

**ANALYSIS OF HUMAN RESOURCE CHALLENGES ON LABOUR  
PRODUCTIVITY OF LARGE SCALE APPAREL INDUSTRY IN EXPORT  
PROCESSING ZONE AT BIYAGAMA**

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**ABSTRACT**

Sri Lankan apparel industry from its modest beginnings in the 1970s has emerged as the country's leading foreign exchange earner accounting for approximately 60 percent of the total industry exports from Sri Lanka for year 2000, generating direct and indirect employment to almost 1,000,000 people. However, the apparel industry of Sri Lanka is facing massive human resource problems today. Thus, the author attempt to identify the human resource challenges of apparel industry through field survey of machine operators of five apparel factories in Export processing Zone Biyagama. Therefore, this study discusses the human resource challenges of apparel industry under tropic of demographic factor, \organizational factor and social factor. Further, this study discusses affect of above factors to productivity of apparel industry of Sri Lanka. The main objective of this research is to identify strength, weakness, opportunities and threats of human resource aspects of large scale apparel industry in Sri Lanka in order to make recommendations to overcome the existing Hunan Resource challenges and grab new opportunities to improve the productivity of apparel industry in Sri Lanka. Moreover, this study focuses on recognizing indicators of human resources challenges in order to understanding impact of HR aspect for the productivity of apparel sector. Hence, independent variables for this research are demographic, organizational and social factors while dependent variable is productivity of apparel industry. Primary data was collected through a questionnaire from a sample of 95 machine operators of five apparel factories and focus group discussion, The hypotheses were tested by using SPSS (version 22) software tools namely correlation analysis and fact analysis . Thus, both quantitative and qualitative analysis, it was revealed that there is a positive relationship between all three independent variables and dependent variable. The survey data of this research found that the demographic, organizational and social factors have an impact to the employee productivity of apparel industry.