

**VEGETABLE PRODUCTION AND ENTREPRENEURIAL
ABILITY OF VEGETABLE FARMERS IN BADULLA DISTRICT**

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ABSTRACT

A study was carried out to identify vegetable farmers' vegetable production and entrepreneurial ability in the Badulla district. . By following a random sampling procedure, 40 vegetable farmers were selected, and a structured interview schedule was used to collect the information through personal interview. The collected data were analyzed by using the SPSS package. The frequencies, percentages and correlation coefficients were used to interpret the results.

The results revealed that the average age of vegetable farmers was 35-50 years old, 82.5% of farmers were males, and 17.5% of farmers were female. The average educational level of the farmer was up to the primary level. The average family size was five members, and the average family income was Rs. 67067.00 per month. Most of the farmers had 12 years of farming experience in vegetable cultivation. About 5% of farmers had used their seeds and plants, while 27.5% had bought seeds from the village shop. Also, 42.5 % of farmers had bought seeds from the Agrarian Service Centre. Of all the vegetable farmers, 90% had bought their fertilizers, insecticides and weedicides from fertilizer shops, and 10% had obtained fertilizers from the Department of Agriculture. According to the results, the highest mean production (6400 kg/ac) was obtained from potatoes. The market price for all vegetables was higher than the farmgate price. Around 23% of farmers had sold their vegetables to wholesalers, while 62% sold their vegetable products to middlemen. About 7% of the farmers sold vegetables to out traders. Few (3%) sold their products to village traders and export companies/agencies. The majority (60%) of vegetable farmers had contacts with AI to gain advice on pest and weed control. The biggest problem faced by the farmers in the study area was the lack of fertilizers. Further, the majority (84%) of the vegetable farmers had medium risk taking ability, 45 percent of the vegetable farmers (52.08%) had low decision-making

ability. Majority (80%) of the farmers had high level of knowledge regarding vegetable cultivation. Majority (31.5%) of the vegetable farmers had a medium level of leadership ability. More than half (50%) of the vegetable farmers had a high level of cosmopolitanism. Overall, the majority (44.8%) of the vegetable farmers belonged to a medium level of entrepreneurial ability. The entrepreneurial ability of the vegetable farmers in the study area is shaped by their educational level and monthly income.

Keywords: Badulla district, entrepreneurial ability, vegetable farmers

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