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- Mahatma Gandhi

“Be the change you
want to see in the
world.”



International Conference on Multidisciplinary Approaches 2020 University of Sri Jayewardenepura

COVID - 19 AND SUSTAINABILITY OF SRI LANKA

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Introduction

- ▶ Nowadays the world is suffering from COVID-19 as it is spreaded among more than 200 countries while affecting to countries' Economies and Societies
- ▶ Financial challenges are more crucial for developing countries. Hence, having the financial challenges, it is difficult to face such crisis effectively with balancing economy and society.
- ▶ The Sustainability is the ability to exist constantly. Hence, maintaining sustainable strategies and practices may help to look after society, economy and environment.
- ▶ The United Nations (UN) has introduced 17 sustainable goals (SDGs) in order to maintain the sustainability of each country. The goals are No Poverty, Zero Hunger, Good Health and Well-Being, Quality Education, Gender Equality, Clean Water and Sanitation, Affordable and Clean Energy, Decent Work and Economic Growth, Industry, Innovation, and Infrastructure, Reduced Inequalities, Sustainable Cities and Communities, Responsible Consumption and Production, Climate Action, Life Below Water, Life on Land, Peace, Justice and Strong Institutions and Partnerships.
- ▶ The key challenges are maintaining people discipline, minimize economic impact and look after country people during the crisis.



Research Questions

1. What would be the most practical solutions to ensure sustainability of Sri Lanka while facing to COVID-19 impact?
2. How can the country be executed the identified practical solutions?



Key Literature

- ▶ The Sustainability is the ability to exist constantly (www.wikipedia.org).
- ▶ The sustainability ensures Economic development, Social development and Environmental protection (The World Summit on Social Development 2005).
- ▶ “We must – now and forever – redefine the relationship between people and the earth. To do this, we must embed sustainability into COVID–19 economic recovery” (Ghosh & Godrej 2020).



Research Methodology

- ▶ Research approach and strategy Qualitative and Focus Group Discussions
- ▶ Population Focus group discussions with 30 Professionals
- ▶ Data Collection Method Qualitative data through online / UNICEF / Some of articles while identifying the best practices in the world

Discussed with 30 professionals about their opinions on selected strategies



Strategies towards Sustainable Sri Lanka while facing to COVID-19 impact (Ranked)

1. Creating more opportunities for Education and Research & Development
2. Increase the productivity
3. Design a Manufacturing based Economy
4. Creating more job opportunities for female
5. Set up a Strong Health System
6. Enable the Innovative and Creativity Practices
7. Effective public service
8. Look after Agriculture industry with giving more facilities
9. Contingency Management



Respondents' Opinions on selected strategies

Strategies	Acceptance Level (Number of respondents)				Rank
	Not Required	Moderately Required	Required	Mostly Required	
Strategy 01	–	–	08 (27%)	22 (73%)	06
Strategy 02	–	–	02 (07%)	28 (93%)	03
Strategy 03	–	01 (03%)	11 (37%)	18 (60%)	08
Strategy 04	–	–	–	30 (100%)	01
Strategy 05	–	–	05 (17%)	25 (83%)	05
Strategy 06	–	–	01 (03%)	29 (97%)	02
Strategy 07	–	01 (03%)	08 (27%)	21 (70%)	07
Strategy 08	–	02 (07%)	13 (43%)	15 (50%)	09
Strategy 09	–	–	03 (10%)	27 (90%)	04



Strategy 01 > Enable the Innovative and Creativity Practices

Promoting Innovation and creative practices is very important to reduce import cost and expand the country economy.

There is no any National Policy to look after and encourage innovators.

Strategy 02 > Design a Manufacturing based Economy

Sector	Share of GDP %	Employed Population %
Agriculture	7.9	25.5
Industry / Manufacturing	27.0	27.9
Services	56.8	46.6
Taxes less subsidies	8.3	



Strategy 03 > Look after Agriculture industry with giving more facilities

Destroying many Agri products due to climate changes, lack of facilities (Fertilizer, seeds, water an ect), lack of market, lack of storage, not available a good price, lack of technology and education / Wild animals' attacks / Lack of Knowledge on Agri Technology

Strategy 04 > Creating more opportunities for Education and Research & Development

According to the World Bank, Research and development expenditure (% of GDP) in Sri Lanka was reported at **0.10%**

In China - **2.12%** of the country's GDP and representing **20% of total world R&D expenditure**



Strategy 05 > Set up a Strong Health System

According to the world bank and UN, setting up a strong health system is an indicator of development.

Majority are middle or lower class income holders who are not possible to obtain the service from private sector

Strategy 06 > Increase the productivity

Productivity Growth (Annual Average) –

Sri Lanka 1.88%

India 5.23%

China 7.38%

Technology revolution is needed



Strategy 07 > Effective public service

Increase the efficiency through a KPI driven culture / Convert loss making entities into profitable stations

1. Define clear possible long terms and short term goals and KPIs
2. Identify the roadmap with making strategies
3. Making a proper plan
4. Utilize the talents effectively
5. Introduce new policies and methods and revamp outdated policies and procedures
6. Bring new technology
7. Uplift public service employees' knowledge, skills and change attitudes



Strategy 08 > Contingency Management

Prior planning

BCM

Strategy 09 > Creating more job opportunities for female

52% are female

35% female workforce

Empower females



Figure 01: Nine Strategies towards Sustainability of Sri Lanka / COVID 19 impact



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Thank you.....

