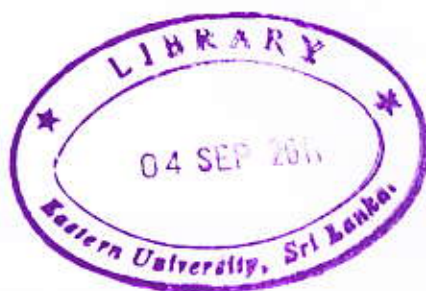


**A STUDY ON THE PROBLEMS FACED BY THE POULTRY
FARMERS IN AMPARA DISTRICT**



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DEPARTMENT OF COMMERCE

FACULTY OF COMMERCE AND MANAGEMENT

EASTERN UNIVERSITY, SRI LANKA

2010.

Abstract

Poultry industry plays an important economic role in all over the world. It is more complex and burning issue in the development countries. As poultry is most significant food to those people, they take more concentration on poultry production. Like other countries in the world, Sri Lanka also has a grate potential for poultry production especially under intensive, semi- intensive and extensive production systems. Even though most of the rural areas in Sri Lanka get high out put from their poultry production, but the poultry farmers couldn't get more profit due to lack of investment, marketing facilities ,institutional support, entrepreneurial characteristics and higher cost of production for the poultry farming. The Ampara District is one of them which facing many problems concerning above factors of poultry production.

The research study's conceptualization framework has developed by the variables such as financial status, cost of input, marketing facilities, institutional support, and entrepreneurial characteristics. Primary and secondary data were used in this study. Primary data were collected from Questionnaire and interviews with poultry Farmers. The secondary data collected from the Divisional secretariat Reports of this division, Statistical data from related publications, Articles, Magazine, and Newspaper. 100 poultry farmers were selected as sample and questionnaires were issued to them to collect the data. Collected data was analyzed by Univariate Analysis, after that they were presented in frequency tables and pie charts. For this using the computer packages SPSS and Excel.

The study was found poultry farmers are very much enthusiastic in poultry farming endeavors. They are also very much interested in participating in training courses in relation to poultry farming. However, paucity in investments, inadequate technical knowledge is the main features among them. Presently their investments needs were met by local credits at a higher interest rate; in the meantime they are following the traditional methods. Furthermore for the efficient poultry farming activity sufficient technical knowledge is required however, there are lacks of training centers locally. Marketing trend for the poultry products were low and cost of input of poultry farming also not favorable for them these are the main factors found in the research. Eventually this research report recommends some solution that help to the poultry farmers development in Ampara district.

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