

Challenges Facing by People in Pan Related Industries (From Jayasiripura Grama Niladhari Division)

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The "Pan Industry" is one of the oldest handicrafts in Sri Lanka. Here the "Pan plant" grown in freshwater reservoirs is used as the raw material. The reed plant can be classified into four main varieties. Those are, the *Gallehe*, *Thunhiriya*, *Hewan & Boru Pan*. These reeds are used as raw materials in the manufacture of *Magal*, *Mats*, *Watti*, boxes etc. Accordingly, the main objective of this study is to identify the challenges currently facing the "Pan Industry". The sub-objectives are to identify raw materials for the industry, how products are manufactured, and how raw materials are marketed. This is a practical experiment, and the research was carried out in an excitatory manner. The study area was chosen as the Jayasiripura Grama Niladhari Division in the Kurunegala District's Panduwasnuwara-West Divisional Secretariat Division. Fifteen families traditionally engaged in the pan industry were randomly selected in the sample selection under the excavation approach. Both primary and secondary data were collected during the data collection, and questionnaires, semi-structured interviews and field observations were conducted to collect the primary data. Secondary data were obtained from corporate reports, newspapers, magazines and emails. The data was analysed using quantitative and qualitative methods, and quantitative data were presented using simple numerical analysis methods using the software "SPSS" and "MS Excel." The results of the study after data analysis showed that, Nowadays, it can be seen that the "pan plant" is suffering very quickly. This is due to the growth of invasive plants in freshwater reservoirs and wetlands, the use of pesticides and herbicides, and deforestation. It is noteworthy that women are focusing on this industry. The man in the house does something else, and the woman is in the industry. Also, due to the presence of other external parties between the manufacturer and the buyer, a profit flow can be seen to the intermediaries. Today's youth community is not inclined towards this industry. However, it is critical to advance this industry by developing eco-friendly appliances and reducing the use of solid waste such as polythene and plastic.

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