

**A STUDY ON THE STRATEGIES FOR INCREASING THE
INCOME LEVEL FROM THE DAIRY FARMING OF FARMERS
IN THE ERAVUR PATTU DIVISIONAL SECRETARIAT
DIVISION**



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2009

ABSTRACT

Dairy farming is an important economic activity, which provides reasonable income and valuable nutritional supplement in the form of milk, milk products and meat to the people in the world. It also provides employment and stimulate trade at all levels. The growing demand for dairy products will stimulate dairy production, which can, if will planned, contribute to poverty alleviation. So that, the development of dairy farming is an essential thing for each country, especially developing countries like Srilanka. Therefore I made a research study on titled "A study on the strategies for increasing the income level from the dairy farming of farmers in the Eravur pattu Divisional Secretariat division."

The main objective of this study is to formulate the strategies for increasing the income level from the dairy farming of farmers in this division. This research study's conceptualization frame work has three independent variables. That the marketing strategies, competencies and value addition. This research used both primary and secondary data. 100 dairy farmers were randomly selected as a sample and questionnaires were issued to them to collected data. Collected data was analyzed by using univariate analysis. After that they were presented in frequency tables and pie chart, for this purpose SPSS 11.0 and excel was used.

According to the findings of this research study most of the variables are marginally agree with the strategies for increasing the income level from the dairy farming of farmers in this division. So that this research study come to the conclusion that the strategies for increasing the income level from the dairy farming of farmers is not used in a good way in this division. Therefore necessary actions should be taken by the responsible persons and organizations to rectify the shortcomings found in the strategies for increasing the income level among the dairy farming of farmers in this division. As last I recommended an action plan to use the suitable strategies to develop the dairy farming as well as increasing the dairy farmer's income level in Eravur pattu Divisional Secretariat division. In accordance with drawbacks found in each variable, which are connection with this study. I hope this will help to improve this division's current state of dairy farmers' income level.

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