



"Nordic but nice!"



Blame the poor

DEVELOPMENT FOR THE RICH???

- BUT THE RICH ARE PERFECT

Development

Reduced deprivation or suffering

Reduced disparities or inequity

Gross National Happiness ??

















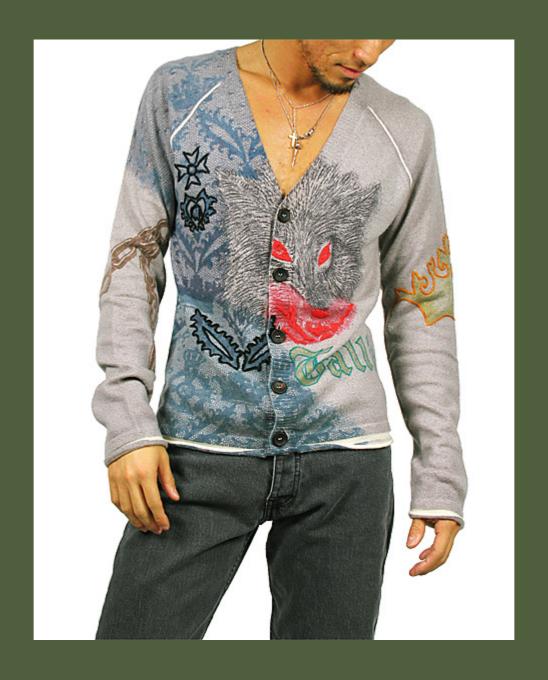
Jayantha

Jude

Jamis







- 'artificial requirements' govern spending of Scandinavians
- 'artificial requirements' govern spending of rich Sri Lankans
- 'artificial requirements' govern spending of poor Sri Lankans

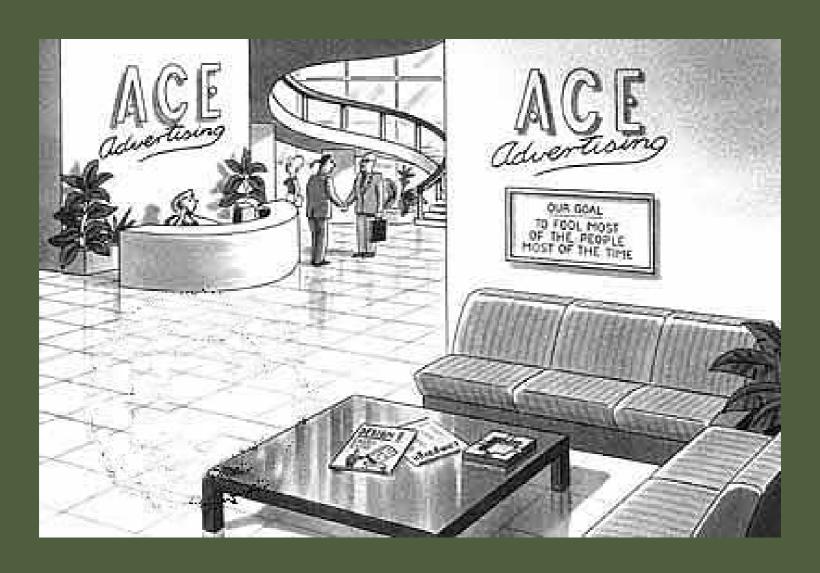
Being governed by 'artificial requirements' is disastrous

for the poor



Consumer behaviour is moulded by forces that we don't recognize

Challenging social attributes ...



Our goal: "To fool most of the people most of the time"



