

**PREPAREDNESS OF YOUTH TO BE THE
SUCCESSORS OF TEA
SMALLHOLDING VENTURES.**

A dissertation submitted to the
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ABSTRACT

Sri Lanka is the third largest producer of tea and the industry is one of the country's main sources of foreign exchange, where tea accounting for 15% of the GDP of the country. The recent performances of the production mainly come through the contribution of the small holding sector, especially in the low country area. At present, the tea small holders, who are the mainstay of Sri Lanka's tea industry, are facing some serious problems that would certainly affect on the national tea output in the future. Cost of labor, labor shortage, fluctuation of tea prices, escalating the cost of fertilizer are some of those serious issues faced by the small holders. Due to these issues and other attitudinal changes, tea sector has become less attractive to the youth. Consequently, the continuity of tea smallholding sector would be in a threat. Hence, this study was aimed at investigating the attitudes of the youth in tea smallholding sector towards continuity at the tea smallholding business in future. A questionnaire based survey was carried out to collect the data from a random sample of 150 tea smallholders in Badulla district. Theory of Planned Behavior was employed as the theoretical framework to analyze the behavior of youth. Descriptive statistical analyze method was used to determine the status of the smallholders while Multiple Linear Regression was used to find out the relationship between the intention to continue tea smallholding business. The results revealed that the intention of youth towards continuity of tea industry was significantly determined by attitudes and perceived behavioral control of them..Other than that income level of tea growing, yield per arc, age of youth and education level of youth are affecting on the continuity of their family business.

Key words-GDP (Gross Domestic Production), Descriptive statistical analyze, Multiple Linear Regression, Intention, Theory of planned behavior, perceived behavioral control.