PROCEEDINGS

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IDENTIFICATION OF THE NATURE OF MARKETING CHANNELS AND PROBLEMS OF AGRICULTURAL ACTIVITIES AMONG THE COMMUNITY AROUND DAMBULU-OYA RESERVOIR

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INTRODUCTION

Dambulu-oya reservoir is located in Matale district, Central Province of Sri Lanka. Community lives in three villages viz., Pohoranwewa, Ibbankatuwa and Thennakoonpura. Majority of farmers are involved in agricultural activities as their livelihood. They face different problems in production and marketing activities. A survey was conducted to identify the nature of marketing channels and problems with regard to agricultural activities of these people.

MATERIALS AND METHODS

In this study, both primary and secondary data were collected. Primary data were obtained from members of Isurusiri Co-op Society and Sub-society using a pre-tested questionnaire and informal discussions. Secondary data were collected from Annual Reports and Cash Book of the society. Collected raw data were edited, coded and tabulated in spreadsheets for analysis. Data were analyzed using EXCEL and SPSS. The percentages and means were estimated and chi-square test was performed to examine the relationship among the variables.

RESULTS AND DISCUSSION

Chief Occupant was a male in 96 percent of the families. 78 percent chief occupants were involved in agriculture. This value is higher than the Sri Lankan average (34.1 percent). Most of family members (38 percent) are self-employed. They involve fulltime in family work.

All households are involved in agriculture. Out of the members 72 percent of people are involve in crop farming only. 76 percent families owned land of over 0.6 ha. Most farmers (95.8 percent) cultivated vegetables during yala season. 78 percent members cultivated paddy in maha season. 59 percent reared cattle. 62 percent of them obtained a monthly income of less than Rs. 25 000. Out of the monthly income 91.8 percent is from crop cultivation.