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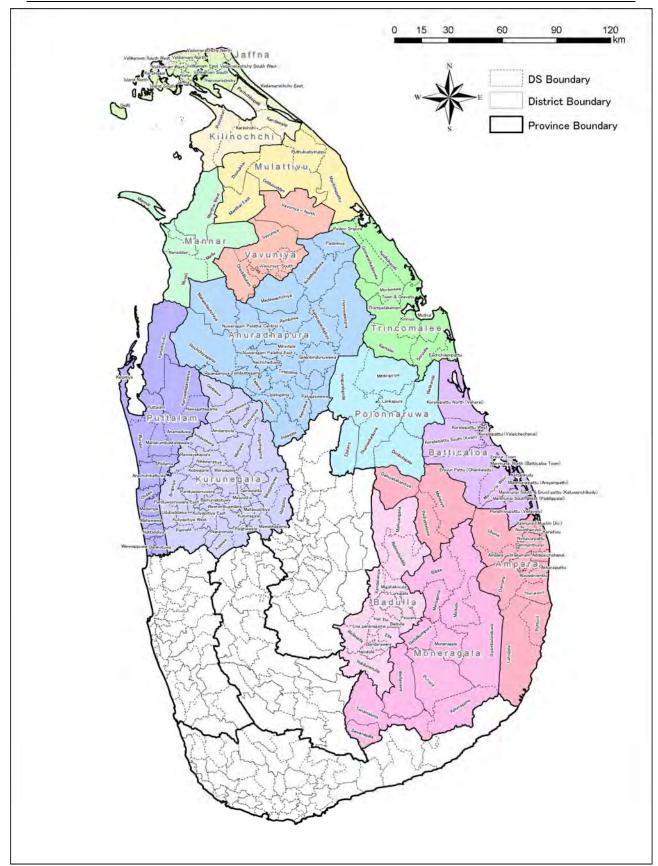


Figure A 3.1 Administration Boundary

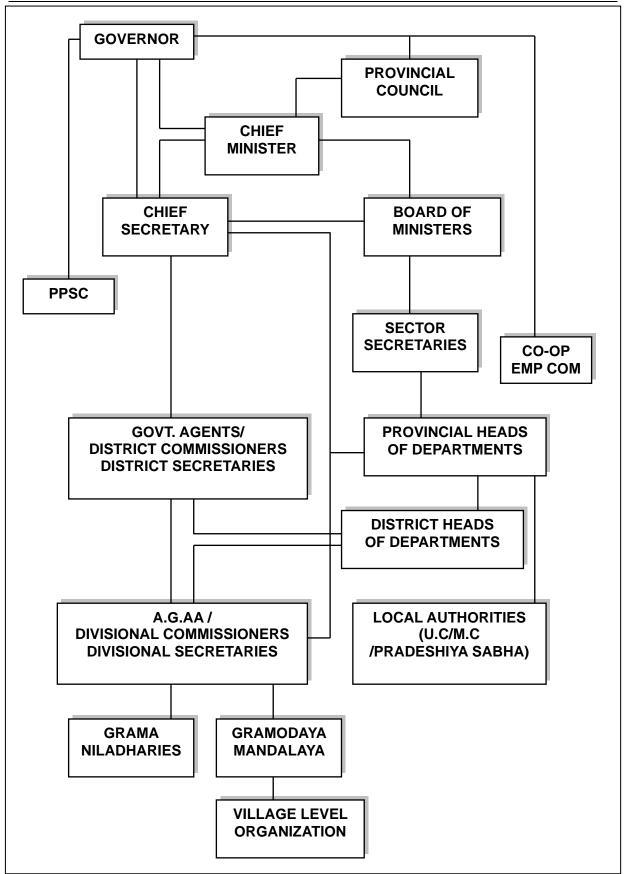


Figure A 3.2 Administrative Structure of Provincial Council

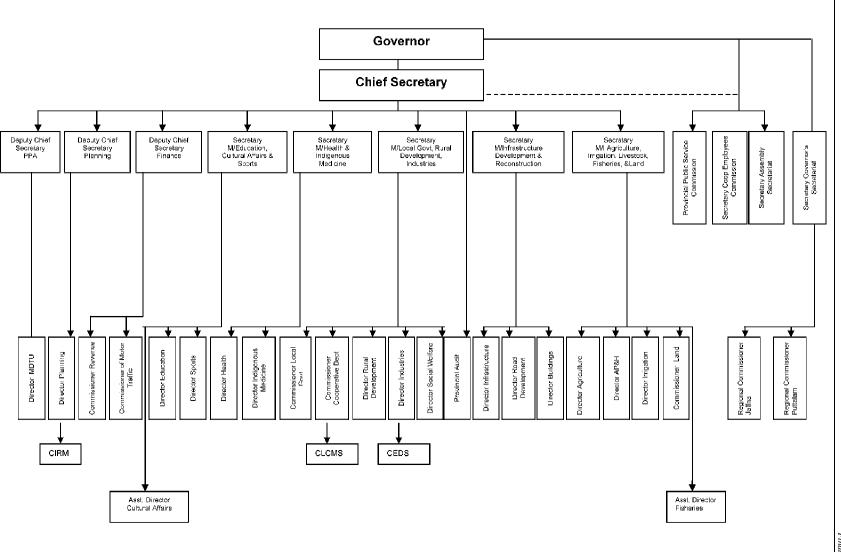
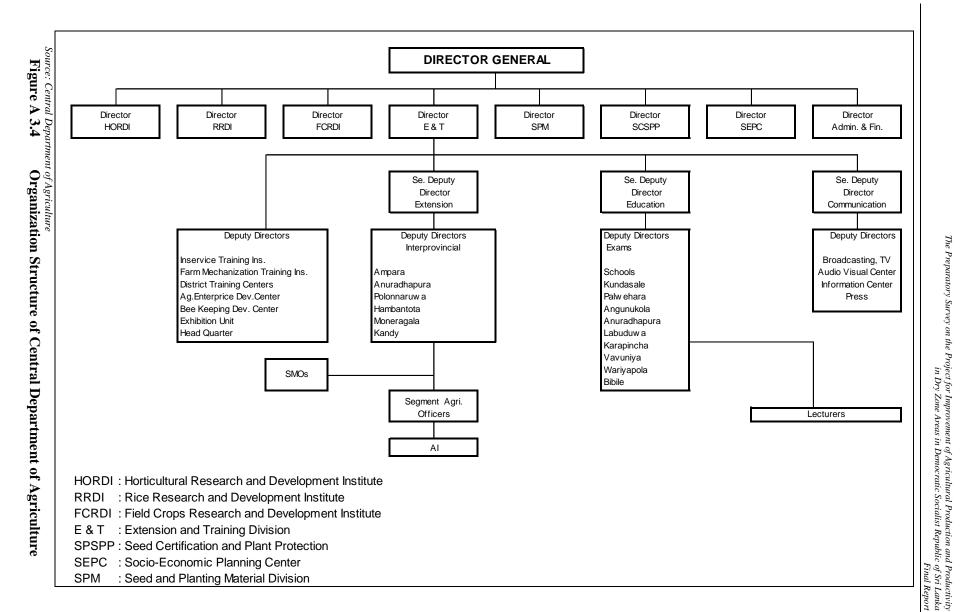
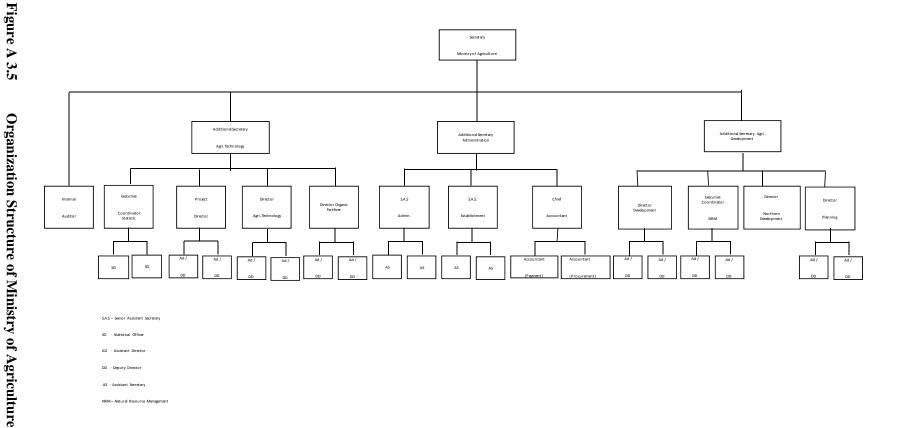


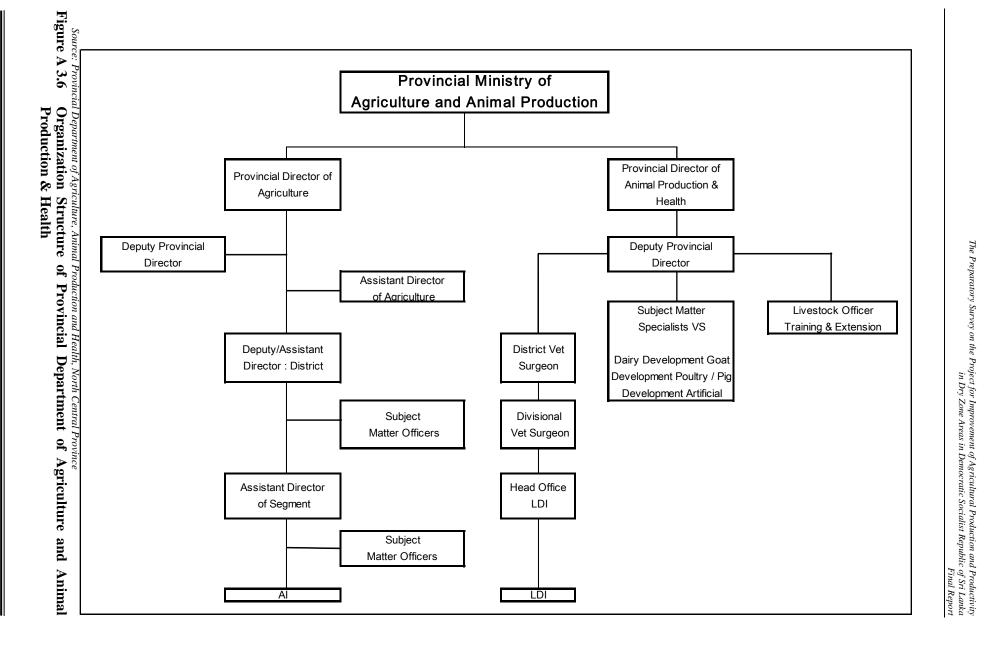
Figure A 3.3 Overall Management Organization Chart, Northern Provincial Council (in the absence of council- an elected body) $\frac{1}{2} \left(\frac{1}{2} \right) = \frac{1}{2} \left(\frac{1}{2} \right) \left(\frac{1}{$





S.A.S – Senior Assistant Secretary

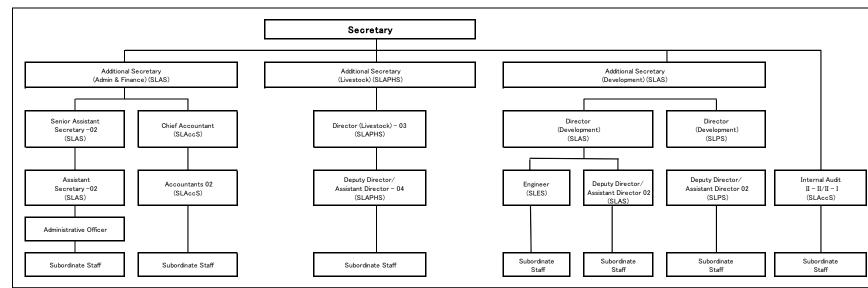
NRM - Natural Resource Management



 \mathbf{of} Livestock and

Rural

Community



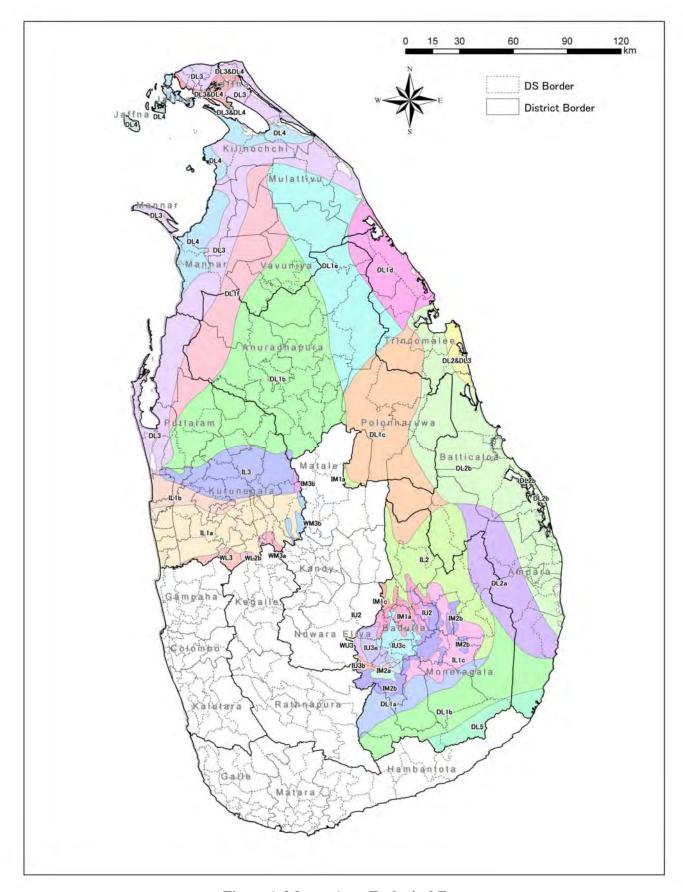


Figure A 3.8 Agro Ecological Zone

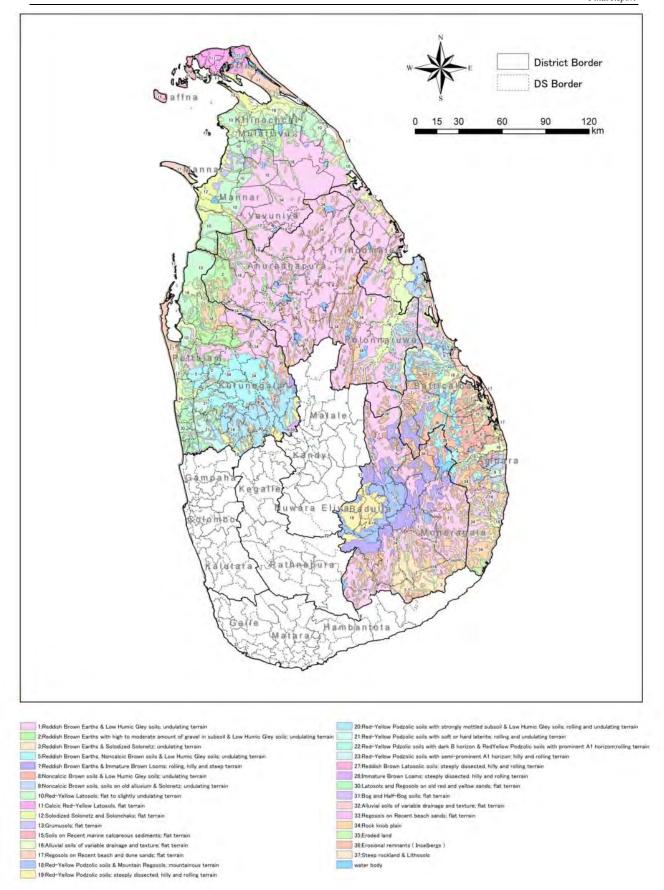


Figure A 3.9 Soil Map

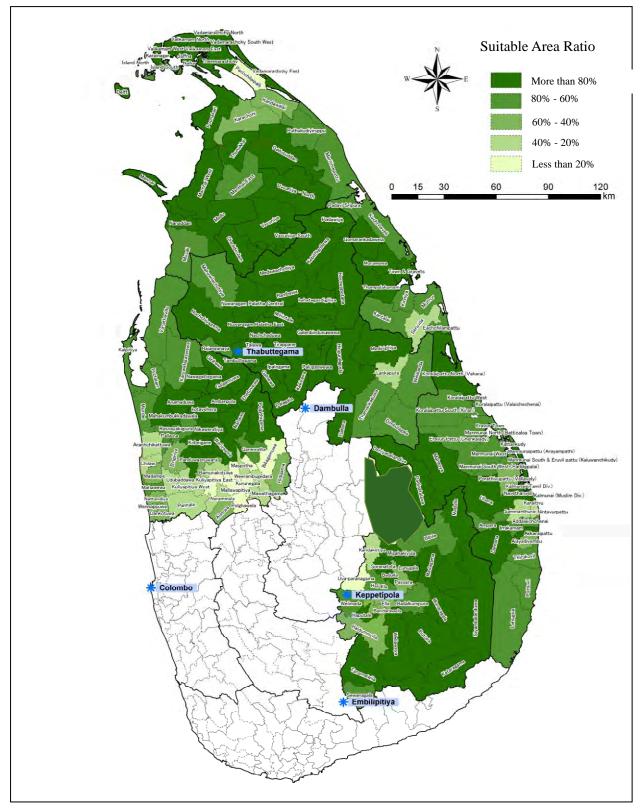


Figure A 3.10 Soil Suitability for OFC and Vegetable Cultivation (DS-wise)

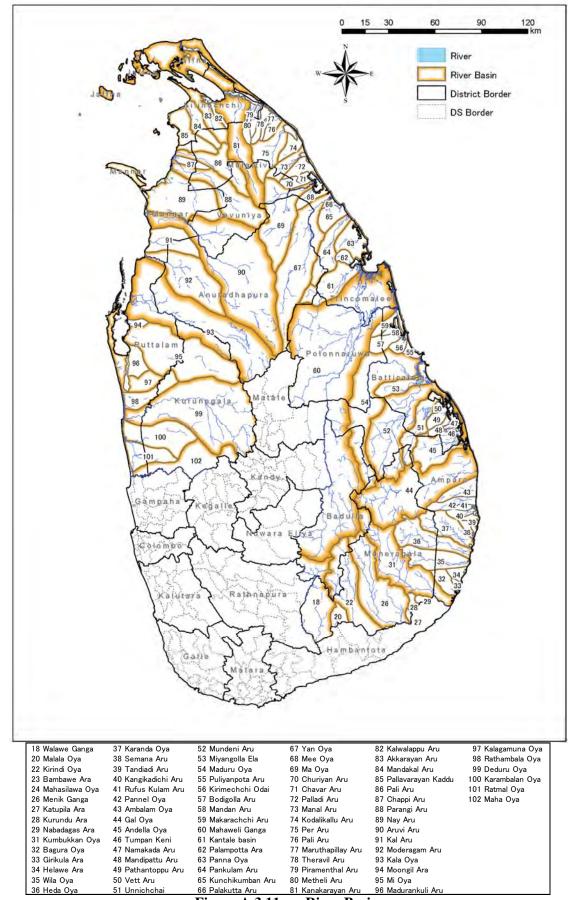
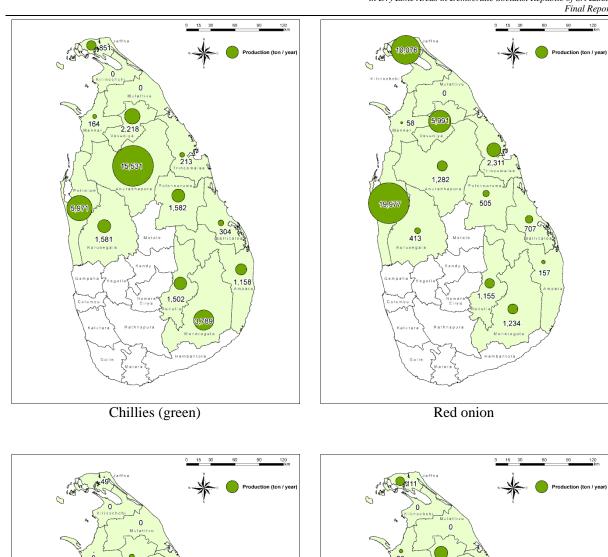
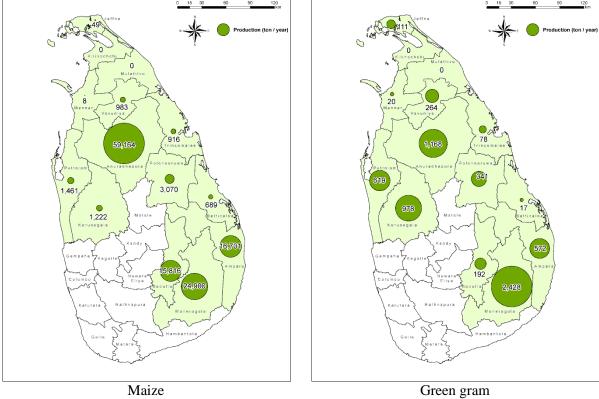


Figure A 3.11 River Basin





Source: Agricultural Profile 2006 HARTI
Figure A 3.12 Distribution of major OFC production in survey area

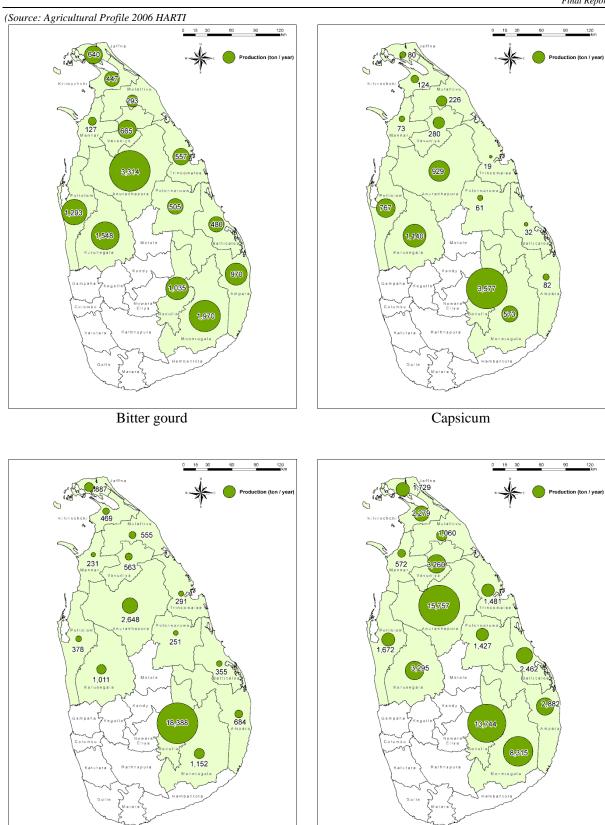
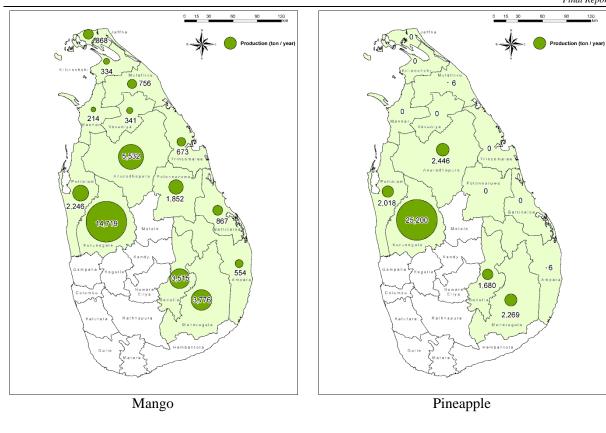
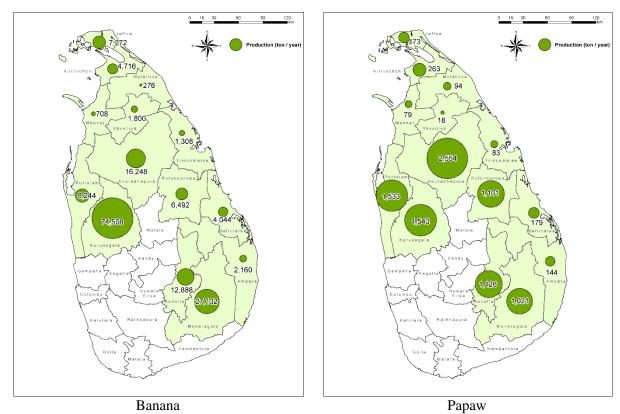


Figure A 3.13 Distribution of major vegetable production in survey area.

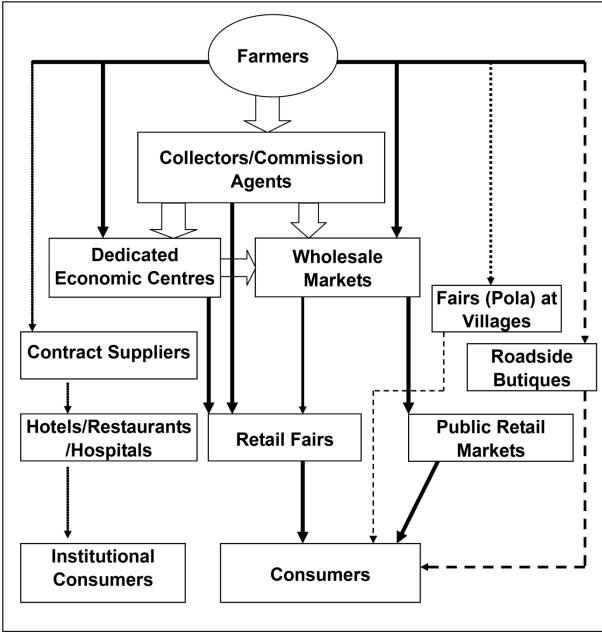
Tomato

Brinjal



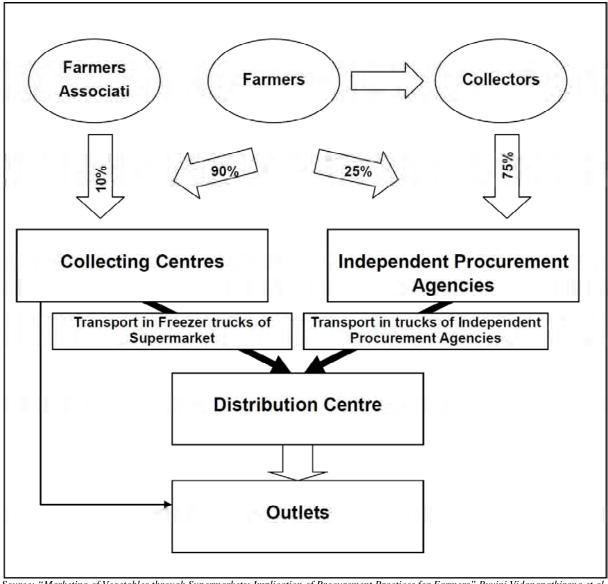


Source: Agricultural Profile 2006 HARTI
Figure A 3.14 Distribution of major fruit production in survey area.



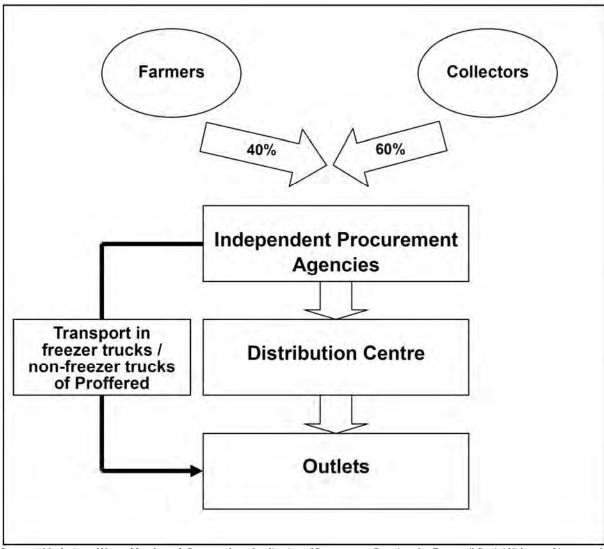
Source: "Marketing of Vegetables through Supermarkets: Implication of Procurement Practices for Farmers" Ruvini Vidanapathirana et al, HARTI, 2011

Figure A 3.15 Traditional Vegetable Supply Chains in Sri Lanka



Source: "Marketing of Vegetables through Supermarkets: Implication of Procurement Practices for Farmers" Ruvini Vidanapathirana et al, HARTI, 2011

Figure A 3.16 Procurement and Distribution of Vegetable by Leading Supermarkets in Sri Lanka



Source: "Marketing of Vegetables through Supermarkets: Implication of Procurement Practices for Farmers" Ruvini Vidanapathirana et al, HARTI, 2011

Figure A 3.17 Procurement and Distribution of Vegetable by Leading Supermarkets in Sri Lanka

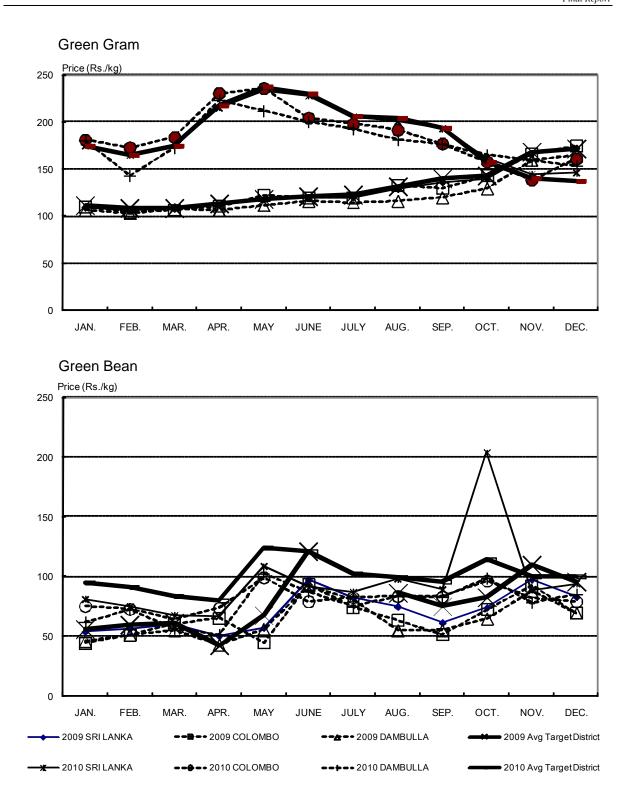
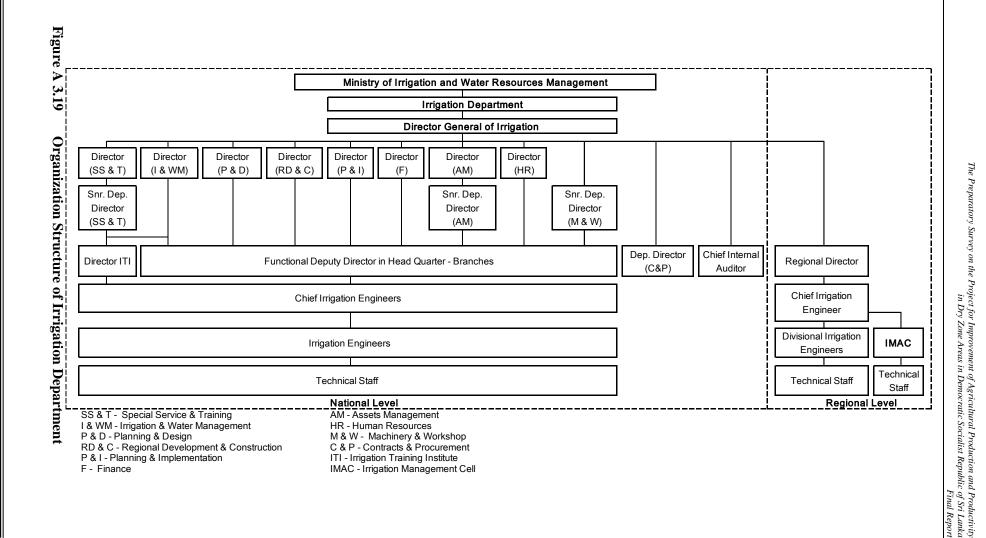


Figure A 3.18 Wholesale Price of OFC at Major Market



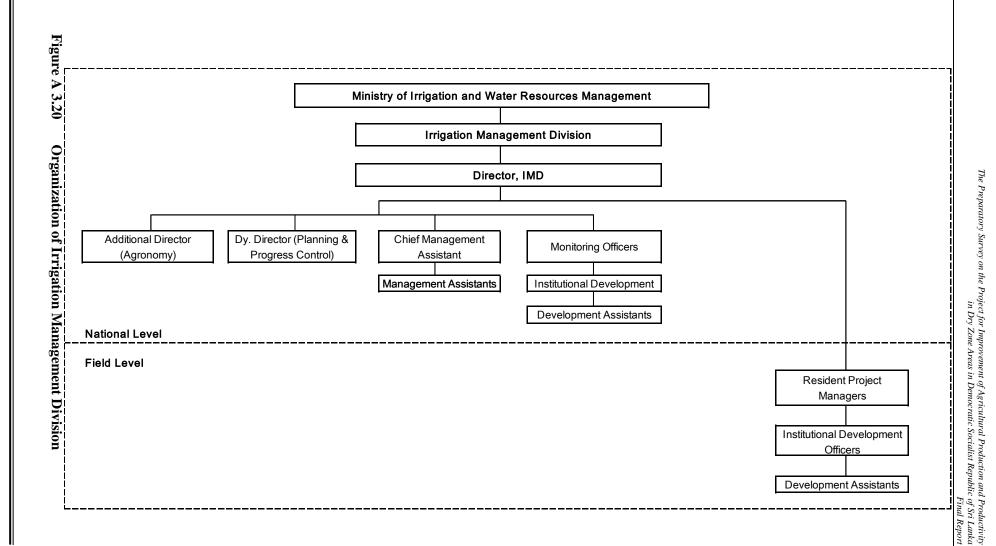
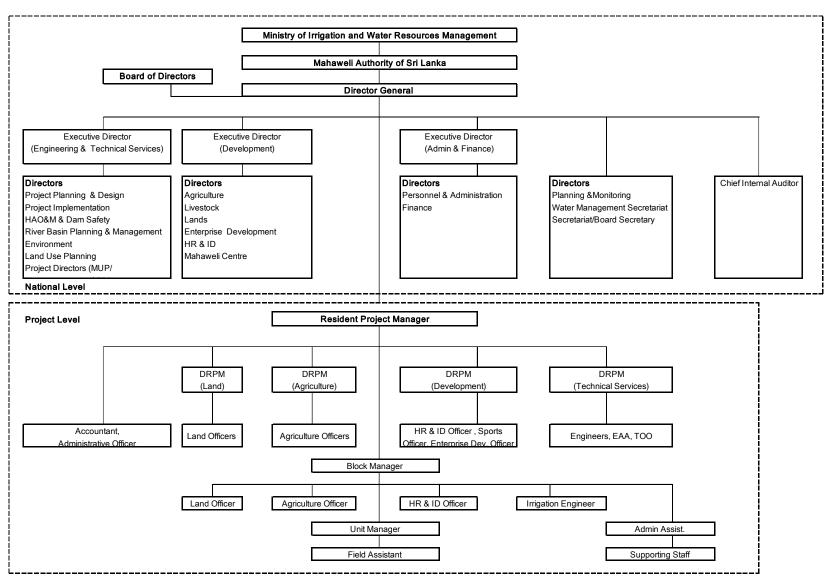


Figure A 3.21

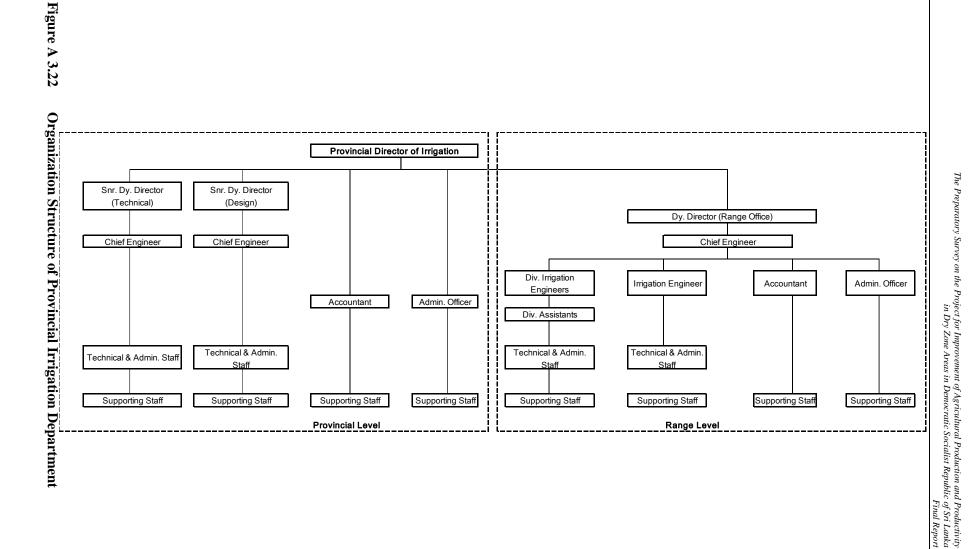
Organization Structure of Mahaweli Authority of Sri Lanka



HAO&M - Head Works Administration, Operation & Maintenance HRID - Human Resources & Institutional Development

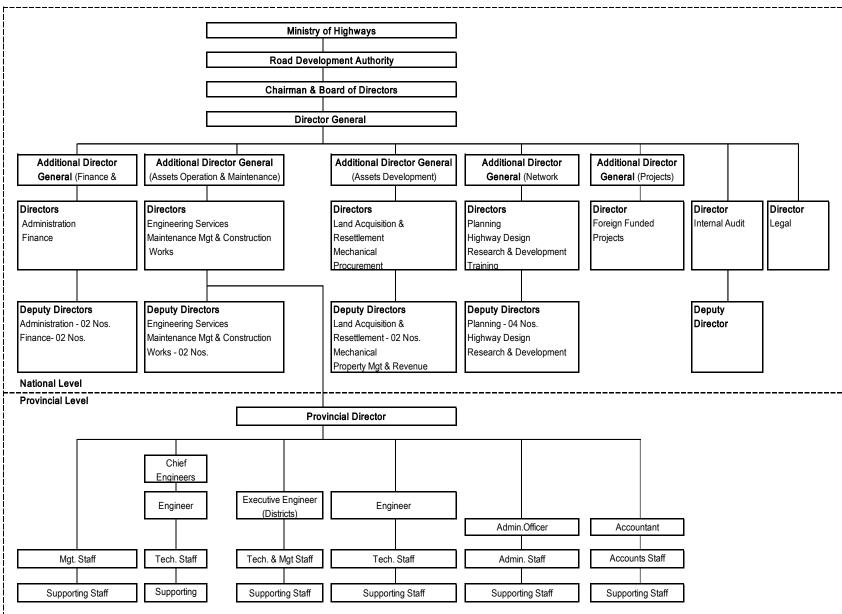
MUP - Mahaweli Upgrading Project SFD - Saudi Fund

EAA - Engineering Assistants TOO - Technical Officers

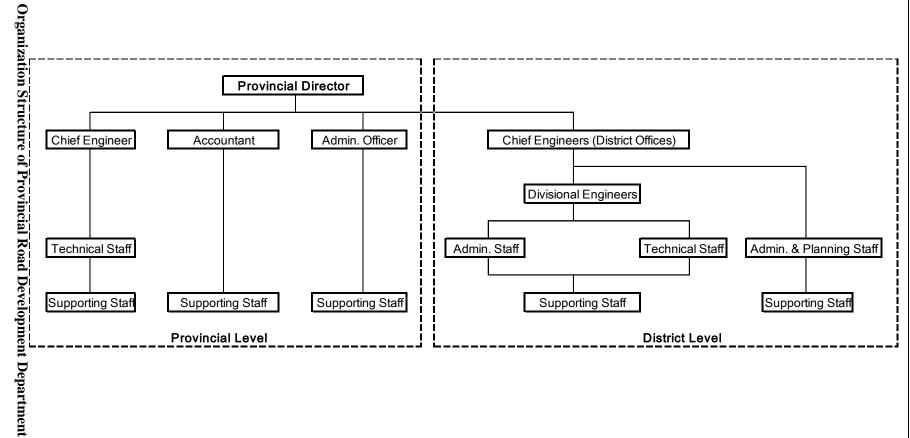


Figure

A 3.23

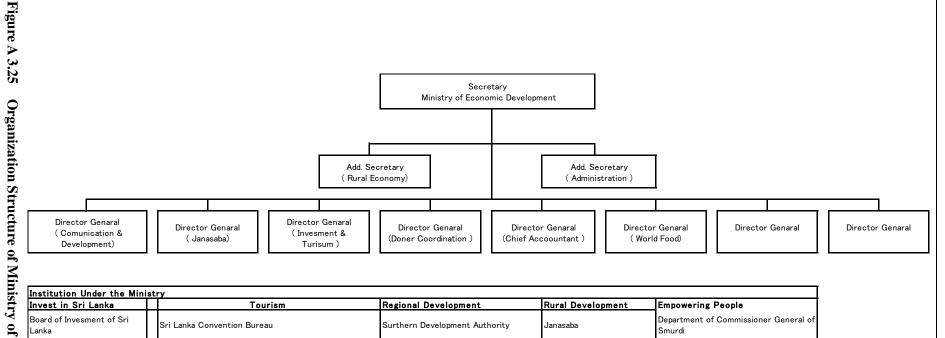






Lanka

Economic Development



Udarata Development Authority

Rehabilitation

Department of upcuntry Peasantry

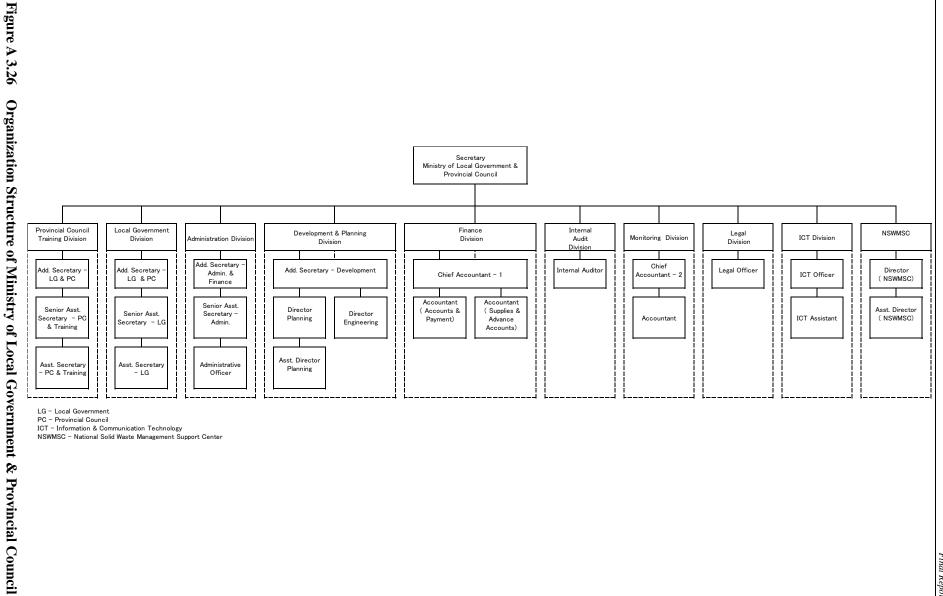
Sri Lanka Tourism Development Authority

Sri Lanak Institute of Tourism & Hotel Management

Sri Lanka tuarisum Promotion Bureau

Smurdi

Gamanaguma



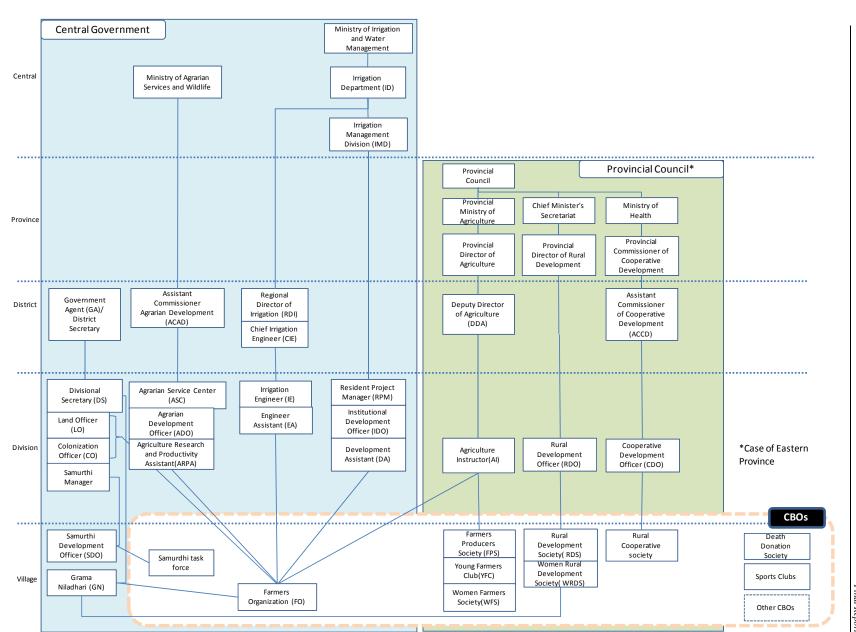


Figure A 3.27

Structure of Government Agencies and Officials related to FOs and CBO

Chilli & Red Onion

Promotion Zone

Cultivation Zone 1

Figure A 4.1 Location Map of Cultivation Zone in Potential Area

Papaya & Mango

Promotion Zone (Export-oriented)

Cultivation Zone 3

Covering Northern part of Kurunegala and Puttalam

Promotion Zone

Cultivation Zone 4

Covering Surrounding area of Baddula area and dry and intermediate zone of Moneragala

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T. 4-

Overall Target (1) Decrease in foreign currency outflow through improvement of self sufficient ratio (2) Increase in income of small holding sector **Project Objective** Increase in production & productivity of commercially viable strategic agriculture products in potential areas in dry zone through the promotion of integrated farming to small holding sector Commercially viable strategic agriculture products Potential areas in dry zone (1) Soil suitability Red and Big Onion Selected 54 DS divisions as high (2) Appropriateness of water resources Chili potential area with some criterias (3) Farmer's needs and experience (3) Legumes (4) Marketability (4) Fruit (5) Adequacy of extension services (Papaya, Mango, Orange, Passion Fruits etc.) CZ-01: Chitt & Red Onion etc. Promotion Zone **Promotion Zone** Feature of Strategic Agriculture and Livestock Product (1) High production for effective import substution CZ-03 Papaya & Mang (2) Conform to the development plan (Mahinda Chintana I Agriculture Cooperative Plan / Livestock Master Plan) (3) Technically feasible to produce CZ-04 : Okange & Passion Fruits etc. Promotion Zone (4) Meet ground level needs (farmer and frontline officer's needs) for production (5) Expect high net return Milk &OFC production Integrated approach CZ 01 04 Milk Promotion

Major Activities

Chili, Onion, Legume and Fruits

1 Productivity Improvement Program

- Rehabilitation and/or construction of irrigation and drainage facilities;
- Establishment of supply chains of quality seeds and planting materials;
- Farmer training on improvement of farm management and production technologies;
- Provision of the machineries to promote quality products with low production cost and fences to protect farm products from domestic and wild animals;
- $5. \quad \text{Provision of credit to producers to support } \textbf{the above activities}.$

2 Logistic System Improvement and Entrepreneurship Development Program

- Establishment of proper interface and incubation of business minded leader for effective trading between producer and trader;
- 2. Rehabilitation or/and upgrading of rural road and farm access road;
- Conducting study tours for exporters/processors and government official to major export countries and potential import countries of agricultural products from Sri Lanka.

Program on Enhancement of Extension Services and Ground Adaptive Trials

- Provision of training to extension officers for promotion of commercialized farming;
- Enhancement of DATC/ISTC facilities to carry out the ground level onfarm trials and provision of mobility for field extension officers and other equipment to improve the extension services;
- Overseas training for advanced commercial farming and extension method.

Milk

Productivity Improvement Program of Semi-intensive and Intensive Farmer

- 1. Establishment of supply chain of feed;
- Breeding improvement through rapid increase in Artificial Insemination (AI);
- 3. Introduction of feed efficient livestock such as milking goat.

Program on Clean Milk Production and Market Network Development of Fresh Milk

- Provision of necessary equipments and training on clean milk production;
- Establishment of effective milk collecting network and promotion of mobile sale.

3 Livestock Service Quality and Accessibility Improvement Program

- Construction of livestock service center to be a focal point for livestock extension services and milk collection;
- 2. Training of VS and LDI on AI and synchronization; and
- 3. Provision of the mobility to LDI and VS.

Figure A 4.12 Project Concept Summary