

This work was supported by KAKENHI (23530324)

**Japanese Grass Root Level Technical Assistance on Sri Lanka's Regional
Development: Case Study on Coconut Triangle Milk Producers' Cooperative Union**

Prof. Sampath Amaratunge*

Ms. Sunethrani Amaratunge**¹

Abstract

The concept of technology transfer is not a new subject for developing countries. For many decades this has been one of the major areas that many people have critically conferred. Sri Lanka is not an exception in this regard and many countries have supported to extend this important aspect of development for which Japan has contributed the utmost among all other nations. In Sri Lanka, as an agro based country, when resources are concerned most of the technology transfers have taken place in the area of agriculture or agriculture related. This particular case study is one of the places that Japan has invested its technical assistance in Sri Lanka. The present study mainly focused to see the impact of that facility to enhance the rural development through the cooperative. The study has found that in improving productivity and quality at the inception of the project the technical assistance was much important where competitiveness and survival were concerned. However, long term sustainability and development is a question in this place like in most of the other places. When value addition is concerned these types of industries must be given priority not only by the governments but also by the international donor agencies as domestic resource utilization by the cooperative is almost 100 percent.

Introduction to the Coconut Triangle Milk Producers' Union

Prior to the entry of the public sector to the dairy industry in 1954, co-operatives were engaged in the milk business within the City of Colombo. Bottled milk under the name of "PASCO" was supplied to the hospitals in the metropolis by a co-operative whose supply of fresh

1

* Dean, Faculty of Business Administration, University of Sri Jayewardenepura; ** Head, Faculty of Management, University of Kelaniya, Sri Lanka