

THE ANALYSIS OF SMES TO THE SUSTAINABILITY OF SRI LANKAN ECONOMY - SPECIAL REFERENCE TO KANDY DISTRICT

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SMEs play an important role in the generation of employment, contribution to GDP, and export earnings in both developed and developing countries. Sri Lanka contributes 52 percent of the GDP to the economy and causes to achieve sustainable development. The purpose of this study was to analyze the contribution of SMEs to economic sustainability during the economic crisis in the country. This research mainly focused on primary data which were obtained from 20 entrepreneurs in SMEs located in Degaldoruwa Grama Niladhari Division in the Kandy District using the snowball sampling method. Semi-structured questionnaires and group discussions were used to gather data from entrepreneurs. Even though Small and Medium Enterprises (SMEs) are facing economic crises, in the economic sector Relevant information was collected about how it affects sustainability. Thus, the above analytical information reveals that Small and Medium Enterprises (SMEs) greatly contribute to economic sustainability in the face of the economic crisis. Mostly Kandyan Small and Medium Enterprises (SMEs) are sometimes also conducted by businessmen as an additional source of income in this area. The result is the improvement of employment opportunities, the ability to make export earnings, the improvement of the standard of living, and the economic sustainability of these Kandyan Small and Medium Enterprises (SMEs). Thus, we can conclude that small and Medium Enterprises (SMEs) are very helpful and this business can strengthen the economy in the Kandyan area of Sri Lanka.

Keywords: Economic Crisis, GDP, Small and Medium Enterprises, Snowball Sampling, Sustainability

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