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**FACTORS AFFECTING THE DEVELOPMENT OF
POULTRY INDUSTRY IN SRI LANKA WITH SPECIAL
EMPHASIS ON TECHNOLOGY RELATED ISSUES**

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Dissertation submitted in partial fulfilment of the requirements for the degree Master
of Business Administration in Technology Management

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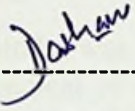
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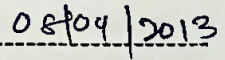
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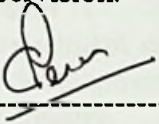


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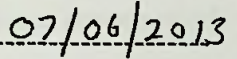


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The above candidate has carried out research for the Masters Dissertation under my supervision.



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ABSTRACT

This research has been carried out with the main purpose of identifying critical factors affecting the development of Sri Lankan poultry industry, paying special attention to the current technology related issues and based on the findings to recommend policy realignment, which has an impact on the technology related issues in the poultry industry, which in turn ultimately ensures the sustainable growth of the poultry industry in Sri Lanka.

Poultry products are the main source of fulfilling animal protein requirements to the nation and considerably, the most affordable source as well. Furthermore, with the change in lifestyle of Sri Lankan society there is a significant growth in per capita consumption of poultry products, this is highly favourable to the poultry industry particularly increasing contribution to the local economy of the country.

However in comparison with other countries Sri Lankan poultry industry is not performing at an acceptable level, in terms of key performance indicators of the industry, such as productivity and yield of the animal, bio security & stability, ensuring environment sustainable operation etc. (Dileep, 2012)

This study was carried out through a situational analysis of the technological advancement of current poultry industry in Sri Lanka. For the situational analysis, semi structured interviews were carried out with randomly selected key industry stakeholders, and secondary data available at the Ministry of livestock development and other related institutes were also used. To identify critical factors detailed questionnaire surveys were carried out with randomly selected samples and the gathered data were analyzed using Statistical Package for the Social Sciences (SPSS) version 17. Based on findings policy recommendations were made for the development of poultry industry technological standards which ultimately ensures the development of the poultry industry, in return contributes to the local economy of the country.

Key Words: Poultry Industry, Development, Sri Lanka, Technological Issues, Critical Factors,

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LIST OF ABBREVIATIONS

AIPA	All Island Poultry Association
DAPH	Department of Animal Production and Health
FDI	Foreign Direct Investment
HACCP	Hazard Analysis Critical Control Points
NGO	Non Government Organizations
NLDB	National Livestock Development Board
NSTDA	National Science and Technology Development Agency
MT	Metric Tons
R&D	Research and Development
SPSS	Statistical Package for the Social Science
UK	Unite Kingdom

1.1. Background of the Study

The demand for broiler products has increasingly increased in recent years and this trend is expected to continue for the next two decades. The export consumption of poultry products had increased from 5 kg in 2000 to 7.7 kg in 2004 and it is expected to grow to 8 kg by 2015. (Central Bank of Sri Lanka, 2011)

As per the basic business theories of any industry, optimization of input cost will increase the profit margin of the output or otherwise produce or service of that