

“Impact of Macro Environmental factors on the Development of Palmyrah Industry, Jaffna District in Sri Lanka”

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ABSTRACT

Palmyrah is one of the natural resource available in Jaffna district. The people of this district traditionally use the palmyrah products in their day to day activities. But the development of Palmyrah industry is influenced by so many factors especially the macro environmental factors. So the researchers try to identify the relationship and degree of influence of macro environmental factors on the palmyrah industrial development in Jaffna district. For that purpose, the researchers select four macro environmental factors. Such as Social factors, Technological factors, Economics factors, and Political factors as an independent variable and development of palmyrah industry as a dependent variable. After conducting the research the researchers found that these factors are highly influence on palmyrah industrial development, 41.9% of the palmyrah industrial development could be explained by the existence of those variables and Political factor is the large effect or contributed variable on palmyrah industrial development in Jaffna district.

Keywords: Macro environmental factors, Palmyrah industrial development

INTRODUCTION

As in most Asia and Pacific, Sri Lanka too, has a majority portion of population living in rural areas which is estimated to be 78 percent of the country's total population. The small industries in the rural areas are the major source of employment and production of food and, therefore, the Sri Lankan villagers' livelihood. So, almost all the governments that came to power since independence in 1948, seem to have been understood the great need for developing this vital sector. According to the Central Bank of Sri Lanka (1998), the cottage and Small Scale Industries (CSSI) sector plays an important role in economic development through creation of employment opportunities, the mobilization of domestic savings, poverty alleviation, income distribution, regional development, training of workers and entrepreneurs, creating an economic environment in which large firms flourish and contribute to export earnings. Having understood the positive impact of SMEs development and economic growth, successive governments in Sri Lanka, have taken various steps to develop this vital sector (Gamage, 2000). But when analyzing the present contribution of this sector to the national economy, it seems that it has not yet produced desired results when compared with the other developed and developing countries in the region. So, it seems that there is a vast opportunity for Sri Lanka to develop this sector, thereby harnessing the benefits deriving from it.

Jaffna District is located in the far north of Sri Lanka in the Northern Province and occupies most of the Jaffna Peninsula. It has an area of 1,025 square kilometres. Jaffna District is one of the 25 districts of Sri Lanka, the second level administrative division of the country. Jaffna District is divided into 15 Divisional Secretary's Division (DS Divisions), each headed by a Divisional Secretary (previously known as an Assistant Government Agent). The DS Divisions are further sub-divided into 435 Grama Niladhari Divisions. It consists of the peninsula and seven inhabited Islands. North, East and West boundaries of the District are Indian Ocean, South is Jaffna Lagoon and Kilinochchi District.

Palmyrah industry also one of the Main manufacturing sector in small and medium industries in Jaffna District. Because of the climate support most of the palmyrah trees in Sri Lanka is located in Jaffna district. And many families in Jaffna district doing the palmyrah products production for their livelihood income purpose. There are naturally grown palmyrah trees in many parts of the District. So, here the researchers try to examine the measures taken to develop this sector thereby making recommendations for further development. For this research purpose researchers select Jaffna district as a research area.

RESEARCH PROBLEM

Palmyrah industry faces many problems in the various ways in Jaffna district. Thus, problem of under development production, marketing, research and technology, limited number of tappers, traditional methods and so on. Here, based on the research purpose five macro environmental factors are selected as an independent variable for doing the research. By using this research, researchers try to identify the degree of influence of the selected macro environmental factors on the development of palmyrah industry in Jaffna district. So, the research problem can be defined as,

“Whether the Macro Environmental factors influence on the development of Palmyrah industry, Jaffna district in Sri Lanka?”

OBJECTIVES

Based on these variables researchers develop the following general objective of this study is, **“To identify the degree of influence of the Macro Environmental factors on the development of Palmyrah industry, Jaffna district in Sri Lanka.”**

LITERATURE REVIEW

Jaffna peninsula located towards the North part of Sri Lanka. Most of people in this district involve in Agriculture, Animal rearing, Fishing and etc. Palmyra is growing naturally in this district because of climate and these are used for handicraft production and related Industries.

Palmyrah is one of the natural resource available in Jaffna district. The people of this area were making use of the palm in many traditional ways in these day to day activities. The Palmyrah palm could grow very luxuriantly and we neither water them nor manure them. Most of the Palmyrah trees available in lands are not use by this district people. That mean it is not disturb peoples activities. Still in this area Palmyrah is increasing by Erythematic way, because of no man areas are vastly available in this area.

Commonly people of this area not mainly depend on Pamayrah product incomes and they do this for a site income, women’s are mainly doing the handicraft such as Mat, Box, Sulaku, basket packaging etc. Males are involving in toddy tapping and timber works. Toddy tapping is not done by all, certain groups people are doing toddy tapping expect toddy tapping all of the Palmyrah related activities do by all sector of people. If we look an ordinary rural farmers life in this area Palmyrah is involve in every activities.

The economy of this district has not been geared to the needs of the youth. The employment generation has been constrained by the ongoing conflict for the last two decades. The rate of unemployment is reported to be very high. The expansion of the private sector provided more employment at national level but this not so in peninsula. Therefore, no additional employment opportunities are available in either private or public sector.

So this kind of research is very important for the development of the Palmyrah industry in Jaffna district. Thus, this research will help to all categories of people in this district, such as men and women. Through the development of palmyrah industry total production level of the district, employment opportunities, income level and life style will be increased and district economy also will be increase. It will leads to national economic development.

Industrial development has been identified to play a crucial role in the economic development process by developed as well as developing countries. It is said to be the backbone of the economies in developing as well as developed nations. It is even more important to developing countries as the poverty and unemployment are burning problems in those economies.

Macro Environment

Macro Environment Analysis is traditionally the first step of a strategic analysis; it is sometimes referred to as an external analysis, a pest analysis or a pestle analysis. A PEST analysis is an analysis of the external macro-environment that affects all firms. P.E.S.T. is an acronym for the Political, Economic, Social, and Technological factors of the external macro-environment. Such external factors usually are beyond the firm's control and sometimes present themselves as threats

The number of macro-environmental factors is virtually unlimited. In practice, the firm must prioritize and monitor those factors that influence its industry. Even so, it may be difficult to forecast future trends with an acceptable level of accuracy. In this regard, the firm may turn to scenario planning techniques to deal with high levels of uncertainty in important macro-environmental variables.

Many macro-environmental factors are country-specific and a PEST analysis will need to be performed for all countries of interest. The following are examples of some of the factors that might be considered in a PEST analysis. The basic PEST analysis includes four factors:

Political factors are basically how the government intervenes in the economy. Specifically, a political factor has areas including tax policy, labor law, environmental law, trade restrictions, tariffs, and political stability. Political factors may also include goods and services which the government aims to provide or be provided (merit goods) and those that the government does not want to be provided (demerit goods or merit bands). Furthermore, governments have a high impact on the health, education, and infrastructure of a nation.

Economic factors include economic growth, interest rates, exchange rates, the inflation rate. These factors greatly affect how businesses operate and make decisions. For example, interest rates affect a firm's cost of capital and would therefore to what extent a business grows and expands. Exchange rates can affect the costs of exporting goods and the supply and price of imported goods in an economy.

Social factors include the cultural aspects and health consciousness, population growth rate, age distribution, career attitudes and emphasis on safety. High trends in social factors affect the demand for a company's products and how that company operates. For example, the aging population may imply a smaller and less-willing workforce (thus increasing the cost of labor). Furthermore, companies may change various management strategies to adapt to social trends caused from this (such as recruiting older workers).

Technological factors include technological aspects like R&D activity, automation, technology incentives and the rate of technological change. These can determine barriers to entry, minimum efficient production level and influence the outsourcing decisions. Furthermore, technological shifts would affect costs, quality, and lead to innovation.

Products of Palmyrah

Palmyrah has great capacity to produce or yield several products of economic importance and hence it is called "KATPAKATHARU" which means a palm that yields anything and everything. Various edible and non-edible products are prepared from major resource parts such as Sap, Fruit, Leaf, Tuber, Fiber and Timber.

Sap Products

Sap is the most economically important product and Sap tapping is the main cause for the social variations mainly among Jaffna population. Fermented Sap (Toddy) is a popular and cheap beverage of the palmyrah grown areas. Arrack is obtained by distilling fermented today. Vinegar is also prepared from toddy. From sweet toddy (unfermented sap), Treacle, Jaggery, sugar and Sugar Candy are obtained. Sap plays an important role in social, scientific and economic aspects of Palmyrah.

Fruit Products

From the fruit pulp, Jam, Cordial, and Sauce are prepared. When matured fruit pulp is sundried a fruit bar, Panattu' has been a traditional food supplement in the north of Sri Lanka. Here wide variety of palmyrah fruit pulp oil cakes is cooked for consumption. Gelatinous kernel (Nongu), and charcoal are obtained from young and over matured fruits respectively.

Leaf Products

Palmyrah Leaf was used in ancient India as a writing material in place of paper. Mature leaf is a common source of cattle fodder. Sundried tender leaves have been used for making mats, Baskets, Trays, Hats, Fans and Fancy Products. The leaf petiole is used for fencing.

Tuber Products

When the seed germinates, the food stored first scale leaf is referred to as Tuber (Kilangu). In the North and East of Sri Lanka, the boiled tuber is consumed with much relish. The sundried unboiled tuber flour is used to prepare food items.

Fiber Products

Palmyrah Fiber has entered International Trade. Fiber is extracted from the base of the leafstalk. This fiber has valuable qualities of resistance to chemicals water and termites and these are resistant to breakage. These fibers are used in foreign countries to manufacture brooms far road sweeping.

Timber Products

Palmyrah timber is strong, sturdy and has unique properties and they are used as Rafters, Beams, and Doorframes in the construction of buildings. This timber is also used for making furniture, fence posts, lamp posts and fancy goods.

Palmyrah Development in Sri Lanka

The Ceylon Institute of Scientific and Industrial Research Bulletin No.2 of 1967 detailed the findings of the Ceylon Institute of Scientific and Industrial Research workers in the field of palmyrah sap, fruit, fibre and timber products. This publication formed the basis for experimental work on palmyrah products conducted at the Palmyrah Demonstration and Training Centre established in 1971 by the Industrial Development Board. The introduction of technology initiated by this Centre resulted in the metamorphosis of the palmyrah cottage industry into an authentic small scale industry.

The Divisional Development Council Programme started by the previous Government to organize and manage small scale industries utilized the available technology for setting up small scale industries. The D.D.C. programme encouraged import substitution industries and the technology was geared for the production of consumer items from locally available raw materials. This provided the opportunity for setting up of 6C Jaggery and Sugar Centers in the Jaffna District. The Palm Products and Sales Co-operative Societies formed in 1972 incurred heavy losses due to the large amounts of toddy that had to be destroyed. The D.D.C. programme served to help the Palm Products and Sales Cooperative Societies with loans to organize the production of jaggery and sugar using sweet toddy, thus converting the excess toddy into sweet toddy. The palmyrah jaggery and sugar production "hick had thrived under the import-substitution phase of 1970 to 1976 had to close down after 1976 due-to the low price of

imported sugar. However, it must be noted that recent revision of tariffs would benefit the palm sugar production.

The reasons for the revival of Palm sugar manufacture are:

- Under-utilization of the vast sources of the Palmyrah, the estimated population of which is 7 million palms and of which only 2 percent is utilized.
- Under-employment and unemployment amongst the 12,000 tappers of the District.
- Large wastage of toddy due to the limited market.

The economic viability of the palm sugar programme rests on the following factors:

1. The cost of sweet toddy which is the raw material for palmyrah sugar production and constitutes 60 % of the total cost of production
2. The cost of fuel mainly fire-wood, which forms 14% of the total cost of production.
3. Enforcement of quality control for the Palm Sugar Industry.
4. The market for molasses obtained as a by-product in sugar production
5. Recovery rate of Sugar under the technology in use.

The price of sweet toddy depends on the price of toddy and will tend to remain high until the present laborious tapping methods are overcome. At present the Palmyrah development Board is in the process of introducing a device for climbing called the Lift System which is estimated to cost about Rs.500/— per tree. A tapper will be able to climb about 100 trees per day with this device instead of the present 10-15 trees and will be able to supply 100 to 150 gallons of palmyrah sweet toddy which is sufficient for the operation of a Treacle Processing Centre. Thus for 10 Treacle Centres which will supply 250 gallons of treacle for the Sugar Centre, 10 tappers would be sufficient. This equipment could be supplied to tappers through the Palm Products and Sales Co-operative Societies which will recover the money from the payment on the supply of toddy and sweet toddy.

Use of wood charcoal in addition to firewood has been tried as fuel in the process of concentration of sweet toddy. An electrically heated furnace has been designed for the sugar Centre for improvement of quality. These methods have yet to be implemented by the Palm Products Co-operative Societies.

Quality Control for the manufacture of palm sugar is a neglected area and standard quality control procedures have to be strictly enforced by the P.P & S.C.SS. The setting up of a quality control laboratory by the Palmyrah Development Board would be a positive step in this direction.

The molasses have not been fully utilized up till now and it is expected that the low-wine centres and the Palmyrah Arrack Distillery will utilize this by-product and offer attractive prices for the molasses thus enhancing the viability of sugar production. The recovery of palm sugar under the technology presently employed is under observation and the writer of this paper welcomes suggestions for improvement of the technical aspects of the industry.

In the context of the developments outlined above it is necessary that the technological process of palm sugar production is reviewed and areas of future research outlined. This paper attempts to focus the attention of scientists in Universities and other Institutions on this subject and to induce some of them

to play a larger role in technology development for the palmyrah industry in general and palmyrah sugar manufacture particular.

Table: 1 Palmyrah Development in Jaffna

Palmyrah Development Board -palmyrah products in 2014			
No.	Item	Unit	Qty.
1	Pulukkodiyal (boiled & Dried Tuber)	Kg	1,680
2	Dried raw tuber	Kg	1,150
3	Pulukkodiyal Flour	Kg	930
4	Dried raw tuber flour	Kg	1,797
5	Treacle	L	300
6	Fruit Pulp	MI	599,250
7	Jam	MI	82,800
8	Paanipanattu	Kg	295
9	Panattu	Kg	490
10	Jaggery	Kg	2,786
11	Soft Drinks(Panam paanam - 190ml)	MI	1,084,520
12	Sugar Candy	Kg	10
13	Palm Posha	Kg	396
14	Palm Crush	MI	950,250
15	Instant odiyal kool(150g)	G	32,250
16	Odiyal Kool	Dis	95
17	Cake	P/s	90
18	Palm Palakaram	Kg	160
19	Palmyrah Toffe	P/s	16

(Source: Annual report of Jaffna District Secretariat)

Development Programme of Palmyrah Development Board

1. Replanting programme to introduce new Dwarf and productive varieties to facilitate easier tapping and fibre collection to satisfy the increased local and foreign demand, establishment of palmyrah based MPT's mixed model farming in each district (Katpakachcholai).
2. Establishment of a regional resource development centre for palmyrah in order to continuously assess and improve the efficiency of palmyrah based institution, and the utility and range of their products.
3. Development of devices and technologies to improve and increase production.

4. Adoption of appropriate and advanced technologies for value and quality production for both domestic consumption and export markets.
5. Maximize and enrich food products from palmyrah sap, pulp and tuber so that nutritional and health standards of the consumers could be improved survey as a fulcrum for poverty alleviation.
6. Settlement in palmyrah densely areas with prospects for mixed cropping selecting such crop suitable for marginal lands Eg: Cashew, Margosa, Casuarina etc.

Reactivation of Palmyrah Research Institute

The palmyrah Research Institute (PRI) was established in 1986 at Kaithady, Jaffna and was in operation under the palmyrah Development Board. This Research Institute has been deserted after 1995 due to the past war situation. The Research institute carries out research in the area of improving the quality of palmyrah products such as fruit pulp, soft drinks, jiggery, sap, vinegar and other related products and contributed significantly in developing new value added products, preservation methods and increasing yield and productivity. As the PRI was damaged, the research activities got affected which resulted in the disruption of product development activities.

The latest palmyrah resource survey revealed that there are 11 million palmyrah trees in the country. Of which 3.5 million trees are in the kilinochchi District. The need for its re-establishment was seriously felt with the peace situation as the palmyrah sector started to re-emerge as dynamic sector especially in the Northern and the Eastern part of the country.

Renovated Palmyrah Research Institute was formally opened 20th July 2012 as a newly modernized institute with the support extended by Government of India and Government of Sri Lanka. The Research Centre comprises of three divisions which are Analytical Laboratory, Food and Technology Laboratory and Micro Biological Laboratory. A research master plan has been prepared and it is presently being implemented.

The development work was commenced in early 2014 in all Districts in the Northern Province and a financial provision of Rs. 60Mn has been provided by the Treasury for the year 2014. Out of the total allocation for Livelihood Development of 70,000 Palmyrah Dependent Families in Northern Province Rs. 20Mn has been allocated for Palmyrah Research Institute (PRI) for research activities.

METHODOLOGY

Hypothesis

H1: Macro Environmental factors significantly impact on the Development of Palmyrah industry

H1a: Social Factors significantly influence on the development of Palmyrah industry.

H1b: Political Factors significantly influence on the development of Palmyrah industry.

H1c: Technology Factors significantly influence on the development of Palmyrah industry.

H1d: Economic Factors significantly influence on the development of Palmyrah industry

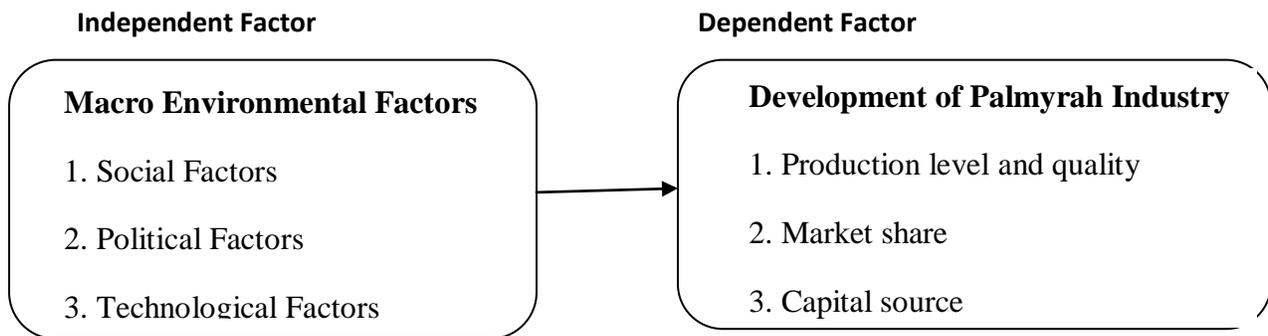
Conceptual Model

Table: 2 Operationalization

Concept	Variable	Indicator	Measurement
Macro Environmental Factors	Social Factors	<ul style="list-style-type: none"> • Traditional knowledge • Social Status • Migration and urbanization 	Questionnaire
	Technological Factors	<ul style="list-style-type: none"> • Modern Artificial Products • Machineries and Equipments • Information systems 	Questionnaire
	Political Factors	<ul style="list-style-type: none"> • Displacements • Legal requirements • Government motivation 	Questionnaire
	Economic Factors	<ul style="list-style-type: none"> • Market opportunities • Employment and income • Cost and price 	Questionnaire
Development of Palmyrah Industry	Production quality	<ul style="list-style-type: none"> • Input and Output 	Questionnaire
	Market share	<ul style="list-style-type: none"> • Opportunity and Competition 	Questionnaire
	Capital source	<ul style="list-style-type: none"> • Financial Crisis 	Questionnaire

(Developed by Researcher)

Research Sample

For the research purpose, the Jaffna District consist 1400 villages with 435 Grama Niladhari divisions 15 Divisional secretariats and the total population is 614 428. There are families also involve in the palmyrah products production other than the palmyrah development board in Jaffna district. With the help of this researchers decided to select the palmyra industries as a sample by using the simple random sampling method and it will be covered almost 25% of total number of small and medium industries of palmyrah. Thus, approximately 10 questionnaires are decided to issue to each divisional secretariat (Total 15 Divisional secretariats), the total number of questionnaires are 150, for collecting the data from Families those who are involving in this production, and in addition to that data will be collected through questionnaire and interviewing from palmyrah related institutions parties also.

Data collection Methods and Techniques

Primary data was collected through questionnaire and Secondary data was collected from text books, Passed researches, Magazines and booklets. For the purpose of Statistical and Structural analysis of this research the questionnaire was scaled as 1 to 5 points. That was,

Strongly Disagree	5
Disagree	4
Fairly Agree	3
Agree	2
Strongly Agree	1

This score is used to measure the degree of influence of macro environmental factors on the development of palmyrah industry. This means Qualitative was converted as a quantitative data by using the above scale. With the help of E-views statistical package the mean, correlation, and degree of influence were measured.

Regression Model

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$$

Y- Dependent Variable (Development of palmyrah industry)

Where,

β_0 = constant variable

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$ - Coefficients of Independent Variable (Macro Environmental factors)

X1 – Social Factor

X2 – Political Factor

X3- Technology Factor

X4- Economic Factor

DATA ANALYSIS AND RESULT

Correlation

Table 3 Correlation

Variable	Economic	Development of palmyrah	Political	Social	Technology
Economic	1.000000				
Development of palmyrah	-0.062359	1.000000			
Political	0.180909	0.094616	1.000000		
Social	-0.029509	-0.077049	0.077907	1.000000	
Technology	0.344616	-0.091334	-0.064834	0.061790	1.000000

Source: Analyzed data

Economic factor and Development of palmyrah has low negative relationship, political factor and Development of palmyrah has low positive relationship, Social factor and Development of palmyrah has low negative relationship and Technology factor and Development of palmyrah has low negative relationship.

Multiple Regression analysis (OLS model)

The objective of regression analysis is to examine the linear relationships between the predictor and criterion variables, to examine the influence of social factor, political factor, technological factor and economic factor on development of palmyrah industry.

Testing of hypothesis

The probabilities of the each pair of variables are tested in compare with the probability value of 0.05 and then hypotheses can be decided whether accepted or rejected. The following is the regression result of the effect of independent variable on dependent variable. 0.000 level of significant is the highest significant level which implies that dependent variable is significantly influenced by independent variable.

Table 4 Hypothesis 1

	Model 1	t- statics	P value	Hypothesis
Development of palmyrah industry	Social Factor H1a	2.828776	0.0053	Accepted
	Political Factor H1b	4.518638	0.0000	Accepted
	Technological Factor H1c	2.069899	0.0402	Accepted
	Economic Factor H1d	2.193671	0.0298	Accepted

Source: Analyzed data

Social factor has a positive highly significant regression coefficient on development of palmyrah industry, with 0.0053 at 0.05 significant level and 2.828776 t-values. This suggests that social factors are mostly influence on palmyrah industrial development. Political factor has a positive highly significant regression coefficient on development of palmyrah industry, with 0.0000 at 0.05 significant level and 4.518638 t-values. This suggests that political factors also mostly influence on palmyrah industrial development. Technological factor has a positive highly significant regression coefficient on development of palmyrah industry, with 0.0402 at 0.05 significant level and 2.069899 t-values. This suggests that technology factors are highly impact on palmyrah industrial development. Economic factor has a positive highly significant regression coefficient on development of palmyrah industry, with 0.0298 at 0.05 significant level and 2.193671t-values. This suggests that economic factors also highly impact on palmyrah industrial development.

Coefficient of Determination (R-squared)

Table 5 Model summary

Model	R square	Adjusted R Square	Std.Error of the Estimate
Development of palmyrah industry	0.418830	0.447984	1.803071
a. Predictors: (constant),social, political, technology, economic			

Source: Analyzed data

R-squared shows a predictor social factor, political factor, technological factor and economic factor of 0.41883 with palmyrah industrial development as dependent variable. This means that 41.9% of the palmyrah industrial development could be explained by the existence of those variables.

The Standardized Beta Coefficients

Table 6 Standardized Beta Coefficients summary

Independent Variables	Dependent Variable: Development of palmyrah industry
Social Factor	0.250342
Political Factor	0.427154
Technological Factor	0.219751
Economic Factor	0.261787

Source: Analyzed data

Standardized coefficients of social factor, political factor, technological factor and economic factor on palmyrah industrial development as dependent variable of this model, political factor is the large effect or contributed variable on palmyrah industrial development.

CONCLUSION AND RECOMMENDATION

The Researchers analyzed and classified the factors that are influence on development of Palmyrah industry in Jaffna district. The researchers test the hypothesis from the information generated by statistical analysis. According to this analysis the researcher concluded, because of the political crisis, the development of the Palmyrah industry going down. Due to the political crisis most of the people of this district faces repeated displacements. Because of this reason most of the people abundant the Palmyrah production. Economic factors also one of the main factors influencing development of Palmyrha industry. Cost and price of the Palmyrah products also influence on development of Palmyrah industry. Market size or target market of the Palmyrah products fallen suddenly because of substitute product entrance in the market. The employment opportunities of this sector are very few and these employments earns very small amount of money as income. Social factors also affect the development of Palmyrah industry. Migration and urbanization also influence on development of Palmyrah industry in Jaffna district. Social organizations and their activities or projects of this field are very few in this field. There is not enough technical knowledge, training facilities and so on. This situation also influence on development of Palmyrah industry. In order to develop the palmyrah industry in Jaffna district some recommendations are submitted for the consideration of the chief executives and all bodies in Palmyrah Development Board, Jaffna district. Establish Some Palmyrah Model Farms, palmyrah replanting, develop Sweet Toddy Processing Centers under the Palm Development Cooperative Society, Establishment of a Show Room for Palmyrah Handicraft and Utility Items, identify new markets, establish Mobile Sale of Palmyrah Products, Establish of a Packing Centre. Establish Palmyrah Handicraft Design Centre. Establish Training & Production Centre and Establishment of a Mini Laboratory are definitely leads to the development of palmyrah industry in Jaffna district.

LIMITATIONS AND SCOPE OF FUTURE RESEARCH

Due to the difficulties of surveying the whole population, samples will be selected randomly for this research, Questionnaire data collection restricted to some extent cannot get the actual feedback and the researcher does not do the research widely, because of the Time and cost are limited are the limitations of this research. The study covered only the four external environmental factors. Therefore, additional investigation is required to examine the external as well as internal environmental factors also.

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