

**A STUDY ON THE CURRENT STATUS OF BUSINESS
RELATED VARIABLES OF GRAPES CULTIVATORS IN
JAFFNA**

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ABSTRACT

Grapes cultivation is one of the most remunerative farming enterprises in Sri Lanka. It is cultivated largely in Jaffna district and sporadically in other districts. Grapes are an important crop in Sri Lanka. They are the main income generating activities in Jaffna district and they are a sustainable product in the agriculture sectors. The development of grapes cultivation would be shaped by economic, social and environmental factors.

This study intends to the current status of business related variables of Grapes cultivators in Jaffna. At what are the current status of business related variables of grapes cultivators in Jaffna? The objective of this research can identify the current status business related variables of grapes cultivators in Jaffna? Jaffna district was selected for this study.

According to this research the business related variables are: socio-economic, finance, technology, marketing facility and cost of input. The primary data used in this study was collected from questionnaires and interviews from grapes farmers. 150 respondents were selected as a sample and questionnaires were issued to them to collect the data. Collected data was presented in a frequency table, and then they were analyzed by univariate analysis.

This study lays emphasis on the finance cost of input, marketing facility, technology and socio-economic factors and how they have high levels of influence in current status of grapes cultivators. Research has enabled us to learn and understand more about the current status of business related variables of grapes cultivators in Jaffna and also helped us learn the weaknesses of existing system and absorb good things from this study. Research existence conclude and recommend has told us a lot about how business related variables would shape up and how we need to respect in future action from this study.

The results further show that this study would hopefully benefits grapes cultivators and others. It enhance grapes cultivators' performance relatively more develop grapes marketing techniques and grapes cultivation in Jaffna.

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