

Contribution of Handloom Textiles Industry to Reduce Rural Poverty in Sri Lanka. (A Case Study in Gampaha district)

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Sri Lanka also has a rich history of traditional handloom textiles industry. The industry has helped to showcase the indelible creativity of bringing generations of Sri Lankans to the international stage. Inspired by the colorful patterns of the local landscape, the history of Sri Lankan craftsmanship dates back thousands of years. According to the Mahawanshaya, when Prince Vijaya arrived in Ceylon, Sri Lankan-born Princess Kuveni was weaving. According to reports, cotton traded between Sri Lanka and other countries has been going on since ancient times. The handloom textile industry is a labor-intensive export-oriented rural industry. It can also be seen as an ecological alternative to economic growth. The handloom industry in Sri Lanka consists of three main divisions, namely community handloom, provincial handloom and private enterprise. The main objective of this study is to study how the handloom industry contributes to reduce rural poverty in Gampaha district. This study is based on qualitative data. Mainly, the secondary data collection method was used to interpret the results of the published research paper, national and international documents. Handloom industry generate a sustainable household income and find employment opportunities for the rural community in Gampaha district. Thus shows that there is a large skilled workforce for the handloom textiles industry. It has created a lot of direct and indirect jobs handloom industry has been able to invade the local and foreign market. Due to the countries close association with the global fashion and apparel industry, handloom industry is once again gaining prominence globally. Due to the high demand for environmentally friendly products, local manufacturers are able to supply high quality products to the global market. As a developing country, Sri Lanka can achieve rapid economic growth, low unemployment rate by increasing investment in local industries and introduction new technology.

Key words : Rural poverty, Handloom industry, Unemployment, Economic growth, Export market

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