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Identify and Evaluate Factors Affecting Good Agriculture Practice Farmers to Sell Their Products Directly in Sri Lanka

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A THESIS
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I certify that I have read this thesis and that in my opinion it is fully adequate, in scope and in quality, as a thesis for the degree of Master of Science.

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Declaration of Originality

This is to certify that the work is entirely my own and not of any other person, unless otherwise explicitly acknowledged (including citations of published and unpublished sources). The work has not previously been submitted in any form to the Sri Lanka Institute of Information Technology or to any other institution for assessment for any other purpose.

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List of Abbreviations

COAG	Committee on Agriculture
DOA	Department of Agriculture
FAO	Food and Agriculture Organization
GAP	Good Agriculture Practice
GDP	Gross Domestic Product
GGS	Govi Gnana Seva
GSS	Govi Sahana Seva
HARTI	Hector Kobbekaduwa Agrarian Research and Training Institute
ICT	Information Communication Technology
ITU	International Telecommunication Union
KMO	Kaiser Meyer Olkin
MOA	Ministry of Agriculture
MOAC	Thai Ministry of Agriculture and Cooperative
QR	Quick Response
SLS	Sri Lanka Standard
SPSS	Statistical Package for the Social Sciences
TRCSL	Telecommunications Regulatory Commission of Sri Lanka

Abstract

Identify and Evaluate Factors Affecting Good Agriculture Practice Farmers to Sell Their Products Directly in Sri Lanka.

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Diffusion of information communication technologies in remote areas of Sri Lanka is playing an important role for the improvement of agriculture activities. Today it can be emphasized that technology is becoming affordable in Sri Lanka and people who wish to acquire it can do so including low income segment of farmers. Farmers can communicate using these devices to get a good price for their produce from buyers on real time basis. Mobile service providers provide smartphones with bundled tariff packages to the customers where one can pay the monthly bill with commitments for a defined period as instalments.

Few mobile based information dissemination systems (Mobile Apps) are available in Sri Lanka. The mechanism proposed in this research is to make sure best market price for farmers with the use of existing and advancing ICT applications.

The main objectives of this study were to 1.) Identify the factors hindering the GAP farmers to sell their products directly. 2.) Evaluate most significant factors which are affecting the direct sale. 3.) Suggest a solution to facilitate GAP farmers to sell produce directly in the market, focusing on factors that affect by analysing the results arising from the survey. Literature review based on the investment capacity of farmers, literacy levels, access to market information, finding buyers, technology usage in rural area and awareness of farmers to avoid the difficulties that would be encountered by the farmers possibly with market players like so-called middleman. The expected plan under the proposal is to obtain the information of their produces from GAP farmers using quantitative research method, to analyse the data collected and to decide a reasonable price for the produce.