

TEA — CHANGING OUTLOOK

Devanesan Nesiab

(Sri Lanka Institute of Development Administration)

The Plantation Industry was the main economic prop of the Imperial administration over the last century of British rule in Sri Lanka. In particular, Tea had a distinctive British Colonial flavour in its organizational structure and patterns of ownership, staffing, training, production, management, marketing etc. Elements of this ethos have outlasted their relevance.

While Tea retains its dominant role in the Sri Lankan economy, this sector has received the impact of many momentous developments in the sixties and seventies. The tea industry has responded to these far reaching changes, but further reorientation is necessary to cope with the realities of the eighties. These developments are analysed and some of the new directions identified.