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**CHANGES IN CONSUMPTION OF RICE IN SRI LANKA AND THE
REST OF THE SOUTH ASIA**

**A PROJECT REPORT PRESENTED BY
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ABSTRACT

Rice is considered as the life of the people in South Asia. It possesses significance not only as a food but as a culture associated with rice cultivation. Even though rice is a staple food for majority of South Asians, there is an apparent decline of rice consumption in some countries with the increasing income. The objective of this study was to investigate the changes in rice consumption with the increase in income in Sri Lanka during the period of 1961-1999. Then these changes were compared with the rest of the South Asian countries, namely India, Bangladesh, Nepal, Pakistan and Maldives. According to the results reported in this study, it implied that rice consumption decreases as income increases in South Asia. As income increases rice is becoming an inferior good according to the economical terms and also consumer responsiveness for price changes of rice is very low in those countries. The causes for the declining of rice consumption can be considered as the substitutions like wheat, and livestock products; urbanization, changing life styles, availability of fast food, and awareness of more balanced diet.