

long history expanding over 73 years and a household brand name, derived as a token of quality assurance. The vision of the company has been laid down to enhance the status of the heritage brand and also to serve the nation, providing enormous employment opportunities to people of the area, utilizing the local raw materials as well. The company was converted to a Public quoted Limited liability Company on 14th December 1959 under the name of Harischandra Mills PLC.

At present, Harischandra is the household name for coffee, noodles, Kurakkan flour and Ulundu flour, leading the market in Sri Lanka. In addition, the company has an appreciable market share for rice flour, laundry bar soap and blue washing soap. Currently, the company offers a wide range of household goods and bakery products as well. All the “Harischandra” brands fall under two main marketing segments viz food and soap, being produced by a process involving a mix of traditional and state-of-the-art technology. Company’s business model focuses primarily on optimum human resources. Moreover, the company ensures maximum manual operations in the manufacturing and packaging processes whilst using state-of-the-art technologies for the manufacturing of bulk products.

C. A. Harischandra is the very first manufacturer of noodles in Sri Lanka with a highest current market share in the local food industry. The “Quality Assurance” policy of the company is but to enhance the quality of the products constantly and also to enhance customer satisfaction in order to increase the market share effectively. The brand “Harischandra” has earned the respect as well as the appreciation from consumers mainly because of their quality products. The company has a strong and loyal customer base. Thus, for over seven decades, “Harischandra” has been able to maintain its market position at a remarkably higher level.

C. A. Harischandra was a great industrialist, endowed with the talent for entrepreneurship. His theme was “*Paribogikayata deviyek lesa salakanna (treat the customer as a god)*” and hence he had advised his employees never to destroy the credibility of the business. He knew that the customer loyalty and the brand equity were the most important elements in dealing with household food commodities. He believed in his own ability to meet challenges and had the self-confidence to accomplish the set goals. He had greater entrepreneurial capabilities to wisely capture the correct and potential market share and opportunity. The founder of “Harischandra” was not aware of Corporate Social Responsibility (CSR) as a concept, yet intuitively practiced various CSR