

**IMPACT OF A MODIFIED SIFTING PROCESS  
MODEL IN PURE ORTHODOX BLACK TEA  
MANUFACTURING FOR THE HIGHER  
PROFITABILITY**

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## ABSTRACT

Tea is one of the most important cash crops in the world and it plays a very significant role in the Sri Lankan economy too. Sri Lankan black tea is world famous as quality tea. But manufacturers try to increase the production to gain more profits without considering the quality. Therefore, there is need to develop the current tea manufacturing process to earn more profits while increasing the quality of the end product. Therefore, this research was to check the impact of the Modified Sifting Process Model in pure orthodox black tea manufacturing for the profit of the factory through reducing the Cost of Production and increasing the Net Sale Average of tea grades.

The preliminary studies were conducted first to find the cost sensitive places in the factory current sifting process. Then three modifications were developed for identified places in current sifting process. After testing these introduced modifications separately, a modified sifting process model was developed by incorporating those three modifications together. Then both the factory current and the modified sifting processes were practiced five times by using 100kg of dried tea, while measuring machine working time, no of workers/machine and the usage of electricity for the different machines (kWh).

After analyzing the obtained data, it reveals that there is a significantly higher Net Sale Average ( $P < 0.05$ ) and lower Cost of Production ( $P < 0.05$ ) in modified sifting process than the current sifting process. Therefore, higher profits can be generated in this factory by adopting the modified sifting process model in pure orthodox black tea manufacturing.

*Key Words:* Sifting Process Model, Pure Orthodox, Profits, Cost of Production, Net Sale Average (NSA).