

THE CHALLENGES AND OPPORTUNITIES OF VEGETABLE PRODUCTION AND MARKETING: A STUDY ON KOTMALE REGION

¹Mohanraj Krishnasri And ² Ravi Shanthani

¹Postgraduate Student, Faculty of Arts Culture, South Eastern University of Sri Lanka

²Department of Geography, Faculty of Arts Culture South Eastern University of Sri Lanka

Correspondence: mkrishnasri517@gmail.com

Abstract

Vegetable production is a vital sub-sector of agriculture with global significance. In Sri Lanka, this sector contributes significantly to the national economy, accounting for 7% of the country's total economic output. The vegetable production industry plays a pivotal role in ensuring food security, generating employment opportunities, and mitigating rural poverty. However, the subsidiary agriculture vegetable production in the Kothmalai region faces challenges stemming from both natural and human-induced factors. This study aims to investigate the socio-economic impact of these challenges on vegetable farmers and explore opportunities to address them. Data for this research was collected through various methods, including unstructured interviews with 10 individuals, group discussions involving 10 participants, and a questionnaire survey with 100 selected vegetable growers using a snowball sampling technique. Additionally, secondary data sources, such as records from the Kothmalai Agriculture Department, the Kothmalai Divisional Secretariat, relevant websites, and research papers, were consulted. Through the analysis of the gathered data using statistical software, specifically SPSS, Arc GIS 10.8. this study conducted multiple regression analysis. The results revealed that variables such as input costs, transportation expenses, access to technical facilities, and the use of traditional methods collectively influence 10 percent of vegetable production, with a corresponding increase in monthly income by one unit. To foster the growth of vegetable production in the Kothmalai region, this research suggests implementing government subsidies, establishing micro-credit facilities, and enhancing market infrastructure to support vegetable producers. These measures are expected to help overcome the challenges faced by farmers and tap into the full potential of vegetable cultivation in the region.

Keywords: Kothmalai region, vegetable production, challenges, opportunity, vegetable cultivation