

**MARKETING PROBLEMS FACED BY THE PADDY FARMERS IN  
THE ERAVUR PATTU DIVISIONAL  
SECRETARIATE DIVISION.**



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## ABSTRACT

Paddy production is important in all over the world. It is more complex and burning issue in the development countries. As rice is most significant food to those people, they take more concentration on paddy cultivation. Sri Lanka, like other countries in the Asian region has an agricultural economy and the agricultural sector plays an important role in the economy and social development of the country. Even though most of areas in Sri Lanka get high output from their paddy production, the yield is very low due to lack of marketing facility for the paddy. The Eravur Pattu is one of them which is facing many problems concerning marketing of paddy. Therefore, the researcher intended to find out the major problems faced by the farmers and discover causes for it.

For the purpose of finding out the causes for the marketing problems of paddy, the research considers four variables as conceptualization. Those are government policies, distribution channel, facilities (communication facility and financial facility) and price. The information for knowing problems and causes has been collected through the structured questionnaire issued to paddy farmers in the Eravur Pattu D.S division. 200 farming families have been taken from 20 G.N divisions and questionnaires were issued on the basis of amount of paddy they produce.

Even though the government introduces and implements new policies time to time regarding paddy cultivation and paddy marketing in Sri Lanka, they have not reached to the farmers in this division at the right time, so that the farmers are dissatisfied with the government policy in relation to the paddy marketing. They are unable to sell their paddy as soon as after harvesting due to lack of distribution channel. The physical objective of distribution channel includes transport and storage facilities, those are also in very poor level in this division. In addition, they face the problems regarding the contact with other area farmers and relevant government organization or non- government organization due to poor communication facility. Almost all paddy farmers in this division are small holders and are without capital for investment in production. Hence, the farmers get loans during the season to buy agrochemicals, hire tractors, and even to pay for labour. Not only that, as the price of paddy is very low in this division, they are unable to manage their cost of living using this income. Therefore, they also get loans during the season to meet the expenses of food and other family needs. These debts get accumulated pushing farmers into serious problems, leading even to suicide. These crisis faced by the paddy farmers have lead to very large increase in poverty. Therefore, the ultimate purpose of study is to find out causes for these problems and propose the remedies and strategies to improve the paddy marketing.

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