

Executive Summary

Following through on the foundation laid by the Project Managers of Phase – I of the Community Development project linked to the Bapa/ Mathu/ Pareigama MV, the second phase initially focused on 4 areas. Namely: (1) Livelihood improvement, (2) Productivity improvement, (3) Cultural development, and (4) Social development. The rationale for this being to create a structured environment in Pareigama whereby future development could take place with ease. While the focus of Phase – II was similar to Phase – I, Phase - II differed in terms of execution where multiple programs were actioned towards strengthening and testing the model proposed in Phase – I. Furthermore, Phase – II saw the project transform from a purely community focused venture to a research-oriented engagement amid limitations such as time, distance and resources.

Many issues that plagued the Pareigama community and the broader Walallawita Divisional Secretariat were identified and discussed prior to embarking on a search for literature to devise solutions. Housing and basic amenities, social discrimination and the inheritance of poverty from previous generations stood out as the leading causes hampering the quest for progress in most of the families. However, a study of available demographic data in the community highlighted a potential workforce of 55 – 60% of total residents. Along with this, Pareigama was an agriculture-centric community dependent on animal husbandry, home-garden crops and day-labor that posed potential for development through proper growth-focused interventions.

The review of literature was targeted at exploring areas relevant to community development related to rural communities such as those observed in Sri Lanka. The model proposed in Phase – I acted as a reference whereby new literature contributed to validate the model and provide the current Project Managers with recommendations on the execution of Phase – II. Eleven topics emerged through the review of literature. These include: (1) Community development; (2) Networks and networking; (3) Health standards; (4) The role of the temple; (5) The role of the school; (6) Livelihood strategies; (7) Rural entrepreneurship; (8) Education and skill building; (9) Tea nursery management; (10) Poultry management; and (11) Poverty. Managerial techniques that were practiced were discussed here as well.

Based on the review of literature and study of the Pareigama community, the project was crafted with 4 broad objectives in mind. These included: (1) To improve livelihoods of selected families; (2) To improve social standards in the community; (3) To improve the

relationship between the community and the temple; and (4) To improve the relationship between the community and the school while ensuring sustainability. A discussion of expected outputs and outcomes was also carried out to craft the programs and strategy. An initial budget of LKR 750,000 was estimated across these 4 project components and a project plan was drawn up with project completion and report submission to be done by the 31st of December, 2019.

The execution of the project plan saw several programs organized that contributed to achieving the objectives. To improve livelihood, 6 families were empowered to set up small businesses. Additionally, an entrepreneurship skills workshop and poultry business workshop were carried out to support these families and the broader community. A temple shramadana and donation of Sunday school uniforms to students was carried out to strengthen the relationship between the temple, community and school. Under social development, a health camp under the theme “Arogya” was organized along with a second program on sustainable sanitation and reproductive health. Four programs were organized to ensure sustainability of the school and to strengthen the relationship with the community. The first program involved providing funds for the tutoring of 14 students for their O-level examination, for two months. Additionally, supplies were given through the help of donors to 24 grade 1 students. A 24 perch forest land was also converted to a model garden to generate revenue to the school and provide a source of income to a member of the community.

During the project implementation, the project managers were able to apply the skills and knowledge gathered through the MBA coursework. All three types of skills in management; conceptual, interpersonal and technical skills were displayed throughout the project period in order to drive results towards achievement of planned objectives. Ensuring the sustainability of results in the long-term, it is critical that there is a smooth transition period between the project teams of this year and the following. Focus on alcohol and drug awareness, improved engagement of the temple, appointing a monitoring committee comprising community leaders and developing the school as the community center are recommended as key areas of the project for the upcoming year.