste management, unregulated tourism activities, lack of awareness among tourists, limited community involvement have increased environmental degradation, negative visitor experience, visual and physical pollution, loss of biodiversity, and a threat to endemic species in the area. Finally, installing eco-friendly infrastructure such as composting toilets and color-coded waste bins, empowering local communities through a training programme, implementing clear tourism regulations, and enhancing visitor education are identified as recommendations to enhance ecotourism in the study area.

Keywords: *Ecotourism, Hanthana, Conservation, Community Involvement, Sustainable Tourism*

LAND USE DYNAMICS AND SUSTAINABLE DEVELOPMENT IN THE UDUNUWARA DIVISIONAL SECRETARIAT DIVISION

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This study investigates land use dynamics and sustainability management in the Udunuwara Divisional Secretariat Division (DSD), Kandy District, Sri Lanka. The study area is predominantly characterized by agricultural activities. The study aims to assess historical and current land use trends, evaluate their socio-economic and environmental impacts, and propose sustainable land management strategies. Both primary and secondary data collection methods were employed. Primary data included field surveys, a questionnaire survey (sample size: 50), and the collection of water and soil samples for laboratory testing. Secondary data included satellite imagery (Google Earth Pro, Landsat 8) and annual reports from the Land Use Policy Planning Department (LUPPD) and the Census Department. Analytical tools included ArcGIS 10.8 for spatial analysis, SPSS for statistical testing, and indices such as NDVI and NDBI for remote sensing evaluation. Findings indicate a decline of 1.85 km² in forest cover and 3.60 km² in paddy lands, while tea cultivation, rubber plantations, home gardens, and built-up areas have expanded. NDVI results indicate declining vegetation health and signs of environmental degradation, while NDBI shows an increase in built-up area density. Soil and water quality assessments revealed localized environmental degradation, including high turbidity and acidic conditions in urbanized Grama Niladhari (GN) divisions such as Watadeniya and Ganhatha. Chi-square analysis revealed a statistically significant relationship between land use changes and income variation; however, no strong relationship was found with migration or food insecurity. Unregulated land use changes have led to both environmental degradation and socio-economic impacts in the study area. Effective land use management through planning, sustainable agriculture, reforestation, and implementation is essential for balanced regional development. "Applying Von Thunen's model" offers a theoretical basis to interpret spatial land use patterns and support sustainable planning strategies.

Keywords: *Sustainable Land Management, Chi-Square Test, Udunuwara, Von Thunen Model, NDVI/NDBI*

SPATIOTEMPORAL AND SOCIOECONOMIC ANALYSIS OF LAND USE CHANGES IN THE GAMPAHA DIVISIONAL SECRETARIAT DIVISION

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The land use of the Gampaha Divisional Secretariat Division (DSD) has undergone significant changes over the past few decades. This study aimed to identify land use changes from 1987 to 2025, along with the socioeconomic drivers and resulting impacts. To identify land use changes, supervised classification was applied using Landsat 4–5 and 8–9 satellite images from the years 1987, 1997, 2007, 2017, and 2025. The classification achieved an overall accuracy of more than 80% based on accuracy assessments. In 1987, developed areas accounted for only 1.2% of the total land and were primarily concentrated in the Gampaha city area. The majority of the land—53%—was covered by paddy fields. By 2025, developed areas had increased to 44%, while paddy lands had declined to just 27% of the total area. This land use change was largely driven by urbanization. Transportation infrastructure, such as the main railway line and the Colombo–Kandy major road, significantly contributed to ribbon development in the region. In addition to transportation, other key drivers included infrastructure development, population growth, economic diversification, industrialization, and land market dynamics. This land use change brought both positive and negative socioeconomic impacts. Improved accessibility to services and infrastructure, along with employment generation, were identified as positive outcomes. In contrast, the loss of agricultural lands and livelihoods, along with the rising cost of living and land prices, were observed as negative consequences. From an environmental perspective, several adverse impacts were recorded. These included the loss of green cover, environmental degradation, reduction in surface water, and increased hydrological stress, each contributing to a range of further negative environmental consequences. Sustainable land use can reduce those negative impacts and improve positive impacts.

Keywords: *Land Use Change, Gampaha DSD, Urbanization, Socioeconomic Impacts, Environmental Impacts*

AN ANALYSIS OF HEALTH IMPACT ON EMPLOYEES OF LANKA PHOSPHATE LIMITED, EPPAWALA, SRI LANKA

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This study examines the impact of Lanka Phosphate Limited (LPL) on the occupational health of its workers in Eppawala, Sri Lanka, is examined in this study. In addition to making a substantial contribution to the agricultural industry, the top state-owned phosphate mining company, LPL, exposes its employees to a number of health hazards, including physical strain, noise pollution, dust inhalation, and chemical exposure. The study's objectives are to assess worker health, pinpoint workplace dangers, and examine existing safety protocols. A mixed-methods approach was used to gather data, which included interviews with 15 staff members and structured questionnaires completed by 35 employees, supported by literature and medical records. According to research, 60% of employees have respiratory problems, such as persistent coughing and difficulty breathing. Despite the availability of personal protective equipment (PPE), its regular use is low because of discomfort and a lack of awareness. There are also notable gaps in health monitoring, as 86% of workers reported not receiving routine medical examinations. The underreporting of incidents at work exposes even more flaws in safety procedures. A SWOT analysis identified external risks to employee well-being as well as internal inefficiencies. According to the analysis, LPL's present safety and health protocols are insufficient. It recommends more frequent medical examinations, targeted health and safety training, a shift to a proactive safety culture, and stricter enforcement of PPE use. Improving worker welfare and ensuring the long-term sustainability of Sri Lanka's phosphate mining sector depends on these actions.

Keywords: *Eppawala, Phosphate, Health, Mining, Employee Safety*

AN ASSESSMENT OF THE ROLE OF WET ZONE HOME GARDENING IN FOOD SECURITY AND BIODIVERSITY CONSERVATION: A STUDY BASED ON THE PADUKKA DIVISIONAL SECRETARIAT DIVISION

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The research was conducted in the Padukka Divisional Secretariat Division to assess the role of wet zone home gardens in food security and biodiversity conservation, based on the research problem of the lack of an assessment to see how successful home gardening is as a solution to food insecurity and biodiversity loss. Both primary and secondary data were utilized for this research. Arukwatta North, Galagedara North, and Galagedara East Grama Niladari Divisions were selected as the sample areas. Primary data were collected through questionnaires, interviews, and field observations. GIS analysis, cost-benefit analysis, chi-square tests, the Shannon-Wiener index, and SWOT analysis were used as analytical techniques. According to the results, home gardening is practised by 28 percent of the respondents in the study area, and the size of a home garden is between 10 - 100 perches. The cost-benefit ratio is 1.5 to 5, and 50 percent of the gardeners earn a monthly income between Rs. 5000 - 10000 from their home gardens. 58 percent of home gardeners experience high levels of food availability, and 48 percent report high levels of food accessibility. Food stability is at a very high level of 50 percent. Similarly, the P-value of the chi-square test conducted to determine the relationship between food security and home gardening is 0.001. The Shannon-Wiener index value exceeded 1.8, indicating a high level of plant diversity. Animal activity in home gardens is also high, reported by 45% of respondents. The p-value of the chi-square test conducted to identify the relationship between biodiversity and home gardening is 0.002. Gardening faces significant threats, including land degradation, invasive species, and pest damage. By mitigating these threats, home gardening can lead to more successful outcomes. This study revealed that wet zone home gardening significantly contributes to food security and biodiversity conservation.

Keywords: *Food Security, Biodiversity, Wet Zone Home Gardening, Plant Diversity*

NEW TRENDS IN TOURISM-DRIVEN REGIONAL DEVELOPMENT IN THE NORTHERN NEGOMBO: WITH SPECIAL REFERENCE TO ETTHUKALA AND KUDAPADUWA GN DIVISIONS

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The study investigates the new trends in regional development resulting from the Brown Beach Park in Kudapaduwa North and Etthukala G.N Divisions in Northern Negombo. The study aimed to detect and analyse the environmental, social, and economic problems caused by tourism development from 2005 to 2024 in the selected area. Both the primary and secondary data collection methods were utilized for the study. Questionnaires and field observations were conducted under the primary data collection method, and Landsat imageries (USGS) of 2005, 2015, and 2024, and important reports were obtained under the secondary data collection method. Area Index and Vegetation Index were applied using GIS software, and Chi-square and SWOT analysis were conducted using SPSS software. Results showed the trend of urbanization was 85% in Etthukala, 92.5% in Kudapaduwa North, parallel to the infrastructure development by 87.5% and 82.5% in the selected area. Urbanization depicts the increasing levels of NDBI from 0.03-0.11 to 0.05-0.15 from 2005 to 2024, and decreasing NDVI from 0.54 in 2005 to 0.39 in 2015, and increased again by 0.44 in 2024 in the area. Furthermore, the study found an increasing level of the number of tourism-related employments from 153 to 356 in Ettukala and from 57 to 104 in Kudapaduwa North during the period 2018 to 2024. Also, the number of self-employed people in the tourism industry in both GN Divisions in 2018 was higher than the number of people in the fisheries products. The study highlighted price inflation, income inequality, drug addiction (75%), waste management problems (42%), water pollution (19%), traffic congestion (31%), and deforestation (8%) as negative effects of tourism in the selected area. Tourism in the area improved livelihood through jobs and self-employment, but also led to environmental, social, and economic issues alongside development.

Keywords: *Built-Up Area Index, Regional Development, Tourism, Urbanization, Vegetation Index*

A STUDY OF THE INFLUENCE OF RAINFALL PATTERNS ON THE LANDSLIDE OCCURRENCES IN UDADUMBARA AND PASBAGE KORALE DIVISIONS

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Rainfall-induced landslides have been a critical hazard in the central highlands of Sri Lanka, especially in the Udadumbara and Pasbage Korale Divisional Secretariat Divisions. The main focus of this study is to investigate the influence of rainfall patterns on the landslide occurrence from 2009 to 2024. Identifying the temporal and spatial relationship between the rainfall patterns and the landslide occurrences is crucial to managing the landslide disaster risks and land use planning. The study employed time series analysis using rainfall data from the National Building Research Organization (NBRO) to identify the rainfall patterns over a 15-year period. The study indicates landslide events and landslide hazard-prone area maps by using GIS analysis, data from NBRO to identify the incidence of landslide events and landslide hazard-prone areas. There was an increase in rainfall and the extent of landslide events in these DSD's. This study highlights the expansion of landslide events and landslide hazard risk zones over time, aligning with regions that experienced a notable increase in rainfall. The results demonstrate how extreme rainfall increases landslide occurrences and expands landslide hazard-prone areas, thereby emphasizing the importance of regional hazard management. This study also shows that the excessive increase in rainfall from 2009 to 2024 will significantly affect landslide events and landslide hazard-prone areas in Udadumbara and Pasbage Korale DSDs, thus requiring proactive strategies and continuous monitoring. The findings of this study can guide policymakers, planners, and disaster management authorities (especially the Disaster Management Centre - DMC) in designing more resilient policies.

Keywords: *Landslide occurrences, Time Series Analysis, GIS, National Building Research Organization, Landslide Hazard - Prone Areas*

A STUDY ON THE IMPACT OF AGRICULTURAL CROP LAND EXPANSION ON THE ENVIRONMENTALLY PROTECTED AREA OF THALANGAMA

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The Environmental Protected Area of The Thalangama Environmental Protected Area, declared under Gazette No. 1487/10 on March 5, 2007, and is part of the Colombo Ramsar Wetland City. The objectives of this research are to identify the land use and land cover change of agricultural land expansion, understand how this expansion affects the ecological services, and propose sustainable conservation strategies to manage and mitigate these impacts. Questionnaires, interviews, and field observation were used as primary data in the research methodology. Questionnaires were conducted with fifty farmers and residents near the Environmental Protection Area. Interviews were conducted through a random sampling method. Government reports, literature reviews, and articles served as secondary data. The main types of crops have been grown in it. The main crops grown in the area include paddy, banana, and vegetables. Between 2011 and 2023, the total agricultural area in the Thalangama Environmental Protected Area increased from 164.2 ares to 252.1 ares. Specifically, paddy cultivation increased by 35%, banana cultivation by 82%, and vegetable cultivation by 85%. Also, banana cultivation has increased by 82%, and vegetable cultivation has increased by 85%. Ecological services provided by the area include biodiversity conservation, water purification, and flood control. The study emphasizes the need to balance agricultural development with environmental protection to preserve the long-term health of the Thalangama Environmental Protected Area. To address these challenges, the research recommends strengthening the enforcement of environmental laws. It also suggests promoting sustainable and eco-friendly farming practices. The research highlights the need to balance agricultural development with environmental protection to preserve the long-term health of the Thalangama Environmental Protected Area.

Keywords: *Environmental Protected Area, Ecological services, Sustainable agriculture*

A STUDY OF THE DISASTER RISK REDUCTION STRATEGIES ON LANDSLIDES FOCUSING ON UKUWELA AND RATTOTA DIVISIONAL SECRETARIATES IN MATALE DISTRICT

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Landslides are a major environmental hazard in Sri Lanka's central highlands, particularly in the Matale district's Ukuwela and Rattota Divisional Secretariates, where steep terrain and intense rainfall significantly increase vulnerability. This research assesses the role of disaster risk reduction (DRR) strategies in mitigating landslide risk with in the Ukuwela and Rattota Divisional Secretariat Divisions. The study aims to identify key landslide hazards and vulnerabilities to evaluate the impact of DRR strategies and identify the gaps and challenges in their implementation. A mixed -methods approach was employed involving qualitative and quantitative data collection through questionnaires, interviews with 50 participants (including local communities and disaster management experts) and field observations. Secondary data were gathered from relevant reports, publications, websites and organizations such as the National Building Research Organization (NBRO) and the Disaster Management Centre (DMC). Data analysis utilized GIS mapping, descriptive analysis, time series analysis and SWOT analysis. The research findings indicate that while community awareness of landslides has improved at three schools, structural mitigation effects such as retaining walls and drainage systems have reduced disaster impact over time, significant gaps remain. The challenges, apart from limited participation of the community at the early stages, include insufficient institutional capacity and uneven implementation of policies. Then, the SWOT analysis highlighted the key strengths of the institution, such as having hazard zonation maps and early warning systems, but also highlight weaknesses in long-term planning and local engagements. Therefore, the study concludes by highlighted the need for a more integrated and community centred approach for ensuring the sustainability and effectiveness of DRR methods. Some recommendations are put forward for improved institutional coordination, including community education and local risk assessments, in the mitigation of landslide hazards in the study area as well as in similarly high-risk areas scattered across Sri Lanka.

Keywords: *Disaster Risk Reduction, Landslide, Ukuwela, Rattota, Community Resilience, Matale District, GIS, Sri Lanka*

HUMAN AND ENVIRONMENTAL FACTORS INFLUENCING THE INCREASE FLOOD RISK IN THE DEHIOWITA DIVISIONAL SECRETARIAT DIVISION: WITH SPECIAL REFERENCE TO UPPER THALDUWA AND LOWER THALDUWA GRAMA NILADHARI DIVISIONS

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This study investigates flood risk in the Upper and Lower Thalduwa G.N. Divisions within the Dehiowita Divisional Secretariat Division of Sri Lanka. The area has experienced an increasing frequency and severity of flooding; therefore, this research specifically focuses on the impacts of deforestation, unsustainable agricultural practices, and upstream river modifications. The methodology includes interviews, field observations, and questionnaires, as well as an analysis of land use changes from 2004 to 2024. Findings indicated a rapid rural-to-urban transformation, with a marked rise in dense settlements and infrastructure development in the area. Built-up areas have increased significantly from 25% to between 60% and 70%, while agricultural lands and vegetation cover have drastically declined from 2004 to 2024. The study found that unplanned settlement and agricultural expansion leading to deforestation, improper waste disposal clogging natural drainage systems, inadequate maintenance of water transport infrastructure, and irregular construction practices are key human-induced contributors to increased flood risk. The area has observed a rise in both the intensity and duration of rainfall events over the two decades, with an increase in vulnerability of over 75% of land under risk of flooding in the Lower Thalduwa area. Finally, it concludes that human interventions, especially land use changes, are deeply responsible for the worsening flood risks in the study area. Therefore, the study recommended long-term land use monitoring with the help of modern GIS technology, community awareness programmes, and integrated watershed management programmes as essential applications in flood monitoring in the area, respectively.

Keywords: *GIS, Flood Risk, Land Use Change, Deforestation, Human Activities, Watershed Management*

CHINESE

COMPARATIVE STUDY OF CHANGES IN SINHALA TRANSLATION OF THE CHINESE CARTOON MOVIE *(XIONG CHUMEI) WALAS MULLA*

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This study takes the famous Chinese cartoon *Boonie Bears* and its Sinhala translation *Walas Mulla* as the research objects in order to conduct a comparative analysis from three aspects: translation strategy, language style, and cultural elements. The study found that the translator flexibly used a variety of strategies, such as literal translation, free translation, and localisation adaptation in the translation process, and effectively integrated the cultural context of Sri Lanka while being faithful to the original content. In terms of language style, the translation focuses on emotional expression and verbalisation, which enhances the intimacy of local audiences; in terms of cultural elements such as food, place names, and character titles, localisation processing is also carried out, which improves the communication effect of the cartoon. The study believes that cartoon translation is not only a translation of language, but also a cross-cultural reconstruction. The successful use of localisation strategies is the key to the recognition of cartoons in international communication. This study provides a useful reference for the overseas dissemination and cross-cultural translation application of Chinese cartoons and provides an opportunity for cultural exchanges between China and Sri Lanka.

Keywords: *Boonie Bears, Walas Mulla, Translation Comparison, Difference*

中国动画片熊出没与斯里兰卡的 Walas Mulla 动画片之间的差异究。

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本研究以中国著名动画片《熊出没》及其僧伽罗语译本《walas　mulla》为研究对象，从翻译策略、语言风格和文化元素三个方面进行比较分析。研究发现，译者在翻译过程中灵活运用了直译、意译和本土化顺应等多种策略，在忠实原文内容的同时，有效地融入了斯里兰卡的文化语境。在语言风格方面，译文注重情感表达和言语化，增强了当地观众的亲切感；在食物、地名、人物称号等文化元素方面，也进行了本土化处理，提升了动画片的传播效果。研究认为，动画片翻译不仅仅是语言的翻译，更是跨文化的重构。本土化策略的成功运用是动画片在国际传播中获得认可的关键。本研究为中国动画片的海外传播和跨文化翻译运用提供了有益的参考，也为中斯两国的文化交流提供了契机。

关键词：*熊出没、Walas Mulla、翻译比较、差异*

INTEGRATING CHINESE CINEMA AS A PEDAGOGICAL TOOL IN CHINESE LANGUAGE EDUCATION: A STUDY ON CHINESE LANGUAGE MAJOR STUDENTS AT SABARAGAMUWA UNIVERSITY OF SRI LANKA

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Films are particularly powerful pedagogical tools that enhance learners' engagement and facilitate real-world language application. As an increasingly valued resource in language education, films provide authentic linguistic input paired with rich cultural experiences. This study explores how Chinese cinema can be effectively integrated as a teaching tool within the Chinese as a foreign language program at Sabaragamuwa University of Sri Lanka. Chinese films offer authentic linguistic input, cultural narratives, and real-world scenarios that textbooks alone cannot provide. The primary objective of this research is to explore how the inclusion of Chinese films in language instruction can improve students' language proficiency, especially in listening and speaking, while also deepening their cultural understanding. A mixed-method research design was employed to gain a comprehensive understanding of both student and teacher experiences. Data were collected through student questionnaires, classroom observations, and semi-structured interviews with lecturers. Quantitative data were analyzed to evaluate improvements in language skills and student engagement, while qualitative insights captured attitudes, challenges, and instructional reflections. The findings revealed that incorporating Chinese films significantly enhances student motivation, listening comprehension, pronunciation accuracy, and vocabulary acquisition. Students reported higher interest in learning, better retention of content, and increased confidence in real-life communication. Lecturers highlighted the value of films in presenting natural speech patterns, idiomatic expressions, and cultural behaviors. Nevertheless, limitations such as difficulty in selecting appropriate film content, time constraints, and the need for teacher training were noted.
The study concluded that Chinese films could serve as powerful supplementary tools in foreign language education. It recommends institutional support, curriculum integration, and the development of training modules for educators to optimize the benefits of film-based instruction. This approach supports the modernization and cultural enrichment of Chinese language teaching in Sri Lankan universities.

Keywords: *Chinese Language Education, Chinese Cinema, Foreign Language Education, Cultural Integration, Sri Lanka*

将中国电影作为教学工具融入大学汉语专业教学：斯里兰卡萨伯勒格穆沃大学汉语专业教学研究

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电影是一种极具教学价值的工具，能够有效提升学生的学习兴趣，并帮助语言知识在真实情境中得以运用。作为语言教育中日益重要的资源，电影不仅提供真实的语言输入，还融合了丰富的文化体验。本研究旨在探讨如何将中国电影有效融入斯里兰卡萨伯勒格莫瓦大学的对外汉语教学中。相较于传统教材，中国电影展现了真实的语言场景和文化叙事，有助于提高学生的语言理解和文化素养。本研究采用混合研究方法，全面分析学生与教师在教学过程中的体验。数据通过学生问卷、课堂观察和教师半结构式访谈收集，并结合定量与定性方式进行分析。研究发现，使用中国电影作为辅助教学工具，能显著提升学生的听力理解、发音准确度、词汇记忆以及语言表达能力。学生普遍表示电影教学提高了他们的学习动机和兴趣，增强了实际交流的信心。教师则指出，电影中自然的语速、地道的表达和文化背景对学生语言能力的提升具有重要意义。尽管面临如影片选择难度大、教学时间有限、教师缺乏专业培训等问题，研究仍肯定了中国电影在语言教学中的应用价值。因此，建议教育机构给予课程资源和培训支持，将电影系统地纳入教学体系，以提升对外汉语教学的质量和文化深度。本研究有助于推动斯里兰卡高校汉语教育的现代化与文化融合发展。

关键词： *汉语教育、中国电影、外语教学、文化融合、斯里兰卡*

EXPLORING LOCALISATION AND CULTURAL ADAPTATION IN THE TRANSLATION OF THE CHINESE TELE SERIES THE HOLY PEARL

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With the acceleration of globalization, cross-cultural communication has become increasingly vital in international exchanges. As a key medium of cultural output, the translation and localization strategies of film and television works are crucial when navigating different cultural contexts. The Chinese TV series *Legend of Nuwa: The Holy Pearl*, with its rich mythological content, complex characters, and layered cultural meanings, serves as a valuable medium for introducing Chinese culture to foreign audiences. However, its Sri Lankan adaptation, *Mayawarunge Lokaya*, faced significant challenges in language, religious symbolism, and value interpretation. this study analyzes the localization process of the Sri Lankan version through dimensions such as language translation, character adaptation, narrative restructuring, and cultural symbol transformation. Employing comparative analysis and a target audience acceptance survey, the research explores how translation influences local audiences' understanding and reception of Chinese TV dramas. findings show that Sri Lankan translators not only localized the language using culturally familiar vocabulary and syntax, but also reinterpreted religious concepts, ethical values, and character motivations to enhance emotional connection and cultural resonance. Strategies like substitution, weakening, and metonymy were applied, particularly when dealing with Taoist, Buddhist, and Confucian elements, to prevent cultural misinterpretations. audience feedback indicates strong acceptance and appreciation of the localized version, highlighting the importance of effective localization in fostering cultural integration. This study offers valuable insights into audiovisual translation theory and provides practical strategies for the global dissemination of Chinese film and TV content, especially in non-Western settings. It emphasizes the need for translators to consider the cognitive and cultural preferences of the target audience to achieve effective intercultural communication.

Keywords: *The Holy Pearl, cultural adaptation, TV drama translation, localization, cross-cultural communication*

中国电视剧〈灵珠〉的斯里兰卡化与文化适应研究

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随着全球化进程的加快，跨文化传播在国际交流中变得日益重要，影视作品作为文化输出的重要媒介，其翻译和本土化策略在不同文化语境中尤为关键。中国电视剧《女娲传说之灵珠》以浓厚的神话背景、复杂的人物设定以及多层次的文化意涵，为外国观众提供了一个了解中华文化的窗口。然而，当该剧在斯里兰卡播出并配音为《Mayawarunge Lokaya》时，其在语言、宗教符号、价值观念等方面都面临着严峻的文化适应挑战。本研究以《灵珠》的斯里兰卡版本为研究对象，从语言翻译、角色改写、叙事结构调整和文化符号转化等多个维度深入分析其本土化过程，采用对比分析法结合目标受众接受度调查，旨在探讨翻译如何影响目标文化对中国影视作品的理解和认同。通过对比原剧与译制版的具体差异，研究发现斯里兰卡译者不仅在语言上进行了本地化处理，如采用贴近本地语境的词汇和句式，还在内容层面对宗教观念、伦理价值以及角色动机进行了重新诠释，以增强本地观众的文化共鸣和情感认同。尤其是在涉及道教、佛教与儒家元素的情节中，译者采用替代、弱化或转喻等策略，以避免文化冲突和误解。此外，斯里兰卡观众对译制版表现出高度的接受度和积极评价，说明有效的本土化策略有助于促进文化融合与传播。本研究不仅丰富了影视翻译与文化适应的理论实践，也为未来中国影视作品在其他文化背景下的传播提供了可行路径与策略建议，特别是在非西方国家的本地化过程中具有一定的参考意义。研究同时呼吁翻译者在处理文化密集型内容时应更加注重目标文化的认知特点和接受心理，从而提升翻译质量和传播效果，真正实现文化内容的有效跨越。

关键词：*文化适应，电视剧翻译，斯里兰卡化，跨文化传播，《灵珠》*

AESTHETIC AND SPIRITUAL VALUES OF TREES IN LANDSCAPING: A COMPARATIVE STUDY BETWEEN SRI LANKA AND CHINA

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Trees are not only a natural part of garden landscapes, but also carry rich aesthetic and spiritual values. This study explores the symbolic significance, cultural connotation, and aesthetic expression of trees in Chinese and Sri Lankan gardens, revealing their important role in building natural beauty, carrying religious beliefs, and spiritual sustenance. Comparison shows that Chinese gardens emphasize philosophical imagery and the concept of "harmony between heaven and man", with tree species such as pine, bamboo, and plum reflecting Confucianism, Buddhism, and Taoism; Sri Lankan gardens highlight Buddhist centrism, creating a spiritual space that integrates religion and nature through sacred trees such as Bodhi trees and ironwood. The two countries' sacred tree traditions respectively reflect institutionalized protection and belief-driven community protection models. This study adopts a combination of literature analysis to collect relevant garden examples and cultural texts, in order to enhance the depth and breadth of the comparison. The research provides a new perspective for interdisciplinary exploration of Eastern Garden culture and provides useful insights for ecological design and cultural heritage protection, especially in the combination of traditional wisdom and modern technology.

Keywords: *Comparative Analysis, Symbolic Significance, Cultural Connotation, Aesthetic Expression*

树木在园林景观中的美学与精神价值—斯里兰卡与中国的比较研究

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树木在园林景观中不仅是自然的组成部分，更承载着丰富的美学与精神价值。本研究探讨中国与斯里兰卡园林中树木的象征意义、文化内涵与审美表达，揭示其在构建自然之美、承载宗教信仰和精神寄托中的重要作用。比较显示，中国园林注重哲理意境与“天人合一”的理念，松、竹、梅等树种体现儒释道思想；斯里兰卡园林则突出佛教中心主义，通过菩提树、铁木等神树营造融合宗教与自然的精神空间。两国神树传统分别体现出制度化保护与信仰驱动的社区保护模式。本研究采用文献资料分析相结合的方法，收集相关园林实例与文化文本，以加强对比的深度与广度。研究为东方园林文化的跨学科探索提供新视角，并对生态设计与文化遗产保护提出有益启示，尤其在传统智慧与现代技术结合方面。

关键词：*比较显示，象征意义，文化内涵，审美表达*

A COMPARATIVE STUDY ON THE MODERNIZATION OF DRESS CULTURE IN CHINA AND SRI LANKA

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Dress culture is a shared element across nations and a valuable expression of human civilization, reflecting a country's history, traditions, identity, and social values. In recent decades, the dress cultures of China and Sri Lanka have undergone significant transformations, reflecting broader processes of modernization and cultural negotiation. This comparative study examines how traditional dress in the two countries has evolved under modernization while reflecting their distinct cultural backgrounds, religious beliefs, and levels of economic development. Chinese traditional attire such as the Hanfu and Qipao carries strong cultural symbolism and ritual functions, whereas Sri Lankan garments like the saree and osariya reflect religious, climatic, and ethnic influences. The study finds that in China, the revival of Hanfu and culturally inspired fashion has brought traditional attire back into everyday life, with designers blending traditional elements into modern styles. In Sri Lanka, modernization emphasizes updating fabrics and designs while preserving traditional forms, shaped by colonial history and Buddhism. Despite globalization's influence, both countries aim to balance tradition and modernity. This study uses interviews, observations, and other first-hand data collection methods, supplemented by analysis of papers, textbooks, websites, and videos. The findings highlight the importance of creative collaboration and cultural exchange to preserve national identity and promote Asian fashion on the global stage.

Keywords: *Dress Culture, Modernization, Traditional Clothing, China and Sri Lanka*

中斯服饰文化现代化的比较研究。

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服饰文化是跨民族的共同元素，也是人类文明的宝贵体现，体现了一个国家的历史、传统、身份认同和社会价值观。近几十年来，中国和斯里兰卡的服饰文化发生了重大变革，反映了更广泛的现代化进程和文化融合。本比较研究探讨了两国传统服饰在现代化进程中的演变，并反映了其独特的文化背景、宗教信仰和经济发展水平。汉服和旗袍等中国传统服饰承载着强烈的文化象征和仪式功能，而纱丽和奥萨里亚等斯里兰卡服饰则反映了宗教、气候和民族的影响。研究发现，在中国，汉服和受文化启发的时尚的复兴将传统服饰带回了日常生活，设计师们将传统元素融入现代风格。在斯里兰卡，现代化强调在保留受殖民历史和佛教影响的传统形式的同时，更新面料和设计。尽管受到全球化的影响，两国仍致力于在传统与现代之间取得平衡。本研究采用访谈、观察等一手资料收集方法，并辅以论文、教科书、网站和视频分析。研究结果强调了创造性合作和文化交流对于维护民族认同感和在全球舞台上推广亚洲时尚的重要性。

关键词：*服饰文化、现代化、传统服饰、中国与斯里兰卡*

SOCIAL MEDIA AND ITS INFLUENCE ON PUBLIC OPINION AND CULTURE: A COMPARATIVE STUDY OF CHINA AND SRI LANKA

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The use of social media has become a major force in shaping public opinion and influencing cultural change worldwide. In countries like China and Sri Lanka, the role of social media has evolved uniquely due to media regulations and government censorship. This study aims to identify the major social media platforms used in China and Sri Lanka and analyze their impact on public opinion, political situations, and social behavior. A questionnaire with 31 questions was distributed online to users in both countries via Google Forms as the research method. Additionally, information was gathered from internet sources and previous research. Findings show that the main social media platforms in China include WeChat, Weibo, Douyin, and QQ, while in Sri Lanka, Facebook, YouTube, WhatsApp, Instagram, and TikTok are dominant. While China maintains strict social media censorship, most Chinese users comply with these regulations and rarely use VPNs to access blocked sites, reflecting a strong respect for the law. In contrast, many Sri Lankan users frequently use VPNs to bypass restrictions during periods of ethnic tension and political unrest. Furthermore, Sri Lankans generally oppose regulations that limit social media freedom, fearing such measures would curtail their rights. Because Chinese social media platforms are domestically produced, exposure to foreign cultures is limited, resulting in low cultural adaptation. Conversely, Sri Lanka's use of foreign social media platforms enables significant influence on public opinion and cultural trends. This research contributes to understanding the distinct roles of social media in China and Sri Lanka, highlighting how political, cultural, and regulatory differences shape user behaviour and influence public opinion.

Keywords: *Sri Lanka and China, Social Media, Influence, Public Opinion, Culture*

中国与斯里兰卡社交媒体平台及其对舆论和文化影响的研究

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社交媒体已成为塑造公众舆论和影响全球文化变革的主要力量。在中国和斯里 兰卡等国家，由于媒体监管和政府审查，社交媒体的作用发生了独特的变化。本研究旨在确定中国和斯里兰卡使用的主要社交媒体平台，并分析其对公众舆论、政治局势和社会行为的影响。作为研究方法，通过谷歌表格向两国用户在线分发了一份包含31个问题的问卷。此外，还从互联网来源和以前的研究中收集了信息。调查结果显示，中国的主要社交媒体平台包括微信、微博、抖音和 QQ，而在斯里兰卡，脸书、YouTube、WhatsApp、Instagram和TikTok占主导地位。虽然中国保持着严格的社交媒体审查制度，但大多数中国用户遵守这些规 定，很少使用VPN访问被屏蔽的网站，这反映了对法律的强烈尊重。相比之下，许多斯里兰卡用户在种族紧张和政治动荡期间经常使用VPN绕过限制。此外，斯里兰卡人普遍反对限制社交媒体自由的法规，担心这些措施会削弱他们的权利。由于中国的社交媒体平台是国产的，因此接触外国文化的机会有限，导致文化适应性低。相反，斯里兰卡使用外国社交媒体平台对公众舆论和文化趋势产生了重大影响。这项研究有助于了解社交媒体在中国和斯里兰卡的不同作用，突出政治、文化和监管差异如何塑造用户行为并影响公众舆论。

关键词：*斯里兰卡和中国，社会化媒体，影响，舆论，文化*

A COMPARATIVE STUDY OF GRAMMAR INSTRUCTIONS PRESENTED IN THE TWO BOOKS: HANYU JIAOCHENG AND RAYMOND MURPHY'S ENGLISH GRAMMAR IN USE

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The present study conducts a comparative analysis of grammar instruction in two widely used language textbooks: *Hanyu Jiaocheng* for Chinese language learners and *English Grammar in Use* by Raymond Murphy for English language learners. As a Chinese and English language learner undergraduate, I faced several key issues regarding grammar learning. *Hanyu Jiaocheng* is one of the widely used language learning textbooks around the world. According to the research, its grammar instructions are structured with contextualized inductive approaches and strictly embedded with culturally situational examples. The *English Grammar in Use* book is embedded with rule rule-based deductive approach, and it was a self-guided textbook. The relationship between different movement patterns and language ability development, the effect of textbook structure of linear Chinese curricula and modular English grammar on knowledge acquisition, and the application of contextualized inductive and rule-based deductive methods in Chinese language curricula to English grammar are the three main core dimensions that this study explores using a mixed method approach. I conclude that this study proposed evidence-based suggestions in order to maximize the communicative flexibility of the Chinese curriculum for English grammar, techniques for cultural annotation, and adaptive sorting of various grammar kinds to fill in the practical gaps in rule-centered materials. Including grammar teaching methods. *Hanyu Jiaocheng*'s inductive method enabled long-term retention, while *English Grammar in Use*'s deductive method achieved immediate accuracy. Furthermore, cultural integration in *Hanyu Jiaocheng* is quite difficult for non-Chinese learners, while the *English Grammar in Use* book is neutral in cultural nuance.

Keywords: *Comparative Grammar Teaching, Textbook Analysis, Inductive Method, Deductive Method*

汉语教程与英语语法实用书中教学的比较研究。

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本研究对全球范围内两本广泛使用的语言教材中的语法教学进行了比较分析。分别是针对中文学习者的汉语教程和针对英语学习者的英语语法使用。汉语教程的语法指导是以情境归纳法结构的，并严格嵌入了文化情境示例。英语语法书中融入了基于规则的演绎方法。本研究采用混合方法探讨了三大核心维度不同运动模式与语言能力发展的关系，线性中文课程与模块化英语语法教科书结构对知识获得的影响，以及在中文课程中将情境化归纳和基于规则的演绎方法。本研究结合了这两种教科书分析、我得出结论，这项研究提出了基于证据的建议。汉语教程的归纳法促进了长期记忆，英语语法在使用中的演绎法则实现了即时准确性。此外，汉语教程在文化整合上对非中文学习者来说有些困难，而英语语法在使用一书在文化细微差别上则比较中立。

关键词: *比较语法教学,教材分析,中国教育学, 归纳法促*

A COMPARATIVE STUDY OF BLACK MAGIC IN CHINA AND SRI LANKA

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In the folk traditions of China and Sri Lanka, practices of black magic display distinct characteristics shaped by their respective cultural and philosophical foundations. In China, black magic is primarily centered around individualized and esoteric practices such as feng shui and talismanic rituals, reflecting the philosophical concept of harmony between heaven and humanity. In contrast, Sri Lanka's black magic traditions are embodied in public, theatrical rituals like sʌnnɪ jʌkʊmə, conducted as collective performances. This study adopts a multidisciplinary approach, including literature analysis, visual interpretation, and simulated ethnographic observation, to compare the historical origins, ritual forms, and social functions of black magic in both countries. The findings suggest that in China, black magic focuses on personal fate adjustment and is transmitted through secretive master-disciple relationships. In recent years, it has evolved into digital forms such as online divination. In Sri Lanka, black magic rituals serve the community by healing illness or misfortune and are preserved by hereditary ritual dancer families. These practices have also adapted into cultural tourism performances. Despite the challenges posed by globalization, both traditions preserve their core spiritual frameworks—China's centered on the manipulation of qi (vital energy), and Sri Lanka's rooted in appeasing malevolent spirits through animistic rituals. This cultural resilience illustrates the significance of black magic as intangible cultural heritage and its ongoing transformation in the modern world. The research contributes to a deeper understanding of contemporary folk religion and offers methodological insights for cross-cultural comparative studies.

Keywords: *Sri Lanka, China, Black Magic, Folk Beliefs, Ritual Culture*

斯里兰卡邪术与中国邪术对比研究

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在中国与斯里兰卡的民俗传统中，邪术实践呈现出显著差异：中国以风水、符咒等个体化秘传方式为主，体现"天人感应"的哲学观；斯里兰卡则通过"sʌnnɪ jʌkʊmə"等集体仪式进行公开的戏剧化展演。本研究采用文献分析、影像解读和虚拟田野方法，对比两国邪术的历史源流、仪式特征与社会功能。研究发现中国邪术侧重个人运势调节，通过师徒秘传延续，现代衍生出网络占卜新形态；斯国仪式则服务于社区疾病驱除，由舞蹈世家公开传承，并转型为文化旅游项目。尽管面临全球化冲击，两国邪术仍保持核心信仰逻辑——中国强调"气"的操控，斯国保留"恶灵安抚"的原始宗教观念。这种文化韧性为非物质文化遗产保护提供了重要案例，揭示传统信仰体系在现代社会中的调适机制与存续动力。研究不仅深化了对民俗宗教当代转型的理解，也为跨文化比较研究提供了方法论参考。

关键词：*斯里兰卡、中国、邪术、民间信仰、仪式文化*

ERROR ANALYSIS OF USING RESULT COMPLEMENTS BY CHINESE MAJOR UNDERGRADUATES IN SRI LANKA

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Chinese grammar has a rich and complex complement system, among which the result complement is a grammatical point that students are exposed to early and use frequently in the Chinese complement system. At present, there are only a few studies on complements for Sri Lankan Chinese learners, and even fewer studies on result complements for Sri Lankan Chinese learners. This paper is based on first-hand data: a questionnaire survey provided to 50 Sri Lankan Chinese scholars, and second-hand data: relevant papers, textbooks, and journals. After investigation and analysis, it was found that Sri Lankan Chinese learners made errors such as omission, misaddition, misuse, and wrong order in the process of using result complements. Combined with the knowledge of result complement ontology, the author concluded that the main reasons for the errors of Sri Lankan Chinese learners are negative transfer of mother tongue knowledge, negative transfer of target language knowledge, interference of the medium language, and learners' own wrong learning strategies. Based on the conclusions of the previous article, suggestions for learning Chinese result complements are proposed. This paper is divided into five chapters. Chapter 1 introduces the background, purpose, and significance of the research, research methods, and research plan. Chapter 2 is a review of related research literature and proposes the value of the research topic of this paper. Chapter 3 explains the definition, semantics, and usage of Chinese result complements "完、好、成、到". Chapter 4 conducts error analysis on the collected questionnaires, including type analysis and error cause analysis. Chapter 5 is a learning suggestion for Chinese result complements.

Keywords: *Result Complement, Error Analysis, Sri Lankan University Students*

斯里兰卡汉语专业本科生使用结果补语的习得偏误分析

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汉语语法有着丰富而复杂的补语系统，其中结果补语是汉语补语系统中学生接触早且使用频率高的语法点。目前，针对斯里兰卡汉语学习者的补语研究屈指可数，而针对斯里兰卡汉语学习者的结果补语研究更是寥寥无几。本文立足于第一手资料：向五十位斯里兰卡汉语学者提供的问卷调查，和二手数据：相关论文、教科书和期刊。经过调查分析后发现，斯里兰卡汉语学习者使用结果补语的过程中出现了遗漏、误加、误用、错序的偏误类型。再结合结果补语本体知识，笔者总结出造成斯里兰卡汉语学习者偏误的主要原因是母语知识负迁移、目的语知识负迁移，媒介语的干扰以及学习者自身的错误学习策略等方面。并根据前文结论，提出汉语结果补语的学习建议。本文分为五章。第一章介绍研究的背景、研究的目的和意义、研究方法和研究方案等。第二章是相关研究文献综述，提出本论文的研究题价值。第三章说明了汉语结果补语“完、好、成、到”的定义、语义和用途。第四章对收集到的调查问卷进行偏误分析，其中包括类型分析和偏误原因分析。第五章是汉语结果补语的学习建议。

关键词：*结果补语,偏误分析,斯里兰卡大学生*

ENGLISH

RANI AND MANORANI: THE IMPACT OF OVER-FICTIONALIZATION

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This study uses the movie *Rani* by Asoka Handagama as a case study to examine the impact of over-fictionalisation on real characters. The film is inspired by the real-life story of Dr. Manorani Saravanamuttu, the mother of journalist and activist Richard de Zoysa, who was abducted and murdered during the Sri Lankan insurrection in 1988-89. The research explores how fictional exaggeration, particularly in character development and symbolic dramatisation, affects the ethical boundaries of political storytelling in Sri Lankan cinema. A qualitative research approach was adopted in this research, drawing on textual analysis, comparative historical referencing, and discourse analysis. Primary data included the film itself, historical records, archived media coverage, and official reports on the insurrection and on the real characters who lived in that era and afterwords. Secondary data consisted of theoretical works on political cinema, narrative ethics, and scholarly criticism of Handagama's filmography. Findings reveal that Rani employs significant fictional elements, including scenes of alcohol consumption by the protagonist and his mother, portrayals of homosexuality, and emotionally dramatised behaviour. These elements, while potentially serving symbolic purposes, significantly deviate from the known character of Manorani Saravanamuttu – an educated, restrained activist. Moreover, the film presents Rani as a more socially vocal and independent figure than her historical counterpart. These over – fictionalised portrayals risk reshaping public memory, distorting real historical struggles, and weakening the political legacy of both Manorani and Richard. The study concludes that such fictional devices may enhance emotional impact but compromise factual integrity, thereby raising ethical concerns in the cinematic representation of political trauma.

Keywords: *Narrative Ethics, Over-Fictionalization, Political Cinema, Public Memory Rani (2025)*

GERMAN

THE IMPACT OF COMMUNICATION PROBLEMS AND LANGUAGE BARRIERS ON GERMAN PASSENGERS AT KATUNAYAKE INTERNATIONAL AIRPORT

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International airports handle millions of passengers each year and are crucial for connecting nations and cultures. There are five popular airports in Sri Lanka: Bandaranaike International Airport, Mattala Rajapaksa International Airport, Colombo International Airport (Ratmalana), Jaffna International Airport, and Batticaloa International Airport. Bandaranaike International Airport which is in Katunayake is the main airport in Sri Lanka. Although it is Sri Lanka's main international air hub, Bandaranaike International Airport requires international air travel and communication between airport staff and passengers from different countries. Communication impacts passenger safety and satisfaction, operational efficiency, and much more. Bandaranaike International Airport is a busy international airport, as thousands of tourists arrive daily. Among them, German passengers are very special. Many German passengers come to Sri Lanka. Communication is the most important key at an airport since everything depends on communication. At airports, the ability to provide information in multiple languages is essential. It would be very important and useful if multilingualism could be used to convey information at the airport.

Keywords: *Language Barriers, Communication Problems, German Passengers, Airport Staff*

DIE AUSWIRKUNGEN VON KOMMUNIKATIONSPROBLEMEN UND SPRACHBARRIEREN FÜR DEUTSCHE PASSAGIERE AM KATUNAYAKE INTERNATIONALEN FLUGHAFEN

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Diese Studie untersucht die Kommunikations und Sprachprobleme deutschsprachiger Passagiere, die vom Katunayake International Airport (BIA), dem wichtigsten internationalen Flughafen Sri Lankas, abfliegen. Deutschsprachige Besucher scheinen auch einen beträchtlichen Teil der europäischen Besucherbevölkerung auszumachen; viele deutsche Passagiere haben jedoch Kommunikationsprobleme mit Flughafenpersonal und Dolmetschern, vor allem, weil sie weniger Englisch sprechen und am Flughafen möglicherweise keine unmittelbare deutschsprachige Unterstützung erhalten. Flughafenschilder und durchsagen sind auf Englisch oder den lokalen Sprachen gehalten, weshalb deutsche Passagiere bei ihrer Ankunft am Flughafen oft isoliert, verwirrt, hilflos und frustriert ankommen. Diese Studie verwendete einen gemischten Methodenansatz, hauptsächlich Befragungen deutscher Passagiere bei ihrer Ankunft am BIA und des Flughafenpersonals im Terminal. Die Ergebnisse deuten darauf hin, dass die Mehrheit des Flughafenpersonals nicht für die Kommunikation in einer Fremdsprache geschult oder ausgestattet ist und nur wenige Flughafenmitarbeiter Deutsch verstehen oder überhaupt sprechen können. Die Studie ergab, dass Kommunikationsbarrieren das Reiseerlebnis negativ beeinflussen. Sie führen zu Verspätungen vor und nach geplanten Abflügen, Missverständnissen und Frustrationen mit dem Flughafenpersonal und letztendlich zu unzufriedenen Passagieren. Die Studie empfiehlt Flughafenmanagement und -personal, deutschsprachiges Flughafenpersonal einzustellen, Schulungen in Fremdsprachen und kulturellem Bewusstsein durchzuführen, mehrsprachige Schilder zu verbreiten und den Einsatz digitaler Übersetzungssysteme und deren Auswirkungen bei potenziellen zukünftigen Reisen nach Sri Lanka und zu anderen Zielen zu prüfen.

Schlüsselwörter: *Sprachbarrieren, Kommunikationsprobleme, Deutsche Passagiere, Flughafenpersonal.*

CHALLENGES FACED BY TEACHERS IN TEACHING LARGE GERMAN CLASSES IN A BOYS' SCHOOL: A CASE STUDY AT ROYAL COLLEGE COLOMBO

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This research examines the challenges faced by teachers when teaching large German language classes in an all-boys school, specifically at Royal College Colombo. The aim of the study is to gain a deeper understanding of the practical difficulties in everyday language instruction and to identify possible solutions for improving the teaching and learning environment. Qualitative and quantitative data were collected through a questionnaire distributed to five German language teachers and 80 Students. The findings clearly show that large class sizes hinder individualised instruction, limit students' opportunities to actively speak the language, and increase disciplinary issues. The most frequently reported disruptions include excessive talking, inattentiveness, and attention-seeking behaviour. All participating teachers confirmed that student motivation tends to decrease significantly in large classes. Despite these challenges, teachers employ a variety of strategies to manage their classes effectively—such as setting clear rules, using seating plans, implementing group work, and applying reward systems. Moreover, the teachers expressed a need for greater methodological support, including training in classroom management and the use of communicative activities. The study concludes that reducing class size, employing additional support staff, and using diverse, interactive teaching methods could significantly improve the quality of German language instruction in large classes. The results of this case study provide valuable insights for schools, teacher training institutions, and education policymakers—especially with regard to foreign language teaching under demanding conditions.

Keywords: *German Language Teaching, Large Classes, Teacher Challenges, Boys' School*

HERAUSFORDERUNGEN VON LEHRKRÄFTEN BEIM UNTERRICHTEN GROßER DEUTSCHKLASSEN IN EINER JUNGENSCHULE: EINE FALLSTUDIE AM ROYAL COLLEGE COLOMBO

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Diese Forschung untersucht die Herausforderungen, denen sich Lehrkräfte beim Unterrichten großer Deutschklassen in einer reinen Jungenschule – konkret am Royal College Colombo – gegenübersehen. Ziel der Studie ist es, ein tieferes Verständnis für die praktischen Schwierigkeiten im alltäglichen Sprachunterricht zu gewinnen und mögliche Lösungen zur Verbesserung der Lehr- und Lernsituation zu identifizieren.Die qualitative und quantitative Datenerhebung erfolgte mithilfe eines Fragebogens, der an fünf Deutschlehrkräfte und 80 Schüler verteilt wurde. Die Ergebnisse zeigen deutlich, dass große Klassengrößen die Individualisierung des Unterrichts erschweren, die aktive Sprachpraxis der Schüler einschränken und disziplinarische Herausforderungen verstärken. Besonders häufig genannte Störungen waren übermäßiges Sprechen, Unaufmerksamkeit und Aufmerksamkeit suchendes Verhalten. Alle befragten Lehrkräfte bestätigten, dass die Motivation der Schüler in großen Klassen deutlich nachlässt.Trotz dieser Herausforderungen wenden die Lehrkräfte verschiedene Strategien an, um den Unterricht effektiv zu gestalten – darunter klare Regeln, Sitzpläne, Gruppenarbeiten und Belohnungssysteme. Darüber hinaus wünschen sich die Lehrkräfte mehr methodisch-didaktische Unterstützung, wie z. B. Fortbildungen zur Klassenführung und zum Einsatz kommunikativer Aktivitäten.Die Studie kommt zu dem Schluss, dass eine Reduzierung der Klassengröße, mehr unterstützendes Personal sowie vielfältige, interaktive Unterrichtsmethoden die Qualität des Deutschunterrichts in großen Klassen deutlich verbessern könnten. Die Ergebnisse dieser Fallstudie liefern wertvolle Erkenntnisse für Schulen, Lehrerausbildungseinrichtungen und Bildungspolitik, insbesondere im Hinblick auf den Fremdsprachenunterricht unter herausfordernden Bedingungen.

Schlüsselwörter: *Deutschunterricht, große Klassen, Herausforderungen für Lehrkräfte, Jungenschule*

A COMPARATIVE STUDY OF THE FACTORS INFLUENCING COASTAL DESTINATION PREFERENCES OF GERMAN AND ITALIAN TOURISTS IN SRI LANKA

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This study looks at the different reasons why German and Italian tourists choose Sri Lanka's beaches. Tourism is very important to Sri Lanka's economy, especially along the coast, which is known for its natural and cultural treasures and friendly people. Germany and Italy are two of the most important and popular European countries for tourists from Sri Lanka. But their needs, how they travel, and what they expect are all very different. The goal of this study is to learn more about the differences mentioned above and to give the tourism industry in Sri Lanka useful tips. Fifty study participants—25 from Italy and 25 from Germany—were surveyed as part of the quantitative research. Information on travel destinations, length of stay, type of lodging, activities, expectations for and satisfaction with lodging, and other subjects were gathered using a structured questionnaire. Basic statistics were used to analyze the collected data. According to the study, German tourists prefer eco-friendly locations, peaceful, sustainable getaways, extended stays, beautiful scenery, and genuine local culture. Conversely, Italian tourists favor lively destinations, delicious food, mingling, and cross-cultural interactions. They cover shorter distances as well. Both groups value cleanliness, safety, and friendliness despite having different tastes. When looking for travel information, Italians rely more on social media and word-of-mouth recommendations than Germans do. The study shows that "one size does not fit all". Culture and gender need to be taken into consideration. These results aid in the development of customized offer packages and promote Sri Lanka's framework for sustainable tourism.

Keywords: *Tourism Research, Sri Lanka, German Tourists, Italian Tourists, Coastal Regions*

DIE FAKTOREN, DIE DIE VORLIEBE DEUTSCHER TOURISTEN FÜR DIE SRI-LANKISCHE KÜSTE IM VERGLEICH ZU ITALIENISCHEN TOURISTEN BEEINFLUSSEN

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Diese Studie untersucht die verschiedenen Gründe, warum deutsche und italienische Touristen die Strände Sri Lankas wählen. Der Tourismus ist für die Wirtschaft Sri Lankas sehr wichtig, besonders an der Küste, die für ihre natürlichen und kulturellen Schätze sowie für die Freundlichkeit der Menschen bekannt ist. Deutschland und Italien gehören zu den wichtigsten und beliebtesten europäischen Herkunftsländern für Touristen in Sri Lanka. Ihre Bedürfnisse, Reisegewohnheiten und Erwartungen unterscheiden sich jedoch deutlich. Ziel dieser Studie ist es, die genannten Unterschiede besser zu verstehen und der Tourismusbranche in Sri Lanka hilfreiche Empfehlungen zu geben.Im Rahmen der quantitativen Forschung wurden fünfzig Studienteilnehmer – 25 aus Italien und 25 aus Deutschland – befragt. Mit einem strukturierten Fragebogen wurden Informationen über Reiseziele, Aufenthaltsdauer, Unterkunftsarten, Aktivitäten, Erwartungen an die Unterkunft, Zufriedenheit und andere Themen gesammelt. Die gesammelten Daten wurden mithilfe grundlegender statistischer Methoden ausgewertet.Die Ergebnisse zeigen, dass deutsche Touristen umweltfreundliche Orte, ruhige und nachhaltige Urlaube, längere Aufenthalte, schöne Landschaften und authentische lokale Kultur bevorzugen. Im Gegensatz dazu reisen italienische Touristen kürzer, bevorzugen lebendige Orte, gutes Essen, geselliges Beisammensein und kulturelle Erlebnisse. Trotz dieser Unterschiede legten beide Gruppen Wert auf Sauberkeit, Sicherheit und Freundlichkeit. Bei der Informationssuche nutzen deutsche Touristen eher Online-Quellen wie Reiseblogs, während italienische Touristen persönliche Empfehlungen und soziale Medien bevorzugen.Die Studie macht deutlich, dass „eine Lösung für alle“nicht funktioniert. Kultur und Geschlecht sollten berücksichtigt werden. Diese Ergebnisse helfen, gezielte Angebote zu entwickeln und Sri Lankas Strategie für einen nachhaltigen Tourismus zu unterstützen.

Schlüsselwörter: *Tourismusforschung, Sri Lanka, deutsche Touristen, italienische Touristen, Küstenregionen*

A STUDY ON THE MOTIVATIONS FOR CHOOSING GERMAN AS A FOREIGN LANGUAGE AMONG STUDENTS AT ROYAL COLLEGE, COLOMBO

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Learning a foreign language is the latest trend in today's Sri Lankan society. Many people around the world learn foreign languages with the aim of gaining access to educational and professional opportunities. This study examines the reasons why students of the Royal College in Colombo choose German as a foreign language. The focus was on personal, institutional and social factors. A mixed-methods approach was used to investigate these motivations. The data were collected through a structured questionnaire and interviews. The analysis showed that cultural interest, the desire to travel and future career prospects were the main reasons why students chose German. Parents also have a strong influence on their children's choice. In addition, teachers, friends and the media play a small role. Although many students choose German, more than half of them do not have clear long-term goals related to learning the language. Many students are not aware of the opportunities that come from learning German. Overall, knowledge about the real-world benefits of learning German is quite limited. There is also little awareness of the official goals of learning a language. Therefore, students should be informed about the official goals and benefits of learning German through educational programmes in schools. It is very important that parents are also informed about this. It is important to include more vocational and academic information in the school curriculum. Counselling services should be provided to promote cultural activities and support students. It is important to update the curriculum to include more practical and vocational content. This will also help to increase students' motivation and clarify their goals.

Keywords: *German As a Foreign Language, Language Choice, Student Motivation, Educational Goals*

EINE STUDIE ZU DEN BEWEGGRÜNDEN FÜR DIE WAHL DER FREMDSPRACHE DEUTSCH DURCH SCHÜLER DES ROYAL COLLEGE - COLOMBO

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Das Erlernen einer Fremdsprache ist der neueste Trend in der heutigen Gesellschaft Sri Lankas. Viele Menschen auf der ganzen Welt lernen Fremdsprachen mit dem Ziel, Zugang zu Bildungs und Berufschancen zu erhalten. Diese Studie untersucht die Beweggründe von Schülern des Royal College in Colombo, Deutsch als Fremdsprache zu wählen. Im Mittelpunkt standen persönliche, institutionelle und soziale Faktoren. Zur Untersuchung dieser Motivationen wurde ein gemischter Methodenansatz verwendet. Die Daten wurden mithilfe eines strukturierten Fragebogens und Interviews erhoben. Die Analyse zeigte, dass die Hauptgründe für die Wahl Deutsch als Fremdsprache kulturelles Interesse, Reiselust und berufliche Zukunftsaussichten waren. Auch die Eltern haben einen starken Einfluss auf die Wahl ihrer Kinder. Darüber hinaus spielen Lehrer, Freunde und die Medien eine kleine Rolle. Die meisten Schüler haben keine klaren langfristigen Ziele für das Erlernen der Sprache. Viele Schüler sind sich der Möglichkeiten, die sich durch das Erlernen der deutschen Sprache ergeben, nicht bewusst. Insgesamt ist das Wissen über die tatsächlichen Vorteile des Deutschlernens recht begrenzt. Auch über die offiziellen Ziele des Sprachenlernens besteht kein Bewusstsein. Daher sollten Schüler über die offiziellen Ziele und Vorteile des Deutschunterrichts im Rahmen von Bildungsprogrammen informiert werden. Es ist sehr wichtig, dass auch die Eltern darüber informiert werden. Es ist wichtig, mehr berufliche und akademische Informationen in den Lehrplan aufzunehmen. Beratungsangebote sollten angeboten werden, um kulturelle Aktivitäten zu fördern und Schüler zu unterstützen. Es ist wichtig, den Lehrplan zu aktualisieren und mehr praktische und professionelle Inhalte aufzunehmen. Dies trägt auch dazu bei, die Motivation der Schüler zu steigern und ihre Ziele zu klären.

Schlüsselwörter: *Deutsch als Fremdsprache, Sprachwahl, Schülermotivation, Lernziele,*

THE INFLUENCE OF SEASONAL TRAVEL PATTERNS ON GERMAN ARRIVALS TO SRI LANKA

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This report looks closely at when German tourists come to Sri Lanka and what sort of vacations they like throughout the year. I have been collecting data for a while now, focusing on how German school holidays and winter breaks align with peak tourist seasons in Sri Lanka. What I found is that specific times of the year, especially when the weather is nice, see a big increase in German visitors. I also want to dig into what these travel trends mean for businesses and organizations in the tourism sector. It is clear that they need to adjust their marketing strategies and enhance their services to cater to the surge in tourism during these peak times. If we want to ensure that everyone benefits from the increasing number of German tourists in Sri Lanka, we need to be smart about managing tourism resources. By taking a closer look at these patterns, we can create a better experience for both tourists and locals. This way, we can also help give the local economy a nice little boost from all the tourism. It is vital for tourist-related businesses to understand these patterns so they can prepare ahead of time. The goal is to keep both the visitors and the residents happy, ensuring both sides walk away with positive experiences. All in all, if we can coordinate efforts during the peak seasons, it's a win-win for everyone involved.

Keywords: *Seasonal Travel Patterns, German Arrivals, Marketing Strategies*

DER EINFLUSS SAISONALER REISEMUSTER AUF DIE ANKÜNFTE AUS DEUTSCHLAND NACH SRI LANKA.

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Dieser Bericht schaut sich an, wie die Reisegewohnheiten von Deutschen je nach Jahreszeit die Anzahlen der Reisenden nach Sri Lanka beeinflussen. Die Daten, die über mehrere Jahre gesammelt wurden, zeigen ziemlich deutlich, dass es bestimmte Trends gibt, die mit den Jahreszeiten und auch den Wetterbedingungen in Deutschland und Sri Lanka zu tun haben. Es wird klar, dass viele Deutsche in bestimmten Monaten nach Sri Lanka reisen. Das hängt viel mit den Schulferien und den Winterurlauben in Deutschland zusammen. Außerdem kommt in Sri Lanka zu jener Zeit oft wunderbares Wetter hinzu, was die Reise noch attraktiver macht.Die Ergebnisse bringen auch einige interessante Punkte für die Tourismusbranche in Sri Lanka. Für die Leute, die dort im Tourismusbereich arbeiten, ist es wichtig zu verstehen, wie sich diese Reisegewohnheiten auswirken. Auf diese Weise können sie besser planen und sich darauf einstellen. Es zeigt sich, dass es notwendig ist, durchdachte Marketingstrategien zu entwickeln und auch spezielle Dienstleistungen anzubieten, damit die Reisenden während der Hauptsaison ein tolles Erlebnis haben.Wenn Sri Lanka diese Situation versteht, können sie ihr Tourismusmanagement wirklich verbessern und dabei auch die wirtschaftlichen Vorteile maximieren, die aus den Ankünften deutscher Touristen resultieren. Schließlich weiß jeder, dass glückliche Touristen eher wiederkommen und die Region positiv weiterempfehlen.

Schlüsselwörter: *saisonale Reisemuster, der Einfluss, die Ankünfte*

A STUDY ON STREAMLINING THE CHECK-IN PROCESS AT LAYA BEACH HOTEL TO MINIMIZE DELAYS FOR GERMAN TRAVELERS

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Smooth check-in processes are crucial for a positive first impression in the hospitality industry. Delays in the process can have a significant negative impact on guest satisfaction, especially for international visitors who are already exhausted from the long journey. The objective of this study is to optimize the check-in process for the Laya Beach Hotel, a beach resort in Wadduwa, Sri Lanka, with a particular focus on reducing delays for German guests, who constitute a significant percentage of the hotel's clientele. German tourists are known for their preference for punctuality, efficiency, and well-structured service experiences. However, feedback from guest reviews and hotel staff suggests that this group frequently experienced delays due to manual data entry, language barriers, unclear instructions, and a lack of digital interaction before arrival. These inefficiencies not only negatively impact the overall guest experience but also place additional strain on reception staff during peak hours. The research uses a mixed-methods approach that combines guest satisfaction questionnaires, hotel staff surveys, and direct observation of the existing check-in process. The analysis identifies key challenges and proposes practical recommendations, including providing online pre-check-in options, developing multilingual support materials, German language skills for receptionists, and establishing express check-in counters for previously registered or returning guests. The study concludes that simplifying the check-in process through culturally appropriate and technology-enabled solutions can effectively reduce delays, increase guest satisfaction, and improve the overall efficiency of the Laya Beach Hotel, thus making it a more attractive and competitive destination for European tourists. Efficient check-in processes are crucial to a hotel's first impression. Delays impair the perceived quality of service, especially for internationally arriving guests. This study aims to optimize check-in at the Laya Beach Hotel, focusing on German tourists – a key target group that expects punctuality and structured processes. Using a mixed-methods approach, standardized satisfaction surveys were conducted, structured interviews were conducted with front-office staff, and 48 hours of participant observation in the reception area were analyzed. Four main problems emerged: time-consuming manual data entry, language barriers, a lack of digital pre-interaction, and staff overload during peak times. According to simulated process models, the implementation of these technology- and culture-adapted solutions reduced the average check-in time from 11 min 40 s to 6 min 05 s (-48%) and increased predicted guest satisfaction by 22%. Thus, the Laya Beach Hotel strengthened its competitiveness in the European market and set a transferable best practice standard for resorts with a diverse guest base.

Keywords: *Check-In Optimization, Guest Satisfaction, Digital Pre-Check-In, Language Barriers, Process Efficiency*

WIE LÄSST SICH DER CHECK-IN-PROZESS IM LAYA BEACH HOTEL ZU REDUNDEN UM ZEITVERZÖGERUNGEN FÜR DEUTSCHE REISENDE MACHEN .

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Reibungslose Check-in-Prozesse sind entscheidend für einen positiven ersten Eindruck im Gastgewerbe. Verzögerungen im Prozess können sich erheblich negativ auf die Gästezufriedenheit auswirken, insbesondere bei internationalen Besuchern, die von der langen Reise ohnehin schon erschöpft sind. Ziel dieser Untersuchung ist die Optimierung des Check-in-Prozesses für das Laya Beach Hotel, ein Strandresort in Wadduwa, Sri Lanka, mit besonderem Schwerpunkt auf der Reduzierung von Verzögerungen für deutsche Gäste, die einen beträchtlichen Prozentsatz der Hotelkundschaft ausmachen.Deutsche Touristen sind bekannt für ihre Vorliebe für Pünktlichkeit, Effizienz und gut strukturierte Serviceerlebnisse. Rückmeldungen aus Gästebewertungen und von Hotelmitarbeitern deuten jedoch darauf hin, dass diese Gruppe häufig Verzögerungen aufgrund manueller Dateneingabe, Sprachbarrieren, unklarer Anweisungen und mangelnder digitaler Interaktion vor der Ankunft erlebt hat. Diese Ineffizienzen beeinträchtigen nicht nur das Gesamterlebnis der Gäste, sondern belasten auch das Personal an der Rezeption während der Stoßzeiten zusätzlich.Die Forschung nutzt einen Mixed-Methods-Ansatz, der Fragebögen zur Gästezufriedenheit, Personalbefragungen in Hotels und direkte Beobachtung des bestehenden Check-in-Verfahrens kombiniert. Die Analyse identifiziert die wichtigsten Herausforderungen und schlägt praktische Empfehlungen vor, darunter die Bereitstellung von Online-Pre-Check-in-Möglichkeiten, die Entwicklung mehrsprachiger Unterstützungsmaterialien, Deutschkenntnisse für Rezeptionisten und die Einrichtung von Express-Check-in-Schaltern für bereits registrierte oder wiederkehrende Gäste.Die Studie kommt zu dem Schluss, dass die Vereinfachung des Check-in-Prozesses durch kulturell angepasste und technologiegestützte Lösungen Verzögerungen effektiv reduzieren, die Gästezufriedenheit steigern und die Gesamteffizienz des Laya Beach Hotels verbessern kann – und es so zu einem attraktiveren und wettbewerbsfähigeren Reiseziel für europäische Touristen macht.Effiziente Check-in-Prozesse sind für den ersten Eindruck eines Hotels maßgeblich. Verzögerungen beeinträchtigen die wahrgenommene Servicequalität, besonders bei international angereisten Gästen. Diese Studie zielt darauf ab, den Check-in im Laya Beach Hotel (Wadduwa, Sri Lanka) zu optimieren, wobei der Fokus auf deutschen Touristen liegt – einer zentralen Zielgruppe, die Pünktlichkeit und strukturierte Abläufe erwartet.Mittels eines Mixed-Methods-Ansatzes wurden standardisierte Zufriedenheitsbefragungen (n = 214) durchgeführt, (strukturierte Interviews mit Front-Office-Mitarbeitern erhoben und 48 Stunden teilnehmende Beobachtung im

Rezeptionsbereich analysiert. Dabei traten vier Hauptprobleme zutage: zeitaufwändige manuelle Datenerfassung, Sprachbarrieren, fehlende digitale Vorab-Interaktion sowie Überlastung des Personals in Spitzenzeiten.Die Implementierung dieser technologie- und kulturadaptierten Lösungen reduziert nach simulierten Prozessmodellen die durchschnittliche Check-in-Dauer von 11 min 40 s auf 6 min 05 s (-48 %) und steigert die prognostizierte Gästezufriedenheit um 22 %. Somit stärkt das Laya Beach Hotel seine Wettbewerbsfähigkeit im europäischen Markt und setzt einen übertragbaren Best-Practice-Standard für Resorts mit heterogener Gästestruktur.

Schlüsselwörter: *Check-in-Optimierung ,Gästezufriedenhei t, Digitale Pre-Check-in , Sprachbarrieren , Prozess-Effizienz*

ANALYSIS OF THE EFFECTIVENESS OF GUEST RELATION STRATEGIES IN MEETING SPECIFIC SERVICE EXPECTATIONS OF GERMAN TOURISTS AT OCCIDENTAL EDEN HOTEL BERUWALA, SRI LANKA

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This research examines the effectiveness of guest care strategies at the Occidental Eden Beruwala Hotel in Sri Lanka are in meeting the specific service expectations of german tourists. Travelers from Germany are well-known for their elevated service expectations, especially regarding efficiency, professionalism, cleanliness, and cultural awareness. Considering the competitive nature of the hospitality industry, it is crucial to understand and meet the specific needs of key demographics of the tourists, like german guests, for maintaining customer satisfaction and loyalty. The research utilizes a mixed-methods strategy, which integrates quantitative surveys given to german guests during their visits with qualitative interviews and direct observations of hotel operations. The findings show that clear and effective communication, proactive service giving, and adaptability for cultural values are essential factors that affect the guest satisfaction. For instance, a breakfast buffet needs to be well organized with freshly baked bread, high-quality coffee, and presentation of sanitary food for great importance to german tourists, as it reflects their preference for quality and order. they expect that problems with service – be it room maintenance, WiFi access, or trip arrangements – will be resolved quickly. A significant challenge recognized is the difference of the cultural facts, in communication styles, with german guests being more forward and clear in their feedback than other nationalities, requiring staff responses that are transparent and professional. The research highlights that aimed staff training strategies, designed to introduce employees to german cultural standards and service expectations, can significantly enhance the overall guest experience. Moreover, individualized interactions with guests, like greeting them in their mother tongue or recalling their unique preferences, greatly boost loyalty and favorable recommendations. The research concludes that for attracting German visitors, hotels must continuously improve their service procedures, actively seek guest feedback, and develop a culturally aware workforce. With the help of these enhancements, the Occidental Eden Beruwala Hotel can elevate satisfaction among german tourists, bolster its reputation, promote return visits, and secure for a competitive advantage in Sri Lanka's tourism sector. In the end, this research offers practical insights for hospitality managers who want to enhance guest care strategies tailored to diverse international travelers.

Keywords: *German people, Guest Relation, Guest Relation Strategies, Service Quality, Tourism*

ANALYSE DER WIRKSAMKEIT VON GÄSTEBETREUUNGSSTRATEGIEN AUF DIE ERFÜLLUNG DER SPEZIFISCHEN SERVICEERWARTUNGEN DEN DEUTSCHER TOURISTEN IM HOTEL OCCIDENTAL EDEN BERUWALA SRILANKA

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Das Ziel dieser Studie ist es,die Effektivität der Gästebetreuungsstrategien des Hotels Occidental Eden Beruwala in Sri Lanka im Hinblick auf die speziellen Serviceanforderungen deutscher Reisender zu überprüfen. Deutsche Touristen werden als anstrengende Gäste bemerkt, die auf Effizienz, persönlichen Service und kulturelle Sensibilität Bedeutung setzen. Zur Bewertung der Servicequalität wurden sowohl qualitative als auch quantitative Methoden zum verwendet, darunter Umfragen unter deutschen Gästen während ihres Aufenthalts. Die Resultate zeigen, dass das Wohlbefinden vor allem von klarer Kommunikation, vorausschauendem Service und kultureller Flexibilität beeinflusst wird. Ein vollständiges Frühstücksbuffet mit frischen Brot, qualitativen Kaffee und einer frischen, gut organisierten Buffet-Präsentation wird von vielen deutschen Gästen beispielsweise erwartet. Darüber hinaus verlassen sie sich auf schnelle Lösungen für Probleme, insbesondere bei wissenschaftlichen Fehlern im Zimmer oder bei der Buchung von Wanderungen. Kulturelle Unterschiede zu akzeptieren stellt eine besondere Herausforderung dar, da deutsche Urlauber in ihrer Kommunikation oft direkter sind und klare Erklärungen bevorzugen. Die Studie zeigt, dass die Servicequalität durch fokussierte Ausbildungen der Mitarbeiter, die sich mit deutschen Traditionen und Erwartungen beschäftigen, bedeutend verbessert werden kann. Auch die individuelle Betreuung ist von Bedeutung: Kleine Aufmerksamkeiten wie ein Begrüßung in deutscher Sprache oder das Auseinandersetzen auf persönliche Präferenzen verbessern die Verbundenheit der Gäste. Um deutsche Gäste auf lange Sicht zu aufbauen, sollten Hotels ihre Serviceabläufe verbessern, häufiges Feedback bekommen und die kulturelle Kompetenz stärken, so das Ergebnis der Untersuchungsstudie. Das Hotel Occidental Eden Beruwala kann durch eine vorsichtige Änderung der Gästebetreuung die Wohlbefinden deutscher Besucher steigern, positive Bewertungen und Reservierungsmöglichkeiten fördern – was im internationalen Tourismusmarkt einen entscheidenden Konkurrenzumgewinn darstellt.

Schlusswörter: *Deutschen , Gäste Betreuung, Gästebetreuungsstrategien, Servicequalität, Tourismus*

THE ACQUISITION OF THE ACCUSATIVE CASE AMONG GERMAN LANGUAGE LEARNERS IN SCHOOLS IN THE NORTH WESTERN PROVINCE OF SRI LANKA (CEFR LEVEL A1)

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This study investigates the complex challenges faced by German language learners in acquiring the German accusative case at the A1 level in schools in the North Western Province of Sri Lanka. The research aims to systematically identify typical error sources in the accusative case, analyze their linguistic and didactic causes, and develop evidence-based, targeted solutions for grammar instruction. Employing an innovative mixed-methods approach, the empirical investigation methodically combines quantitative and qualitative data collection methods. The quantitative component encompasses structured questionnaires for learners as well as linguistic accuracy tests for precise measurement of accusative competence, while the qualitative dimension was realized through interviews with teachers from schools and focused group discussions. This methodological triangulation of data sources enables a comprehensive, multi-perspective analysis of accusative acquisition challenges. The systematic error analysis based on Error Analysis Theory served for the scientific categorization of frequent accusative errors, particularly in the morphological use of definite and indefinite articles as well as in the correct application of personal pronouns. Significant language interference from Sinhala, Tamil, and English was identified as a central cause, since these languages structurally lack comparable case systems. Additionally, conventional grammar-translation methods proved didactically insufficient for successful case acquisition. To address these specific challenges, teachers should first conduct a well-founded contrastive analysis between German and the learners' mother tongues (Sinhala and Tamil). This analysis makes it possible to make transparent the structural differences between language systems and identify typical interference sources. Particularly important is the explicit thematization of the missing case marking in the mother tongues, as this represents the main cause of accusative errors. The findings highlight the need for targeted pedagogical interventions and contribute to the improvement of German language teaching for beginner learners in Sri Lanka, offering practical recommendations for both curriculum development and classroom practice.

Keywords: *Accusative Case, Language Acquisition, Error Analysis, Language Interference, Teaching Methods*

DER ERWERB VOM AKKUSATIV KASUS VON DEN DEUTSCHLERNENDEN IN SCHULEN IN DER NORDWESTPROVINZ SRI LANKAS: NIVEAU A1

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Diese Studie untersucht die komplexen Herausforderungen, denen sich Deutschlernende beim Erwerb des deutschen Akkusativs auf dem Niveau A1 in Schulen der Nordwestprovinz Sri Lankas gegenübersehen. Ziel der Forschung ist es, typische Fehlerquellen beim Akkusativ systematisch zu identifizieren, deren linguistische und didaktische Ursachen zu analysieren und evidenzbasierte, gezielte Lösungen für den Grammatikunterricht zu entwickeln. Die empirische Untersuchung verwendet einen innovativen gemischten Methodenansatz, der quantitative und qualitative Datenerhebungsmethoden methodisch kombiniert. Die quantitative Komponente umfasst strukturierte Fragebögen für die Lernenden sowie linguistische Genauigkeitstests zur präzisen Messung der Akkusativkompetenz, während die qualitative Dimension durch Interviews mit Lehrkräften aus den Schulen sowie fokussierte Gruppendiskussionen realisiert wurde. Diese methodische Triangulation der Datenquellen ermöglicht eine umfassende, multiperspektivische Analyse der Akkusativerwerbsproblematik. Die systematische Fehleranalyse nach der Error-Analyse-Theorie diente zur wissenschaftlichen Kategorisierung häufiger Akkusativfehler, insbesondere bei der morphologischen Verwendung bestimmter und unbestimmter Artikel sowie bei der korrekten Anwendung von Personalpronomen. Als zentrale Ursachen wurden bedeutsame Sprachinterferenzen aus dem Singhalesischen, Tamilischen und Englischen identifiziert, da diese Sprachen strukturell keine vergleichbaren Kasussysteme aufweisen. Zusätzlich erwiesen sich konventionelle Grammatik-Übersetzungsmethoden als didaktisch unzureichend für den erfolgreichen Kasuserwerb. Um diese spezifischen Herausforderungen zu bewältigen, sollten Lehrkräfte zunächst eine fundierte kontrastive Analyse zwischen dem Deutschen und den Muttersprachen der Lernenden (Singhalesisch und Tamilisch) durchführen. Diese Analyse ermöglicht es, die strukturellen Unterschiede zwischen den Sprachsystemen transparent zu machen und typische Interferenzquellen zu identifizieren. Besonders wichtig ist dabei die explizite Thematisierung der fehlenden Kasusmarkierung in den Muttersprachen, da dies die Hauptursache für Akkusativfehler darstellt. Die Ergebnisse dieser Studie unterstreichen die Notwendigkeit gezielter pädagogischer Maßnahmen und tragen zur Verbesserung des Deutschunterrichts für Anfänger in Sri Lanka bei, indem sie praktische Empfehlungen für die Lehrplanentwicklung und den Unterricht geben.

Schlüsselwörter: *Akkusativ Kasus, Spracherwerb, Fehleranalyse, Sprachinterferenz, Unterrichtsmethoden*

PROMOTING GERMAN LANGUAGE COMPETENCE AMONG GERMAN LEARNERS WITH LIMITED LEARNING RESOURCES AT CEFR LEVEL A1

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When learning a foreign language, it is important to have a better understanding of the four skills: writing, speaking, listening, and reading. However, throughout the learning process, it is difficult to develop the necessary skills under minimal conditions. Since linguistic communication activities cannot be performed spontaneously, many learning challenges are at the forefront. This study examines the development of German language skills among female students learning German as a foreign language under minimal conditions at the President's School in the Kurunegala District of Sri Lanka's Northwestern Province. The aim of the study is to present appropriate suggestions for developing female students' language skills under minimal conditions. Here, data is obtained through interviews, group discussions, and observations. These results suggest that interest in the language has declined due to a lack of opportunities to develop language skills. Activities required for skill development are often carried out at a minimal level. Time management issues and the lack of a learning environment are highlighted as obstacles. It was found that when learning German with minimal resources, skills need to be developed in a variety of ways, using a learning environment, different materials, pictures, more activities and practical exercises. Despite the limited resources, it is hoped that this study will be useful for German learners and teachers to improve their language skills.

Keywords: *Language Skills, Limited Learning Resources, German as a Foreign Language, Foreign Language Teaching, CEFR A1*

FÖRDERUNG DER DEUTSCHKENNTNISSE BEI DEUTSCHLERNENDEN MIT BEGRENZTEN LERNRESSOURCEN: NIVEAU A1

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Beim Erlernen einer Sprache sind vier Fertigkeiten wichtig: Schreiben, Sprechen, Hören und Lesen. Beim Erlernen einer Fremdsprache ist es wichtig, diese vier Fertigkeiten besser zu verstehen. Im gesamten Lernprozess ist es jedoch schwierig, die erforderlichen Fähigkeiten unter minimalen Bedingungen zu entwickeln. Da sprachliche Kommunikationsaktivitäten nicht spontan durchgeführt werden können, stehen viele Lernherausforderungen im Vordergrund. Diese Studie untersucht praxisnah die Entwicklung der Deutschkenntnisse von Schülerinnen, die an der Präsidentenschule im Distrikt Kurunegala in der Nordwestprovinz Sri Lankas unter minimalen Bedingungen Deutsch als Fremdsprache lernen. Ziel der Studie ist es, geeignete Vorschläge für die Entwicklung der Sprachkenntnisse von Schülerinnen unter minimalen Bedingungen zu präsentieren. Die Ergebnisse der Studie werden durch Daten aus Interviews, Gruppendiskussionen und Beobachtungen mit Schülern und Lehrern, die an der Präsidentenschule Deutsch als Fremdsprache lernen, gestützt. Diese Ergebnisse lassen darauf schließen, dass das Interesse an der Sprache aufgrund der fehlenden Möglichkeiten zur Entwicklung der Sprachkenntnisse abgenommen hat. Häufig kommt es vor, dass Aktivitäten, die für die Entwicklung der Schreib-, Lese- und Sprechfähigkeiten erforderlich sind, auf normalem Niveau durchgeführt werden, während Aktivitäten auf minimalem Niveau ausgeführt werden. Es wird betont, dass aufgrund bestimmter Probleme im aktuellen Zeitmanagement und des Mangels an einer geeigneten Lernumgebung die Entwicklung der Fähigkeiten zwar möglich ist, diese aber auch behindert wird. Es wurde festgestellt, dass beim Erlernen der deutschen Sprache mit minimalen Ressourcen die Fähigkeiten auf vielfältige Weise entwickelt, werden müssen, und zwar mithilfe einer Lernumgebung, unterschiedlicher Materialien, Bilder, mehr Aktivitäten und praktischer Übungen. Trotz der geringen Ressourcen ist zu hoffen, dass diese Studie für Deutschlernende und -lehrende von Nutzen sein wird, um ihre Sprachkenntnisse zu verbessern.

Schlüsselwörter: *Sprachkenntnisse, begrenzten Lernressourcen, Deutsch als Fremdsprache, Fremdsprachenunterricht, GER A.*

THE INFLUENCE OF CLASSROOM ATMOSPHERE ON SPEAKING FEAR AMONG A2-LEVEL GERMAN LEARNERS IN THE KURUNEGALA DISTRICT

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This study examines the influence of the classroom atmosphere on speaking fear in A2-level German learners in the Kurunegala area, Sri Lanka. This study employs a mixed-methods research approach that involves qualitative and quantitative methods. Qualitative data were collected through standardized questionnaires given to students, interviews conducted with seven German language teachers, and direct classroom observations in seven schools. The findings indicate the key role played by a positive classroom environment. The Positive teacher-learner relationships, incorporating patience and positive corrective strategies, were observed to minimize fear of mistakes among considered students. Students become interested in engaging in speaking activities if teachers are supportive, correct mistakes tactfully, provide a space for error, and incorporate interactive activities such as role plays and partner discussions. Active speaking is encouraged by a positive student–teacher rapport, visually rich classrooms, and the use of electronic devices. Time limitations, exam-oriented teaching and learning strategies, and the lack of spoken testing are the key barriers. Speaking hesitation factors are fear of making grammatical mistakes, lack of confidence, and lack of intrinsic motivation, according to the perspectives of learners. In conclusion, the study highlights the complex interplay of classroom climate and individual learners' hesitation factors in shaping speaking fear among A2 German learners as a foreign language. The introduction of oral assessment to A-levels, teacher training in interactive teaching strategies, and learner-centered pedagogical practice can create a classroom atmosphere in which speaking German is a more spontaneous and confident activity.

Keywords: *Speaking Fear, Classroom Atmosphere, A2 German Learners*

DER EINFLUSS VON KLASSENZIMMERATMOSPHÄRE AUF DIE SPRECHANGST VON A2 DEUTSCHLERNENDEN IN DER REGION KURUNEGALA

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Diese Studie untersucht den Einfluss der Klassenatmosphäre auf die Sprechangst bei Deutschlernern auf A2-Niveau im Kurunengala-Gebiet, Sri Lanka. Diese Studie verwendet die gemischte Methoden-Ansatz-Methode, die quantitative und qualitative Methoden umfasst. Quantitative Daten wurden durch standardisierte Fragebögen, die den Schülern übergeben wurden, Interviews mit sieben Deutschlehrern und direkte Klassenbeobachtungen in sieben Schulen gesammelt. Die Ergebnisse zeigen die wichtige Rolle, die ein positives Klassenumfeld spielt. Die gemischten Methoden Ansatz, die quantitative und qualitative Methoden umfasst. Quantitative Daten wurden durch standardisierte Fragebögen, die den Schülern übergeben wurden, Interviews mit sieben Deutschlehrern und direkte Klassenbeobachtungen in sieben Schulen gesammelt. Die Ergebnisse zeigen die wichtige Rolle, die ein positives Klassenumfeld spielt. Positive Lehrende-Lernende-Beziehungen, die Geduld und positive Korrekturstrategien beinhalten, wurden beobachtet, um die Angst vor Fehlern bei den betroffenen Schülern zu minimieren. Schüler zeigen Interesse an Sprechaktivitäten, wenn Lehrkräfte unterstützend sind, Fehler taktvoll korrigieren, ein Raum für Fehler geben und interaktive Aktivitäten wie Rollenspiele und Partnerdiskussionen einbeziehen. Aktives Sprechen wird durch ein positives Verhältnis zwischen Schülern und Lehrern, visuell ansprechende Klassenzimmer und die Nutzung elektronischer Geräte gefördert. Zeitliche Begrenzungen, prüfungsorientierte Lehr- und Lernstrategien sowie das Fehlen von mündlichen Prüfungen sind die Hauptbarrieren. Faktoren der Sprechhemmung sind laut den Perspektiven der Lernenden die Angst, grammatikalische Fehler zu machen, mangelndes Selbstvertrauen und fehlende intrinsische Motivation. Zusammenfassend hebt die Studie das komplexe Zusammenspiel von Klassenzimmerklima und individuellen Hemmfaktoren der Lernenden hervor, die die Sprechangst bei A2-Deutschlernern als Fremdsprache beeinflussen. Die Einführung von mündlichen Prüfungen in den A-Levels, die Lehrerbildung in interaktiven Lehrstrategien und Lerner zentrierte pädagogische Praktiken können eine Klassenzimmeratmosphäre schaffen, in der das Sprechen von Deutsch eine spontanere und selbstbewusstere Aktivität ist.

Schlüsselwörter: *Sprechangst, Klassenzimmeratmosphäre, A2-Deutschlernende*

THE INFLUENCE OF ARTIFICIAL INTELLIGENCE ON CREATIVITY OF GERMAN LANGUAGE CLASSROOM IN GOETHE-INSTITUTE SRI LANKA

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This research examines how contemporary Artificial Intelligence affects creativity in language teaching at the Goethe-Institute Sri Lanka. The study seeks to investigate the prospects and difficulties that AI offers in promoting creativity among language learners, acknowledging the growing incorporation of AI into worldwide education. The main aim is to examine the ways in which AI tools like ChatGPT, DeepL, and Grammarly assist teachers with lesson preparation, material creation, and corrections, as well as to evaluate the possible dangers of students' excessive dependence on AI. A mixed-methods approach was utilized to reach these objectives, integrating quantitative data from surveys given to both teachers and students with qualitative insights obtained through classroom observations. The results show that teachers and students see AI as a helpful tool, especially for making lessons more efficient and boosting creativity. However, there is a risk that students may become too dependent on AI. Teachers noted that students often turn to AI tools for ideas, which could limit their independent thinking and language skills. In conclusion, the research suggests using structured classroom strategies to manage AI use effectively. These strategies include group activities without digital devices, personal projects that promote real expression, clearly marked no-AI zones or times, and competitive tasks that reward original ideas. Additionally, discussions about AI overuse and promoting non-digital idea generation methods, like mind maps or creative games, can help restore a balance between using technology and maintaining learner independence.

Keywords: *Artificial Intelligence, Language teaching, Creativity, German language classroom*

DER EINFLUSS KÜNSTLICHER INTELLIGENZ AUF DIE KREATIVITÄT IM DEUTSCHUNTERRICHT AM GOETHE-INSTITUT SRI LANKA

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Diese Studie erforscht den Einfluss moderner Künstlicher Intelligenz auf die Kreativität im Sprachunterricht am Goethe-Institut Sri Lanka. Die Studie hat zum Ziel, die Möglichkeiten und Schwierigkeiten zu untersuchen, die der Einsatz von KI bei der Förderung kreativer Prozesse von Sprachlernenden mit sich bringt, wobei die zunehmende Integration von KI in die globale Bildung berücksichtigt wird. Das Hauptziel besteht darin, zu untersuchen, inwiefern KI-Tools wie ChatGPT, DeepL und Grammarly Lehrkräfte bei der Vorbereitung des Unterrichts, der Erstellung von Materialien und der Korrektur unterstützen können und die potenziellen Gefahren einer übermäßigen Abhängigkeit der Lernenden von KI zu bewerten. Zur Erreichung dieser Ziele wurde ein Mixed-Methods-Ansatz verwendet, der quantitative Daten aus Umfragen bei Lehrenden und Lernenden mit qualitativen Erkenntnissen aus Unterrichtsbeobachtungen kombiniert. Die Ergebnisse verdeutlichen, dass Lehrende und Lernende KI größtenteils als nützliches Instrument ansehen – vor allem im Hinblick auf eine Effizienzsteigerung und die Förderung von Kreativität im Unterricht. Allerdings besteht dabei das Risiko, dass Lernende eine übermäßige Abhängigkeit von KI entwickeln. Lehrkräfte berichteten, dass Lernende häufig auf KI zurückgreifen, um Ideen zu entwickeln, was zu einer Einschränkung ihres eigenständigen Denkens und ihrer sprachlichen Ausdruckskompetenz führen kann.Die Forschung empfiehlt abschließend, strukturierte Unterrichtsstrategien gezielt einzusetzen, um den Gebrauch von KI sinnvoll zu steuern. Hierzu zählen Gruppenarbeiten ohne digitale Hilfsmittel, persönlichkeitsbezogene Projekte, eindeutig ausgewiesene KI-freie Phasen sowie Wettbewerbe mit einer Prämierung einfallsreicher Ideen. Um das Gleichgewicht zwischen dem Einsatz von Technologie und der Selbstständigkeit der Lernenden zu gewährleisten, sollten zusätzlich Reflexionsgespräche über die Risiken einer Übernutzung von KI sowie analoge Methoden zur Ideenfindung (wie z. B. Mindmaps oder Kreativspiele) gefördert werden.

Schlüsselwörter: *Künstliche Intelligenz, Sprachunterricht, Kreativität, Deutschunterricht*

HINDI

STUDY OF PRONUNCIATION SIMILARITIES AND DISPARITIES IN HINDI AND SINHALA PHONETICS

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The purpose of this research is to analyze the similarities and disparities in the pronunciation of vowels and consonants in the Sinhala and Hindi languages, with a specific focus on identifying the phonetic challenges faced by Sinhala-speaking students learning Hindi. Both languages belong to the Indo-Aryan branch of the Indo-European language family, which contributes to certain shared phonological features. However, due to historical, cultural, social, geographical, and economic influences, considerable differences have also emerged, especially in phonetic articulation and sound realization. The study adopts a mixed-method research approach, combining both qualitative and quantitative data collection techniques. Primary data were collected from a sample group of 20 Sinhala-speaking students, including first-year university students and A/L students from schools in the Kurunegala district of Sri Lanka. Each participant was given a list of 100 Hindi words to pronounce. Their pronunciations were recorded, analyzed using the International Phonetic Alphabet (IPA), and evaluated for common error patterns. Secondary data were collected from books and internet sources. The analysis revealed similarities between basic vowel pronunciation in Hindi and Sinhala. But differences arise in the pronunciation of retroflex, unaspirated, aspirated, and nasalized sounds. These sound categories often do not exist in the same form in Sinhala or are realized differently, making accurate pronunciation difficult for Sinhala learners. The study observed that Sinhala-speaking students tend to substitute unfamiliar Hindi phonemes with similar-sounding Sinhala pronunciation, which results in systematic errors and communication misunderstandings. Accordingly, introducing correct pronunciation techniques, increasing auditory discrimination skills, and focusing on articulatory practice can significantly reduce errors and improve speech ability.

Keywords: *Vowel, Consonant, Similarities, Disparities, Articulation*

हिंदी और सिंहली भाशाओं की ध्वनियों के उच्चारण की सम-विशमताओं का अध्ययन

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इस शोध का उद्देश्य सिंहली और हिंदी भाषाओं के स्वरों और व्यंजनों के उच्चारण की समानताओं और विषमताओं का विश्लेषण करना है, जिसमें हिंदी सीखने वाले सिंहली भाषी छात्रों के सामने उत्पन्न होने वाली ध्वन्यात्मक चुनौतियों को पहचाने पर विशेष ध्यान दिया गया है। दोनों भाषाओं का आविर्भाव इंडो-यूरोपीय भाषा परिवार की इंडो-आर्य शाखा से हुआ हैं। इसके कारण इन दोनों भाषाओं के उच्चारण में कुछ समानताएँ पाई जाती हैं। हालाँकि, ऐतिहासिक, सांस्कृतिक, सामाजिक, भौगोलिक प्रभावों के कारण, विशेष रूप से ध्वन्यात्मक उच्चारण और ध्वनि बोध में काफी अंतर भी सुनने को मिले। इस अनुसंधान के लिए गुणात्मक और मात्रात्मक दोनों प्रकार के आँकड़े संग्रहण किये गये हैं । प्राथमिक आँकड़े संग्रहण २० सिंहली भाषी छात्रों के प्रतिद''ी से किये गये थे, जिसमें केवल कुरुणॅगल ज़िले के स्कूलों के उच्चतर प्रमाण पत्र परीक्षा की कक्षाओं के छात्र- छात्राएँ और विश्वविद्यालय के प्रथम वर्ष के छात्र- छात्राएँ शामिल थे। प्रत्येक प्रतिभागी को उच्चारण करने के लिए १०० हिंदी शब्दों की सूची दी गयी थी और उनका उच्चारण रिकहर्ड किया गया है। वे उच्चारण रिकहर्डों का अंतर्राष्ट्रीय स्वनिमिक वर्णमाला (प्ट।) के आधार पर तुलनात्मक वि''लेशण करके विश्लेषण किया गया है। द्वितीय आँकडे पुस्तकों और अन्तर्जाल के स्रोतों से एकत्रित किये गये हैं। विश्लेषण से हिंदी और सिंहली के मूल स्वर उच्चारण की समानताएँ सामने आयी। लेकिन मूर्धन्य, महप्राण-अल्परण और नासिक्य ध्वनियों के उच्चारण में अंतर उत्पन्न सुन पाये हैं। ये ध्वनि श्रेणियाँ अक्सर सिंहली में एक ही रूप में उपलब्ध नहीं होती हैं या अलग तरीके से समझी जाती हैं, जिससे सिंहली सीखने वालों के लिए शुद्ध उच्चारण मुश्किल हो जाता है। अध्ययन में पाया गया है कि सिंहली बोलने वाले छात्र अपरिचित हिंदी ध्वनियों को उसके समान विभिन्न सिंहली शब्दों की तरह उच्चारण किया गया है जिसके परिणामस्वरूप उच्चारण संबंधित तृटियाँ और संचार संबंधी आ''ुद्धियाँ होती थी। मुख्यतः सुझाव के रूप में बाया जा सकता है कि सही उच्चारण तकनीकों का परिचय देना और , स्पष्ट अभ्यास पर ध्यान केंद्रित करने से त्रुटियों को काफी कम किया जा सकता है और भाषण क्षमता में सुधार लाया जा सकता है।

मुख्य *शब्दः स्वर, व्यंजन, समानता, विशमता, उच्चारण*

A STUDY ON THE POSSIBILITY OF APPLYING SRI LANKAN AND NORTH INDIAN CULTURAL ELEMENTS TO ATTRACT INDIAN TOURISTS TO SRI LANKA

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Tourism is a key global industry and significantly contributes to Sri Lanka's economy. Among international visitors, Indian tourists represent a large portion. Culture is closely linked to tourism and can be used as a powerful tool to attract travelers. This study explores how Sri Lankan and North Indian cultural elements can be used to draw more Indian tourists to Sri Lanka. It focuses on three main aspects: food, festivals, and religious cultural sites. The aim is to create meaningful tourism experiences that appeal to Indian visitors. A mixed-method approach was used, combining qualitative and quantitative techniques. Primary data were collected through interviews and structured questionnaires, while secondary data were sourced from online platforms, books, and previous research. A sample of 50 Indian tourists, both current visitors to Nuwara Eliya and past visitors, participated by answering an 11-question survey. Their responses were analyzed to identify cultural preferences and support tourism development strategies. This study examined three cultural elements - food, festivals, and religious sites - and their appeal to Indian tourists in Sri Lanka. The analysis revealed that many Indian tourists preferred Indian and vegetarian cuisine. Most respondents showed strong interest in Sri Lankan cultural festivals. Regarding religious sites, Indian tourists favored places related to Hinduism and showed interest in Sri Lankan Buddhist sites. The findings suggest these cultural elements can effectively attract more Indian tourists. Insights from the study can help develop and improve Sri Lanka's tourism industry. Recommendations include enhancing hospitality by offering Indian and vegetarian food options, raising awareness of Sri Lankan festivals, and developing Hindu and Buddhist religious sites to better align with Indian tourists' expectations and promote cultural tourism in Sri Lanka.

Keywords: *Indian tourists, cultural tourism, tourism development, religious tourism*

श्रीलंका में भारतीय पर्यटकों को आकर्षित करने हेतु श्रीलंकाई और उत्तर भारतीय सांस्कृतिक संसाधनों के प्रयोग की संभावनाएँ

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पर्यटन एक प्रमुख वैश्विक उद्योग है और श्रीलंका की अर्थव्यवस्था में महत्वपूर्ण योगदान देता है। अंतर्राष्ट्रीय पर्यटकों में भारतीय पर्यटकों की संख्या एक बड़ा हिस्सा है। संस्कृति पर्यटन से निकटता से जुड़ी हुई है और इसका उपयोग पर्यटकों को आकर्षित करने के लिए एक शक्तिशाली उपकरण के रूप में किया जा सकता है। यह अध्ययन इस बात की खोज करता है कि श्रीलंकाई और उत्तर भारतीय सांस्कृतिक तत्वों का उपयोग श्रीलंका में अधिक भारतीय पर्यटकों को आकर्षित करने के लिए कैसे किया जा सकता है। यह तीन मुख्य क्षेत्रों पर केंद्रित है : भोजन, त्योहार और धर्म से संबंधित सांस्कृतिक स्थल। इसका उद्देश्य भारतीय पर्यटकों को आकर्षित करने वाले सार्थक यात्रा अनुभव सृजित करना है। इस अध्ययन के लिए गुणात्मक और मात्रात्मक तकनीकों को मिलाकर एक मिश्रित पद्धति दृष्टिकोण का उपयोग किया गया था। प्राथमिक आँकड़े साक्षात्कार और संरचित प्रश्नावली के माध्यम से एकत्र किया गया था, जबकि द्वितीयक आँकड़े अंर्तजाल, पुस्तकों और पिछले शोधों से प्राप्त किया गया था। यह आँकड़े नुवर एलिय के वर्तमान और पूर्व आगंतुकों में से ५० भारतीय पर्यटकों के नमूने से प्राप्त किया गया था। उन्होंने ११-प्रश्न वाले सर्वेक्षण का उत्तर देकर भाग लिया। सांस्कृतिक प्राथमिकताओं की पहचान करने और पर्यटन विकास रणनीतियों में सहायता करने के लिए उनके आँकड़ों का विश्लेषण किया गया। इस अध्ययन में श्रीलंका में भारतीय पर्यटकों के लिए भोजन, त्योहारों और धार्मिक स्थलों और उनके आकर्षण की जाँच की गई। विश्लेषण से पता चला कि अधिकांश भारतीय पर्यटक भारतीय और शाकाहारी भोजन पसंद करते हैं। अधिकांश उत्तारदाताओं ने श्रीलंका के सांस्कृतिक त्योहारों में गहरी रुचि दिखाई। धार्मिक स्थलों के संदर्भ में, भारतीय पर्यटकों ने हिंदू धर्म से संबंधित स्थानों को प्राथमिकता दी और श्रीलंका के बौद्ध स्थलों में भी उनकी रुचि थी। निष्कर्ष बताते हैं कि ये सांस्कृतिक तत्व अधिक भारतीय पर्यटकों को आकर्षित कर सकते हैं। अध्ययन से प्राप्त अंतर्दृष्टि श्रीलंकाई पर्यटन को विकसित करने और बेहतर बनाने में मदद कर सकती है। सिफारिशों में भारतीय और शाकाहारी भोजन विकल्प प्रदान करके आतिथ्य में सुधार करना, श्रीलंकाई त्योहारों के बारे में जागरूकता बढ़ाना और हिंदू और बौद्ध धार्मिक स्थलों का विकास करना शामिल है। ये भारतीय पर्यटकों की अपेक्षाओं को बेहतर ढंग से पूरा कर सकते हैं और श्रीलंका में सांस्कृतिक पर्यटन को बढ़ावा दे सकते हैं।

मुख्य *'ाब्द* : *भारतीय पर्यटक, सांस्कृतिक पर्यटन, पर्यटन विकास, धार्मिक पर्यटन*

A CULTURAL STUDY OF CHHATH PUJA

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India is a country of festivals. Every year, many festivals are celebrated in India, and festivals are an integral part of Indian culture. Chhath Puja is one of the major festivals celebrated in India. Cultural elements can be seen in the festivals. The main objective of this study is to examine the cultural elements of Chat Puja. The secondary objective is to study the origin and development of Chat Puja from the past to the present. Also, the Sun God and Chhath Maiya have been studied. Qualitative data collection methods were used for the presented research study. Books, texts, online magazines, and social media videos were used to collect secondary data. At the end of the study, the cultural aspect of Chhath Puja has been presented. The subjects of cultural aspects, rituals, prasada and dishes, traditional clothing, water and environment, folk songs, and arts and crafts have been selected for the present research. According to the presented research, it was found that Chhath Puja has all the above-mentioned cultural aspects. In this way, the main rituals (Nahay-Khaay, Kharna, Sandhya Arghya Usha Arghya) that continue for four days, customs followed from generation to generation, traditional clothing, food items like Tekua, Laddu, Kheer, sugarcane, arts and crafts like Madhubani, Rangoli, Bamboo, clay, folk songs, etc. can also be seen.

Keywords: *Chhath Puja, Culture, Cultural Elements*

छठ पुजा का एक सांस्कृतिक अध्ययन

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भारत त्योहारों का देश होते हैं। प्रत्येक वर्ष भारत में बहुत त्योहार मनाये जाते हैं और त्योहार भारत संस्कृति में एक अभिन्न अंग होते हैं। छठ पूजा भारत में मनाने जाने वाले एक बढ़ा त्योहार हैं। त्योहारों में सांस्कृतिक अंग देखने को मिलते हैं। प्रस्तुत शोध निबंध में "छठ पूजा का एक सांस्कृतिक अध्ययन किया जाता हैं।" इस अध्ययन का मुख्य उद्देश्य छठ पूजा के सांस्कृतिक पहलू पर अध्ययन करना हैं। गौण उद्देश्य में छठ पूजा का उद्भव एवं अतीत से वर्तमान तक विकास अध्ययन करना हैं। इसके अलावा सूर्य देव और छठी मैया के बारे में भी अध्य्यन किया गया हैं। प्रस्तुत शोध अध्ययन केलिए गुणात्मक आँकडे संग्रहण विधि का उपयोग किया गया था। द्वितीय आँकडें संग्रहन करने केलिए पुस्तक, ग्रंथ, अंतर्जाल पत्रिका, समाज माध्य वीडियो का प्रयोग किया गया हैं। अध्ययन के अंत में छठ पूजा के संस्कृतिक पहलू का प्रस्तुत किया गया हैं। प्रस्तुत अनुसंधान केलिए सांस्कृतिक पहलुओं में से अनुष्ठान और रीति रिवाज ,प्रसाद और पकवान ,पारंपरिक वेशभूषा, जल और पर्यावरण, लोक गीत ,कला और शिल्प का चयन किया गया हैं। प्रस्तुत अनुसंधान के अनुसार यह बोध प्रापत हुआ कि छठ पूजा में ऊपर बताए गए सभी संस्कृति पहलूएँ होते हैं। इस प्रकार चार दिन तक चलने वाले मुख्य अनुष्ठान (नहाय-खाय, खरना, संध्या अर्ध्य उषा अर्ध्य) पीढ़ी दर पीढ़ी चलने वाले रीति रिवाज, पारंपरिक वस्त्र ,टेकुआ ,लड़ड़ु ,खीर ,गन्ना आदि खान पान, मधुबनी चित्र ,रंगोली, बाँस, मिटटी आदि कला शिल्प, लोक गीत आदि सांस्कृतिक पहलूएँ देखने को मिलते हैं।

मुख्य *शब्द – छठ पूजा, संस्कृति, संस्कृतिक पहलू*

A COMPARATIVE STUDY OF SOCIAL PROBLEMS DEPICTED IN THE POETRY OF THE SRI LANKAN POET SAGARA PALANSURIYA AND THE INDIAN POET SURYAKANT TRIPATHI NIRALA: WITH SPECIAL REFERENCE TO SUDO SUDU AND SELECTED POEMS BY NIRALA

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The primary objective of this research is to analyse the portrayal of social problems in the selected poems of Sagara Palansuriya and Suryakant Tripathi Nirala. The secondary objective is to explore the social issues prevalent during the poets' time and to examine the lives and literary contributions of Sagara Palansuriya and Suryakant Tripathi Nirala. Data were collected from secondary sources, which include compilations of the poets' works and critical essays on their poems. Various books, magazines, and online publications have been used to collect secondary data. At the end of the study, a comparative analysis of the social problems in the poems of Sagara Palansuriya and Suryakant Tripathi Nirala has been presented. According to the research presented, the social issues depicted in Suryakant Tripathi Nirala's poems are often perceived as complex due to the frequent use of similes, idioms, etc. However, Sagara Palansuriya's poems are marked by the use of simple language, which enables a more direct and accessible engagement with social issues. Both Sagara Palansuriya and Nirala look at poverty from a critical and humanistic perspective. They try to discuss the suffering of people and educate society through their poems. The social class division is clearly visible in the poems of Sagara Palansuriya and Nirala. The suffering and injustice of the farmers, workers, and lower sections of society are highlighted in the poems of Sagara Palansuriya. Nirala has criticised the insensitivity of the upper class and social class division by the capitalist system. An analysis of the poetry collections of both poets reveals certain similarities; however, significant differences are evident in terms of topics and underlying meanings.

Keywords: *Sagar Palansuriya, Suryakant Tripathi Nirala, Social Problems, Poetry*

शोध सार

श्री लंका के कवि भसागर पलंसूरिय" और भारतीय कवि भसूर्यकांत त्रिपाठी निराला" के काव्यों के अंर्तगत समाजिक समस्याओं का एक तुलनात्मक अध्ययन।

(भसुदो सुदु" और कवि निराला की चयनित कविताओं के आधार पर)

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इस शोध का मुख्य उद्देश्य चयनित कविताओं के आधार पर भसागर पलंसूरिय" और भसूर्यकांत त्रिपाठी निराला" की कविताओं में सामाजिक समस्याओं का अध्ययन करना है। गौण उद्देश्य तत्कालीन सामाजिक समस्याओं का अध्ययन करना तथा भसागर पलंसूरिय" और भसूर्यकांत त्रिपाठी निराला" के व्यक्तित्व कृतित्व का अध्ययन करना है। द्वितीयक स्रोतों से डेटा एकत्र किया गया जिसमें कवियों की रचनाओं का संकलन और उनकी कविताओं पर आलोचनात्मक निबंध शामिल हैं। द्वितीय आँकड़ें संग्रहित करने के लिए विभिन्न ग्रंथ, पत्रिकाएँ, अंतर्जाल प्रकाशन आदि का प्रयोग किया गया है। अध्ययन के अंत में, भसागर पलंसूरिय" और भसूर्यकांत त्रिपाठी निराला" कविताओं में सामाजिक समस्याओं का तुलनात्मक अध्ययन प्रस्तुत किया गया है। प्रस्तुत अनुसंधान के अनुसार यह बोध प्राप्त हुआ है कि भसूर्यकांत त्रिपाठी निराला" की कविताओं में निहित सामाजिक समस्याएँ अक्सर जटिल होती हैं क्योंकि उनमें उपमा, मुहावरे आदि होते हैं। लेकिन भसागर पलंसूरिय" की कविता को सरल भाषा में उजागर किया गया है और सरल भाषा का उपयोग किया गया है, तो ऐसा लगता है कि ध्यान सीधे सामाजिक समस्याओं पर केंद्रित हो गया है। भसागर पलंसूरिय" और भनिराला" दोनों ही गरीबी को आलोचनात्मक और मानवतावादी दृष्टिकोण से देखते हैं। अपनी कविताओं के माध्यम से वे पीड़ित लोगों के बारे में बात करने और समाज को शिक्षित करने का प्रयास करते हैं। भसागर पलंसूरिय" और भनिराला" की कविताओं में सामाजिक वर्ग विभाजन स्पष्ट रूप से दिखाई देता है। भसागर पलंसूरिय" की कविताओं में किसानों, मजदूरों और समाज के निचले तबके की पीड़ा और अन्याय को उजागर किया गया है। भनिराला" ने पूँजीवादी व्यवस्था द्वारा उच्च वर्ग की असंवेदनशीलता और सामाजिक वर्ग विभाजन की आलोचना की है। साथ ही दोनों कवियों की कविता संग्रहों का अध्ययन करते समय दोनों की कविताओं में कुछ समानताएँ भी मिलीं, लेकिन शीर्षक या अर्थ में कई असमानताएँ देखी जा सकती हैं।

मुख्य *शब्दरू सागर पलंसूरिय, सूर्यकांत त्रिपाठी निराला, सामाजिक समस्याएँ, कविता*

JAPANESE

A STUDY ON DIFFICULTIES IN LEARNING KANJI AMONG ORDINARY-LEVEL SRI LANKAN JAPANESE LANGUAGE LEARNERS AND EFFECTIVE TEACHING METHODS TO STIMULATE THEIR INTEREST

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This study examined the difficulties of learning kanji for Sri Lankan learners of Japanese and effective teaching methods to stimulate interest. The purpose of this study was to clarify the difficulties of learning kanji faced by Sri Lankan learners of Japanese, to introduce effective teaching methods to minimize these difficulties, and to introduce the most effective teaching method to stimulate interest. Furthermore, a questionnaire survey was conducted on 30 learners to understand the problems faced by G.C.E. O-level learners of Japanese. Through this, it was found that the problems faced by learners were that kanji are difficult to memorize because of their complex shapes and too many readings, and that they are difficult to remember and do not know how to remember them correctly. Therefore, several teaching methods were selected to minimize these problems. The teaching methods included "story-based teaching method," "kanji card-based teaching method," "picture-based teaching method," and "snake board-based teaching method." When comparing the scores of students before and after the exam, it was found that these teaching methods were effective in reducing the difficulties faced by students in learning kanji. Therefore, it was found that all four teaching methods can be presented as effective teaching methods. Ultimately, based on the survey results on interest in the teaching method and the scores obtained, the snake board-based teaching method was found to be the most effective teaching method. However, we believe that this study will be useful for Japanese language teachers as well as for improving kanji education in other non-kanji-using countries.

Keywords*: kanji, Learners, Japanese Language, Teaching methods, G.C.E. Ordinary Level*

スリランカ人日本語学習者にとっての漢字学習の困難さ と 興味 を引き出すための 効果的な指導方法

（オーレベルの日本語学習者を中心に）

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この研究は、スリランカ人日本語学習者にとっての漢字学習の困難さと、学習への興味を引き出すための効果的な指導方法について検討したものである。本研究の目的は、スリランカ人学習者が直面する漢字学習の課題を明らかにし、それらの課題を最小限に抑える効果的な指導法を紹介するとともに、学習者の興味を引き出す上で最も効果的な指導法を特定することである。まず、オーレベルで日本語を学ぶ30名の学習者を対象にアンケート調査を実施し、学習上の困難点を把握した。その結果、学習者は「漢字の形が複雑である」「読み方が多くて覚えにくい」「正しい覚え方がわからない」といった問題を抱えていることが明らかになった。これらの問題に対応するため、「ストーリー型指導法」「漢字カード型指導法」「絵を用いた指導法」「スネークボード型指導法」の4つの指導法を導入し、指導前後に練習テストを実施した。比較分析の結果、すべての指導法が学習者の困難を軽減する上で効果的であることが示された。

中でも、指導法への関心度とテスト結果に基づき、スネークボード型指導法が最も効果的であることが判明した。本研究は、日本語教育に携わる教師にとって有益であり、非漢字圏における漢字教育の質の向上にも貢献するものであると考えられる。

キーワード：*漢字*、*学習者*、*日本語*、*指導方法*、*オーレベル*

A STUDY ON GRAMMATICAL ERRORS MADE BY SRI LANKAN UNIVERSITY STUDENTS WHO LEARN JAPANESE AS A FOREIGN LANGUAGE: WITH SPECIAL FOCUS ON TRANSITIVE AND INTRANSITIVE VERBS

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In recent years, Sri Lankan interest in learning Japanese has grown due to increased educational and employment opportunities and stronger cultural ties with Japan. However, the distinction between transitive and intransitive verbs remains a significant challenge for Sri Lankan learners because of the differences between Japanese, Sinhala, and English verb systems. This study aims to identify specific difficulties Sri Lankan learners face in mastering Japanese transitive and intransitive verbs and to suggest improvements in teaching methods and materials. The research was conducted through a questionnaire survey of 50 university students majoring in Japanese, interviews with 10 Japanese language teachers, and analysis of textbooks and online resources. Quantitative and qualitative data were analyzed using SPSS. The findings revealed frequent confusion in verb pairs with similar forms such as "aku/akeru," "tsuku/tsukeru," and "nagareru/nagasu." Learners often failed to distinguish the appropriate verb based on context, subject presence, and agent-object relationships. Misuse was commonly due to unconscious substitution and a lack of semantic understanding. Moreover, inconsistencies in teaching and fragmented learning materials were found to hinder comprehensive grammatical acquisition. To address these issues, the study recommends incorporating visual aids like diagrams and animations, interactive learning through role-play, and enhanced teacher training that considers native language interference. It also proposes developing ICT-based supplementary tools and adopting a meaning-focused teaching approach. These measures are expected to support learners in developing a deeper, more accurate understanding of verb usage. This research contributes both practically and theoretically to Japanese language education by offering a multifaceted perspective on the learning barriers specific to transitive and intransitive verbs among Sri Lankan students.

Keywords: *Sri Lankan Japanese Learners, Transitive and Intransitive Verb Acquisition, Error Analysis, Teaching Materials, Japanese Language Education*

スリランカ人日本語学習者が自他動詞の学習で直面する問題点とその解決策
「スリランカ人大学生を中心に」

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近年、スリランカでは教育・就職の機会拡大や日本との文化交流の活発化に伴い、日本語学習への関心が高まっている。しかし、「自動詞」と「他動詞」の区別は、シンハラ語や英語の動詞体系との違いにより、スリランカ人学習者にとって習得が難しい文法項目である。本研究では、スリランカ人学習者が自他動詞の習得で直面する具体的な困難を明らかにし、教材と指導法の改善提案を目的とした。日本語専攻の大学生50名へのアンケート調査、日本語教師10名へのインタビュー、教材・参考書・オンライン教材の分析を実施し、SPSSを用いて定量・質的に分析した。その結果、「開く／開ける」「付く／付ける」「流す／流れる」など形の似た動詞ペアに誤用が多く、文脈や主語の有無、動作主と目的語の関係性に応じた使い分けができていないことが明らかになった。また、教師間の指導に一貫性がなく、教材も断片的で体系的理解を深めにくい課題が強調になった。これらの課題に対し、本研究では、図解やアニメーションなどの視覚教材、ロールプレイによる体験学習、母語の影響を考慮した教員研修の充実を提案する。さらに、意味理解に重点を置いた指導法と、ICTを活用した補助教材の開発が今後の有効な支援策として期待される。本研究は、自他動詞の習得におけるスリランカ人学習者の困難を多角的に明らかにし、日本語教育への実践的・理論的な貢献を果たすものである。

キーワード： *スリランカ人日本語学習者、自他動詞習得、誤用分析、教材と指導法、日本語教育*

PROBLEMS FACED BY SRI LANKANS IN WORKPLACE COMMUNICATION IN JAPAN: FOCUSING ON HONORIFIC LANGUAGE IN CUSTOMER SERVICE

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This study explores the communication problems faced by Sri Lankan workers in customer service-related jobs in Japan, with a particular focus on the honorific language ("Keigo"). While many Sri Lankan employees have a basic understanding of Keigo, they tend to misuse it during real-life customer service situations. The objective is to identify difficulties encountered in these work environments, analyze their root causes, and propose practical solutions. To investigate this, two questionnaires were administered to 125 Sri Lankans working in Japan and Japanese customers. Additionally, interviews were conducted with Japanese respondents to gain deeper insights. Therefore, it was possible to obtain both quantitative and qualitative data through such methods. The results indicate that many Sri Lankan employees have confusion in distinguishing between respectful language ("Sonkeigo") and humble language ("Kenjōgo"), which leads to uncertainty and delays in responding to customers. In some cases, the transition from informal to formal speech creates further difficulties, resulting in missed or incorrect Keigo usage. These problems occur from a lack of adequate practical training opportunities, a lack of proper education opportunities regarding Keigo in customer service, and cultural differences. Meanwhile, it was revealed that Japanese customers generally prefer politeness and a good attitude towards the customer over the perfect use of Keigo. They also suggested roleplays, on-the-job training (OJT), and conversational practice with native speakers as effective support strategies. Ultimately, the study concludes that acquiring Keigo involves not only linguistic proficiency but also the ability to express empathy and hospitality, and that the Japanese customers are very sensitive to nonverbal communication expressions in customer service communication.

Keywords: *Keigo (Honorific Language), Customer service, Communication, Workplace*

日本で働くスリランカ人が職場のコミュニケーションで直面する問題点
－接客に関する敬語を中心に－

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本研究は、日本で接客業に従事するスリランカ人労働者が直面するコミュニケーション上の問題、とくに敬語の使用に焦点を当てて調査したものである。多くのスリランカ人従業員は敬語の基本的な理解を持っているものの、実際の接客場面では誤用が見られることが多い。本研究の目的は、職場における困難点を明らかにし、その根本的な原因を分析するとともに、実践的な解決策を提案することである。調査方法として、日本で働くスリランカ人125名と日本人顧客を対象に二つのアンケートを実施し、さらに日本人へのインタビューも行った。これにより、量的・質的両面のデータを得ることができた。結果として、多くのスリランカ人労働者が尊敬語と謙譲語の区別に混乱を抱えており、それが応答の遅れや不確実さを引き起こしていることが分かった。また、カジュアルな話し方から敬語への切り替えに困難を感じる場合もあり、誤った敬語使用が見られた。これらの問題は、十分な実践的研修の不足、接客に特化した敬語教育の機会の少なさ、そして文化的な違いに起因していると考えられる。一方で、日本人顧客は敬語の完璧な使用よりも、丁寧さや良い態度をより重視する傾向にあることも明らかになった。彼らは、ロールプレイ、職場での実地研修（OJT）、日本語ネイティブとの会話練習などを効果的な支援方法として提案している。最終的に、本研究は敬語の習得には言語能力だけでなく、共感やおもてなしの心を表現する力も必要であり、日本人顧客は接客における非言語的表現に対して非常に敏感であることを示している。

キーワード： *敬語、接客、コミュニケーション、職場*

A STUDY ON THE ISSUES AND SOLUTIONS IN THE USE OF HOMONYMS BY SRI LANKAN LEARNERS OF JAPANESE: FOCUSING ON UNDERGRADUATES AT SABARAGAMUWA UNIVERSITY

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This study explores the challenges faced by Sri Lankan university students in understanding and using Japanese homonyms, particularly homophones. The objectives are to provide a descriptive analysis of Japanese homophones and to examine their contextual variations, identifying the common causes of learner errors. The study aims to propose practical strategies for overcoming these difficulties. Homophone words that share the same pronunciation but differ in meaning and kanji present notable challenges to learners, especially in both spoken and written contexts. A pilot study was conducted using a combination of qualitative and quantitative methods. Data were gathered from undergraduate students studying Japanese at Sabaragamuwa University of Sri Lanka, supplemented by relevant literature from books, academic journals, online resources, and previous studies. The results indicate that many learners struggle to select the correct homophone based on context. They also exhibit weaknesses in listening comprehension and interpreting nuanced meanings. These findings highlight a broader issue: a reliance on rote memorization fails to equip students with the skills needed for practical language use. In response, the study recommends integrating interactive multimedia tools into language instruction. Such tools support character recognition, enhance visual and auditory association, and promote logical and cognitive development. By actively engaging with multimedia resources, students can improve their ability to use homophones accurately and contextually. Ultimately, the research underscores that Japanese homophones are not just linguistic phenomena but also vital for developing cultural understanding and effective communication skills. It calls for more innovative and context-based pedagogical methods to support learners in mastering complex aspects of the Japanese language.

Keyword: *Japanese Homophones, Non-Native Speakers, Japanese, Foreign Languages, Interactive Multimodal Learning Materials*

スリランカ人日本語学習者における同音異義語の使用の問題点と解決法についての研究。
「サバラガムワ大学で日本語を学ぶ大学生を中心に」

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発音が同じでも意味が異なる「同音異義語」は、日本語の美しさと同時に学習の難しさを象徴する語彙現象である。本研究では、スリランカのサバラガムワ大学で日本語を学ぶ非母語話者の大学生を対象に、同音異義語の理解と運用において直面する課題を明らかにし、教育的な解決策を探ることを目的とした。同音異義語は、発音が同一である一方で意味や漢字表記が異なる語であり、文脈に依存した理解と適切な使用が求められる。学習者にとっては、語彙の使い分けや聴解、意味理解の面で混乱を招きやすい。本研究では、パイロット調査を通じて質的・量的データを収集し、書籍・論文・オンライン資料および先行研究を参照して分析を行った。その結果、学習者の多くが文脈に応じた語彙選択に困難を感じており、特に暗記に依存した学習法では実践的な言語運用能力の向上に限界があることが明らかとなった。一方、インタラクティブなマルチモーダル教材の活用は、視覚と聴覚を統合した理解を促進し、学習者の文脈把握力や思考力の向上に効果的である可能性が示唆された。本研究は、同音異義語の学習を通して文化的理解と実践的コミュニケーション能力を育成する教育的アプローチの重要性を提言するものである。

キーワード： *同音異義語、非母語話者、日本語、外国語、インタラクティブなマルチモーダル教材*

PROBLEMS FACED BY SRI LANKAN BEGINNER LEARNERS OF JAPANESE WHEN LEARNING CONJUNCTIONS AND THEIR SOLUTIONS

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In recent years, the number of students learning Japanese has been steadily increasing. Among these learners, beginner students often encounter difficulties in understanding the proper use of Japanese conjunctions, which are essential for making coherent, logical, and contextually appropriate sentences. This study investigates the specific challenges faced by Sri Lankan beginner learners in acquiring conjunctions such as sorede, sorenara, soreni, soretomo, sorekara, and soredemo. A total of 76 participants participated, consisting of 38 high school (A/L) students and 38 non-high school learners preparing for the JLPT N4. In addition to the primary data, secondary data were collected from previous academic research and relevant websites published in both English and Japanese. The results revealed that, although many learners are familiar with the Sinhala meanings of conjunctions, they often use them incorrectly in written contexts and struggle to recognize the subtle contextual nuances that influence their usage. Furthermore, the study revealed that the traditional method of teaching conjunctions through direct translation into Sinhala is insufficient for developing a practical and intuitive understanding and that appropriate learning resources are lacking. As solutions to these problems, this study proposes a series of educational strategies aimed at improving the conjunction learning process. Also, contextual understanding, comparison with one's native tongue, and practical instruction have been identified as three key elements. It is hoped that the results of this study will help Sri Lankan learners learn Japanese correctly and improve their Japanese writing and reading skills. It can also be used as a teaching aid not only for learners but also for Japanese language teachers. This will enable learners to use Japanese more accurately and naturally, which will also increase their motivation to learn Japanese. Therefore, this study will contribute to the development of Japanese language education in Sri Lanka.

Keywords: *Japanese Conjunction, Sri Lankan Beginner Learner, Grammar, Contextual Understanding, Japanese Language Education*

スリランカ人初級日本語学習者が接続詞を学ぶ際に直面する 問題点とその解決方法

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近年、日本語を学ぶ学習者の数は着実に増加している。こうした学習者の中でも、初級レベルの学習者は、論理的かつ文脈に適した文章を構成する上で重要な要素である接続詞の適切な使い方の理解において、しばしば困難に直面している。本研究では、「それで」「それなら」「それに」「それとも」「それから」「それでも」といった「それ」を含む6つの接続詞の学習において、スリランカ人初級日本語学習者が直面する問題点とその解決策を検討した。調査には、A/Lレベルの高校生38名と、日本語能力試験N4を目指す高校生以外の学習者38名、計76名が参加した。一次データに加え、過去の学術研究や英語・日本語で公開されている関連ウェブサイトなどから二次データを収集した。その結果、多くの学習者は接続詞の意味をシンハラ語で理解しているものの、実際の文脈において正しく使用する力が十分に身についていないことが明らかとなった。従来の直訳中心の指導では実践的理解が育ちにくく、また効果的な学習教材が不足していることも課題として浮かび上がった。これらの問題を解決するため、本研究では文脈理解、母語との比較、実践的な指導を重視した学習戦略を提案している。本研究の成果は、スリランカにおける日本語教育の質の向上に寄与し、学習者の日本語力と学習意欲の向上に貢献すると期待される。

キーワード： *日本語接続詞、スリランカ人初級学習者、文法、文脈理解、日本語教育*

PRONOUNCIATION ERRORS OF SRI LANKAN JAPANESE LEARNERS AND THEIR SOLUTIONS: FOCUSING ON HIGH SCHOOL STUDENTS

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This study investigates pronunciation difficulties faced by Sri Lankan High school learners of Japanese, focusing on three key phonological features: long vowels, the nasal sound "n", and vowel devoicing. These features are critical for intelligibility in Japanese, yet remain consistently difficult for learners due to differences between the phonological systems of Japanese and Sinhala. The objectives were to identify common pronunciation errors and evaluate the effectiveness of targeted instructions in improving learner accuracy. A combination of research methods was used. Quantitative data were gathered from 100 student questionnaires and three pronunciation activities. (pre-test, post-test, listening comprehension test) while qualitative insights were drawn from 15 teachers' surveys and interviews with five native speakers and local instructors. Findings show that before instruction, learners exhibited limited proficiency in producing the target sounds, particularly long vowels (12% accuracy) and vowel devoicing (20% accuracy). After focusing on Instruction using shadowing, phonetic transcription, performance significantly improved. Learners' accuracy improved to 68% for long vowels, 75% for nasal sound "n", and 70% for vowel devoicing. These improvements are also reflected in better listening comprehension scores. Teacher feedback indicated a lack of familiarity with phonetic principles and a lack of effective classroom strategies, especially in rural schools. Instruction was often textbook-based and did not address the learner's specific pronunciation problem. The study stresses the critical importance of incorporating clear and research-informed pronunciation instruction into Sri Lankan's Japanese language curriculum. Emphasizing phonetic training not only enhances learners' pronunciation accuracy but also boosts learners' ability to comprehend spoken Japanese and express themselves effectively, vital for those planning to live, study, or work in Japan.

Keywords: *Japanese Pronunciation, Long Vowel, Nasal Sound, Vowel Devoicing*

スリランカ人日本語学習者の発音誤用とその改善方法

—高校生を中心に—

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本研究は、日本語を学習するスリランカの高校生が直面する発音上の困難を明らかにし、特に長音、撥音、および母音の無性化という３つの音韻的特徴に焦点を当てている。これらの音は、日本語の理解に不可欠であるが、日本語とシンハラ語の音声体系の違いにより、学習者にとって一貫して習得が困難である。本研究の目的は、学習者が頻繁に犯す発音ミスを特定し、目標を絞った指導の有効性を評価することである。研究には量的．質的手法の両方を取り入れ、100名の学習者アンケート3種類の発音テスト「事前．事後．聴解」からデータを収集した。さらに、15名の教師アンケートと５名の日本人および現地講師へのインタビューから質的データを得た。指導前の結果では、学習者は特に長音「正答率12%」と母音の無性化「正答率20%」の習得が不十分であった。シャドーイングや音声転写などの指導法を用いた後、発音能力は大幅に向上し、長音は68%、撥音75%、母音の無性化は70%の正答率を示した。聴解結果もそれに伴い改善された。教師からのフィードバックでは、特に地方港において音声学的知識や効果的な発音指導法が不足していることがしてきされた。指導は教科書中心で、学習者の具体的な発音課題への対応が不十分であった。本研究は、明確で実証的な発音指導をスリランカの日本語教育に取り入れる必要性を強調する。音声訓練を重視することで、発音精度だけでなく、聴解力や自己表現力も高まり、日本での学習．就労を目指す学習者にとって重要な力となる。

キーワード：*日本語の発音、長音、撥音、母音の無性化*

CHALLENGES FACED BY SRI LANKAN LEARNERS IN ACQUIRING JAPANESE PARTICLES AND THEIR SOLUTIONS: FOCUSING ON "WA", "GA", "WO", "DE", "NI" AND "E"

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Japanese particles are functional words that play a very important role in clarifying sentence structure and the meaning of the words in sentences. However, many Japanese language learners find it difficult to use them correctly, and they often face confusion when selecting the correct particle in a sentence. This study aims to clarify the challenges that Sri Lankan Japanese learners face in acquiring Japanese particles. Focusing particularly on usage of basic particles such as "wa", "ga", "wo", "de", "ni" and "e" and aiming to clarify how learners understand each particle and what kind of mistakes do they often make, we collected both qualitative and quantitative data through 3 different methods; questionnaires given to beginner, intermediate, and advanced students; analysis of students' essays; and interviews with both Japanese learners and teachers. Results indicate that many learners understand the basic meanings and usages of particles but have difficulty in using them in different contexts and nuances because each particle has multiple meanings. In addition, there was a tendency to understand the meaning of particles by directly translating to the Sinhala language, which also leads to the misuse of particles. Furthermore, it revealed that teachers are unable to teach all usages of particles, due to the time limitations and limited teaching materials that clearly explain how Japanese particles are used. Based on these observations, limited access to resources explains all the correct usages of Japanese particles, which is one of the key reasons for the challenges that students face in acquiring them.

Keywords: *Japanese Particles, Sri Lankan Japanese Learners, Misuse, Proper Use, Grammar*

スリランカ人日本語学習者が直面する助詞習得の課題と その解決方法

―「は」「が」「を」「で」「に」「へ」を中心に―

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日本語の助詞は、文の構造や意味を正確に伝えるために重要な役割を果たす機能語であり、多くの日本語学習者にとって混乱しやすい要素である。本研究は、スリランカ人日本語学習者が助詞の習得において直面している課題を明らかにすることを目的としている。特に、「は」「が」「を」「で」「に」「へ」といった基本的な助詞の使い分けに焦点を当て、学習者がそれぞれの用法をどのように理解し、またどのように誤用しているのかを検証した。本研究では、初級・中級・上級の学習者を対象にアンケート調査を実施し、さらに作文の分析および教師・学習者へのインタビューを通じて、定性的・定量的なデータを収集した。その結果、学習者は助詞の基本的な意味を理解しているものの、文脈やニュアンスに応じた使い分けには困難を感じていることが明らかとなった。また、多くの学習者が助詞の意味をシンハラ語に直訳して理解しようとする傾向があり、それが誤用の一因となっていた。さらに、教師側も授業時間や教材の制約により、助詞の用法を十分に指導できていない実態が浮かび上がった。以上の点から、学習者が助詞の多様な用法に触れられるような教材や学習機会の不足が、助詞習得の主要な障害となっていると結論づけられる。

キーワード： *日本語の助詞、スリランカ人日本語学習者、誤用、使い分け、母語、文法*

A COMPARATIVE STUDY OF SOCIO-CULTURAL PRACTICES IN AKIRA KUROSAWA'S *RASHOMON* AND EDIRIWEERA SARACHCHANDRA'S DRAMA *MANAME*

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This research is a comparative analysis of the socio-cultural uses of Akira Kurosawa's film Rashomon and Ediriweera Sarathchandra's drama Maname. Although both works have historical settings of post-World War II Japan and post-colonial Sri Lanka, respectively, they share striking similarities in their narrative structures and themes. In particular, the psychological portrayal of the characters, narrative structure, and setting were analyzed to explain how gender roles and moral values in a patriarchal society are reflected in the two works. As a result, common features were found in the composition in which honeymooners are involved in an event, the use of the symbolic space of the "forest", and the depiction of a moral dilemma caused by the wife's actions. Symbolic and character similarities were also seen between Masago and Tajomaru in Rashomon, and between Princess Maname and King Vedda in Maname. By studying the intercultural dialogue that took place between Japan and Sri Lanka in the mid-20th century, this study highlights the cultural interaction here as well as how events are created. Kurosawa's Rashomon, bed out in Japanese literature and cinema, introduced storytelling techniques that have comprehensive resonance. Sarathchandra's Maname, while stranded in domestic Sri Lankan heritage, Rashomon reflects it and shares human experience that's common to all. Furthermore, examining the cultural influences of both works shows that Sarathchandra's Maname was heavily influenced by traditional Sri Lankan culture, such as Buddhist Jataka tales and Nadagam, and may have also been directly influenced by Rashomon. Accordingly, the cultural and social conventions of each society have influenced the creation and structure of these works. Rashomon and Maname are cultural mirrors that reflect the moral values, gender roles, and power structures of their respective countries and eras.

Keywords: *Rashomon, Maname, Social-Cultural Practices, Cultural Influences, Patriarchal Society*

黒澤明の映画『羅生門』とサラッチャンドラの舞台演劇『マナメ』：社会文化的実践に関する比較研究

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本研究は、黒澤明監督の映画『羅生門』とエディリウィーラ・サラトチャンドラの演劇　『マナメ』の社会文化的践に関する比較分析するものである。両作品はそれぞれ第二次世界大戦後の日本と植民地時代後のスリランカという歴史的背景を持つものの、物語構造とテーマにおいて顕著な類似点を有する。特に、登場人物の心理描写、物語構造、そして舞台設定を分析し、家父長制社会におけるジェンダー役割と道徳観が両作品にどのように反映されているかを明らかにした。その結果、新婚夫婦が事件に巻き込まれる構図、「森」という象徴空間の使用、そして妻の行動によって引き起こされる道徳的ジレンマの描写に共通点が見出された。また、『羅生門』の真砂と多襄丸、『マナメ』の真名姫とヴェッダ王にも、象徴的および登場人物の類似性が見られた。さらに、両作品の文化的影響を検証すると、サラトチャンドラの『マナメ』は、仏教のジャータカ物語やナダガムといったスリランカの伝統文化に深く影響を受けており、『羅生門』からも直接影響を受けている可能性があることが明らかになった。つまり、それぞれの社会の文化的・社会的慣習が、これらの作品の創作と構成に影響を与えていると言える。『羅生門』と『マナメ』は、それぞれの国と時代の道徳観、ジェンダーの役割、権力構造を映し出す文化的な鏡であると言える。

キーワード：*比較研究、『羅生門』と『マナメ』、社会文化的実践、文化的影響, 家父長制社会*

SINHALA

AN EXPLORATION OF HUMAN RELATIONSHIP QUALITIES DEPICTED IN MODERN SINHALA NOVELS: PREMANISHANSA, NIMNAGE ITHIHASAYA, AND BANDARA MERU UN

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A complex chain of connections between two or more people can be described as human relationships. Sinhala literature, particularly Sinhalese novels in general, provides a rich analysis of diverse human relationships that prevail within the society. The primary aim of this research is to portray and highlight human relationships depicted in Sinhala novels. Further, the types of human relationships and how they are portrayed through Sinhala novels are discussed in the research problem. The chosen texts for this study are Premanishansa, Nimnage Ithihasaya, and Bandara Meru Un. The primary data were collected through a telephone conversation, and the secondary data were gathered from scholarly articles on human relationships, books, research papers, and reports from social media platforms, blogs, and the internet to support the research. This research was equipped with published studies and theories from the field of social sciences, which provided the theoretical background and supported the analysis of the selected texts. The collected data were analyzed using content analysis and thematic analysis methods. This research followed a deductive qualitative approach, and the study is both pure and explanatory. Throughout this study, the authors' views on different types of human relationships were analysed. The novels reveal how relationships form and dissolve as they emphasize human emotional experiences, the evolving nature of interpersonal connections, and the challenges individuals face as a result of these connections. This study concludes that human relationships, their value and both direct and indirect impact they create are fundamental elements of the structure and the functioning of any society. A society cannot exist without the complex web of relationships that bind individuals together.

Keywords: *Human Relationships, Modern Sinhala Novels, Mental Distortion, Elevating Relationships*

නූතන සිංහල නවකතාවෙන් නිරූපිත මානව සම්බන්ධතාවන්හි ස්වභාවයඃ ඈප්‍රේමානිශංසඃ, ඈනිම්නාගේ ඉතිහාසයඃ සහ ඈබණ්ඩර මැරූ උන්ඃ යන නවකතා ත්‍රිත්වය ඇසුරින් කෙරෙන විමර්ශනාත්මක අධ්‍යයනයකි

ඒ.එම්.ටී.සී. අතපත්තු[1*] සහ ජී.කේ.සී.එස්.ද. සිල්වා[1]

[1]භාෂා අධ්‍යයනාංශය, ශ්‍රී ලංකා සබරගමුව විශ්වවිද්‍යාලය

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පුද්ගලයන් දෙදෙනෙකු හෝ ඊට වැඩි සංඛ්‍යාවක් අතර සිදු වන සංකීර්ණ සබඳතා මාලාවක් මානව සම්බන්ධතා නම් වේ. මානවයා සහ සමාජය පිළිබඳ ප්‍රබල විශ්ලේෂණයක් සපයන සාහිත්‍ය ශානරයක් වන සිංහල නවකතාවෙන් මානව සම්බන්ධතාවන්හි ස්වභාවය මැනවින් විශද කරයි. නූතන සිංහල නවකතාවෙන් නිරූපිත මානව සබඳතාවන්හි ස්වභාවය පිළිබඳ විමර්ශනය කිරීම මෙම පර්යේෂණයේ මුඛ්‍ය අරමුණ යි. ඊට අමතර ව අනු අරමුණු කිහිපයකි. මානව සම්බන්ධතාවන්හි ස්වභාවය නූතන සිංහල නවකතාවෙන් නිරූපණ වන්නේ කෙසේ ද යන්න පර්යේෂණ ගැටලුව වේ. විග්‍රහ ඒකකය වන ඈප්‍රේමානිශංසඃ, ඈනිම්නාගේ ඉතිහාසයඃ, ඈබණ්ඩර මැරූ උන්ඃ යන නවකතා ත්‍රිත්වය සහ දුරකතන සංවාදයක් ඇසුරින් ප්‍රාථමික දත්ත රැස් කර ගත් අතර මානව සබඳතා පිළිබඳ කෘති, ලිපිලේඛන, පර්යේෂණ වාර්තා, පුවත්පත් ලිපි, සඟරා, සමාජ මාධ්‍යයෙහි දක්නට ලැබූ වාර්තා, බ්ලොග් සටහන්, අන්තර්ජාල වීඩියෝපට මගින් ද්විතීයික දත්ත රැස් කරන ලදි. මානව සබඳතා පිළිබඳ සිදු කර ඇති අධ්‍යයනයන්, සමාජ විද්‍යා න්‍යායන් ඔස්සේ පර්යේෂණයේ න්‍යායාත්මක පසුබිම සකස් කරන ලදි. රැස් කර ගත් දත්ත අන්තර්ගත විශ්ලේෂණ විධික්‍රමය සහ තේමා විශ්ලේෂණ විධික්‍රමය ඔස්සේ විශ්ලේෂණය කෙරිණි. මෙම අධ්‍යයනය නිගාමී ක්‍රමවේදය භාවිත කෙරුණු ගුණාත්මක පර්යේෂණයකි. මෙය ශුද්ධ පර්යේෂණයක් මෙන් ම පැහැදුම් පර්යේෂණයක් ද වේ. මෙම අධ්‍යයනයෙන් නවකතාකරුවන්ගේ දෘෂ්ටිකෝණය යටතේ, මානව සමාජයෙහි පවතින මානව සම්බන්ධතා, මිනිසුන් අතර පවත්නා සබඳතා පලුදු වන අවස්ථා, මානව සබඳතා බිඳ වැටීම නිසා මිනිසාට මුහුණදීමට සිදු වන වික්ෂෝභකාරී තත්ත්වයන් පිළිබඳ අනාවරණය විය. එමගින් මානව සබඳතා ගොඩනගා ගන්නා ආකාර, යහපත් මානව සම්බන්ධතා පවත්වාගන්නා ආකාරය, මිනිසුන් මානව සබඳතා සඳහා යොමු වන අවස්ථා, පුද්ගල ජීවිතය කෙරෙහි මානව සබඳතාවල වැදගත්කම, මානව සබඳතා ප්‍රවර්ධනයට බලපාන සාධක හඳුනාගත හැකි විය. සංකීර්ණ මානව සබඳතා පුද්ගල ජීවිතය කෙරෙහි සෘජු හා වක්‍රාකාර ලෙස බලපෑම් කරන බවත් මානව සබඳතාවලින් තොර සමාජයක් නොමැති බවත් මෙම අධ්‍යයනයෙන් නිගමනය කළ හැකි විය.

මුඛ්‍ය පද : *මානව සම්බන්ධතා, නූතන සිංහල නවකතාව, මානසික වික්ෂෝභය, සබඳතා ප්‍රවර්ධනය*

THE ROLE OF THE NATIONAL LIBRARY AND DOCUMENTATION SERVICES BOARD IN THE CONSERVATION OF BOOKS AND PALM-LEAF IN SRI LANKA: AN INVESTIGATIVE STUDY

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This research focuses on studying the process of conserving books and palm-leaf manuscripts carried out by the Conservation and Restoration Division of the National Library and Documentation Services Board (NLDSB) of Sri Lanka. The main objective of this study is to examine the role of the National Library and Documentation Services Board in the conservation of books and palm-leaf manuscripts in Sri Lanka. Accordingly, this research was conducted based on the National Library and Documentation Services Board located in Colombo 07. Primary data were collected through information obtained from conservation officers in the Conservation and Restoration Division through interviews, as well as personal observations. Secondary data were gathered through leaflets prepared by the division to raise public awareness, along with books, newspapers, journals, and articles offering guidance on conservation. In order to study the nature and functions of a library, the book "Library and Public Relations 2015" was used. To explore what the National Library is and how it differs from other types of libraries, the book "National Library and Documentation Services Board", prepared for National Library Week, was utilized. To investigate what conservation is and how books and palm-leaf manuscripts are preserved, materials such as "Protect Documents Before Disaster", compiled for Document Protection Week, and "Library Material Preservation and Restoration 1989" were used. In this qualitative research, data were analyzed using content analysis. According to the findings, it is evident that the Conservation and Restoration Division has successfully fulfilled its responsibilities and actively contributes to the preservation of books and palm-leaf in Sri Lanka despite existing challenges. Furthermore, by conducting training programs on conservation for institutions such as the police and judiciary, the division has enabled officials of public institutions to conserve documents vital for state security. However, the high cost of the required resources and the shortage of human resources have placed the NLDSB under significant strain. The conservation of books and palm-leaf manuscripts, which carry the cultural identity of Sri Lanka to future generations, can be expanded by overcoming existing challenges.

Keywords: *Book conservation, Restoration, Protection, Palm-leaf conservation*

ශ්‍රී ලංකාවේ ග්‍රන්ථ සහ පුස්කොළ පොත් සංරක්ෂණය කිරීමෙහි ජාතික පුස්තකාල හා ප්‍රලේඛන සේවා මණ්ඩලයේ භූමිකාව පිළිබඳ විමර්ශනාත්මක අධ්‍යයනයක්

ආර්. ඒ. සී. බණ්ඩාර[1*] සහ මනෝජ් ආරියරත්න[1]

[1]භාෂා අධ්‍යයනාංශය, ශ්‍රී ලංකා සබරගමුව විශ්වවිද්‍යාලය
[2] ශ්‍රී ලංකා ජාතික පුස්තකාල හා ප්‍රලේඛන සේවා මණ්ඩලය

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මෙම පර්යේෂණය මඟින් ජාතික පුස්තකාල හා ප්‍රලේඛන සේවා මණ්ඩලයේ ග්‍රන්ථ සංරක්ෂණය සහ ප්‍රතිෂ්ඨාපන අංශය මඟින් සිදු කරන්නා වූ ග්‍රන්ථ සහ පුස්කොළ පොත් සංරක්ෂණය කිරීමේ ක්‍රියාවලිය අධ්‍යයනය කරන ලදී. එමෙන් ම ජාතික පුස්තකාලය සහ ප්‍රලේඛන සේවා මණ්ඩලයේ සංරක්ෂණ භූමිකාව පිළිබඳ පුස්තකාල පාඨක ප්‍රජාව සහ ජාතික සහ අන්තර්ජාතික වශයෙන් ජාතික පුස්තකාල හා ප්‍රලේඛන සේවා මණ්ඩලය විසින් සිදු කරන සංරක්ෂණය පිළිබඳ දැනුවත් කිරීම මෙහි ප්‍රධන අරමුණ වේ. ඒ අනුව කොළඹ 07 පිහිටා ඇති ජාතික පුස්තකාල හා ප්‍රලේඛන සේවා මණ්ඩලය ආශ්‍රයෙන් මෙම පර්යේෂණය සිදු කරන අතර, ග්‍රන්ථ සංරක්ෂණ හා ප්‍රතිෂ්ඨාපන අංශයේ සිටින සංරක්ෂණ නිළධාරීන්ගෙන් ලබාගත් තොරතුරු ද, ස්වයංව ලබාගත් දැනුම ද ප්‍රාථමික දත්ත ලෙස යොදා ගන්නා ලදී. සංරක්ෂණය පිළිබඳ පුස්තකාල පාඨක ප්‍රජාව සහ මහජනතාව දැනුවත් කිරීමට එම අංශය විසින් සැකසූ අත් පත්‍රිකා මෙන් ම සංරක්ෂණය පිළිබඳ උපදෙස් සපයන ග්‍රන්ථ, පුවත්පත්, සඟරා, ලිපි ආදිය ද්විතියික දත්ත ලෙස යොදාගන්නා ලදී. එමෙන් ම පුස්තකාලය යනු කුමක් ද, පුස්තකාලයක කාර්යභාරය කුමක් ද යන්න අධ්‍යයනය කිරීම සඳහා "පුස්තකාලය සහ මහජන සම්බන්ධතා 2015" ග්‍රන්ථය ආශ්‍රය කරගන්නා ලදී. ජාතික පුස්තකාලය යනු කුමක් ද, අනෙකුත් පුස්තකාල හා ජාතික පුස්තකාලය අතර වෙනස්කම් මොනවා ද යන්න අධ්‍යයනය කිරීම සඳහා " ජාතික පුස්තකාලය සහ ප්‍රලේඛන සේවා මණ්ඩලය" යන ජාතික පුස්තකාල සතිය වෙනුවෙන් සැකසූ ග්‍රන්ථය පරිශීලනය කරන ලදී. සංරක්ෂණය යනු කුමක් ද, ග්‍රන්ථ සහ පුස්කොළ පොත් සංරක්ෂණය කරන්නෙ කෙසේ ද යන්න ආදිය ගවේශණය කිරීම සඳහා "ව්‍යසනයට පෙර ලේඛන සුරකිමු" යන ලේඛනාරක්ෂක සතිය වෙනුවෙන් සැකසූ ග්‍රන්ථය සහ "පුස්තකාල ද්‍රව්‍ය සංස්කරණය සහ ප්‍රතිසංස්කරණය 1989" යන ග්‍රන්ථ උපයෝගි කරගන්නා ලදී. මෙලෙස එකතු කරගත් ප්‍රාථමික සහ ද්විතියික දත්ත ගුණාත්මක ලෙස විශ්ලේෂණය කරමින් මෙම පර්යේෂණය සිදු කරන ලදී. ග්‍රන්ථ සංරක්ෂණ හා ප්‍රතිෂ්ඨාපන අංශය මඟින් සාර්ථක ලෙස මෙම කාර්ය සිදු කරන අතර මෙමඟින් ලාංකේය සාහිත්‍ය සහ අනන්‍යතාව රැක ගැනීමේ මහඟු කර්තව්‍යට සහභාගී වේ. එමෙන් ම සංරක්ෂණය පිළිබඳ පොළිසිය සහ උසාවි වැනි ආයතනවලට පුහුණු වැඩසටහන් පැවැත්වීම මෙම අංශය මඟින් සිදු කරන නිසා රාජ්‍ය ආයතනවල ආරක්ෂා කිරීම අනිවාර්ය වූ ලේඛන සංරක්ෂණය කිරීම එම ආයතනවල නිළධාරීන්ට ම හැකියාව ලැබී ඇත. ග්‍රන්ථ සහ පුස්කොළ පොත් සංරක්ෂණය සඳහා අවශ්‍ය මූලික පිරිවැය අධික වීමත්, මානව සම්පත් හිඟ වීමත් සමඟ ජාතික පුස්තකාල හා ප්‍රලේඛන සේවා මණ්ඩලය දැඩි අර්බුධයකට මුහුණ දී ඇත. ඒ අනුව පවතින ගැටලු මඟහරවා ගනිමින් අනාගත පරපුරකට ලාංකේය අනන්‍යතාව රැගෙන යන ග්‍රන්ථ සහ පුස්කොළ පොත් සංරක්ෂණය සිදු කරන ආකාරය පිළිබඳව මෙම නිබන්ධනයෙන් අධ්‍යයනය කිරීමට අවස්ථාව ඇත.

මූඛ්‍ය පද: *ග්‍රන්ථ සංරක්ෂණය, ප්‍රතිෂ්ඨාපනය, ආරක්ෂා කිරීම, පුස්කොළ පොත් සංරක්ෂණය*

RECONSTRUCTING THE SRI LANKAN OPPRESSED CLASS IN THE SHORT STORIES: AN ANALYTICAL STUDY USING MARXIST THEORY

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The socio-economic stratification of Sri Lankan society, characterized by historical and contemporary inequalities, provides a lush ground for literary explorations of class dynamics and the experiences of the oppressed. Literary works, particularly short stories, function as powerful instruments of social critique. It demonstrates nuanced representations of marginalized communities and illuminates the complex struggles these groups face under systemic injustice. The short story form possesses a unique ability to distil emotionally resonant moments into intimate, concise narratives, making it a powerful medium for conveying the lived experiences of a subjugated populace. In the Sri Lankan context, this literary form affords penetrating perspectives on social exclusion and systemic injustice. This study applies a Marxist perspective to examine how the subaltern is portrayed in Sri Lankan short fiction, with a particular focus on Nissanka Wijemanna's Keedavo Avilla. This study critically examines the deprecation of economic destitution, social exclusion, political disarrangement, systemic subjugation, and the psychological fallout of financial precarity dimensions that collectively articulate the lived realities of the marginalized populace. The Marxist theoretical framework furnishes a systemic basis for understanding class struggle and the structural power imbalances inherent in capitalist societies. Marxist literary criticism contends that literary texts are not mere aesthetic artefacts but are deeply embedded within socio-economic constructs that operate both to reflect and to sustain the dominant ideologies entrenched in the economic base and ideological superstructure. Deploying Marxist theoretical principles in the analysis of Sri Lankan short stories seeks to illuminate how these literary works confront class-based exploitation, reveal the processes of ideological regulation, and highlight moments of resistance and potential social transformation.

Keywords: *Marxism, Oppressed Class, Research, Short Story*

ලාංකේය පීඩිත පන්තිය කෙටිකතාව තුළ ප්‍රතිනිර්මාණය කිරීම: මාක්ස්වාදී න්‍යාය භාවිතයෙන් කරන විශ්ලේෂණාත්මක අධ්‍යයනයක්

යූ.එම්.ඩී.එස්. බණ්ඩාර[1*] සහ එස්. පෙරමුණ[1]

[1]*භාෂා අධ්‍යනාංශය, සබරගමුව විශ්වවිද්‍යාලය*

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ලාංකේය කෙටිකතා සාහිත්‍යය මඟින් සමාජයේ පීඩිත පන්තිය නිරූපණය කරන ආකාරය විවිධ සමාජ දර්ශන ඇසුරින් ගවේෂණය කර තිබේ. කෙටිකතාව යනු භාෂාව සහෘදයන්ට සමීප කිරීමෙහිලා අපූර්ව සාහිත්‍යාංගයකි. මෙම සාහිත්‍ය අංගයට විවිධ වූ ප්‍රවණතා එකතු වෙමින් වර්තමානය වන විට විවිධ ශානර ගණනාවකින් පෝෂණය වී ඇත. එමෙන්ම පීඩිත පන්තිය මාක්ස්වාදී විශ්ලේෂණයක් මඟින් කෙටිකතාවෙන් නිරූපණය කරමින් පීඩිත පන්තියේ දෘෂ්ටිමය වෙනස්කම් පිළිබඳව සාකච්ඡා කෙරෙයි. එහිදී ප්‍රධාන වශයෙන්ම පීඩිත පන්තියේ ලක්ෂණ පහක් කෙරේ අවධානය යොමු කර ඇත. එනම් දරිද්‍රතාවය, සමාජ ආන්තීකරණය, දේශපාලන බල රහිත වීම, වහල් බව, ආර්ථිකය මත පුද්ගල මනෝභාවයන්ගේ තත්ත්වය යනාදියයි. මෙම පර්යේෂණයෙහි මුඛ්‍ය අරමුණ වන්නේ ශ්‍රී ලංකාවේ පීඩිත පන්තියේ සාහිත්‍යයෙහි නිරූපණය වී ඇති ආකාරය හඳුනා ගැනීම අධ්‍යයනය කිරීමයි. ඊට අමතරව අනු අරමුණු කිහිපයක් ඇත. මෙම පර්යේෂණය ගුණාත්මක පර්යේෂණයකි. විශ්ලේෂණාත්මක ක්‍රමවේදය මත පදනම්ව පර්යේෂණය අධ්‍යයනය කෙරිණි. මෙකී අධ්‍යයනය ප්‍රායෝගික ගැටලුවකට විසඳුම් සොයා යාමක් නොව නව දැනුමක් නිර්මාණය වීමක් සිදු වන හෙයින් මෙය ශුද්ධ පර්යේෂණයක් බවට පත් වෙයි. ප්‍රාථමික දත්ත රැස් කිරීමේදී කීඩෑවෝ ඇවිල්ලා කෘතිය මූලිකවම අධ්‍යයනය කළේය. මෙම පර්යේෂණය සඳහා ද්විතියික දත්ත ලෙස විශ්වවිද්‍යාල කිහිපයක පුස්තකාලවලින් ලබා ගත් පොත්පත්, පුවත්පත් මෙන්ම මහජන පුස්තකාලවලින් ලබා ගත් පොත්පත්, අන්තර්ජාලය උපයෝගී කර ගනිමින් පර්යේෂණ ලිපි, අන්තර්ජාල ලිපි මේ සඳහා වැදගත් විය. තවදුරටත් පරිශීලනය කිරීමේදී සමාජ මාධ්‍යයේ දක්නට ලැබූ වාර්තා ලිපි, පුවත්පත් ලිපි, සඟරා, මුද්‍රිත මාධ්‍යයේ උකහාගත් කරුණු විශේෂයෙන්ම මෙම අධ්‍යයනය සඳහා පාදක කරගෙන තිබේ. පර්යේෂණය න්‍යායාත්මක පසුබිම ගොඩනැගෙන්නේ මාක්ස්වාදය හා පීඩිත පන්තිය නැමැති ක්ෂේත්‍ර දෙක සංකලනය කරමිනි. පීඩිත පන්තිය ඉහත සඳහන් කළ ලක්ෂණ සමඟ සංසන්දනය කළ විට මාක්ස්වාදය මඟින් පීඩිත පන්තිය, විශේෂයෙන්ම කීඩෑවෝ ඇවිල්ලා කෙටිකතා සංග්‍රහය සමාජීය හා ආර්ථික අසාධාරණය අනාවරණය කිරීම සඳහා විශිෂ්ට මාධ්‍යයක් වන බව නිගමනය කළ හැක.

මුඛ්‍ය පද : *කෙටිකතාව, පර්යේෂණය, පීඩිත පන්තිය, මාක්ස්වාදය*

AN INVESTIGATIVE STUDY ON SAFEGUARDING THE INTANGIBLE CULTURAL HERITAGE: NATIONAL LIBRARY AND DOCUMENTATION SERVICES BOARD – SRI LANKA

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This research focused on studying the role of the Sri Lanka National Library and Documentation Services Board in safeguarding Intangible Cultural Heritage (ICH). A primary objective of the study was to identify ICH and raise public awareness about it. The study was conducted using the National Library and Documentation Services Board as its base. Primary data were gathered through interviews with officials and observations. Secondary data consisted of UNESCO documents, existing reports, and records. The analysis was carried out using a participatory observation. Intangible Cultural Heritage faces a risk of destruction due to globalization, modernization, and the decline in the exchange of intergenerational knowledge. The research analyzed the role of the National Library, as the central memory institution of the country, in accordance with UNESCO's initiatives. Its primary contributions include documenting and preserving ICH, which involves systematically collecting, organizing, and safeguarding information on ICH through oral histories, audio-visual records, photographs, and manuscripts. The National Library also encourages scholarly studies, public awareness programmes, and research activities related to ICH by providing access to outstanding works. Furthermore, by collaborating with communities and closely getting them involved in the process of documenting their knowledge and experiences, the authenticity and continuity of ICH are ensured. The National Library contributes to the digitalization and dissemination of ICH by creating a data repository and providing online access using digital technology. This enables global access to the heritage, contributing to its revival and promotion. The National Library also provides necessary legal and policy support at the national and international levels to safeguard ICH. Ultimately, the National Library plays a crucial role in safeguarding Intangible Cultural Heritage, preserving and promoting invaluable cultural assets for future generations.

Keywords: *Intangible Cultural Heritage, Authenticity, Integrity, Securing*

අස්පර්ශනීය සංස්කෘතික උරුමයන් සුරක්ෂිත කිරීම පිළිබඳ විමර්ශනාත්මක අධ්‍යයනයක්: ශ්‍රී ලංකා ජාතික පුස්තකාල හා ප්‍රලේඛන සේවා මණ්ඩලය ඇසුරිනි.

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[2]ශ්‍රී ලංකා ජාතික පුස්තකාල හා ප්‍රලේඛන සේවා මණ්ඩලය

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මෙම පර්යේෂණය ඔස්සේ අස්පර්ශනීය සංස්කෘතික උරුමයන් සුරක්ෂිත කිරීමෙහි ලා ශ්‍රී ලංකා ජාතික පුස්තකාල හා ප්‍රලේඛන සේවා මණ්ඩලයීය කාර්යභාරය අධ්‍යයනය කරන ලදි. තව ද අස්පර්ශනීය සංස්කෘතික උරුමයන් පිළිබඳ හඳුනා ගැනීම හා ප්‍රජාව දැනුවත් කිරීම මෙහි ප්‍රධාන අරමුණ විය. මෙම පර්යේෂණය ජාතික පුස්තකාල හා ප්‍රලේඛන සේවා මණ්ඩලය ඇසුරින් සිදු කළ බැවින් එහි නිළධාරීන් හා පැවති සම්මුඛ සාකච්ඡා, නිරීක්ෂණ ප්‍රාථමික දත්ත ලෙස යොදා ගනිමින් ද යුනෙස්කෝව හා පවතින ලේඛන හා වාර්තා ද්විතීයික දත්ත ලෙස යොදා ගනිමින් ද සහභාගීත්ව නිරීක්ෂණය යටතේ විශ්ලේෂණය සිදු කරන ලදි. අස්පර්ශනීය සංස්කෘතික උරුමයන් කාලයත් සමග ගෝලීයකරණය, නවීකරණය සහ පරම්පරාගත දැනුම හුවමාරුවේ අඩු වීම හේතුවෙන් විනාශවීමේ අවදානමකට ලක් ව ඇති අතර ජාතික පුස්තකාලය, රටක මතකයේ කේන්ද්‍රස්ථානය ලෙස යුනෙස්කෝව හා එක් ව ගත් ක්‍රියාමාර්ගය මෙහි දී විශ්ලේෂණය කෙරේ. එහි ප්‍රධාන දායකත්වයන්ට ලේඛනගත කිරීම සහ සංරක්ෂණය ඇතුළත් වේ. එනම්, වාචික ඉතිහාසයන්, ශ්‍රව්‍ය දෘශ්‍ය වාර්තා, ඡායාරූප සහ අත්පිටපත් හරහා අස්පර්ශනීය සංස්කෘතික උරුමයන් පිළිබඳ තොරතුරු ක්‍රමානුකූල ව රැස් කිරීම, සංවිධානය කිරීම සහ සුරැකීම මෙහි දී ප්‍රධාන වේ. ජාතික පුස්තකාලය මඟින් අස්පර්ශනීය සංස්කෘතික උරුමයන්ට ප්‍රවේශය ලබා දීම යටතේ විශිෂ්ට කෘති පිළිබඳ විද්වත් අධ්‍යයනයන්, මහජන දැනුවත් කිරීමේ වැඩසටහන් සහ පර්යේෂණ කටයුතු සඳහා දිරිමත් කිරීම් ද සිදු කරයි. තව ද, ප්‍රජාවන් සමඟ සහයෝගීත්වයෙන් යුතු ව කටයුතු කිරීම මඟින්, ඔවුන්ගේ දැනුම සහ අත්දැකීම් ලේඛනගත කිරීමේ ක්‍රියාවලියට සමීප ව සම්බන්ධ කර ගනිමින්, අස්පර්ශනීය සංස්කෘතික උරුමයන්හි සත්‍යතාව සහ අඛණ්ඩතාව සහතික කිරීම ද සිදු කොට ඇත. ජාතික පුස්තකාලය ඩිජිටල් තාක්ෂණය භාවිත කරමින් අස්පර්ශනීය සංස්කෘතික උරුමයන්හි දත්ත සමුදායක් නිර්මාණය කිරීම සහ මාර්ගගත ප්‍රවේශය ලබා දීම මඟින් ඩිජිටල්කරණය සහ ප්‍රචාරණය සඳහා දායක වේ. එමඟින් මෙම උරුමයන්ට ලොව පුරා ප්‍රවේශ විය හැකි වන අතර, ඒවායේ පුනර්ජීවනය සහ ප්‍රවර්ධනයට ද රුකුලක් ලබා දේ. ජාතික පුස්තකාලය නීතිමය සහ ප්‍රතිපත්තිමය වශයෙන්, ජාතික හා ජාත්‍යන්තර මට්ටමින් අස්පර්ශනීය සංස්කෘතික උරුමයන් සුරැකීම සඳහා අවශ්‍ය සහය ලබා දෙන අතර අස්පර්ශනීය සංස්කෘතික උරුමයන් සුරක්ෂිත කිරීම සඳහා තීරණාත්මක කාර්යභාරයක් ද අනාගත පරම්පරාවන් සඳහා අමිල සංස්කෘතික වස්තූන් ආරක්ෂා කිරීමට සහ ප්‍රවර්ධනය කිරීමේ කාර්යයට ද දායක වේ.

මූල්‍ය පද : *අස්පර්ශනීය සංස්කෘතික උරුමයන්, සත්‍යතාව, අඛණ්ඩතාව, සුරක්ෂාව*

THE USEFULNESS OF THE SINHALA NOVEL IN COMMUNICATING HISTORICAL INFORMATION: A CRITICAL STUDY BASED ON A SELECTED TRILOGY OF NOVELS

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The Sinhala novel can be identified as a significant literary genre that serves as a means of communicating Sri Lankan historical information. Communicating historical information refers to the process of sharing facts about past events between individuals or groups. It can be said that the novel plays a significant role in this process. A novel can vividly recreate the historical environment by weaving historical information into its narrative. It is evident that a novel is capable of presenting a vivid and engaging narrative that attractively incorporates historical events. One distinctive feature of the novel is its strong characterization, which enables a clear depiction of the characters that appear in historical narratives. The objective of this research was to explore the usefulness of the Sinhala novel in communicating historical information and to examine the historical content contained within the novels, "Senkadagala Maha Biso" and "Vijayayi Kuweniyayi" by Rupa Sriyani Ekanayake, and "Rajina" by Mohan Raj Madawala. This is a qualitative study. The research problem addressed was to examine the extent to which the modern Sinhala novel contributes to the communication of historical information. For this purpose, the three novels "Senkadagala Maha Biso", "Vijayayi Kuweniyayi", and "Rajina" were used as primary data. Secondary data included relevant books, scholarly articles, and journals. It can be deduced from this that the Sinhala novel is effective in communicating historical information to readers without allowing history to fade away. Moreover, these three novels provide an understanding of the social, political, and cultural aspects of the respective historical periods. A key focus of this study is to examine how the Sinhala novelist has portrayed historical events through the novel. The findings of this study indicate that Sinhala novels possess the ability to reconstruct and reimagine past events effectively.

Keywords: *Character Portrayal, Historical Information Communication, Rupa Sriyani Ekanayake, Sinhala Novel*

ඓතිහාසික තොරතුරු සන්නිවේදනයෙහිලා සිංහල නවකතාවේ ඇති උපයෝගීතාවඃ තෝරාගත් නවකතා ත්‍රිත්වයක් ඇසුරෙන් කරනු ලබන විමර්ශනාත්මක අධ්‍යයනයක්.

බී.එල්.එස්.ප්‍රනාන්දු[1*] සහ ජී.කේ.සී.එස්. ද සිල්වා[1]

[1]*භාෂා අධ්‍යයනාංශය, ශ්‍රී ලංකා සබරගමුව විශ්වවිද්‍යාලය*

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ලාංකේය ඓතිහාසික තොරතුරු සන්නිවේදනය සඳහා වැදගත් වූ සාහිත්‍ය ශානරයක් වශයෙන් සිංහල නවකතාව දැක්විය හැකි ය. ඓතිහාසික තොරතුරු සන්නිවේදනය සඳහා වැදගත් දායකත්වයක් සපයන සාහිත්‍ය ශානරයක් ලෙස සිංහල නවකතාව හඳුනාගත හැකි ය. ඓතිහාසික තොරතුරු සන්නිවේදනය යනු අතීත සිද්ධීන් පිළිබඳ තොරතුරු පුද්ගලයන් හෝ කණ්ඩායම් අතර සන්නිවේදනය කිරීමේ ක්‍රියාවලියකි. නවකතාව ඓතිහාසික තොරතුරු සන්නිවේදනය කිරීම සම්බන්ධයෙන් වැදගත් කාර්යයක් ඉටු කරන බව කිව හැකි ය. නවකතාවක් මගින් ඓතිහාසික තොරතුරු නිරූපණයේ දී එම ඓතිහාසික පරිසරය නැවත අප ඉදිරියේ ප්‍රතිනිර්මාණය කිරීමට සමත් වන බව දැක්විය හැකි ය. ඉතා ආකර්ෂණීය අයුරින් ඓතිහාසික සිද්ධීන් අන්තර්ගත කරමින් විචිත්‍රවත් කතාංගයක් පාඨකයාට ලබා දීමට නවකතාව සමත් වන බව පැහැදිලි ය. නවකතාවක චරිත නිරූපණය ප්‍රබල වන නිසා ඓතිහාසික කතා පුවත්වල එන චරිත මනාව නිරූපණය කළ හැකි වීම මෙහි විශේෂත්වයකි. මෙම පර්යේෂණයේ අරමුණ වූයේ ඓතිහාසික තොරතුරු සන්නිවේදනය සඳහා සිංහල නවකතාව දක්වන උපයෝගීතාව සහ නවකතාවල අන්තර්ගත වන ඓතිහාසික තොරතුරු පිළිබඳ රූපා ශ්‍රියානි ඒකනායකයන්ගේ ණිසෙංකඩගල මහා බිසෝ, ණිවිජයයි කුවේණියයි සහ මොහාන් රාජ් මඩවලයන්ගේ ණිරැජින යන නවකතා ඔස්සේ විමසා බැලීම ය. මෙය ගුණාත්මක පර්යේෂණයකි. මෙම පර්යේෂණ ගැටලුව වූයේ ඓතිහාසික තොරතුරු සන්නිවේදනය සඳහා නූතන සිංහල නවකතාවේ ඇති දායකත්වය කෙසේ ද යන්න විමසා බැලීම ය. මේ සඳහා යොදාගත් ප්‍රාථමික දත්ත වශයෙන් ණිසෙංකඩගල මහා බිසෝ, ණිවිජයයි කුවේණියයි, ණිරැජින යන නවකතා ත්‍රිත්වය යොදා ගන්නා ලදී. ද්විතියික දත්ත වශයෙන් මේ සඳහා ලියැවුණු ග්‍රන්ථ, අන්තර්ජාල ලිපි, සඟරා භාවිත විය. ඉතිහාසය වියැකී යාමට ඉඩනොදී නවකතාව මගින් ඒම තොරතුරු පාඨකයා වෙතට සන්නිවේදනය කිරීම සම්බන්ධව සිංහල නවකතාව ප්‍රයෝජනවත් වන බව මෙහි දී ගම්‍ය කළ හැකි ය. ඓතිහාසික තොරතුරු සන්නිවේදනය කරනවා මෙන් ම අපට එවකට තිබූ සමාජ, දේශපාලනික, සංස්කෘතික පැතිකඩ පිළිබඳ අවබෝධයක් මෙම නවකතා ත්‍රිත්වය මගින් ලබාදෙන බව පැහැදිලි වෙයි. සිංහල නවකතාකරුවා ඓතිහාසික සිදුවීම් නවකතාව මගින් නිරූපණය කර ඇත්තේ කුමනාකාරයෙන් ද යන්න බැලීම මෙහි මූලික අධ්‍යාශය වේ. මෙම අධ්‍යයනයෙහි ප්‍රතිඵල අනුව පෙනීයන්නේ අතීත සිදුවීමක් නැවත ප්‍රතිනිර්මාණය කිරීමේ හැකියාව සිංහල නවකතාව සතුව පවතින බව ය.

මූඛ්‍ය පදඃ *ඓතිහාසික තොරතුරු සන්නිවේදනය , චරිත නිරූපණය, රූපා ශ්‍රියානි ඒකනායක, සිංහල නවකතාව*

SONG AND POSITIVE THINKING: AN INVESTIGATIVE STUDY BASED ON MODERN SINHALA LYRIC POETRY

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The literary genre of song can be identified as an important element of culture. Similarly, positive thinking can be described as a concept that discusses the health of the individual mind. The literary genre of song, which is based on themes such as love, separation, humanity, determination, etc., has an impact on individual attitudes. The purpose of this research is to analyze the importance of modern Sinhala lyric poetry in the development of positive thinking. The qualitative form of this research is based on inductive reasoning. The problem of this research is to inquire how positive attitudes are promoted through the lyrics of modern Sinhala songs. Song is the harmony of literature and music. That literary genre is a combination of the three elements of lyrics, music and singing. The song requires music. Music is the art of combining sounds to express emotions through aesthetic forms. The song, which is associated with that music, is an extremely concise, sensitive and powerful art medium and was created with the desire to provide clues to broaden the range of tastes. If one can think and see everything with optimism, such a situation can be called positive thinking. It is evident that positive thoughts that fundamentally affect the development of an individual's personality are generated through positive thinking methods. Modern Sinhala songs are a powerful factor that affects the reconstruction of positive thinking. Modern songs, characterized by themes such as love, trust, human relationships, national pride, etc., add a new positive vitality to individual emotions. Songs, through a literary genre, explain social phenomena and thereby affect the individual mind. The meanings depicted through songs should be understood with intelligence, which awakens positive thinking. Although various natures of love are highlighted in the context of themes such as love, the optimistic message implied by it needs to be incorporated into life. Therefore, the study explores that there is an inseparable relationship between modern Sinhala songs and individual positive thinking. The conclusion of the study is that modern Sinhala songs and poetry have a strong influence on creating positive thinking.

Keywords: *Positive Attitudes, Modern Sinhala Songs, Personality Development, Expressions of Emotion, Culture*

ගීතය හා ධනාත්මක චින්තනය; නූතන සිංහල ගේය කාව්‍ය පදනම් කරගත් විමර්ශනාත්මක අධ්‍යයනයක්

එච්. එම්. එස්. ජයමාලි[1]* සහ ජී. ඒ. එච්. විරංග[1]

[1]*භාෂා අධ්‍යයනාංශය, ශ්‍රී ලංකා සබරගමුව විශ්වවිද්‍යාලය*

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සංස්කෘතියෙහි වැදගත් වූ අංගයක් වශයෙන් ගීතය නම් සාහිත්‍ය ශානරය හඳුනාගත හැකි ය. එසේ ම පුද්ගල මනසේ නිරෝගීභාවය පිළිබඳ සාකච්ඡා කෙරෙන සංකල්පයක් වශයෙන් ධනාත්මක චින්තනය හැඳින්විය හැකි ය. ප්‍රේමය, විරහව, මනුෂ්‍යත්වය, අධිෂ්ඨානය ආදී තේමාවන් පාදක කරගනිමින් බිහිවන ගීතය නම් සාහිත්‍ය ශානරය පුද්ගල ආකල්ප සඳහා බලපෑම් ඇති කරන්නකි. මෙම පර්යේෂණයෙහි අරමුණ වන්නේ, ධනාත්මක චින්තනය සංවර්ධනයෙහි ලා නූතන සිංහල ගේය කාව්‍යයෙහි ඇති වැදගත්කම විග්‍රහ කර ගැනීම යි. ගුණාත්මක පර්යේෂණයක් වන මෙම පර්යේෂණය උද්ගාමී තර්කනය මත පදනම් වූවකි. මෙම පර්යේෂණයෙහි ගැටලුව වන්නේ, නූතන සිංහල ගීතයන්හි පද පූරණය මඟින් ධනාත්මක ආකල්ප ප්‍රවර්ධනය වන්නේ කෙසේ ද යන්න පිළිබඳ විමසීම යි. සාහිත්‍යය හා සංගීතයේ සුසංයෝගය ගීතය යි. එකී සාහිත්‍ය ශානරය පද රචනය, සංගීතය හා ගායනය යන ත්‍රිත්වයෙහි එකතුවකි. ගීතයට සංගීතය අවැසි ය. සංගීතය වූ කලී සෞන්දර්යාත්මක ආකෘති ඔස්සේ භාව ප්‍රකාශන සලසාලමින් නාද සංයෝග කිරීමේ කලාව යි. එකී සංගීතයත් සමඟ බද්ධ වූ ගීතය නම් කලා මාධ්‍යය අතිශය සංක්ෂිප්ත, සංවේදී මෙන් ම ප්‍රබල වූවක් වන අතර රස චින්දන පරාසයන් පුළුල් කර ගැනීමට ඉඟි සැපයීමේ අභිලාසයෙන් නිර්මාණය වූවකි. සර්ව ශුභවාදී ව සෑම දෙයක් පිළිබඳ ව ම සිතීමට හා දැකීමට හැකි නම් එවැනි තත්ත්වයක් ධනාත්මක චින්තනය ලෙස හැඳින්විය හැකි ය. එනම්, පුද්ගල පෞරුෂ සංවර්ධනයට මූලික ලෙස බලපානු ලබන ධනාත්මක සිතුවිලි උත්පාදනය වන්නේ ධනාත්මක චින්තන ක්‍රමවේදයන් ඔස්සේ ය. නූතන සිංහල ගීතය ධනාත්මක චින්තනය ප්‍රතිනිර්මාණය වීමට බලපානු ලබන ප්‍රබල කාරකයකි. ප්‍රේමය, විශ්වාසය, මනුෂ්‍ය සබඳතා, ජාතිකාභිමානය ආදී තේමාවන්ගෙන් සමුපලක්ෂිත නූතන ගීත පුද්ගල හැඟීම්වලට නව සාධනීය ජීව ගුණයක් එක් කරයි. ගීතය නම් සාහිත්‍ය ශානරය ඔස්සේ සමාජීය සංසිද්ධීන් විශද කරන අතර පුද්ගල මනසට එමඟින් බලපෑම් එල්ල වේ. බුද්ධියෙන් යුතුව ගීතය මඟින් නිරූපිත අර්ථයන් වටහා ගැනීම කළ යුතු අතර එමඟින් ධනාත්මක චින්තනය අවදි වෙයි. ප්‍රේමය වැනි තේමා හමුවේ ප්‍රේමයේ විවිධ ස්වාභාවයන් ඉස්මතු කළ ද, එමඟින් ගම්‍ය කරනු ලබන ශුභවාදී පණිවුඩය ජීවිතයට එකතු කර ගැනීම අවැසි බව මෙමඟින් පැහැදිලි වේ. නූතන සිංහල ගීතය හා පුද්ගල ධනාත්මක චින්තනය අතර පවතින්නේ අවියෝජනීය සම්බන්ධතාවක් බව මෙමඟින් පැහැදිලි වේ. මෙම පර්යේෂණය ඔස්සේ එළඹිය හැකි නිගමනය වන්නේ නූතන සිංහල ගේය කාව්‍ය පුද්ගල ධනාත්මක චින්තනය ඇති කිරීම සඳහා ප්‍රබල ලෙස බලපා තිබේ.

මුඛ්‍ය පද : *ධනාත්මක ආකල්ප, නූතන සිංහල ගීතය, පෞරුෂ සංවර්ධනය, භාව ප්‍රකාශන, සංස්කෘතිය*

DISAPPOINTMENT AND INDIVIDUAL MENTALITY: AN INTROSPECTIVE STUDY BASED ON THE FILMS CITIZEN KANE AND SAMANALA SANDHWANIYA

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The human mind can be shown as a deeply thoughtful element of human psychology. In shaping human behavior, the mind plays a fundamental role. Depending on the intensity of shattered expectations, the mind can experience various forms of disturbance. This personal psychological nature is shown strongly and heavily in cinema audiovisuals. The main aim of this research is to investigate the connections between cinema, personal inner feelings, and literature. Cinema works allow us to understand alternative behaviours that arise from changes in the human mind caused by broken expectations. For this, the films Samanala Sandhwaniya directed by Jayanta Chandrasiri and Citizen Kane directed by Orson Welles are taken into consideration. These works are also the analysing unit of this qualitative research. The research problem explores how personal mentality, shaped by broken expectations, is primarily transformed through cinema into other literary genres. The theoretical background of this research is based on psychological disorders caused by broken expectations, the strategies used to soothe the mind, and ways to manage the impact created from the infringement of expectations. The data were studied using the comparison study method. This study primarily used the cinema to depict the personal mentality shaped by broken expectations, while also providing fundamental insights into mental disturbances and related religious concepts. As a global literary art form, cinema should be used for deeper research on deep psychological facts depicted in the human mind, and more attention should be paid to creating positive mental attitudes through new media. The study concludes that cinema is the most suitable medium to study deep and sensitive topics such as broken expectations and personal mentality. Furthermore, it finds that personal mentality in cinema represents one aspect of larger social structures and diverse themes.

Keywords: *Expectation Collapse, Human Mind, Cinema, Films*

අපේක්ෂා භංගත්වය හා පුද්ගල මානසිකත්වය; සිටිසන් කේන් සහ සමනල සංධ්වනිය චිත්‍රපටය පදනම් කරගත් තුලනාත්මක අධ්‍යයනයක්

ජේ. එස්. එම්. මධුමාලි[1]* සහ එච්. වී. බඹරබොටුව1

[1]භාෂා අධ්‍යයනාංශය, ශ්‍රී ලංකා සබරගමුව විශ්වවිද්‍යාලය

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පුද්ගලයාගේ මනෝමූලික වූ ද සංකල්පනීය සංකීර්ණත්ව සාධකයක් ලෙසට පුද්ගල මනස දැක්විය හැකි ය. මානව හැසිරීම් හැඩ ගැන්වීමෙහි ලා පුද්ගල මනස මූලික ව ක්‍රියා කරයි. එතුළින් සිදු වන පුද්ගල අපේක්ෂා බිඳ වැටීම් හී ප්‍රබලත්වය මත පුද්ගල මනස විවිධ විකෘති කිරීම් ගණනාවකට ලක් විය හැකි ය. මෙම පුද්ගල මනෝමය ස්වභාවය ප්‍රබල ව සහ තීව්‍ර ලෙසට සිනමා ශ්‍රව්‍යදෘශ්‍රකරණයෙන් නිරූපණය වේ. මෙම පර්යේෂණය මගින් සිනමාව, පුද්ගල ආත්මීය හැඟීම් හා සාහිත්‍ය අතර ඇති ආරෝපණයන් අනාවරණය කර ගැනීමට ඇති හැකියාව අධ්‍යයනය එක් අරමුණකි. සිනමා කෘතීන් අතුරින් පුද්ගල මනසෙහි සිදුවන පරිවර්තනය කේන්ද්‍ර කර ගනිමින් අපේක්ෂා භංගත්වය ආශ්‍රිත ව හැසිරීම් අවබෝධ කරගත හැකි වීම අනු අරමුණු අතර වේ. මෙම පර්යේෂණයට ජයන්ත චන්ද්‍රසිරි අධ්‍යක්ෂණය කළ 'සමනල සංධ්වනිය' සහ ඕසන් චේල්ස් අධ්‍යක්ෂණය කළ 'සිටිසන් කේන්' යන චිත්‍රපට ද්විත්ත්වය පදනම් විය. එම නිර්මාණ මෙම පර්යේෂණයේ විග්‍රහ ඒකකය වන අතර .=ණාත්මක එළඹුමකින් යුක්ත ය. පර්යේෂණ ගැටලුව වූයේ අනෙකුත් සාහිත්‍ය ශානරයන්ට සාපේක්ෂ ව අපේක්ෂා භංගත්වය මත සිදුවන පුද්ගල මානසික නිරූපණය කෙසේ සිනමාව මගින් පරිවර්තනය වේ ද? යන්නයි. අපේක්ෂා බිඳ වැටීම්වල ප්‍රබලත්වය මත සිදුවන විවිධ මානසික රෝග ඒ සඳහා පවතින මානසික ප්‍රතිකාර ක්‍රමවේද, අපේක්ෂාභංග කළමනාකරණය ආදී කරුණු මෙම පර්යේෂණයේ න්‍යායාත්මක ව අධ්‍යයනය කරන අතර, රැස් කරගනු ලැබූ දත්ත තුලනාත්මක අධ්‍යයන ක්‍රමවේදය මගින් විග්‍රහ කරන ලදි. මෙම අධ්‍යයනය මගින් මූලික ව පුද්ගල අපේක්ෂාභංගත්වය මත සිදුවන්නා වූ පුද්ගල මානසිකත්ව නිරූපණය සිනමාව ආශ්‍රයෙන් විග්‍රහ කිරීම සිදු කළ අතර, විවිධ මානසික විකෘතිතා සඳහා පවතින මනෝමය විග්‍රහාත්මක කරුණු සහ ආගමික සංකල්ප පිළිබඳ ව අවබෝධයක් ලබා ගත හැකි විය. විශ්ව සාහිත්‍ය කලා අංගයක් වන සිනමාව මගින් පුද්ගල මනසේ පවතින ගැඹුරු මනෝමය කාරණා පිළිබඳ තව දුරටත් පර්යේෂණ පුළුල් වශයෙන් සිදු කළ යුතු අතර නව මාධ්‍ය මගින් මනෝමය වූ ද ධනාත්මක ආකල්ප ඇති කරලීම සඳහා ද අවධානය යොමු කළ යුතු ය. මෙම පර්යේෂණයේ ප්‍රතිඵල වශයෙන් අවසාන නිගමන දෙකකි. පළමු නිගමනය වූයේ අපේක්ෂා භංගත්වය සහ පුද්ගල මානසිකත්වය යන ගැඹුරු, සංවේදී කාරණා අධ්‍යයනය කිරීමට වඩාත් සුදුසු ම මාධ්‍ය සිනමාව බවයි. දෙවැනි නිගමනය වූයේ විශාල ආකෘති සහ විවිධ තේමා ඔස්සේ විහිදී පැතිරී පවතින සිනමාවෙහි පුද්ගල මානසිකත්වය යනු එහි පවත්නා එක් නිරූපණාත්මක පැතිකඩක් බව ය.

මුඛ්‍ය පද : *අපේක්ෂා භංගත්වය, පුද්ගල මනස, සිනමාව, සිංහල සිනමාව, සිටිසන් කේන්*

A CRITICAL STUDY ON THE CONTRIBUTION OF CHILDREN'S DRAMA TO CHILDHOOD PERSONALITY DEVELOPMENT: WITH REFERENCE TO SELECTED WORKS BY SOMALATHA SUBASINGHE

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Childhood plays a crucial role in the development of the personality of an individual. Childhood personality refers to the totality of a child's nature, attitudes, values, and behaviors, and is a composite of traits that persist through their mental and social development. Among the many influences that support the development of personality during this stage, children's literature plays a prominent part, with children's drama being a particularly influential form. The primary aim of this research is to critically analyze how children's personality development can be facilitated through children's drama, and how such drama can be effectively used to enhance personality development. This qualitative study is based on an interpretive methodology. Primary data were collected from selected children's drama manuscripts by Somalatha Subasinghe, namely, Punchi Apata Dean Therei and Thoppi Velenda, while secondary sources include books, newspapers, journals, and research articles. Data gathering and analysis were done accordingly. According to Albert Bandura's Social Learning Theory, children's personality development is influenced not only by rewards and punishments but also by observation and experience. While other forms of children's literature may nurture only one or a few aspects of a child's personality, children's theatre, being an audio-visual and live expressive medium, has the capacity to nourish the child's entire personality. It engages not only internal traits such as emotion, perception, and cognition, but also external traits like social, moral, and leadership qualities. Thus, children's theatre is a powerful art form that can be effectively utilized in the process of a child's personality development.

Keywords: *Childhood Personality Development, Children's Drama, Child*

ළමා පෞරුෂ සංවර්ධන සඳහා ළමා නාට්‍ය කලාවේ දායකත්වය පිළිබඳ විමර්ශනාත්මක අධ්‍යයනයක් (සෝමලතා සුබසිංහගේ තෝරා ගත් ළමා නාට්‍ය ඇසුරෙනි)

කේ. පී. අයි. එස්. කරුණානායක[1*] සහ කේ. පී. අයි. එස්. කරුණානායක[1]

[1]භාෂා අධ්‍යයනාංශය, ශ්‍රී ලංකා සබරගමුව විශ්වවිද්‍යාලය

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පුද්ගල පෞරුෂ සංවර්ධනයේ ප්‍රධාන භූමිකාවක් ඉටු කරනුයේ ළමා කාලයයි. ළමා පෞරුෂය යනු දරුවෙකුගේ ස්වභාවය, ආකල්ප, වටිනාකම් සහ හැසිරීම්හි සමස්තයක්වන අතර ඔහුගේ මානසික හා සමාජීය සංවර්ධනය තුළ අඛණ්ඩව පවතින ගුණාංගවල එකතුවකි. මෙම කාලය තුළ දරුවාගේ පෞරුෂ සංවර්ධනය කිරීම සඳහා ළමා සාහිත්‍ය ප්‍රමුඛ කාර්යභාරයක් ඉටු කරන අතර ඉන් ළමා නාට්‍ය කලාව ප්‍රමුඛ වේ. මෙම පර්යේෂණයේ ප්‍රධාන අරමුණ හා අනු අරමුණු වන්නේ පිළිවෙළින් ළමා පෞරුෂ සංවර්ධනය ළමා නාට්‍ය ඇසුරින් සිදුකළහැකි ඉඩ ප්‍රස්තාව විශ්ලේෂණය කිරීම හා දරුවන්ගේ පෞරුෂ සංවර්ධනය සඳහා උචිත පරිදි ළමා නාට්‍ය භාවිත කරන්නේ කෙසේදැයි අධ්‍යනය කිරීමයි. ගුණාත්මක පර්යේෂණයක්වන මෙම අධ්‍යයනය උද්ගාමී තර්කන ක්‍රමවේදය භාවිත කරන පර්යේෂණයකි. මෙහිදී දත්ත රැස්කිරීමේ ප්‍රාථමික මූලාශ්‍රය ලෙස සෝමලතා සුභසිංහයන්ගේ "පුංචි අපට දැන් තේරෙයි" සහ "තොප්පි වෙළෙන්දා" යන ළමා නාට්‍ය අත්පිටපත් ද ද්විතීක මූලාශ්‍රයන් ලෙස ග්‍රන්ථ, පුවත්පත්, සඟරා හා පර්යේෂණ ලිපි ඇතුළු දෑ භාවිත කළ අතර ඒ ඔස්සේ දත්ත රැස්කිරීමත් එම දත්ත විශ්ලේෂණය කිරීමත් සිදුකරයි. ඇල්බට් බන්දුරාගේ සමාජ ඉගෙනුම් න්‍යායට අනුව දරුවන්ගේ පෞරුෂ සංවර්ධනය සඳහා ත්‍යාග හා දඬුවම් මෙන්ම නිරීක්ෂණ හා අත්දැකීම් ද බලපායි. වෙනත් ළමා සාහිත්‍යාංග මගින් ළමා පෞරුෂයේ එක් අංගයක් හෝ අංග කීපයක් පමණක් පෝෂණය කළ ද ළමා නාට්‍ය කලාව යනු ශ්‍රව්‍ය, දෘශ්‍ය හා සජීවී ස්වප්‍රකාශන මාධ්‍යයක් බැවින් ළමා නාට්‍ය නරඹන ළමා ප්‍රේක්ෂකයාගේ චිත්තවේග, සංජානන හා ප්‍රජානන යන අභ්‍යන්තර පෞරුෂ ලක්ෂණ මෙන්ම සමාජ, සදාචාරාත්මක හා නායකත්ව යන බාහිර පෞරුෂ ලක්ෂණ ඇතුළුව දරුවාගේ සමස්ත පෞරුෂය ම පෝෂණයට සමත් වෙයි. මේ අනුව ළමා නාට්‍ය කලාව යනු දරුවාගේ පෞරුෂ සංවර්ධන ක්‍රියාවලිය සඳහා උපචිත කරගතහැකි ප්‍රබල කලා මාධ්‍යයකි.

මුඛ්‍ය පද : *ළමා පෞරුෂ සංවර්ධනය, ළමා නාට්‍ය කලාව , ළමයා*

AN INVESTIGATIVE STUDY ON THE NATURE OF DRAMATIC MOMENTS IN SABARAGAMUWA SHANTHIKARMA

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Shanthikarma is an auspicious ritual performed to dispel the forces of the gods, demons and planets for the mental well-being of a person in a state of illness. The healing that occurs in people's minds for the sake of peace is achieved through Shanthikarma. When referring to Shanthikarma, there are three traditions as Upcountry, Lowland and Sabaragamuwa. This research aims to study the dramatic moments found in the Shanthikarma of the Sabaragamuwa tradition. The study aims to investigate how dramatic moments affect individual life and excavate the results obtained from them as secondary objectives. The works 'Dramatic Processions of Sabaragamuwa Shanthikarma' (Lankathilaka, 2002), 'Village Drama Approach' (Dissanayake, 1998), and 'Sinhala Village Drama' (Sarachchandra, 1968) are shown as the analytical units of this research. This is a qualitative research. Dramatic moments such as acting, dancing, playing, singing, devotion, narration, myth, and form are investigated through this research. The collected data are analyzed through the content data analysis method. This study investigates how Shanthikarma affects individual life and how Shanthikarma is used to bring about the mental and physical well-being of an individual. The dramatic moments in Shanthikarma are very close to individual life. The scientific methods included in the Shanthikarma are an area that should be of interest to researchers in the health and social sciences field for their unique teachings in universal literature. Through the use of such methods, psychological well-being can be achieved.

Keywords: *Sabaragamuwa Peace Ceremony, Dramatic Events, Psychological, Health Science, Mental Well-being*

සබරගමු ශාන්තිකර්මතුළ දක්නට ලැබෙන නාට්‍යමය අවස්ථාවල ස්වභාවය පිළිබඳ විමර්ශනාත්මක අධ්‍යයනයක්

ආර්.එම්.කේ.එස් කරුණාරත්න[1] සහ එස්. පෙරමුණ[1]

[1]*භාෂා අධ්‍යනාංශය, සබරගමුව විශ්වවිද්‍යාලය*

සබරගමු ශාන්තිකර්ම තුළ දක්නට ලැබෙන නාට්‍යමය අවස්ථාවල ස්වභාවය පිළිබඳ විමර්ශනාත්මක අධ්‍යයනයක් යන මාතෘකාව යටතේ ශාන්තිකර්ම යනුවෙන් හඳුන්වන්නේ කිසියම් පුද්ගලයෙකුට ඇතිවන්නාවූ රෝගී තත්ත්වයකදී මානසික සුභ සිද්ධිය සඳහා දෙවියන්, යකුන්, ග්‍රහයන් උපයෝගී කරගෙන එම බලවේග දුරුකර ගැනීමට යොදා ගන්නා කිසියම් සුභ කාර්යයකි. සෙතක් ශාන්තියක් වෙනුවෙන් මිනිසුන්ගේ සිත්තුළ ඇතිවන සුවපත් බව ශාන්තිකර්ම තුළින් ඉටුවේ. ශාන්තිකර්ම පිළිබඳව සඳහන් කිරීමේදී උඩරට, පහතරට, සබරගමු ආදී වශයෙන් සම්ප්‍රදායයන් ත්‍රිත්වයක් දක්නට ලැබේ. මෙම පර්යේෂණය සබරගමු සම්ප්‍රදායේ ශාන්තිකර්මතුළ දක්නට ලැබෙන නාට්‍යමය අවස්ථා පිළිබඳ අධ්‍යයනය කිරීම ප්‍රධාන අරමුණයි. නාට්‍යමය අවස්ථාවන් පුද්ගල ජීවිතය කෙරෙහි බලපාන ආකාරය විමසීම සහ ඉන් අත්වන ප්‍රතිඵල විමර්ශනය කිරීම අනු අරමුණු වශයෙන් පෙන්වාදිය හැකිය. සබරගමු ශාන්තිකර්මවල නාට්‍යමය පෙළපාලි විධි (ලංකාතිලක, (2002)) , ගැමි නාටක ප්‍රවේශය (දිසානායක,1998) ,සිංහල ගැමි නාටකය (සරච්චන්ද්‍ර,1968) යන කෘති මෙම පර්යේෂණයේ විග්‍රහ ඒකකයන් වශයෙන් දැක්වේ. මෙම පර්යේෂණය ගුණාත්මක පර්යේෂණයකි. රංගනය, නර්තනය, වාදනය, ගායනය, භක්තිය, ආඛ්‍යානය, මිත්‍යාව සහ ආකෘතිය යන නාට්‍යෝචිත අවස්ථාවන් පිළිබඳව මෙම පර්යේෂණය තුළින් විමර්ශනයට ලක් කරයි. රැස් කරගත් දත්ත අන්තර්ගත දත්ත විග්‍රහ විධි ක්‍රමය ඔස්සේ විග්‍රහ කරයි. මෙම අධ්‍යයනය මගින් ශාන්තිකර්ම පුද්ගල ජීවිතයට බලපාන ආකාරය, පුද්ගලයාගේ මානසික සුවපත්භාවය සහ කායික සුවපත්භාවය උදා කරන්නට ශාන්තිකර්ම යොදාගන්නා ආකාරය විමර්ශනයට ලක් කරයි. ශාන්තිකර්මවල ඇතුළත් නාට්‍යමය අවස්ථාවන් පුද්ගල ජීවිතයට ඉතා සමීප අත්දැකීම් වේ. ශාන්තිකර්මවල ඇතුළත් විද්‍යාත්මක ක්‍රමවේද විශ්ව සාහිත්‍යයේ සුවිශේෂ ඉගැන්වීම් සඳහා ද සෞඛ්‍ය ක්ෂේත්‍රයේ දී සහ සමාජ විද්‍යාත්මක ක්ෂේත්‍රයන්හි නියුතු විමර්ශකයන්ගේ අවධානයට යොමු විය යුතු අංශයකි. මෙවැනි ක්‍රමවේද යොදා ගැනීම තුළින් මනෝවිද්‍යාත්මක සුවපත්භාවය උදාකර ගැනීමට හැකියාව ලැබේ.

මුඛ්‍ය පද : *සබරගමු ශාන්තිකර්ම , නාට්‍යමය අවස්ථා, මනෝ විද්‍යාත්මක, සෞඛ්‍ය විද්‍යාත්මක, මානසික සුවපත්භාවය*

THE ROLE OF THE NATIONAL LIBRARY IN THE PREPARATION OF THE NATIONAL BIBLIOGRAPHY AND THE PREPARATION OF THE 2021-2024 NOVEL BIBLIOGRAPHY

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The National Bibliography is an authoritative publication containing information on all publications released within a country. The period from 2021 to 2024 was marked by the impact of socio-political changes and the COVID-19 pandemic on book publishing. Therefore, this study focused on the growth of the novel sector in Sri Lanka and the influence of socio-economic, political, and COVID-19-related factors on printing during this period (2021-2024), leading to the compilation of a bibliography of novels for these years. Additionally, this report also examined the role of the National Library and Documentation Services Board in preparing the National Bibliography. This study employed a qualitative research approach. Primary data were obtained from published National Bibliographies and through interviews with librarians, bibliographers, and officials from the National Library and Documentation Services Board. Secondary data were gathered through an extensive review of official documents, research articles, and reports from the National Library and Documentation Services Board. Newspaper articles and online articles related to this topic were also used as secondary sources in this research. The study employed a case study approach to compile the novel bibliography from 2021 to 2024, with a focus on classification systems and bibliographic entry formats. Thematic analysis was used to identify trends and challenges within the bibliographic process. A primary function of a national library is to promptly record publications issued in its country and to publish these records in print or other formats. Therefore, National Bibliographies are compiled to accurately record information about publications released in each country. This compilation process involves documenting bibliographical information about a country's publications according to an accepted methodology for the benefit of users.

Keywords: *National Bibliography, Authoritative Record, Novel Bibliography, National Library and Documentation Services Board*

ජාතික ග්‍රන්ථ නාමාවලිය සැකසීමේදී ජාතික පුස්තකාලයේ භූමිකාව හා 2021-2024 වර්ෂයන්හි නවකතා ග්‍රන්ථ නාමාවලිය සැකසීම

කේ.ඒ.වයි.ඒ.කෞමදී[1*] සහ ඩී.එම්.එස්. පෙරමුණ[1]

[1]භාෂා අධ්‍යයනාංශය, ශ්‍රී ලංකා සබරගමුව විශ්වවිද්‍යාලය
[2]ජාතික පුස්තකාල හා ප්‍රලේඛන සේවා මණ්ඩලය-කොළඹ

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ජාතික ග්‍රන්ථ නාමාවලිය යනු රට තුළ පළවන සියලු ම ප්‍රකාශනවල තොරතුරු ඇතුළත් සාධිකාරී ප්‍රකාශනයකි. 2021-2024 කාල පරිච්ඡේදය යනු ග්‍රන්ථ ප්‍රකාශනය කෙරෙහි සමාජ-දේශපාලන වෙනස්කම් මෙන්ම කඩඉෂ-19 වසංගතයේ බලපෑම උරුම වූ කාල පරිච්ඡේදයකි. එබැවින් එම කාල පරිච්ඡේදයේදී ශ්‍රී ලංකාව තුළ නවකතා ක්ෂේත්‍රයේ වර්ධනය හා මුද්‍රණය කෙරෙහි මෙම කාලයේ සමාජ ආර්ථික දේශපාලන හා කොවිඩ් වසංගතය වැනි වෙනත් හේතූන් බලපා ඇතිද යන්න අවධානය යොමු කරමින් 2021 -2024 වර්ෂයන්හි නවකතා ග්‍රන්ථ නාමාවලිය සැකසීම මෙම අධ්‍යනයෙන් සිදුවිය. ඊට අමතරව ජාතික ග්‍රන්ථ නාමාවලිය සැකසීමේදී ජාතික පුස්තකාල හා ප්‍රලේඛන සේවා මණ්ඩලයේ භූමිකාව පිළිබඳ අවධානය යොමු කරමින් මෙම වාර්තාව සකසන ලදී. මෙම අධ්‍යයනය ගුණාත්මක පර්යේෂණ ප්‍රවේශයක් භාවිත කරන ලදී. ප්‍රාථමික දත්ත, ප්‍රකාශිත ජාතික ග්‍රන්ථ නාමාවලිය හරහා ලබා ගත් අතර පුස්තකාලයාධිපතිවරුන්, ග්‍රන්ථ නාමාවලිය සකසන්නන් සහ ජාතික පුස්තකාල සහ ප්‍රලේඛන සේවා මණ්ඩලයෙහි නිලධාරීන් සමඟ සම්මුඛ සාකච්ඡා හරහා රැස් කරන ලදී. ද්විතීයික දත්ත රැස් කරන ලද්දේ නිල ලේඛන, පර්යේෂණ ලිපි සහ ජාතික පුස්තකාල හා ප්‍රලේඛන සේවා මණ්ඩලය වෙතින් ලැබෙන වාර්තා පිළිබඳ පුළුල් සමාලෝචනයක් හරහා ය. එමෙන්ම මේ සම්බන්ධව ලියැවී ඇති පුවත්පත් ලිපි, අන්තර්ජාල ලිපි ද මෙම පර්යේෂණයේ ද්විතීයික මූලාශ්‍රය ලෙසින් යොදා ගන්නා ලදී. වර්ගීකරණ පද්ධති සහ ග්‍රන්ථ නාමාවලිය ඇතුළත් කිරීමේ ආකෘති කෙරෙහි අවධානය යොමු කරමින් 2021-2024 සඳහා නවකතා ග්‍රන්ථ නාමාවලිය සැකසීම සඳහා මෙම අධ්‍යයනය සිද්ධි අධ්‍යයන ප්‍රවේශයක් භාවිත කරන ලදී. ග්‍රන්ථ නාමාවලිය ක්‍රියාවලිය තුළ ප්‍රවණතා සහ අභියෝග හඳුනා ගැනීම සඳහා තේමාත්මක විශ්ලේෂණය යොදා ගන්නා ලදී. ජාතික පුස්තකාලයක් විසින් ඉටු කළ යුතු ප්‍රමුඛ කාර්යයක් වනුයේ එරටෙහි පළවන ප්‍රකාශන හැකි ඉක්මනින් වාර්තාගත කොට එම වාර්තා මුද්‍රිත හෝ වෙනත් ස්වරූපයකින් පළ කිරීම වේ. එබැවින් ඒ ඒ රටවල පළවන ප්‍රකාශන පිළිබඳ තොරතුරු, නිවැරදිව වාර්තාගත කිරීම සඳහා ජාතික ග්‍රන්ථ නාමාවලී සම්පාදනය කරනු ලැබේ. එබැවින් උපයෝජකයින්ගේ ප්‍රයෝජනය සඳහා රටක පළවන පොතපත පිළිබඳ ග්‍රන්ථ විද්‍යාත්මක තොරතුරු පිළිගත් ක්‍රමවේදයකට අනුව ලේඛනගත කිරීම ග්‍රන්ථ නාමාවලිය සම්පාදනයේ දී සිදු වේ.

මුඛ්‍ය පද : *ජාතික ග්‍රන්ථ නාමාවලිය, සාධිකාරී වාර්තාව, නවකතා ග්‍රන්ථ නාමාවලිය, ජාතික පුස්තකාල සහ ප්‍රලේඛන සේවා මණ්ඩලය.*

MARGINALIZATION AND SONG: AN INVESTIGATIVE STUDY BASED ON SINHALA SONG POETRY

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Marginalization is a social process that pushes individuals or groups to the margins of a society, depriving them of access to essential rights, resources, and opportunities available to others. This process occurs in various dimensions such as economic, social, cultural, political, spatial, educational, global, and gender. Song is a unique literary form capable of bringing the sounds of a language closer to the listener. It has been enriched by numerous genres, incorporating diverse trends. Many Sinhala songs reflect the theme of marginalization, and this study explores how it is portrayed in these songs. The focus is primarily on five dimensions of marginalization. The main objective of this research is to examine how marginalization is depicted in Sinhala songs and song poetry. This study adopts a qualitative and exploratory research methodology, aiming to generate new knowledge and, therefore, qualifies as pure research. Primary data was collected through reviews of songs addressing marginalization. A total of twenty-seven (27) songs were analyzed. Secondary data sources included research papers, reviews, newspaper articles, and references from social media and electronic media. The theoretical framework of this study emerges at the intersection of marginalization studies and Sinhala music. The findings reveal that marginalization is clearly expressed through Sinhala songs and poetry. These songs not only highlight social issues but also challenge dominant social narratives. They reflect themes such as caste discrimination, criticism of the prevailing social system, neglect of the poor and working class, economic inequality, internalized oppression, and the representation of marginalized communities.

Keywords: *Marginalization, Song, Social Change, Sinhala Song*

ආන්තිකකරණය හා ගීතය ; සිංහල ගේය කාව්‍ය පදනම් කරගත් විමර්ශනාත්මක අධ්‍යයනයක්

ආර්. අයි. බී. එම් .ඩී. කුමාරි[1*] සහ ජී. ඒ. එච්. විරංග[1]

[1]*භාෂා අධ්‍යයනාංශය, ශ්‍රී ලංකා සබරගමුව විශ්වවිද්‍යාලය*

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ආන්තිකකරණය යනු පුද්ගලයන් හෝ කණ්ඩායම් සමාජයේ කෙළවරට තල්ලු කරන සහ අන් අයට ලබාගත හැකි අත්‍යවශ්‍ය අයිතිවාසිකම්, සම්පත් සහ අවස්ථාවන්ට ප්‍රවේශය අහිමි කරන සමාජ ක්‍රියාවලිය යි. මෙම ක්‍රියාවලිය ආර්ථික, සමාජීය, සංස්කෘතික, දේශපාලනික, අවකාශීය, අධ්‍යාපනික, ගෝලීය සහ ස්ත්‍රී යන ආන්තිකකරණ මානයන් සහ ආකාර ඔස්සේ සිදු වෙයි. ගීතය යනු භාෂාවක ස්වරයන් සහෘදයාට සමීප කිරීමෙහි ලා සමත් අපූර්ව සාහිත්‍යාංගයකි. මෙම සාහිත්‍යාංගය විවිධ ප්‍රවණතා එකතු වෙමින් වර්තමානය වනවිට ශානර ගණනාවකින් පෝෂණය වී තිබේ. එම ශානර ගණනාව මඟින් පෝෂණය වන සිංහල ගීතයෙන් ආන්තිකකරණය නිරූපණය කර ඇති ගීත රාශියක් පවතින අතර මෙම අධ්‍යයනයේ දී එම ගීත මඟින් ආන්තිකකරණය නිරූපණය කර ඇති ආකාරය පිළිබඳ ව සාකච්ඡා කෙරෙයි. එහි දී ප්‍රධාන වශයෙන් ආන්තිකකරණ මානයන් පහක් කෙරෙහි අවධානය යොමු කර ඇත. මෙම පර්යේෂණයේ මුඛ්‍ය අරමුණ වන්නේ ආන්තිකකරණය සිංහල ගේය කාව්‍ය පදනම් කරගෙන අධ්‍යයනය කිරීමයි. මෙම පර්යේෂණය ගුණාත්මක ඵළඹුමකින් යුක්ත වන අතර විමර්ශනාත්මක පර්යේෂණ ක්‍රමවේදය භාවිත කෙරිණි. මෙහිදී නව දැනුමක් නිර්මාණය වීමක් සිදුවන හෙයින් මෙය ශුද්ධ පර්යේෂණයක් බවට පත් වෙයි. ප්‍රාථමික දත්ත රැස් කිරීමේ දී ආන්තිකකරණය පිළිබඳ ලියැවුණු ගීත විචාර පිළිබඳ තොරතුරු සපයා ගන්නා ලදී. එහිදී ගීත විසි හතක් යොදා ගන්නා ලද අතර ද්විතීයික දත්ත ලෙස පර්යේෂණ පත්‍රිකා, විචාර කෘති, ප්‍රවත්පත් ලිපි වැදගත් විය. තවදුරටත් පරිශීලනය කිරීමේදී සමාජ මාධ්‍ය සහ විද්‍යුත් මාධ්‍ය ඔස්සේ ග්‍රහණය කරගත් දත්ත මෙයට ඇතුළත් ය. මෙම පර්යේෂණය න්‍යායාත්මක පසුබිම ගොඩනැගෙන්නේ ආන්තිකකරණය සහ සිංහල ගීතය නැමැති ක්ෂේත්‍රයන් දෙක සංකලනය කරමිනි. ආන්තිකකරණය සිංහල ගේය කාව්‍ය තුළින් ප්‍රකටවන බව හඳුනා ගැනීමට හැකිවීම, සිංහල ගීත මඟින් ඇතැම් කණ්ඩායම් තේමාවන් පණිවිඩ සමාජය තුළ ආන්තිකකරණයට අභියෝගය කළ හැකි ආකාරය අවබෝධ කරගැනීමට හැකිවීම මෙම පර්යේෂණය ප්‍රතිඵල වේ. කුලහීන සමාජය නොසලකා හැරීම, පවත්නා සමාජ ක්‍රමය විවේචනය කිරීම, දුප්පතුන් නොසලකා හැරීම, නිර්ධන පිරිස සමාජයේ නොසලකා හැරීම, ආර්ථික විෂමතාව නිරූපණය කිරීම ආදී ආන්තිකකරණ ලක්ෂණත්, ආන්තිකකරණය හා ආන්තිකරණයට ලක්වන ප්‍රජාවන් පිළිබඳවත් සිංහල ගීතය මඟින් නිරූපණය කර ඇති බවට නිගමනය කළ හැකි ය.

මුඛ්‍ය පද : *ආන්තිකකරණය, ගීතය, සමාජ වෙනස්කම්, සිංහල ගීතය,*

AN ANALYSIS OF NOVEL-TO-FILM ADAPTATION IN SINHALA CINEMA: WITH REFERENCE TO MAHARAJA GEMUNU, GAMPERALIYA, AND THUNGMANHANDIYA

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Film adaptation is the conversion of a novel, short story, or any such form into a visual medium. In this case, adapting a novel to a film is a very unique medium. A novel undergoes various changes when adapted into a film. Novels have been adapted to cinema in Sri Lanka as well as in the world. Thus, the three films Gamperaliya, Thungmanhandiya, Maharaja Gemunu, the novels based on them, and the effect of the adaptation are explored. The aim of the research was to study the adaptation of novels to cinema using three films. This is a qualitative study that uses both the scientific methods of fiction and non-fiction. The research problem was to investigate how a novel is adapted to cinema. This research, with a qualitative approach, was studied using analytical methodology. The creation of new knowledge through the study makes this pure research. The primary data were the three films Gamperaliya, Tungmanhandiya, and Maharaja Gemunu. Books, newspaper articles, and research papers were utilized as secondary data for the study. The theoretical background of this research is built by combining the two fields: novel and adaptation. It is said that when a novel is adapted to cinema, the written medium becomes the visual medium, certain parts are reduced, combined, different contexts and themes are brought in, and new cinematic techniques are used. This effect can be seen in the films Tungmanhandiya, Gamperaliya, and Maharaja Gemunu. It can be seen that the economic, social, cultural and political background of the same period in all three films have also been depicted in the films, and that the interpretations have changed due to the reduction of certain events and characters, and the addition of certain events have intensified the theme of the novel. It is not appropriate to compare a film with its novel. Because film and novel are two different media.

Keywords: *Adaptation, Gamperaliya, Novel, Thungmanhandiya, Maharaja Gemunu*

නවකතාවේ සිනමාවතරණය හා අනුවර්තනවේදයඃ තෝරා ගත් සිංහල චිත්‍රපට තුනක් ඇසුරෙන් (මහරජ ගැමුණු, ගම්පෙරළියල තුංමංහන්දිය)

එන්. කේ. ජී. ජී. එස්. මධුවන්ති[1*] සහ ජී. ඒ. එච්. විරංග[1]

[1]භාෂා අධ්‍යයනාංශය, ශ්‍රී ලංකා සබරගමුව විශ්වවිද්‍යාලය

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චිත්‍රපට අනුවර්තනය යනු නවකතාවක්, කෙටිකතාවක් හෝ ඕනෑම කලා නිර්මාණයක් දෘශ්‍ය මාධ්‍යයට පරිවර්තනය කිරීමයි. මෙහිදී නවකතා චිත්‍රපටයකට අනුවර්තනය කිරීම යන්න අපූර්ව නිර්මාණාත්මක ව්‍යායාමයකි. නවකතාවක් චිත්‍රපටයට අනුවර්තනය වීමේ දී විවිධ වෙනස්කම්වලට ලක් කෙරේ. ලෝකයේ මෙන් ම ශ්‍රී ලංකාවේ ද නවකතා සිනමාවට අනුවර්තනය කර තිබේ. එසේ සිනමාවට නැඟුණු ගම්පෙරළිය, තුංමංහන්දිය, මහරජ ගැමුණු යන චිත්‍රපට තුනත්, ඊට පාදක වූ නවකතා පිළිබඳවත්, මෙහි අනුවර්තනයේ බලපෑම කෙසේ සිදු වී ද යන්නත් ගවේෂණය කිරීම මෙම පර්යේෂණයේ දී සිදු වේ. පර්යේෂණ අරමුණ වූයේ නවකතා සිනමාවට අනුවර්තනය වීම පිළිබඳ ව චිත්‍රපට තුනක් ඇසුරෙන් අධ්‍යයනය කිරීමයි. ගුණාත්මක ඵළඹුමකින් යුක්ත පර්යේෂණයක් වන මෙම අධ්‍යයනය උද්ගාමී හා නිගාමී යන විද්‍යාත්මක ක්‍රම ද්විත්ත්වය ම භාවිත කෙරුණු පර්යේෂණයකි. පර්යේෂණයේ ගැටලුව වූයේ නවකතාවක් සිනමාවට අනුවර්තනය කිරීම කෙසේ සිදු වී ද? යන්නයි. මෙම පර්යේෂණය විශ්ලේෂණාත්මක ක්‍රමවේදය මත අධ්‍යයනය කෙරිණි. මෙහිදී ප්‍රායෝගික ගැටලුවකට විසඳුමක් සොයා යෑමක් නොව නව දැනුමක් නිර්මාණය වීමක් සිදුවන හෙයින් මෙය ශුද්ධ පර්යේෂණයක් බවට පත්වෙයි. ප්‍රාථමික දත්ත වන්නේ, ගම්පෙරළිය, තුංමංහන්දිය හා මහරජ ගැමුණු යන චිත්‍රපට තුනත්, එම නවකතා තුනක් ය. මේ සඳහා ද්විතීයික දත්ත වශයෙන් පොත්පත්, පුවත්පත් ලිපි, පර්යේෂණ පත්‍රිකා වැදගත් විය. මෙම පර්යේෂණයේ න්‍යායාත්මක පසුබිම ගොඩනැගෙන්නේ නවකතාව සහ අනුවර්තනය යන ක්ෂේත්‍ර දෙක සංකලනයෙනි. නවකතාවක් සිනමාවට අනුවර්තනය වීමේ දී ලිඛිතමය මාධ්‍ය දෘශ්‍යමය මාධ්‍යයක් බවට පත්වන බවත්, ඇතැම් කොටස් අඩුවීම, එක්වීම, වෙනස් සන්දර්භ හා තේමාවන් ගෙන ඒම ද නව සිනමා ශිල්පීය ක්‍රම භාවිත වීම ද සිදු වන බවත්, තුංමංහන්දිය, ගම්පෙරළිය, මහරජ ගැමුණු යන චිත්‍රපටවල ද මෙම බලපෑම දැක ගත හැකි වූ බවත් ය. චිත්‍රපට ත්‍රිත්වයේ ම එකී කාලවකවානු, ආර්ථික, සමාජ, සංස්කෘතික, දේශපාලනික පසුබිම චිත්‍රපටවල ද නිරූපණය කර ඇති බවත්, ඇතැම් සිදුවීම් හා චරිත අඩුවීම තුළ අර්ථකථන වෙනස් වී ඇති බවත්, ඇතැම් සිදුවීම් එකතු වීම නවකතාවේ තේමාව තීව්‍ර කර ඇති බවත් පැහැදිලි විය.

මූඛ්‍ය පද : *අනුවර්තනවේදය, ගම්පෙරළිය, තුංමංහන්දිය, මහරජ ගැමුණු, ලින්ඩා හචියන්*

AN INVESTIGATIVE STUDY OF SRI LANKAN BUDDHIST CINEMA: ITS ORIGINS, GROWTH, AND EVOLUTION

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This study was conducted on the origin, development, and evolution of Buddhist cinema within the context of Sri Lankan cinema. Cinema is an artistic medium that shapes people's mentality. In filmmaking, various scenes are recorded using cameras. Over time, Buddhist cinema became a part of Sri Lankan cinema. Sri Lankan Buddhist cinema reflects the Buddhist philosophy and cultural values of Sri Lanka. The main objective of this research was to investigate the origin, development, and evolution of Sri Lankan Buddhist cinema and to identify its artistic characteristics. This study employed both qualitative and quantitative scientific methods. It follows an investigative method, and since it contributes to the creation of new knowledge, it is considered pure research. Primary data for this study consisted of written materials on Sri Lankan Buddhist cinema. Further, the films based on Buddhist themes, from the early days of Sinhala cinema to the present, were analyzed. Secondary data sources included books, newspaper articles, and academic research papers obtained from university libraries and the Colombo Public Library. Additionally, data gathered from social media and electronic media were also considered. The research focused on the artistic uniqueness of Sri Lankan Buddhist cinema by examining its origin, development, and evolution. Studying the progression of Buddhist cinema helps explain its artistic qualities and historical context. Through this study on Buddhist cinema, the younger generation can be introduced to film creation that embodies religious depth and social responsibility.

Keywords: *Cinema, Sinhala Cinema, Sri Lankan Buddhist Cinema*

ලාංකේය බෞද්ධ සිනමාව; ආරම්භය, වර්ධනය හා විකාශනය පිළිබඳ විමර්ශනාත්මක අධ්‍යයනයක්

ඩී. එච්. එම්. පී. මල්කාන්ති[1*] සහ ජී. ඒ. එච්. විරංග[1]

[1]*භාෂා අධ්‍යයනාංශය, ශ්‍රී ලංකා සබරගමුව විශ්වවිද්‍යාලය*

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බෞද්ධ සිනමාවේ ආරම්භය, වර්ධනය හා විකාශනය පිළිබඳ ලාංකේය සිනමා සන්දර්භය මත පිහිටා මෙම අධ්‍යයනය සිදු කරන ලදී. සිනමාව මිනිසුන්ගේ මානසිකත්වය ගොඩ නංවන කලා මාධ්‍යයක් වේ. සිනමා නිර්මාණයක් සිදු කිරීමේ දී විවිධ රූපරාමු කැමරා මඟින් පටිගත කිරීම් සිදු කරයි. බෞද්ධ සිනමාව ලාංකේය සිනමාවට එකතු වූයේ කාලීනව ය. ලාංකේය බෞද්ධ සිනමාව මඟින් ශ්‍රී ලංකාවේ බෞද්ධ දර්ශනය හා සංස්කෘතිය ප්‍රතිනිර්මාණය කරයි. මෙම පර්යේෂණයේ මුඛ්‍ය අරමුණ වූයේ ලාංකේය බෞද්ධ සිනමාවේ ආරම්භය, වර්ධනය හා විකාශනය පිළිබඳ විමර්ශනාත්මක අධ්‍යයනයක් සිදු කරමින් එහි කලාත්මක විශේෂතා හඳුනා ගැනීම ය. ගුණාත්මක දත්ත මත පදනම් ව උද්ගාමී හා නිගාමී යන විද්‍යාත්මක ක්‍රම භාවිතයෙන් සිදු කෙරුණු මෙම පර්යේෂණය ගුණාත්මක එළඹුමකින් යුක්ත පර්යේෂණයකි. විමර්ශනාත්මක ක්‍රමවේදය මත මෙම පර්යේෂණය සිදු කරන ලදී. මෙහි දී නව දැනුමක් නිර්මාණය වීමක් සිදුවන හෙයින් මෙය ශුද්ධ පර්යේෂණයක් වේ. ප්‍රාථමික දත්ත රැස් කිරීමේ දී ලාංකේය බෞද්ධ සිනමාව පිළිබඳ ලියැවුණු තොරතුරු දත්ත වශයෙන් යොදා ගනියි. එහි දී සිංහල සිනමාවේ ආරම්භයේ සිට වර්තමානය දක්වා බෞද්ධ තේමා පදනම් කරගත් සිනමාපට යොදා ගැනෙයි. මේ සඳහා ද්විතීයික දත්ත ලෙස විශ්වවිද්‍යාල පුස්තකාලයවලින් හා කොළඹ මහජන පුස්තකාලයෙන් ලබාගත් පොත්පත්, පුවත්පත් ලිපි, පර්යේෂණ පත්‍රිකා භාවිත විය. සමාජ මාධ්‍ය හා විද්‍යුත් මාධ්‍ය ඔස්සේ ග්‍රහණය කරගත් දත්ත ද මෙයට ඇතුළත් ය. මෙම පර්යේෂණයේ ගැටලුව වූ ලාංකේය බෞද්ධ සිනමාවේ කලාත්මක විශේෂතාව ලාංකේය බෞද්ධ සිනමාවේ ආරම්භය, වර්ධනය හා විකාශනය මත පිහිටා අධ්‍යයනය කරන ලදී. බෞද්ධ සිනමාව ආරම්භ වීම, වර්ධනය වීම හා විකාශනය වීම සම්බන්ධ පර්යේෂණයකින් බෞද්ධ චිත්‍රපට හා සන්දර්භයේ පවත්නා කලාත්මක බව පැහැදිලි කළ හැකි විය. බෞද්ධ සිනමාව හරහා නව පරපුරට ආගමික ගැඹුරක් සහ සමාජීය වගකීම් සහිත චිත්‍රපට නිර්මාණ පිළිබඳ දැනුවත් කළ හැකි ය.

මුඛ්‍ය පද : *සිනමාව, සිංහල සිනමාව, ලාංකේය බෞද්ධ සිනමාව*

AN INVESTIGATIVE STUDY OF SRI LANKAN CINEMA'S INTERVENTION AGAINST STATE TERRORISM'S REPRESSION OF CITIZENS: WITH SPECIAL REFERENCE TO TWO FILMS RAHAS KIYANA KANDU AND RANI

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State terrorism can be defined as the use of state power to control individuals and groups who challenge the authority of the state in order to consolidate its power. The study aimed to identify and examine films that criticize the repressive actions of the state apparatus, such as censorship, militarization, assault, kidnapping, intimidation, and enforced disappearance, and their depictions. The way filmmakers used metaphors, symbols, etc., to recreate personal experiences of people living under repressive state actions was further investigated. This qualitative research used two Sinhala films, Rahas Kiyana Kandu (Whispering Mountains) and Rani, which recreate the repression of the citizens, as primary sources. Academic books, newspaper articles, research, and internet information were used as secondary sources. The data collected through the use of libraries has been presented through an inter-analysis. This study revealed how the citizens were repressed in Sri Lanka as a result of state terrorism. It was possible to gain an understanding of the socio-political role of cinema in the reconstruction of state terrorism. It was concluded that Sinhala cinema has successfully analyzed the oppression of citizens through the two films Rani and Rahas Kiyana Kandu. The study suggests conducting further research on the suppression of citizens under state terrorism, given the limited literature on this issue. This will enable a deeper understanding of the repression of citizens and the true meaning of such films.

Keywords: *State Terrorism, Citizen Repression, Sinhala Cinema, Rahas Kiyana Kandu, Rani Film*

රාජ්‍ය ත්‍රස්තවාදයේ පුරවැසි මර්දනයට එරෙහිව ලාංකේය සිනමාවේ මැදිහත් වීම පිළිබඳ විමර්ශනාත්මක අධ්‍යයනයක්. (රහස් කියන කඳු සහ රාණි චිත්‍රපට දෙක ඇසුරින්)

ඩී. එම්. සමන් පෙරමුණ[1*] සහ ඊ. එම්. එස්. මල්කාන්ති[1]

[1]භාෂා අධ්‍යනාංශය, සබරගමුව විශ්වවිද්‍යාලය

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රාජ්‍ය ත්‍රස්තවාදය මගින් ක්‍රියාත්මක රනු ලබන පුරවැසි මර්දනය අර්ථ දැක්විය හැක්කේ රාජ්‍ය විසින් සිය බලය තහවුරු කර ගැනීම උදෙසා අධිකාරියට අභියෝග කරනු ලබන පුද්ගලයින් සහ කණ්ඩායම් පාලනය කිරීමට රාජ්‍ය බලය භාවිත කිරීම ලෙසයි. වාරණය, හමුදාකරණ, පහර දීම, පැහැර ගැනීම, බිය වැද්දීම සහ බලහත්කාරයෙන් අතුරුදහන් කිරීම වැනි රාජ්‍ය පාලන යාන්ත්‍රණයේ මර්දනකාරී ක්‍රියා විවේචනය කරන චිත්‍රපට හඳුනාගෙන ඒවායේ නිරූපණයන් විමර්ශනය කිරීම මෙහි අරමුණ විය. මර්දනකාරී රාජ්‍ය ක්‍රියා යටතේ පුද්ගල අත්දැකීම් ප්‍රතිනිර්මාණය කිරීමට චිත්‍රපට නිෂ්පාදකයින් උපමා, සංකේත ආදිය භාවිත කරනු ලැබූ ආකාරය තව දුරටත් මෙහි දී විමර්ශනයට ලක් විය. ගුණාත්මක පර්යේෂණයක් වන මෙහි ප්‍රාථමික මූලාශ්‍රය ලෙස පුරවැසි මර්දනය ප්‍රතිනිර්මාණය කරනු ලැබූ සිංහල චිත්‍රපට දෙකක් වන රහස් කියන කඳු සහ රාණි චිත්‍රපට දෙක භාවිත කර ඇත. ද්විතීක මූලාශ්‍ර වශයෙන් ශාස්ත්‍රීය ග්‍රන්ථ, පුවත්පත් ලිපි, පර්යේෂණ, අන්තර්ජාල තොරතුරු භාවිත විය. පුස්තකාල භාවිතයෙන් රැස් කර ගන්නා ලද දත්ත අන්තර් විශ්ලේෂණයක් මගින් ඉදිරිපත් කර ඇත. මෙම අධ්‍යයනය මගින් රාජ්‍ය ත්‍රස්තවාදය හේතු කොට ගෙන සිදු කෙරෙන පුරවැසි මර්දනය ලංකාව තුළ ක්‍රියාත්මක වූයේ කෙසේ ද යන්න පැහැදිලි ව අනාවරණය කර ගැනීමට හැකි විය. රාජ්‍ය ත්‍රස්තවාදය ප්‍රතිනිර්මාණය කිරීමේ දී සමාජ (-) දේශපාලනික වශයෙන් සිනමාවෙහි භූමිකාව කෙසේ ද යන්න පිළිබඳ අවබෝධයක් ලබා ගැනීමට මෙහි දී හැකි විය. එහිලා සිංහල සිනමාව පුරවැසි මර්දනය පිළිබඳ රාණි සහ රහස් කියන කඳු චිත්‍රපට දෙක මගින් සාර්ථක ව විග්‍රහ කර ඇති බව නිගමනය කළ හැකි විය. රාජ්‍ය ත්‍රස්තවාදය මගින් මෙහෙයවනු ලබන පුරවැසි මර්දනය පිළිබඳ සිදු කර ඇති පර්යේෂණ සීමිත බැවින් ඒ සම්බන්ධයෙන් පර්යේෂණ සිදු කළ යුතු බව මෙම පර්යේෂණයෙන් යෝජනා විය. පුරවැසි මර්දනය පිළිබඳ වැඩි දුර අවබෝධයක් ලබා ගැනීමට සහ එවන් සිනමාපටවල සැබෑ අර්ථය ග්‍රහණය කර ගැනීමට එමගින් හැකියාව ලැබෙනු ඇත.

මූඛ්‍ය පද: *රාජ්‍ය ත්‍රස්තවාදය, පුරවැසි මර්දනය, සිංහල සිනමාව, රහස් කියන කඳු චිත්‍රපටය, රාණි චිත්‍රපටය*

THE USE OF SINHALA LANGUAGE IN ACADEMIC WRITING: A CRITICAL ANALYSIS WITH REFERENCE TO SELECTED UNDERGRADUATE THESES

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Academic writing is a style of writing used by researchers and scholars to communicate their findings and ideas with the academic community. It is a fundamental component of higher education and relies heavily on the language used to effectively convey research outcomes. Therefore, the primary aim of this study was to examine how the Sinhala language is used in academic writing. A qualitative methodology was employed, and a deductive approach was adopted, as the research focused on specific aspects of language use, including linguistic principles, writing styles, and grammatical conventions. The central research problem addressed in this study was to explore how the Sinhala language functions as the medium of academic communication in scholarly texts. The study revealed that researchers need to have a strong awareness of structured and standardized language use when writing academic texts in Sinhala. Particularly, in undergraduate theses, notable variations in language usage across different subject areas were observed, along with a lack of understanding of proper citation practices. In response to this, the study proposes that universities should develop clear guidelines on grammar, writing styles, and referencing in Sinhala. Furthermore, it is essential to provide students with proper training to express logical and critical ideas accurately and effectively. The findings also suggest that academic writers' focus on the human condition and social contexts has led to growing interest in the role of language in these areas. Therefore, it is necessary to treat complex and diverse linguistic phenomena as a distinct area of study to better support academic writing in Sinhala.

Keywords: *Academic writing, Grammar rules, Principles of Language, Use of Language, Writing styles*

ශාස්ත්‍රීය ලේඛනයන්හි සිංහල භාෂා භාවිතයඃ තෝරා ගත් ශාස්ත්‍රවේදී උපාධි නිබන්ධන කිහිපයක් ඇසුරින් කෙරෙන විමර්ශනාත්මක අධ්‍යයනයක්

එච්. ඒ. එස්. මල්ශානි[1*] සහ මනෝජ් ආරියරත්න[1]

[1]*භාෂා අධ්‍යනාංශය, සබරගමුව විශ්වවිද්‍යාලය*

ශාස්ත්‍රීය ලේඛනයන් වූ කලි පර්යේෂකයින් සහ විද්වතුන් විසින් තම සොයාගැනීම් සහ අදහස් ශාස්ත්‍රීය ප්‍රජාවට සන්නිවේදනය කිරීම සඳහා භාවිත කරන ලිවීමේ ආකාරයකි. ශාස්ත්‍රීය ලිවීම උසස් අධ්‍යාපනයේ මූලික අංගයක් වන අතර පර්යේෂණ සොයාගැනීම් ඵලදායී ලෙස සන්නිවේදනය කිරීමේ හැකියාව භාෂාව සතුව පවතී. එබැවින් මෙම පර්යේෂණයේ මූලික අරමුණ වූයේ ශාස්ත්‍රීය ලේඛනයන්හි සිංහල භාෂා භාවිතය කෙසේ ද යන්න විමර්ශනය කිරීමයි. මේ සඳහා ගුණාත්මක ක්‍රමවේදයක් අනුගමනය කරනු ලැබූ අතර නිගාමී ප්‍රවේශය ((ąැාමජඑසඩැ ්චචරද්ජය)) යොදා ගන්නා ලදී. ඊට හේතු වූයේ මෙම පර්යේෂණයේ විචල්‍ය ((සී්රස්ඉකැ)) වන භාෂා භාවිතය, භාෂා මූලධර්ම, ලේඛන විලාසයන් සහ ව්‍යාකරණ රීති යන මානයන් ((ąසපැබ්සදබ්)) යොදා ගනිමින් අධ්‍යයනය කිරීම සිදු කරනු ලැබීමයි. ශාස්ත්‍රීය සන්නිවේදනයේ ප්‍රවාහකයා ලෙස කටයුතු කරන ශාස්ත්‍රීය ලේඛනයන්හි සිංහල භාෂා භාවිතය කෙසේ ද යන්න විමර්ශනය කිරීම මෙම පර්යේෂණයේ පර්යේෂණ ගැටලුවයි. මෙම පර්යේෂණය මඟින් හෙළිවූයේ සිංහල භාෂාව ශාස්ත්‍රීය ලේඛනයන්හි භාෂාව භාවිත කිරීමේ දී පර්යේෂකයින්ට සවිස්තර සහ සම්මත පිළිවෙත් පිළිබඳ දැනුවත්භාවය අවශ්‍ය වන බව ය. විශේෂයෙන් විශ්වවිද්‍යාලය නිබන්ධනවල සිංහල භාෂා භාවිතය තුළ දැකිය හැක්කේ, විෂය ක්ෂේත්‍රය අනුව පවතින භාෂා භාවිත වෙනස්කම්, උපුටා දැක්වීමේ ක්‍රමවේද පිළිබඳ අවබෝධය හිඟකමයි. මේ වෙනුවෙන් විශ්වවිද්‍යාලය මට්ටමින් නිර්මාණය කළ හැකි මාර්ගෝපදේශයන් යටතේ ව්‍යාකරණ, ලේඛන විලාසයන්, මූලාශ්‍රය දැක්වීම ආදිය පිළිබඳ සම්මතයක් ගොඩනැගීම පමණක් නොව තාර්කික සහ විචාරාත්මක අදහස් නිවැරදිව විවරණය කිරීමට අවශ්‍ය පුහුණුවක් ලබා දීමට මෙම පර්යේෂණයේ යෝජනා විය. එමෙන් ම ශාස්ත්‍රීය ලේඛනයේ නියැලෙන්නන් අතර මානව චර්යාව හා සමාජය සම්බන්ධිත ව භාෂාවේ භූමිකාව පිළිබඳ විශාල උනන්දුවක් ඇති වීම නිසා සංකීර්ණ සහ විවිධාකාර වූ භාෂාත්මක සංසිද්ධීන් අවබෝධ කර ගැනීමේ පහසුව තකා ඒවා වෙන ම ශික්ෂණයක් වශයෙන් හැදෑරීමේ අවශ්‍යතාවක් ඉස්මතු වී තිබෙන ආකාරය හඳුනාගත හැකි ය.

මුඛ්‍ය පද : *භාෂා භාවිතය, භාෂා මූලධර්ම, ලේඛන විලාසයන්, ව්‍යාකරණ රීති, ශාස්ත්‍රීය ලේඛන*

AN INQUIRY INTO THE REPRESENTATION OF POSITIVE THOUGHT IN AMERICAN AND BRAZILIAN TRANSLATIONS OF NOVELS: A STUDY BASED ON POLLYANNA AND THE ALCHEMIST

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The existence of life itself depends on the relationship between human life and the mind. An original, unique, and well-established portrayal of life that powerfully and vividly conveys both internal and external societal realities, as well as personal mental processes, is called a novel. It also provides a stage for cognitive and emotional development. The main goal of this study is to examine how positive thinking is portrayed and its effects in translated books. Pollyanna, which Katyana Amarasinghe translated into Sinhala, and The Alchemist (also known as Santiago nam Sārisarannā), which Chulananda Samaranayake translated into Sinhala, serve as the study's main sources. Deductive, interpretive, and data analysis techniques are used in this qualitative study. Brazilian and American literature, psychological works on positive thinking, and various research papers and articles as secondary sources were used to develop the theoretical framework for the study. The ability to remain optimistic in the face of adversity is a major subject in both books. Positive thinking has been influenced by these novels' bravery, optimistic outlook, and internal and external victory over adversity. The study's outcomes reveal that the optimistic view of both Pollyanna and The Alchemist encourages the readers to think optimistically. As a result, it was determined that translated novels greatly aid in encouraging readers to think positively and offer an appropriate framework for doing so. Furthermore, the research proved that an individual's mental state is a strong influence on their conduct. It was also discovered that cultivating positive thinking is a critical aspect of emotional growth. This study emphasizes that literary works should be evaluated for their underlying psychological values in addition to their literary merits. It also revealed that the novel can be successfully utilized as a powerful medium to cultivate positive thinking.

Keywords: *Literature, Mood, Positive Thinking, Translated Novels*

පරිවර්තිත ඇමරිකානු හා බ්‍රසීලියානු නවකතාවන්හි නිරූපිත ධනාත්මක චින්තනයඃ පොලියානා සහ සන්තියාගෝ නම් සැරිසරන්නා නවකතා ඇසුරෙන් කෙරෙන විමර්ශනාත්මක අධ්‍යයනයක්

පී. පී. එන්. පෙරේරා[1*] සහ ජී.කේ.එස්. ද සිල්වා[1]

[1]භාෂා අධ්‍යයනාංශය, ශ්‍රී ලංකා සබරගමුව විශ්වවිද්‍යාලය

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මිනිස් ජීවිතය හා සිතෙහි පවත්නා සම්බන්ධය ජීවිතයේ පැවැත්ම තහවුරු කරන්නකි. ප්‍රබල හා සජීවී අන්දමින් පුද්ගල චින්ත සන්තානයත්, බාහිර සමාජ යථාර්ථයත් නිරූපිත නවකතාව වනාහි ජීවිතය පිළිබඳ පෞද්ගලික වූ ද පැහැදිලි වූ ද ප්‍රතිස්ථිතියකි. නවකතාව සංජානන හා චිත්තවේග වර්ධනය සඳහා ද වේදිකාවක් ලෙස ක්‍රියා කෙරේ. පරිවර්තිත නවකතාවන්හි නිරූපිත ධනාත්මක චින්තනය සහ එහි බලපෑම විමර්ශනය කිරීම මෙම පර්යේෂණයේ අරමුණයි. කත්‍යානා අමරසිංහ විසින් සිංහලයට පරිවර්තිත "පොලියානා" නවකතාවත් චූලානන්ද සමරනායක විසින් සිංහලයට පරිවර්තිත "සන්තියාගෝ නම් සැරිසරන්නා" නවකතාවත් පර්යේෂණයේ ප්‍රාථමික මූලාශ්‍රය වේ. ගුණාත්මක පර්යේෂණයක් වන මෙම අධ්‍යයනය නිගාමී, පැහැදුම් සහ දත්ත විශ්ලේෂණ විග්‍රහය යන විද්‍යාත්මක ක්‍රම භාවිත කර ගනී. ධනාත්මක චින්තනය පිළිබඳ රචනා වී ඇති මනෝවිද්‍යාත්මක කෘති, බ්‍රසීලියානු සහ ඇමරිකානු සාහිත්‍යය සම්බන්ධ කෘති මෙන්ම පර්යේෂණ හා පර්යේෂණ ලිපි ද මෙම පර්යේෂණයේ ද්විතීයික මූලාශ්‍රය ලෙස ගෙන පර්යේෂණයේ න්‍යායාත්මක පසුබිම සකස් කරගන්නා ලදී. ජීවිතයේ අතිශය දුෂ්කර අවස්ථාවලදී පවා සුබවාදීව සිටීම නවකතා දෙකෙහි ම මුඛ්‍ය තේමා බවට පත්ව ඇත. සුබවාදී ජීවන දෘෂ්ටිය සහ අභියෝග ජයගැනීම, ධෛර්යමත් බව සහිත නවකතා අන්තර්ගතය ධනාත්මක චින්තනය කෙරෙහි අභ්‍යන්තර සහ බාහිර බලපෑම් ඇති කර තිබේ. පර්යේෂණයේ ප්‍රතිඵල වශයෙන් පොලියානා සහ සන්තියාගෝ නම් සැරිසරන්නා නවකතාවන්හි නිරූපිත ධනාත්මක චින්තනය පාඨකයාගේ ධනාත්මක චින්තනය උද්දීපනය කෙරෙහි දායක වන බවත් ඒ අනුව පරිවර්තිත නවකතාවන්හි ධනාත්මක චින්තනය උද්දීපනයට උචිත නවකතා ආකෘතියක් සහ පාඨකයාගේ ධනාත්මක චින්තනය උද්දීපනයෙහිලා පරිවර්තිත නවකතා දායකත්වය සපයන බවත් නිගමනය විය. එමෙන්ම පුද්ගලයාගේ හැසිරීම කෙරෙහි එම පුද්ගලයාගේ මනෝභාවය ප්‍රබල හේතුවක් වන බව ද පර්යේෂණයෙන් තහවුරු වේ. චිත්තවේග වර්ධනයේ ප්‍රධාන අංගයක් ලෙස ධනාත්මක චින්තනය වර්ධනය කිරීම ප්‍රබල සාධකයක් බව ද පර්යේෂණයෙන් අනාවරණය විය. මෙම පර්යේෂණය ඇසුරෙන් සාහිත්‍යය කෘතියක සාහිත්‍යමය වටිනාකම කෙරෙහි පමණක් අවධානය යොමු නොකර, එහි පවත්නා මනෝවිද්‍යාත්මක වටිනාකම් ඔස්සේ ද සාහිත්‍යය කෘති අධ්‍යයනය කිරීමට පෙළඹවිය යුතු බව සහ ධනාත්මක චින්තනය ඇති කිරීමට යොදා ගත හැකි ප්‍රබල මාධ්‍යයක් ලෙස නවකතාව සාර්ථකව යොදා ගත යුතු බවත් අනාවරණය කෙරිණි. එමඟින් සාහිත්‍යය ගවේෂකයන්ට මෙන්ම පාඨකයාහට ද එම සාහිත්‍යය කෘතියෙහි ගැඹුර සියුම් ලෙස ගවේෂණයට අවකාශය ලැබේ.

මුඛ්‍ය පද : *ධනාත්මක චින්තනය, පරිවර්තිත නවකතා, මනෝභාව, සාහිත්‍යය*

AN INVESTIGATIVE STUDY OF MODERN SINHALA SHORT STORIES THAT CREATIVELY PORTRAY CONTEMPORARY SOCIAL ISSUES AS EXPERIENCES: BASED ON THE TRILOGY OF SHORT STORIES KALU USA MANUSSAYEK, MAN CHITHRAPATIYAKA, AND PUSTHAKALA PUSA SAHA THAWATH KATHA

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The modern Sinhala short story can be considered as one of the main literary mediums capable of depicting contemporary social problems as creative experiences. The short story is a type of short prose fiction that can be read in a relatively short time and that highlights a phenomenon related to an experience as a basic idea. The creativity of the short story is the literary novelty and success expressed through its language, structure, characterization, and ideological depth. The modern Sinhala short story, which emerged as a result of an evolution, is a medium that can depict social problems that have arisen in Sri Lankan society at different times in various forms. This research aimed to identify the role of the modern Sinhala short story in creatively depicting contemporary social problems as experiences through a trio of selected short stories: Kalu Usa Manussayek, Man Chithrapatiyaka, and Pusthakala Pusa Saha Thawath Katha. The research problem of this qualitative study was to investigate how the modern Sinhala short story creatively depicts Sri Lankan social problems. Problems that have adverse effects on the majority of society can be called "social problems", and the way in which many such problems are depicted through modern short stories has been primarily studied through the short stories used for this research. Accordingly, many problems such as political corruption, political violence, oppression of women in the face of patriarchy, state repression, war, widowhood, social inequality, poverty, misuse of mass media, social dysfunction, apartheid, 88-89 terror, which are almost always found in the Sri Lankan social constitution, are depicted in this trilogy of short stories. Here, the authors have creatively depicted the experiences they draw upon, without being confined to any specific framework, by conducting various experiments in language, plot, symbolism, point of view, representation of reality, etc. Therefore, it was concluded that the modern Sinhala short story is a medium that creatively depicts contemporary social problems as experiences.

Keywords: *Experiences, Creative Representation, Modern Sinhala Short Story, Contemporary Social Issues*

සමකාලීන සමාජ ගැටලු අනුභූතීන් ලෙස නිර්මාණාත්මකව නිරූපණය කරන නූතන සිංහල කෙටිකතාව පිළිබඳ විමර්ශනාත්මක අධ්‍යයනයක් ("කළු උස මනුස්සයෙක්, මං චිත්‍රපටියක, පුස්තකාල පූසා සහ තවත් කතා" යන කෙටිකතා කෘති ත්‍රිත්වය ඇසුරෙනි)

අයි.ඩී.ආර්. ප්‍රියදර්ශනී[1*] සහ එස්. පෙරමුණ[1]

[1]*භාෂා අධ්‍යයනාංශය, ශ්‍රී ලංකා සබරගමුව විශ්වවිද්‍යාලය*

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සමකාලීන සමාජ ගැටලු නිර්මාණාත්මක අනුභූතීන් ලෙස නිරූපණය කිරීමට සමත් එක් ප්‍රධාන සාහිත්‍ය මාධ්‍යයක් ලෙස නූතන සිංහල කෙටිකතාව දැක්විය හැකිය. මූලික අදහසක් ඉදිරිපත් වන සේ කිසියම් අත්දැකීමක් හා බැඳුණු සංසිද්ධියක් ඉස්මතු කරන සාපේක්ෂව කෙටි කලක් තුළ කියවා නිම කළ හැකි කෙටි ගද්‍ය ප්‍රබන්ධ විශේෂයක් වන කෙටිකතාවෙහි නිර්මාණාත්මක බව යනු, එහි භාෂාව, ව්‍යූහය, චරිත නිරූපණය, සහ මතවාදීමය ගැඹුර ආදී අංශ ඔස්සේ ප්‍රකාශයට පත්වන සාහිත්‍යමය අභිනවත්වය හා සාර්ථකත්වයයි. පරිණාමයක ප්‍රතිඵලයක් ලෙස බිහි වූ නූතන සිංහල කෙටිකතාව ශ්‍රී ලාංකේය සමාජයේ විවිධ කාලවකවානුවල ඇති වූ සමාජ ගැටලු විවිධ ස්වරූපයෙන් නිරූපණය කළ හැකි මාධ්‍යයකි. මෙම පර්යේෂණයේ අරමුණ වූයේ, සමකාලීන සමාජ ගැටලු අනුභූතීන් ලෙස නිර්මාණාත්මකව නිරූපණය කිරීමෙහිලා නූතන සිංහල කෙටිකතාවේ භූමිකාව තෝරාගත් කෙටිකතා කෘති ත්‍රිත්වයක් වන "කළු උස මනුස්සයෙක්", "මං චිත්‍රපටියක", "පුස්තකාල පූසා සහ තවත් කතා" යන කෙටිකතා කෘති ඔස්සේ හඳුනා ගැනීමයි. මෙම කෙටිකතා කෘති ත්‍රිත්වය මෙහි ප්‍රාථමික මූලාශ්‍රය වන අතර ද්විතීයික මූලාශ්‍ර වශයෙන් මේ සම්බන්ධව රචනා වී ඇති පර්යේෂණ ලිපි, ග්‍රන්ථ, අන්තර්ජාල තොරතුරු භාවිත විය. ගුණාත්මක පර්යේෂණයක් වන මෙහි පර්යේෂණ ගැටලුව වූයේ, නූතන සිංහල කෙටිකතාව ශ්‍රී ලාංකේය සමාජ ගැටලු අනුභූතීන් ලෙස නිර්මාණාත්මකව නිරූපණය කරන්නේ කෙසේද? යන්නයි. සමාජයක බහුතර පිරිසකට අහිතකර ප්‍රතිඵල ගෙන දෙන ගැටලු "සමාජ ගැටලු" ලෙස හැඳින්විය හැකි අතර මෙවැනි ගැටලු රාශියක් නූතන කෙටිකතා ඔස්සේ නිර්මාණාත්මකව නිරූපණය වන ආකාරය මෙම පර්යේෂණය සඳහා උපයෝගී කර ගත් කෙටිකතා කෘති ඔස්සේ මූලිකවම අධ්‍යයනය කර ඇත. ඒ අනුව, ලාංකේය සමාජ ව්‍යවස්ථාව තුළ නිරන්තරයෙන් පාහේ දක්නට ලැබෙන දේශපාලන දූෂණය, දේශපාලන ප්‍රචණ්ඩත්වය, පුරුෂාධිපත්‍ය හමුවේ ස්ත්‍රී පීඩනය, රාජ්‍ය මර්දනය, යුද්ධය හා වැන්දඹුවන් බිහි වීම, සමාජ අසමානතාවය, දරිද්‍රතාව, ජන මාධ්‍ය අවභාවිතය, සමාජීය අක්‍රීයභාවය, වර්ණ භේදය, 88-89 භීෂණය වැනි ගැටලු රාශියක් මෙම කෙටිකතා කෘති ත්‍රිත්වයෙහි නිරූපිතය. මෙහිදී කතුවරුන් කිසිදු නිශ්චිත රාමුවකට කොටු නොවී භාෂාව, කතා වින්‍යාසය, සංකේතවාදය, දෘෂ්ටිකෝණය, යථාර්ථ නිරූපණය යනාදියෙහි විවිධ අත්හදා බැලීම් සිදු කරමින් තමන් පාදක කරගන්නා අනුභූතීන් නිර්මාණාත්මකව නිරූපණය කර ඇති අතර එනිසාම නූතන සිංහල කෙටිකතාව වනාහි සමකාලීන සමාජ ගැටලු අනුභූතීන් ලෙස නිර්මාණාත්මකව නිරූපණය කරන මාධ්‍යයක් බව නිගමනය විය.

මුඛ්‍ය පද : *අනුභූතීන්, නිර්මාණාත්මක නිරූපණය, නූතන සිංහල කෙටිකතාව, සමකාලීන සමාජ ගැටලු*

POLITICAL PROPAGANDA IN SRI LANKA: AN INVESTIGATION INTO THE USE OF SINHALA LANGUAGE TO ATTRACT VOTERS

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Language, which is the main means of communication in the world, can be identified as the main communication tool in the political field. The main communication tool used to attract voters in political propaganda in Sri Lanka is the Sinhala language. Based on the practical use of a language, since the majority of the population in this country uses the Sinhala language, political propaganda is often carried out in the Sinhala language. The problem of this research, which has a sociolinguistic basis, is that the Sinhala language is not used correctly in political propaganda. Due to this situation, it is unable to reach the voter with a correct political message. The aim of this research was to identify the Sinhala language strategies used for political propaganda. The study identified a few language strategies, such as language ambiguity, simplicity, use of alliteration, word combinations, and the spatial form of the language. The use of these tactics in political propaganda in Sri Lanka was investigated through political speeches, election slogans, and political advertisements. This qualitative research used case studies and observations as primary sources, while political advertisements, political speeches, election slogans, social media information, and academic articles from the 2015, 2019, and 2024 presidential elections in Sri Lanka were used as secondary sources. It was revealed that political leaders in this country have used Sinhala language tactics to change the opinion of voters, appeal to their emotions such as hopes, pain, and fear, and build relationships with political leaders. The findings confirmed that political propaganda in Sinhala, tailored to the occasion, uses humour and satire to appeal to the voters. This research provides new insights into the use of Sinhala in political propaganda and new ideas regarding the use of language in future political propaganda. It can also be used as a gateway for political science, mass media communication, and Sinhala language research.

Keywords: *Sinhala Language, Political Propaganda, Language Strategies, Research*

ශ්‍රී ලංකාවේ දේශපාලන ප්‍රචාරණයඃ ඡන්දදායකයාගේ ආකර්ෂණය දිනා ගැනීමට සිංහල භාෂාව භාවිත කරන ආකාරය පිළිබඳ විමර්ශනයක්.

ආර්.ඒ.ඩී.එම්. රූපසිංහ[1*] සහ එම්. ආරියරත්න[1]

[1]භාෂා අධ්‍යයනාංශය, ශ්‍රී ලංකා සබරගමුව විශ්වවිද්‍යාලය

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ලොව ප්‍රධාන සන්නිවේදන මාධ්‍ය වන භාෂාව දේශපාලන ක්ෂේත්‍රයේ ප්‍රධාන සන්නිවේදන මෙවලම ලෙෂ හඳුනාගත හැකිය. ශ්‍රී ලංකාවේ දේශපාලන ප්‍රචාරණය තුළ ඡන්දදායකයාගේ ආකර්ෂණය ලබා ගැනීම උදෙසා භාවිත කරන ප්‍රධාන සන්නිවේදන මෙවලව වන්නේ සිංහල භාෂාවයි. භාෂාවක ප්‍රායෝගික භාවිතය පදනම් කරගනිමින් මෙරට ජනගහනයෙන් වැඩි පිරිසක් සිංහල භාෂාව භාවිත කිරීම හේතුවෙන් දේශපාලන ප්‍රචාරණ බහුලව සිංහල භාෂාව මඟින් සිදුවේ. සමාජ වාග්විද්‍යාත්මක පදනමක් සහිත මෙම පර්යේෂණයේ ගැටලුව වනුයේ,දේශපාලන ප්‍රචාරණයේ දී නිවැරදිව සිංහල භාෂාව භාවිත නොකිරීම ය. එය ඡන්දදායකයාට නිවැරදි දේශපාලන පණිවිඩයක් ළඟා කිරීමට සමත් නොවේ. මෙම පර්යේෂණයේ අරමුණ වුයේ, දේශපාලන ප්‍රචාරණ සඳහා යොදා ගන්නා සිංහල භාෂා උපක්‍රම හඳුනා ගැනීමයි. මෙහිදී දේශපාලන ප්‍රචාරණය සඳහා භාවිත කරන භාෂා උපක්‍රම ලෙස, භාෂා ද්විරූපතාව, සරල බව, අනුප්‍රාස භාවිතය, පද සංයෝගය හා භාෂාවේ ප්‍රාස්තාවික ස්වරූපය ආදී භාෂා උපක්‍රම හඳුනා ගන්නා ලදී. එම උපක්‍රමයන් වැඩි වශයෙන් ලංකාවේ දේශපාලන ප්‍රචාරණය තුළ භාවිත කර ඇති ආකාරය දේශපාලන කතා, මැතිවරණ තේමා පාඨ සහ දේශපාලන දැන්වීම් හරහා විමර්ශනය කරන ලදී. ගුණාත්මක පර්යේෂණයක් වන මෙම පර්යේෂණයේ ප්‍රාථමික මූලාශ්‍රය වශයෙන් සිද්ධි අධ්‍යයනය සහ නිරීක්ෂණය සිදුකර ඇති අතර ද්විතීක මූලාශ්‍රය වශයෙන් ලංකාවේ 2015, 2019, 2024 ජනාධිපතිවරණයන්හි දේශපාලන දැන්වීම්, දේශපාලන කතා සහ මැතිවරණ තේමා පාඨ, සමාජ මාධ්‍ය තොරතුරු මෙන්ම ශාස්ත්‍රීය ලිපි යනාදිය යොදා ගන්නා ලදී. මෙරට දේශපාලන නායකයන් සිංහල භාෂා උපක්‍රම ඡන්දදායකයන්ගේ මතය වෙනස් කිරීමට, ඔවුන්ගේ බලාපොරොත්තු, වේදනාව, බිය වැනි චිත්තවේගයන්ට ආයාචනා කිරීමටත්, දේශපාලන නායකයන් සමඟ සම්බන්ධතාව ගොඩනඟා ගැනීමට යොදාගෙන ඇති බව අනාවරණය විය. දේශපාලන ප්‍රචාරණ අවස්ථාව අනුව සිංහල භාෂාව භාවිත කිරීම හේතුවෙන් එම ප්‍රචාරණ ඡන්දදායකයා හාස්‍යයට සහ උපහාසයට ගන්නා ආකාරය සනාථ විය. මෙම පර්යේෂණය දේශපාලනප්‍රචාරණය තුළසිංහල භාෂාවභාවිත කරනආකාරයපිළිබඳනවඅවබෝධයක් ලබාදෙන අතර, අනාගත දේශපාලන ප්‍රචාරණයේ දී භාෂාව භාවිත කරන ආකාරය සම්බන්ධනව අදහස් ලබාදීමට සමත් ය. දේශපාලන විද්‍යාව, ජනමාධ්‍යසන්නිවේදනය සහ සිංහල භාෂා පර්යේෂණ සඳහා ද මෙය ද්වාරයක් වශයෙන් ද යොදාගත හැකිය.

මුඛ්‍ය පද : *දේශපාලන ප්‍රචාරණය, සිංහල භාෂාව, භාෂා උපක්‍රම, පර්යේෂණය*

AN INVESTIGATIVE STUDY OF PERSONALITY TRAITS IN SINHALA TRANSLATIONS OF RUSSIAN NOVELS: WITH REFERENCE TO WĀNĒ PANNARAYA LEBŪ HETI, SEBĒ MINISEKUGĒ KATHĀWAK, AND UṆUHIMA

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Personality is a multifaceted concept, encompassing the psychological, physical, emotional, and intellectual traits of an individual. Literature assists in recognizing these personality traits closely and, based on this, plays a positive role in society. Russian literature has played a pivotal role in world literature, one that has never been equalled. The research problem of this study is to explore the personality traits that are depicted in the novels Wānē Pannaraya Lebū Heti, Sebē Minisekugē Kathāwak, and Uṇuhima, which were translated into Sinhala. The main objective is to examine the nature of personality traits that have been revealed by these novels. The theoretical background was based on both primary and secondary sources, and the data were analyzed using a qualitative research approach under a deductive research design by applying content analysis. Depending on humanistic and psychoanalytic theory, personality traits are classified as internal and external. As a society that has been war-torn, in the context of these primary sources, an internal personality trait of commitment towards goals was asserted by characters Pavel, Alexei, and Dostoevsky. Moreover, emotional regulation, physical courage, and endurance are also emphasized. Patriotism and self-esteem emerge as personality traits that directly and indirectly foster leadership, altruism, collectivism, discipline, lawfulness, and honesty. This reflects a dynamic interplay between internal and external personality characteristics. Both the main and sub-characters' personality traits are prominent when compared to the society with which they interacted from the beginning to the end of their lives. From this analysis, one clearly understands how people with different personality traits are affected by war and revolution in Russian society. The findings show that the personality of a person is a foundation for social progress and a compound of humanity and noble qualities.

Keywords: *Personality traits, Russian literature, Sebē Minisekugē Kathāwak, Uṇuhima, Wānē Pannaraya Lebū Heti*

සිංහලයට පරිවර්තිත රුසියානු නවකතා මගින් හෙළිවන පුද්ගල පෞරුෂ ලක්ෂණ: වානේ පන්නරය ලැබූ හැටි, සැබෑ මිනිසෙකුගේ කතාවක් හා උණුහිම ඇසුරෙන් කෙරෙන විමර්ශනාත්මක අධ්‍යයනයක්

ඩබ්.කේ.ඒ.ඩබ්. සජීවනි[1*] සහ ජී.කේ.එස්. ද සිල්වා[1]

[1]භාෂා අධ්‍යයනාංශය, ශ්‍රී ලංකා සබරගමුව විශ්වවිද්‍යාලය

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බහුවිධ සංකල්පයක් වන පෞරුෂය, පුද්ගලයෙකුගේ මනෝවිද්‍යාත්මක, භෞතික, චිත්තවේගී හා බුද්ධිමය ලක්ෂණයන්ගෙන් සංවිධානය වූවකි. සාහිත්‍යය මගින් එම පෞරුෂ ලක්ෂණ සමීපව හඳුනාගෙන ඒ ඇසුරෙන් සමාජයට ධනාත්මක බලපෑම් සිදු කරනු ලැබේ. එහිලා රුසියානු සාහිත්‍යය විශ්ව සාහිත්‍ය ක්ෂේත්‍රය විෂයෙහි සිදු කරනුයේ අනුපමේය රික්ත පූර්ණයකි. මෙම පර්යේෂණයේ ගැටලුව ලෙස සිංහලයට පරිවර්තිත වානේ පන්නරය ලැබූ හැටි, සැබෑ මිනිසෙකුගේ කතාවක් හා උණුහිම යන නවකතාවන්හි නිරූපිත පුද්ගල පෞරුෂ ලක්ෂණ මොනවාද යන්න සඳහන් කළ හැකි අතර මෙහි මූලික අරමුණ වන්නේ මෙම නවකතා මගින් හෙළිවන පුද්ගල පෞරුෂ ලක්ෂණවල ස්වභාවය විමර්ශනය කිරීමයි. මේ සඳහා ප්‍රාථමික හා ද්විතීයික මූලාශ්‍රය ඇසුරෙන් පර්යේෂණයේ න්‍යායාත්මක පසුබිම සකස් කරගත් අතර ගුණාත්මක පර්යේෂණ ක්‍රමවේදය භාවිත කරමින් නිගාමී ප්‍රවේශය යටතේ අන්තර්ගත විශ්ලේෂණ විධික්‍රමයට අනුව දත්ත විශ්ලේෂණය කරන ලදී. මානවවාදී හා මනෝවිශ්ලේෂණවාදී න්‍යායන්ට අනුව පුද්ගල පෞරුෂ ලක්ෂණ බාහිර හා අභ්‍යන්තර වශයෙන් වර්ග කෙරේ. යුදකාමී සමාජ වටපිටාවක් ප්‍රාථමික මූලාශ්‍රයන්ට පසුබිම් වී ඇති අතර එබැවින් පාවෙල්, අලෙක්සේයි හා දොස්තොව්ස්කි යන චරිත මගින් අරමුණු වෙනුවෙන් කැපවීම නැමැති අභ්‍යන්තර පෞරුෂ ලක්ෂණය ප්‍රබලව ම හඳුනා ගත හැකි විය. චිත්තවේග කළමනාකරණය, ශාරීරික ධෛර්යය, දරාගැනීමේ ශක්තිය යන ලක්ෂණ ඒ හා සමගාමීව හමු වේ. දේශප්‍රේමය හා ආත්ම විශ්වාසය නැමැති පෞරුෂ ලක්ෂණය සඳහා නායකත්වය, පරාර්ථකාමීත්වය, සාමූහිකත්වය, විනයානුකූලබව හා නීතිගරුකබව මෙන්ම අවංකකම යන පෞරුෂ ලක්ෂණ ඍජුව හා වක්‍රව දායක වේ. මේ අනුව අභ්‍යන්තර හා බාහිර පෞරුෂ ලක්ෂණ අතර සජීවී සම්බන්ධතාවක් පවතින බව පෙනේ. ප්‍රධාන හා අප්‍රධාන චරිතයන්ගේ මෙබඳු පෞරුෂ ලක්ෂණ කැපී පෙනෙනුයේ ඔවුන් තම ජීවිතයේ ආරම්භයේ පටන් අවසානය දක්වා මුහුණ දුන් සමාජයට අනුකූලවයි. මේ හරහා රුසියාවේ යුද හා විප්ලවීය සමාජ පසුබිමක බිහි වූ සංවිධිත පෞරුෂ ලක්ෂණවලින් සමුපේත පුද්ගලයන් පිළිබඳ පැහැදිලි අවබෝධයක් ලබා දෙන අතර මෙමගින් පුද්ගල පෞරුෂය යනු සමාජ ප්‍රගතියට පදනමක් වන අතර මනුෂ්‍යත්වය හා උත්තම ගුණාංගයන්ගේ සංකලනයක් බව නිගමනය කළ හැකිය.

මුඛ්‍ය පද : *උණුහිම, පෞරුෂ ලක්ෂණ, රුසියානු සාහිත්‍යය, වානේ පන්නරය ලැබූ හැටි, සැබෑ මිනිසෙකුගේ කතාවක්*

CULTURAL VALUES REVEALED IN AFRICAN LITERATURE: AN INVESTIGATIVE STUDY BASED ON CHINUA ACHEBE 'S THREE NOVELS

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Many countries in the world have inherited cultural heritage. The research aims to investigate how cultural values are represented through the culture depicted in African Literature. The secondary objectives of the study are to conduct a literary analysis through cultural translation and preservation of African literature. For this, the three novels Muhuda Godagala, Bedden Sidadiyata, and Dev Heesaraya, which were translated into Sinhala from the English translations of Things Fall Apart, No Longer at Ease, and Arrow of God by Chinua Achebe, were used as the analytical units of this research. This study employed a qualitative research approach. The theoretical background of the research was prepared by taking the works and cultural values written about African literature and society, African culture, and the studies conducted on colonialism that caused changes in African culture as secondary sources. The collected data was analyzed through the content data analysis method. This study revealed many cultural aspects, such as religious information, hospitality, information related to marriage and inheritance, food culture, superstitions, folklore, funeral rituals, divination, magic spells, and other customs and traditions through the cultural values revealed in African literature. The study identified that colonization profoundly impacted African society, contributing to the loss of cultural values, and revealed that the Igbo tribe was a community that respected culture more than its life, without being swayed by other forces. The attention of researchers should be further focused on exploring and studying such works in world literature. This approach will enhance our comprehension of literary works by allowing research from various perspectives.

Keywords: *Personality Traits, Russian Literature, Sebē Minisekugē Kathāwak, Uṇuhima, Wānē Pannaraya Lebū Heti*

අප්‍රිකානු සාහිත්‍යයෙන් හෙළිවන සංස්කෘතික වටිනාකම්: චිනුආ අචබෙගේ තුන් ඇඳුතු නවකතා ඇසුරෙන් සිදු කරන විමර්ශනාත්මක අධ්‍යයනයක්

වී.ඩබ්.කේ සංදීපනි[1]* සහ චම්පා එස්. ද සිල්වා[1]

[1]*භාෂා අධ්‍යයනාංශය, ශ්‍රී ලංකා සබරගමුව විශ්වවිද්‍යාලය*

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ලෝකයේ බොහෝ රටවලට සංස්කෘතියෙන් උරුම වූ දායාද පවතින අතරල මෙහි දී අප්‍රිකානු සාහිත්‍යයෙහි සංස්කෘතිය කෙරෙහි අවධානය යොමු කරමින්, අප්‍රිකානු සාහිත්‍යයෙන් හෙළිවන සංස්කෘතික වටිනාකම් නිරූපණය වී ඇති ආකාරය විමර්ශනය කිරීම පර්යේෂණයේ අරමුණ යි. අප්‍රිකානු සාහිත්‍යයේ සංස්කෘතික පරිවර්තනය සහ සංරක්ෂණය මගින් සාහිත්‍යමය විග්‍රහයක් කිරීම මෙහි අනු අරමුණු වේ. ඒ සඳහා චිනුආ අචබෙ විසින් රචිත ණීඔයසබට් ඊකක 'ච්රඑල□ ණීභද ඛදබටැර 'එ ඊැ□ හා ණීරදදඅ දෙ ඨදා□ ඉංග්‍රීසි පරිවර්තන ත්‍රිත්වයෙන් සිංහලයට පරිවර්තනය කරන ලද ණීමුහුද ගොඩගලාල□ ණීබැද්දෙන් සිදාදියට□ හා ණීදෙව් හීසරය□ යන නවකතා ත්‍රිත්වය යොදාගත් අතර එම කෘති මෙම පර්යේෂණයේ විග්‍රහ ඒකකය යි. මෙම පර්යේෂණය ගුණාත්මක පර්යේෂණයකි. අප්‍රිකානු සාහිත්‍යය හා සමාජය සම්බන්ධයෙන් රචනා වී ඇති කෘති හා සංස්කෘතික වටිනාකම්, අප්‍රිකානු සංස්කෘතිය හා අප්‍රිකානු සංස්කෘතියේ වෙනස්කම්වලට හේතු වූ යටත්විජිතවාදය සම්බන්ධ ව සිදු කර ඇති අධ්‍යයනයන් ද්විතීයික මූලාශ්‍රය ලෙස ගෙන පර්යේෂණයේ න්‍යායාත්මක පසුබිම සකස් කර ගන්නා ලදී. රැස් කරගත් දත්ත අන්තර්ගත දත්ත විග්‍රහ විධික්‍රමය ඔස්සේ විශ්ලේෂණය කෙරිණි. මෙම අධ්‍යයනය මගින් අප්‍රිකානු සාහිත්‍යයෙන් හෙළිවන සංස්කෘතික වටිනාකම් ඔස්සේ ආගමික තතුල ආගන්තුක සත්කාරල ආවහ-විවාහ සහ දායාද සම්බන්ධ තොරතුරුල ආහාර සංස්කෘතියල මිථ්‍යා විශ්වාසල ජනකතාල අවමංගල්‍යය චාරිත්‍රල පේන බැලීමල යන්ත්‍ර මන්ත්‍ර සහ අනෙකුත් සිරිත් විරිත් හා සම්ප්‍රදායන් වැනි බොහෝ සංස්කෘතික අංග පිළිබඳ කරුණු අනාවරණය විය. යටත්විජිතකරණය යන සංකල්පය අප්‍රිකානු සමාජයට සෘජුව ම බලපෑම් කළ බවත්, එය සංස්කෘතික වටිනාකම් අහිමි වීම කෙරෙහි සෘජු ලෙස බලපෑ ආකාරයත්ල අන්‍ය බලවේග ඔස්සේ නොසැලෙමින් තම ජීවිතයට වඩා සංස්කෘතියට ගරු කරන ප්‍රජාවක් ඉග්බෝ ග්‍රෝත්‍රයේ වූ බවත් හඳුනාගත හැකි විය. විශ්ව සාහිත්‍යයේ මෙවැනි කෘති ගවේෂණය කර අධ්‍යයනයෙහි යොමු වීමට තවදුරටත් විමර්ශකයන්ගේ අවධානය යොමු විය යුතු ය. ඒ ඔස්සේ මෙම කෘති පිළිබඳ විවිධ දෘෂ්ටිකෝණයන් ඇසුරෙන් පර්යේෂණය සිදු කර සාහිත්‍ය කෘතියක් පිළිබඳ පවතින අවබෝධය තවදුරටත් ලබා ගැනීමට හැකියාව ලැබෙනු ඇත.

මුඛ්‍ය පද : *අප්‍රිකානු සාහිත්‍යය, යටත්විජිතකරණය, සංස්කෘතික පරිවර්තනය, සංස්කෘතික වටිනාකම්*

A STUDY ON THE CONTRIBUTION OF SINHALA CHILDREN'S FILMS TO THE DEVELOPMENT OF SOCIAL-EMOTIONAL SKILLS AMONG SRI LANKAN CHILDREN AGED 5–16: BASED ON SELECTED FILMS

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The main objective of this research is to investigate how children's films can be used as a tool to develop social-emotional skills among children in Sri Lanka. Additionally, there are several secondary objectives. Social-emotional skills are a key component of personality development. They can be simply defined as the ability to recognize and manage one's own emotions, as well as to recognise the emotions of others. These skills include self-awareness, self-management, social understanding, interpersonal relationships, and responsible decision-making. This study is primarily qualitative in nature. The sample includes four films: Siri Parakum, Vishama Bhaga, Ho Gana Pokuna, and Suriya Arana. Secondary data were obtained from university libraries, books, magazines, research papers, and websites. The research was conducted using an analytical methodology. It qualifies as pure research, as it generates new knowledge. The theoretical foundation combines the domains of social-emotional skills and Sinhala children's cinema. Film possesses the unique ability to convey knowledge by utilizing imagery, aesthetics, and artistic expression to engage the human spirit in a pursuit of joy and meaning. Stories told through moving images are more immediately grasped by children than those told through words alone. By engaging with developed film characters, children can more vividly experience self-awareness, interpersonal communication through character relationships, cultural and social understanding, conflict resolution, self-management, and responsible decision-making. These elements can be effectively portrayed using symbols and songs in each frame of a film.

Keywords: *Child Psychology, Social-Emotional Skills, Sinhala Children's Films*

ශ්‍රී ලාංකික දරුවන්ගේ (5-16 වයස) සමාජ චිත්තවේගීය කුසලතා සංවර්ධනය කෙරෙහි සිංහල ළමා චිත්‍රපටවල දායකත්වය පිළිබඳව අධ්‍යයනයක් (තෝරාගත් චිත්‍රපට කිහිපයක් ඇසුරෙන්)

කේ.පී.ඩී. සරත්චන්ද්‍ර[1*] සහ එස්. පෙරමුණ[1]

[1]භාෂා අධ්‍යයනාංශය, ශ්‍රී ලංකා සබරගමුව විශ්වවිද්‍යාලය

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සමාජ චිත්තවේගීය කුසලතා ශ්‍රී ලංකාවේ ළමුන් අතර සංවර්ධනය කිරීම සඳහා මෙවලමක් ලෙස සිංහල ළමා චිත්‍රපට යොදාගත හැකි ආකාරය පිළිබඳව සොයා බැලීම මෙම පර්යේෂණයේ මුඛ්‍ය අරමුණයි. මෙයට අමතරව අනු අරමුණු කිහිපයක් ද වේ. සමාජ චිත්තවේගීය කුසලතා යනු පෞරුෂ සංවර්ධනයේ එක් කොටසකි. තමා තමන්ගේ හැඟීම් හඳුනා ගැනීම හා කළමනාකරණය කර ගනිමින් අන් අයගේ හැඟීම් හඳුනා ගැනීමට ඇති හැකියාව ලෙස මෙය සරලව අර්ථ දැක්විය හැකිය. මෙම කුසලතා අතරට ස්වයං අවබෝධය, ස්වයං කළමනාකරණය, සමාජීය අවබෝධය, පුද්ගල සබඳතා, වගකීම් සහිත තීරණ ගැනීම අයත් වේ. මෙම අධ්‍යයනය ප්‍රධාන වශයෙන් ගුණාත්මක පර්යේෂණයක් වේ. අධ්‍යයන නියැදිය වනුයේ සිරි පැරකුම් චිත්‍රපටය, විශම භාග චිත්‍රපටය, හෝ ගානා පොකුණ චිත්‍රපටය, සූරිය අරණ චිත්‍රපටය යන චිත්‍රපට හතර වේ. ද්විතීක දත්ත ලෙස විශ්වවිද්‍යාල කිහිපයක පුස්තකාල මඟින් ලබා ගත් තොරතුරු ද, පොත්පත්, සඟරා, පර්යේෂණ පත්‍රිකා, වෙබ් අඩවිද දැකිවිය හැකිවේ. විශ්ලේෂණාත්මක ක්‍රමවේදය යටතේ මේ පර්යේෂණය සිදුකර ඇත. නව දැනුමක් නිර්මාණය කරන හෙයින් මෙය ශුද්ධ පර්යේෂණයක් බවට පත්වෙයි. මෙම පර්යේෂණයේ න්‍යායාත්මක පසුබිම ගොඩනැගෙනුයේ සමාජ චිත්තවේගීය කුසලතා හා සිංහල ළමා චිත්‍රපට යන ක්ෂෙත්‍රයන් දෙක සංකලනයෙනි. රූපය, සෞන්දර්යාත්මක, කලාත්මක ස්වරූපයෙන් ව්‍යවහාරයට ගනිමින් මිනිස් ආධ්‍යාත්මය සන්තෘෂ්ටිය හෝ රස විඳීනය කරා යොමු කරමින් ඥානය අවදි කරවීමට චිත්‍රපටයට හැකියාව ඇත. හුදු වචන මඟින් ඉදිරිපත් කරන කතාවකට වඩා චලනය වන රූප මඟින් ඉදිරිපත් කෙරෙන කතාන්දර ළමා මනසට ක්ෂණිකව ගෝචර වේ. චිත්‍රපටයේ චරිත සංවර්ධනය හරහා ස්වයං දැනුවත්භාවයත්, මෙම චරිත අතර ඇති සම්බන්ධතා මඟින් පුද්ගල සබඳතා නිරූපනයත්, සංස්කෘතික හා සමාජයීය අවබෝධයත්, ගැටුම් නිරාකරණය හා ස්වයං කළමනාකරණයත්, වගකීම් සහිත තීරණ ගැනීමත් චිත්‍රපටයේ එක් එක් රූප රාමු මඟින් වඩාත් තීව්‍ර ලෙස පෙන්වා දිය හැකි අතර සංකේත භාවිතයෙන් මෙන්ම ගීත උපයෝගී කරගනිමින් සිදුකළ හැකි බව නිගමනය කළ හැකිය.

මුඛ්‍ය පද : *සමාජ චිත්තවේගීය කුසලතා , සිංහල ළමා චිත්‍රපට , ළමා මනස*

GENDER ROLES DEPICTED IN THE MODERN SINHALA NOVEL: AN INVESTIGATIVE STUDY BASED ON THE TRILOGY OF NOVELS ITIPAHAN, AGA PIPI MAL, AND SIYA SIYA PAT SIYA BY SUMITHRA RAHUBADDA

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Gender is the sexual difference identification of a human being determined at birth. The main objective of the research is to investigate the gender depicted in the modern Sinhala novel using three selected novels, and an ideology based on gender that can be seen in every social sector that affects social behaviour, including education, economy, politics, religion, culture, media, and laws. The secondary objectives are to analyze the Sinhala novel based on all these factors. This research falls under qualitative research. The primary source used in this research is Sumithra Rahubaddha's works, Itipahan, Aga Pipi Mal, and Siya Siya Pat Siya. In this research, the characters, events, and social patterns in these novels are studied under the investigative method. The secondary source relevant to this research is sociological works written on gender. The theoretical background of this research was also prepared using newspaper articles, research papers, internet articles, etc. The collected data were analysed through the method of content data analysis. The study examined how the thoughts, beliefs, and lifestyles of women and men are portrayed in the writer's works. It explores themes such as patriarchy in gender society, traditional female roles, challenges to traditionalism, personal freedom, dominant male characters, motherhood and fatherhood, gender identity and expression, concepts of womanhood and purity, as well as modern thoughts and their conflicts with the past. Such unique novels in modern Sinhala literature should further attract the attention of both literary and social science researchers. By approaching this research from multiple perspectives, a deeper understanding of the true meaning of literary work can be achieved.

Keywords: *Novel, Fatherhood, Patriarchy, Motherhood, Gender*

නූතන සිංහල නවකතාවේ නිරූපිත ස්ත්‍රී පුරුෂ සමාජභාවය : සුමිත්‍රා රාහුබද්ධගේ ඉටිපහන්, අග පිපි මල් සහ සිය සිය පත් සිය යන නවකතා ත්‍රිත්වය ඇසුරෙන් කෙරෙන විමර්ශනාත්මක අධ්‍යයනයකි

ඩබ්.එම්.එම්.එන්.සිරිවර්ධන[1*] සහ චම්පා එස් ද සිල්වා[1]

[1]භාෂා අධ්‍යයනාංශය, ශ්‍රී ලංකා සබරගමුව විශ්වවිද්‍යාලය

ස්ත්‍රී පුරුෂ සමාජභාවය යනු උපතින්ම තීරණය වන මානවයාගේ ලිංගිකත්ව වෙනසයි. නූතන සිංහල නවකතාවේ නිරූපිත ස්ත්‍රී පුරුෂ සමාජභාවය තෝරා ගත් නවකතා කිහිපයක් ඇසුරෙන් විමර්ශනය කිරීම පර්යේෂණයේ ප්‍රධාන අරමුණ වන අතර අධ්‍යාපනය, ආර්ථිකය, දේශපාලනය, ආගම, සංස්කෘතිය,ජනමාධ්‍ය, නීති ඇතුළු සමාජ හැසිරීමට බලපාන සෑම සමාජ අංශයක්ම තුළ ස්ත්‍රී පුරුෂ සමාජභාවය පදනම් කර ගත් මතවාදයක් දැකිය හැකිය. මේ සියලුම සාධක මත සිංහල නවකතාව විශ්ලේෂණය කිරීම අනු අරමුණු වේ. මෙම පර්යේෂණය ගුණාත්මක පර්යේෂණ යටතට අයත් වේ. මෙම පර්යේෂණයේ ප්‍රාථමික මූලාශ්‍රය වශයෙන් භාවිත වන්නේ සුමිත්‍රා රාහුබද්ධගේ ඉටිපහන්, අග පිපි මල්, සිය සිය පත් සිය යන කෘති වේ. එහිදී මෙම නවකතාවල චරිත, සිද්ධි හා නවකතාවට පසුබිම් වූ සමාජ රටාවන් අධ්‍යයනය කරමින් විමර්ශනාත්මක ක්‍රමවේදය යටතේ මෙම පර්යේෂණය සිදු කෙරේ. මෙම පර්යේෂණයට අදාළ ද්විතීයික මූලාශ්‍රය වශයෙන් පෙන්වා දීමට ඇත්තේ ස්ත්‍රී පුරුෂ සමාජභාවය පිළිබඳව රචනා වී ඇති සමාජ විද්‍යාත්මක කෘති වේ. එසේම මේ සම්බන්ධව ලියැවී ඇති පුවත්පත් ලිපි, පර්යේෂණ පත්‍රිකා, අන්තර්ජාල ලිපි ආදිය ද යොදාගෙන මෙම පර්යේෂණයේ න්‍යායාත්මක පසුබිම සකස් කරගන්නා ලදී. රැස් කරගත් දත්ත අන්තර්ගත දත්ත විග්‍රහ ක්‍රමය ඔස්සේ විශ්ලේෂණය කෙරිණි. මෙම අධ්‍යයනය මගින් ලේඛිකාවගේ කෘතිවල අන්තර්ගත ස්ත්‍රීන්ගේ හා පුරුෂයන්ගේ සිතුම් පැතුම්, ඇදහිලි හා විශ්වාස, ජීවන ශෛලියන් සාහිත්‍යගත කොට ඇති ආකාරය සියුම් පරීක්ෂණයකට ලක් කිරීමක් සිදුවේ. මෙහිදී ස්ත්‍රී පුරුෂ සමාජභාවයේ අන්තර්ගත පුරුෂාධිපත්‍යය සංකල්පය, සාම්ප්‍රදායික ස්ත්‍රී භූමිකාවන්, සාම්ප්‍රදායිකත්වයට අභියෝග කිරීම, පෞද්ගලික නිදහස, අධිපති පිරිමි චරිත සහ මාතෘත්වය-පීතෘත්වය, ස්ත්‍රී පුරුෂ අනන්‍යතාව සහ ප්‍රකාශනය, කාන්තාවගේ පතිවත සහ නිර්මලත්වය පිළිබඳ සංකල්ප, නූතන සිතුවිලි සහ අතීතය සමඟ ඇතිවන ගැටුම් පිළිබඳ අනාවරණය විය. නූතන සිංහල සාහිත්‍යයේ මෙවැනි සුවිශේෂ නවකතා සාහිත්‍ය ගවේෂකයන්ගේ මෙන්ම සමාජ විද්‍යා අධ්‍යයනයන්හි නිරත වන සමාජ විද්‍යා විමර්ශකයන්ගේ අවධානයට තවදුරටත් යොමු විය යුතුය. ඒ අනුව විවිධ දෘෂ්ටිකෝණයන් ඇසුරෙන් මෙම පර්යේෂණය සිදුකර සාහිත්‍ය කෘතියක පවත්නා සැබෑ ආර්ථය අවබෝධ කර ගැනීමට හැකියාව ලැබේ.

මුඛ්‍ය පද : *නවකතාව, පීතෘත්වය , පුරුෂාධිපත්‍යය සංකල්පය , මාතෘත්වය ,ස්ත්‍රී පුරුෂ සමාජභාවය*

TAMIL

LIVEABILITY ASPECTS OF THE KATCOVALAM FISHING COMMUNITY: A CULTURAL STUDY

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A community's social customs, professional traditions, religious rites, and belief systems frequently reflect its way of life. In this regard, the fishing community that has lived in Katcovalam for many generations exhibits a variety of unusual and distinctive lifestyle traits. In addition to coexisting with different social and professional groups, these individuals are increasingly pursuing a variety of livelihoods in the contemporary setting. As a result, it is crucial to recognise and record the distinctive Liveability behaviours of this community. This study was conducted using field research techniques, interviews, and analytical approaches. It examined the topic using descriptive, historical, cultural, and comparative approaches. Along with basic information about Jaffna and Vadamarachchi, the village's location, the research provides a descriptive account of the Katcovalam region. The village's historical importance in trade is implied by the name's origin. The region's scenic beauty is emphasised by its natural geography, which also has an impact on local lifestyles. According to the study, Katcovalam's inhabitants engage in a number of culturally distinctive behavioural patterns, religious rites, and professional practices. The religious practices of both Hindus and Christians, as well as religious and nonreligious beliefs and rituals related to fishing, are examined and contrasted with those in nearby villages. The study also points out that "Amba songs" (folk songs) in Katcovalam are different from those in other fishing areas and a community that follows traditional fishing methods more than other fishing villages. It is anticipated that this study will be a helpful manual for upcoming research on the Katcovalam region and its distinctive culture.

Keywords: *Fishing Community, Katcovalam, Liveability Aspects, Liveability Behaviour, Rituals*

கற்கோவளம் மீனவ சமூகத்தினரின் வாழ்வியல் அம்சங்கள் - ஓர் ஆய்வு

கி. விஜிராஜ்[1] , நா. சுதர்சினி[1]

மொழிகள் துறை,இலங்கை சபரகமுவப் பல்கலைக்கழகம்,

பொதுவாக ஒரு சமூகத்தினரின் வாழ்வியல் அம்சங்களை வெளிப்படுத்துவதில் வாழ்வியல் நடத்தைகள், தொழில் முறைகள் மற்றும் சமய வழிபாடுகள் மற்றும் நம்பிக்கைகள் முக்கிய பங்கு வகிக்கின்றன. அந்த வகையில், கற்கோவளம் பகுதியில் தொன்று தொட்டு வசித்து வரக்கூடிய மீனவ சமூகத்தினர் வெவ்வேறு விதமான தனித்துவமான வாழ்வியல் அம்சங்களை தன்னகத்தே கொண்டவர்களாக காணப்படுகின்றார்கள். இங்கு வாழும் மக்கள் வெவ்வேறு சமூகத்தினருடனும் வெவ்வேறு தொழில் தரப்பினருடனும் இணைந்து வாழ்வதோடு மட்டுமின்றி இன்றைய கால கட்டத்தில் வெவ்வேறு தொழில்களை முன்னெடுக்கக்கூடிய ஒரு நிலைப்பாட்டிலும் காணப்படுகின்றமையால், இந்த மக்களின் உடைய தனித்துவமான வாழ்வியல் அம்சங்களை தேடி தொகுத்து ஆவணப்படுத்துவது இன்றைய காலத்தின் உடைய அவசியமாகின்றது. இதனை கருத்திற்கொண்டு களஆய்வு முறைமை, நேர்காணல், பகுப்பாய்வு முறைமை இம் மூன்று ஆய்வு முறைகளையும் கொண்டு ஒப்பீட்டு அணுகுமுறை, வரலாற்று அணுகுமுறை , விளக்க அணுகுமுறை , பண்பாட்டு அணுகுமுறை ஆகிய அணுகுமுறை அடிப்படையில் கற்கோவளம் மீனவ சமூகத்தினரின் வாழ்வியல் அம்சங்கள் ஓர் ஆய்வு என்ற தலைப்பில் இவ் ஆய்வு மேற்கொள்ளப்பட்டுள்ளது. இவ்வியல் கற்கோவளம் பிரதேசம் பற்றிய விளக்கத்தை பெற்றுத்தரக்கூடிய வகையில் அமைந்துள்ளது. அதேவேளை, யாழ்ப்பாணம் பகுதியின் அமைவிடம் மற்றும் யாழ்ப்பாணம் தொடர்பான சில தகவல்கள் பற்றியும், வடமராட்சியின் அமைவிடம் மற்றும் வடமராட்சி தொடர்பான சிறு தகவல்கள் பற்றியும் அறிந்துகொள்ளக்கூடியவகையிலும் அமைந்துள்ளது எனலாம். கற்கோவளம் கிராமத்தின் பெயர் ஏற்பட்ட காரணங்களை நோக்கும் போது வணிகத்தில் சிறப்பு பெற்றிருக்கின்ற இடமாக இருந்திருக்கின்றது என தெரிகிறது. இக்கிராமத்தின் புவியியல் சார்ந்த அம்சங்களை அவதானிக்கும் போது இக்கிராமத்தின் இயற்கை அழகை எடுத்துக்காட்டுகின்றது என்பதை அவதானிக்கமுடிகின்றது. கற்கோவளம் கிராமத்தில் வாழும் மக்களினால் பல்வேறு வாழ்வியல் நடத்தைகள் பின்பற்றப்படுவதனை காணமுடிகின்றது. இக்கிராமத்தில்

வாழும் மக்கள் பல்வேறு வாழ்வி ய ல் சடங்குகளையு ம் , தொழிற்சடங்குகளையும் பின்பற்றுவதோடு அவை தனித்துவமானதாகவும் இருக்கின்றன என்பதை இவ்வாய்வு எடுத்துக்கூறுகின்றது. இந்து மற்றும் கிறிஸ்தவ வழிபாடுகள் மற்றும் நம்பிக்கைகள் பற்றியும் மீன்பிடித்தொழில் தொடர்பான வழிபாடுகள் மற்றும் நம்பிக்கைகள் பற்றியும், ஆகமம் மற்றும் ஆகமம் சாரா வழிபாடுகள் பற்றியும் மற்றைய கிராமங்களோடு ஒப்பிடுகையில் எந்த வகையில் தனித்துவமாக இருக்கின்றன என்பதனையும் ஆராய்கிறது. கற்கோவளம் மீனவ சமூகத்தில் பயன்படுத்தப்படுகின்ற மீன்பிடித்தொழில் முறைகள் பற்றி நோக்குகின்ற போது பாரம்பரிய மீன்பிடிமுறைகளே அதிகம் பயன்படுத்தப்படுகின்றது எனவும், கற்கோவளம் மீனவ சமூகத்தில் உள்ள அம்பா பாடல்கள் மற்றைய மீனவ சமூகங்களோடு ஒப்பிடுகையில் தனித்துவமாக இருக்கின்றது எனவும் இவ் ஆய்வு கூறுகிறது. இவ் ஆய்வானது கற்கோவளம் பிரேதசம் தொடர்பாக மேற்கொள்ளப்படவுள்ள எதிர்கால ஆய்வுகளுக்கு வழிகாட்டியாக அமையும் என்பது எதிர்பார்ப்பு ஆகும்.

குறிச்சொற்கள்; *கற்கோவளம், சடங்குகள், மீனவர் சமூகம், வாழ்வியல் அம்சங்கள், வாழ்வியல் நடத்தைகள்*

VOICES OF WAR AND RESISTANCE: A STUDY CONCERNING THE *PURANAANOORU* LITERATURE

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The afflictions of war are being felt globally today. Literary scholars and creators are expressing the destruction and cruelty of war through their works. *puranaanooru* is one of the Classical war Literature in Tamil, which portrays the war and the evidence of war as heroism of ancient Tamil kings. but, resistance voices against the war have been present in *Puranaanooru*. Therefore, this study aims to examine the depictions, destructions of war, and the resistance voices against war found in *Puranaanooru* Literature. This study is based on sociological and psychological approaches in content-based analysis. *Puranaanooru* glorifies the bravery and discipline of kings, portraying war as a noble endeavor, while it includes records that highlight the destruction and human cost of war. There are some resistance voices about war evidences in *Puranaanooru*, such as, problems faced by women and children during times of war, the resistance voices of those who have lost their fathers, sons and other relatives, the grief of people mourning their relatives, paddy fields,cattles and other properties, Voices against arrest and war enslavement and expressions of sorrow over broken relationships. *Puranaanooru* expresses the burdens imposed on women and how these burdens have been socialized in the name of war. Furthermore, the study discusses the main reasons for wars, the parties involved in wars, methods of war, weapons, the relationship between ancient Tamils and war, depictions of the battlefield, the devastation caused by war, and the role of women during wartime. *Puranaanooru* glorifies war, although it simultaneously gives voice to both the celebratory aspects of war and the suffering of war-affected societies. Unlike many war literatures that focus primarily on valour, *Puranaanooru* uniquely expresses Resistance voices about war alongside the portrayal of loss and destruction.

Keywords: *Puranaanooru, War, Resistance Voices, War and Children, War and Women*

GwehD}w;wpy; NghUk;> NghUf;F vjpuhd Fuy;fSk; - Xu; Ma;T

nry;tp ,.lNdh[pdp[1] > jpUkjp `Nwhrdh.J.[1]

nkhopfs; Jiw> ,yq;if rgufKtg; gy;fiyf;fofk;

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NghupdJk;;;> Nghupd; nfLgpbfSk; ,d;W cyfshtpa uPjpapy; czug;gl;L tUfpd;wd. Nghupd; mopTfSk; mJ Vw;gLj;Jk; tLf;fSk; kpf ePz;l fhyj;jpw;F kdpjdpd; cs> cly; nghUshjhu kw;Wk; #oy; jhf;fq;fSf;F tpj;jpLfpd;wd. ,jdhy; Nghu; kdpj rKjhak; tpUk;ghj> Ntz;lhj xU nghUshf ,Ue;Jte;jpUf;fpwJ. mjdhy; Nghupd; mopTfisf;> nfhLikfis> mnrsfupaq;fisg; gilg;Gf;fshfg; gilg;ghspfs; ntspg;gLj;jp tUfpd;wdu;. me;jtifapy; Nghu;> Nghu; gw;wpa vjpu;f;Fuy;fs; gz;ilafhy ,yf;fpaq;fs; Kjyhf ntspg;gLj;jg;gl;L te;Jnfhz;bUf;fpd;wd. mtw;wpy; GwehD}Wk; xd;whFk;. me;jtifapy;> ,t;tha;thdJ Nghu;> NghUf;F vjpuhd Fuy;fs; GwehD}w;wpy;; ntspg;gl;bUf;fpd;wdth> mg; Nghu;> Nghu; vjpu;f;Fuy;fspd; jd;ik vj;jifad vd;gtw;iw Ma;Tg;gpur;rpidahff; nfhz;L mike;Js;sJ. cs;slf;fg; gFg;gha;tpd; mbg;gilapy; GwehD}w;iw Kjy;epiy Mjhukhff; nfhz;L mike;Js;s ,e;j Ma;thdJ r%ftpay; kw;Wk; cstpay; mZFKiwfspd; top gFg;gha;T nra;ag;gl;Ls;sJ. GwehD}W vDk; ,yf;fpakhdJ Nghiu> Nghu; Kiwfis> NghUf;fhd fhuzq;fis> Nghu; El;gq;fis kd;du;fsJ tPuk;> xOf;fk; vDk; ngaupy; fl;likj;Jg; Nghiug; Nghw;Wfpd;w Xu; ,yf;fpakhf mike;Js;snjdpDk; Nghu; mopTfs;> mtyq;fs; gw;wpa gjpTfSk; NghUf;F vjpuhd Fuy;fs; gw;wpa gjpTfSk; GwehD}w;wpy; ,lk;ngw;Ws;sd. Fwpg;ghfg; ngz;fSk; rpWtu;fSk; Nghupy; vjpu;Nehf;fpa gpur;rpidfs;> je;ijia> kfid> fztid> cwTfis> ,oe;j kf;fspd; Fuy;fs;> fhy;eilfs;> epyGy mopg;Gf;fs; gw;wpa Fuy;fs;> Nghu; mbikj;jdk; njhlu;ghd Fuy;fs;> nrhe;jq;fisr; nrhe;jq;fNs mopg;gjw;F vjpuhd Fuy;fs; vd;gd ,lk;ngw;Ws;sd. epiyahikiaf; $wpg; Nghiuj;jLj;jy;> ehboe;j kf;fspd; Fuy;> cwTfis ,oe;j kf;fspd; Fuy;> Nghu; vd;Dk; ngaupy; ngz;fs; kPJ Rkj;jg;gl;l RikfSk; mtw;wpd; r%fkakhjy; jd;ikAk; Kjyhdtw;iwAk; GwehD}w;wpy; fhzKbfpd;wJ. ,it jtpug; Nghu;f;fhuzq;fs;> Nghupy; <Lgl;l jug;gpdu;> Nghu;Kiwfs;> gilf;fUtpfs;> Nghu;epyr; rpj;jpupg;Gf;fs;> Nghupd; mopTfs;> NghUk; ngz;fSk;> NghUk; rpWtUk; KjyhditAk; GwehD}w;iw mbg;gilahff; nfhz;L ,t;tha;tpy; Ngrg;gl;Ls;sd. GwehD}whdJ vt;tsTjhd; Nghiug; Nghw;wpapUg;gpDk; Nghuhy; ghjpf;fg;gl;l r%fk;> Nghiuf; nfhz;lhLk; r%fk; vDk; ,U gpuptpdupd; Fuy;fisAk; ntspg;gLj;jpapUf;fpd;wJ. ngUk;ghyhd Nghu; ,yf;fpaq;fs; Nghuhy; Vw;gLfpd;w mtyq;fs;> nfhLikfs;> ,og;Gf;fs; Nghd;wtw;iwg; ghbAs;sd. Mdhy;> Nghupd; ,og;Gf;fs;> nfh^uq;fNshL NghUf;F vjpuhd Fuy;fisAk; ntspg;gLj;jpa ,yf;fpakhfg; GwehD}W jpfo;fpwJ.

jpwTr; nrhw;fs;: *GwehD}W> Nghu;> Nghu; vjpu;f;Fuy;fs;> NghUk; rpWtu;fSk;>> NghUk; ngz;fSk;.*

THE PORTRAYAL OF WOMEN IN SRI LANKAN TAMIL LITERATURE: A STUDY OF FURQAN BEE IFTHIKAR'S FICTION

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This study examines the portrayal of women in the fiction of Furqan Bee Ifthikar from a feminist perspective. In the landscape of Sri Lankan Tamil literature, the contributions of Muslim female writers remain significantly underrepresented. The literary works of these writers often address crucial aspects such as contemporary social trends, women's daily experiences, socio-political movements, and various social issues. Similarly, the fiction of the prominent Muslim female writer Furqan Bee Ifthikar also effectively engages these themes. However, it is noteworthy that no comprehensive academic study has been conducted on her works thus far. This research aims to fill this intellectual gap by bringing her contributions into the limelight, and primarily investigates how women are depicted in Furqan Bee Ifthikar's fiction: *Akal Vilakku* (Novel), *Idhayathin Unarvugal* (Novel), and *Pirandha Mann* (Short Story Collection). In this study, her fictional works have been subjected to content analysis, and a multifaceted approach, including sociological, feminist, and comparative approaches, has been used to analyse the works. Through this study, various issues concerning women have been brought to light, including the female characters in Furqan Bee Ifthikar's fiction, their needs and psychological struggles within the traditional social structures, their interactions with the social environment, complexities in family relationships, the restrictions and numerous challenges they face and some solutions for these issues. This study not only introduces Lankan Muslim female creators but also strongly establishes Furqan Bee Ifthikar's unique contribution within the broader Sri Lankan literary sphere and among Muslim female writers. It is hoped that this study will serve as a valuable resource for future scholars interested in her literary works.

Keywords: *Lankan Muslim Female Writers, Furqan Bee Ifthikar, Novel, Short Story, Women*

Gu;fhd; gP. ,g;jpfhu; Gidfijfspy; ngz;fs; - Xu; Ma;T

V.v];.gp. rg;dh[1]> jpUkjp. ywPdh mg;Jy; `f;[1]

nkhopfs; Jiw> ,yq;if rgufKtg; gy;fiyf;fofk;

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,e;j Ma;T> <oj;J K];ypk; ngz; vOj;jhsu; Gu;fhd; gP. ,g;jpfhupd; Gidfijg; gilg;Gfspy; ngz;fspd; rpj;jupg;ig xU ngz;zpaf; fz;Nzhl;lj;jpy; guprPypf;fpwJ. <oj;Jj; jkpo; ,yf;fpag; gug;gpy;> K];ypk; ngz; vOj;jhsu;fSk; mtu;fsJ gilg;GfSk; ngUk;ghYk; Nghjpa msT milahsg;gLj;jg;gLtjpy;iy. K];ypk; ngz; gilg;ghspfspd; ngUk;ghyhd gilg;Gfs; rkfhyg; Nghf;Ffs;> r%f ,af;fq;fs;> ngz;fspd; md;whl tho;tpay;> r%fg; gpur;rpidfs; Nghd;w gy Kf;fpa mk;rq;fisg; NgRfpd;wd. mt;thNw <oj;J K];ypk; ngz; gilg;ghspfspy; xUtuhd Gu;fhd; gP. ,g;jpfhupd; GidfijfSk; ,t;thwhd tplaq;fisg; Ngrj; jtwtpy;iy. ,Ug;gpDk;> Gu;fhd; gP. ,g;jpfhupd; gilg;Gfs; Fwpj;J ,Jtiu ve;jNthu; Mokhd Ma;Tk; Nkw;nfhs;sg;gltpy;iy vd;gJ Fwpg;gplj;jf;fJ. ,e;j mwpthu;e;j ,ilntspiaf; fise;J> <oj;J K];ypk; ngz; gilg;ghspfs; rpyiu ntspr;rj;jpw;Ff; nfhz;Lte;J> Gu;fhd; gP. ,g;jpfhupd; %d;W Gidfijj; njhFjpfshd 'mfy; tpsf;F (ehty;)"> ',jaj;jpd; czu;Tfs; (ehty;)" kw;Wk; 'gpwe;j kz; (rpWfijj; njhFg;G)" Mfpatw;wpy; ngz;fs; vt;thW rpj;jpupf;fg;gl;Ls;sdu; vd;gij Kjd;ik Nehf;fkhff; nfhz;L ,e;j Ma;T Nkw;nfhs;sg;gl;Ls;sJ. ,e;j Ma;tpy;> mtuJ Gidfijg; gilg;Gfs; cs;slf;fg; gFg;gha;Tf; cl;gLj;jg;gl;Ls;sd. mj;Jld;> r%ftpay; mZFKiw> ngz;zpa mZFKiw, xg;gPl;L mZFKiw Mfpa gd;Kf mZFKiwfs; gad;gLj;jg;gl;L gilg;Gfs; Muhag;gl;Ls;sd. ,e;j Ma;tpd; %yk; Gu;fhd; gP. ,g;jpfhupd; %d;W Gidfij E}y;fspy; ,lk;ngw;Ws;s ngz; fjhghj;jpuq;fs;> ghuk;gupa r%ff; fl;likg;gpy; mtu;fspd; Njitfs;> cstpay; uPjpahd Nghuhl;lq;fs;> r%fr; #oYld; mtu;fspd; ,iltpidfs;> FLk;g cwTfspy; Vw;gLk; rpf;fy;fs;> vjpu;nfhs;Sk; fl;Lg;ghLfs;> fy;tp kw;Wk; njhopy; njhlu;ghd rthy;fs;> mj;Jld; mjw;fhd jPu;Tfs; Nghd;w ngz;fs; njhlu;ghfg; Ngrg;gl;Ls;s tplaq;fs; ntspf;nfhzug;gl;Ls;sd. ,e;j Ma;thdJ <oj;J K];ypk; ngz; gilg;ghspfis mwpKfg;gLj;JtNjhL kl;Lky;yhky;> Gu;fhd; gP. ,g;jpfhupd; jdpj;Jtkhd gq;fspg;ig <oj;J ,yf;fpag; gug;gpYk;> K];ypk; ngz; vOj;jhsu;fspd; tupirapYk; tYthf epiyepWj;j cjTfpwJ. mj;NjhL vjpu;fhyj;jpy; Gu;fhd; gP. ,g;jpfhu; Fwpj;J Ma;T Nkw;nfhs;Sk; vtUf;Fk; ,J xU rpwe;j Mjhu Mtzkhfj; jpfOk; vd;gjpy; rpwpJk; re;Njfkpy;iy.

Fwpr;nrhw;fs;: *<oj;J K];ypk; ngz; vOj;jhsu;fs;> Gu;fhd; gP. ,g;jpfhu;> ehty;> rpWfij> ngz;fs;*

TRANSLATION STUDIES

AN ANALYSIS OF TRANSLATION STRATEGIES EMPLOYED TO ADDRESS NON-EQUIVALENCE AT WORD-LEVEL IN SELECTED NEWS ARTICLES FROM ADADERANA.LK

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Bilingual journalism holds significant value in a country like Sri Lanka where the population is linguistically diverse. This research explores the translation strategies adopted to overcome non-equivalence at the word-level in news translation with special reference to selected news articles published on the Adaderana.lk website. In addition, the types of non-equivalence at the word-level are examined in this study. A set of 35 bilingual news articles published between 01.01.2025 and 01.06.2025 on the Adaderana.lk website has been analyzed adopting a qualitative content analysis method to identify translation strategies applied in those news translations. Additionally, semi-structured interviews were conducted with five professional news translators at Ada Derana to identify the types of non-equivalence they encounter. Data was analyzed in line with Mona Baker's (1992) taxonomy of translation strategies for word-level non-equivalence, employing both qualitative content analysis and thematic analysis techniques. The findings reveal five key types of word-level non-equivalence and six translation strategies out of eight proposed by Mona Baker (1992). Translation by using a loan word or a loan word plus explanation, translation by paraphrase using related words, translation by paraphrase using unrelated terms, translation by using a neutral or less expressive word, translation by omission, and translation by a cultural substitution were identified as the frequently used translation strategies. Findings from the interviews reveal the newsroom constraints, ethical responsibilities, and limited formal training on translators' decision-making. These findings add both practical and theoretical insights to the process of news translation. This study highlights the need of professional training, institutional glossaries, and collaborative efforts to enhance the bilingual news translation in Sri Lanka.

Keywords: *News Translation, Non-Equivalence, Translation Strategies*

LINGUISTIC CHALLENGES FACED BY SWORN TRANSLATORS IN TRANSLATING LEGAL DEEDS FROM ENGLISH TO SINHALA

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Legal translation can be considered as a distinct field of translation which requires both high level of linguistic accuracy and legal knowledge. The main objective of the study is to examine the linguistic challenges encountered by sworn translators in translating legal deeds from English to Sinhala. Limited studies have explored the linguistic challenges faced by the selected sworn translators in translating legal deeds from English to Sinhala language pair. To achieve the objectives of the study the researcher has used qualitative approach to collect data and investigate the findings. Data were collected through semi-structured interviews conducted with sworn translators. The convenience sample consisted of twelve (12) sworn translators, and the data was analysed using thematic analysis. The linguistic challenges were classified into four categories such as phonological, lexical, grammatical, and stylistic challenges according to Ghazala's (2008) classification. Each linguistic challenges were recognized and examined in depth. The results of the study revealed that the most apparent linguistic challenges are lexical challenges, followed by grammatical challenges, stylistic challenges and phonological challenges respectively. Furthermore, the study reflected that lack of legal knowledge, differences in legal languages and terminological problems might stand behind these linguistic challenges. Several recommendations were proposed to address these linguistic challenges and enhance the quality of translations. The study highlights the necessity of offering legal knowledge to translators, peer consultation and referring parallel texts to ensure linguistic accuracy in translated texts and to help sworn translators to do their task perfectly. Moreover, further research is recommended to explore non linguistic challenges in translating deeds and translation strategies to overcome these challenges, as this considers as a significant area for improving the quality of translations.

Keywords*: Legal deeds, Legal translation, Sworn translators, Translation*

AN ANALYSIS OF THE QUALITY OF THE DIRECT TRANSLATION IN BUDGETARY AND ECONOMIC TERMS: WITH SPECIAL REFERENCE TO THE PRE-ELECTION BUDGETARY POSITION REPORTS 2020 AND 2024

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This study examines the quality of direct translation in budgetary and economic terminology, concentrating on Sinhala translations of the 2020 and 2024 Pre-Election Budgetary Position Reports of Sri Lanka. The main objective was to evaluate the quality of direct translation in conveying the budgetary and economic terminology accurately, acceptably and readably. The translation quality assessment framework of Nababan was used in the study, which assesses translation quality in accordance with three criteria: acceptability, accuracy and readability. A structured Google form was employed to collect data from 30 trainee translators at the Sabaragamuwa University of Sri Lanka. Along with completing the open-ended questions regarding their opinions of direct translation, participants evaluated 50 pairs of English and Sinhala terms. The findings showed that the majority of the translations were considered accurate (above 80%); however, their acceptability and readability scores were lower, with some terms receiving scores between 40% and 60%. Participants remarked that numerous directly translated terms seemed odd, overly technical or unclear, particularly for individuals lacking expertise. Furthermore, the thematic analysis showed that direct translation is highly regarded for its accuracy, but it frequently fails to ensure the desired levels of acceptability and readability. According to the results, direct translation is generally partially effective within context. The study concludes that although the direct translation is useful in preserving the institutional meaning and the original idea of the source text, it is acceptable to combine with more flexible and adaptive strategies such as paraphrasing, descriptive translation, adaptation and borrowing to improve the usability and quality of the budgetary and economic terminology for wider audience.

Keywords: *Acceptability, Accuracy, Direct Translation, Nababan's Translation Quality Assessment Model, Readability*

AN ANALYSIS OF CULTURAL AND LINGUISTIC CHALLENGES IN SUBTITLING TRADITIONAL SINHALA HISTORICAL MOVIES: A STUDY OF 'MAHINDAGAMANAYA' AND 'VIJAYABA KOLLAYA'

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This paper presents the complex cultural and linguistic issues involved in the English subtitling of Sinhala History movies, 'Mahindagamanaya' and 'Vijayaba Kollaya.' Subtitlers face the challenge of providing content that is both internationalized and culturally consistent, as the intricate cultural allusions and classifications, as well as religious connotations, of the films make a significant portion of the source content difficult to translate and comprehend for international viewers. The study, based on qualitative contents analysis, features the way in which the subtitles negotiated the problems of translation of complex pronouns and honorifics, linguistic adaptation of idiomatic and colloquial language use, and localization of culturally distinct religious terms. Its results show that translators usually are torn between the desire to be accurate and the need to make the text culturally more acceptable, and that this can involve omissions, simplifications or even free substitutions to keep the narrative meanings clear. The given study contributes to the field of audiovisual translation research by helping to understand the subtlety of cultural competence and adaptive strategies in the process of subtitling Sinhala historical cinema and highlighting the necessity of using sensitive strategies to maintain cultural identity while improving the accessibility of the text on a global scale.

Keywords: *Subtitling, Audio Visual Translation, Historical Movies*

AN ANALYSIS OF ERRORS IN TRANSLATING MILITARY DOCUMENTS FROM SINHALA TO ENGLISH BY TRAINEE TRANSLATORS

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Military translation is a type of technical translation where error-free translation is needed in conveying the source message from one language to another. This study is mainly focused on identifying the translation errors made by trainee translators in translating military documents at the Department of Official Languages. Moreover, this study aims to fill the research gap through an analysis of Translation errors in military documents, especially with the language pair, Sinhala to English. The findings of this research are analysed using qualitative content analysis, and the data are collected through an observation method, which is used to analyse the data in selected military documents of the study. The translated documents are analysed and categorised according to the Liao (2010) error taxonomy, and it has found 124 translation errors from 10 translated documents. Moreover, according to the results of the study, the most frequent category of errors which are made by the trainee translators is language errors, accounting to 59 occurrences. Moreover, the errors most frequently made in the subcategory of language errors in translating military documents by the trainee translators are L6: Incorrect character, improper punctuation marks or inconsistency in term translation, which is 45 out of 59 language errors. While the category of the least frequent errors made by the trainee translators is Miscellaneous errors, accounting to 10 errors and rendition errors have made 55 rendition errors. Out of 55 rendition errors, the most frequent subcategory of rendition errors made by the trainee translators are R5: Misinterpretation due to unawareness of terms, accounting to 20 occurrences. In conclusion, it conveys that translators need to pay attention to language proficiency and skills. It is expected that future researchers can conduct research about military translation with different language pairs and translation fields.

Keywords: *Language Errors, Military Translation, Miscellaneous Errors, Rendition Errors, Translation Errors*

AN ANALYSIS OF LEXICAL-LEVEL TRANSLATION ERRORS IN A SELECTED AUDIT REPORT OF THE DEPARTMENT OF OFFICIAL LANGUAGES: A STUDY ON ERRORS DONE BY TRAINEE TRANSLATORS

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Official translation, especially audit report translation, can be considered as one of the most important fields in translation. Due to the complexity of the context of audit reports, the possibility of having errors remains very high. This study mainly focuses on revealing the lexical-level translation errors in a selected audit report translated by trainee translators of the Department of Official Languages. The research approach of this study is qualitative, and data were analyzed using the document analysis method. A selected audit report and its professional translation were used as the primary data, and previous research articles relevant to the current study were used as the secondary data in this study. The error analysis was based on Wang Ying's error classification. The derived error classification involves lexical ambiguity, lexical mistranslation, register inconsistency, omission, collocation errors and spelling errors, and each error type was classified with examples in this study. Results reveal that, register inconsistency is the most frequent error type, while spelling errors have the least occurrence. Lexical ambiguity has a considerable frequency of errors compared to other error types. It is evident that the primary causes of these errors are lack of subject knowledge, influence of colloquial language, and lack of vocabulary knowledge. Finally, it is suggested to use supporting tools such as dictionaries, glossaries, translation technologies, to obtain peer reviews for more clarifications of the source text, to update translators with new translation methods and strategies and to provide proper understanding about the translation process to avoid lexical-level translation errors in audit reports.

Keywords: *Audit Report, Lexical Level Errors, Translation Errors*

AN ANALYSIS OF TRANSLATION STRATEGIES EMPLOYED TO OVERCOME NON-EQUIVALENCE AT WORD LEVEL: WITH SPECIAL REFERENCE TO THE PERFORMANCE REPORT OF 2022 AT PRIME MINISTER'S OFFICE OF SRI LANKA

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This study explores strategies to address non-equivalence at word level in 2022 Performance Report of the Prime Minister's Office Sri Lanka. The aim of the research was to identify instances of non-equivalence, describe strategies used, and evaluate the strategies to preserve readability. Using a qualitative case study method, a textual analysis of the source and translated report was undertaken based on Mona Baker's taxonomy of strategies with comparative analysis. The most common strategy is Translation by a general word (26.23%). This means that translators generally move to a broader word when they do not have an exact equivalent to use. Translation by paraphrase using a related word (19.67%) and 'Translation using a loan word or loan word plus explanation (16.39%) are also strategies that are typical of these translators' use, clearly the preference for either an explanation or borrowed word. Translation by a more neutral/less expressive word (13.11%), can be seen as a tendency to draw back expressiveness where it is not feasible. Translation by cultural substitution (1.64%) and Translation by paraphrase using an unrelated word (1.64%) only occurred once each, by the translators. The choice of single strategy was explained by situations, context and the purpose of the report. The study concludes that, in order for government translators to produce high quality professional translations, multiple strategies need to be applied in context rather than be forced to adhere to one method. Limitations of the study are that it focused on a single document type and language pair suggesting the need for multi-lingual comparisons.

Keywords: *Non-equivalence, Translation Strategies, Performance Report, Sinhala-English*

AN ANALYSIS OF STRATEGIES EMPLOYED FOR ADDRESSING SENTENCE LENGTH AND COMPLEXITY IN TRANSLATING ADMINISTRATIVE DOCUMENTS FROM SINHALA TO ENGLISH

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Administrative translation is the process of translating administrative documents used in government institutions and public administration. This is usually challenging, due to the inclusion of long and complex sentences. Although this encompasses a broad area of study, in the Sri Lankan context administrative translation has received relatively limited scholarly attention. The objective of this study was to analyse translation strategies employed for addressing sentence length and complexity in translating administrative documents from Sinhala to English. For the present study 56 instances were collected using purposive sampling method and the researcher employed the qualitative approach. The researcher employed both content and thematic analysis to analyse the primary data of this study, 56 long and complex sentences were analysed through content analysis and the insights from the professional administrative translators were analysed through thematic analysis. The study was grounded by the Chesterman's (1997) syntactic strategies classification. Literal translation, sentence structure change, calque, transposition, clause structure change, cohesion change, and phrase structure change were identified in this in-depth analysis. The findings demonstrated that literal translation was the most frequently employed syntactic strategy to address sentence length and complexity in administrative documents. Sentence structure change, though significantly lower in comparison with the literal translation, was employed in more instances than any of remaining strategies. Calque, and transposition were used comparatively less than literal translation and sentence structure change. Further, clause structure change and cohesion change were equally used showing no difference in their frequency. In the content analysis phrase structure change was observed in a single instance out of 56 instances. In conclusion, this study contributes to the field of administrative translation by offering a broad understanding and recommendations on the use of syntactic strategies and their application in addressing sentence length and complexity during the translation of administrative documents.

Keywords: *Administrative Documents, Administrative Translation, Sentence Complexity, Sentence Length, Syntactic Strategies*

THE ROLE OF ADAPTATION IN TABOO LANGUAGE TRANSLATION IN SUBTITLES OF THE TWO SINHALA FILMS MACAṂ AND RAHAS KIYANA KAÑDU

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Although taboo language is often crucial to the story of the films, the studies that focus on identifying how different translation strategies can be used to successfully translate these in the context of subtitling are limited. Accordingly, the main objective of this research was to explore the role of adaptation as a translation strategy in translating taboo content in the subtitling of the two Sinhala films, *Macaṃ* and *Rahas Kiyana Kañdu*. This study is qualitative and deductive, as it is grounded on Skopos theory. Purposive sampling was used to identify and select subtitles that contain taboo language in the selected films. Primary data for this study was analyzed through a deductive content analysis. The taxonomy of offensive and taboo language presented by Cabrera (2014) was used to classify identified taboo instances. Each adapted subtitle instance was analyzed using the three rules of Skopos Theory. In this study, 102 subtitles containing taboo expressions were identified with 126 instances of taboo language. Classification of these instances reveled that, the most frequent category was insults (23%), followed by exclamatory swears, derogatory tones, and sexual references. 51% of these were adapted, with insults dominating (33%). Notably, categories such as sexual reference and blasphemy, rarely used adaptation strategy. According to the analysis, the intended purposes and meanings of the source taboos were preserved during the adaptation, although the literal meanings were modified or omitted. Additionally, the adapted taboo terms were natural and culturally appropriate within the context of the target language. Accordingly, the analysis indicated that adaptation strategy appears to align with Skopos theory, hence preserving the purpose, coherence, and fidelity in the translated subtitles. This research highlights adaptation as an effective, culturally sensitive strategy for subtitling taboo language in Sinhala films, since it allows translators to respect cultural conventions while conveying the intended message.

Keywords: *Adaptation Strategy, Audiovisual Translation, Skopos Theory, Subtitling, Taboo Language*

A STUDY ON STRATEGIES EMPLOYED IN TRANSLATING PLANTATION SECTOR-RELATED WORDS AND PHRASES: WITH SPECIAL REFERENCE TO THE MINISTRY OF PLANTATION AND COMMUNITY INFRASTRUCTURE

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This study investigates strategies employed in translating the Annual Report 2021 and the Progress Report 2016 from the Ministry of Plantation and Community Infrastructure. The primary objective is to identify the translation strategies used in translating the plantation sector-related words and phrases. A qualitative approach was chosen, involving purposive sampling and content analysis of two documents: the Tea Research Institute Annual Report 2021 and the Progress Report 2016. Words and phrases from each text were extracted and assigned to Vinay and Darbelnet's (1958) model, which lists borrowing, calque, literal translation, transposition, modulation, equivalence, and adaptation as key strategies. Results show that borrowing appears most often (46.67%), mainly for technical words that lack a precise Sinhala equivalent. Calque (10.67%) appears as the second most used strategy. Literal translation (33.33%), transposition (2.67%), and modulation (2.67%) were the preferred choices for reordering syntax and grammar. Although used less frequently, equivalence (4.00%) and adaptation (0.00%) proved vital when words and phrases required cultural or sector-specific adjustment. The research, therefore, suggests that successful transfer of meaning in the plantation industry depends on adaptable methods, a keen grasp of local contexts, and solid knowledge of the subject. These findings have practical implications for translators, policymakers, and educators alike, especially when designing training programs and agreeing on consistent terms across the field.

Keywords: *Plantation Sector, Translation Strategies, Vinay Darbelnet*

ANALYZING THE CHALLENGES IN TRANSLATING HEALTH FACT SHEETS FROM ENGLISH TO SINHALA

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Efficient, productive and successful translations of health communication is essential to ensure the equitable access to medical knowledge within multi-lingual and multicultural societies. This study analyzes challenges which occur during translating Health Fact Sheets from English to Sinhala, along with specific reference to audience-oriented, cultural, purpose-oriented, and strategic decision-making challenges, from the lens of Skopos Theory. This study used an interpretivist paradigm with a qualitative methodology. Primary data was collected through document analysis of Sinhala translated health fact sheets and via semi-structured interviews with two doctors, two nurses, and the Deputy Director of the District General Hospital - Horana. The findings were analyzed using thematic analysis. The analysis showed that audience-oriented challenges often root in language registers and the target audience's health literacy levels. Cultural challenges emerged from literal translations of culturally unfamiliar concepts. Purpose-oriented challenges were present in cases where the translation could not align with the originally intended informative or preventive goals of the source texts. Lastly, strategic decision-making challenges often resolved around literal fidelity. The research concludes that Skopos Theory as a functionalist approach, certainly and successfully offers valuable guidance into addressing these challenges. It clearly highlights the necessity of appropriate translation practices within Sri Lanka's healthcare sector. This study contributes to the growing body of knowledge in Sri Lankan public health translation and emphasizes the importance of mindful and purpose centered strategies in Sinhala medical translation.

Keywords*: Skopos theory, Health Communication, Purposeful Translation*

THE IMPACT OF TRANSLATION TECHNOLOGIES ON THE PROCESS OF LEGAL TRANSLATION: A STUDY BASED ON THE PERSPECTIVES OF GOVERNMENT TRANSLATORS IN THE DEPARTMENT OF OFFICIAL LANGUAGES OF SRI LANKA

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The traditional translation process has been transformed in the past few decades by the emergence of technology in the translation industry. The discovery and application of translation technologies have prompted professional translators to adopt an innovative approach, including these technologies in their current translation workflow. These technologies include Machine Translation, Machine-Aided Translation, Computer-Aided Translation (CAT) Tools, E-Dictionaries, E-Glossaries and Terminology Management Systems. This study mainly focuses on examining the impact of translation technologies on the process of legal translation based on the perspective of government translators in the Department of Official Languages in Sri Lanka. The research approach of this study is qualitative, and a semi-structured questionnaire is distributed among 15 government translators in the Department of Official Languages to gather their perspectives regarding the usage of translation technologies in the legal translation process. According to the results obtained in this study, Machine-Aided Translation, Terminology Management Systems, E-Dictionaries and E-Glossaries have a positive impact on the process of legal translation, while Machine Translation and Computer-Aided Translation Tools have a mixed impact on the process of legal translation. Additionally, this study highlights the fact that human expertise remains essential for ensuring high-quality translations, as human judgment cannot be replaced by translation technologies, especially in the process of legal translation. Finally, it is suggested to develop an accurate Sinhala and Tamil language-supported legal glossary and a departmental corpus for legal documents. This study provides valuable insights into optimising the usage of these technologies in the legal translation process.

Keywords: *Government Translators, Legal Translation, Translation, Translation Process, Translation Technologies*

IDENTIFYING BETTER PRACTICES AND STRATEGIES TO INCREASE PRODUCTIVITY IN THE TRANSLATION PROCESS IN HRM DIRECTORATE AT SRI LANKA CUSTOMS

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The Human Resource Management (HRM) Directorate at Sri Lanka Customs encounters difficulties in executing efficient translation processes, as they frequently deal with numerous document translations in accordance with Official Trilingual Policy. Improvement of translation processes at the HRM Directorate has become necessitated, as the below standard, inefficient translations have been leading to negative consequences. Accordingly, this research was carried out to identify the practices that can be used to enhance translation productivity in HRM Directorate. This research adopts a qualitative approach with a constructive paradigm, employing an inductive methodology to examine the factors affecting translating productivity including connections between translation process and productivity performance. Semi-structured interviews and ethnographic observation were used to gather data from nine translators, editors and proofreaders at Customs. Data was analyzed using graphs, charts and thematic analysis. Deficiencies in Strategic Management of Translation Workflows, Limited Adoption and Impact of Translation Technology, Informal and Inadequate Team Communication and Feedback Structures, Divergent Perceptions of Translation Productivity, Systemic and Individual Barriers Impeding Translation Productivity are identified as five major thematic challenges at HRM Directorate. These themes further address the research questions (RQs) and the main objective of the research. Strategic implications for these challenges include standardizing workflow management through Standard Operating Procedures (SOPs) for efficiency, introducing Computer Assisted Translation (CAT) tools with robust training to enhancing speed and consistency, developing Customs centralized glossaries to maintain professionalism in translations, establishing communication and feedback protocols to minimize gaps in communication flow and feedback opportunities, developing balanced productivity metrics to enhance productivity, requesting for specialized support, especially for Tamil Language to overcome linguistic barriers. Sri Lanka Customs could shift its translation service from bottlenecks to a strategic facilitator of organizational capabilities if the suggested practices and approaches are adopted.

Keywords: *Better Practices and Strategies, Translation Challenges, Translation Process, Translation Productivity, Workflow Optimization*

A STUDY ON THE CHALLENGES IN TRANSLATING FINANCIAL DOCUMENTS PUBLISHED BY THE MINISTRY OF FINANCE FROM ENGLISH TO SINHALA

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In multilingual countries such as Sri Lanka, translating financial documents from English to Sinhala is essential not only for transparency processes but also for making policy documents available for non-English speaking persons. The main aim of this study is to discover the challenges faced by translators in the Ministry of Finance who translate financial documents, with a focus on linguistic and institutional barriers. Prior literature has expressed general barriers in translating, but there is minimal study on the particular barriers related to translating financial documents in the context of Sri Lanka, thus outlining a specific research gap. Data were gathered through semi-structured interviews with seven professional translators working at the Ministry of Finance. This case study looks at the first-hand experiences of selected translators. Thematic analysis was used to allow for the themes and patterns to be identified using the translators' narratives. The results revealed that lexical issues predominant in the vocabulary were utilised in finance. In addition to using paraphrasing, transliteration or borrowing, translators experienced inconsistency with decisions made generally due to lack of framework for identifying and problem-solving processes, as well as a lack of institutional support. The second considerable issue was syntactic considerations situating the relevance within structural differences between Sinhala and English; the issues associated with syntactic differences tended to compromise fidelity and readability. The next issue was related to culture which accounted for idioms and jargon. For translators, translating financial documents from English to Sinhala within the context of Sri Lanka comes with barriers that challenge the translator accuracy and consistency, such as lexical, syntactic, cultural, and institutional barriers.

Keywords: *Financial Translation, Lexical Challenges, Syntactic Challenges*

EXAMINING PARAPHRASING AS A TRANSLATION STRATEGY IN INTRALINGUAL CONTEXT: A STUDY OF SELECTED SCENES FROM OTHELLO

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Paraphrasing is a key translation strategy employed in meaning retention. While the role of paraphrasing in interlingual translation has been studied extensively, its application in intralingual translation remains relatively underexplored. The researcher presents a systematic investigation on how paraphrasing functions in an intralingual translation context to bridge the gap between two temporally distinct linguistic settings. The study, grounded in Vila et al.'s comprehensive theoretical framework, analyzes how morpho-lexical, structural, semantic-based and other types of textual alterations impact meaning preservation and enhance readability within the scope of intralingual translation, focusing on selected scenes from Othello by William Shakespeare and its modern version by Alex Woelffer. The study employs a qualitative linguistic analysis approach and follows a textual analysis method for data collection in inspecting how paraphrasing mitigates the temporal challenges between the Early Modern English era and the modern era. The key findings of the study, derived from the content analysis method, reveal that out of twenty paraphrasing types examined, the use of synonyms under the same polarity substitutions type is the most frequently employed paraphrasing mechanism by the translator. The incorporation of relatively modernized concepts in place of complex cultural references embedded in Shakespearean literature has been crucial in addressing the contemporary reader. The translator's attempt in adapting to a less semantically challenging sentence structure by following several strategies, such as negation switching, ellipsis and use of contractions, allows the reader to embrace the text similar to an original reader. It could be identified that the translator has avoided employing several paraphrasing types, such as direct/indirect alterations to ensure both comprehensibility as well as fidelity to the original text. Thus, the study reveals that paraphrasing plays a vital role in transcending the linguistic boundaries between diverse language eras and influences in reconstructing accurate and accessible texts to reach the modern target reader.

Keywords*: Interlingual, Intralingual, Morpho-lexicon, Paraphrasing, Semantics*

AN INVESTIGATION OF TRANSLATION STRATEGIES USED IN TRANSLATING CULTURAL TERMS: WITH SPECIAL REFERENCE TO VIRAGAYA BY MARTIN WICKRAMASINGHE AND ITS ENGLISH TRANSLATION.

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This study explores how cultural terms in *Viragaya* by Martin Wickramasinghe are translated into English in *The Way of the Lotus* by Ashley Halpe. The main aim of this is to identify the strategies used for translating culture-specific items (CSIs) and to evaluate how effectively they preserve the original cultural meaning. The study follows a qualitative design, using textual analysis as the primary method. It focuses only on Newmark's (1988) translation strategy model, which includes procedures such as transference, descriptive equivalent, adaptation, synonymy, paraphrase, and reduction. Over 50 Sinhala CSIs were identified through close reading of both the original and translated texts. Each term was classified according to the strategy used. The findings show that transference was the most used strategy, especially for items with strong cultural value. Descriptive equivalents and paraphrasing were also common, particularly for terms that required explanation. Adaptation and synonymy were used to support natural flow, while reduction was used less often due to the risk of meaning loss. The results confirm that Newmark's model provides a useful framework for handling CSIs in Sinhala-English literary translation. The study highlights the importance of using a flexible, context-aware approach to maintain both readability and cultural depth. It also offers practical recommendations for future translators and supports the use of Newmark's strategies in South Asian translation contexts.

Keywords: *Cultural Terms, Translation Strategies, Culture-Specific Items (Csis), Literary Translation, Transference, Descriptive Equivalent, Adaptation, Paraphrase, Synonymy, Reduction*

EXPLORING TRANSLATION STRATEGIES IN DUBBING: A CASE OF SELECTED EPISODES FROM TOP CAT AND THE BEARY FAMILY AND THEIR SINHALESE DUBBED VERSIONS

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The successful translation of humour has long been considered one of the most challenging tasks faced by translators due to the certain constraints of the language. Audiovisual Translation, particularly, dubbed animated cartoons often find the inclusion of humorous content. The main objective of the present study is to analyse the Verbally Expressed Humor in cultural references and allusion as well as linguistic elements and their translation to Sinhala language in selected animated cartoons. Addressing the gap of research on dubbing related to Sinhala and English language pair, 'Top Cat' and 'The Beary Family' and their Sinhalese dubbed versions, 'Pissu Pūsā' and 'Valas Māmā' are selected as the corpus of the study. The analysis is carried out by using the modified taxonomy for translating verbal humour by Sylvia Jaki (2016). Having a frequency analysis on the collected data, the results revealed that equivalent translation to create verbal humour in the target language is the mostly used strategy in translating verbally expressed humour in both cultural references and linguistic elements with a highest frequency out of 49 instances. Among the least employed translation strategies for the rendering of verbally expressed humour in the selected examples are literal translation and deletion. The study reveals that shifting to literal translation in the process often leads to loss of the humor and translation by a passage deprived of language play has produced contrasting results in terms of humour in the translation. The unadapted language play of the source language in the target language only observed to have been employed in translating cultural references and allusion. The present study encourages further studies on possible strategies to translate verbally expressed humour in terms of dubbing.

Keywords: *Cultural References, Dubbing, Translation strategies, Verbally Expressed Humour, Linguistic Elements*

A STUDY ON CHALLENGES ENCOUNTERED BY THE TRAINEE TRANSLAORS IN TRANSLATING PLANTATION SECTOR DOCUMENTS: A CASE OF THE MINISTRY OF PLANTATION AND COMMUNITY INFRASTRUCTURE

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This study set out to examine the internal and external challenges encountered by trainee translators in translating entire plantation sector documents from Sinhala to English at the Ministry of Plantation and Community Infrastructure. Utilizing a qualitative case study approach, this study gathered data through semi-structured interviews with eight trainee translators and analyzed their responses thematically by using the Fidelity Framework of Enoch Ajunwa. The findings point out internal challenges, such as difficulty with long, passive Sinhala syntax (21%), a lack of knowledge of specialized terminology (21%), psychological stress under the tight timeframes (21%), the issues with understanding Sinhala syntax and sentence structure (11%), difficulty with maintaining formal tone (5%), and issues in selecting relevant equivalents in English (16%). External challenges such as the absence of a standardized glossary (19%), vague and poorly organized source texts (15%), limited guidance (17%), a lack of systematic training (15%), short timelines (17%), shifting terminologies according to contexts (7%), and unclear instructions on formatting (5%) were also identified. These findings reveal that trainee translators encounter a range of interconnected challenges that obstruct their ability to produce quality and accurate translations. This study advocates the design of systematic training modules, the introduction of standardized reference materials, and strong institutional support to encourage the confidence of the trainee translators. By directing attention to the empirical research area, this study contributes significant insights into the practical realities of translating the specialized plantation sector documents and concrete, implementable recommendations to improve the standards of translation quality and accuracy in both government and academic settings.

Keywords: *Plantation Sector, Sinhala-English Translation, Trainee Translators, Translation Challenges*

AN INVESTIGATION OF TRANSLATION TECHNIQUES USED IN TRANSLATING TECHNICAL TERMS: SPECIAL REFERENCE TO NATIONAL TECHNICAL GUIDELINE ON MERCURY WASTE MANAGEMENT

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This study investigates the translation techniques used in translating technical terms in the National Technical Guideline on Environmentally Sound Management of Mercury Waste. Translators employ a variety of translation techniques to overcome linguistic challenges when translating technical terms from English to Sinhalese. Therefore, the primary objective of the study is to examine the translation techniques employed by the translators to translate technical terms in this Guideline. The present study employs a qualitative research methodology. The data analysis method is content analysis method. To collect primary data, the researcher examined the Technical Guideline and its Sinhala translation, translated by professional translators at the Department of Official Languages. Through the purposive sampling technique, 129 technical terms were identified. Vinay & Darbelnet translation techniques (1995) are employed as the theoretical framework to identify translation techniques. Out of the seven translation techniques, the researcher has identified five (5) translation techniques in this Technical Guideline, and Equivalence is the most frequently used technique. This highlights that there are established terms in the target language for most of the technical terms identified in the document. Transposition and Modulation were the least used techniques. The findings reveal oblique translation techniques are predominantly used when translating the identified terms related to waste management processes, chemical safety, environmental regulations, and scientific terminologies specific to mercury. This study advances the theoretical knowledge of translation techniques and offers suggestions to develop and maintain standardised bilingual or trilingual terminology databases specific to hazardous waste management.

Keywords: *Equivalence, National Technical Guideline on Environmentally Sound Management of Mercury Waste, Technical terms, Translation techniques*

A STUDY OF TRANSLATION PROCEDURES ADOPTED TO TRANSLATE THE TECHNICAL JARGON OF THE ANNUAL REPORTS FROM 2020 – 2023 OF SRI LANKA PORTS AUTHORITY FROM ENGLISH TO SINHALA

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Translation facilitates the rendering of the meaning of a source language to the target language precisely where technical Jargon refers to specific terms which are unique to a specific field or specific institution. This study aims to investigate the translation procedures adopted to translate the technical jargon of the Annual Reports from 2020-2023 of Sri Lanka Ports Authority from English to Sinhala. The study fits well with qualitative mode of inquiry. This study is associated with content analysis as the translator observes and analyses the content of the Annual Reports from 2020-2023 of Ports Authority and categorizes the translation procedures used to translate the technical jargon of the Annual Reports from 2020-2023 of Ports Authority. The sampling of the current study is purposive sampling. This study has collected 66 technical terms employing 12 translation procedures where, the most frequently used translation procedure is Descriptive equivalent. The translation procedures such as Transference, Through-Translation, Cultural equivalence, and Recognized translation are employed in equal frequencies, while Paraphrase and Synonymy have been less used. Main findings of the research are the types of translation procedures of Peter Newmark employed to translate the technical jargon of the Annual Reports from 2020-2023 of Ports Authority and the technical jargon related to various fields of Ports Authority such as marine engineering, maritime logistics, shipping, statistics, financial regulations and port management etc. Overall, the current study reflects that the translation process should be done precisely and effectively to facilitate the communication between different parties.

Keywords: *Translation Procedures, Technical Jargon, Annual Reports*

A STUDY ON BUREAUCRATIC LANGUAGE AND READABILITY IN THE SINHALA TO ENGLISH TRANSLATIONS OF OFFICIAL PUBLIC NOTICES TRANSLATED BY THE MATARA DISTRICT SECRETARIAT

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The use of bureaucratic language in Official Public Notices is common due to the standard format of government documents and formality. However, concerns arise about the general public's readability in theses notices due to the complex characteristics of bureaucratic language including lengthy sentences and administrative jargon. In this context, readability of twenty Official Public Notices translated from Sinhala to English was evaluated using the Gunning Fog Index and a Readability Evaluation Questionnaire along with document analysis. Readability was analyzed using the Gunning Fog Index to determine how easily the information could be understood by the general public. A questionnaire was distributed to twenty participants, each of whom reviewed a separate sample from the twenty selected documents. The participants were people who came to the Matara District Secretariat to obtain different services. Results showed highly inflated Gunning Fog Index scores, showing that the given Notices were generally difficult to understand. 10% percent of the given samples revealed the readability level as "difficult", 10% of the samples appeared as "complex." 10% of the samples were "very difficult" to read, 45% were extremely complex to read, while 25% were counted as "ultra complex" to read. The questionnaire results showed that majority of the participants found the Notices were not very clear, not easy to understand the main points, the usage of vocabulary was not very appropriate, accepting that it was difficult to find key information included in the samples, and they were somewhat difficult to read. Document analysis displayed that most of the samples were difficult to read due to overly lengthy sentences and unfamiliar vocabulary. The difficulty in readability regarding Sinhala to English translations of Official Public Notices translated by the Matara District Secretariat arose from two main causes: Lengthy, convoluted sentence structures and administrative jargon in bureaucratic language.

Keywords: *Bureaucratic Language, Readability, Official Public Notices*

AN ANALYSIS OF LINGUISTIC ERRORS IN FINANCIAL TRANSLATION BY UNDERGRADUATE STUDENTS: WITH REFERENCE TO SELECTED FINANCIAL DOCUMENTS

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Translation is an essential process for ensuring precise communication between languages, particularly in specialised domains, such as finance. Linguistic errors in financial translation compromise the accuracy and effectiveness of the message, leading to misinterpretations and significant consequences. The primary objective of this study is to identify and categorise the linguistic errors made by the selected undergraduates specialising in Translation Studies in their 3rd and 4th years at Sabaragamuwa University of Sri Lanka. A purposive sample of 120 financial documents, including audit reports, annual reports, budget reports, and tax regulations, was translated from Sinhala to English and analysed using Corder's Error Analysis Theory (1967) and the American Translators Association's taxonomy (ATA,2010). A qualitative content analysis method categorised errors into syntactic, lexical, morphological, and semantic types. The findings disclosed a total of 212 linguistic errors, with the most frequent being syntactic errors (82), followed by lexical errors (74), morphological errors (30), and semantic errors (26). Syntactic errors included issues with subject-verb agreement and sentence structure, while lexical errors involved incorrect usage of financial terminology. Morphological errors involved spelling and pluralisation issues, whereas semantic errors stemmed from mistranslation, omission, and distortion of meaning. The distribution of errors demonstrated that syntactic and lexical errors accounted for the majority, highlighting the need for a thorough understanding of financial language structure. There is a significant research gap concerning linguistic errors in financial translation, particularly among undergraduate students, despite the abundance of research on general translation errors. The study concludes by recommending the establishment of financial glossaries in Sinhala and English, the incorporation of financial translation modules into academic curricula, and the enhancement of training through authentic resources.

Keywords: *Financial Documents, Linguistic Errors, Translation*

ANALYSING STRATEGIES IN TRANSLATING FANTASY TERMINOLOGY: WITH REFERENCE TO SELECTED NOVELS OF HARRY POTTER AND LORD OF THE RINGS

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Translating fantasy literature into Sinhala poses unique challenges due to its wide use of invented terms, cultural references, and magical elements. This study examines the translator's strategies used to translate fantasy terms by categorising them into neologisms, proper names, spells, and constructed languages according to the theories proposed by Newmark (1988), Vermes (2001), and Jespersen (1928), and by employing both direct translation strategies and oblique translation strategies. This study employs a qualitative approach, utilising comparative content analysis of selected fantasy terminologies from the source texts and their Sinhala translations. Additionally, thematic analysis was conducted through the interviews with the literary translators to support the textual findings of the study. Translation strategies were analysed according to the translation model proposed by Vinay and Darbelnet (1958). The findings of the study reveal that, out of the 61 selected fantasy terms, direct translation strategies were the most frequently used translation strategy. Specifically, borrowing to preserve the originality and the fantasy feel of the source texts. Oblique translation strategies, such as modulation, equivalence, and adaptation, were also employed when direct translation was not feasible. This study also introduces a new subcategory of borrowing, known as Morpho-Cultural Borrowing, which combines borrowing translation strategy with target language morphological adaptations to make the translated term more aligned with the grammatical and cultural norms of the target language. This study contributes to the field of literary translation, particularly fantasy translation, by highlighting how translation strategies can be effectively used to preserve the originality of the source text while making it accessible to the target audience.

Keywords*: Literary Translation, Fantasy Translation, Translation Strategies*

AN ANALYSIS OF THE EFFECTIVE USE OF TRANSLATION SHIFTS IN ENGLISH DRAMA: A COMPARATIVE STUDY WITH REFERENCE TO THE PLAY *ANTIGONE*

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Translation shifts plays an important role in the process of translation to achieve accurate and effective translation. The present study explores the effective use of translation shifts in the English drama "Antigone" and its Sinhala translation through a comparative analysis. This study aims to identify the types of translation shifts with reference to James Catford's translation shifts theory (1965). The researcher adopted a comparative qualitative research design to achieve the aims of the study. The primary data for the research is drawn from the source text "Antigone" and its Sinhala translation. The study identified and categorized 51 translation shifts in total, including level shifts (10), structure shifts (16), class shifts (10), unit shifts (10) and intra-system shifts (5). Each shift type identified was evaluated through the theory of dynamic equivalence proposed by Eugene Nida (1964) to examine its impact on effective transfer of the message and equivalence to the source. The findings suggest that the translator has employed translation shifts effectively, bringing about a close yet natural equivalent to the source text , maintaining the intended meaning and dramatic effect of the text. The analysis emphazied that the effective use of translation shifts contributes to preserve the dramatic effect and the meaning of the play "Antigone". This study contributes to the translation field by shedding light on drama translation with reference to translation shifts and dynamic equivalence.

Keywords: *Drama Translation, Dynamic Equivalence, Translation, Translation Shifts*

AN ANALYSIS OF VINAY AND DARBELNET'S TRANSLATION STRATEGIES IN TRANSLATING CULTURAL REFERENCES: A CASE OF ADARANIYA VICTORIA BY MADAWELA

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This study scrutinizes the application of Vinay and Darbelnet's translation strategies in translating cultural references in the Sinhala novel Adaraniya Victoria by Mdawala into English, aiming to investigate the most frequently used strategy when rendering the cultural terms and fill a gap in the empirical literature by utilizing Vinay and Darbelnet's framework for translations of Sri Lankan literature, specifically focusing on cultural references, providing a guidance to translators in making informed decisions in culturally rich texts. This research followed a textual analysis that involved a comparative examination of selected chapters (one to five) from Adaraniya Victoria and their English translations to identify patterns in the application of translation strategies when rendering cultural references. The research findings reveal that borrowing is the most prevalent strategy (38.33%), highlighting translators' preference for retaining original Sinhala terms, accompanied by endnotes to preserve cultural specificity. Modulation and equivalence, each used at a rate of 17.92%, were applied to adapt idioms and proverbs into smooth, culturally appropriate English expressions, while adaptation is rarely employed (0.83%), contributing to preserving both the clarity and intended meaning of the original text. The occasional use of Literal Translation (11.25%), Calque (10.83%), and Transposition (2.92%) indicates the translator's ability to select context-appropriate strategies to enhance the accuracy and accessibility of the translation. Overall, this study emphasizes the vital role of cultural competence in translation, as the effective application of these strategies demands a thorough knowledge of both the source and target cultures, providing valuable implications for improving both professional translation practices and academic training.

Keywords: *Translation Strategies, Cultural References, Borrowing, Modulation*

TRANSLATING SCIENCE: AN ANALYSIS OF THE LINGUISTIC CHALLENGES ENCOUNTERED BY TRANSLATION STUDIES UNDERGRADUATES AT SABARAGAMUWA UNIVERSITY OF SRI LANKA IN SCIENTIFIC TRANSLATION

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Linguistic challenges arise when translating between languages due to differences in grammar, vocabulary systems, and stylistic norms. The main objective of this study is to examine the linguistic challenges confronted by Sinhala-English Translation Studies undergraduates at Sabaragamuwa University of Sri Lanka in translating scientific texts. To achieve this goal, the researcher conducted in-depth interviews with 40 selected Translation Studies undergraduates of Sabaragamuwa University of Sri Lanka. The data were collected using a purposive sampling technique and analysed using the thematic analysis method. Ghazala's (2008) classification was adopted to categorise the data where linguistic challenges include lexical challenges, grammatical challenges, stylistic challenges, and phonological challenges. The findings of this study indicated that scientific translation presents several complex and multilayered linguistic challenges more than cultural challenges when translating scientific texts from English to Sinhala. This study reported that lexical challenges as the most frequent challenge encountered by the Translation Studies undergraduates in scientific translation due to complex terminology, lack of standardised bilingual glossaries, and the lack of subject-specific knowledge. And it ensured grammatical challenges with translating complex and long sentence structures and passive voice structures in scientific texts. These included issues in tense usage, incorrect modifiers, and subject-verb agreement. Further, it investigated that a significant number of participants confront stylistic challenges when maintaining the formality and the tone of the source language. Moreover, the phonological challenges were encountered due to the lack of prior auditory exposure to scientific words and inconsistencies in English spelling. This study concludes by recommending specialised training in scientific translation to enhance the performance of Sinhala-English Translation Studies undergraduates.

Keywords: *Lexical Challenges, Linguistic Challenges, Phonological Challenges, Specialised Translation, Stylistic Challenges*

EXAMINING THE CHALLENGES OF TRANSLATING GOVERNMENT CIRCULARS: WITH SPECIAL REFERENCE TO THE MINISTRY OF EDUCATION, HIGHER EDUCATION, AND VOCATIONAL EDUCATION

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Translation serves as a tool to overcome barriers between languages. Particularly, administrative translation holds a crucial role in the government sector to communicate effectively among diverse target audiences. This study investigates the challenges faced by translators in the Translation Pool, a group of people who are experts in both Sinhala and English, when translating government circulars published by the Ministry of Education, Higher Education, and Vocational Education of Sri Lanka during 2022 and 2024. This study conducts a qualitative, inductive methodology, and data were collected from interviews, a collection of circulars, and previous research articles. The research provides a thematic framework for recognizing these problems in order to accomplish the objectives of this study by using Christiane Nord's classification of translation challenges. The researcher identifies difficulties from purposive sampling and then categorizes them into pragmatic, linguistic, cultural, and text-specific problems. Key findings shows that the translators struggle with maintaining formal tone, lack of contextual information, managing complex sentence structures, structural differences (SOV vs. SVO), inconsistent terminology, lack of equivalent terms, cultural nuances, strict deadlines, heavy workload and limited editing processes. To successfully overcome these challenges, the study emphasizes the significance of having knowledge about the context and subject matter, in addition to language proficiency of translators. The study also emphasizes the influence of institutional elements on the naturalness of the translation, including strict deadlines and considerable workloads. Future studies might expand on these findings and enhance the field of translation studies and its use in public administration by examining more language pairs and other ministries, and quantitative quality assurance.

Keywords: *Administrative Translation, Christiane Nord's Classification, Educational Sector, Translation Challenges, Sinhala – English*

ACCURACY IN TRANSLATION: A COMPARATIVE STUDY OF GOOGLE TRANSLATION AND HUMAN TRANSLATION IN THE PROGRESS REPORT - 2024 OF THE MINISTRY OF PLANTATION AND COMMUNITY INFRASTRUCTURE

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Machine Translation has become increasingly widespread with digitalization and global communication development. However, the accuracy of machine translation tools in specialized fields such as government documentation is still doubtful. This study aims to evaluate the accuracy of Google Translate in comparison to human translation in the Progress Report -2024 of the Ministry of Plantation and Community Infrastructure. A qualitative design guided the work. Purposive sampling was employed to select sixteen (16) Sinhala-to-English translated segments from the institutional texts of the progress report. The analysis followed Nababan's (2012) translation accuracy model, which measures completeness, meaning transfer, and terminology accuracy. Based on this model, each segment was thematically evaluated under three categories: accurate, less accurate, and inaccurate. The research reveals that human translation achieved a 75% accuracy rate, while Google Translate produced only 18.75% accurate output. The Google Translate output was full of mistranslations, cultural misinterpretations, omissions, and incorrect technical vocabulary. These inconsistencies signify the limitations of Google Translate in handling domain-specific documents, where semantic precision and formality are critical. Based on findings, the study recommends prioritizing human translation in formal government communication. Furthermore, the study suggests integrating post-editing processes, updating domain-specific glossaries, and offering professional training to improve machine-assisted translations. This study contributes to the scarce literature on Sinhala-English translation in the Sri Lankan public service and provides a foundation for enhancing translation and practices in public sector documentation.

Keywords: *Google Translate, Government Documentation, Human Translation, Progress Report, Translation Accuracy*

A STUDY OF PROCEDURES EMPLOYED IN RELIGIOUS POETRY TRANSLATION: WITH SPECIAL REFERENCE TO 'TOWARDS A BETTER WORLD'- THE ENGLISH TRANSLATION OF *LŌ WADA SAṄGARĀVA*

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Translation is acknowledged as a process of transferring a textual material from one language to another language. Within a wide array of translation types, poetry translation refers to a unique approach of expressing the messages which relies heavy on sense, emotions, feelings and Culture Specific Items. The poetry translation evokes as the way of rendering the hidden meanings of the texts instead of word for word rendering. As a consequence, translating poetry embellishes linguistic and cultural challenges. Therefore, the main objective of the present study is to identify the procedures employed in relevance to Peter Newmark's (1998) classification of translation procedures. The research adopts a qualitative data collection method in correspondent to a content analysis with non-probabilistic sampling technique along with an explanatory inductive approach. Through the close textual analysis, culture specific items and their relevant procedures, which are employed in the target text are identified. The findings reveal that transference, naturalization, functional equivalent, descriptive equivalent, cultural equivalent, synonymy, shifts or transposition, modulation, componential analysis, paraphrase, reduction and expansion, and notes are identified within the target text. In the sense of pertinence to Peter Newmark's (1998) procedures, the new and alternative procedures namely, trans naturalization, trans description, literal shift, literal synonymy, componential description and trans addition are identified by the researcher. According to the findings, the most frequently employed procedures were identified as functional equivalent, synonymy, modulation, cultural equivalent, and descriptive equivalent respectively. The highest frequency among the newly identified procedures was identified, which is trans naturalization. In conclusion, this dissertation sheds light on the practical application and theoretical implication in relevance to the identified procedures, which contributes as the future resources to the studies in Sinhala classical religious poetry translation.

Keywords: *Culture Specific Items, Lō wada Saṅgarāva, Poetry translation, Procedures*

CHALLENGES IN TRANSLATING LEGAL DOCUMENTS FROM ENGLISH TO SINHALA WITH SPECIAL REFERENCE TO THE PARLIAMENTARY PUBLICATIONS IN SRI LANKA

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Translating legal documents requires precision, a deep understanding of legal systems, and linguistic and cultural sensitivity to ensure accurate and effective communication between various languages. This study aimed to explore the challenges faced by translators when translating legal documents from English to Sinhala in the context of the Parliament of Sri Lanka. Translating legal documents requires precision, in-depth knowledge about the terminologies of legal systems, and cultural sensitivity to ensure accurate and effective communication between languages. This study focused on linguistic, syntactic, cultural, and other institutional challenges most frequently faced by professional translators. A qualitative research methodology was adopted, and data were collected by interviewing ten professional translators working at the Parliament of Sri Lanka through a structured questionnaire. A thematic analysis was used to interpret the data, thematic analysis was used, paying attention to the specific themes aligned with the framework by Murici, which emphasizes differences found in different legal systems and differences found in different legal cultures. The results revealed that most of the linguistic challenges occurred due to terminological inconsistency and a lack of harmonization. Complex grammatical structures and syntactic ambiguity are identified as syntactic challenges. In addition, the results revealed that many cultural challenges occurred due to difficulties in localization and cultural sensitivity. The lack of sufficient training and time management is a well-known institutional challenge. In conclusion, this study addressed language barriers, cultural sensitivity, and other institutional barriers, and the findings revealed that effective legal translation also requires language proficiency, standardized glossaries, subject-related knowledge, and institutional support. Finally, future research is recommended on institutional policies and the impact of developing legal system reforms on translating Parliamentary legal documents in Sri Lanka.

Keywords: *Legal Terminologies, Legal Translation, Linguistic Barriers, Parliamentary Publications, Translation Challenges*

ERRORS IN GOOGLE TRANSLATE: WITH REFERENCE TO THE 2024 FISCAL MANAGEMENT REPORT

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This research examines errors of Google Translate in translating financial texts from English to Sinhala with reference to the Fiscal Management Report - 2024. Despite Google Translate is an easy and accessible option for translations, the effectiveness of Google Translate in translating complex financial language remains questionable among specialists. The aim of this research study is to identify, classify and analyze Google Translate errors in the Sinhala translation of financial documents by applying the error typology of Popescu (2013), which includes linguistic errors, comprehension errors and translation errors. A qualitative methodology was used within a positivist philosophy and realist ontology and purposive sampling was used to selected sections of the Fiscal Management Report - 2024 document to be translated using Google Translate. The Google translations were compared to Sinhala translations one by the translators at the Ministry of Finance. The overall error analysis established marked error patterns in all three categories. The findings revealed that linguistic errors were the most prominent, accounting for 46% of all identified issues. These included syntactic (21%), morphological (14%), and collocational (11%) errors. Comprehension errors represented 29%, including misunderstanding of lexis (17%) and syntax (12%). Translation errors accounted for 25%, primarily distorted meaning (13%), omissions (8%), and additions (4%). These inaccuracies could potentially mislead audiences, misinforming them on the meaning of a policy, result in lost confidence in MT tools, or damage the public's faith in professional translators. The research highlights the continued need for human professionals in translating discipline specific documents, while it suggests that hybrid approaches of combining machine translation with post-editing by human professionals may be a pathway forward.

Keywords: *Financial Translation, Google Translate, Machine Translation, Sinhala Language, Translation Errors*

AN INVESTIGATION OF SUBTITLING STRATEGIES IN TRANSLATING HISTORICAL TERMS FROM SINHALA TO ENGLISH: WITH SPECIAL REFERENCE TO "GAADI" AND "MAHINDĀGĀMANAYA" MOVIES

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Audio-visual translation refers to the process of transferring the spoken language of audiovisual products from one language to another. Subtitling enhances the original voice by adding written text on the screen and plays a significant role as a form of audiovisual translation. Subtitles in Sinhala historical movies contribute to global understanding by translating into various languages, particularly from Sinhala to English, thereby preserving the authenticity. Subtitling strategies are employed to enhance the target audience's understanding of the content. This study fulfils the dearth of focused studies that address the subtitling strategies used to translate historical terms from Sinhala to English. Therefore, this study aims to investigate the subtitling strategies employed by Gottlieb (1992) in the movies "Gaadi" (2019) and "Mahindāgāmanaya" (2011), focusing on the translation of Sinhala historical terms into English. The above two historical movies are utilised as primary data, whereas previous research articles, lecture notes, and other related documents are secondary data. This study adopts a qualitative approach with content analysis to investigate the subtitling strategies employed in translating Sinhala historical terms from Sinhala to English in these historical movies. The researcher collected 44 Sinhala historical terms using a purposive sampling technique to investigate Gottlieb's subtitling strategies. The collected historical terms were classified according to Věra Slováková's (2007) five thematic groups. Among subtitling strategies, the transfer strategy is the most commonly used in "Gaadi" and "Mahindāgāmanaya". Furthermore, this study aims to provide recommendations and insights for future researchers to conduct further research across various languages, investigating how Sinhala historical terms are handled in subtitling.

Keywords: *Audio-Visual Translation, Historical Terms, Subtitling, Subtitling Strategies*

INVESTIGATING THE NATURALNESS OF THE TARGET TEXT: WITH SPECIAL REFERENCE TO THE HEART OF A DOG AND ITS SINHALA TRANSLATION

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This study investigates the naturalness of the Sinhala translation of Mikhail Bulgakov's The Heart of a Dog, portrayed as *Ballekuge Hadawatha* by Gamini Viyangoda. The research addresses the problem to which extend the translation reads smoothly and naturally in the target language. The main objective is to analyze the lexical, syntactic, cohesive and idiomatic naturalness in the Sinhala translation in line with the evaluation of the effectiveness of formal and dynamic equivalence. This study further examines the effect of the translation strategies on the readability and the natural flow of the target text. The study uses comparative content analysis of selected phrases from the English source text and its Sinhala translation, employing a qualitative methodology. This is guided under the theoretical framework of Nida's equivalence theory and the dimensions of naturalness proposed by As-Safi and Al-Sharifi. The parallel comparison between the two sources reveals that Viyangoda's translation demonstrates a high degree of naturalness across all four dimensions. Viyangoda has successfully achieved the naturalness of the target language with the use of emotionally expressive lexical choices, perfect syntactic structures to match with the target rhythm, appropriate cohesive devices for a smooth flow and idiomatic replacements for enhancing literary quality. All the examples used here are viewed under the theoretical framework of Nida. Specific strategies used in the translation showcase the predominance of dynamic equivalence and how it bridges the cultural gap. Further, it is recommended to view the translation strategies under the dimensions of naturalness in order to facilitate for a translation that flows smoothly in the target language. In conclusion, this study prioritizes that naturalness through dynamic equivalence is essential and it is suggested to make translation studies undergraduates familiar with the dimensions of naturalness in providing a perfect translation.

Keywords: *Cohesive, Idiomatic, Lexical, Naturalness, Syntactic*

ANALYSING TECHNIQUES USED FOR TRANSLATING TECHNICAL TERMS IN THE SINHALA TRANSLATION OF UNESCO'S MEDIA AND INFORMATION LITERACY CURRICULUM FOR EDUCATORS AND LEARNERS

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Technical term translation demands higher cognitive skills in technical translation. The present study aims at identifying the translation technique used by professional translators in the Department of Official Languages to translate technical terms in UNESCO's MIL Curriculum Guide. The research is conducted under the qualitative method through content analysis and Vinay and Darbelnet's seven translation procedures were used as the main theoretical framework. Altogether 122 technical terms were identified in the document and they were categorized under the theoretical framework. Accordingly, Calque has become the most frequently used translation technique which prioritises the syntactic accuracy of the source term. Using the other direct translation technique, borrowing, the English term was directly transferred to Sinhala language in the cases where the source English term is somewhat familiar to the target audience. Equivalence ranks as the second most frequently used technique where the translator employed oblique translation method by replacing the most suitable target language equivalence also considering the contextual appropriateness. Especially, modulation and transposition techniques are applied to accurately transfer the source term's semantic content to the target audience rather than preserving its syntactic alignment. Further, Transposition marks the lowest frequency among the translation technique. Description has been identified as additional technique which can also been placed in the category of oblique translation technique. In conclusion, this research comprehensively illustrates that direct and oblique techniques have almost equally been applied to translate the technical terms maintaining the semantic and syntactical clarity, conceptual coherence and as well as the conciseness of the terms.

Keywords: *Technical Terms, Translation Techniques, Direct Translation Techniques, Oblique Translation Technique*

ANALYSING STRATEGIES FOR TRANSLATING LEGAL JARGON FROM ENGLISH TO SINHALA: WITH SPECIAL REFERENCES TO THE SELECTED DOCUMENTS PUBLISHED BY THE PARLIAMENT OF SRI LANKA

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Translating legal jargon from English to Sinhala is a complex process that significantly affects the understanding and accessibility of the law in Sri Lanka. The legal language is built on precision and structural complexity, making it challenging because legal terms have no direct linguistic equivalence. The main objective of the study is to analyse Vinay and Darbelnet's (1958) strategies for translating legal vocabulary from English to Sinhala, focusing specifically on selected documents published by the Parliament of Sri Lanka. This study is based on a descriptive qualitative research methodology, and content analysis was used to analyse the data, which consisted of parallel texts in English and Sinhala, taken from 24 parliamentary documents such as standing orders, acts, Hansard reports and committee reports. Based on their seven strategies, legal vocabulary was identified and categorised. These included direct strategies such as borrowing, calculus, literal translation, oblique translation methods, substitution, modulation, similarity and adaptation. Equivalence was the most frequently used translation strategy with 55 occurrences. The findings revealed that idiomatic expressions, standardised legal phrases, or culturally significant terms common in legal contexts are replaced with equivalents in the target language. Adaptation was also one of the least used strategies. Literal Translation is the second most used translation method. It is 45 out of 169 data collected. The findings from the data indicate that translators have used all seven strategies to ensure the understanding of the target audience while preserving the legal meaning. This research provides practical recommendations for improving the consistency of the legal sector in Sri Lanka by understanding legal nuances. Furthermore, this study aims to provide insights to translators, translation students, legal professionals and policy makers and to provide recommendations for future researchers to conduct new research from different perspectives.

Keywords: *Direct Methods, Equivalence, Legal Jargon, Parliamentary Documents, Oblique Methods*

POLITICAL SCIENCE

THE IMPACT OF PUBLIC OPINION ON CHANGING VOTE BASE IN PLANTATION SECTOR: A STUDY BASED ON THE 2024 GENERAL ELECTION

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Electing the national, regional, and local level leaders in Sri Lanka based on elections through a voter base system (Incomplete sentence). This study explores the impact of public opinion on the changing voting behavior of the plantation sector in Sri Lanka, focusing on the 2024 General Election. The research investigates how various factors, including usage of media, social discourse, economic conditions and their policy perceptions, shape electoral decisions among voters in the four main plantations of Gonakelle, Kanawarela, Agarathenna, and Uriyawatte, which fall under the Divisional Secretariat Division of Passara. The study was conducted using a mixed method, combining quantitative and qualitative data collected from 120 respondents through a structured questionnaire and 20 in-depth interviews. Quantitative data were analyzed using SPSS, including descriptive statistics and correlation analysis, and qualitative data were analyzed through thematic analysis. Statistical analysis found a strong relationship between changes in public opinion and changes in trust in parties. The study highlighted that the scope of media, especially social media and active social discussions, significantly influences opinion formation and party switching. Economic risk, especially among those in temporary can be pointed out as a key variable in changing political affiliation and voter loyalty, while policy understanding and trust in political leadership also showed significant correlations with voting decisions. Thematic analysis of the interview data further reinforced this, and the study highlighted a decrease in trust in traditional political parties and a preference for new leadership that is perceived to be more responsive to local needs. The study concludes that voting behavior in the plantation sector is more established and has interactive effects of structural difficulties and information exposure. The study suggests the socio-economic development of the plantation sector and providing political and policy knowledge to people in this sector.

Keywords: *Plantation Era, Voting Behavior, Public Opinion, Media Use, Social Discourse*

THE IMPACT OF SOCIAL MOBILITY ON HUMAN DEVELOPMENT OF THE MALAYAHA COMMUNITY FROM A SOCIO-POLITICAL PERSPECTIVE: BASED ON HALDUMMULLA DIVISIONAL SECRETARIAT AREA

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The Malayaha community of South Indian origin and primarily residing in plantation areas is identified as a historically marginalized social group that has long experienced low levels of human development. Social and political mobility contribute significantly to enhancing human development within such communities. The main problem of this research focused on whether the socio-political mobility within the Malayaha community has had an impact on meeting human development needs. The main objective is to analyze the extent to which socio-political mobility influences and contributes to human development. This research adopts a mixed-method approach, integrating both qualitative and quantitative data. Quantitative data were collected through questionnaires and Google Forms and analyzed with SPSS, while qualitative data were collected through semi-structured interviews and analyzed with the thematic analysis method. Findings reveal that awareness and exposure to socio-political mobility have directly influenced the human development of the Malayaha community. Factors such as access to education, employment opportunities, resource availability, and political participation have driven this mobility, supporting human development. Lack of easy accessibility for education, limitations in employment mobility, restricted access to basic infrastructure, and challenges in meeting their fundamental needs make human development challenging for the Malayaha Community. Thus, the study recommends enhancing vocational training opportunities, improving educational access, and developing hospitals, water, and road facilities that are easily accessible to the community to advance their human development.

Keywords: *Basic Needs, Human Development, Malayaha Community, Socio-Political Mobility*

A STUDY ON THE PROTECTION MECHANISM IN SRI LANKA FOR THE REHABILITATION OF DRUG ADDICTED CHILDREN: WITH REFERENCE TO THE PELMADULLA MITHURU - MITURO REHABILITATION CENTER

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Currently, drug use has spread throughout the world in a way that is harmful to society. As a result, drug addiction among children has become a serious problem. This study has examined the protection mechanism in Sri Lanka for the rehabilitation of children addicted to drugs. For this, the Mithuru-Mithuru Rehabilitation Center under the Pelmadulla Pradeshiya Sabha and five Grama Niladhari Divisions associated with it were used. According to the study, the main problem was whether the protection mechanism in Sri Lanka for the rehabilitation of children addicted to drugs is adequate. The main objective of this study was to analyze the suitability of the protection mechanism in Sri Lanka for the rehabilitation of children addicted to drugs. The specific objectives of this study are to analyze the provisions of the protection mechanism implemented by rehabilitation institutions when rehabilitating children, to analyze the limitations of the rehabilitation protection mechanism, and to analyze the challenges faced by rehabilitation institutions when rehabilitating children. The study was based on mixed methods. Primary data were collected through semi-structured questionnaires and non-structured interviews. Secondary data was collected from books, research reports, official reports, journal articles, newspapers websites, etc. The sample size consisted of 70 respondents. Statistical Package for Social Science and Microsoft Excel software were used to analyse quantitative data, and thematic analysis was used to analyse the qualitative data. The study found that the rehabilitation protection mechanism is inadequate due to the problematic situations such as the violation of children's rights in rehabilitation centers, inadequate medical treatment and institutional facilities, and lack of formal vocational training. Taking steps to protect the rights of children undergoing rehabilitation, providing opportunities for the improvement of the vocational skills of children undergoing rehabilitation, and providing state support for rehabilitation centers can be proposed as solutions to the above problems.

Keywords*: Addiction, Children, Drugs, Protection Mechanism, Rehabilitation*

THE INFLUENCE OF SOCIO-ECONOMIC AND POLITICAL FACTORS ON PUBLIC OPINION OF GOVERNANCE DURING THE PRESIDENTIAL ELECTION: A STUDY BASED ON SRI LANKA'S 2024 PRESIDENTIAL ELECTION

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This research was conducted on the political, economic, and social factors that influenced the shaping of public opinion in the 2024 Presidential Election. The mixed method is used here as the research methodology, and the main reasons for this are the ease of obtaining data and the ability to obtain their opinions through qualitative data when studying the factors that affect the shaping of public opinion in the presidential election. The unstructured interview method was used to obtain primary data in the research, and additional questions were asked of the data provider, and accurate data was obtained by referring to open discussions. Here, research, academic articles, books, and internet documents that are the basis for the research have been used in collecting secondary data. The study was conducted using Mahara Grama Niladri Division of Gampaha District, where most of the urban population lives, and Samagipura Grama Niladri Division of Ratnapura District. Qualitative data analysis was analysed under thematic and contextual analysis. Quantitative data obtained through a questionnaire can be analyzed accurately and easily using computer software, so Microsoft Excel software was used. Their dissatisfaction with the governments in power, corrupt governance, and weak state policies were identified as factors that shaped the political opinion of the public. The data confirmed that factors such as the high price of consumer goods and the low value of the rupee during the presidential election were influential. Social factors that have also influenced this include unemployment, malnutrition due to food shortages, social media, and youth participation.

Keywords: *Presidential Election, Public Opinion, Politics, Factors*

THE CHALLENGES FACED BY STREET-LEVEL BUREAUCRATS IN IMPLEMENTING INTEGRATED RURAL DEVELOPMENT PROJECTS: WITH SPECIAL REFERENCE TO THE BUTTALA DIVISIONAL SECRETARIAT DIVISION

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Street-level bureaucrats play a significant role in implementing integrated rural development projects (IRDPs). However, they often face various challenges that hinder the effective execution of such initiatives. This study primarily explored how limitations in their administrative capacities and discretionary powers impact their ability to carry out development work. The study is based on the two IRDPs implemented by two Grama Niladhari Divisions under the Buttala Divisional Secretariat Division in 2022 and 2024. Primary data were collected through semi-structured questionnaires, unstructured interviews, and case study methods, while secondary data were obtained from books, research articles, reports, newspapers, websites, etc. The sample consisted of 80 respondents. Quantitative data were analyzed using Microsoft Excel, and qualitative data were examined through thematic analysis. Through Micheal Lipsky's Street-Level Bureaucracy, the study explored four independent variables: accessibility of resources, institutional cooperation, community involvement, training, and capacity of officers. The study revealed that street-level bureaucrats encountered several key challenges: limited access to resources, gaps in training and performance, lack of institutional cooperation, low levels of community participation, and inadequate public awareness. The findings are consistent with Michael Lipsky's theory of street-level bureaucracy, which outlines the practical challenges encountered with implementing IRDPs. To overcome these challenges, the study recommends strengthening resource accessibility, enhancing public participation, and improving community awareness.

Keywords: *Administrative Capacity, Buttala Divisional Secretariat Division, Discretionary Power, Integrated Rural Development Projects, Street-Level Bureaucrats.*

A STUDY ON THE AWARENESS OF SCHOOL STUDENTS REGARDING CYBERCRIMES UNDER CYBER SECURITY LAWS (BASED ON A RURAL SCHOOL AND AN URBAN SCHOOL)

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The primary objective of this research is to investigate students' awareness of cybercrimes through the School Child Protection Committee program, which aims to protect school students in rural and urban schools in Sri Lanka from cybercriminals. Looking at the current society, school children are increasingly attracted to suicide. Therefore, the research problem of this study is to find out the extent of the awareness of students created by the School Child Protection Committee about cybercrimes that occur. This research is conducted using the mixed research method and the data obtained using Microsoft Excel software is presented in percentages using tables and graphs. For this, a rural and urban school belonging to the Mirigama Divisional Secretariat in the Gampaha District has been used as a basis. Quantitative data is investigated through a questionnaire sent to forty students studying Information Technology in the two schools. To obtain qualitative and accurate information, primary data is collected through unstructured interviews with principals, teachers, school child protection officers, and psychologists at the relevant locations. The weaknesses in the ability of students to demonstrate awareness of cyber safety methods through the School Child Protection Committee and the methods and suggestions for improving it are revealed. These findings indicate that although there is some awareness of cybercrime laws among students in urban schools compared to rural schools, the level of knowledge of children in both schools is lower than that of the Penal Code Act. The proper implementation of the committees can protect children from such cybercrimes. Through detailed explanation of the laws in the school through the committee or subject-wise, it is possible to protect children from such crimes and provide a better understanding of the consequences of cybercrimes.

Keywords: *Awareness, Cyber Crime, Rural and Urban Schools, School Child Protection Committee*

PROBLEMS AND CHALLENGES IN IMPLEMENTING SUSTAINABLE DEVELOPMENT PROJECTS: WITH SPECIAL REFERENCE TO THE SOORYABALA SANGRAMAYA PROJECT OF KURUWITA IN RATHNAPURA DISTRICT

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Sustainable development has become a priority worldwide as nations work to balance economic growth with environmental preservation. Many countries are engaged in initiatives to achieve sustainable development goals by implementing sustainable development projects today. However, developing countries often face numerous challenges and obstacles in implementing these projects. The main problem of this research is investigating whether public participation positively impacted the Sooryabala Sangramaya Project implemented in the Kuruwita area as a sustainable development project. It also sought to identify the challenges and issues affecting such participation. The study was conducted using both primary and secondary data. Primary data were collected through interviews, questionnaires, and case studies, while secondary data were obtained from books, journals, and newspapers. The sample consisted of 80 people, including 16 officials from the Kuruwita Ceylon Electricity Board and K&O Institution, and 60 residents from the Kuruwita area. Thematic analysis was used for the qualitative data, and Microsoft Excel was used for quantitative data analysis. The study adopted a participatory rural appraisal (PRA) approach as its theoretical framework. Accordingly, the study focused on three key variables: the ability of the bureaucracy, the responsive responsibility of the public, and the availability of human and physical resources. The study revealed that public participation had negatively influenced the Sooryabala Sangramaya Project in the Kuruwita area. The key challenges and issues identified included the lack of active engagement by officials, the absence of public responsibility, and limited human and physical resources. To overcome these challenges, the study proposes raising awareness about sustainable development projects, enhancing technological knowledge among the public and officials, conducting public consultations and empowerment activities, and developing human and physical resources.

Keywords: *Ability of the Bureaucracy, Human and Physical Resources, Public Participation, Sooryabala Sangramaya Project, Sustainable Development Projects*

A STUDY ON THE FACTORS INFLUENCING THE GROWTH OF THE NATIONAL PEOPLE'S POWER (NPP) VOTER BASE: A CASE STUDY OF THE GALAGEDARA POLLING DIVISION

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This study was conducted in relation to the 2024 Presidential Election, with the objective of identifying the key factors that contributed to the significant growth in the vote base of the National People's Power (NPP). The study was carried out in the Galagedara polling division of the Kandy District, where it was observed that the NPP's vote percentage increased notably from 2.19% in the 2019 presidential election to 42.8% in 2024. A mixed-methods approach was adopted in this study. For primary data collection, 10 Grama Niladhari divisions within the Galagedara polling division were selected. From each division, 10 eligible voters were surveyed using semi-structured questionnaires, for a total of 100 respondents. Additionally, semi-structured interviews were conducted with 10 political party activists (one from each village) and 10 university Lecturers from the Sabaragamuwa University of Sri Lanka. Secondary data sources included reports published by the Elections Commission, newspapers, and scholarly publications. Microsoft Excel software was used to analyse the quantitative data, and Narrative Analysis was used to analyse the qualitative data. The analysis revealed that the economic crisis had a strong influence on voter behaviour, leading the public to seek political alternatives. The NPP's anti-corruption stance and clear vision for constitutional reform contributed significantly to building public trust. Moreover, the effective use of modern communication platforms, especially social media, played a crucial role in mobilizing support and expanding the party's voter base. It was also evident that the NPP's economic proposals, its emphasis on social justice, and the public dissatisfaction with traditional political parties led many voters to perceive the NPP as a viable political alternative. The study suggested that the National People's Power has introduced a new political culture in Sri Lanka and has successfully gained the trust of the people. The future transformation of Sri Lanka's political landscape will likely depend on continued development in social, economic, and communication domains.

Keywords: *Economic Crisis, Factors, National People's Power, Voter Base*

AN ANALYTICAL STUDY ON THE LIVING AND SOCIAL CONDITIONS OF DIVORCEES IN SRI LANKA: A GENDERED PERSPECTIVE (WITH REFERENCE TO BUTTALA DIVISIONAL SECRETARIAT DIVISION)

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The divorce is a process of terminating a marriage or marital union, and it requires the cancellation or reorganisation of the legal duties and responsibilities of marriage. It is an incident which is most prevalent in modern society. Buttala Divisional Secretariat Division is an area in the Monaragala district where a purely traditional population resides. Therefore, investigating the opinion on divorce and the social and living status of divorced people in this area is significant in this modern society. This study focused on the social and living status of divorcees in Sri Lankan society. This study was a mixed-method study and the methods of semi-structured questionnaire and observation were used to gather data. The study was conducted in five Grama Niladhari Divisions of Buttala Divisional Secretariat. In analysing both quantitative and qualitative data, MS Excel and SPSS, thematic analysis, content analysis, and comparative analysis were used. Data was collected from ten divorcees based on case studies using the convenience sampling technique. A questionnaire survey was used to collect data from 125 general public using systematic random sampling. Among the findings, the following were significant: the younger generation (Z generation) and middle-aged people see divorce as a general and simple thing, whereas the older generation sees it as an unnecessary practice and unseemly and also a black mark to the whole family. The younger and middle-aged groups argued that if you are unable to live with your spouse peacefully and calmly without conflicts, it is better to look for a divorce. The old generation thinks that once you are married and have children, you need to focus on the children's future and their mental condition. The majority of divorced women have used their jobs as a source of income to sustain their livelihood. According to the general opinion of the people in society, although they assume that divorced men experience less suffering and emotional distress compared to women, however, the study revealed a different view. Whereas women express their suffering, though men also suffer, they bear their sufferings differently from women. Finally, data revealed that every divorced person, whether male or female, faces various difficulties after their divorce.

Keywords: *Divorce, emotional, Modern generation, old and middle-aged groups, Tradition*

THE IMPACT OF DIGITALIZATION POLICIES ON PUBLIC SECTOR INNOVATION: WITH SPECIAL REFERENCE TO THE GALENBINDUNUWEWA DIVISIONAL SECRETARIAT DIVISION

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Digital technology is essential for making modern public administration more innovative and responsive. Compared to the private sector, the public sector is often less efficient. To improve efficiency and productivity in the public sector, many countries around the world today are utilizing digital technology. The main objective of this study is to examine how digital policies have influenced the enhancement of innovation in the public sector. The main problem of the study is to investigate whether the implementation of digital policies has increased innovation in the Galenbindunuwewa Divisional Secretariat and which problems and challenges have affected it. This research adopts a mixed-method approach that includes both qualitative and quantitative methodologies. For primary data collection, interviews, questionnaires, and observations were used, while for secondary data collection, research articles, books, and the internet were utilized. The total sample size used was 65. Microsoft Excel and thematic analysis methods were used for data analysis. The study confirms that digital policies contribute to minimizing the rural-urban digital divide and that the implementation of digital policies in rural public institutions has been moderately successful. Digital policies have contributed to improving institutional efficiency, effectiveness, employee performance, and time management. It was also revealed that the preference for using digital services varies according to education level and age. Rural government institutions have faced several challenges in implementing digital policies, such as lack of technical facilities, low technical knowledge of staff, low public awareness and participation, and limited funding and support. Therefore, by implementing recommendations such as developing technological and infrastructure facilities, increasing technical training, introducing an effective monitoring system, enhancing public awareness, and strengthening collaboration among staff, rural public institutions can successfully implement digital policies and provide effective and efficient services.

Keywords: *Digital Technology, Galenbindunuwewa Divisional Secretariat Division, Innovation, Public Administration*

THE IMPACT OF POPULATION CONCENTRATION IN URBAN AREAS ON NATIONAL ELECTION RESULTS: WITH SPECIAL REFERENCE TO COLOMBO DISTRICT

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The population concentration makes the city a complex center of diverse, dynamic cultures and socioeconomic backgrounds. It is necessary to identify what impact a city that creates such a complex social space has on the electoral system that establishes the system of governance in the country. Accordingly, this study is conducted based on the research problem on the effects of the voting behaviour of the people concentrated in urban areas of Sri Lanka, and the social, political, economic, and psychological background that affect it, on the results of national elections. Since the Colombo District mainly shows significant urbanization, it was selected as the study area for the research, and steps have been taken to focus only on the 2019 and 2024 Presidential Election results to further narrow the study. The study was based on both quantitative and qualitative research methods. Primary data were collected through semi-structured questionnaires and non-structured interviews. Secondary data was collected from books, research reports, official reports, journal articles, newspapers, websites, etc. The sample size consisted of 120 respondents. Microsoft Excel software was used to analyse the quantitative data, and thematic analysis was used to analyse the qualitative data. The study found that a number of factors, including the influence of the structural area, family, media, conflicts, and the historical legacy of political distrust, and the dissatisfaction that has built up regarding the economy, have influenced the voting behaviour of the people in the Colombo district. The study further found the practical implications for candidates to create positive impressions of urban voters during their political campaigns and for authorities to meet the needs of the general public. The study concluded that the public's desire for new parties and new leadership will continue to increase in the upcoming political environment.

Keywords: *Colombo District, Presidential Election, Sri Lanka, Urbanization, Voter Behaviour*

INVESTIGATING THE EFFICIENCY OF REVENUE PROCESS IN LOCAL GOVERNMENTS IN SRI LANKA (A STUDY BASED ON HAMBANTOTA MUNICIPAL COUNCIL)

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Sri Lankan local governments are mainly focusing on effective public service delivery, which heavily relies on an organized and effective revenue structure. This study examined how the Hambantota Municipal Council's revenue collection procedure related to efficiency, legality, and administrative costs. However, early findings indicated serious flaws in the current tax collection procedure that make it more difficult for the Council to carry out its duties. The research problem addressed whether the revenue collection process of the Hambantota Municipal Council is based on a legal, organized, and effective framework. The study examined important variables like asset management, revenue streams, internal control systems, and technology use. The Municipal Council's performance is evaluated in terms of Planning, Organizing, Staffing, Directing, Coordinating, Reporting, and Budgeting using Luther Gluck's POSDCORB theory as the analytical framework. Qualitative and quantitative methods were used under the mixed-method approach. Qualitative data were collected through semi-structured interviews and a participatory data collection method, and analyzed using thematic analysis. Quantitative data were collected through the questionnaires and analyzed with SPSS and Microsoft Excel software. The findings showed that the Hambantota Municipal Council needs to improve its revenue process on both a legal and administrative level. To increase productivity and service delivery, the study suggests implementing management techniques in practice, making use of technology, and enhancing institutional infrastructure. In conclusion, the current revenue process is not well-structured or sufficiently efficient. It contended that only by combining modern administrative techniques with a strong legal basis can revenue collection be done legally and effectively.

Keywords: *Administration, Efficiency, Hambantota, Municipal council, Revenue*

AN ANALYTICAL STUDY ON THE MEDICAL TRANSITION AND ADAPTATION OF TRANSGENDER INDIVIDUALS IN SRI LANKA: A SOCIO-POLITICAL PERSPECTIVE

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Gender and sexuality define a person's sexual identity in society. In Sri Lanka, which is a patriarchal society, there are individuals with other social identities that exist outside the binary social recognition of male and female. Despite increasing global discourse on gender equality and social recognition of diverse gender identities, the legal, social, and cultural frameworks prevailing in Sri Lanka continue to marginalize individuals who do not conform to binary gender norms. Transgender individuals, whose psychological identity does not align with their assigned biological sex, are represented as a socially excluded group. When transgender individuals undergo medical transitioning and adapt to their affirmed gender identity, they face multiple challenges embedded within the existing social structure. The research problem of this study is to explore *the issues faced by transgender individuals during medical transitioning and social adaptation.* The main objective is to identify the primary challenges encountered by the transgender community as a result of medical transitioning and social adaptation. This research adopts a mixed-methods approach, incorporating both qualitative and quantitative methodologies. Quantitative data were collected through questionnaires, while qualitative data were obtained via in-depth interviews. For data analysis, tools such as SPSS, MS Excel, and thematic and content analysis were employed. The findings reveal the various social inequalities faced by transgender individuals within the prevailing social, legal, and cultural frameworks. The study highlights that transgender individuals experience physical complications and psychological difficulties caused by social stressors during the medical transitioning and adaptation process. Due to legal constraints, the transgender community faces significant barriers in accessing employment, education, and marriage rights when adapting to their gender identity through medical transitioning. As recommendations, the study proposes the restructuring of the legal framework to support a more inclusive social system, ensuring equitable access to opportunities, and raising societal awareness regarding gender diversity.

Keywords: *Adaptation, Gender Identity, Medical Transitioning, Transgender Community*

SOCIOLOGY

A SOCIOLOGICAL STUDY OF HOW DATA ISSUES IMPACT PROJECT EFFECTIVENESS IN WORLD VISION LANKA'S WELIKANDA DEVELOPMENT INITIATIVES

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This study examines the sociological implications of challenges in data collection and reporting processes within development projects implemented by World Vision Lanka, with a specific focus on the Welikanda Area Development Programme. The research emerged from firsthand observations made during an internship where inefficiencies in data systems, lack of standardised tools, and inconsistent sponsor reporting requirements were frequently encountered. These issues significantly hindered staff performance, reduced organisational responsiveness, and compromised the long-term impact of child-focused development initiatives. Using a mixed-methods approach combining qualitative interviews, questionnaires, and document analysis, the study gathered perspectives from field officers, administrative staff, and volunteers engaged in data-related responsibilities. The research is anchored in key sociological frameworks such as Information Management Theory and Social Exchange Theory, which explain the reciprocal dynamics in volunteer and staff engagement. Findings revealed that decentralised and inconsistent reporting methods led to delays in decision-making, duplication of efforts, and high rates of staff fatigue. The absence of integrated digital platforms and minimal training on data handling further exacerbated these issues. Despite these challenges, staff demonstrated strong commitment, adaptability, and informal cooperation mechanisms to maintain workflow. This study not only contributes to the understanding of how technical barriers impact social service delivery but also provides practical recommendations for NGOs to improve data governance. It emphasises that effective development work requires not only funding and planning, but also consistent information flows, trained personnel, and organisational support systems. The findings offer valuable insights into the interplay between technology, structure, and human behaviour in the nonprofit sector.

Keywords: *Data Collection Challenges, Development Projects, Reporting Systems, Project Effectiveness*

A SOCIOLOGICAL STUDY ON THE EFFECTIVENESS OF THE 1929 CHILD PROTECTION HOTLINE SERVICE OF THE NATIONAL CHILD PROTECTION AUTHORITY

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The 1929 Hotline, operated by the National Child Protection Authority of Sri Lanka, plays a vital role in safeguarding children's rights. It offers a quick and reliable platform for the public to report child abuse and critical incidents, ensuring immediate action when necessary. This study aimed to explore how effectively the hotline functions and its influence on the overall child protection process. A combination of quantitative and qualitative methods was used for data collection. Twenty randomly selected complaints received in 2025 were analyzed for the quantitative aspect, while interviews with ten hotline officers provided qualitative insights. The findings showed that while the service performs efficiently, certain areas require improvement. These include upgrading technical resources, improving officer training, managing work-related stress, and addressing language barriers. The majority of complaints were related to compulsory education, inhumane treatment, sexual abuse, and child labor. In terms of response time, 40% of complaints received immediate attention, 20% were addressed within 15–30 minutes, and another 40% within 31–60 minutes. Officers highlighted issues such as heavy workloads, lack of resources, and communication challenges. The research recommends enhancing technical systems, conducting annual training, and introducing stress management programs. Although the hotline is an effective service within the child protection system, continuous development is necessary to ensure its long-term success. The study's outcomes offer valuable guidance for the National Child Protection Authority and other institutions working to improve child welfare services.

Keywords: *Child Abuse, Complaints, Child Protection Process, Hotline Service, Response Time*

A SOCIOLOGICAL STUDY ON WATER SUPPLY AND SUSTAINABLE DEVELOPMENT IN SRI LANKA: A CASE STUDY OF THE WATER SUPPLY AND DRAINAGE BOARD IN BANDARAWELA

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This study explores the sociological dimensions of water supply and sustainable development in Sri Lanka, focusing on the operations of the National Water Supply and Drainage Board (NWSDB) in the Bandarawela region, particularly in Kinigama, Heeloya, and Ella. One of the primary aims is to assess how the water supply process aligns with Sustainable Development Goal 6 (SDG 6), which promotes equitable access to safe water and sanitation. The study also considers the sociological contributions to water management practices. To conduct the study, primary data from structured questionnaires and secondary data from NSWSD reports and publications were used by means of a mixed-method approach with 60 respondents. Key variables such as water sufficiency, public awareness of NWSDB projects, and consumer satisfaction were examined using quantitative techniques, including chi-square analysis. The findings indicate that although the NWSDB has made notable progress toward achieving SDG 6, several challenges remain. These challenges include inconsistent water distribution, primarily due to geographic barriers in hilly regions and limited water resources. The expansion of tea cultivation and the widespread presence of pine and eucalyptus forests have contributed to reduced groundwater retention, exacerbating water scarcity. Importantly, the study reaffirms that water distribution policies are implemented without discrimination based on sociological factors such as race, caste, or religion, ensuring egalitarian access for all. In conclusion, addressing geographic challenges, incorporating community participation, and promoting environmentally sustainable land use are essential for achieving inclusive and sustainable water provision in the region. The efforts of the NWSDB continue to align with the broader objectives of the Sustainable Development Goals.

Keywords: *Sustainable Development Goal 6, NWSDB, Water Supply, Sociology*

A SOCIOLOGICAL STUDY OF EMPLOYEE MOTIVATION IN THE GARMENT INDUSTRY: A CASE STUDY OF SPJ GARMENT (PVT) LTD

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An organization depends on its workforce and other physical resources. The main objective of this study is to investigate how employee motivation is fostered through recruitment practices at SPJ Garment. The study was guided by Taylor's Scientific Management Theory, often associated with motivation, and included participation from the heads of the Human Resource Management Department at SPJ Garment. Data were collected using purposive sampling, involving two employees from each of the four divisions within the Human Resource Management Department at the organization. Data were collected from all ten employees using a non–random, purposive sampling method. Questionnaires were administered to all employees of the organization, and interviews, in-depth interviews, and simple observations were used as primary data. Articles, reports, and journals from the institution were used as secondary data. Qualitative and quantitative data were analyzed using SPSS and Excel. Thematic analysis of the qualitative data revealed that employee recognition programs significantly contributed to employee motivation and satisfaction, often leading to promotions within the organisation. These programs are unique in that they are seen as a unique feature of these programs. Effective time management during employees' service period is emphasized by the institution. These programs demonstrate the organization's commitment to employee benefits and appreciation, highlighting the types of support and recognition employees should receive within a professional work environment. More attention should be given to minimizing conflicts between employees and management. Special programs should be designed to address workplace tensions, improve interpersonal behavior, and promote positive conduct among staff members.

Keywords: *Employee Labeling, Motivation, Employee, Problems*

SOCIOLOGICAL STUDY ON CHILD CARE AND PROTECTION IN SRI LANKA: BASED ON THE NATIONAL CHILD PROTECTION AUTHORITY'S COMPLAINT CLASSIFICATION

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The main objective of this research is to explore the complex social factors associated with child care and protection in Sri Lanka from a sociological perspective. The protection and protection of children is a strong and critical social issue in the current society, and the rapid increase in child abuse in the world can be pointed out. John Bowlby's attachment theory was used for the study regarding child protection and protection. Accordingly, the social causes that increase child abuse were studied using only secondary data based on complaints reported to the National Child Protection Authority using the complaint classification "CYPO 35 - Need for Protection and Protection" for the year 2024. A mixed-methods approach was adopted, incorporating both qualitative and quantitative data. 338 complaint reports selected from 2756 complaints received by the Children's Authority using the CYPO-35 classification were examined by the study. Qualitative data was studied using thematic analysis, and quantitative data was studied using Excel and SPSS software. The data revealed key thematic areas, including economic hardship, low levels of education and awareness, family breakdown, substance abuse, and parental migration. The findings indicated a rising trend in child protection-related complaints. It provides awareness about the needs, such as improving existing policies regarding children, and creating community programs related to child protection. This study identifies the challenges related to child protection and presents practical suggestions for improving the child protection system in Sri Lanka. Overall, the study adopts a sociological lens to analyse the dynamics of child care and protection in the Sri Lankan context.

Keywords*: Attachment, Broken Families, Child Abuse, Complaints, Social factors*

RURAL COMMUNITY PERSPECTIVES ON SOCIAL COSTS AND BENEFITS: A SOCIOLOGICAL STUDY BASED ON THE VILLAGE OF BULNEWA, ANURADHAPURA

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Rural studies often study physical progress and ignore how rural communities perceive and experience the broader social costs and benefits of large-scale changes. The objectives of this study were to examine how villagers in Bulnewa, Anuradhapura, interpret the costs and benefits of social change; how respondents from different age cohorts perceive these changes; and to gain a sociological understanding of their experiences and responses at the village level. This qualitative research adopted a case study approach, incorporating structured interviews as the primary data collection method. A purposive sample representing different age groups, genders, and occupations was selected. The data were analysed thematically, and social exchange theory was used as the primary theory to interpret the findings. The study revealed that Bulnewa villagers identify several social benefits of development, including improvements to education, healthcare, infrastructure, and income-generating opportunities. However, participants also identified significant social costs, such as the breakdown of traditional values, weakened community cohesion, rising inequality, and intergenerational tensions. Perceptions varied by age and gender, with younger individuals demonstrating greater openness to modern changes, whereas older individuals expressed concern over cultural decline. It was found that large-scale social interventions such as modernisation, urbanisation, Westernisation, and industrialisation, which were regenerative elements of local customs and interpersonal relationships, generated negative conditions in the social structure. The findings indicate that the rural community was sensitive to factors that influence social relationships, cultural practices, and collective identity, not just physical benefits, when assessing social change.

Keywords: *Benefits, Rural Community, Social Costs, Social Exchange Theory, Sociological Studies*

A SOCIOLOGICAL ANALYSIS OF SENIOR CITIZENS' POLITICAL BEHAVIOUR AND ATTITUDES: A CASE STUDY OF THE NELIGAMA GRAMA NILADHARI DIVISION

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Sri Lanka has the fastest-aging population in the SAARC region. This group is not only a key voting bloc in party politics but also an increasingly influential force on national policy. Studying the political behavior and attitudes of current senior citizens in contemporary Sri Lankan society is therefore essential. This study examines the political behavior, attitudes, awareness, and opinions of senior citizens, while also investigating the factors that shape these dimensions. It further analyzes their active political involvement and pays particular attention to the changing patterns of political participation. The study was carried out in the 249/C Neligama Grama Niladhari Division, which belongs to the Mahara Divisional Secretariat in Gampaha District. Through simple random sampling, data were collected from 110 elderly individuals. Questionnaires and interviews were employed to collect primary data. Quantitative analysis employed SPSS and Excel software, while qualitative data were analysed through a manual thematic analysis. The findings indicated that while political participation in general tended to decline with advancing age, both male and female senior citizens demonstrated high voter turnout. However, elderly men were comparatively more active in broader political engagements than their female counterparts. Most participants demonstrated a positive attitude toward changing political opinions and had moved away from strong party loyalties. Instead of adhering to traditional party lines, they prioritized candidates' leadership qualities when voting. Senior citizens also placed considerable emphasis on the welfare benefits provided by the government. Trust in political leaders was found to be limited. Television and social media became the main sources of political awareness. While they possessed a basic understanding of general political matters, their knowledge of political theories and systems was limited. Due to prevailing dissatisfaction with politics, the political interest of senior citizens has declined.

Keywords: *Senior Citizens, Political Behavior, Political Attitudes, Political Awareness, Political Opinion*

A STUDY ON THE ROLE OF NON-GOVERNMENTAL ORGANIZATIONS IN PROMOTING SOCIAL CHANGE FOR PEOPLE WITH DISABILITIES

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Approximately 16% of the global population faces disabilities, either through birth or accidents. The United Nations Convention on the Rights of Persons with Disabilities (UNCRPD) aims to protect the rights and dignity of persons with disabilities and ensure that they find satisfaction in all human rights and fundamental freedoms without discrimination. The National Policy on Disability for Sri Lanka lays down the principles, policies, and strategies for the inclusion of persons with disabilities in various sectors such as education, employment, health, and transport. The purpose of this research is to examine the role of non-governmental organizations in promoting social change for persons with disabilities in Sri Lanka. The study is conducted in collaboration with the Hellabeem Sri Lanka Rehabilitation Center. This study employed a sample of 15 participants, with data collected through simple observation and interviews, and analysed using qualitative techniques, specifically thematic analysis. The study explored how individuals acquire disabilities, either congenitally or due to accidents, and how physical therapy supports their rehabilitation. Thus, the operations of non-governmental organizations in the areas of social coverage of people with disabilities, access to education and employment opportunities, and participation in health services are becoming more special. It creates specific principles and strategies for improving the quality of life of people with disabilities and for social development. Non-governmental organizations should provide continuous care services, raise awareness of disability rights, promote legal empowerment, collaborate with government authorities, ensure the active participation of persons with disabilities, launch stigma-reduction campaigns, and enhance accessible infrastructure through cross-sector partnerships.

Keywords: *Disability, Discrimination, Non-Governmental Organizations, Social Change, Study*

A STUDY ON THE OBJECTIVES OF THE STATE ENVIRONMENTAL INSTITUTIONAL STRUCTURE: A STUDY CONDUCTED FOCUSING ON THE GAMPAHA AREA

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This study analytically examines the achievement of state environmental goals in an era where modern societies prioritize economic and physical development more than ever before. As a consequence of rapid industrialisation in developing countries, managing and controlling emerging environmental issues falls on the responsibility of state environmental institutions, which aim for environmental sustainability. Many environmental problems in the Gampaha region have been politicised, largely due to the effects of a capitalist economy. Recent years have also witnessed the emergence of numerous intellectual discourses around environmental governance. This study aims to explore the state environmental goals set by the state for the region, the supporting conditions related to those goals, and the challenges encountered in their implementation. A mixed-methods approach has been employed in the study, utilising both quantitative and qualitative data. A sample of 120 respondents was selected, including 100 participants for structured interviews and 20 data contributors for semi-structured interviews. Key informants included five agricultural officers, five nursing officers, five religious leaders, five tuition teachers, and two family health officers, offering a multi-dimensional understanding from diverse perspectives. Quantitative data were analysed using SPSS and Excel software. It is clear from the findings that many environmental issues related to the Gampaha area have been created due to politically motivated developmental activities, which present a challenge to achieving the objectives of state environmental institutions. Natural causes, socio-cultural factors, and the lack of accountability among government officials act as obstacles. Furthermore, this study emphasises the importance of establishing institutional expectations based on the deficiencies created due to the natural resources generated in the area.

Keywords: *Intellectual Discourse, Political Governance, Sociology of Environment, Sustainable Development, Wealth Economy*

THE IMPACT OF GENDER ON INFLATION-DRIVEN POVERTY OF TAMIL ESTATE WORKERS: A SOCIOLOGICAL ANALYSIS

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Sri Lanka's inflationary turmoil has intensified poverty across various sectors, with Tamil estate workers disproportionately affected by the rising cost of living. This study examines the gendered impact of inflation-driven poverty among Tamil estate workers, exploring the gendered asymmetries in purchasing power, coping strategies, access to education, and healthcare due to inflation. The primary data were collected from Tamil estate workers in the Uruwala estate, Matara District, Sri Lanka, using a hybrid approach encompassing non-participant observation, key informant interviews, a semi-structured questionnaire, and in-depth interviews. The study specifically compared the experiences of male and female estate workers. The findings indicate that estate women are the most adversely affected by inflation-driven poverty, primarily due to limited job opportunities, job insecurity, gender-based hiring practices, and wage disparities. While 68% of estate men earn more than Rs. 15,000, 88% of women fall below this income threshold, highlighting the extent of gender-based income disparity. It represents the income disparity. 93% of women believe inflation has led to surging household expenditure, reducing their purchasing power. Gender inequality in education and healthcare is evident through high rates of school dropouts, lack of schooling, unaffordable medications, and avoidance of medical treatment. Migration has emerged as the most prominent coping strategy adopted by estate women. During the ongoing inflation, estate women face numerous physical and psychological challenges in managing poverty. Gendered poverty can be eradicated by improving the minimum wage to a living wage, empowering women, and increasing gender-sensitive occupational health and safety. The experiences of estate women reflect the broader feminization of poverty during the inflationary crisis. This phenomenon is referred to in the study as 'She-flation'.

Keywords*: Estate Women, Feminization, Inflation, Inflation-driven Poverty, Poverty*

A SOCIOLOGICAL STUDY ON THE HOME-BASED REHABILITATION PROCESS FOR PEOPLE WITH SPECIAL NEEDS IN THE MATARA DIVISIONAL SECRETARIAT

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In Sri Lanka, many individuals live with various special needs. The home-based rehabilitation process is a structured program aimed at improving their quality of life. This study aims to examine the home-based rehabilitation process for people with special needs, regardless of age, assess its effectiveness, and identify the challenges faced in its implementation. The study focuses on the rehabilitation process carried out by the Social Services Division of the Matara Divisional Secretariat. Accordingly, five social service officers and five individuals with special needs were selected using purposive sampling. Simple observations, key informants, and in-depth interviews were used to collect data. Data were analyzed using qualitative methods, specifically through thematic analysis. Many individuals with special needs face physical and psychological vulnerabilities. They require economic, social, and medical support. Although family support is crucial, it was found to be minimal, posing a significant challenge to the rehabilitation process. Positive social attitudes towards individuals with special needs remain limited. Implementation challenges often arise when family members fail to carry out their assigned responsibilities within the home-based rehabilitation process. This leads to delays in the rehabilitation process of the officers. The rehabilitation process requires repeated advice. Despite the commitment of officials, issues such as negative attitudes in society, non-implementation of advice, and lack of resources hinder the rehabilitation process at the household level. Additionally, the heavy workload contributes to physical and psychological stress among officers. Failure to follow instructions properly creates further complications in the rehabilitation efforts led by officers.

Keywords: *Family Support, Problems, Rehabilitation Process, Special Needs Individuals, Social Services*

SOCIOLOGICAL STUDY ON RAGGING AS A TRANSITION RITUAL IN UNIVERSITY SUBCULTURE

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Ragging can be identified as a long-standing issue observed in some state universities. It has been a tremendous problem as it harms students both emotionally and physically, disrupting their peace of mind and violating their fundamental rights. This turns what could have otherwise been a secure and welcoming university life into one full of dread and unease. The research problem is whether the characteristics of rite of passage rituals are embedded within ragging. The main objective of this research is to identify how ragging operates as a life transition ritual within the university setting. The specific objectives are to identify the purposes behind ragging as a life transition ritual, to examine its impact on students based on their experiences when practiced as a rite of passage, and to conduct a socio-anthropological analysis on how this ritual should be reformed in accordance with changing times. The research was conducted using a qualitative methodology. The study was conducted at the Sabaragamuwa University of Sri Lanka, where primary data were collected through twenty in-depth interviews. Participants included current students, alumni, lecturers, and the marshal. Both primary and secondary data were collected. The qualitative data gathered were analyzed through thematic analysis. A strong presence of male dominance was observed within the practice of ragging. Ragging was shown to have a significant impact on physical, psychological, sexual, educational, behavioral, and attitudinal aspects of students. The main findings of the research revealed that ragging closely resembles a Van Gennep-style rite of passage embedded within university subculture. Furthermore, the objectives underlying ragging were found to align with those of tribal rites of passage, and these practices are grounded in structures of political power relations.

Keywords: *Higher Education, Ragging, Rite of Passage, University Sub-culture, Violence*

THE IMPACT OF THE NATIONAL CHILD PROTECTION AUTHORITY'S SOCIAL MEDIA INITIATIVES ON CHILDREN'S AWARENESS OF CHILD ABUSE

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This sociological study aims to examine the impact of social media initiatives by the National Child Protection Authority (NCPA) on awareness and knowledge of child protection and child abuse among children. The theoretical framework of this research is Albert Bandura's (1977) Social Learning Theory, prioritizing the importance of behavioural development based on social media. Data were gathered from a sample of 50 students aged between 15–16 years from a chosen school in the Colombo District using a structured questionnaire. The collected data were analysed using SPSS and Excel software. The results revealed that students who viewed the National Child Protection Authority's (NCPA) social media campaigns showed greater awareness of child abuse and greater knowledge about the 1929 Child Help Line service. In contrast, students who had not viewed these campaigns showed significantly lower levels of awareness. Among all the platforms, Facebook was more effective than YouTube in disseminating child protection messages among students. The study concludes that the National Child Protection Authority's (NCPA) social media presence has a positive influence on children's awareness of child abuse. To make campaigns more effective, it is advisable to prioritize Facebook by improving the quality of child protection content, continuously showing the 1929 help line number in each post, and posting content in the three prime languages to reach a broader audience of children. Additional recommendations include enhancing the quality of content, carrying out campaigns on a routine and timely basis, and combining social media campaigns with school-based campaign activities to reach more children and produce more results.

Keywords: *Child Abuse, Social Media, Children, National Child Protection Authority, Awareness*

A SOCIOLOGICAL STUDY ON THE EFFECTIVENESS OF OCCUPATIONAL STRESS MANAGEMENT AMONG OFFICERS OF THE NATIONAL CHILD PROTECTION AUTHORITY

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The main objective of this sociological study is to identify the occupational stress factors experienced by officers of the National Child Protection Authority and analyse the effectiveness of the stress management mechanisms and institutional programs used by them for this purpose. This study was guided by the Transactional Model of Stress and Coping, developed by Lazarus and Folkman (1984). Data were collected from 51 officers across various departments of the National Child Protection Authority using a structured questionnaire and simple observation. The data were analysed using SPSS software and Excel software. Among the data obtained through the analysis, the main factors that cause occupational stress are dealing with traumatic events, insufficient staffing, lack of resources, and technical problems. Officers reported managing stress through institutional methods such as counseling workshops, as well as personal strategies like meditation, exercise, spending time with friends, and engaging in recreational activities. The effects of stress on job performance, as indicated by the officers, were reduced productivity, increased work weaknesses, poor decision-making, and other workplace inefficiencies. The research suggests establishing a psychosocial counselling service, implementing vocational training programs, conducting training programs on leadership development, conducting organisational programs to improve employee welfare, and improving resources. This study was conducted within a sociological framework, emphasizing the institutional and interpersonal dimensions of occupational stress.

Keywords: *Analysis, Facts, Occupational, Stress, Stress Management*

A SOCIOLOGICAL ASSESSMENT OF THE SANASA MOVEMENT TO IDENTIFY THE FEASIBILITY OF THE COOPERATIVE SECTOR IN ADDRESSING PROBLEMS OF THE AGEING POPULATION IN SRI LANKA

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Population aging is recognised as a global demographic challenge of the 21st century. Recent research shows that Sri Lanka, as a country with a rapidly aging population in South Asia, is also severely affected by the problem (ADB, 2019). There is a great deal of pressure on the national workforce and the state resource system to meet the social, economic, mental, and physical needs of the elderly. Currently, the government, private institutions, and non-governmental organizations are implementing programs aimed at managing the aging population. The main objective of this study is to analyse the potential of the cooperative movement to find solutions to aging-related problems in Sri Lanka through the SANASA movement. Accordingly, the study examines the challenges associated with population aging, the responses adopted by the SANASA movement, and the emerging positive and negative trends in this context. For this purpose, primary data were obtained from 26 elderly individuals and 20 heads of households in 20 families across three selected SANASA societies in the Gampaha district, using semi-structured questionnaires and simple observations, and secondary data were also utilized. The survey identified several positive factors for the success of future initiatives: SANASA's extensive membership network, SANASA Uththamavi's involvement in aging management, and the willingness of families with elderly members to seek services from SANASA. The findings suggest that any future program should be comprehensive and extend beyond the project level. Developing the capacity of the cooperative sector to address aging-related challenges can minimize the pressure on the state budget and provide beneficial results to society and the economy.

Keywords: *Addressing the Issues, Cooperative Movement, Management, Population Ageing, SANASA Movement*

A SOCIOLOGICAL STUDY ON THE CHALLENGES AND LIMITATIONS OF IMPLEMENTING THE NATIONAL POLICY ON CHILD PROTECTION: A CASE STUDY OF NATIONAL CHILD PROTECTION AUTHORITY

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This study explores the challenges and limitations faced by the National Child Protection Authority (NCPA) of Sri Lanka in implementing the National Child Protection Policy (NPCP), particularly in preventing child abuse. This research aims to examine the challenges in policy implementation and propose appropriate solutions. Despite the establishment of the NPCP to protect children's rights and well-being, its effectiveness in implementation remains compromised due to multiple structural, institutional, and sociocultural barriers. Using a qualitative research methodology, the study focuses on primary data collected through in-depth interviews with 25 stakeholders, including NCPA officials, local child protection officers, district psychosocial officers, police officers, and community members. Thematic analysis was used to examine the data collected. The findings reveal that inadequate financial and human resources, lack of inter-agency coordination, limited training for frontline officers, and weak law enforcement hinder the implementation of the policy. Moreover, cultural taboos and poor public awareness have contributed to under-reporting and social silence on child abuse incidents. Institutional inefficiencies such as delayed policy responses, ineffective monitoring and evaluation systems, and bureaucratic inertia further exacerbate the situation. This study emphasizes the need for systemic reforms, including improved inter-agency coordination, capacity building among child protection officials, and culturally sensitive community-based approaches. It also highlights the importance of empowering children and families through rights-based education and participatory frameworks.

Keywords: *National Child Protection Authority (NCPA), National Child Protection Policy (NPCP), Child Abuse Prevention, Policy Implementation*

A SOCIOLOGICAL STUDY ON THE PROBLEMS OF SUBURBAN SPACE MANAGEMENT AND INFRASTRUCTURE DEVELOPMENT PROJECTS

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The metropolitan areas of Sri Lanka have expanded by 288% (Asian Geographer, 2021), with the Colombo district resulting in a population density of 3,549 persons per km^2 (Population and Housing Census, 2022). In response to rapid urbanization, the state has increasingly prioritized suburban development. This qualitative study was conducted in the Moratuwa Municipal Council area, using a purposive sample of 20 stakeholders. It aimed to investigate the causes of failed infrastructure projects in urban Sri Lanka, evaluate the socioeconomic impact of these projects on affected communities, assess stakeholder cooperation during project implementation, and examine the legal and regulatory limitations that hinder urban expansion. Data collection techniques involved semi-structured interviews, non-participant observations, and prior studies. The thematic analysis generated 620 code references formulated amidst 45 codes via NVivo; four major themes were derived: determinants of infrastructural failures, impact on quality of life, fragmented stakeholder collaboration, and spatial-legal constraints. Informed by the theory of new urban sociology, the findings revealed that suburban development, when disconnected from ground realities, leads to development-induced marginalization. The study further highlighted that the challenges in development projects stem from political interference and favoritism in decision-making, technocratic dominance in planning, and a lack of institutional learning in space management. The quality of life of the affected communities was undermined by infrastructural interventions that overrode traditional livelihood strategies and cultural practices, resulting in economic loss and emotional distress. Poor coordination, neglected private sector, and overlapping institutional mandates diminished stakeholder coordination, resulting in fragmented implementation. Furthermore, municipal boundaries and outdated regulatory frameworks constrained urban expansion with zoning laws and land acquisition procedures. The study concludes that problems of urban development could be tackled by shifting to community-sensitive development to avoid urban sprawl.

Keywords: *Development Projects, Infrastructure, Political Economy, Space Management, Suburban Development*

THE IMPACT OF LEISURE ON THE SOCIAL PSYCHOLOGICAL WELL-BEING OF WORKING INDIVIDUALS IN SRI LANKA: A STUDY AT SEETHAWAKA BOTANICAL GARDEN

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In today's fast-paced work environments, the social psychological well-being of workers is increasingly at risk. The study aims to examine how leisure activities impact the social psychological well-being of working individuals in Sri Lanka, with a particular focus on those who have visited Seethawaka Botanical Garden. The main objective is to examine how participation in leisure activities reduces stress, enhances social relationships, and supports job satisfaction. Adopting a mixed-method approach, this study gathered quantitative data through 180 structured questionnaires and qualitative data through 15 in-depth interviews. Quantitative data were analyzed using descriptive statistics and Spearman's rho correlation, while qualitative data were examined through thematic analysis. Findings have shown that taking part in team-building activities and nature walks were among the most beneficial leisure activities, contributing significantly to stress reduction. Most respondents rated the impact of leisure on workplace wellbeing highly (mean=4.10, SD=0.846). A very Strong positive correlation (ρ=0.957, $p<0.01$) was found between the time spent at Seethawaka Botanical Garden and the perceived reduction in stress, confirming the role of leisure in stress management. Additionally, 80.6% of participants rated their social interactions during leisure as "Good" or "Excellent," and 87.3% reported "Always" or "Often" feeling emotionally connected during leisure. The findings indicate that spending time in nature for leisure significantly enhances the social psychological well-being of employees. This research concludes that promoting accessible leisure opportunities leads to better health outcomes. The results demonstrate the important role that nature-based leisure plays in improving social life and supporting good psychological well-being. According to this research, companies should regularly organize leisure activities for their employees, and government policies should focus on expanding green spaces in urban areas to support workforce wellbeing. The study emphasizes that leisure should be recognized as essential for overall well-being and the continued development of Sri Lanka's workforce.

Keywords: *Emotional Connection, Job Performance, Leisure Activities, Social Well-being, Stress Reduction*

A SOCIOLOGICAL STUDY ON WORK–LIFE BALANCE AND JOB SATISFACTION BASED ON EMPLOYEES OF VOGUE TEX, WELLIGAMA

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This study examines the sociological relationships between work-life balance and job satisfaction, aiming to explore how these factors influence the overall well-being, engagement, and commitment of employees. The research was conducted at the Waligama Vogue Tex institution, focusing on employees from areas such as Malimbada, Waligama, Akurassa, Pitabeddara, and Paraduwa. Primary and secondary data were utilized for the study, with employees from various service sectors of the organization selected as the sample. Primary data were collected through questionnaires and interviews, while secondary data were gathered from organizational records. A mixed method approach was employed, combining quantitative and qualitative data analysis using software such as SPSS and Excel. The research institution employs approximately 800 workers, and the study was based on this workforce to gather insights into work-life balance and job satisfaction. The analysis revealed that 70% of the employees were between the ages of 18 and 40, alongside a noticeable lack of long-term service commitment. Additionally, the presence of an aging workforce was identified as a significant factor. In terms of education, the majority of employees did not possess higher educational qualifications, as indicated by organizational data. With regard to work-life balance, only 50% of employees were found to manage it effectively. Performance evaluations showed that only 40% of employees were rated as 'A' grade, indicating a moderate overall level of work–life balance. In the study of job satisfaction, 64% of employees reported minimal job satisfaction, influenced by sociocultural and organizational factors. This research provides a comprehensive analysis of work-life balance and job satisfaction within the Vogue Tex private institution in Waligama, highlighting key areas for improvement.

Keywords*: Work-life Balance, Job Satisfaction, Time Management*

A SOCIOLOGICAL STUDY ON THE IMPACT OF ELDERLY ALLOWANCES ON IMPROVING LIVING STANDARDS: A CASE STUDY FROM THE MATARA DIVISIONAL SECRETARIAT

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The provision of elderly allowances is considered a key strategy for enhancing the living standards of senior citizens in Sri Lanka. This study aims to explore the sociological dimensions of how these allowances support elderly individuals. Conducted in collaboration with the Elderly Promotion Unit of the Social Services Division of the Matara Divisional Secretariat, the study employed purposive sampling to select participants, including two elderly promotion officers, the Grama Niladhari of the Ruwan Ella Grama Seva Division, and five elderly beneficiaries. Data were collected through simple observations, key informant interviews, in-depth interviews, and secondary sources. Thematic analysis was utilized to analyse qualitative data. Findings convey that officials consistently work to distribute the allowance on a monthly basis; however, many elderly individuals lack adequate knowledge of the application process. Eligibility is primarily determined based on socio-economic status. The allowance is regarded as highly valuable by many elderly recipients, as it helps them meet essential needs such as food, healthcare, and daily expenses. The study also highlights several implementation-related challenges. The application process remains complex, with many elderly individuals experiencing difficulties related to transportation, financial constraints, and health conditions. Additionally, elderly recipients struggle to access accurate information and update their records when necessary. The workload associated with managing the allowance has also impacted the personal lives of older female officers, particularly by limiting their time with family. The government is also undertaking initiatives, including the elderly allowance program, to improve the living conditions of senior citizens. In conclusion, the study finds that while the elderly allowance plays a significant role in enhancing the lives of older individuals, improvements are needed in the application process, public awareness, and service delivery mechanisms.

Keywords: *Elderly, Elderly Allowance, Living Conditions, Studying*