

**PROBLEMS FACED BY RICE MILL VENTURES IN  
POLONNARUWA**

By



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## ABSTRACT

Rice is the staple food of Asia and part of the Pacific regions and there is a long history both paddy industry as well as rice mill ventures. Rice production is one of main product of Sri Lanka. There basically two rice producing methods; those are commercial purpose rice production and Small scale rice production. Commercial purpose rice production mean producing rice as large scale with keeping regularly maintained paddy stock, proper documents and control. Small scale rice production mean transfer the state of paddy in to rice whose bring by the customers day by day and they do not maintained a proper stock and high technology.

In Polonnaruwa district, rice mill ventures consist the areas of manufacturing, Translating, wholesaling and retailing. This research has focused on what are the problems faced by owner of rice mill ventures in the Polonnaruwa district? There for owner related problems, environment related problems and financial problems are considered as variables for this study.

Since the research study was geographically confined to the Polonnaruwa district, the Twenty five registered Rice mill ventures situated in the district were selected for the survey. Data were collected randomly from primary sources (questionnaire and interview method) and the collected data analyzed and evaluated through Univariate Analysis by using the software Statistical Package in Social Science version 16.0

According to the survey, owner related factor has a highest mean value when comparing other factors. Through this research can identify, owner related factors are most important than other factors for the success of the rice mill ventures. As well as environmental related factors and financial factors are also in high level.

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