ABSTRACT

The objective of the research is to identify a sustainable transportation model for the apparel industry. Apparel industry is accounting for around a half of the total exports of Sri Lanka as the industry is one of the great contributors to the Sri Lankan economy. Millions of transport movements are taking place in this industry. It has been observed that there is no such direct policy in managing these transport movements as to make sure the sustainability of the operations.

This research includes qualitative data which has been gathered through a questioner from 60 executives in apparel industry. The main part of the study is a perception study, focusing on understanding the willingness of the industry in investing and implementing on sustainable transportation methods and it has been found that there is a positive willingness to move towards sustainable transportation practices although the current situation is very poor..

The 2nd part of the research is based on the observations in the South Asia's largest Seamless apparel exporter, MAS Active, Linea Intimo (Pvt) Ltd. According to the observations, though their production is world-class, the transportation function is not really matching up to their production master class.

The next part of the study focuses on deriving a sustainable transportation model integrating the import and export functions and by adding the sustainability index for the decision making in the process of deciding the mode of transport for importing and exporting cargo. The idea is to create a feasible sustainable transportation model for the whole industry.

Final part of the study is a Chi Square test. It was found that there are interrelationships between the willingness to move towards sustainable transport practices and the level of experience of the employees as well as the willingness to invest in sustainable transportation and the factors that have been acknowledged under sustainable transportation practices.