PRODUCTIVITY OF RICE MILLING INDUSTRY IN POLONNARUWA DISTRICT, SRI LANKA

HIRANTHA PUSHPAKUMARA MEDAWALA

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DEPARTMENT OF AGRICULTURAL ECONOMICS

FACULTY OF AGRICULTURE

EASTERN UNIVERSITY

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ABSTRACT

Rice milling industry contributes as one of major livelihood of Polonnaruwa district, Sri Lanka. Though the research studies about the socio-economic and problematic environment of this industry are lack in. Therefore this study was designed to identify the socio-economic characteristics of the milling industries, analyze the factors affecting the productive efficiency and identify the problems and solutions faced by milling industries.

For this purpose 60 rice mill owners were selected by simple random sampling in 5 major rice producing Divisional Secretariat Divisions of Polannaruwa District, Sri Lanka. Among those, 20 mills were selected from each category under the Modern, Semi modern and traditional type mills.

The respondents were directly interviewed using pre-structured questionnaire. The responses were obtained as the type of commercial mill, age of respondent, level of education (in schooling years), age of enterprises, annual capacity of mill, annual production amount of rice and byproducts, labor information, variable costs of industry, quality standards of rice, problems & solutions faced by millers, supporting services to millers, risk management, production efficiency and factors affecting to reduce the production.

The study found all millers produced raw rice, while 71.67% produced parboiled rice. Significant differences were found in sold price by mode of selling. Studied millers used 3.5 average private labors, while number of family labor is one. Wariable cost of industry per ton of paddy is higher in modern mills rather than the others. High percentage of impurities was found in rice of traditional mills.

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The study found that majority of modern millers was affected by Government legislations than other two types of millers. Majority of traditional millers were affected by competition among the millers.

All respondents had access to adequate amount of labor, availability of transportation facilities, electricity and water. Majority of the millers had obtained loans from government sector and most of them were satisfied about loan facilities. About 65% of studied millers did not use advertising. Large fractions of studied millers were members in millers association, and had not participated in any training program related with rice milling. 68.33% of millers had practiced risk management and average stock keeping time duration was three months.

The study found average productivity of mill was 68.03% this was significantly affected by education of millers, type of mill and impurities percentage in rice.

According to study about 55% of modern millers were affected by paddy scarcity, while 80% semi modern and 95% of traditional millers were affected by capital scarcity.

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