

Agricultural Marketing

1. In Sri Lanka, agricultural sector is most important sector for Sri Lankan economy because more than 70% of populations who are live in rural area depend on this sector.
2. If there is proper policy for agriculture sector in Sri Lanka, it has best opportunity to face global completion.
3. In Sri Lanka, there are seven departments which are established under the National Agricultural Research System to conduct best research and development for improving this sector such as Tea Research Institute, Coconut Research Institute and etc.
4. Our country should increase the volume of the exports to give best competition in global agriculture market.
5. There are many factors that affect to get lower productivity in Sri Lankan agricultural sector such as fragmented land use, insufficient availability of water, credit, seed, technological knowledge and etc.

R.P.M Rajapaksha
08/MS/ 197
Department of Marketing Management