

IRUVIMAN VIRAJITH KURUPPU

Lecturer (Probationary)

Department of Agribusiness Management

Faculty of Agriculture & Plantation Management

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Makandura

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Career Objectives

I have a clear, logical mind with a practical approach to problem solving and a drive to see things through to completion. I have a great eye for detail. I am eager to learn, I enjoy overcoming challenges, and I have a genuine interest in Research & Lecturing.

Academic Qualifications

- **Masters of Business Administration (MBA)** at Postgraduate Institute of Management (PIM) - University of Sri Jayewardenepura | 2018
- **Degree of Bachelor of Science of Agriculture** at Wayamba University Specialized in **Agribusiness Management. First Class Honours** with a GPA of **3.89/4.00** | 2015

(IPMP Gold Medal for the **Best Overall Performance in the Faculty - 2015**)
(DSI Group Award for the **Best Overall Performance in the Department - 2015**)

Professional Qualifications

- **CMA – Certified Management Accountants**
 - Part qualified (**Diploma**); offered by the Institute of Certified Management Accountants of Sri Lanka | 2015
- **Diploma in Supply Chain Management**
 - IQN (UK) Qualification | 2015
 - Aquinas University College | 2015

- **Certificate Course in Computer Science and Full Multimedia System**
 - Successfully completed Information Technology Module 1 & 2 conducted by the Micro Engineering Training Institute of London – Ceylon | 2001

Work Experience

- Research Officer at Hector Kobbekaduwa Agrarian Research & Training Institute, Ministry of Agriculture | January 2017 to April 2021 (Marketing, Food Policy & Agribusiness Division)
- Visiting Lecturer at Wayamba University, Department of Agribusiness Management | January 2018 to 2020
- Assistant Lecturer (temporary) at Wayamba University, Department of Agribusiness Management | May 2015 to May 2016
 - ✓ Co-coordinator of the 10th In-Plant Training Symposium (2015) organized by the Department of Agribusiness Management, Faculty of Agriculture and Plantation Management, Wayamba University of Sri Lanka
- Research Analyst - WildREACH Trust | 2012 to 2018
- In-plant Trainee at BASF Lanka (Pvt) Ltd., Crop Protection Division | November to March 2014
(**Best In-Plant Trainee Performer** at 9th IPTS, awarded by the University - 2014)

Research and Publication

Journal Article/s

1. Selvarasan, M., Edirisinghe, J., & **Kuruppu, I.** (2017). Impact of Domestic Food Prices on Access to Food in Developing Areas in the World. *Journal of Agriculture and Environment for International Development (JAEID)*, 111(1), 63-73. doi:10.12895/jaeid.20171.542.
2. Sandaruwani, K., **Kuruppu, I.**, & Edirisinghe, J. (2018). Spatial Linkages of Green Chili Prices between a Dedicated Economic Centre and Other Regional Markets in Sri Lanka. *Sri Lanka Journal of Food and Agriculture*, 4(1), 35-42. Retrieved from <http://www.slcarp.lk/wp-content/uploads/2018/11/Paper-6-Sandaruwani-et-al.pdf>.
3. **Kuruppu, I.**, Edirisinghe, J., Herath, H., & Jayasinghe-Mudalige, U. (2018). Potential Policy Insights on Willingness to Accept/Pay Estimates for Agro Biodiversity in Domestic Household Level. *Sri Lankan Journal of Agricultural Economics*, 19(1), 47-58.

4. **Kuruppu, I.**, Edirisinghe, J. C., Herath, H. M., Jayasinghe-Mudalige, U., Wijesuriya, W., Udugama, J., & Fernando, A. (2015). Farmers' Valuation of Agro Biodiversity in Home Gardens: A Case Study in the Kurunagala District. *Journal of Environmental Professionals Sri Lanka*, 4(1), 72-83. Retrieved from <http://doi.org/10.4038/jepsl.v4i1.7855>.
5. Fernando, S., De Silve, P., **Kuruppu, I.**, Aiome, G., Dembatapitiya, D., & Nilusha, G. (2020). Study on Potential Alternatives for the Banned Polythene Bags and Lunch Sheets (PBLs) and Exploring the Nature of PBLs Prevailing in the Market in Sri Lanka. *Sri Lanka Journal of Economic Research*, 7(2), 25-45. doi:10.4038/sljer.v7i2.113.
6. Sovis, W., **Kuruppu, I.**, Jayakody, A., & Herath, H. (2020). Mechanics and Prospects of Groundnut Value Chain in Mullaitivu District, Sri Lanka. *Sri Lanka Journal of Economic Research*, 8(1), 79-100. doi:10.4038/sljer.v8i1.125.
7. **Kuruppu, I.**, Amarakoon, D., & Fernando, S. (2020). Strengthening Quality Seed Potato Production in Sri Lanka through Viable Public-Private Partnerships (PPP). *Applied Economics and Business*, 4(1), 33-44.
8. **Kuruppu, I.** (2017). Consumer Preference and Price Behaviour Analysis for Selected Rice Varieties in Sri Lanka. *Applied Economics and Business*, 1, 1-11. Retrieved from <http://aeb.wyb.ac.lk/wp-content/uploads/2018/01/Vo1-1/Kuruppu.pdf>.
9. **Kuruppu, I.** (2018). Restructuring Extension on Herbicide Usage of Paddy Farmers in Anuradhapura District. *Applied Economics & Business*, 2(2), 52-62. Retrieved from <http://aeb.wyb.ac.lk/wp-content/uploads/2018/12/Vo2-2/5-Kuruppu.pdf>.
10. Wijesooriya, W., Champika, P., & **Kuruppu, I.** (2020). The Paddy Farmers' Channel Choice and Links to the Public and Private Marketing Channels in Sri Lanka. *Applied Economics and Business*, 4(1), 60-70.

Conference Proceedings

1. **Kuruppu, I.**, Edirisinghe, J. C., Herath, H. M., Jayasinghe-Mudalige, U., Wijesuriya, W., Udugama, J., & Fernando, A. (2014). Agrobiodiversity of Home Gardens in the Kurunegala District: a choice experiment to value farmers' point of view . *international Symposium on Biodiversity, Food and Nutrition* (p. 22). Colombo: Wayamba University of Sri Lanka .
2. **Kuruppu, I.**, Edirisinghe, J. C., & Herath, H. M. (2015). Farmers' Valuation of Agro Biodiversity in Home Gardens: A Case Study in the Kurunagala District. . *Ninth Annual Research Forum, Sri Lanka Agricultural Economics Association (SAEA)* (p. 35). Peradeniya: Sri Lanka Agricultural Economics Association (SAEA).
3. Sandaruwani, K., **Kuruppu, I.**, & Edirisinghe, J. (2018). Spatial Linkages of Green Chilli Prices between Dambulla and Other Regional Markets in Sri Lanka. *SLCARP International*

Agricultural Research Symposium (p. 130). Colombo: Sri Lanka Council for Agricultural Research Policy.

4. **Kuruppu, I.**, Sujeewa, P., & Rangana, D. (2016). Valuation of Adapting Native Cattle in to Sri Lankan Economy: A Case Study in Knuckles Range. *Wayamba University International Conference* (p. 246). Kuliypitiya : Wayamba University .
5. **Kuruppu, I.** (2018). Impact of Informal Extension on Herbicide Usage among Paddy Farmers. *Wayamba University International Conference* (p. 338). Kuliypitiya : Wayamba University of Sri Lanka.
6. **Kuruppu, I.** (2018). Augmenting Agro-Chemical Retailers into Point of Extension for Sustainable Herbicide Usage . *4th International Conference on Dry Zone Agriculture* (p. 105). Jaffne : Faculty of Agriculture, University of Jaffna.
7. **Kuruppu, I.**, Chathuranga, V., Dissanayaka, A., & Fernando, S. (2019). Do Sri Lankan Farmers have Adequate Knowledge on ICT Usage? *7th International Conference of Sabaragamuwa University of Sri Lanka (ICSUSL)* (p. 188). Belihuloya: Sabaragamuwa University of Sri Lanka.
8. Dissanayaka, A., Fernando, S., Sanjaya, U., & **Kuruppu, I.** (2019). Potentials and challenges of Electric Fences as a mitigation Measure for the Human Elephant Conflict in Sri Lanka: A case of Moneragala and Ampara Districts. *5th Ruhuna University International Conference on Humanities and Social Sciences (RUICHSS)* (p. 84). Matara: University of Ruhuna.
9. **Kuruppu, I.**, Chathuranga, V., Dissanayake, A., & Fernando, S. (2020). Farmer Perception on the Use of Information and Communication Technology (ICT) for Agriculture: Evidence from Major Potato Cultivating Areas in Sri Lanka. *International Symposium on Agriculture and Environment* (p. 160). Matara: University of Ruhuna.
10. **Kuruppu, I.**, Edirisinghe, J. C., Herath, H. M., Jayasinghe-Mudalige, U., Wijesuriya, W., Udugama, J., & Fernando, A. (2014). Farmers' Valuation of Agro-biodiversity in Home Gardens: A Case Study in Kurunagala District. *International Symposium on Agriculture and Environment* (pp. 375-378). Kamburupitiya : Faculty of Agriculture, University of Ruhuna.
11. Edirisinghe, I., Amarakoon, D., & **Kuruppu, I.** (2020). Lessons Learned from the Fertilizer Cash Grant Programme Implemented in Sri Lanka. *International Symposium on Agriculture and Environment* (p. 11). Matara: University of Ruhuna.
12. Dissanayaka, A., **Kuruppu, I.**, Rathnayake, D., & Dharmawardhana, T. (2020). Nature and Magnitude of Human Wildlife Conflict and Coping Strategies among Major Grain Farming Communities in Ampara and Moneragala Districts. *International Symposium on Agriculture and Environment* (p. 9). Matara: University of Ruhuna.

13. Buhary, R., Sivagnanasundaram, J., Chandrasena, S., Gunapala, R., Dharmawardhana, T., Dissanayake, A., **Kuruppu, I.**, Weerakkody, R. & Ginige, A. (2020). Mobile-based Information System for Managing Pests and Diseases of Paddy in Sri Lanka. *International Symposium on Agriculture and Environment* (p. 170). Matara: University of Ruhuna.
14. **Kuruppu, I.** (2014). Sustainable Marketing in BASF Lanka (Pvt) Ltd. *9th Agribusiness In-Plant Training Symposium* (pp. 9-10). Makandura: Faculty of Agriculture and Plantation Management, Wayamba University of Sri Lanka.
15. Herath, H., **Kuruppu, I.**, & Herath, H. (2019). Payment on Ecosystem Services (PES) Arising from Kandyan Home Garden . *18th Agricultural Research Symposium* (pp. 21-25). Makandura: Wayamba University of Sri Lanka.
16. Karunathilaka, D., **Kuruppu, I.**, & Herath, H. (2019). Identification of Dynamic Behaviour and Forecasting of Prices for Selected Fruits in the Local Market . *18th Agricultural Research Symposium* (pp. 51-55). Makandura: Wayamba University of Sri Lanka.
17. Sivanathan, N., Wijesuriya, W., **Kuruppu, I.**, & Herath, H. (2019). Forecasting Drought Incidence in Sri Lanka: Application of ARIMA and Exponential Smoothing Models . *18th Agricultural Research Symposium* (pp. 105-109). Makandura: Wayamba University of Sri Lanka.
18. Sovis, W., **Kuruppu, I.**, Jayakody, A., & Herath, H. (2019). A Value Chain Analysis of Groundnut Production in Mullaitivu District: To Implement a Proper Pricing Mechanism . *18th Agricultural Research Symposium* (pp. 110-114). Makandura: Wayamba University of Sri Lanka.
19. Danushika, M., Subashini, J., **Kuruppu, I.**, Udayanga, N., & Herath, H. (2019). Willingness to Pay and Consumer Perception on Traditional Rice Varieties in Sri Lanka: A Case Study in Colombo District . *18th Agricultural Research Symposium* (pp. 6-10). Makandura: Wayamba University of Sri Lanka.
20. Dissanayaka, D., **Kuruppu, I.**, & Edirisinghe, J. (2017). Demand Analysis for the Sri Lankan Fish Market . *16th Agricultural Research Symposium* (pp. 183-186). Makandura: Faculty of Agriculture and Plantation Management. Wayamba University of Sri Lanka.
21. Hapuarachchi, H., **Kuruppu, I.**, & Edirisinghe, J. (2017). Spatial Price Linkages in Regional Papaya Markets of Sri Lanka . *16th Agricultural Research Symposium* (pp. 183-186) (pp. 201-205). Makandura: Faculty of Agriculture and Plantation Management. Wayamba University of Sri Lanka.
22. Sandaruwani, K., **Kuruppu, I.**, & Edirisinghe, J. (2017). Market Integration and Spatial Price Linkages between Dambulla Dedicated Economic Center and Other Regional Markets, Sri

Lanka: The Case of Green Chili. *16th Agricultural Research Symposium* (pp. 129-133). Makandura: Faculty of Agriculture and Plantation Management. Wayamba University of Sri Lanka.

23. **Kuruppu, I. V.**, Edirisinghe, J. C., & Herath, H. (2014). Farmers' Valuation of Agro Biodiversity in Home Gardens: a Case Study in the Kurunegala District. *13th Agricultural Research Symposium* (pp. 61-65). Makandura: Faculty of Agriculture and Plantation Management, Wayamba University of Sri Lanka.

Books and Book Chapters

1. **Kuruppu, I.**, Amarakoon, D. & Fernando, S. (2020). *Public-private partnership prospects for quality seed potato production in Sri Lanka*. Colombo: Hector Kobbekaduwa Agrarian Research & Training Institute. ISBN 978-955-612-263-3.
2. Fernando, S., Aiome, G., **Kuruppu, I.**, De Silva, P., Samarakoon, S., & Herath, H. (2020). *Ban on Polythene Bags and Lunch Sheets in Sri Lanka Impact, Challenges and Alternatives*. Colombo: Hector Kobbekaduwa Agrarian Research & Training Institute. ISBN 978-955-612-259-6.
3. Wijesooriya, N., Champika, J., & **Kuruppu, I.** (2020). *The socio economic status, channel choice and the perception of paddy farmers' links to the public and private marketing channels in Sri Lanka*. Colombo : Hector Kobbekaduwa Agrarian Research and Training Institute. ISBN 978-955-612-264-0.
4. Edirisinghe, I., Amarakoon, D., & **Kuruppu, I.** (2019). *A Review of the Fertilizer Cash Grant Programme in Sri Lanka*. Colombo: Hector Kobbekaduwa Agrarian Research & Training Institute. ISBN 978-955-612-250-3.

Extra-Curricular Activities

- **President scout Award** | 2008
- **School color winner** | 2008

Sports Skills

- **Vice-Captain** of University Badminton Team | 2012-2013
- **Captain** of School Badminton Team | 2001
- Participated to the 6th UiTM International Sports Fiesta - 2011 in Malaysia representing the University badminton team
- Runner up of the Invitational University Badminton Championship-Mixed Team Event

(FASTER 2013) organized by the University of Kalaniya

- Participate to the International Inter-University Badminton Championship 2012 and 2013

Personal Profile

- Name in Full : Iruviman Virajith Kuruppu
- Sex : Male
- Civil Status : Married
- Date of Birth : 21.06.1989
- National Identity Card No. : 891730241 V
- Permanent Address : 606/4B, Mettarama Road, Kottawa, Pannipitiya
- Alma Mater : Ananda College, Colombo 10 (1995-2008)

Non-Related Referee

Prof. Jagath Edirisinghe Ph.D (UK)

Dean / Senior Lecturer

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I do hereby declare and affirm that the above particulars furnished by me are true and accurate to the best of my knowledge.



I. Virajith Kuruppu

Date: - 08 April 2021