SECTION A
National Development

Introduction

Development is a strong social factor, which attracts the attention of the whole world. On basis of the levels of development, the countries have been categorised in the various groups such as developed, developing and underdeveloped. While the peoples of the developed countries enjoy all the benefits of the development, the peoples of the under developed countries suffer all hardships and difficulties of life.

Human development report of 1993 makes a mention about development as follows:

"While over a billion of the world population is suffering from poverty. The richest 1/5 of the world population enjoy 150 times of the global population. In developing countries the rural population still receive less than half of the income and welfare services enjoyed by the urban population. 34000 small children die everyday of malnutrition. About 800 million people of the developing countries still suffer without having substantial meal, the latest threat is the AIDS that fast is spreading in the developing countries, particularly Africa and Asia. Around 2 million people in the third world are contracted HIV and indirect cost of that disease had been about 250 million US Dollars"\(^1\)

The Undeveloped countries naturally come under the influence of the developed countries; this situation has both negative and positive aspects. In this context the politicians of the

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\(^1\) Economic Review- September, 1993.
undeveloped countries are compelled to adjust their planning according to the planning initiated by the institutions and organisations of the developed countries. It has to be admitted, however, that a certain amount of assistance and co-operation are received through the international agencies for the development of undeveloped countries. But the reality of this phenomenon have to be logically analyzed in a situation like this, where one country condemns another. The Politicians of the undeveloped countries cannot act independently. What should actually be done is to proceed towards development with the active participation of the entire population of the country. Although the government has the bigger responsibility in the process of development the political instabilities experienced in the undeveloped countries have hindered that development process. The politicians safeguard their power, rather than to sacrifice their efforts towards development. In such a context it is very difficult to secure the active participation of the general public in the development process. In this situation the undeveloped countries have to rely on the help extended by the developed countries. Several important facts can be pointed out regarding the development of the rural area.

1. The government should have a clear understanding as well as a firm dedication towards the development of the country.

2. At the same time the people of the country also must have the same understanding of and dedication of the development of the country.

3. The identification of the material and personal resource available in the country.

4. Creating a Development model that is more suitable to culture and the identify of the country.
5. The structure of the Mass Media in the country should persuade the people for dedication towards development.

Accordingly any process of development initiated and carried out by the government in the collaboration with people, will certainly be a success. The social atmosphere required for this purpose can be more effectively created through the Mass media. Man has started hating the man in the circumstances of ethnic complicates and wars in a situation where globalization is suppose to be the goal that should be achieved. We have to realize that this is a great hindrance. In the path of development in this context it is more important to give more emphasis on rural development. At present the aspect of rural development in the undeveloped countries has attracted the attention of society. When the facts are considered we can clearly see that the life of rural society is actually very difficult. Therefore, the pepole participation would be a more important factor in the process of rural development. Prof. Willbur Schramm in his book titled "Mass Media and National Development" has emphasized this situation thus:

"Knowledge is better than ignorance. Health is better than disease. To eat is better than hungry. A comfortable standard life is better than poverty. To participate in ones nation is better than to be isolated from it"²

The above-mentioned facts make it clear that pepole participation is of paramount important in the process of develop-

² Mass Media and national development. Willbur Schramm-P 35
ment. The government of a country should be more flexible and tactful in securing the peoples participation in the development process. We cannot see any country, which has developed without the blessing and the active participation of the people of that country. It is difficult to take definite and firm decisions regarding the general public, the reason being that the people are of different attributes and characteristics. Therefore, government must have a clear understanding of the nature of its people. The government as well as people must realize that the government of a developing or developed country is not a heritage of a limited group of privileged people, but a right and heritage of the people in general. This has to be manifested in practice. It is only then that a sense of necessity and dedication for development will be built-up among the people of the country. The responsibility of the Mass Media in this process in ample.

Uma Narula in his book "Development Communication (Theory and practice)" analyzes the ideological factors of development through several perspectives. They are the aspirations and expectations of particular Society

Eological perspective in respect of development should be created among the people of the society. The government as well as people can evolve the social atmosphere which is necessary for that. At the same time the responsibility of the Mass Media in this context is also very important.

The special characteristics of rural development must be studied K. Sadananda Nah, Shirley A. White in their book "Perspectives on Development Communication" have analyzed the special features of

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3 Development communication (Theory and Practice) Uma Narula - P I
rural development in the following categories:

1. Physical development: Communication transport, sewage, irrigation, energy, forestry, animal conservation, and environment.

2. Economic development: agriculture, business, industry and service sector.

3. Social development: education, culture, sports, political activities.

4. Health development: nutrition, sanitation, community health, prevention of water and air pollution.

Generalizing the foregoing factors, it becomes quite clear to us that the most correct rural development projects and programmes must be set up and carried out particularly in the undeveloped countries. It is the responsibility of the government as well as the public opinion leaders to prepare the policy planning and evolving the ideologies necessary for this purpose, creating a development communication strategy so as to secure people's awareness and participation in this has also become an essential contemporary requirement. So in this research study, we will make an attempt to identify the communication methods most suitable for rural development.
1.2 Communication Concepts

Journalistic concepts, in their broadest sense, vary widely throughout the world. One would expect the role or function of the media of mass communications to differ significantly between, say, a communist nation and a capitalist nation. And, indeed, this is the case. But, it should be noted that even within the so-called ideological contexts - between Yugoslavia and the Soviet Union, for example, or between what was formerly called West Germany and the United States - there are significant differences.

In addition, within any one press system, there is growing debate about basic communication purpose or concept; many press systems appear to be changing rather rapidly, thus, bringing about interesting dialogue concerning a re-definition of basic journalistic concepts. The mid-20th century emphasis on the press responsibility to society, not only in controlled press systems but also in liberated press systems, is a case in point. Many observers are struck by the fact that a universal trend is growing to consider social stability and national progress more important than free discourse in a pluralistic press system.

The function of mass communications, not only within particular press systems but also among national press systems, is receiving increasing attention. In a way, this is a primary concern in a discussion on development communication, the roles and functions of national and international contexts of communication.

1 Basic Elements of Communication

Three basic elements of expression and communication have been available as "raw material" in all epochs of history: the
word, the picture (drawing), and the sound (noise). And the earliest mode of communication with a larger group of people was probably speech. Houston Peterson says that "We can be sure that even thousands of years ago, there were individuals who cast spells over their fellows with the magic of words. At first, it was not words so much as the rhythm, the sounds, the incantation that was part of the ritual. Chiefs, priests, medicine men must have risen to power through skill in speech as well as skill in arms. They must have addressed themselves, in hope or in tenor, to the mysterious forces of nature and to the spirits of dead relatives. Then, as now, stirring words helped to hurry men to hunt or to battle, and afterwards, the defeat or the victory would be relived with those who had remained behind. Perhaps the first formal orations were delivered at the graves of heroes." Political and religious aims may well have been merged in those early speeches.

As a consequence of these basic possibilities of expression, we find that, since earliest times, there have been forms of propaganda of different kinds, both political and religious. Besides good examples of political propaganda of the early cultures, we have several parts in the Holy Bible which show how and why peoples communicated with each other and what the content of their communication was.

2  The Force of Public Opinion

During the 19th century, one concept dominated in nearly all of the important nations and often became a mighty force and a kind of myth: public opinion. And also, mass movements can be found all over Europe as a communication factor, with steadily growing importance: demonstrations, public festivities, world
exhibitions, congresses, etc. With the growth of modern political forces, more and more slogans, rumors and whispering campaigns have received importance in international communication. The middle of the 19th century ushered in the so-called news agency-epoch, and it was also the time when numerous foreign correspondents spread all over the world. A permanent activity in international communication since 1864 came from the different supranational communication institutions of the Socialists.

3 Propaganda Techniques

A real bundle of international communication activities with highly propagandistic appeal was developed during and since World War I, and certain propaganda techniques were used by all nations which took part in the war. During the late phase of the war, a new medium was used propagandistic purposes: the Motion Picture, which was first used as a propaganda instrument by the German War Press Department. After the foundation of the League of Nations, Geneva became one of the most important communication centers of the world, but the global information policy of the League was not too successful. Much more activity in international communication showed in, for example, the Communist International (Comintern), which was founded by Lenin in March, 1919. Since the early 1920's various movements of Fascism became more and more popular in several parts of Europe with a certain international propagandistic function.

At the same time, radio broadcasting made its first steps to become an influential instrument for national and international communication. Especially the short-wave radio, already in its very early stage of development, was discovered for its supranational
communication value. During the 1930's, radio broadcasting became the most intensive vehicle for message transmissions in nearly all parts of the world. The instrument was used extensively by the leading political powers and Hitler was fascinated by the various possibilities of this medium. Journalistic and propagandistic instruments and techniques were used by nearly every nation during World War II as psychological weapons. To some extent, the war was also a propaganda war, mainly led by radio broadcasting. A very important instrument of international communication during and after the war became the newsreels with a rather high level of output.

4 Promotion of International Understanding after World War II

After 1945, a couple of organizations were established for promoting international understanding by developing the process of international communication, for example, the UNESCO and IPI. The communist-ruled countries established in 1947 in Bucharest (Romania) the COMINFORM (Communist Information Bureau), which was the headquarters of the propaganda activities of world communism, until its liquidation in April, 1956.

Along with all these mainly political institutions, there were also some international religious organizations for propagating the ideas of the various churches in the modern world. For example, the World Council of Churches in Geneva established a special Department of Communication. In April, 1954, the "Trans-World Radio" system of several Protestant churches was begun. A much longer tradition in world-wide religious radio broadcasting was "Radio Vaticana" (founded 1931), which transmits in about 30
languages of the world. Great emphasis to the problems of global communication possibilities was given by the Second Vatican Council which concluded a special Decree on the Instruments of Social Communication ("Inter mirifica") on December, 1963. According to No. 18 of "Inter mirifica" it was planned that a so-called "World Day of Social Communication Media" should be arranged annually by Catholics around the world. The first of these World Communication Days was declared by Pope Paul VI for May 7, 1967, and a second was arranged for May 26, 1968. A special declaration on "The Church and the Media of Mass Communication" was also presented to the Fourth General Assembly of the Ecumenical Council of Churches, held in Uppsala, Sweden in July, 1968. This declaration was approved and recommended by the Assembly in its essential features. Compared with the Vatican Council's Decree on the Instruments of Social Communication ("Inter mirifica") it shows some correspondence in principle, emphasizing, however, different conditions of communication activities in various countries.

5 Communication in Space Age

As was mentioned earlier, "international broadcasting" grew as the totalitarian countries began to propagandize their neighbours-frequently with the ultimate objective of conquering them-and the democratic countries began international services in response to the dictators' broadcasts. During World War II, the propaganda services of the German Reich and the British Broadcasting Corporation competed for acceptance in Europe and throughout the world. Just as World War I stimulated the development of radio, so the electronic advances of World War II
contributed to the emergence of television which soon became the dominant electronic medium. Besides radio broadcasting, which had been a real medium 'without barriers' for a long time, in the 1950's and especially in the 1960's, television became the communication instrument par excellence for national and international purposes. Across-the-border telecasting operations became quite common, and across-the-Atlantic transmissions were possible after launching the first satellite (Tel star 1) in July, 1962. Since that time, the term "Communication in Space Age" became a synonym for this most modern form of communication.

Doubtless the "Age of Television" or the Space Age later in communication history, will be considered a communication revolution because it will have many expected and unexpected influences on how people and nations communicate with each other.

So far this brief discussion has dealt with the evolution of different forms of communication. As could be demonstrated, sometimes the various forms together result in a new kind of expression, but not all of them so, nor all of these can be called media or even mass media. To give a systematic overview on the various areas of communication research—both in national or international context it is necessary to present this listing which includes all the possible means and forms:

1. Signals (Symbols, Flags, Signs)
2. Word and Sound (Speech, Device, Slogan, Rumour)
3. Arrangement (Assembly, Cumeny, Demonstration)
4. Press (Pamphlet, Leaflet, Newspaper, Magazine)
5. Picture (Drawing, Cartoon, Poster, Photo)
6. Broadcasting (Radio, Television)
7. Film (Documentary Film, Newsreel, Movie)
8. Stage and Literature, Political Theatre, Cabaret, Political Literature, Political Song.

This overview makes clear that, for example, forms of original communication in certain cases can be merged with those of intermedial, i.e., if slogans, symbols, signs, etc., are brought to a larger audience by press or film, or if speeches or demonstrations are transmitted by broadcasting.

6 Inter-cultural Communication

Some of these media, forms and subgroups are more, and some less, predestined for international dialogues between people and nations, but, at first, we must, in this context, distinguish some basic questions. Our literature and oral discourse today often is using two terms for research activities in worldwide or regional communications: some people use "intercultural communication"; others prefer "international communication"; third group of research is using both of them without making any distinctions. But in reality there exist two different meanings which Gerhard Maletzteke has defined as follow:

"Inter-cultural Communication is the process of the exchange of thoughts and meanings between people of differing cultures."

"International Communication is the communication process between different countries or nations across frontiers."

If one accepts these definitions, he might say International and inter-cultural communication may be one and the same, but not necessarily. Often, there exists international communication
between people of the same culture (often using even the same language), but separated from each other by national borders. On the other hand, it is also possible to find inter-cultural communication within one country if people of different cultures (and often with different languages-minority groups) communicate with each other. Sometimes the terms "supranational" or "comparative" communications are used as well, and there seems to be no real consensus in the use of terminology.

Hamid Mowlana seems to be a little too pessimistic when he said at a convention of communication researchers: "Although we are more able to cover International Communication systematically, I don't believe there is promise in trying to conquer it as a whole." But Mowlana is quite right with his remark that for the individual researcher, "There will have to be some form of specialization within the field." And in another context Mowlana says: "The primary emphasis is on an introduction to the activities focused on the phenomena of international communication. After an examination of the range and definition of phenomena, an attempt is made to lay a foundation for an identification and critical evaluation of major approaches, theories, concepts and propositions with particular attention being paid to problems of analytical integration within the field of study and to problems of inter-disciplinary contributions and coherence."

7 Communication History

James W. Markham belongs to the group of researchers which looks to the past as a first step towards understanding the international communication situation of our time. "As for communication law and history, these subjects can adapt certain
obvious international comparative approaches. Mass communication systems everywhere and in past times are usually more closely related to political and legal systems of nation-states than to other aspects of the society. The student's explorations on the history of American journalism is more effectively conducted in the context of the development of world communications."

Touching on the time factor in communication history, this brings up the question: Which of the journalistic concepts of our time is most-accepted in great parts of the world? The slogans of the libertarian theory of the function of the mass media have been the "self-righting process" and the "free market place of ideas" but "several types of limitation on the freedom (of communication) have been universally accepted as being consistent with libertarian principles." It seems that Lenin's formula of 1901 is the best-known in conception and is accepted not only by the communist countries but also by some communist-oriented groups in other nations. According to Lenin, the mass media have to be not only "a collective propagandist and collective agitator, but also a collective organizer" There are, of course, several other conceptions of communication, but these two seem to be the ones which received acceptance in great parts of the world, whatever people in different countries may understand by those terms.

8 Elements of Emphasis in Different Media

In any case, the main problem is what kind of content is preferred by the various media in national and international communication. Henk Prakke describes three functions of all communication as (1) information, (2) comment and (3) entertainment. Information or innovation has to be the basic
function from where all communication starts. The comment function contains the opinionated analysis of information. Entertainment in a general sense is described by William Stephenson as "Communication-pleasure."

Ralph Lowenstein tried to make grouping of the "Elements of Emphasis."


One would have to prove if this ranking could be similar or very different in the case of international communication. But it can be said, for example, that "information is circulated internationally in three forms: as raw material, as semi-finished goods and as finished product, and most of the research deals with the flow of news among countries. It is rather difficult to speak in general terms about cross-national effects of opinion-expression of all kinds, but we know something about biasing and stereotyping in an international context, sometimes referred to by the expression "how nations see each other" or "public opinion" in various countries.

Some forms of entertainment, especially sports events, have been brought to an international audience mainly by television. Very much still has to be done in this nearly unlimited area of research. Besides the books and articles dealing with the flow of news, such research has been undertaken in the field of national and international attitudes and reactions to certain events. We do
not know enough yet to make final decisions about the real corresponding functions in the international process. Therefore, a meeting of experts on mass communication and society organised by the UNESCO and held in Montreal from 21 to 30 June 1969, touched upon these problems. Among the topics discussed were: "The present status of the social sciences and their ability to deal with the study of human values and behavioral patterns; the interdisciplinary nature of mass communication research: the difficulties involved in comparative and cross-national research owing to the different conditions obtaining in various societies and owing also to the fact that social research is often embedded in cultural values; the lack of co-ordinated effort in mass communication research; the need to study the impact of technology within a given social context; the special characteristics of communication in developing countries and the relative importance of channels of human communication in such societies; the problems of communication between countries including economic and political barriers, the effects of mass media on youth and the presentation of violence; and the role of mass media in achieving international understanding."

The participants of the UNESCO meeting were generally agreed on the need for quantitative as well as qualitative research, including research of an interdisciplinary nature, on a number of topics singled out for particular attention by the experts.

The participants at the meeting felt that international exchange of mass media content and other popular cultural artifacts in general, and particularly those which affect the developing nations, involves not only the possible displacement or modification of certain cultural values, but also the problem of
mutual comprehensibility. Therefore, mass communication research is needed into the perceptual patterns peculiar to cultural and ethnic groups, which should be taken into account if international exchange of material is not to give rise to misunderstandings.

A first step to realize free flow of information between the countries and the "blocks" in east and west was undertaken at the Helsinki "Conference on Security and Co-operation in Europe" (CSCE) including Canada, Turkey and the United States of America. The final act signed by the conference members on August 1, 1975, is a massive document, the substance of which is divided among the subject of three "baskets": (1) politico-military, (2) economic, scientific and cultural, and (3) humanitarian and other fields.

9 Development Communication

Wittman defines development communication as "an organized systematic effort to apply knowledge about social health and pathology in such a manner a to enhance and preserve the social and mental health of individuals, families and communities." He notes that there have always been small but important segments of the human service profession, from the days of the social reformers of the late nineteenth and early twentieth centuries to the present time, involved in the development and implementation of social policies and programs designed to promote optimum functioning and prevent social breakdown. While these individuals may not have been explicitly engaged in something called "preventive social work," their purposes were undoubtedly to prevent individual, family, community, and societal dysfunction.
Since the 1960's, the social work profession in particular has assumed that it must play a strong role in the policy-planning arena in order that it might have an influence on environmental factors that promote or obstruct the life chances of individuals. However, as Mayer (1974) observed, this conception of prevention "seems to remain ... an idea or abstraction, appropriate to social policy, and preventive efforts need not be the exclusive domain of social policy analysis and social planners; individual human service practitioners can and probably should include preventive activities as part of their routine practice."

10 Functions of Development Communication

Development communication involves the communication of information that will promote the optimum functioning of individuals and assist them in the performance of important social roles that would encourage and support self-help efforts and formal and informal community networks.

11 Meaning of Development

Development signifies growth or change for the better in any aspect of a social process. Applied to an economy, it means growth in its different sectors of production and distribution, improving standards of education, living and civilization of the people, improving wages for the workers, etc. Political development similarly means healthy growth of political institutions in society, like democracy, public administration, growth with justice, equality among citizens, integration among communities and linguistic regions, and so on.
12 Social Development

Social development signifies the development of social institutions which may facilitate smooth changes and outlook of people. It means improvement in social structures, like norms of mutual conduct among members, values, cultural tastes, humanization and modernization. The most important agency of social development is educational institutions spread in a society—both formal type and mass communications.

Hahn-Been Lee says; "Development is a process of acquiring a sustained growth of a system's capability to cope with new, continuous changes towards the achievement of progressive political, economic and social objectives."

The function of an ideology of development is mobilization of the masses for the vast tasks of modernization in the direction of nation-building and socio progress.

Milton J. Esman rightly says: "Development is the national progress of organising and carrying out prudently conceived and staffed programmes or projects as one would organise and carry out military or engineering operations".

Gerhard Calm awl Theodore Geiger go further and hold the view about 'development' as not just growth. Referring to the under-developed countries of Asia, Africa and Latin America, they say, development requires social and cultural changes as well as economic growth, that is, "qualitative transformations must occur concurrently with quantitative increases." There is, according to them, a reciprocal relation between the two, and neither process is likely to continue for long or go very far without the other. Hence "development means change plus growth."

F.X. Sutton says, "The goals and methods of development
must mean a vision of rationalization.... Rationalization is a more continuously directed process, resting on comprehensive scientific analysis of what must be done and the deliberate training of men for new tasks and new ways of behaving."

The most important component of development is its dynamism. Development must signify continuous change in society for the betterment of the people in their various phases of life. Development brings in its processes continuous change in the pattern of living of the people in different walks—spiritual, material, religious, social, economic and political. It is in the nature of development to influence the inter-relationships among different members of society, different groups or their combinations. Another important nature of development is that the changes which development brings in its wake take upon themselves the characteristic of unending cyclic impact. One change causes another, the second multiplies into many others, and so on. The process of dynamic changes is an essential nature of development.

The numerous changes taking place are subject to innumerable factors existing, in a society or coming from outside. The world is today a well-knit whole. There are local, regional, national considerations which go on constantly and intermittently affecting the spread of change every moment. Besides, there may be multinational or international influences which keep working to cause small or big changes in the day-to-day politico-socio-economic environment.

About the nature of development, the UN Economic and Social Council in one of its reports says: "The new phase of development which started after the Second World War differs from the old phase not only in scope and substance but also in the
pace of change. In the period extending from the middle of the 1940's to the middle of 1970's, more technological changes have occurred than in the whole period of human history up to 1945. Similarly, social and economic changes have been rapid and turbulent. Under such changes, no economy can be self-regulating or self-adjusting, and no 'invisible hand' would be strong enough to guide the working of the economic system. New management technology would be required to cope with the situation."

Since modern societies lay down certain goals and objectives for development, they also need the foundations on which development can be based and attained on desired lines. Such foundations themselves keep on changing to modernise society day-by-day.

Seidner says, "System changes in the form of increased differentiation and co-ordination, together with appropriate accompanying specialisation, are always needed."

In the words of A.P. Bamabas, "For development to be achieved, there is clearly a need for establishing close relation with the people. Change cannot be brought about without motivating people and motivation cannot be achieved without establishing leadership-people relations."

Walter C. Neale refers to such needs in newly-independent underdeveloped countries when he says, "The problems of development in a non-Westem society lie not primarily in borrowing technology and organisation methods from the West but in adapting them to the specific peculiarities of the borrower's culture and in discovering how they affect, and are affected by the motives, institutions, and perceptions of reality held by people into whose life these new technologies and organisational forms are
13 Pre-Requisites of Development

Since development is a continuous process the existence of certain pre-requisites for development have to be ensured by:

(i) Stable Political System:

If society aspires for a planned development, it must have the basic infrastructure laid down in an acceptable political order and a well-defined constitutional system. Without such a base, no society can move in the direction of nation-building and socio-economic progress. It must have a stable constitution to provide for mutual adjustment among its different social components, sections, classes and sectors. Unless there is a well-classified and regulated system of law and order to delineate the mutual inter-relationships among the component parts, there can be no well-sustained rate of development.

(ii) Stable Administrative System:

Unless a society has a well-regulated system of public administration, it cannot undertake any programme of development for improvement in the environment of society. A system of public administration must have a sound base of rules and regulations, division of responsibilities, delegations of authority, division of work among different departments and an efficient system of co-ordination among different wings of the system, like the executive, the judiciary and the legislature.

(iii) A Well-Grounded Cultural System:

Development cannot take place in a society which has heterogeneous groups of people come together suddenly for any reason. There must be historically minimum cultural affiliation,
linguistic or otherwise, binding the people together for common understanding and working. Unless there is an environment of minimum cultural understanding, the heterogeneous elements of society would always be clashing among themselves and instead of paving the way for the development of civilisation they would be tending to destroy or retard its development. An environment of integrity-social, political and cultural- is essential for economic development.

(iv) A System of Planning:
For a concrete programme of development and for achieving the desired objectives of such programmes, it is necessary for a society to improvise the concept of planning; without a system of sound planning and the necessary machinery for the implementation of plans, no society can achieve necessary development or bring about modernisation in its different walks of social life. Nation-building and socio-economic progress require a sophisticated system of planning in which there is well-regulated utilisation of the resources— material and man power. No wonder, most of the modern societies cannot exist without a sound system of planning.

(v) People's Participation:
For development of society, it is extremely necessary that the people as a whole must be active or indirect participants in the process of development. Since in modern civilisation, people are conscious of their existence and role in society in different walks of life, any administration which wishes to ignore their participation is likely to fail in its objectives. Modern societies are not based on individual whims or fancies of monarchs and dictators but on the active public opinion of the masses. No democracy can function without establishing a healthy contact with the people through its
administration.

14 Problems of Economic Development
Economic development is the process whereby an economy's real national income increases over a period of time. It is different from economic growth as it means more output plus changes in the technical and institutional arrangements by which it is produced. Economic development is concerned ultimately with the achievement of better nourishment, better health, better education, better living conditions and an expanded range of opportunities in work and leisure for the poor people. In order to make itself felt or to create an impact, economic development must take higher the level of economic production to cover not only the consumption needs of primary producers but also to support all the national infrastructure, including workers, managers, employees, employers, both public and private, who may be engaged in secondary and tertiary occupations. Economic development must aim at permitting more product from the same resources or the same amount of product from less resources. This may, however, be in the form of new product yielding more utility rather than just a larger amount of an old product. In the final analysis, economic development entails diversion of nation's scarce resources and productive powers to the augmentation of its stocks of productive wealth and to the progressive enlargement of its growth and net national product of goods and services. It also entails better distribution of product so as to extend the democratic processes functioning in the political field to those in the economic field by providing the fruits of development to the less-privileged classes and the poor masses and, thereby, to involve them effectively in
future development processes with greater zeal.

Development administration is important as it implies government actions and initiation of economic innovations and improvements on which higher productivity is based. Government is the major financial support of all new investment that makes possible higher levels of productivity. Governmental impact on economic activities is obviously powerful, says Irving Swerdlow and its effect on the main forces of development, for good and bad, is inevitable.

Edward Weidner calls the relationship between the modernisation of administrative system and economic development as complex. He says, economic development itself is a major force for administrative change, especially in the long-run. Administrative change properly conceived, can also further economic development but administrative change, improperly conceived, may delay or slow it.

The problems of economic growth are of particular concern to the underdeveloped and developing countries of the world. The developed parts of the world where people work no more than forty or fifty hours per week and enjoy substantial amounts of leisure and a level of consumption at or near that attained by the citizens of Switzerland, Sweden or the US, contain only about 20 percent of the world's population. Most of the rest have to struggle for their very subsistence.

If one were studying the effect of variations from year to earn rainfall, one would find that for rich countries, such as Great Britain or Holland, such variation would be reflected in farm output and farm income; for each inch rainfall falling below some critical amount, farm output and income would vary in a regular
way. In poor countries, such as China and India, variations in rainfall are reflected in the death rate. Indeed, many live so close to the subsistence level that slight fluctuations in the food supply may bring death by starvation to large numbers.

The fact that fluctuations that are measured in money units in rich countries and are often measured in lives in poor ones makes the problems of economy look very different in different countries. It also makes the problems of economic growth very much more urgent in poor country than in richer ones. Reformers in poor countries often feel a sense of urgency not felt by their counterparts in rich countries. To get those citizens to live off a bare subsistence standard in a very poor country requires an immediate change to very rapid rate of economic growth.

Industrialisation is the key to economic development and, in fact, is virtually synonymous with it. Development requires, at some stages, an increase in the amount of accumulated capital per head of population, in industry, in agricultural, in the distributive trades, and in government. It may be that in a number of countries economic development has to begin by strengthening and improving the agricultural sector without, initially, any increased capital accumulation. This may even take the form of strengthening subsistence agriculture and non-market sector of the economy. But, at some point, growth requires capital and this will inevitably mean industrialisation in the sense of increased fabrication, with a concomitant shift of economic activity and the labour force diverted from agriculture to other activities.

Economic development operationally is defined in terms of (i) an increase in real output per capita including the output of the non-market sector and (ii) resultant increase in real income per
The emphasis on both output and income is necessary in establishing a usable criterion for judging the rate of development. Progress in the economy as a whole can generally be gauged solely on the basis of output per capita. The results of almost all policies—public and private—can be examined and appraised in relation to the output criterion. But economic development has come to mean more than this. Historically, as Western European countries and the US have developed, increase in income has been enjoyed by larger numbers of the population. In an underdeveloped economy, the distribution of income is typically more concentrated than in developed countries. At some stage in the process of development, there appears to be a reduction in income.

Population pressure need not prevent development. It may accentuate the need for development; it may slow down the pace of development, it does not necessarily preclude it. The histories of Belgium, the Netherlands and Japan, among others, suggest that high ratio of population to land areas does not in itself retard economic growth.

Economic development, in the predictable future, is primarily a task for the developing countries themselves, not for outsiders. The kind of development which is needed today by the peoples of Asia, Latin America and Africa is not the kind that occurred in the 18th and 19th centuries, when mines, railroads and ports, and, sometimes, schools and hospitals, were built in the colonies. What is now required is a widespread popular participation in the process of development—which means that for many countries, a new system of economic values must be internalised, with new patterns of behaviour and expectation.
Development has to command the efforts and the moral support of increasing number of persons. Broadly speaking, the task is to assure that there is demand for capital—the pre-requisite to development by a societal organisation and the structure necessary for its utilization. Economic growth not only increases certain kinds of internal mobility.

The main objective of economic development is acceleration of the speed of development in different fields of economic life of the country. It must have the following objectives:

(i) Rapid economic growth;
(ii) The development of social capital;
(iii) Mobilisation of resources;
(vi) Optimum use of resources;
(v) Reduction of economic inequalities;
(vi) Overcoming overpopulation trends;
(vii) Provision of all-round stability; and
(ix) Balanced growth.

15 Mobilisation of Resources

Development requires huge financial resources. Especially for building up social institutional capital, large-scale finance is needed for making investments. Private enterprise cannot mobilise sufficient financial resources needed for development purposes. The government is in a far better position to find the necessary resources through taxation, borrowing and deficit financing which are not open to private enterprise. But, in order to mobilise resources through various measures, government must formulate projects together with their financial implications for development schemes and also determine the extent to which various sources of
finance are to be tapped. Thus, private enterprise lacks the capacity to undertake large-scale development schemes. Not only that, it also lacks the necessary motivation to undertake the tasks of societal development.

Planning is essential for optimum utilization of resources. Private enterprise without the accompaniment of proper planning by the government will misdirect or misallocate resources, because private enterprise is guided solely by the profit motive regardless of social benefit or evil effect. In an unplanned economy, valuable national resources may be diverted by the private enterprise to the production of luxuries for the rich, while the masses may be starved of even the necessities of life.

A planning authority can better judge what is good and essential for the society and what is bad and non-essential for it. It can accordingly allocate the scarce resources available. It is to the obvious advantage of a country to prefer the direction of resources for the production of essential commodities and avoid their diversion to non-essential items. Only a planned economy can do so., As Prof. Harris says, "Surely no well-functioning planned society would allow expenditure of 3 billion on education, and 2 billion on social security, as in the USA and 7 billion on alcoholic beverages." Prof. Harris means that in an unplanned American economy, too much resources are wasted on the production of non-essential things, such as alcoholic beverages, while relatively lesser resources are left for the promotion of essential things as education and social security, A planned economy is motivated by the doctrine of social welfare and does not allow the scarce resources to be availed of for non-essential items of consumption.

The role of planning lies in securing optimum use of resources. It is
further highlighted by the fact that in underdeveloped countries there is a serious deficiency of different type of skills compared to the needs of development. Under the circumstances judicious and efficient allocation of resources is carried out which only the government is capable of undertaking through planned policies, processes and projects within the framework of national priorities.

One important argument in favour of planning is that it makes for a more just distribution of the fruits of economic growth and reduces the inequalities of income and wealth.

The free market economy rewards people according to the resources they possess but does not contain in itself any mechanism which would bring about equal distribution of these resources. No wonder that there are wide gaps between the 'haves' and 'have-nots' which seriously offend the sense of social justice. Shocking economic inequalities are a marked feature of an unplanned economy. Inequalities result in heart burning and social bitterness. Reduction of inequalities in income, wealth, and economic opportunities, therefore, the foremost objective of modern welfare states and it is impossible to achieve this objective without proper planning.

The most important problem of underdeveloped countries is to achieve quicker economic growth so that the standard of living of the masses could be raised. The economic growth under free private enterprise, however, increases the inequalities of income and wealth, since the profits of the enterprises go into the pockets of rich industrialists and capita'ists. Thus, the fruits of economic growth cannot be equitably distributed. If the laissez-faire system were to continue, the rich would become richer and the poor poorer. Expansion of public sector (i.e., government sector) and
economic planning are, therefore, inevitable to prevent the concentration of income and wealth in a few hands: profits earned from the public enterprises by the government can be utilised for the purpose of capital formation and for providing social security to the poorer sections of society. Without planning and conscious effort on a large scale, inequalities of income and wealth tend to further increase and the benefits of economic development are not equally shared by all citizens.

Further, underdeveloped countries, face the problem of population explosion. In these countries, the level of population is already too high in relation to their resources. Population further increases at an alarming rate. This rapidly increasing population nullifies all the efforts to raise the per capita income and the standards of living of the people, since most of the increase in national income is swallowed up by the increase in population. Thus, the population factor is a great hindrance to economic growth in underdeveloped countries. The problem of population explosion can be solved only by deliberate efforts to lower the birth rate. The government must plan a limitation of families by the people. The government should check the growing population by effective implementation of family planning programmes. Family planning should be treated as an integral part of the overall economic planning.

16 Planning and Stability

Planning has also proved to be a powerful instrument for eliminating instability which is found in a free market economy. Private enterprise left to itself would produce trade cycles, unemployment and misery. It is now generally agreed that planning
of economic activity goes a long way in removing the violent fluctuation in business, and, thus prevent undue hardships. It is on this ground that planning is advocated even for developed and advanced economies. They have not much leeway to make up in the matter of economic development; but they certainly need a mechanism which would prevent violent ups and downs in the movement of economic activity and smoothen the course of business. During the last 'thirties' every unplanned capitalist country suffered from depression, while the planned and socialist economy of Russia did not experience any depression at that time.

The process of economic growth in underdeveloped countries under conditions of laissez-faire does not or cannot bring about smooth rise in national income; instead, it is subject to trade cycles, with all their attendant evils and hardships for the people. This necessitates planning of the processes of economic growth so that there is continuous and sustained increase in national output.

Economic development alone can assure a continuous annual increase in the rate of saving and investment. Without an increase in the rate of saving and investment, capital formation which is the core of economic development cannot be stepped up. The higher level of national production or income both in agriculture and industry, cannot be achieved without considerably increasing the rate of capital formation. The main task of the government in underdeveloped countries is to increase the rate of domestic saving and investment and also to borrow from abroad to step up the rate of capital formation in the economy. Only the government can perform these tasks through economic planning.

Planning is meant to ensure balanced growth in developing countries. Growth under laissez-faire will be of unbalanced nature
and will give rise to serious stresses and strains in the economy. There must be balanced growth between agriculture and industry, between consumer goods and capital goods industries, if undue stresses and strains are to be avoided. Growth under laissez-faire will make sake sectors of the economy go ahead, while the others will lag behind. This will create difficulties for future economic growth. Only by means of planning can a balanced growth in different sectors and industries be ensured so that there is-

(i) Increase in real national income and net national product,

(ii) Ultimately bringing a rise in per capita income;

(iii) Increasing level of self-reliance by growth of industries or products which cause import substitution;

(iv) Increasing employment potential in industry and decreasing dependence on agriculture of more population for livelihood;

(v) Increasing rate of saving accompanied by decreasing dependence on foreign capital; increase in capital formation;

(iv) Ever-decreasing disparities in levels of living within the country which implies that increased national product will be distributed in such a way that the poor sections of society are able to raise their consumption levels; and

(v) Ever-increasing utilisation of natural and human power resources.

The main obstacle in the development of an economy is poor agricultural productivity owing to lack of good soil and irrigation facilities. Scarcity of rain, lack of scientific equipment and tractors,
traditional methods of farming and low reward to agricultural labour compound it. To remove this obstacle, it is desirable to first to all drastically change the land ownership system from zamindari to co-operatives of small farmers. It also requires arranging to procure agricultural products through state agencies at remunerative prices to the agriculturists, so that the farmer can feed himself and his family and spare some money for improvements in methods of agriculture. The state must provide for irrigation facilities wherever they are lacking, i.e., provide tubewells as an alternative wherever necessary, set up agro-industries corporations under state auspices to give on hire or on easy terms of hire-purchase, different scientific implements and tools as well as hybrid qualities of seeds to the co-operatives of small tanners, establish model state farms—one in each village — to help solve the problems of agricultural production of neighbouring farms, wherever necessary.

17 Communication and the Educational Development Process

When an attempt is made to describe the stock and structure of the strategic human capital of a national economy, quantitative indicators are usually used which give information about developmentally active as well as economic, social, political, and intellectual elite groups. The size and composition of the strategic human capital is thus reflected, for example, in the number of teachers, engineers, scientists and doctors, in the number of pupils of different age-groups as a percentage of the population, in the number of students, in the ratio between members of scientific and technical disciplines and those of the humanities. These indicative features and others of a similar nature are usually considered to be
adequate for the purpose of formulating certain strategies on the basis of the economic situation and the general aims of development, for the expansion of the educational system. Nevertheless, experience should have shown that it is not sufficient merely to draw up strategies for the field of instruction in the education-sector, as for instance in the fixing of proportionate periods for the individual stages of education (the planning of the education-pyramid) and a corresponding planning of outlays for physical capital (school buildings, etc.). Rather, consideration should be given to the fact that investments in education only develop their full productive potential when at the same time on a corresponding scale and in a balanced structure, complementary investments are planned and also carried out. In addition to this empirically verifiable proposition a short theoretical study will be necessary.

The significance of entrained wants within the realm of education can be particularly well demonstrated by the literacy campaigns in the developing countries. The policy of increasing literacy has the aim of integrating individuals into a national (and often international) system of communication and, also, of increasing receptivity for information, e.g., about technical innovations, thereby, hastening and facilitating the introduction of modern production techniques in agriculture and industry.

A foundation is laid for the mastering of more demanding occupations and the economic productivity of the individual is altogether increased as he is made more receptive to innovation. It does not, however, by any means follow that an increase in productivity automatically takes place as a consequence of increased literacy. Rather, do these primary investments in
education only then reach their full maturity and obtain an appropriate return when an adequate quantity of suitable reading and informative-material is continually made available to the neo-literates, so that the once-awakened abilities may be deepened and strengthened.

18 Literacy Campaigns

On the example of numerous literacy campaigns, it can be demonstrated that there exists an inadequate synchronization between the planning of primary investments in education and the planning of the complementary or induced investments (e.g., the provision of reading material for the subsequent encouragement of neoliterates) which are necessary to cover the cost of the entrained wants which arise as a result of complementarity effects. This had led to the relapsing of a large proportion of the neo-literate classes into so-called secondary illiteracy.

The newly-acquired knowledge fades after a short time, if it is not utilized indaily life. The "printed word environment" is of fundamental importance for the success of the literacy programme. For as long as the attempt to bring literacy to society—a sufficient supply of appropriate reading-material lags behind primary investments in the education sector, for so long, will a policy of general literacy entail the risk that great numbers of secondary illiterates will be produced, an effect which may have detrimental consequences for the social development of that society, for these are, as a rule, groups with increased aspirations and a greater tendency to frustration— it is unwise to actuate dormant wants and then to leave them unsatisfied. Economically, secondary-illiteracy means a waste of scarce resources.
This one example shows that educational-economic approach, which until now limited itself to primary educational-investments and the activity of the state in the educational system, must be broadened to include the field of comelementary investments within a comprehensively-viewed educational and information network. The concept of the "Kulturwirtschaft" (cultural economy), may be of help at this point, for it includes, together with the educational system in its entirety, publishing and book trade, libraries, theatres, films and museums, radio, television and the press as well! as other cultural institutions.

An increased demand within the education system, which leads to the latter's expansion and, thereby, to an increase in the numbers of those who pass through the various educational/training establishments, calls for entrained wants, which in turn press for satisfaction in their areas of cultural economy. Entrained wants for reading-material, referred to above, appear thus as demands on the press and on the publishing. Without doubt equally loose complementarily relationships can be established with other sectors of the cultural economy. The purport of such concept of induced investments, when understood in this way and applied to the cultural economy, can be put as follows: namely, that the state introduces imbalances through its investments in a sector which, in most of the developing countries, is extensively controlled by itself, that is, in the education system.

These imbalances appear as scarcities in other cultural-economic sectors which are partly governed by the market and by commercial profit-seeking In commercial terms, this means nothing than the opportunity of sizable profits which represents a challenge to the stationary routine of the suppliers. If the latter are
entrepreneurs, they respond accordingly. The basic idea is that the state exercise the pioneer function in a sector which is particularly suitable for its activity, in order to send stimulating impulses into those sectors which obey private economic laws and, step by step, to implant in them a dynamic rhythm determined by supply and demand. This strategy will have succeeded when the private economy has adapted the rules of the game and when sequences of investment are produced.

19 The Economies of Education

For the economies of education, our deliberations mean that the criteria for the appraisal of the educational economics situation of a national economy are to be extender by the addition, of characteristics which show the degree to which the population is being provide with the products of the cultural economy in its entirety. The reference to the entry is to be understood the sense that at all events those products and sectors of production relevant to development are to be taken into consideration which, when lacking, result in the eventual stand-still of the development efforts.

For the mass media (press, film, radio and television), standard requirements have been developed in order to be able to determine the extent of such provision within the developing countries. On the whole an extremely unsatisfactory situation is revealed. Reference to the provision of books was made at the beginning of our exposition; if one considers the per capita income together with the comparison of "high-and low-pressure zones", it becomes apparent that the low-level of book supply is accounted for not only by the broad strata of illiterates and the
relative novelty of reading for the neo-literate groups, but also by
the lack of available purchasing power. Until now this lack has
also reverted the domestic book production from enjoying to the
full the advantages of mass production.

The statistics of book production as an essential part of the
general educational statistics are considered as a barometer of the
intellectual level and of intellectual life in general. Together with
statistics concerning the educational level of the population the
factors which have been put forward reveal to an alarming extent
an underdevelopment of human capital in the developing countries.
At the same time they reveal the huge dimension of the entrained
wants which can be expected in the next decades within the sphere
of cultural economy.
Section B
Sri Lanka

Location

Sri Lanka is situated at 7.3-8.3 North longitude and 79.7-80.3 latitude, in the Indian Ocean. It is an Island with 65,525 54 Sq km. area, consisting of provinces, 25 districts and 198 electorates.

Population

The latest census of population of 2001, conducted by the Department of Census and Statistics, recorded a population of 18,732,255. 

Ethnic Composition

The ethnic composition of Sri Lanka is as follows:

- 74.0% Singhalese
- 12.6% Sri Lankan Tamil
- 5.5% Indian Tamil
- 7.1% Muslims
- 0.8% Other

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5. Annual report 2001 - Central Bank of Sri Lanka - P 169
Religion

The religious composition of Sri Lanka is as follows: 7

- 69.3% Buddhists
- 15.5% Hindus
- 7.5% Muslims
- 7.6% Christians
- 0.1% Other

72.2% of the Sri Lankans live in rural sector, while 17.8% live in urban area.

Political Parties

The political parties in the country are as follows:

1. United National Party
2. Sri Lanka Freedom Party
3. Janatha Vimukthi Peramuna
4. SihalaUrumaya
5. Sri Lanka Muslim Congress
6. Nawa Samasamaja Party
7. Tamil United Liberation Party
8. Elam Peoples Democratic Party 8

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7. Sri Lanka Social Economical data - Central Bank of Sri Lanka - PI
8. (Sri Lanka Socio economic data - Central Bank of Sri Lanka - PI)
Exports

The major export items are as follows:

1. Garments
2. Gems
3. Tea
4. Coconut
5. Rubber
6. Handicraft

Sri Lankan Problems in Development

1. The absence of a communication pattern regarding the rural development.
2. Illiteracy
3. Political interference
4. The clash between traditionalism and modernization.

There is no close coordination among the people, and the government in the development programs of the country. The rural society is ignorant about the objectives and the activities in respect of the development programs. At the same time there is no proper communication process regarding developmental activities. The participational process is absolutely essential; the absence of such participation has been a serious problem. It is on account of this problem that the participatory concept has come in to being in the third world countries. Generally, the development programs involving to local amounts of money have become failures because of the nonparticipation of rural society in such programs. The
development programmes undertaken and carried out without consulting the opinions and ideas of the people in the relevant area and also without studying the environmental factors of this area become successful, because those projects as carried out only according to the whims and fancies of the political leaders. In this context the inadequacy of the Mass media in the rural areas has become an acute problem in the development process.

Although Sri Lanka enjoys a higher position at average rate of literacy, her literacy rate is not satisfactory, particularly in rural areas. It is low in terms of the modern definition of the world literacy. The modern definition of literacy is based not on the ability of reading and writing of the people, but on the level of their educational standards. Accordingly, in Sri Lanka there is not a good level of education among the rural society due to various socio-economic and environmental factors. Therefore, the literacy also has become a major problem, in the development process in rural areas.

The instability of rural development is apparently a direct result of the political instability of Sri Lanka where a change of government will result in stopping abandoning or discontinuation of development projects commenced by the previous government. So this situation has totally hampered the realization of the objectives and purpose of development programme. So what has happened is numerous development programmes have been commenced, but attention has not been paid to continue and see the end of those programmes. Another major problem is that the government authorities that are given certain financial allocations
for development projects do not release, these moneys for their purposes. Political corruption is also an acute problem hindering development.

The political activities that are mostly motivated by poor hunger. The no understanding of this situation at government level also has added to this problem. As Prof. Wilbur Schramm has pointed out, the political understanding as well as the political participation on the part of the people are very essential for rural development. A major problem in Sri Lanka is the lack of coordination and understanding between the government and the people on the one hand and the lack of political understanding of the people on the other. Further more even those who enter the political area from the rural society ensure their own individual development rather than the development of there root soil. Yet, another major problem is that successive governments do not continue the development programmes initialed by them. The background of research and studies necessary for this purpose has not evolved in Sri Lanka to date. The authorities also do not have the required interest to create such a situation. In this social atmosphere the people are lost between traditionalism and modernism.

According to Prof. Willbur Schramm the factors of modernization emerge only after the poor societies. But all those structures of modernization are also mostly based on the structures of western models. It is essential that those structures must be in accordance with the identity of each individual nation, rather than based on the western models of modernization. In Sri Lanka also
the western models of modernization have been followed. The structure of modernization suitable for the development of Sri Lanka has not yet been identified. On the Contrary India has identified and adopted models of modernization and development suitable for that country. This fact is clearly manifested through development plans of dairy farming, fruit cultivation and general agriculture. Therefore, in Sri Lanka it is necessary to bring the rural society to a state of understanding that the conflict between the concept of modernization and traditionalism could be removed from the way towards development.

The above mentioned are the major and the basic problems that are affecting the rural development. The other connected problems that must be taken in to consideration are as follows:

- The unstableness of the rural society.
- The lower standard of the economic condition of the people.
- Unemployment
- Unrest among youth
- Unsatisfactory health condition.
- Environment pollution
- Cultural deterioration

**History of NWP**

According to the historical sources Sri Lanka claims to a civilization, which has its origin about 5000 years b.c. This has been established by the historical evidence gathered from the two districts of Kurunegala and Puttalam in the Northwestern province. The ruins belonging to the megalithic age have been discovered at
the grave sites at Kondadeniya in the Kurunegala district and Pomparippu in the district of Puttalam. Accordingly it is evident that the Northwestern province claims to the history of the prehistoric age.

According to the historical channels of Sri Lanka the advent of 'Aryans' from India was in the Northwestern province. The chronicles had already been a somewhat developed civilization in those areas where the main inhabitants were the "Yakkha" tribe. Although the chronicles have underestimated the status of the Yakkhas they were a society, which used clothing and dressing and they had their own marriage ceremonies and other connected social functions. Further it has been mentioned that they were having their own control over the areas they were occupying. The kings Vijaya, Panduwasdeva, Abhaya and Thissa had their kingdoms located in the North Western Province. Apart from that king Pandukabhaya who built up a capital city of his kingdom on the pattern of urban planning and prepared for the first time a set of government policies, and thereby established formidable lineage of future rulers. And he claims his heritage to the Northwestern province.

An inscription belonging to a period between 250-210 BC found of Pichandiyawa in Anamaduwa area mentions a physician by the name of Gobhuthiya". This clearly shows that there had been some advanced medical services during that period.

The "Thoramailawa" inscription belonging to third century b.c mentions the title of "Nagaraguthika" who was a chief officials in the city administration. Further more some inscriptions
similar to the lengthy 'Thonigala" inscription identified by prof. Paranawithana as belonging to a period between 161 - 131 b. c have been found at places like "Sangamu Vihara", "Paramakanda", "Malagane", "Naindawa", and "Diyatambe".

According to the historical evidence Northwestern province has had the established Royal kingdoms at different time. The four kingdoms Panduwasnuwara, Dambadeniya, Yaphuwa and Kurunegala are very important not only on account of the Royal lineages, but also because of the social, cultural and political aspects of the history of Sri Lanka.

**Erstwhile Kingdoms of NWP**

There were four important kingdoms who ruled the North Western Province.
1. Panduwasnuwara Sub kingdom
2. Damba deniya - Kingdom
3. Yapahuwa - Kingdom
4. Kurunegala - Kingdom

**Panduwasnuwara**

This was situated in Girathalana korale, Devamadi hath paththuwa in kunmegala district. This was established by king panduwasudeva in the 12th century A.D. This remained not as a main kingdom, but several other kings maintained it as a sub kingdom. A lot of important ruins can be seen there at present.
Dambadeniya

With the invasion of king kalinga magha the kindom of polonnaruwa was destructed and in 1255 AD the kingdom of Dambadenga was established. There were two outstanding kings in the kingdom of Dambadeniya. They were king wijaybahu (iii) and king parakramabahu (ii). This kingdom was important in connection with Buddhism and Buddhist culture. Among the books written during this period kavsilumina, saddharma ratnwaliva, pujawaliya, Dambadeni, kathilkawatasidath, Sangavawa, Elu sandas lalcuna take important place. This kingdom came to an end in 2254 AD

Yapahuwa

This kingdom was established in 1284 AD and it became the most complicatled Kingdom in the history of Sri Lanka. The temple of tooth relic, it's system of steps and doors made of stones take a very special place in this kingdom. These can be introduced as masterpieces of Sri Lanka artists. This kingdom terminated 1293 AD.

Kurunegala

This kingdom was established in 1293 AD by the kiny Wathimibuwaneka hahu. This is also known as the kingdom of Hasthi shailapura. King wathnimi buwaneka bahu, King Parakramabahu (iv), King wanni Buwahekbahu, King Wijayabahu (v) also ruled this kingdom. Among the periods of these kings the period of parakramabahu (iv) is important as a very special period.
Reason for this is that number of religious and academic services took place in this period. Daladasirita, pansiya panas jataica pota, Dalda pujawaliya, Bodhi wansaya are the books composed during this period. This kingdom came to an end in 1341 AD.

**Establishment of NWP**

This saticorala comprises the biggest land area in the NWP. For a very long period satkoralal had been under the rule of the kotte kingdom until the time when king Rajasingha the II got it amalgamated to the Kandian kingdom. While the whole Island fell under the British rule in 1815 AD, an English Government Agent (EGA) was appointed in 1818 AD to administer the area of satkoralal. During this period the Area known as Pahala Dolospattuwa was administered by an EGA under the supervision of GA kurunegala. However the office of the EGA of pahala Dolospattuwa was scrapped in 1828 AD and the area was brought under the control of the kurunegala AG.

Under the colebrook - Camaran recomendations a specific change occurred in the system of administration of whole island in 1883 AD. Upcountry and the maritime provinces were amalgamated and whole country was divided into 5 provinces, namely western, eastern, north, south and central.

So accordingly the disitricts of kegall, kurunegala, Colombo and chillaw compose the western province. The (wayamba) NWP was established by governor Camppell in 1845 AD, by amalgamating the Districts of puttalam and satkoralal.
Administrative Structure of NWP

NWP is lying between 7.2 and 8.3 north latitude and between 79.7 and 80.3 east longitude. The NWP is bordered by the North central province in the north, the westen province in the south, the central province in the east and the Indian ocean in the west. The stretch of the man time shore is 241.34 km. The extent of NWP is 12% of the whole island.

This province comprise the 2 administrative district called Kurunegala and puttalan, which in turn contains 45 divisional secretariats, 2571 Gramaniladari divisions and approximalely 5779 villages. The kurunegala municipal council and the urban councils of puttalam, chillaw, and kuliyaapitiya are also functioning within this province.

Provincial Secretariates of NWP

Kurunegala District

1. Pannala
2. Narammala
3. Alwwa
4. Polgahawela
5. Kurunegala
6. Mallawapitiya
7. Mawathagama
8. Rideegama
9. Ibbagamuwa
10. Ganewatta
11. Wariyapola
12. Maspotha
13. Weerambugedara
14. Katupota
15. Kuliyaapitiya(East)
16. Kuliyaapitiya(West)
17. Udubaddawa
18. Bingiriya
Geographical Features of NWP

a) Sea Level

The greater extent of the NWP within the Northern plane of the island. It also has a land strip which is over 1000 feet above mean sea level which falls within the central hills. Out of the total land area of NWP, the extent of land above 100 feet mean sea level is 35%, extent of land between 100-500 feet above mean sea level is 55%, while the balance of land is between 500-1000 feet above mean sea level.
b) **Rainfall**

The NWP receives rainfalls mainly during the monsoon and inter monsoons. The average annual rainfall in kurunegala district is 1490 mm while it is 1290 mm in the district of the puttalam. According to the annual average rainfall the NWP can be divided into three climatological Zones.

(i) The dry zone which experiences an annual rainfall of 625-1250 mm.

(ii) The semi dryzone which receives annual rainfall of 1250-1675 mm.

(iii) The wetzone which receives annual rainfall above 1675 mm.

c) **Temperature**

Generally the temperature in the NWP remains almost at an unchanging level. The maximum annual average temperature is about 34.1 C. The minimum temperature is about 21 C.

d) **Soil**

The coastal area of the N.W.P. is mainly sandy. In the rest of the area has a soil which is brownish, redish and with less moisture. Mostly redish and brownish soil is found in the dry zone. In the areas closer to rivers and streams, alluvial soil is found.

e) **Flora and Fauna**

The northern part of the puttalam district has natural zones of flora and fauna, a zone of shrub jungles and bushes. The rest of the area has tropical forest and jungles. Generally this province has the trees, such as jack, mango, coconut, cashu, teake, margosa, halmilla, burutha, domba etc.
f) Minerals.

The NWP belongs to a cambric geological layer. The mineral resources available in the province include, among others. Granite, Silica, Sands, Apatite, Phosphate, Lime, Stones and Graohatite.
Section C

Research Methodology

Objectives

The objectives of the research are follows:

1. To carry out a scientific research study on the development and impact of rural traditional communication practice on the rural development and its agriculture, which is subjected to a tradition.

2. To formulate a development communication model for the Sri Lankan economic which depend mainly on agriculture and subjected to modernization and globalization.

It must be mentioned that many scientific research studies have been conducted in the developing countries on the aspect of development, rural development, traditional rural communication practices, as well as the subsistence agriculture etc. However, particularly in the case of Sri Lanka the research studies covering the alcove-mentioned field have been less in number.

In Sri Lanka although studies have been carried out in respect of feasibility and progress connected with development project no direct studies have been made in respect of the development communication Creation of a model of development communication has almost become a dream. In these context my intention is to present the following facts:
1. The identification of the state of the present development in the selected areas.

2. The identification of development communication methods adopted to get the people involved in the development activities carried on in such areas.

3. The identification of traditional communication methods in selected area.

4. Revealing of the aspects of the subsistence agricultural economy of the people of those areas.

5. The identification of cultural, educational, social, economic, health, environmental and ethnical factors of the people.

My research study is confined to the North Western Province (as will be discussed later) of Sri Lanka and the data is obtained by survey conducted in the study area.

The aspects of the impact of globalization and the conflict between Traditionalism, modernizations affecting the rural society will be studied in depth. Also I have studied scientifically and descriptively the cases of traditional and modern Mass Media in the rural Society. This will facilitate the understanding of the reality of the rural development.

It can be seen that the rural society solely depends on the agriculture at one time and at another open to globalization and modernization in the process of it's development activities. The secondary objectives of this study is to create a development communication which will be more suitable for a rural society which has dual operations as explained above. As has been pointed
out by Prof. WiUbuschramm Prof Danie Learner and Prof. Wimal Dissanayaka a western type of development model has to be used to carry out the development projects and to create models for communication. The present trend is to create the development communication models. There should be a very good understanding and appreciation of the economy, education, health, environment, culture, ethnics and agriculture.

Collection of data

The major part of the study will depend on primary data collected by conducting surveys in the selected areas as follows:

(01) A respective random sample survey of 170 households in the Selected area was made employing a coded questionnaire. 170 households was selected randomly using the village list and households list available with the village and district level officers.

The following data was collected through questionnaire:

1. Households composition
2. Availability of land and other resources
3. Economic levels and education levels.
4. Employment, unemployment and under employment levels.
5. Type transition and impact of modern Mass media and other Communication systems.

Case Studies:

Several Case studies were conducted to support to the data collecting of the research.
Secondary data:

The following sources of information were used to collect secondary data.

1. Central Bank report
2. Population censes
3. Agricultural and development research conducted by the North Western Province council.
4. District administration report by provincial council etc.

The Northwestern province, which is selected for the present research, comprises of two districts i.e. Kurunegala and Puttalam. The district of Kunmegala has 29 divisional secretariat areas, 1610 Grama Niladari Divisions and 14 electorate divisions. Kurunegala district has an area of 462454 Sqkm. 192 84 Sqkm. of land reservoirs and 4491 villages. According to 2001 census Kunmegala district is population 1452369 and the density of population per sqkm. is 302.

The district of Puttalam has 16 divisional secretariat areas, 548 Grama Niladari Divisions and 05 electorate divisions. Puttalam district is of the area of 2882 sqkm., 190 inland reservoirs and 1288 villages. According to the 2001 census, Puttalam district had a population of 705342.

In conducting this research I had to be confine my self to some limitations in respects of geographical area and the population. Accordingly 06 villages from Kurunegala districts and 10 villages from Puttalam district were selected. The total numbers
of households selected for this purpose were 170 from both districts.

For the purpose of the whole research 25 undergraduates of the University of Kelaniya, Sri Lanka helped as research assistance and the total period spent for the field survey was 02 months. During the same period I collected additional data from the public opinion leaders. The questionnaire method was used to make basis for the research. Further more I have visited Jaykar Library, Vaikunthmehta and Gokhale Institute library in India. Also I had discussions with some officers of several government departments.

For the purpose of this research study the 170 households were selected from the two districts of Kurunegala and Puttalam in the Northwestern Province of Sri Lanka.

Special emphasis was laid on the Divisional secretariat areas in Kurunegala district and 04 divisional secretaries area in Puttalam District. Geographical characteristics of the Northwestern province is discussed in this chapter. The following division secretariat areas have been used for the purpose of this research:

**Kurunegala District**  
1. Galgamuwa  
2. Nikawertity  
3. Wariyapola  
4. Ehetuwewa  
5. Giribawa

**Puttalam District**  
1. Mahakumbuk kadawale  
2. Kalpitiya  
3. Wanathawilluwa  
4. Puttalam  
5. Rasnayaka pura

From those divisional secretariat areas the following villages
were specially selected as a random sample for the research.

<table>
<thead>
<tr>
<th>Kumnegala District</th>
<th>Puttalal District</th>
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<tbody>
<tr>
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<td>1. Ammathottawa</td>
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<td>2. UnagoHa</td>
<td>2. Kandakuliya</td>
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<td>3. Uduhowa</td>
<td>3. Wellankare</td>
</tr>
<tr>
<td>4. Sangabopura</td>
<td>4. Palliwasal Thure</td>
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<td>5. Elankuda</td>
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<td>7. Kodigama</td>
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<tr>
<td>8. Rajanganayaa</td>
<td>8. Kivilu youth scheme</td>
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<td>10. Thammaimawa</td>
<td>10. Korakahayaya</td>
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<td>11. Divulkele</td>
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<td>13. Mahananneriya</td>
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<tr>
<td>14. Buduniwakanda</td>
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</tr>
<tr>
<td>15. Animunukole</td>
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</tr>
<tr>
<td>16. Wtakoluwewa</td>
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<td>17. Palukandawura</td>
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<td>18. Thambove</td>
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<td>24. Nikaweratiya</td>
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<td>25. Beiidiwewa</td>
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<td>26. Lokuragama</td>
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<tr>
<td>27. Dikyaya</td>
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<td>30. Thimbiriyawa</td>
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<td>32. Thanahena</td>
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<td>33. Kandahena</td>
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<td>34. Rambukkana</td>
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<td>35. Ambalangodaya</td>
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<td>36. Diyagamuwu</td>
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</table>
The survey for study was conducted in the Northwestern province of Sri Lanka, which consists of two administrative districts namely Kurunegala and Puttalam. The area of this province is 7,888 54 Sqkm. out of which 372 54 Sqkm. contain watery areas and 7508 54 Sqkm. land areas. The population density per Sq km. is 507

In the two administrative districts there are 27 divisional secretariats established for decentralizing the administration of the province with regard to the local Government aid the educational facilities. The two districts are Kurunegala and Puttalam.

Hypothesis

The hypothesis is based on development communication and change in attitudes of rural mass, of Development based Communication would certainly bring about change and attitude change that would promote rural economic sustainable development.

Use of Study

Under the present situation in Sri Lanka it can be seen that there are various kinds of economic and social problems, which may be hampering the development of the country. Present study will be able to develop a model, which can be used by the authorities to make changes in the media policy and economic planning towards achieving sustainable development in the rural areas.
Table 1
The Data Management Base: Kurunegala District

<table>
<thead>
<tr>
<th>Divisional Secretariats</th>
<th>Area Sq.km.</th>
<th>Density of Population per sq.km</th>
<th>Grama Niladari Divisions</th>
<th>No of Villages</th>
</tr>
</thead>
<tbody>
<tr>
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<td>14 Katupotha</td>
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Source: District Headquarters Office.
## Table 2
The Data Management Base:
Puttalam District

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<tr>
<th>Divisional Secretariats</th>
<th>Area Sq.km.</th>
<th>Density of Population per sq.km.</th>
<th>Grama Niladari Divisions</th>
<th>No of Villages</th>
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Source: District Headquarters Office.
Table No. 3
The Data Management Base: Kurunega District Population and Structure of ages

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<td>Male</td>
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<td>Year 4-5</td>
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<td>Year Iver 60</td>
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Source: 2001 Census Handbook