

**THE ROLE OF MADA TO IMPROVE PADDY
SUB-SECTOR IN KEDAH DARUL AMAN**

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ABSTRACT

Agriculture still plays an important role and gives contributions through its projects or programs to the development of Malaysia; self-sufficiency level has been focused on paddy and rice production with the granary areas as the concentrated area for paddy production areas. Kedah, which known as the “Rice Bowl of Malaysia”, is one of the states in Malaysia with the biggest granary areas, and it is under the management of Muda Agriculture Development Authority (MADA). Even though MADA contributes about 38.90% to the total national rice production but MADA still faces the low productivity issue. This study conducted to explore the programs/projects that have been planned and implemented by MADA and the government to overcome the issue. Moreover this study also wanted to analyse the impact of the programs, projects and policies to increase total paddy production and improve the paddy sub-sector in Muda Area, Kedah. This study used descriptive analysis with observation, seminar, and interview with MADA and UPEN representatives as the source of primary data. Data checking of the official document, related articles and journals are used as the secondary data. There are five programs/projects that have been planned and implemented by MADA in order to overcome the productivity issue and with good management of paddy farms under MADA it will continually improve. The impact of the programs and policies by MADA and the government show a positive impact, each of the programs and policies contribute to the increase of total production and the average gross yields the paddy production in Muda Area, Kedah.

ABSTRAK

Pertanian masih memainkan peranan yang penting dan memberi sumbangan melalui projek-projek atau program pembangunan di Malaysia, tahap sara diri telah memberi tumpuan kepada pengeluaran padi dan beras dengan kawasan jelapang padi sebagai kawasan pekat bagi kawasan pengeluaran padi. Kedah, yang dikenali sebagai "Jelapang Padi Malayia", adalah salah satu daripada negeri-negeri di Malaysia dengan kawasan jelapang padi yang terbesar, dan ia adalah di bawah pengurusan Lembaga Kemajuan Pertanian Muda (MADA). Walaupun MADA menyumbang kira-kira 38,90% kepada jumlah pengeluaran beras negara tetapi MADA masih menghadapi isu produktiviti yang rendah. Kajian ini dijalankan untuk meneroka program / projek yang telah dirancang dan dilaksanakan oleh MADA dan kerajaan untuk mengatasi isu. Selain itu kajian ini juga mahu mengkaji impak program, projek dan dasar-dasar untuk meningkatkan jumlah pengeluaran padi dan meningkatkan padi sub-sektor dalam Kawasan Muda, Kedah. Kajian ini menggunakan analisis deskriptif dengan seminar pemerhatian, dan temu bual dengan wakil MADA dan Unit Perancang Ekonomi Negeri (UPEN) sebagai sumber data primer. Data memeriksa dokumen rasmi, artikel dan jurnal berkaitan digunakan sebagai data sekunder. Terdapat kira-kira lima program / projek yang telah dirancang dan dilaksanakan oleh MADA untuk mengatasi isu produktiviti dan dengan pengurusan yang baik ladang padi di bawah MADA ia akan terus meningkatkan. Kesan program dan dasar oleh MADA dan kerajaan menunjukkan kesan positif, setiap program dan dasar menyumbang kepada peningkatan jumlah pengeluaran dan hasil kasar purata pengeluaran padi di Kawasan Muda, Kedah.

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TABLE OF CONTENT

NO.	CONTENTS	PAGES
	CERTIFICATION OF PROJECT PAPER	ii
	PERMISSION TO USE	iii
	ABSTRACT	iv
	ABSTRAK	v
	ACKNOWLEDGEMENT	vi
	TABLE OF CONTENT	vii
	LIST OF TABLE	x
	LIST OF FIGURE	xi
	LIST OF ABRAVIATION	xii
	 CHAPTER I	
	INTRODUCTION	
1.1	Background of the Study	1
1.2	Problem Statement	5
1.3	Objectives of the Study	6
1.4	Research Question	6
1.5	Significance of the Study	6
1.6	Scope of the Study	7

CHAPTER II

STATE ECONOMIC PLANNING UNIT

2.1 Introduction	8
2.2 UPEN	10
2.3 Agriculture Sector and Development	12

CHAPTER III

LITERATURE REVIEW

3.1 Introduction	14
3.2 MADA	14
3.3 Programs, Projects and Policies to Improve Agriculture Sub-sector	16
3.4 Framework	18

CHAPTER IV

METHODOLOGY

4.1 Research Design	19
4.2 Data and Data Source	20
4.3 Data Analysis	20
4.4 Limitation of the Study	21

CHAPTER V

FINDING AND DISCUSSION

5.1 Introduction	22
5.2 Programs and Projects	22

5.3 Policy Implication	30
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CHAPTER VI

CONCLUSION AND RECOMMENDATION

6.1 Introduction	35
6.2 Conclusion	35
6.3 Recommendation for UPEN and agriculture sector in general	36
6.4 Recommendation for Government of Aceh	36

REFERENCE	38
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APPENDIX I: FOUR REGIONS OF MUDA IRRIGATION PROJECT	40
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APPENDIX II: ORGANIZATIONAL CHART OF WISMA DARUL AMAN	41
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APPENDIX III: ORGANIZATIONAL CHART OF PEJABAT SETIA USAHA KERAJAAN	42
---	----

APPENDIX IV: UNIT PERANCANG EKONOMI NEGERI KEDAH ORGANIZATIONAL CHART	43
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LIST OF TABLE

1.1	The Types of Crops in Kedah 2006-2010	2
1.2	National Rice Productions from the Granary Areas	4
5.1	Impact of Muda Irrigation Scheme to Farmer's Income	25
5.2	The Impacts of Mada/Government Policy towards Increasing Paddy in Muda Area (1965-2009)	30
5.3	Paddy Yields per Season (Tonne/Ha) 1966-2010 in Muda Area	33

LIST OF FIGURE

1.1	Granary Areas in Peninsular Malaysia	3
2.1	Organizational Chart of Agricultural Sector	14
2.2	Agricultural Sector Development Focuses	15
3.1	Case Study Framework	21
5.1	The Comparison between Gross Average Yield in 1966 and 2007	26
5.2	The comparison between Total Production in 1966 and 2007	26
5.3	The comparison between Value of Production in 1966 and 2007	27
5.4	The comparison between Cropping Intensity in 1966 and 2007	27
5.5	The comparison between Labor (Man hours/season) in 1966 and 2007	28
5.6	The comparison between Net Income/Year/Month and Monthly per Capita Income in 1966 and 2007	29
5.7	The comparison between Poor and Hardcore Poor in 1966 and 2007	29
5.8	Average Gross Yields Impacts of Mada/Government Policy towards Increasing Paddy in Muda Area (1965-2009)	32
5.9	Total Production the Impacts of Mada/Government Policy towards Increasing Paddy in Muda Area (1965-2009)	32
5.10	Paddy Yield per Season in Muda Area (1966-2010)	34

LIST OF ABBREVIATIONS

MADA	Muda Agriculture Development Authority
KADA	Kemubu Agriculture Development Authority
PSUK	Pejabat Setia Usaha Kerajaan
UPEN	Unit Perancang Ekonomi Negeri
EXCO	Executive Committee
FAMA	Federal Agriculture and Marketing Authority
JPS	Jabatan Pengairan dan Saliran
FO	Farmers Organization
IADA	Integrated Agriculture Development Area
LPP	Lembaga Pertubuhan Peladang
SIPP	Paddy Production Incentive Scheme
BERNAS	Beras Nasional Berhad

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Agriculture remains the most likely source of significant economic growth in many developing countries (Okezie & Baharuddin, 2012) and Malaysia is one of those countries. Agricultural sector in Malaysia has been the core sector of the Malaysian economy for many years, even though nowadays development focuses on industry sectors. Agriculture still plays an important role and gives contributions through its projects or programs to the development of Malaysia. Hence the sector plays a vital role in partially meeting the food requirements of the nation and it is always the policy of the government to encourage domestic food production wherever feasible (Nik Fuad, 2005).

Related to ability of agriculture sector to provide enough food or food security for its people, Malaysia has no specific policies on food security, but it has been embedded in the theme of the self-sufficiency level that referred to paddy or rice sector. Since rice is the main staple food in Malaysia, self-sufficiency level has been focused on paddy and rice production (Alam, Siwar, Murad & Toriman, 2011) and the rice growing and paddy production areas are concentrated in the granary areas.

Kedah is one of the states in Malaysia with the biggest granary areas, also known as 'Rice Bowl of Malaysia' (Malay: *Jelapang Padi*). With its agricultural fits climate and topography characteristic, most of the population of Kedah, especially in the rural areas, still rely on this sector as their source of income. Paddy has risen up and become the main crop of this state. Below are types of crops planted in Kedah in five years range from 2006 to 2010.

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