



PADDY MARKETING IN VAVUNIYA
DIVISIONAL SECRETERIAT DIVISION
PROBLEMS AND SOLUTIONS.

887

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ABSTRACT

Paddy cultivation is the important source in Sri Lanka. More than 80 percent of the population in Sri Lanka directly depends on the agriculture. It creates a great influence in the Gross Domestic Product, General Economic growth and foreign exchange earnings. And 75 percent of the population has been living in the rural area and agriculture provides 37 percent of the labour opportunity.

So I have selected this topic for my project report. I am a resident of this Vavuniya D.S division. I felt it will be easier for me to identify the problems and to get a solution for it. I can identify all the difficulties related to production, infrastructure facilities and mainly the technical problems.

According to my data collected so far, the poor marketing knowledge, high cost for production, high level of price fluctuation and lack of bargaining power for farmers for farmers, and poor marketing infrastructure are lead to the less production and losses to farmers. I was able to get all these facts respondents I have strongly analyze the same in my project report and have given my views on how to handing the same efficiently and effectively.

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