

**IMPACT OF THE EXTENSION SERVICE OF  
CIC AGRIBUSINESS ON PROMOTING THE  
CIC TEA FERTILIZER USAGE**

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## ABSTRACT

Tea is a major Agricultural income source to Sri Lankan economy. Sri Lankan Tea (better known as Ceylon Tea) is world famous for its unique quality, even though our supply is not enough to compete in the market. One of the main reasons for the low production of tea is the poor soil fertility levels in our Tea lands. So, proper fertilizer application helps to maintain the productivity of the tea lands. Objective of the study is to identify the impact of Extension Service on Tea Fertilizer market of CIC Agribusiness with reference to Tea Small Holder Sector Data was collected through a standard Questionnaire with interview method. Data was analyzed with Minitab 14 and Stata Software. Finally problems were identified to this fluctuation. Income and the decision making factors were identified as significant factors for extension beneficiaries. Both factors are positively related to the amount of fertilizer applied. Farmers with a better income have applied more fertilizer to their fields. And farmers who take their own decision on fertilizer application use more CIC fertilizer. Income is the only significant factor which is positively related to the amount of fertilizer applied for non beneficiaries. Proper fertilizer application is vital for the land productivity of tea. Therefore application of the recommended dosage of fertilizer is very important that knowledge is coming from effective extension services.

Key words: - Fertility, Well planned, Fluctuation, Value addition, Productivity  
, Recommended Dosage