

Social Responsibility and Environmental Sustainability in Sri Lanka towards a Green Country

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Amidst increased emphasis on sustainable development, understanding the sustainability initiatives and practices of the corporate sector has attracted the primary attention of both academia and industry in Sri Lanka. In parallel social responsibility of the corporate sector has been commonly discussed in the national context; nevertheless, practical measures seem rare. Thus, the objective of this study is to focus on the social responsibility of Sri Lankan citizens without limiting the responsibility of the corporate sector. This may contribute to solving several contemporary issues such as deforestation and global warming, which disrupts our daily lifestyles. In order to achieve the above objective, this study used the available literature and carried out a literature review. Results reveal that currently, the country is facing unprecedented heatwaves, human-made environmental disasters (including coastal disasters), deteriorating air quality, and scarcity of drinking water. Furthermore, inadequate measures taken in waste management is another issue found through this study. They are the consequences of ignorance of our social responsibility. Thus, it is imperative to create better awareness programs for citizens of the country regarding social responsibility in the process of transforming the country towards a green concepts-based nation. Unless and until the citizens are aware of their responsibility, this situation would not be any different. Researchers recommend that adding social responsibility for environmental sustainability in school curricula and higher-educational programs with an emphasis on practical applications. In addition, lawmakers should make adequate laws for citizens to comply with the need, and the relevant authorities should be made aware of this timely perceived deficiency, and they should be assigned to monitor the progress.

Keywords: Social responsibility, Sri Lanka, Environmental sustainability, Green country