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**FISHERIES INDUSTRY AND
UNDERUTILIZED RESOURCE**

By

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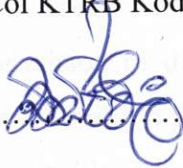
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ABSTRACT

Fishing has been a major economic activity in Sri Lanka from time immemorial and has been the major livelihood of the coastal communities. The fisheries sector in Sri Lanka has been considered as one of the major potential areas for expansion in the economy. The sector plays a vital role with respect to provision of direct and indirect employment opportunities for 0.5 million and livelihood for 2.6 million people, generation of income, foreign exchange earnings and provision of reasonably priced protein for the rural and urban masses in the country.

Fish is the most important source of animal protein intake of people in Sri Lanka. Ministry of Fisheries plans to increase per capita fish consumption to 22 Kg with the hope of fulfilling the protein requirement of the people. Per capita fish consumption is governed by local fish production and fish and fishery products imports and exports. Accordingly in 2013 (Jan-Sep) per capita fish consumption of the country has achieved about 14.7 kg/day. Increase in marine fish production, especially in northern and eastern provinces which resulted increase in market was the major divers for increasing per capita fish consumption of the country in, 2013. Although, an underutilization of fish industry has impact the per capita fish consumption.

The intention of this research paper is to investigate an underutilization of fish industry which impact the per capita fish consumption. The present research study titled as; Fisheries Industry and Unutilized Resource, with consists of six chapters. The first chapter introduction provided the background for the study. The second chapter literature review was engaged in reviewing literature extensively from different sources from reports, books and academic journals. The conceptual model for the study was developed based on relationships pointed out between variables as per the literature review.

Data presentation and analysis involved describing demographic profile of respondent segments involved in the study. Finally conclusions were provided with sector focused recommendations.