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Social Contact Theory

Different Segments in Sri Lankan Society

Caste System Based Segmentation

Sri Lanka has a rich history spanning thousands of years. During the course of our existence in this society, we as Sri Lankans have accumulated a caste system. There are 26 different castes identified in our local society (such as, Govigama, Rodee, Karawo etc.). Each of these castes enjoys a set of privileges determined by their previous generations.

An individual's caste has a huge role to play when in comes to **marriages** in Sri Lanka. It is usually frowned upon by elders to marry someone from a different or a lower caste. Due to this matter, many give up on love and resort to proposed marriages.

Caste also plays a role in **education** and **job placements**. Certain parents are unable to gain admission for a good or close school, even though they have fulfilled necessary criteria, and certain talented individuals do not get a job offer due to caste mismatches.

This is an extremely unfair practice which takes place in the Sri Lankan society on a daily basis. People lose out on economic benefits due to missed job opportunities and lost education, social and cultural benefits through failed marriage proposals and marriages due to this matter. Therefore, I conclude that the **caste system in place in the Sri Lankan society is extremely unjust.**

Solution:

- As a software engineer I could create a **platform which individuals could use to voice discrimination based on caste.** Additionally, **legal assistance** could be provided to those wronged, through this platform.
- As a software engineer, I could provide **better educational opportunities via the internet.** Either in the form of material created by me on the topics I am aware of or by creating an educational website, which is accessible by all irrespective of caste.

Gender Based Segmentation

Sri Lanka's Female Labor Force Participation Rate stood at 37.6% in the first quarter of 2017 (as per research done by the Department of Census and Statistics Sri Lanka). This is significantly lower than the **global average of 48.7%** (as per research conducted by the World Bank).

Labor Force Participation Rate (1Q 2017)
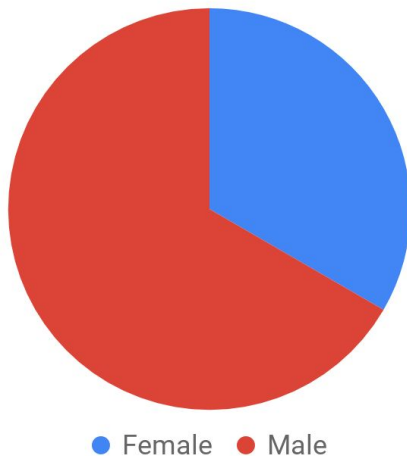
● Female ● Male

Sri Lanka is a **patriarchal society**. This mentality of the society leads to widespread gender based discrimination in Sri Lanka, including, **discrimination at workplace, sports, job opportunities, education** etc. In certain instances females, and not males, are questioned on their marriage and future plans with regard to marriage at job interviews. I view this as an extremely unethical and unprofessional situation.

It is my strong belief that people should be judged based on their talents, and not gender. However this is rarely the case in Sri Lanka. Therefore, this is an unfair situation in our society which affects individuals economically, socially and culturally.

Solution:

- As a Software Engineer, I would assist females fulfil their full potential and not be part of any gender based discrimination. I would bring any such situation to the attention of **HR** and prevent this from occurring in future.
- Certain **web applications could be developed to educate and report** instances of gender based discrimination.