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ABSTRACT

In order to complete the final exam of the Management course of the EUSL, I chose research and research methods to accomplish the task. The research is made on the "Problems faced in Marketing Paddy" in the Odduchuddan, D.S Division of Mullathivu District.

This area is an agricultural area with its natural surrounding and greenery. The paddy yield is richer and exceeds the consumers amount resulting extra volume for trade. marketing this extra paddy creates friction and problems. The research is intended to look for avenues for marketing the voluminous extra paddy and to find a solution to the problems that arise. It is studied and scrutinized within the four parameters i.e produce, price, place and marketing. Each factor has five indicies called 5 point likert and ranges.

200 farmers selected at random in the 27 G.S. Division from Oddusuddan are provided with a questionnaire. It is given to each one and the data collected falls into second category while the first data are the available statistics and information provided by the D.S. These 1st and 2nd data are evaluated through average and frequency division.

The following detection that are the cause in creating the problems are found. They are uncontrolled prices, absence of purchasing units, middlemen, poor quality control and non standardization of the produce. From this research findings I make the following suggestions. They are standardization of the produce, to adopt the control price, control the middle men as traders, opening of paddy purchasing units, advise alternate farming methods, conduct seminars and workshops.

-Researcher-

**A STUDY ON PROBLEMS OF MARKETING OF
PADDY AT ODDESUDDAN DIVISIONAL
SECRETARIATE DIVISION**

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