Vavuniya: Best in poverty at 2.3 percent

by Rohantha Athukorala

It is interesting to note the ownership of motorcycles being very high, at 32.2 percent which may reflect the lifestyle in Vavuniya given the type of work and interest in that part of the country.

Sri Lanka's performance last year, the economy closing on $60 billion and the Brand Sri Lanka being valued by Brand Finance at $23 billion was interesting, especially when the country is registering an 8.9 percent GDP growth. Incidentally this is the fourth best performing economy globally on.

Vavuniya

If one carefully analyses the performance of Vavuniya, we can see that it even though the poverty figure is at 2.3 percent, the mean income is at a low ebb of Rs.33,063, which means that the money spent in Vavuniya on the basket of goods for food and non food items are very different to the high income districts such as Colombo and Gampaha. But a point to note is that many get some form of food from their own gardens.

As a matter of interest I spoke to the Minister in charge of Vavuniya with this information and he responded that the ownership of motorcycles is at 32.2 percent which may reflect the lifestyle in Vavuniya given the type of work and interest in that part of the country.

Education

There are two pick-ups on the education front, quality of education that was pointed out before. The overall value chain needs to be developed ideally under the Divi Negama.

Ownership of HH Items

Ownership of HH Items are mainly sewing machines which is interesting given that the penetration is as high as 84.3 percent as against the national average of 42.7 percent. Maybe the introduction of the Handloom industry or a related business will be useful so that overall income can be increased. But a point to note is that for this to happen the overall value chain needs to be developed ideally under the Divi Negama.

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The overall developmental agenda must be done with a clear mission.

1) A similar analysis must be done in all 24 districts to that ground realities can be understood.
2) A master plan must be drawn up so that a 3-5 year developmental agenda can be drawn up just like what we see in Gampaha and Hambantota Districts.
3) The overall developmental agenda must be done with a clear mission.
4) This bottom up game plan must be linked to the national budget.
5) GDP growth must be tracked at the district level if possible so that national level planning can be more targeted.

The author is actively involved in the growth agenda of the country in the Public Sector and has a double degree in Marketing, MBA and a doctoral candidature in Business Administration.