

**PRODUCTION AND MARKETING OF PALMYRAH  
LEAF BASED PRODUCTS IN ERAVUR TOWN DS  
DIVISION OF BATTICALOA DISTRICT**

**BY**

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## ABSTRACT

A study on production and marketing of palmyrah leaf based products in Eravur Town Divisional Secretariat division of Batticaloa district was carried out during the months of April, May and June, 2015. Using the random sampling procedure, a sample of 100 palmyrah leaf producers were selected and a structured interview schedule was used to collect the information through personal interviews. Data were analysed using the SPSS package.

Personal and Socio-economic characteristics of palmyrah leaf based product producers revealed that all (100%) palmyrah leaf based producers were females. Majority the population (53%) was under young age (15 to 35 Years) category. Majority of respondents (67%) were married, all the respondents were Muslims, majority of respondents (63%) were completed their primary education and majority of respondents (66%) belonged to low income group.

The results also revealed that the majority of respondents (93%) worked as full time in palmyrah leaf based production and 7% of respondents were worked as part time in palmyrah leaf based production. 48% of respondents had lesser than 12 years of experience, and majority of respondents (77%) were under medium household size category.

Majority of respondents (93%) were getting the resources for production through sales persons. The palmyrah based product producers were using several colours to colour their products, majority of respondents (66%) were facing difficulty in finding resources during certain period, 100% of the respondents report that there was no assistance provided by the PDB. According to the results, the majority of

respondents (53%) were using both young leaves and mature leaves to make trays and baskets.

Further, 19% of respondents were producing only trays, 14% were producing only boxes, 18% were producing only mats, 17% were producing trays and boxes, 1% were producing trays and mats, 16% were producing boxes and mats and 15% were producing all trays, boxes and mats. Majority of respondents (55%) were producing 3-4 quantities of products per day.

Majority of respondents (68%) were using knife and scissors for their production process, while 55% were doing the production process only on a seasonal basis. Majority of respondents (86%) were doing the production process based on their own experience, while only 12% of them were doing the production process based on training provided by neighbours. All the respondents were doing the production process with the help of their family members.

Majority of respondents (95%) were selling their products through salesperson and 95% of them were selling their products in other districts through the salesperson and were selling their products on a weekly basis. The majority of respondents (53%) were marketing 11 to 20 quantities of products per week. According to majority of respondents (38%), the fast moving item was boxes.

Majority of respondents (70%) were not taking loans for their production, around 17% of respondents were taking loans from Samurdhi Bank Society for their production, The respondents were not having any outstanding loans to settle at the time of survey, The majority of respondents (96%) were getting the information related to production and marketing of the products from the individual sources, The

# TABLE OF CONTENTS

ABSTRACT .....	i
ACKNOWLEDGEMENT .....	iv
TABLE OF CONTENTS .....	v
LIST OF TABLES .....	ix
LIST OF FIGURES .....	xii
ABBREVIATIONS .....	xiii
<b>CHAPTER 01 INTRODUCTION .....</b>	<b>01</b>
1.1 Background .....	01
1.2 Problem statement .....	02
1.3 Main objective .....	03
1.4 Sub objectives.....	03
1.5 Limitation of the study .....	03
<b>CHAPTER 02 LITERATURE REVIEW .....</b>	<b>04</b>
2.1 Palmyrah palm .....	04
2.2 Overview of palmyrah based production .....	10
2.3 Importance of palmyrah .....	11
2.4 Different types of palmyrah products .....	12
2.4.1 Edible products .....	12
2.4.2 Non-edible products .....	13
2.5 Leaf lamina .....	15
2.6 Leaf petiole .....	19
2.7 Leaf ribs ('Eekil') .....	20
<b>CHAPTER 03 RESEARCH METHODOLOGY .....</b>	<b>21</b>
3.1 Study area .....	21
3.1.1 Batticaloa district .....	22



3.1.2 Eravur Town DS division.....	26
3.2 Data collection .....	30
3.2.1 Selection of sample .....	30
3.2.2 Data analysis .....	32
3.3 Method used for measurement of independent variables .....	32
3.3.1 Personal and socio-economic characteristics .....	32
3.3.1.1 Age .....	32
3.3.1.2 Education .....	33
3.3.1.3 Total monthly income .....	33
3.3.1.4 Number of family member .....	34
3.3.1.5 Type of work .....	34
3.4 Information sources used for the production .....	35
<b>CHAPTER 04 RESULTS AND DISCUSSION .....</b>	<b>37</b>
4.1 General information .....	37
4.1.1 GN divisions .....	37
4.2 Personal and socio-economic characteristics of palmyrah leaf product producers in Eravur Town DS division of Batticaloa district .....	38
4.2.1 Age .....	38
4.2.2 Gender .....	39
4.2.3 Marital status .....	39
4.2.4 Religion .....	40
4.2.5 Education .....	40
4.2.6 Total monthly income .....	41
4.2.7 Type of work .....	42
4.2.8 Experience in palmyrah leaf industry .....	42
4.2.9 Household size .....	43

4.3 Resources .....	44
4.3.1 Data on resources used (Leaf) .....	44
4.3.2 Data on resources used (Colour) .....	45
4.3.3 Availability of resources throughout the years .....	45
4.3.4 Any assistance provided by the PDB .....	46
4.4 Data on production .....	46
4.4.1 Kind of leaves selection for their palmyrah leaf industry .....	46
4.4.2 List of products .....	47
4.4.3 Quantity of production per day .....	48
4.4.4 Equipments used .....	49
4.4.5 Period of production .....	50
4.4.6 Production based on training and own experience .....	51
4.4.7 Kind of labour use for the palmyrah leaf product production ..	52
4.5 Data on marketing .....	54
4.5.1 Products sales .....	54
4.5.2 Place of product marketing .....	54
4.5.3 In which basis the producers were selling their products .....	55
4.5.4 Quantity of products the producers marketing per week .....	55
4.5.5 Fast moving items .....	56
4.6 Data on credit use .....	57
4.6.1 Loans for the production of palmyrah leaf industry .....	57
4.6.2 Credit source .....	58
4.6.3 Outstanding loan .....	59
4.7 Data on information sources used for the production .....	59
4.8 Data on profit earned .....	60
4.8.1 Expenditures on production per month .....	60
4.8.2 Income from the sales of palmyrah leaf products per month ..	61