

Analyzing the Effectiveness of Poverty Alleviation Micro Financing Project (PAMP) Conducted by Central Bank of Sri Lanka; with Special Reference to the Badulla District

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Poverty alleviation is a one of the most debatable topic in the recent literature as poverty adversely affect to the living condition of individuals and the development process of country as well. In the Sri Lankan context, PAMP project is one of the poverty alleviation project implemented recently which included the provision of collateral free loans to poor people in rural areas. The borrowers organized into small groups and it reduced the risk of default. It targeted one of the most helpless groups in society - women, who live in households with little or almost no assets by providing opportunities for self-employment. The research was buildup based on the poor people, who barrowed loan from loan scheme. The objective of this study is to investigate whether it has been achieved the main objectives of Project and how it affects the living condition of the poor people in selected areas in Badulla District. The study is based on field works with questionnaires filled by beneficiaries and direct interviews with project officers. Random sampling technique has been employed to select the sample. After analyzing the data by using descriptive techniques, it has been observed that project has enhanced the living condition of the poor people. It has not only helped the poor people to uplift their standard of living, but also helped them to empower themselves and improve the saving ability. Therefore the study strongly recommends widely spread similar poverty alleviation projects managed by the government in order to eradicate the rural poverty.

Key words: Rural poverty, Poverty alleviation, Isuru Loan Scheme, Random Sampling Techniques