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**Study the effectiveness of the technology transfer system in Tea Small Holding Sector: A case study in Pasgoda DS Division**

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Out of two main tea plantation sectors in Sri Lanka, large and small holding sectors, the production of small holding sector is below its targeted level mainly due to inefficiency of technology transfer system. Therefore, this study was an attempt to study the effectiveness of the technology transfer system in tea small holding sector under the specific objectives such as to measure the existing level of technical know-how, to find out the efficiency of different sources of technology transfer, to evaluate the effectiveness of different modes used by different sources to disseminate knowledge and to suggest recommendations to improve technology transferring system in the tea small holding sector.

The study was carried out in Pasgoda DS division in Matara district. Seventy tea small holders were interviewed in the study and the results revealed that, only 20% of small holders had good knowledge about tea cultivation while 33% had partial knowledge and 47 % had very poor knowledge. Moreover, knowledge levels of small holders were different in different cultural practices. They were in good knowledge about field planting (80%) and plucking (88%) and partial knowledge in planting material selection (69%) and pruning (57%), poor knowledge in disease management (10%), pest management (15%) and fertilizer application (40%). THSDA, Tea shakthi, CIC, tea factories, Mass- media and fellow farmers considered as main sources of knowledge transfer and group meetings, individual methods, hand bills, method demonstrations and informal discussions considered as main modes of these different sources. Based on Kruskal-Wallis ranking method the study showed that, the most efficient source of technology transfer was tea factories followed by TSHDA and the weakest source was mass- media. Further, the survey revealed that, the most effective mode was individual methods. Considering the major sources, TSHDA and Tea shakthi, the extension officers' visit was comparatively efficient in TSHDA and very poor in Tea shakthi. The study recommends improving the extension services, motivating people to improve their knowledge, and improving the contribution of mass media as one of the easiest modes of technology transfer. Moreover, it is due important to enhance the knowledge about pest and disease management and fertilizer application in tea cultivation.