



Shaping up the urban foodscape through local food and traditional knowledge: A case study of “Hela Bojun” food outlets in Kandy District, Sri Lanka

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Abstract

This thesis explores the role of traditional knowledge and locally grown food incorporation into the urban food systems in promoting sustainability, with a particular focus on “Hela Bojun” outlets in Sri Lanka. These outlets, which primarily employ women entrepreneurs, aim to provide nutritious, locally sourced food while preserving traditional knowledge and practices. The study investigates how “Hela Bojun” outlets contribute to sustainable food strategies by addressing environmental, social, and economic aspects of sustainability.

The research was conducted in the Kandy district, with additional observations in Trincomalee and Anuradhapura. A mixed-methods approach was employed, including site visits, semi-structured interviews with entrepreneur women, key informant at the Department of Agriculture in Sri Lanka and consumers, and a consumer perception survey. The objectives of the study were to map out the “Hela Bojun” outlets in urban context, understand the traditional knowledge and locally grown food incorporation in food preparation and operational processes. And also assess their alignment with sustainability principles towards a better city with the scope of food and landscape perspectives.

Findings reveal that “Hela Bojun” outlets promote sustainability by utilizing locally grown agricultural produce, reducing food waste, and supporting economic empowerment for women. However, challenges remain in ensuring consistent diversity in food offerings and expanding the reach of these outlets to urban populations. The analysis highlights the potential for replicating similar models all parts of the country as well as other similar regions as part of broader sustainable food strategies.

This study contributes to the discourse on sustainable food systems by showcasing the significance of local food outlets in promoting environmental stewardship, social equity, and economic resilience. The findings offer insights into how traditional knowledge and local produce can be integrated into modern food strategies and policies to achieve long-term sustainability goals.

Keywords: Hela Bojun, sustainability, traditional and local food, women entrepreneurs, Sri Lanka, sustainable food strategies.

Table of contents

List of tables	6
List of figures	7
Abbreviations	8
1. Introduction	9
1.1 Background of the study	9
1.1.1 Food related challenges in urban context of the world	9
1.1.2 Food strategies and projects in the world to overcome some of the above mentioned issues	10
1.1.3 Sri Lankan context and relevance of this research study	11
1.2 Research question	12
1.3 Objectives of the study.....	12
1.3.1 General objective	12
1.3.2 Specific objectives	12
1.4 Thesis outline	13
2. Literature Review	14
2.1 The concept of a food system	14
2.2 Food security.....	15
2.3 Transformation to a healthier diet	16
2.4 Concepts and theories related to foodscapes	16
2.5 Traditional and local food	17
2.6 Entrepreneurship and gender	18
2.7 Three pillars of sustainability.....	18
3. Methodology of the study	20
3.1 Approach.....	20
3.2 Case study; general overview of the country.....	20
3.3 Case study; concept of “Hela Bojun” food outlets of the Department of Agriculture in Sri Lanka	21
3.4 Case study; selection of research locations	22
3.5 Case study; selection of interviewees and respondents.....	24
3.6 Process of the data collection	26
3.7 Ethical consideration	27
3.8 Data analysis.....	28
4. Results, analysis and discussion	29
4.1 Main characteristics of the “Hela Bojun” urban foodscape	29
4.2 Locations and the design of Hela Bojun outlets in Kandy district	30
4.3 Interview findings, analysis and discussion	35

4.3.1	Demographic information of the interviewees (women entrepreneurs)	35
4.3.2	Overview of the women entrepreneurship	36
4.3.3	Food preparation in the outlets	37
4.3.4	Inclusion of traditional knowledge and local produce for food preparation ..	39
4.3.5	Food quality and safety aspects	41
4.4	Three pillars of sustainability.....	42
4.4.1	Social sustainability	42
4.4.2	Economical sustainability.....	43
4.4.3	Environmental sustainability	44
4.5	Limitations of the food strategy	44
5.	Conclusion.....	46
5.1	Summary of Findings	46
5.2	Objectives Achieved	47
5.3	Recommendations	47
5.4	Future Research	47
	References	48
	Popular science summary.....	53
	Acknowledgements.....	55
	Appendix 1	56
	Appendix 2	59
	Appendix 3	63

List of tables

Table 1. Food items available at the “Hela Bojun” outlets	33
Table 2. Demographic information for the interviewees.....	35

List of figures

Figure 1. Location of Sri Lanka on the world map (Source: Google My Maps 2024)	21
Figure 2. Study locations in Sri Lanka (Source: Google My Maps 2024)	23
Figure 3. Demarcation of the Kandy district (Source: Google Maps 2024)	23
Figure 4. Locations of “Hela Bojun” outlets in Kandy District (Source: Google My Maps 2024).....	24
Figure 5. Illustration of the respondents’ selection (Source: Author’s own elaboration) ...	25
Figure 6. Peradeniya campus “Hela Bojun” outlet location (Source: Google My Maps 2024).....	30
Figure 7. Peradeniya campus “Hela Bojun” outlet location (Source: Author)	30
Figure 8. Gannoruwa “Hela Bojun” outlet location (Source: Google My Maps 2024).....	31
Figure 9. Gannoruwa “Hela Bojun” outlet location (Source: Author)	31
Figure 10. Kundasale “Hela Bojun” outlet location (Source: Author)	32
Figure 11. Kundasale “Hela Bojun” outlet location (Source: Google My Maps 2024)	32
Figure 12. Some of the Sri Lankan main meal items. (a) Balanced roti (b) Poori (c) Pittu (d) Idli (e) Dosa (f) Imbul milk rice (Source: Author)	34
Figure 13. Hand washing facility (Source: Author)	38
Figure 14. Sorted garbage (Source: Author)	38
Figure 15. Structure of the food outlet (Source: Author)	38

Abbreviations

⁰ C	Degrees of Celsius
BFN	Biodiversity for Food and Nutrition
DOA	Department of Agriculture
EU	European Union
F2F	Farm to Fork
FAO	Food and Agriculture Organization
FS	Food Systems
ICT	Information and Communications Technology
KI	Key Informant
MN	Million
PHI	Public Health Inspector
SLU	Swedish University of Agricultural Sciences
SSI	Semi Structured Interviews
UN	United Nations
WHO	World Health Organization

1. Introduction

1.1 Background of the study

1.1.1 Food related challenges in urban context of the world

There are several challenges identified related to the food systems in urban context. The majority of people on the globe live in or close to small towns and cities. The population of slums is 828 million. There are now 33 megacities in the globe with a population of at least 10 million people and megacities are expected to reach 40 by 2030, and by 2050, 68% of people would live in urban regions worldwide. In Asia and Africa, the growth will reach 90% (FAO 2018a).

Moreover the need for energy and water will rise by 55% by 2050. Despite making up only 3% of the planet's area, cities today account for 60% of carbon dioxide emissions and 78% of energy consumption. Food systems are responsible for 19–29% of greenhouse gas emissions on the planet; these emissions are mostly caused by food systems in cities markets, which use 70% of the country's food supply (FAO 2018a).

Nevertheless today's world is rapidly urbanizing and faces several emerging and persistence problems. If the urbanization managed properly it can provide plenty of employment opportunities and enhance livelihoods, lessen inequality, and make people less susceptible to fluctuations in the climate. Moreover, cities with proper planning can combat all types of malnutrition and promote food security (FAO 2018a).

If a city can't handle urbanisation in a well-planned manner, it may strive for unsustainable settlements that endanger food security and nutrition while hastening the degradation of local natural resources. Many urban households endure inferior sanitary conditions and spend a large portion of their food budget on inexpensive, high-energy, or low-nutrient foods (FAO 2018a).

Previously, food production was primarily viewed as a rural endeavour, with little recognition for urban farming, despite its presence in global south cities. Now, urban agriculture is gaining traction in global north metropolitan areas, embracing a more sustainable approach (Viljoen 2005 see Morgan 2009). This shift has elevated food planning to a global priority, encompassing both

developing and developed nations' agendas. Planners now treat food policy and planning with seriousness, triggered by the political consequences of the “*new food equation*” (Morgan & Sonnino 2010 see Morgan 2009).

Some of the issues identified by Ruel et al. (1998) in urban areas are; food supplying and prices; earnings of urban dwellers; urban farming; diets and food habits in the cities; child rearing; health protection systems and food and nutrition programmes; illness; child death rates, diseases and malnutrition. This study mainly focused to address the issues related to food supplying; diet and food habits; connection between farming and consumption in urban context.

And also Non-communicable diseases are not confined to one country or geographical area. It is a main driver of mortality worldwide and one of the most significant health issues of the twenty-first century (WHO 2018). Addressing this issue requires a multifaceted approach, including the promotion of locally-grown, sustainable foods. Encouraging the production and consumption of these foods can lead to healthier diets, which are crucial in combating NCDs. Additionally, this approach can reduce the environmental impact of food production, thereby supporting overall public health on a global scale. By integrating sustainable agriculture with public health initiatives, we can create more resilient food systems that contribute to the prevention and management of NCDs worldwide.

1.1.2 Food strategies and projects in the world to overcome some of the above mentioned issues

As previously discussed, food planning has come into the context of global planning and policymaking. So despite being in the global south or the global north, developed or developing, most of the countries have implemented different food strategies to address food system issues in urban and rural contexts.

Some strategies have developed to a particular region or county. I have mentioned some of the strategies/ policies I have gone through as follows;

The European Union (EU) Farm to Fork Strategy (F2F) highlights a number of initiatives to encourage food intake in a more sustainable way by supporting and enabling people to make wise food decisions. While ensuring agricultural livelihoods and producer incomes, the plan also attempts to make production and goods available to consumers more sustainable (Fernqvist 2021).

“Buruan Sae” in the city of Bandung is a strategy to reduce food dependency in a city and promote urban agriculture, including livestock farming and fruit and vegetable cultivation (Sutriadi et al. 2022).

The Food Policy and Planning division of Baltimore City delivered 1.7 million food boxes in response to COVID-19, with a focus on Healthy Food Priority Areas. To reduce transmission and stop food insecurity, they employed collaborations, data analysis, and strategic planning (Milan Pact Awards 2022).

Denmark emphasises healthy, eco-conscious food with mandatory school nutrition classes and official dietary guidelines crafted with stakeholders like Technical University of Denmark. Copenhagen's municipal kitchens prioritize 90% organic ingredients, aiming for a 25% CO₂ reduction by 2025. They practice staff training, EAT Lancet-based guidelines, a recipe database, and food tendering further drive climate-friendly practices across the food chain (Milan Pact Awards 2022).

1.1.3 Sri Lankan context and relevance of this research study

Now-a-days food production, eating patterns, and the food system have all changed in Sri Lanka as a result of urbanism and shifts across generations in dietary choices and lifestyles (Rathnasinghe et al. 2019). In recent decades, it has changed the way food is produced and increased demand for fast food enterprises in Sri Lanka (Weerahewa et al. 2018 see Muthulingam and Madhuwanthi 2020).

And also, prevalence of Non communicable diseases is higher in urban areas of Sri Lanka rather than rural areas due to the faster pace of life (Department of Census and Statistics and Ministry of Health, Nutrition and Indigenous Medicine 2017). Malnutrition also stills a major issue in Sri Lanka, despite recent improvements in the country's health and living conditions (Rathnasinghe et al. 2019). According to the Department of census and statistics the underweight, wasted and stunted children under the age of 5 years in Sri Lanka in the year 2016 are respectively 20.5%, 15.1% and 17.3% (2023). Apart from that other major issue related to food system is the food insecurity in Sri Lanka where 3.9 million individuals had moderate food insecurity by May 2023, while over 10,000 households experienced severe food insecurity in Sri Lanka (FAO 2023).

Therefore, good food strategies are needed in order to overcome above issues. A critical first step in enhancing markets and value chains for value addition, expanding connections to new job opportunities in local and rural communities, and promoting overall economic productivity is integrating the use of neglected food plants for human nutrition and health to overcome above issues (Ratnayake et al. 2023). With that in mind, one of the innovative food strategies implemented by the Department of Agriculture in Sri Lankan is "Hela Bojun" food outlets throughout the country. The introduction emphasizes the urgent need for practical and effective strategies to address food system-related challenges in a sustainable manner.

This thesis examines and analyses the "Hela Bojun" food strategy in Sri Lanka as a potential solution to these pressing issues using the perspective of the foodscape, which helps to identify the relationship between food, culture, and people.

At present, "Hela Bojun" facilities of the Department of Agriculture are run in coordination with the UN initiative on Biodiversity for Food and Nutrition (BFN)

(Muthulingam and Madhuwanthi 2020). Apart from the government outlets, there are hundreds of private sector food outlets in Sri Lanka using the same concept of promoting and serving local and traditional food by both entrepreneurial men and women. Some of the similar case studies around the world have been identified by Kennedy et al. in relation to food biodiversity incorporation for the food security and well-being of communities (2022).

1.2 Research question

In this study, I researched how the urban foodscape in Kandy district, Sri Lanka, is shaped by the “Hela Bojun” concept of the Department of Agriculture in Sri Lanka while addressing the following research question.

How can urban food planning effectively integrate traditional knowledge and locally grown food to enhance city sustainability?

1.3 Objectives of the study

1.3.1 General objective

To identify and examine the characteristics of “Hela Bojun” food outlets by the Department of Agriculture with the main focus in Kandy district, Sri Lanka, in the context of foodscapes in urban landscapes for sustainable livelihood.

1.3.2 Specific objectives

1. To identify and map out the Hela Bojun outlets of the Department of Agriculture in Kandy district in Sri Lanka.
2. To examine the incorporation of traditional knowledge, local produce and nutritious raw materials in food items by entrepreneurial women.
3. To examine how the Hela Bojun concept affects environmental, social and economic sustainability in urban areas in the context of food and landscape.

1.4 Thesis outline

The thesis consists of five chapters, a reference section, and appendices. The first chapter, the introduction, provides a comprehensive overview of the study's problem statement, background, research question, and objectives. The second chapter presents the literature review, which includes relevant concepts and theories used in the analysis, such as the food system, food security, food strategy for a healthier diet, urban foodscapes, and traditional knowledge, local food relevance in the modern context, entrepreneurship, and gender and sustainability pillars. The third chapter details the methodology, discussing the research approach, detailed description about the case study, selection of research locations, interviewee and respondent selection criteria, data collection process, ethical considerations, and data analysis methods. The fourth chapter, empirical findings, analysis and discussion is subdivided into sections focusing on the locations and design of “Hela Bojun” outlets in the Kandy district, the various types of food items available at these outlets, food preparation methods, interview findings, analysis and the comprehensive discussion. The fifth chapter is dedicated to the conclusion. The thesis concludes with references, a popular science summary, acknowledgements, and appendices.

2. Literature Review

2.1 The concept of a food system

Over time, human beings have adapted and altered their food systems to ensure survival, resulting in both positive and negative consequences. It is imperative, on a global, national, and local scale, whether in cities or villages, to establish sustainable food systems to safeguard the future of planet Earth. This entails addressing environmental, social, and economic considerations to ensure the long-term viability of food production and consumption practices.

The term “*food systems*” (FS) refers to the whole spectrum of participants and their interconnected activities that generate value in the production, gathering, processing, dispersion, consumption, and disposal of food products derived from agriculture, forestry, fisheries, and other parts of the larger natural, social, and economic environments in which they are incorporated (FAO 2018b).

Since food systems first emerged in the Neolithic age, some 15,000 years ago, they have constantly changed and adapted; however, the last 200 years have seen particularly significant alteration. Future changes to food systems are inevitable since we are moving towards a more urbanised civilization, and by the end of the century, the world’s population may have balanced at 9 to 10 billion (Braun et al. 2021).

Several factors are anticipated to exert pressure on food systems in the near future. Existing literature has extensively discussed the challenges and prospective trends confronting global food systems (Caron et al. 2018; Claquin et al. 2017; FAO 2017; HLPE 2017; Jahn et al. 2018; van Berkum et al. 2018; WRI 2018 see Dury et al. 2019). Some of the major external drivers for food systems are climate change; urbanisation; economic expansion; connectedness of technological advances in communication and information (ICT) (Ruben et al. 2018). Furthermore, Dury et al. (2019) describes a range of drivers influencing food systems, including environmental and biophysical factors, infrastructure-related drivers, innovation and technological advancements, demographic trends, social and cultural influences, economic considerations, and political motivations.

A rural-urban continuum perspective is essential to understanding the changes that are occurring within agrifood systems, which include food production,

processing, distribution, procurement, and consumer behaviour. The increasing interconnectedness and interdependencies between the urban, peri-urban, and rural realms are recognised by this viewpoint. Analysts may better understand the dynamic interactions and flows of products, resources, and information across various geographical settings by using such a lens. It makes it possible to comprehend how agricultural practices, food supply networks, and consumption patterns are impacted by urbanisation, rural development, and peri-urban dynamics in a comprehensive way. As a result, using a rural-urban continuum perspective makes it easier to conduct more in-depth assessments and make wise decisions that support resilient and sustainable agrifood systems (FAO et al. 2023).

A sustainable food system defined as,

“A sustainable food system supports everyone’s access to food security and nutrition while preserving the environmental, social, cultural, and economic foundations necessary to provide these resources for future generations” (FAO 2018b; Braun et al. 2021).

Fresco (2009) describes six factors to take into account for a sustainable food system such as; a sustainable food system is efficient and adaptable to shifting needs. A food system that is sustainable uses resources well. Strict energy efficiency requirements and specific Green House Gas emission limitations are implemented across the whole food chain. A sustainable food system permits mechanisation and adapts to shifts in the alternative costs of labour and it encompasses all stakeholders. Sensitivity is lessened by the supply of a sustainable food system. I used the above concept of sustainable food system when discussing the findings of this study.

2.2 Food security

Food security is defined by the World Food Summit in 1996 as,

“Food security exists when all people, at all times, have physical and economic access to sufficient safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life” (FAO 2008).

According to this definition four main dimensions have been identified as availability, access, utilization, stability (FAO 2008).

Furthermore, within the framework of food systems these dimensions can be described in relation to the sustainability aspects considering the individual, household, national and regional levels (Berry et al. 2015). Moreover availability is applicable in national level; accessibility in household level; utilization in individual level and stability in the time dimension which applicable in all the levels (Peng and Berry 2019). By addressing these dimensions holistically, stakeholders can better understand and address challenges related to food access,

distribution, consumption, and temporal dynamics, thereby contributing to the overall sustainability and functionality of food systems at various scales.

2.3 Transformation to a healthier diet

Global food production is the main cause of environmental damage and planetary boundary violations, endangering the durability of ecosystems and climatic change. When combined, the result is catastrophic. There is an immediate need for the worldwide food system to undergo drastic change (EAT n.d.).

Food is the most powerful tool available on Earth for maximising both environmental sustainability and human health (EAT n.d.). The EAT-Lancet Commission focuses on two key aspects of the global food chain: sustainable food production and promoting healthy diets at the consumption end.

There is currently no agreement on what constitutes a healthy diet and sustainable food production, nor on whether ecologically friendly diets may be achieved for the worldwide population of ten billion individuals by 2050. A substantial amount of research has appeared on the environmental consequences of different eating habits, with many studies stating that a diet comprised of foods derived from plants and a lesser amount of foods made from animals provides both enhanced health and environmental advantages. In general, scientific research suggests that these kinds of meals are “*win-win*” due to the fact that they have positive effects for individuals as well as the environment (EAT n.d.).

Moreover, the EAT-Lancet Commission suggests five Ideas for a remarkable change in food system as; encourage global and national pledges to transition towards healthier diets; reprioritize agricultural goals to prioritize the production of nutritious foods over quantity; implement sustainable intensification of food production to enhance the quality of output; establish effective and unified governance of land and oceans; aim to reduce food losses and waste by at least 50%, aligning with UN Sustainable Development Goals.

2.4 Concepts and theories related to foodscapes

Our connection with and views of food have undergone significant changes in the last century due to socioeconomic, cultural, and technical advancements. The number of studies of research on food is extensive and is expanding across several academic fields (Roe et al. 2016).

The word “*foodscape*” has applied across several disciplines, including geography, urban agriculture, planning, urban studies, social science, and public health. Overall, it relates to food environments and food geographies, which include food outlet regulation, identity, and placement, in addition to alternative

food production and food-related behavioural factors (Goodman, Maye & Holloway 2010; Solomon 2012; Burgoine et al. 2009; Lake, Burgoine, Greenhalgh, Stamp, & Tyrrell 2010; Lake, Burgoine, Stamp, & Grieve 2012; Mikkelsen 2011 see Roe et al. 2016).

Nowadays, it's also being applied artistically to investigate materialities, interpretations, ethnographic studies, and emotions (Roe & Buser 2016 see Roe et al. 2016). Additional theoretical discussions in sociology concerning regulations and power relations; geographic variation and production/consumption issues associated with social fairness; financial disparities; unfair treatment; and inequality of good nutrition (Gatrell, Reid, & Ross 2011; MacKendrick 2014; Panelli & Tipa 2009 see Roe et al. 2016).

Even if *foodscape* is not frequently employed in landscape studies, the foodscape literature addresses the effects on the landscape of food security, trends in employment and leisure, choices regarding lifestyle, sensations of taste, overall health, and other cultural and social variables associated with food.

The phrase is acknowledged as '*a rhetorical device*' to convey ideas about the dispersion, effects, and interactions between food and people in particular locations (Panelli & Tipa 2009 see Roe et al. 2016).

In Roe et al. (2016) research they identified seven foodscape feature categories as follows;

“the landscape of the fast-food takeaway; the landscape of ethnic and ‘exotic’ food restaurants and shops; farmer’s markets, places for buyers of local and artisan foods; small scale grow-your-own landscapes; the industrialised supermarket landscape; social dining, bar and café-culture landscape; the landscape of the urban food forager”.

2.5 Traditional and local food

The term “*traditional food*” encompasses a broad category of commodities characterized by two key attributes: firstly, their close ties to the distinct natural resources of a certain region, as well as its social, cultural, and culinary heritage; and secondly, their acquisition through locally refined traditional production methods (Belletti et al. 2006; Galli 2017 see Antonelli and Viganò 2018).

Most of the traditional foods are prepared using food biodiversity in a country and it may help create a food system that is sustainable, which will reinforce initiatives to reduce hunger, eliminate malnutrition, enhance lives, and promote sociocultural welfare (Kennedy et al. 2022). Brazil, Turkey, Sri Lanka, and Kenya have made substantial progress to create supportive frameworks to integrate neglected and underutilized species into nutrition enhancement through the *Mainstreaming Biodiversity Conservation and Sustainable Use for Improved Nutrition and Well-Being* initiative, also recognized as the Biodiversity for Food

and Nutrition Project (BFN). Their efforts have focused on enhancing three related elements: information and proof, policies and management; and ability, collaboration, and consciousness (Hunter et al. 2019).

There are many different definitions of “*local food*,” but the two most often accepted ones are “*food grown within a county*” and “*food grown within a state*” (Wilkins, Bowdish, and Sobel 1996 see Zepeda and Leviten-Reid 2004). Moreover, Feldmann and Hamm’s (2015) review explored a range of definitions, encompassing geographical distances (measured in miles or kilometers), political demarcations, and specialized criteria, as well as more inclusive approaches that incorporated moral or emotional aspects, such as personal connections between individuals and the region.

In this study both traditional food and the local food in Sri Lanka is taken into consideration. Food made using cultural practices, inherent knowledge is considered as traditional food in this study and food prepared using produce in the country is considered as local food.

2.6 Entrepreneurship and gender

In this study, the exclusive management of food outlets by women entrepreneurs is noted. Considering Sri Lanka’s progressing gender equality concept, it is relevant to incorporate a gender perspective into discussions on food entrepreneurship. This approach used both data collection and subsequent analyses, facilitating a comprehensive exploration of women’s roles, challenges, and contributions in Sri Lanka’s food entrepreneurship sector.

Gender disparity in entrepreneurship is evident: women are less likely than men to initiate businesses and less likely to succeed once established (Aldrich 2005; Ruef et al. 2003; Kim et al. 2006; Yang and Aldrich 2014 see Guzman and Kacperczyk 2019). So as Brush and Cooper (2012) show that women-owned businesses are among the entrepreneurial categories with the fastest growth rates in the globe. They greatly increase innovation, employment, and wealth creation in any economy. In this study development of female entrepreneurship is discussed.

2.7 Three pillars of sustainability

The word sustainability (German: Nachhaltigkeit) was first used in Europe in 1713 by German scholar and forester Hans Carl von Carlowitz in his work *Sylvicultura Oeconomica*. Eventually, planting trees was embraced by French and English foresters as a means of achieving “sustained-yield forestry” (Heinberg 2010). The World Commission on Environment and Development released the

Brundtland Report, also titled *Our Common Future*, in October 1987. The formal definition of “sustainable development” in the study was:

“Experiencing current needs without sacrificing the capacity of future generations to satisfy their own needs”.

This term is noteworthy for a number of reasons, including its universal applicability, timelessness, reflection of a continuous process, and moral need to uphold equality and justice (Development Durable McGill Sustainability n.d.).

It encompasses three key pillars: environmental, social, and economic sustainability.

- Environmental sustainability

Environmental sustainability is achieved when the rate at which humanity consumes natural resources does not exceed nature’s capacity to replenish them. This means that ecosystems must be given the time and space to regenerate, and that resource use—whether it involves forests, water, or minerals—should not surpass what the environment can naturally restore. Additionally, environmental sustainability requires that the rate, at which we produce pollution, including greenhouse gases, does not exceed the Earth’s ability to absorb and neutralize these emissions. By keeping consumption and waste production within nature’s limits, we can preserve the planet’s ecosystems for future generations.

- Social sustainability

Social sustainability revolves around the idea that societies should uphold universal human rights and ensure that all people’s basic needs are met. This includes access to essential services such as healthcare, education, transportation, and housing. A socially sustainable society is one where personal, labour, and cultural rights are respected, and everyone is protected from discrimination. It ensures that all individuals, regardless of their background, have the opportunity to participate in their communities, enjoy equal opportunities, and live free from inequality and exploitation. Promoting equity and inclusivity is at the core of building a socially sustainable society.

- Economic sustainability

Economic sustainability refers to the ability of communities worldwide to maintain their independence and secure the resources necessary to meet their needs. It focuses on ensuring that people have access to stable sources of livelihood, enabling them to provide for themselves and their families without depleting resources or creating economic inequalities. A sustainable economy is one that encourages innovation, fair trade, and responsible consumption, ensuring that wealth is generated in ways that are environmentally and socially responsible. This pillar also aims to build resilience, allowing communities to adapt to changes and maintain their economic vitality over time, ultimately contributing to the well-being of society as a whole (Development Durable McGill Sustainability n.d.).

3. Methodology of the study

3.1 Approach

This is a qualitative research with a case study approach. Investigating participant perspectives and revealing their experiences may be accomplished through the use of qualitative inquiry. Qualitative researchers in social scientific fields have a strong inclination to use interviews to get the necessary data (Elhami and Khoshnevisan 2022).

“Hela Bojun” food outlets, food strategy by the Department of Agriculture in Sri Lanka was the descriptive case study used in this research. Case study is unique approach to empirical research and it can be companies, procedures, plans, people, communities, establishments, occasions, and subunits within the primary unit (Yin 2014 see Ellinger and McWhorter 2016).

For this study, primary data encompassing theories and concepts was collected. Thorough literature review was done utilizing resources available at the SLU library, including books, peer-reviewed articles, journal papers, conference papers, and e-books accessed through databases such as Web of Science, Scopus, PubMed, and Google Scholar via the SLU library.

As part of the data collection process, a series of interviews were conducted with women entrepreneurs and consumers. Additionally, a questionnaire survey was administered within the Kandy district using a Google survey form distributed among local residents. However, due to the low response rate, only the answers to one open-ended question were utilized in the analysis and discussion.

3.2 Case study; general overview of the country

My research case study is located in Sri Lanka (figure 1) and all the field work was carried out in there. Sri Lanka is an island nation at the southernmost point of the South Asian Subcontinent, situated in the Indian Ocean (Wei 2021). Sri Lanka is near the equator in the south and is divided from the Indian peninsula by the Palk Strait (Wei 2021). Total land area of the country is 65611 km² as at 1988 and the mid-year population in the year 2022 is 22 181 000 as per the recordings of

the Department of Census and Statistics (2023). Sri Lanka is separated into nine provinces for the operational and legislative purposes. And the Colombo serves as the country's capital (FAO 2011). Country's Gross domestic product is (Rs. MN.) 24,147,726 in the year 2022 and the Gross national income is (Rs. MN.) 23,526,373 (Department of Census and Statistics 2023).

Sri Lanka has a tropical climate and having a mean temperature of roughly 27⁰C - 28⁰C which indicates as one of the warmest countries in the world (The World Bank Group and the Asian Development Bank 2020). According to the two different Monsoon rains, there are two main crop growing seasons as Maha and Yala seasons in the country. And also the topography of Sri Lanka produces distinctive rainfall patterns which is divided into three zones as dry, intermediate and wet (The World Bank Group and the Asian Development Bank 2020).



Figure 1. Location of Sri Lanka on the world map (Source: Google My Maps 2024)

3.3 Case study; concept of “Hela Bojun” food outlets of the Department of Agriculture in Sri Lanka

“Hela Bojun Hala” from the Department of Agriculture in Sri Lanka stands as a vibrant testament to the country's commitment to promoting local agriculture, culinary traditions, and sustainable practices. Promoting the tag line of “True Sri Lankan Taste”, Hela Bojun Hala is a network of culinary outlets scattered across the island, each offering a delightful array of authentic Sri Lankan dishes made from locally sourced ingredients (Rathnasinghe et al. 2019; Department of

Agriculture 2023). The Agriculture Department in Peradeniya, came up with the concept of “Hela Bojun Hal” with funding from the Ministry of Agriculture.

Women are the main actors of this foodscape. Approximately 750 women who have received training in food preparation, food hygiene, customer service, and business management from the Department of Agriculture’s Women’s Agriculture Extension Programme run these establishments. There are now 22 locations, most of which are situated close to government buildings and on university campuses in major cities (Rathnasinghe et al. 2019).

Objectives of this concept are:

To provide possibilities for women specifically in the areas of private enterprise, employment, and agriculture-based entrepreneur in order to sustainably and steadily raise a family’s standard of living.

To lessen the effect of the expanding fast-food culture while raising awareness and capturing interest among younger generations in the nutritional benefits of traditional foods and dishes that are going extinct and healthy eating.

To increase demand for native products while lowering dependency on food imports from outside (Rathnasinghe et al. 2019).

3.4 Case study; selection of research locations

The research was conducted in Sri Lanka, specifically in Kandy city, in accordance with the study’s objectives. Additionally, “Hela Bojun” food outlets in Anuradhapura and Trincomalee were visited to gather data on the various food items available at those locations. These “Hela Bojun” outlets also under the governance of the Department of Agriculture.

When selecting the locations, several factors were considered. Kandy was chosen due to its status as one of Sri Lanka’s most visited tourist cities by both local residents and tourists, as well as its designation as a UNESCO World Heritage City (Urban Development Authority Central Provincial Office n. d.). Situated in the upcountry central province of Sri Lanka, Kandy boasts a wealth of cultural and heritage values. Additionally, the first “Hela Bojun” outlet by the Department of Agriculture is located in the Kandy district, and the Department of Agriculture’s head office is also situated there. Anuradhapura, located in Sri Lanka’s dry zone, was selected for its unique food culture and historical significance as a former kingdom that once produced paddy for the entire country. Trincomalee, situated on Sri Lanka’s northeastern coast, was chosen for its captivating natural harbor, pristine beaches, and historical importance. The food culture in Trincomalee is influenced by its seascape surroundings. See figure 2 (Red indicates Trincomalee, Blue indicates Anuradhapura and Purple indicates Kandy).

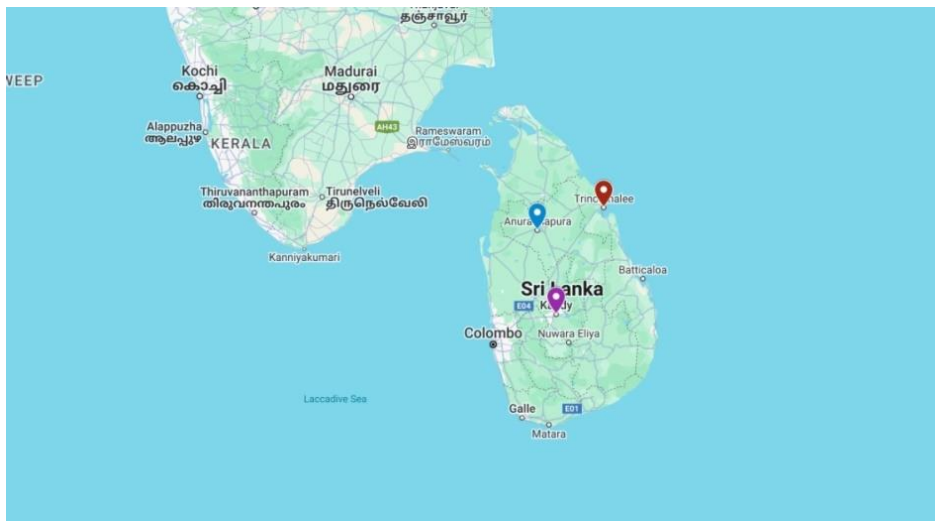


Figure 2. Study locations in Sri Lanka (Source: Google My Maps 2024)

Kandy city (figure 3 and 4) was chosen as the primary research location where most of the fieldwork was carried out. Three “Hela Bojun” outlets of the Department of Agriculture were selected with the assistance of the external supervisor and the Assistant Director of Agriculture, Women Agriculture Extension Unit at the Department of Agriculture. These outlets included the Peradeniya campus outlet, the Gannoruwa outlet, and the Kundasale outlet, where semi-structured interviews were conducted with women entrepreneurs and consumers.

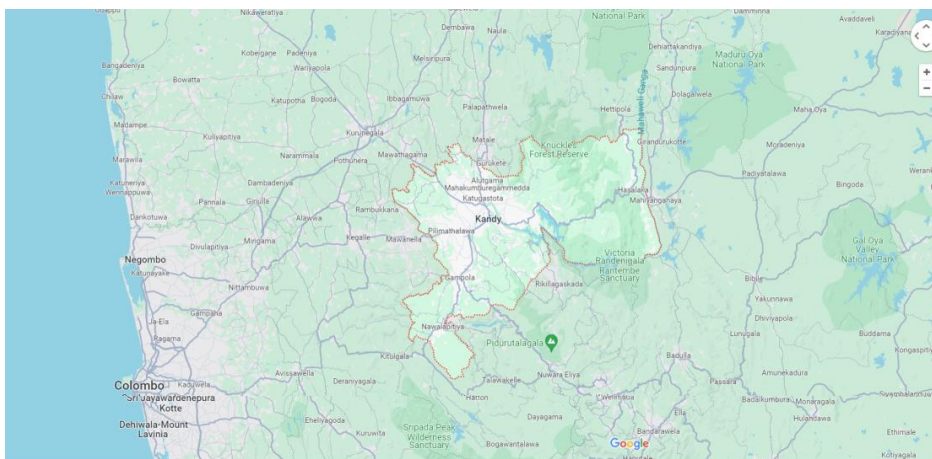


Figure 3. Demarcation of the Kandy district (Source: Google Maps 2024)

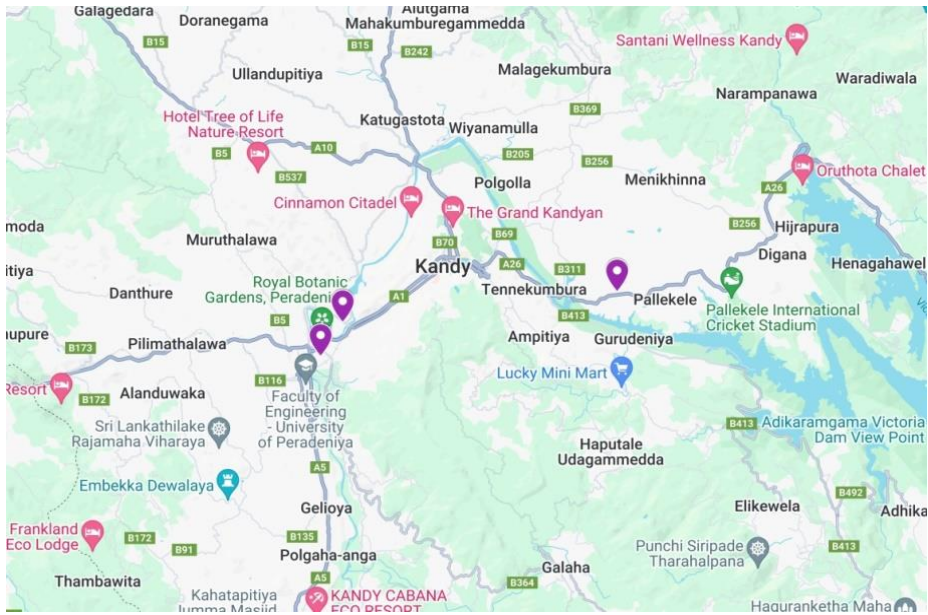


Figure 4. Locations of “Hela Bojun” outlets in Kandy District (Source: Google My Maps 2024)

3.5 Case study; selection of interviewees and respondents

Selecting the sample and determining the sample size for qualitative semi-structured interviews are critical steps that influence the validity and reliability of the research findings.

For the semi-structured interview part of this study “*homogeneous sampling*” method of “*purposive sampling*” was used to select the interviewees. This type of sampling concentrates on individuals who have certain or comparable qualities. Participants in homogenous sampling, for instance, would be comparable in terms of life experiences, occupations, demographics, and cultures. The intention is to draw attention to this specific resemblance and its relevance to the subject under investigation (Etikan et al. 2016; Oppong 2013).

For this research, three “Hela Bojun” outlets in Kandy district of Sri Lanka, governed by the Department of Agriculture, were selected based on geographical locations and the researcher’s convenience. From each outlet, four entrepreneurial women were randomly selected for semi-structured interviews, totalling 12 participants. Additionally, three consumers were randomly interviewed at each

selected “Hela Bojun outlet”. A key informant, an official from the Department of Agriculture, was purposively selected (figure 5).

“*Random and convenience sampling*” (Robinson 2014) method was used for the Google questionnaire survey. Respondents, including friends, family, colleagues, teachers, and neighbours residing in the Kandy district, were selected to receive the survey form of consumer perception. A minimum of 50 responses was anticipated. The survey was disseminated using Gmail and WhatsApp.

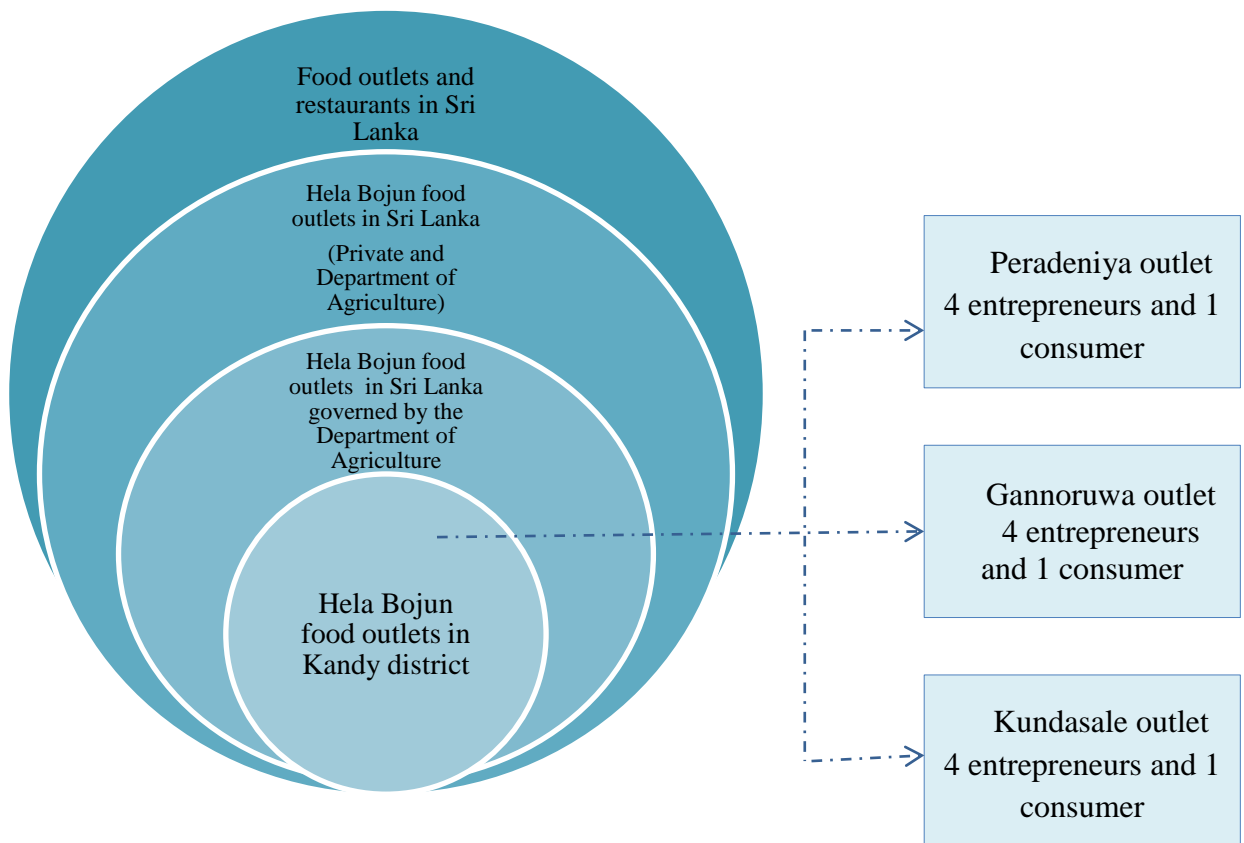


Figure 5. Illustration of the respondents' selection (Source: Author's own elaboration)

3.6 Process of the data collection

This study was based on a series of interviews and a questionnaire survey to gather data. The interview is a crucial method of obtaining data that involves spoken conversation between the subject and the researcher. Interviews are frequently employed in descriptive and exploratory research methods, as well as survey techniques (Fox 2009). Ruslin et al. (2022) describes an interview which entails a dialogue involving two or more participants (interviewers and interviewees), during which inquiries are posed to elicit information from the interviewees.

Several qualitative interview methodologies exist (Fontana and Frey 2000 see Myers and Newman 2007). Such as, “*structured interview, unstructured or semi-structured interview*” and “*group interview*” (Myers and Newman 2007). This qualitative study was carried out using semi-structured interviews.

The primary objective of the Semi-Structured Interview (SSI) is to gather personal perspectives from people on a specific event or conditions they have encountered.

This method utilizes a comprehensive interview manual or agenda and is particularly valuable in situations where there is an abundance of objective information on an event or phenomenon but insufficient of subjective information (Merton and Kendall 1946; Morse and Field 1995; Richards and Morse 2007 see McIntosh and Morse 2015). This study used to collect the personal perspectives of female entrepreneurs and consumers regarding “Hela Bojun” food outlets of the Department of Agriculture, including insights from a key informant.

An interview that is semi-structured has been pre-scripted. The interviewer’s job is to make sure that every topic is covered, even though many of the questions are prepared in advance. Myers and Newman (2007) state that either semi-structured or structured interviews should include at least the introduction of the interviewer, title and objectives of the study, important questions and the closure of the interview. According to Rabionet (2011) the six steps listed below are necessary for semi-structured interviews: deciding on the type of interview, Setting ethical regulations, Designing the interviewing process, carrying out and recording the interview, After reviewing and analysing the interview, presenting the results.

In accordance with established guidelines, this study’s semi-structured interview questions were developed in English for each of the three participant groups and subsequently translated into Sinhala, the native language, to facilitate better communication. All the interview questions were divided into several themes to enable smooth and effective discussion.

Visits to the three “Hela Bojun” food outlets, under the authority of the Department of Agriculture, were scheduled on weekdays for the convenience of the interview process, avoiding peak hours such as 11:00 to 13:00. The interviews

primarily occurred between 9:00 and 11:00, ensuring convenience for both parties. Initial observations of the food preparation, serving, and cleaning processes were conducted at the outset of the interviews. Subsequently, individual, face-to-face interviews were conducted on-site with the female entrepreneurs and customers. A key informant was interviewed face-to-face at the Department of Agriculture, Peradeniya, based on a pre-arranged appointment. All conversations were recorded for later transcription and analysis. Photographs were also taken at these outlets with the approval of the Department of Agriculture.

A questionnaire survey was conducted via a Google Form to figure out consumer preferences, attitudes, and behaviours concerning traditional and local foods at “Hela Bojun” outlets situated in urban areas within the Kandy district. Questionnaires serve as an effective tool for gathering information on abstract concepts or ideas, such as views, attitudes, and beliefs, which may otherwise pose challenges to measurement. Additionally, surveys prove valuable in collecting data on behaviours that may not be readily observable, provided respondents are sufficiently prepared and capable of reporting on them (Artino et al., 2014). In this study, a total of 27 responses were recorded from the questionnaire survey.

One “Hela Bojun” outlet in Anuradhapura and two outlets in Trincomalee were visited during the pre-scheduled time and observed the different types of food items available there. All the data were recorded with the necessary photographs.

3.7 Ethical consideration

The study adhered meticulously to established ethical guidelines. Approval was carefully obtained from the Women Agriculture Extension Unit, Extension and Training Centre-Peradeniya, Department of Agriculture, permitting the conduct of semi-structured interviews with female entrepreneurs at “Hela Bojun” food outlets. Prior to the commencement of interviews, all female entrepreneur participants were comprehensively briefed on the research title, its underlying purpose, and the nature of data to be gathered. Each entrepreneur was furnished with an SLU consent form detailing the processing of personal data in independent projects. Additionally, they were duly notified about the recording of interviews. Likewise, consumers and an official affiliated with the Agriculture department were informed of the study’s objectives prior to their participation. Furthermore, it was emphasized that participation in the Google form questionnaire survey was entirely voluntary, with the introductory paragraph including requisite information.

3.8 Data analysis

For the data obtained from the semi-structured interviews, I used qualitative analysis. According to the literature there are three steps of analysing qualitative data as; “*compilation of data, analyse data and summarize data*” (Drever 2003a; 2006b see Ruslin et al. 2022). First, all the recorded semi-structured interviews were transcribed in English language. This guarantees that the information is in an analysis-friendly format, enabling a thorough review of the participants’ replies. I got familiarised with the data by reading and re-reading the transcripts. This process helped gain a deeper understanding of the participants’ perspectives. The information was categorized according the categories of questions asked. This entailed methodically classifying data segments according to recurrent themes, subjects, or ideas. Finally, the coded data were interpreted and discussed within the context of the research objectives and theoretical framework. The relationships between different themes were explored and the implications of the findings were considered.

Because of this lower number of responses for the Google questionnaire it is not taken for the analysis except one open ended question answers. For that data qualitative analysis methods were applied.

4. Results, analysis and discussion

4.1 Main characteristics of the “Hela Bojun” urban foodscape

The “Hela Bojun” food outlets play a crucial role within the urban food system with the aim of leading the community towards healthier eating pattern while safeguarding the local food production system.

According to Roe et al. (2016), a foodscape can be described based on its physical form, socio-cultural factors, and aesthetic qualities. The “Hela Bojun” food strategy fits into the category of an ethnic and exotic food landscape, according to Roe et al.’s classification. All the outlets visited are situated near main roads or junctions connecting major cities, surrounded by offices, schools, and other institutions. The architectural design of these outlets is quite similar, characterized by a greenish effect that symbolizes nature and the environment. The soundscape at these outlets includes the chatter of customers and pedestrians, traffic noise, and sounds of cooking. The smellscape is dominated by smells of cooking, frying, and food preparation.

Based on my observations, I have identified a notable absence of proper traditional and local food outlets and dining establishments in close proximity to the three “Hela Bojun” food outlets in Kandy. This gap presents a significant opportunity for driving the business growth of the “Hela Bojun” concept. The lack of nearby competition enhances the appeal of these outlets as convenient and attractive dining options for individuals frequenting the areas for various purposes, such as work, education, or leisure. By capitalizing on this unique positioning, the Hela Bojun outlets can potentially attract a larger customer base and establish themselves as preferred choices for a diverse range of consumers.

4.2 Locations and the design of Hela Bojun outlets in Kandy district

The three “Hela Bojun” food outlets of the Department of Agriculture in the Kandy District of Sri Lanka are strategically located in urban areas characterized by the presence of schools, government and private office premises, and main roads connecting larger cities. These locations ensure a steady flow of potential customers, including students, office workers, and commuters, contributing to the outlets’ visibility and accessibility. The outlets are situated on government-owned lands, highlighting a collaborative effort between the government and the “Hela Bojun” initiative to promote healthy eating habits and support local entrepreneurship.

The Peradeniya “Hela Bojun” food outlet is situated in close proximity to the Faculty of Agriculture, University of Peradeniya (figure 6, 7). Its strategic location is notable, surrounded by key institutions such as the Department of Agriculture head office (DOA), Natural Resources Management Centre, Seed and Planting Material Development Centre, Veterinary Teaching Hospital, and Centre for Distance and Continuing Education. Additionally, one of Peradeniya’s most renowned tourist attractions, the Peradeniya Gardens, is located near the outlet. This placement enhances the outlet’s accessibility and visibility, potentially attracting a diverse range of customers including students, faculty members, researchers, tourists, and local residents. The outlet’s presence in such a vibrant and scholarly environment could contribute to its success, offering a blend of convenience and cultural experience for visitors and locals alike.

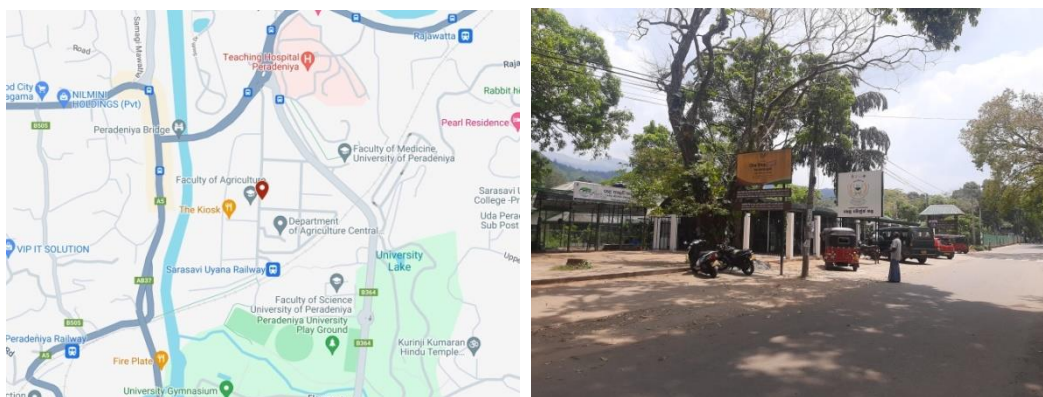


Figure 6. Peradeniya campus “Hela Bojun” outlet location (Source: Google My Maps 2024)
Figure 7. Peradeniya campus “Hela Bojun” outlet location (Source: Author 2024)

The Gannoruwa outlet stands out as one of the busiest establishments owing to its strategic location (figure 8, 9), intersecting several major roads linking key urban

centres across Sri Lanka. Positioned in proximity to prominent landmarks such as the Horticultural Crop Research and Development Institute, the Plant Genetic Resources Centre, the Gatambe Children’s Park, the Veterinary Research Institute, Mahanama College, and the Diyakapanathota Temple, the outlet benefits from large number of visitors and significant engagement. This bustling hub serves as a focal point for various activities, catering to diverse interests and needs. Its proximity to educational institutions, research centres, recreational areas, and religious sites underscores its significance as a pivotal location for commerce and community engagement. The convergence of multiple roads facilitates easy access, making it a favoured destination for both locals and tourists seeking a variety of traditional and local food.

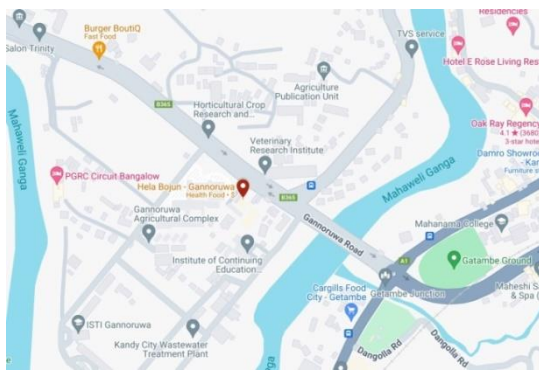


Figure 8. Gannoruwa “Hela Bojun” outlet location (Source: Google My Maps 2024)



Figure 9. Gannoruwa “Hela Bojun” outlet location (Source: Author)

The Kundasale “Hela Bojun” food outlet is systematically located (figure 10, 11) amidst several commercial establishments, including the SWRD Bandaranayake National School, Sampath Bank Kundasale, Sunday Fair Kundasale, Central Environmental Authority - Central Province Office, Government Veterinary Clinic, Police Hospital, and Maga Neguma Training School. Despite its proximity to these institutions, my observations indicate that this outlet is not as bustling as the other two locations I have visited. There might be a number of reasons for this relative lack of activity, including lower foot traffic in the area, less visibility or awareness of the outlet among potential customers, or differences in the local preferences for food and dining options.

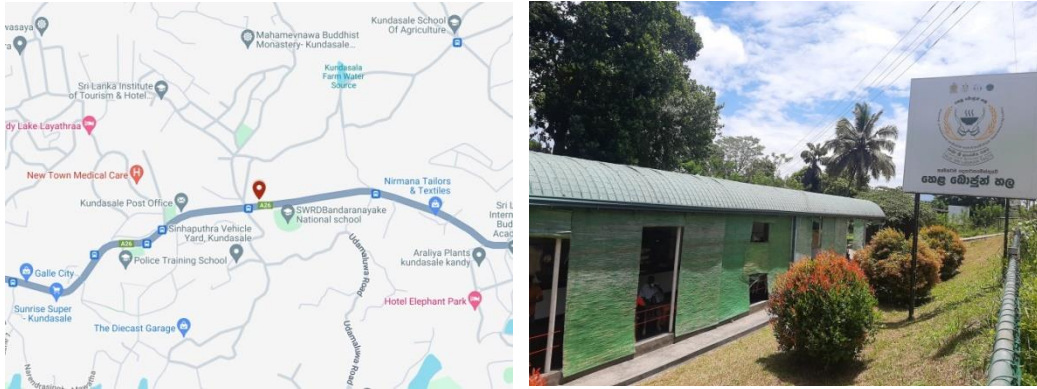


Figure 11. Kandasale "Hela Bojun" outlet location (Source: Google My Maps 2024) Figure 10. Kandasale "Hela Bojun" outlet location (Source: Author)

I visited three “Hela Bojun” outlets in the Kandy district, managed by the Department of Agriculture, several times outside of my scheduled interview days to observe and sample their food offerings. The Trincomalee and Anuradhapura outlets were visited once, but I did not find much food items there. All the food types offered in the outlets are vegetarian produced using local ingredients.

During my study period, I found that there was not a significant diversity in the food items across the six “Hela Bojun” outlets I visited, except for the Trincomalee outlet, which had slightly different offerings. This difference could be attributed to the influence of the local Tamil population in the area.

Interviews conducted during the study indicated that there are nearly 100 types of food available. According to the consumer answers for the open ended question of the consumer perception survey, they mentioned that they find a lack of varieties in the outlets.

“It would be better if the amount of traditional food available was increased a little more- consumer”

“I am suggesting increasing the varieties of food in hela bojun- consumer”

“Introduce more local & traditional foods- consumer”

“More traditional food with low glycemic index should be introduced- consumer”

Table 1. Food items available at the “Hela Bojun” outlets

Hela Bojun outlet name	Food items that were offered on the days of the visits		
	Traditional and local main meal items, snacks and drinks	Traditional and local festival food items and sweets	Other food items
Peradeniya campus outlet	Rice and curry, String hopper kottu, Balanced roti, Kiri roti, Hoppers, Sweet/honey hoppers, Imbul kiribath, Lewariya, String hoppers, Kithul thalapa, Wandu, Finger millet kanji, Mungbean mixed milk rice, Milk rice, Pittu, Kola kanji, Belimal drink, Sri Lankan pancake, Tea, Boiled yams	Aluwa, Mung Kewum, Athirasa, Hendi kewum, Aasmi, Kokis, Naran kewum, Dodol, Welithalapa, Unduwel, Sessami aggala, Black aggala	Young jackfruit cutlets, Young jackfruit sausages, Garlic kanji, Cassava krocket, Fruit juice, Mushroom mixed vegetable soup, Dosa, Idli, Undu wade, Murukku, Patties, Banana chips, Finger millet pudding, Kawpi wade
Gannoruwa outlet Kundasale outlet	Milk rice, Pittu, Lewariya, Kithul thalapa, Imbul kiribath, Finger millet kanji, Kola kanji, Sinhala pickle, Hoppers, Rice and curry, , Balanced roti, Kiri roti, Sweet/honey hoppers, String hoppers, Wandu, Mungbean mixed milk rice, Milk rice, Pittu, Kola kanji,	Mung kewum, Aluwa, Athirasa, Hendi kewum, Aasmi, Kokis, Naran kewum, Dodol, Welithalapa, Unduwel, Sessami aggala, Black aggala	Maize pudding, Undu wade, Dosa, Masala dosa, Fruit salad, Fruit juice, Mushroom soup, Idli, Patties, Yough jackfruit cutlet, Garlic kanji

	Belimal drink, Sri Lankan pancake, Tea, Boiled yams		
Anuradhapura Puliyankulama outlet	Pittu, Helapa, Habalapethi aggala, Imbul kiribath, Cereal mixed saw kanji, Balanced roti, Sri Lankan pancake, Kawpi wade, Tea, Dosa, Boiled yams, Boiled mung beans and kawpi	Mung kewum, Athirasa, Welithalapa, Unduwel	Vegetable rolls, Undu wade, Dosa, Fruit juice
Trincomalee two outlets	Moodagam, Balanced roti, Boiled green grams, Pittu, Rice and curry, Kola kanji, Finger millet kanji, Boiled chick peas		Vegetable cutlets, Kawpi wade, Undu wade, Rolls, Fruit juice, Tea, Poori, Dosa,



(a)



(b)



(c)



(d)



(e)



(f)

Figure 12. Some of the Sri Lankan main meal items. (a) Balanced roti (b) Poori (c) Pittu (d) Idli (e) Dosa (f) Imbul milk rice (Source: Author)

4.3 Interview findings, analysis and discussion

4.3.1 Demographic information of the interviewees (women entrepreneurs)

The below table (Table 2) presents a summary of demographic information for the entrepreneurial women who were interviewed at three “Hela Bojun” outlets.

Table 2. Demographic information for the interviewees

Interview ee number and	Name of the outlet	Residential place (city or village name)	Age (years)	Marital status	Having children or not	Bread winner of the family (wife, husband or both)
01	Peradeniya campus	Kadugannaw a	Not given	Married	3	Wife
02	Peradeniya campus	Katugasthota	Not given	Married	3	Both
03	Peradeniya campus	Galaha	Not given	Married	2	Wife
04	Peradeniya campus	Heerassagala	44	Married	3	Wife
05	Gannoruwa	Not given	43	Married	2	Both
06	Gannoruwa	Hatharaliyad da	Not given	Married	2	Not given
07	Gannoruwa	Gorakadeniy a	28	Married	2	Both
08	Gannoruwa	Not given	36	Married	5	Not given
09	Kundasle	Not given	37	Married	3	Both
10	Kundasale	Mahawaththa	Not given	Married	4	Both
11	Kundasale	Pilawala	Not given	Married	2	Both
12	Kundasale	Not given	Not given	Married	2	Wife

4.3.2 Overview of the women entrepreneurship

An interview with a key informant (KI) from the Women Agriculture Extension Unit at the Extension and Training Centre in Peradeniya provided a clear overview of the “Hela Bojun” concept. According to the informant, the main goal of this strategy is to create a sustainable and sufficient marketplace for farmers, farm entrepreneurs, middlemen, food producers, and consumers by establishing a direct connection between them.

The primary focus is on adding value to locally grown farm produce through “Hela Bojun” outlets and making it accessible to consumers nationwide. As mentioned by the key informant, the objective of their unit is;

“Enhancing the women participation in agriculture production and service sector in the development process of the country through improving nutrition, and socio-economic conditions of women centered family unit”

The Agriculture Department has various projects aimed at disseminating farming knowledge, introducing new technologies, and enhancing post-harvest practices. However, there is a lack of focus on promoting food preparation using locally grown produce. Despite a good marketplace for adding value to farm produce and local ingredients, there is intense competition, and gender disparity often prevents small-scale women entrepreneurs from entering or accessing these markets in certain areas. The “Hela Bojun” concept provides a valuable marketplace for women entrepreneurs seeking to improve their livelihoods through food preparation.

In 2004, the Department of Agriculture initiated this project on the Gannoruwa roadside, offering a few food items made from locally grown ingredients. The name “Hela Bojun” was not intentionally chosen but emerged naturally from the food ideas indicating “True Sri Lankan taste”. Currently, all outlets in Kandy are established on lands owned by the Department of Agriculture.

“This concept is like a training centre. We train women to be entrepreneurs in the future, giving them all the necessary training free of charge. Some of the trainings are traditional and local food preparation and handling, food quality and safety management, fire and gas usage training, personal development, money handling, and customer service” said the KI.

Women under 55 years old are eligible to apply to the training unit. They undergo an interview process and a house kitchen inspection by the Public Health Inspector (PHI) of the area. If successful, they receive training from the Department of Agriculture, undergo relevant medical tests, and are assigned to one of the “Hela Bojun” outlets for 2 years.

Their working schedule varies among outlets. Some work whole day shifts, while others alternate morning and evening shifts. Morning shifts start at 6:00 am and end at 1:00 pm, while evening shifts start at 1:00 pm and end at 7:00 pm. After completing 2 years, entrepreneurs are encouraged to start their own businesses if they wish to do so. This project aims to provide opportunities to everyone and contribute to the sustainability of the country's food production system.

“I have been working in my current position for 3.5 years now. Due to the COVID situation, we were given some extra time to work, and now I am about to finish my training and work in this role. After this opportunity, my plan is to open my own food outlet promoting the same food items. I believe this concept is a very good idea to strengthen the income of women like us who don't have much education to go for high-level jobs- Interviewee 8”

“Yes, I've noticed positive social impacts, such as increased support for local women entrepreneurs and a renewed interest in traditional Sri Lankan food culture. The presence of these outlets has also fostered a greater sense of community, as people come together to enjoy meals that reflect their shared heritage- Consumer 1”

“Hela Bojun food outlets offer valuable opportunities for local entrepreneurs, particularly women, to gain economic independence and contribute to the local economy. By promoting and selling locally produced food, these outlets help to keep money within the community, which boosts economic vitality in urban areas- Consumer 2”

4.3.3 Food preparation in the outlets

The outlets are architecturally designed to be open and spacious, providing ample room for entrepreneurial women to prepare food in a hygienic environment. The layout includes a food preparation and display area where customers can see the variety of dishes available, as well as a dining area with tables and chairs for customers to enjoy their meals. Additionally, the outlets are equipped with proper hand washing facilities and provide drinking water, ensuring a clean and comfortable dining experience.

Inside the outlets, the women have access to various types of gas cookers, utensils, pots, cutlery for serving, and other necessary equipment to prepare and serve food efficiently. This practice is essential for maintaining hygiene standards and ensuring the quality of the food served. For serving inside, they use reusable cutlery such as porcelain cups, glasses, and plates. For takeout, banana leaves, paper bags, and papers are used, with limited use of plastic grocery bags.

“We are advised to use bio degradable materials for food packaging like banana leaves, kenda leaves. So we use those for take-away food. But there are some exceptions that we have to use small plastic bags to give curries- Interviewee 5, 6”

“We don’t use printed papers or plastic lunch sheets for wrapping food items- Interviewee 7”



Figure 14. Sorted garbage (Source: Author)



Figure 13. Hand washing facility (Source: Author)



Figure 15. Structure of the food outlet (Source: Author)

4.3.4 Inclusion of traditional knowledge and local produce for food preparation

Food preference for a particular person depends on several factors, like personal factors, socio-economic factors, educational factors, biological, physiological, and psychological factors, extrinsic factors, intrinsic factors, and cultural, religious, and regional factors (Khan 1981; Shepherd and Sparks 1985).

As “Hela Bojun” food outlets cater to traditional, authentic-tasting customers, regular visitors are the ones who would like to have traditional or local cuisine. According to the consumers, they come to these outlets because of the taste, price, freshness, health benefits, supporting the local economy, availability, cultural significance, convenience, and sustainability aspects.

“Hela Bojun” outlets have similar food products without much variation among the different outlets. But some of the uncommon and unique food items observed in Trincomalee, such as poori and moodagam. This observation indicates a potential adaptation of the menu to cater to the local population’s preferences and culinary traditions. Such adaptations are not uncommon in food outlets located in culturally diverse regions, reflecting an effort to provide a more inclusive and culturally relevant dining experience for customers.

As above mentioned, one clear objective of this food strategy is to establish a reliable connection between farmers and entrepreneurs. The Agriculture Department encourages women to source suitable raw materials for their food items. Consequently, these women purchase their raw materials from locally grown farmers, nearby shops, markets, and some use produce from their home gardens.

They maintain a good connection with the raw material suppliers, and the suppliers are bonded to provide the required raw materials every day. This connection bridges the gap between local food production and food preparation, selling, and consumption.

“We have a good connection with our raw materials suppliers. Usually, they find the produce and separate it for me/us according to my requirements. I specify the need for different types of rice flour based on the food types we're preparing, and they supply it as requested- Interviewee 8”

One significant challenge they encounter in raw material sourcing is the fluctuation in prices, particularly the elevated costs of vegetables, cereals, pulses, and other essential ingredients.

According to the Key Informant, the Department sometimes coordinates the supply of raw materials.

“We have several agricultural programmes. Some are different types of local agricultural produce. As an example, we have a finger millet cultivation programme in Matale. So we coordinated to supply the finger millet to our Hela Bojun outlets for their finger millet- used food products. But this failed due to trust issues- KI”.

“The Department of Agriculture supplied me with 20 kg of maize flour for the maize pudding- Interviewee 11”

“Some growers bring their farm produce here, and I purchase raw materials from them- Interviewee 2”.

These women entrepreneurs adapt the types of fruit juices they offer based on the availability of fruits and the seasonality. This flexibility allows them to utilize fruits that are in season, ensuring freshness and variety in their offerings.

“As these days are very hot and limes are available, we prepare lime juice, water melon, etc. while in the rainy days we offer passion fruit juice, wood apple juice, etc. I invented cucumber juice to offer in this warmer climate- Interviewee 1”.

Most of the women admitted to having limited knowledge of preparing traditional food items before receiving training from the Department. However, after training, they became proficient in preparing all the food items served at the outlets. Some women also mentioned that they incorporate their family traditions and food preparation methods into their cooking.

The outlets’ motto is to offer warm, fresh, and tasty food items without any artificial additives. To achieve this, the women ensure to provide warm and healthier meals or snacks to consumers. Some food mixtures require pre-preparation, including overnight proofing, before being prepared onsite. So they prepare some food mixtures at home.

“I like to purchase food items from these outlets because I can see how they make them and because they are fresh and prepared using locally sourced ingredients. Moreover, they don’t use food additives. I can have a meal that is the same as a home-cooked meal- Consumer-1”

Initially, the outlets did not serve rice and curry, which is a staple in most Sri Lankan households. However, due to several requests and complaints, they have started serving rice and curry. This meal includes a cup of rice and three types of

vegetables, providing a balanced meal option for consumers. But KI mentioned that,

“Unfortunately, most of the customers didn’t like the portion size we offered. So we are now serving according to their demand. But it is one of the most demanded and fast-moving meals”.

4.3.5 Food quality and safety aspects

The “Hela Bojun” concept places a strong emphasis on food safety and quality maintenance within the foodscape. The Department of Agriculture has provided detailed specifications for the food items, including the raw materials to be used, the weight of certain foods, and specifications for volume, size, and shape. Before commencing work at the “Hela Bojun” outlets, women must present their food items to the technical officers at the Women Agriculture Extension Unit for sensory analysis and quality checks.

Furthermore, at the beginning of each day’s food preparation, two women work together to check the quality of the food items being prepared. Every two hours thereafter, they conduct additional quality checks.

Each outlet also has two women helpers responsible for cleaning in the mornings and afternoons, as well as collecting and cleaning the cutlery left by customers. The women entrepreneurs adhere to relevant safety procedures while working, including wearing a uniform, regularly using hand gloves and ensuring the cleanliness of utensils, pots, and other equipment. Proper hand washing and drinking water facilities are also provided.

“We clean our food preparation area and utensils. I bring all my necessary pots and equipment home for cleaning and to be ready for the next day- Interviewee 12”

The women at the “Hela Bojun” outlets sort out the garbage on the premises and place it into different bins, which are then handled by the municipality. However, they face a significant problem with monkeys, especially at some outlets, which tend to take out the edible garbage. This issue poses a challenge for maintaining cleanliness and hygiene at the outlets.

Based on my observations during visits to the outlets, I noticed that some women entrepreneurs did not adhere to certain food safety guidelines, such as wearing gloves when preparing and serving food. This concern was also raised by one of the customers of the consumer perception survey.

“I used to eat from one of the outlets frequently. But now I don’t go there much because they have degraded the quality of the food products and the bad customer service- Consumer”

In contrast all the three consumers interviewed described the quality and safety is satisfied.

“Visiting Hela Bojun food outlets has always been a pleasant experience. The vibrant atmosphere, combined with the authentic flavors of traditional Sri Lankan cuisine, creates a unique dining experience. I appreciate the focus on local ingredients and the opportunity to enjoy healthy, wholesome meals in a clean and welcoming environment- Consumer 3”

4.4 Three pillars of sustainability

Promotion of traditional food culture will help to “end hunger, achieve food security and improved nutrition, and promote sustainable agriculture” (SDG no. 2). Healthy eating patterns will “ensure healthy lives and promote well-being for all at all ages” (SDG no. 3). This food strategy describes the importance of locally grown produce and the inclusion of underutilised biodiversity in a country, “ensuring sustainable consumption and production patterns” (SDG no. 12). Hence, this would be an ideal concept for scaling up in other countries to “strengthen the means of implementation and revitalise the Global Partnership for Sustainable Development” (SDG no. 17) (United Nations n. d.).

A sustainable foodscape is an integrated approach to food production, distribution, and consumption that prioritises environmental, social, and economic sustainability. It envisions a food system that nourishes people while respecting the planet’s finite resources and supporting local communities. According to my observations and the outputs of the interview data, this food strategy can be identified as an innovative idea to tackle some of the burning issues related to the current urban food system in Sri Lanka, with wide adoptability in other countries as well. According to the definition of a sustainable food system, the “Hela Bojun” food strategy can be analysed under the following themes:

4.4.1 Social sustainability

These women often serve as the primary breadwinners in their families or significantly contribute to the household income. Their earnings from these outlets enable them to provide nutritious and balanced meals to their families, improving their health and well-being. Additionally, they can afford to invest more in their children’s education, which yields long-term benefits.

Both local residents and passers-by can enjoy nutritious meals free from artificial additives and unhealthy substances at these outlets. This availability of traditional and local food items has a positive impact on reducing non-communicable diseases in the country.

Moreover, these women play a crucial role in uplifting the social status of other low-income families by engaging in social and voluntary work. They organize blood donation camps, 'dansen' (almsgiving stalls), and participate in building houses for the needy.

This continuous program provides opportunities to women from various backgrounds, contributing significantly to social development without favouring any particular group.

4.4.2 Economical sustainability

The concept of "Hela Bojun" was conceived not only to enhance the community's nutritional status by offering traditional and local food but also to establish a strong connection between producers, value-adding entities, sellers, and consumers.

The Department of Agriculture views "Hela Bojun" as a program rather than just a food outlet. Initially, they provide only the premises with the building infrastructure. The women entrepreneurs are responsible for supplying their utensils, cutlery for food serving, raw materials, and all other necessary resources. Some outlets, such as the one in Jaffna, have a manager for smooth operations. Each group of women entrepreneurs has two leaders for each working shift, ensuring efficient management. Additionally, some outlets have two cashiers to streamline the process of taking orders and payments.

To cover the costs of maintaining additional employees such as cleaning helpers, cashiers, and rent for the premises, 5% of the entrepreneurs' monthly income is deducted. Furthermore, these women engage in various volunteer activities, with funds collected from these activities contributing to the economic circulation within the foodscape, leading to a sustainable status.

In some districts, there is greater stakeholder involvement with the "Hela Bojun" concept. Different government institutions rent out lands to establish "Hela Bojun" outlets, strengthening partnerships to promote the consumption of local and traditional foods.

"Hela Bojun" serves as more than just a food outlet; it is a program that promotes economic empowerment among women entrepreneurs, enhances community nutrition, and fosters partnerships among stakeholders. Through its sustainable practices and community-oriented approach, "Hela Bojun" has become a model for promoting local food systems and improving the well-being of communities.

4.4.3 Environmental sustainability

“Hela Bojun” food outlets in Sri Lanka are exemplary in their commitment to environmental sustainability, reflecting a holistic approach to food practices that prioritize the health of the planet. These outlets focus on sourcing ingredients locally, which reduces the carbon footprint associated with transportation and supports local agriculture. By using fresh, seasonal produce, Hela Bojun minimizes the environmental impact of food production while also ensuring that the food served is both nutritious and culturally significant.

In addition to promoting local sourcing, Hela Bojun food outlets actively engage in waste reduction strategies. They emphasize the use of eco-friendly packaging, often opting for biodegradable or reusable materials instead of single-use plastics. Waste management practices at these outlets are designed to minimize food waste through careful portioning and the use of leftover ingredients in creative ways, which further reduces their environmental impact.

Moreover, Hela Bojun promotes sustainability through public education and awareness. By offering traditional Sri Lankan dishes made with natural, locally sourced ingredients, these outlets encourage consumers to make environmentally responsible food choices. The emphasis on sustainable food practices at Hela Bojun not only preserves Sri Lanka’s culinary heritage but also contributes to broader efforts in environmental conservation, making these outlets a model for sustainable food systems in the region

4.5 Limitations of the food strategy

While the “Hela Bojun” food strategy in Sri Lanka offers numerous environmental, social, and economic benefits, it also faces several limitations that could impact its long-term sustainability and effectiveness. Some of them can be discussed as follows;

Limited Scale and Reach: Hela Bojun outlets are often localized and primarily operate in urban areas, limiting their accessibility to rural populations. This localized approach restricts the broader impact that the strategy could have on improving food security and promoting sustainability across the country.

Economic Viability: While the strategy supports local women entrepreneurs, the economic sustainability of these outlets can be challenging. Factors such as fluctuating market demand, competition from larger food chains, and the financial challenges of maintaining a small business could limit the long-term viability of these outlets.

Dependence on Local Produce: The strategy’s reliance on local, seasonal ingredients is both a strength and a limitation. In times of poor harvests, adverse weather conditions, or supply chain disruptions, Hela Bojun outlets may struggle

to maintain consistent offerings, potentially leading to supply shortages and customer dissatisfaction.

Limited Menu Diversity: The focus on traditional Sri Lankan cuisine, while culturally valuable, may limit the appeal of Hela Bojun outlets to a broader audience, particularly younger generations or tourists seeking more diverse dining options. This could restrict the strategy's ability to attract a wider customer base.

Environmental Impact of Infrastructure: While the food practices themselves are sustainable, the infrastructure of the outlets such as energy use, water consumption, and waste management facilities may not always align with the highest environmental standards. There may be a need for further investment in green infrastructure to fully realize the environmental sustainability goals.

Awareness and Engagement: Although Hela Bojun outlets promote sustainable practices, there may be a lack of sufficient public awareness and education on the broader environmental impact of food choices. Without increased consumer education, the strategy may not fully achieve its goal of shifting consumer behaviour towards more sustainable practices.

Scalability: Expanding the Hela Bojun model to other regions or increasing the number of outlets may present challenges, including maintaining quality control, ensuring a steady supply of local ingredients, wild animal problems, less workforce and Agriculture officials and also replicating the model in different cultural or economic contexts.

Policy and Regulatory Challenges: The success of Hela Bojun outlets is partly dependent on supportive government policies. Any changes in regulations, subsidies, or support for local agriculture could adversely affect the operation and expansion of these outlets.

Addressing these limitations would be crucial for enhancing the long-term sustainability and impact of the Hela Bojun food strategy in Sri Lanka.

5. Conclusion

This study aimed to examine one of the innovative food strategies in Sri Lanka, “Hela Bojun” food outlets, focusing on their role in promoting local and traditional food from locally sourced agricultural produce, empowering women entrepreneurs, and ensuring sustainable food availability in urban areas. The research question sought to understand the characteristics of the urban foodscape, the diversity of food items, the operational aspects of these outlets, and the perceptions of consumers towards “Hela Boju” as a healthier dietary option and a sustainable city.

5.1 Summary of Findings

Through a detailed examination of three “Hela Bojun” outlets in the Kandy district and interviews with a key informant and women entrepreneurs, this study found that this food strategy plays a major role in shaping the urban foodscape while providing healthier food options to consumers. The outlets play a crucial role in utilizing local agricultural produce, particularly rice flour, incorporating traditional culinary aspects and local food options, and providing a platform for women entrepreneurs to showcase their culinary skills.

Additionally, this study found a lack of promotional strategies, stakeholder involvement, and attention to food quality in some outlets. Responses for the open ended question of the consumer perception survey indicated the need for diversifying the food options. In my opinion, non-vegetarian food could also be considered to attract a wider range of customers and encourage local animal husbandry.

5.2 Objectives Achieved

This study successfully achieved three objectives.

The study mapped out the “Hela Bojun” food outlets in the Kandy district and explored the importance of the landscape for the food strategy.

Through visits, observations, and semi-structured interviews, the research gained insights into the operational processes involved in food preparation, customer service, management of the “Hela Bojun” outlets, and the inclusion of traditional knowledge and local ingredients.

The study thoroughly analysed three sustainability aspects using the gathered data.

5.3 Recommendations

Based on the findings, several recommendations are proposed to enhance the effectiveness and sustainability of “Hela Bojun” outlets:

Diversification of Menu: Encouraging the inclusion of more diverse food items across outlets to cater to varying consumer preferences and promote culinary diversity.

Promotional Campaigns: Launching promotional campaigns to raise awareness about “Hela Bojun” outlets and their contributions to sustainable food practices and women empowerment.

More stakeholder involvement: by engaging public and private sector stakeholders, the concept can be expanded all over the country without having management difficulties. And also, it can be suggested to fulfil the infrastructure in peri-urban and rural areas to promote the concept.

5.4 Future Research

Future research could look deeper into the socio-economic and environmental impacts of “Hela Bojun” outlets on local communities and landscape. Additionally, comparative studies with similar food initiatives in other countries could provide valuable insights into best practices and strategies for sustainable food systems.

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Popular science summary

Urbanization presents a myriad of challenges to global food systems, with the majority of the world's population residing in or near small towns and cities. The staggering population of slums, totalling 828 million, underscores the magnitude of urban pressures. This rapid urbanization intensifies demands for energy and water, forecasted to rise by 55% by 2050. Food systems are major contributors to greenhouse gas emissions (19–29%), predominantly from urban markets utilizing 70% of the country's food supply. Other challenges identified in urban areas include food supply, pricing, urban dwellers' incomes, farming, dietary habits, child rearing, healthcare systems, illness, and malnutrition.

Addressing these issues requires a holistic approach, emphasizing the nexus between food supply, consumption patterns, and urban farming. Effectively managed urbanization offers opportunities for employment, livelihood enhancement, reduced inequality, and climate resilience. Properly planned cities can mitigate malnutrition and promote food security. The integration of food planning into global policymaking has become increasingly evident because of that. Regardless of whether a country is situated in the global south or north, or if it is developed or developing, governments worldwide have recognized the necessity of implementing diverse food strategies to tackle the complex challenges facing both urban and rural food systems.

A noteworthy example of such innovative food strategies is the implementation of “Hela Bojun” food outlets by the Department of Agriculture in Sri Lanka under the tagline of “True Sri Lankan Taste.” These are a network of culinary outlets, strategically located throughout the country, serving as hubs for promoting locally sourced, nutritious food options. Run by approximately 750 women trained in food preparation, hygiene, customer service, and business management through the Department of Agriculture's Women's Agriculture Extension Programme, these outlets serve as key players in the foodscape.

With 22 locations now established, many situated near government buildings and university campuses in major cities, the initiative aims to provide opportunities for women in private enterprise, employment, and agriculture-based entrepreneurship to improve family standards of living sustainably. The objectives of “Hela Bojun Hala” extend beyond economic empowerment, seeking to combat

the growing influence of fast-food culture by promoting traditional foods and dishes among younger generations. By raising awareness of the nutritional benefits of these traditional foods and encouraging healthy eating habits, the initiative also aims to preserve Sri Lanka's culinary heritage. Additionally, by increasing demand for native products, "Hela Bojun Hala" aims to reduce reliance on food imports, contributing to the country's food security and economic resilience. Through "Hela Bojun," local communities are provided with access to diverse and nutritious food choices, thereby improving food security and dietary diversity. This holistic approach not only addresses immediate food system challenges but also fosters sustainable economic development and community resilience.

This innovative approach to bringing local and traditional food to people and providing them with healthier meals outside the home aligns with the United Nations Sustainable Development Goals. The promotion of traditional food culture contributes to ending hunger, achieving food security, improving nutrition, and promoting sustainable agriculture (UN SDG No. 2). Healthy eating patterns ensure healthy lives and promote well-being for all ages (UN SDG No. 3). This food strategy emphasizes the importance of locally grown produce and the inclusion of underutilized biodiversity in a country, ensuring sustainable consumption and production patterns (UN SDG No. 12). Hence, it serves as an ideal concept for scaling up in other countries, strengthening the means of implementation and revitalizing the Global Partnership for Sustainable Development (UN SDG No. 17).

As the problems mentioned above are prevalent in the global context, this kind of food strategy can be implemented in both global north and south countries. However, some challenges encountered include governmental policies and laws, less stakeholder involvement, perceptions and attitudes of people, and lack of resources and infrastructure. Nevertheless, with collaborative efforts and commitment, initiatives like "Hela Bojun" demonstrate the transformative potential of innovative food strategies in addressing complex food system challenges and promoting sustainable development globally.

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Appendix 1

Semi- structured interview questions for the women entrepreneurs.

Note: This will be an anonymous data collection and your name won't be appearing in any context.

Interviews will be conducted in Sinhala language.

Questions line up.

1. Could you please give me some background information about yourself and your family?
 - 1.1. Where are you from?
 - 1.2. Are you married or single?
 - 1.3. Do you have kids? If yes, how many?
 - 1.4. Are you the breadwinner of the family, or does your husband work?
2. How long have you been working at this Hela Bojun outlet?
3. What shifts do you work, and how many days per week?
4. What type of food items do you prepare?
5. What role do local produce and ingredients play in the recipes and menu development at your Hela Bojun food outlet?
6. Can you describe the process by which you incorporate traditional knowledge into the food items offered at your Hela Bojun outlet?
7. How do you find the raw materials for your food? Are those from the market or home-grown produce? / How do you identify and select nutritious raw materials to use in your food preparations? / How do you source local produce for your Hela Bojun outlet, and what criteria do you consider when selecting suppliers?
8. How do you balance traditional culinary techniques with modern food preparation methods in your Hela Bojun outlet?
9. What is the packaging material you use? / How do you serve the dine-in customers?
10. Are you following any safety and food quality guidelines?
11. How do you remove the garbage? Are those decomposing garbage or not?
12. Did you previously take part in the training programme offered by the Department of Agriculture?

13. Do you have frequent customers? If yes, do they order the same food type or different food types?
14. Can you provide examples of specific traditional ingredients or recipes that are popular among customers at your Hela Bojun outlet?
15. Have you encountered any challenges or limitations in sourcing traditional ingredients or local produce for your food preparations?
16. What strategies do you employ to educate customers about the cultural significance and health benefits of the traditional ingredients used in your food items?
17. Looking ahead, what opportunities do you see for further incorporating traditional knowledge, local produce, and nutritious raw materials into the offerings of Hela Bojun food outlets?
18. Do you earn a sufficient amount for your family?

Semi- structured interview questions for the official person/s of the Department of Agriculture

1. Can you provide an overview of the Hela Bojun concept and its implementation in urban areas?
2. From your perspective, what are the primary environmental impacts of the Hela Bojun concept in urban areas?
3. How does the Hela Bojun concept contribute to promoting sustainable food practices within urban landscapes?
4. In what ways does the Hela Bojun concept influence social dynamics and community engagement in urban settings?
5. What is the economic circulation of this concept with regards to profit making?
6. Can you discuss any observed economic benefits or challenges associated with implementing the Hela Bojun concept in urban areas?
7. From your experience, how does the Hela Bojun concept integrate with existing urban infrastructure and planning initiatives (universities/ office premises)?
8. How does the garbage management happen in these outlets?
9. What are some of the key factors influencing the success or failure of the Hela Bojun concept in fostering sustainability within urban environments?
10. What kind of training do you provide for the entrepreneurs?
11. Have there been any notable changes in consumer behavior or preferences as a result of the Hela Bojun concept in urban areas?
12. Why some outlets happened to be closed? Ex: Kandy General hospital outlet

13. How do stakeholders, including government agencies, local communities, and businesses, perceive the impact of the Hela Bojun concept on urban sustainability?
14. Looking ahead, what opportunities or challenges do you foresee for the continued implementation and expansion of the Hela Bojun concept in urban settings?

Semi- structured interview questions for the customers

1. Can you share your overall experience with visiting Hela Bojun food outlets in urban areas?
2. How does the concept of Hela Bojun influence your food choices and purchasing decisions compared to other dining options in urban areas?
3. How do you perceive the environmental practices and sustainability initiatives implemented by Hela Bojun food outlets, such as waste reduction or sourcing local ingredients?
4. In what ways do you think Hela Bojun food outlets contribute to the social fabric of urban communities?
5. Have you noticed any positive social impacts resulting from the presence of Hela Bojun food outlets in your community?
6. From an economic standpoint, do you believe that Hela Bojun food outlets provide valuable opportunities for local entrepreneurs and contribute to the economic vitality of urban areas or not?
7. Have you observed any changes in the urban landscape or community dynamics as a result of the presence of Hela Bojun food outlets?
8. Do you feel that Hela Bojun food outlets prioritize sustainability in their operations, and if so, how does this influence your perception of the brand?
9. What suggestions do you have for Hela Bojun food outlets to further enhance their environmental, social, or economic sustainability initiatives?
10. Overall, how would you describe the role of Hela Bojun food outlets in promoting sustainability within urban areas, both in terms of food practices and landscape management?
11. Do you recommend these outlets to experience traditional or cuisines from local produce?

Appendix 2

Sinhala translation of the interview questions.

Semi- structured interview questions for the women entrepreneurs.

Note: This will be an anonymous data collection and your name won't be appearing in any context. Interviews will be conducted in Sinhala language

ජ්‍යෙෂ්ඨ ප්‍රශ්න

1. කරුණාකර මට ඔබ සහ ඔබේ පවුලේ අය පිළිබඳ පසුබිම් තොරතුරු ලබා දිය හැකිද?
 - 1.1. ඔබ කොහේ සිට ද?
 - 1.2. ඔබ විවාහකද තනිකඩද?
 - 1.3. ඔබට දරුවන් ඉන්නවා ද? ඔවුන්ගේ, කීයක් ද?
 - 1.4. ඔබ පවුල නඩත්තු කරන්නාද, නැතහොත් ඔබේ සැමියා රැකියාවක් කරනවාද?
2. ඔබ මෙම හෙළ බොජුන් අලෙවිසැලේ කොපමණ කාලයක් සේවය කරනවාද?
3. ඔබ වැඩ කරන්නේ කුමන මාරුවීම් සහ සතියකට දින කීයක්ද?
4. ඔබ සූදානම් කරන්නේ කුමන ආකාරයේ ආහාර ද්රව්යද?
5. ඔබේ හෙළ බොජුන් ආහාර අලෙවිසැලේ වටිනාකම සහ මෙහි සැකසීමේදී දේශීය නිෂ්පාදන සහ අමුද්රව්ය ඉටු කරන කාර්යභාරය කුමක්ද?
6. ඔබේ හෙළ බොජුන් අලෙවිසැලේ පිරිනමන ආහාර ද්රව්ය සඳහා ඔබ පාරම්පරික දැනුම ඇතුළත් කරන ක්රියාවලිය විස්තර කළ හැකිද?
7. ඔබේ ආහාර සඳහා අමුද්රව්ය සොයා ගන්නේ කෙසේද? ඒවා වෙළඳපොළේදී නැතිනම් ගෙදර හැඳූ නිෂ්පාදනද? / ඔබේ ආහාර සැකසීමේදී භාවිතා කිරීමට පෝෂ්යදායී අමුද්රව්ය හඳුනාගෙන තෝරා ගන්නේ කෙසේද? / ඔබ ඔබේ හෙළ බොජුන් අලෙවිසැල සඳහා දේශීය නිෂ්පාදන ලබා ගන්නේ කෙසේද සහ

සැපයුම්කරුවන් තෝරාගැනීමේදී ඔබ සලකා බලන නිර්ණායක මොනවාද?

8. ඔබේ හෙළ බොජුන් අලෙවිසැල්ේ නවීන ආහාර සැකසීමේ ක්රම සමඟ සාම්ප්රදායික සුපයාස්තර ශිල්පීය ක්රම සමබර කරන්නේ කෙසේද?
9. ඔබ භාවිතා කරන ඇසුරුම් ද්රව්යය කුමක්ද? / ඔබ ආහාර ගන්නා පාරිභෝගිකයින්ට ජෛවය කරන්නේ කෙසේද?
10. ඔබ යම් ආරක්ෂිත සහ ආහාර තත්ත්ව මාර්ගෝපදේශ අනුගමනය කරනවාද?
11. ඔබ කුණු ඉවත් කරන්නේ කෙසේද? ඒවා දිරන කුණුද නැද්ද?
12. ඔබ මීට පෙර කෘෂිකර්ම දෙපාර්තමේන්තුව මගින් පිරිනමන පුහුණු වැඩසටහනට සහභාගී වී සිටියාද?
13. ඔබට නිතර ගනුදෙනුකරුවන් සිටිද? ඔවුන් නම්, ඔවුන් ඇණවුම් කරන්නේ එකම ආහාර වර්ගයද නැතිනම් විවිධ ආහාර වර්ගද?
14. ඔබේ හෙළ බොජුන් අලෙවිසැල්ේ පාරිභෝගිකයින් අතර ජනප්රිය විශේෂිත සම්ප්රදායික අමුද්රව්ය හෝ වට්ටෝරු පිළිබඳ උදාහරණ සැපයිය හැකිද?
15. ඔබේ ආහාර පිළියෙළ කිරීම සඳහා සාම්ප්රදායික අමුද්රව්ය හෝ දේශීය නිෂ්පාදන ලබා ගැනීමේදී ඔබට කිසියම් අභියෝගයක් හෝ සීමාවක් ඇති වී තිබේද?
16. ඔබේ ආහාර ද්රව්යවල භාවිතා වන සාම්ප්රදායික අමුද්රව්යවල සංස්කෘතික වැදගත්කම සහ සෞඛ්ය ජර්නලාභ පිළිබඳව පාරිභෝගිකයින් දැනුවත් කිරීමට ඔබ භාවිතා කරන උපාය මාර්ග මොනවාද?
17. ඉදිරිය දෙස බලන විට, හෙළ බොජුන් ආහාර අලෙවිසැල්ේ පිරිනැමීම සඳහා පාරම්පරික දැනුම, දේශීය නිෂ්පාදන සහ පෝෂ්යදායී අමුද්රව්ය තවදුරටත් ඇතුළත් කිරීමට ඔබට පෙනෙන අවස්ථා මොනවාද?
18. ඔබ ඔබේ පවුලට ජර්මාණවත් මුදලක් උපයනවාද?

Semi- structured interview questions for the official person/s of the Department of Agriculture

1. හෙළ බොජුන් සංකල්පය සහ නාගරික ජර්දේශවල එය ක්රියාත්මක කිරීම පිළිබඳ දළ විශ්ලේෂණයක් ලබා දිය හැකිද?

2. ඔබේ දෘෂ්ටිකෝණයට අනුව, නාගරික ජීවිතයට හෙළ බොජුන් සංකල්පයේ මූලික පාරිසරික බලපෑම් මොනවාද?
3. නාගරික භූ දර්ශන තුළ නිරසාර ආහාර පිළිවෙත් ජීවිතය කිරීමට හෙළ බොජුන් සංකල්පය දායක වන්නේ කෙසේද?
4. හෙළ බොජුන් සංකල්පය සමාජ ගතිකත්වයට සහ නාගරික පරිසරයන්හි ජීවිතයේ සහභාගීත්වයට බලපාන්නේ කුමන ආකාරයෙන්ද?
5. ලාභ ඉපයීම සම්බන්ධයෙන් මෙම සංකල්පයේ ආර්ථික සංසරණය කුමක්ද?
6. නාගරික ජීවිතයට හෙළ බොජුන් සංකල්පය ක්‍රියාත්මක කිරීම හා සම්බන්ධ කිසියම් නිරීක්ෂණය කළ ආර්ථික ජීවිතයට හෝ අභියෝග පිළිබඳව ඔබට සාකච්ඡා කළ හැකිද?
7. ඔබගේ අත්දැකීමෙන්, හෙළ බොජුන් සංකල්පය දැනට පවතින නාගරික යටිතල පහසුකම් සහ සැලසුම් මුල පිරීම් (විශ්වවිද්‍යාල/කාර්යාල පරිශර) සමග ඒකාබද්ධ වන්නේ කෙසේද?
8. මෙම අලෙවිසැල් තුළ කසළ කළමනාකරණය සිදු වන්නේ කෙසේද?
9. නාගරික පරිසරය තුළ නිරසාර බව පෝෂණය කිරීමේදී හෙළ බොජුන් සංකල්පයේ සාර්ථකත්වයට හෝ අසාර්ථක වීමට බලපාන ජර්මාන සාධක මොනවාද?
10. ඔබ වියවසායකයින් සඳහා කුමන ආකාරයේ පුහුණුවක් ලබා දෙනවාද?
11. නාගරික ජීවිතයට හෙළ බොජුන් සංකල්පයේ ජීවිතයක් ලෙස පාරිභෝගික හැසිරීම් හෝ මනාපවල කැපී පෙනෙන වෙනස්කම් සිදුවී තිබේද?
12. සමහර අලෙවිසැල් වසා දැමීමට සිදු වූයේ ඇයි? උදා: මහනුවර මහ රෝහලේ අලෙවිසැල
13. රාජ්‍ය ආයතන, ජීවිතයේ ජීවිතය සහ වියාපාර ඇතුළු පාර්ශවකරුවන්, නාගරික නිරසාරභාවය කෙරෙහි හෙළ බොජුන් සංකල්පයේ බලපෑම වටහා ගන්නේ කෙසේද?
14. ඉදිරිය දෙස බලන විට, නාගරික පරිසරය තුළ හෙළ බොජුන් සංකල්පය අඛණ්ඩව ක්‍රියාත්මක කිරීම සහ වියාපීය කිරීම සඳහා ඔබ අපේක්ෂා කරන අවස්ථා හෝ අභියෝග මොනවාද?

Semi- structured interview questions for the customers

1. නාගරික ජීවිතයේදී භාගාර අලෙවිසැල් නැරඹීම පිළිබඳ ඔබේ සමස්ත අත්දැකීම් බෙදා ගත හැකිද?
2. නාගරික ජීවිතයේදී භාගාර අලෙවිසැල් භාවිතයේදී විකල්පයන්ට සාපේක්ෂව භාගාර අලෙවිසැල් සංකල්පය ඔබගේ භාගාර තේරීම් සහ මිලදී ගැනීමේ තීරණ කෙරෙහි බලපාන්නේ කෙසේද?
3. අපදේවිය අවම කිරීම හෝ දේශීය අමුදේවිය සපයා ගැනීම වැනි භාගාර අලෙවිසැල් මගින් කිරීමට හැකි කරන පාරිසරික භාවිතයන් සහ තිරසාර මූල පිරිමි ඔබ දකින්නේ කෙසේද?
4. භාගාර අලෙවිසැල් නාගරික ජීවිතයේදී සමාජ දේහයට දායක වන්නේ කුමන ආකාරයෙන්ද?
5. ඔබේ ජීවිතය තුළ භාගාර අලෙවිසැල් නිවීම නිසා ඇතිවන ධනාත්මක සමාජ බලපෑම් ඔබ දැක තිබේද?
6. ආර්ථික දෘෂ්ටි කෝණයකින් බලන විට භාගාර අලෙවිසැල් දේශීය ව්යවසායකයින්ට අගනා අවස්ථා සලසා දෙන අතර නාගරික ජීවිතයේදී ආර්ථික ජීව ගුණයට දායක වන බව ඔබ විශ්වාස කරනවාද නැද්ද?
7. භාගාර අලෙවිසැල් පැවතීම හේතුවෙන් නාගරික භූ දර්ශනයේ හෝ ජීවිත ගතිකයේ යම් වෙනසක් ඔබ නිරීක්ෂණය කර තිබේද?
8. භාගාර අලෙවිසැල් ඔවුන්ගේ මෙහෙයුම් වලදී තිරසාරත්වයට ජීවිතයට දෙන බව ඔබට හැඟෙනවාද, එසේ නම්, වෙළඳ නාමය පිළිබඳ ඔබේ අවබෝධයට මෙය බලපාන්නේ කෙසේද?
9. භාගාර අලෙවිසැල් සඳහා ඔවුන්ගේ පාරිසරික, සමාජීය හෝ ආර්ථික තිරසාර මූලාරම්භයන් තවදුරටත් වැඩිදියුණු කිරීම සඳහා ඔබට ඇති යෝජනා මොනවාද?
10. සමස්තයක් වශයෙන්, භාගාර භාවිතයන් සහ භූ දර්ශන කළමනාකරණය යන දෙඅංශයන්ම නාගරික ජීවිතය තුළ තිරසාර බව ජීවිතය කිරීමේදී භාගාර අලෙවිසැල්වල කාර්යභාරය ඔබ විස්තර කරන්නේ කෙසේද?
11. දේශීය නිෂ්පාදනවලින් සාම්ප්‍රදායික හෝ කැම වර්ග අත්විඳීමට ඔබ මෙම අලෙවිසැල් නිර්දේශ කරනවාද?

Appendix 3

Following is the link to the Google questionnaire survey on consumer perception.

<https://forms.gle/aZfUBrwzqGrqcsfN8>

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