



Challenges faced by the curd industry as a rural economic activity; Based on the Divisional Secretariat Division of the Thissamaharama.

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Abstract

The rural economy is the unit that pursues allied occupations for an agricultural lifestyle. Sri Lanka's curd industry is considered as a primary sector industry that uses traditional agro techniques. It is one of the most famous agricultural activities in the rural sector in Sri Lanka. Nowadays, the dairy industry, which is a major agricultural activity of the people in rural areas of Sri Lanka, is facing a major problem. This situation can be seen because of the industrial skills. The research mainly identified challenges that occurred in the curd industry. As the study area, the researcher chose two GND from the Thissamaharama DSD. Fifty milk producers have been selected as the sample population covering Thissamaharama and Weerawila GND. The researcher analysed the quantitative and qualitative data obtained. Based on the data analysed, the curd industry was found to be discouraged and challenged by industry problems such as the use of primary technology, irregular transportation, and manufacturers' lack of knowledge of the industry and market dynamics, and minimal manufacturing facilities. To solve these issues researcher identified several solutions. Those are, getting advises from national dairy experts to provide the farmers with the necessary industry training and education, the systematic measures to promote the product market and the improvement of the milk processing facilities.

Keywords: rural economy, curd industry, traditional industry

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