

**IDENTIFYING THE REASONS FOR DECLINING
OF BETEL CULTIVATION IN MANMUNAI SOUTH
ERUVIL PATTU DIVISIONAL SECRETARIET
DIVISION**

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ABSTRACT

Betel cultivation has a unique history and it is culturally important production in Asia. Most of the South Asian people have habit of betel ^{CHE}ewing. Batticaloa is very famous for betel production in Eastern province of Sri Lanka. Betel cultivation is one of the main income generating activities in Mannar South & Eruvil Pattu (MS&EP) Divisional Secretariat (DS) division in Batticaloa district. It seems as one of the main industry of employment for low educated people. Same time, the betel cultivation is being declined in this division. In this circumstance, this study focused on identifying the reasons for declining of betel cultivation in MS&EP DS division.

The main objective of the study was to find out the reasons of declining of betel production in MS&EP DS division. Further three sub-objectives were developed under the main objective those were to find out how much the betel farmers economically sustain by involving in the betel production; to find out what affected the betel farmers for changing mind from betel cultivation and to find out whether change of living style of these area people affects betel cultivation.

Information was gathered from two kinds of target groups that were betel producers and betel consumers. Each betel producers and consumers sample size is 75. Total sample size is 150. The target groups were identified variables and every variable was defined with indicators. The target group betel farmers was identified three variables those were cost of production of betel, lack of interest in growing betel and lack of marketing knowledge. Like that, the other target group betel consumers also identified three variables those were attitude change of consumers, culture concern of consumers and health concern of consumers. Both target groups were given different questionnaire and collected data. Based on the indicators the questions were developed in the questionnaire. The questions were measured through Likert scale method. Random sampling was used to select the informants.

Inadequate income from betel cultivation; Cost of production in betel cultivation was being increased; Search of alternative income generating activities by young generation; Attitude change of betel consumers and decrease of ^(D)ewing betel and More concern on health by consumers and decrease of betel sewing were identified as the main finding through this study.

Based on the finding a few recommendations were suggested by the researcher assuming that those would be supportive to improve the betel cultivation in MS&EP DS division.

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