

The Strength of Cognitive Aspect of Social Capital on Livelihood Success of SANASA Beneficiaries: With Special Reference to Badulla District

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SANASA is one of the key Community-Based Organizations (CBOs) in Sri Lanka. It was founded based on a cooperative philosophy with the primary purpose of enhancing the living standard of its recipients. One of the means through which this purpose is attained is by guaranteeing the Livelihood Success (LS) of these beneficiaries. CBOs can use the strengthening of social capital (SC) as a means of achieving the LS of its members. However, even though CBOs have been in operation for a substantial period in Sri Lanka, their members have not achieved LS as expected; it is evident in the poverty that exists within the community. One of the causes of this could be the fact that cognitive aspect of SC (CSC) has not been examined in depth. Therefore, this study mainly focuses on how CSC influences the LS of SANASA beneficiaries. This study used a quantitative approach. Data was collected from 273 SANASA beneficiaries of Badulla District through structured questionnaires. Partial Least Square Structural Equation Modelling was used to analyze data with the help of smart PLS version 3. The study tested 5 hypotheses to explore the relationship between 5 sub-dimensions of CSC on LS. Only 4 out of the 5 hypotheses were accepted; revealing that Interpersonal Trust, Relational Norms, Group Identification and Shared Language have a significant impact on LS. However, the overall impact confirmed that CSC positively contributes to the LS of SANASA beneficiaries. These findings can bring productive outcomes for policymakers to take maximum advantage of SC that exist in the community when designing and implementing initiatives targeting SANASA beneficiaries. Similarly, further research can be conducted to study in-depth reasons behind the absence of an impact of Group Identification, Relational Norms and Shared Narratives on LS among SANASA beneficiaries.

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