

**CRITICAL SUCCESS FACTORS ON THE FINANCIAL  
PERFORMANCE OF SMALL SCALED VEGETABLE  
CULTIVATORS IN THE NUWARAELIYA DISTRICT**



**DISSNAYAKE MUDIYANSELAGE DHANANJAYA THUSITHA  
DISSANAYAKE**



### **Abstract**

Agriculture sector is very important sector in Sri Lankan economy. Sri Lankan economy mainly based on agriculture sector. Despite the fact that Sri Lankan farmers are suffering from many issues, identifying the critical success factors on financial performance is paramount important. On the other hand majority of vegetable farmers live in upcountry, particularly in Nuwara Eliya District. There for identifying the critical success factor on financial performance of small scaled vegetable cultivators in Nuwara Eliya District was the main objective of this study. The independent variable of the study were critical success factors and the dependent variable was financial performance. Technology, Farm Management, entrepreneurial Orientation, Knowledge of cultivation, Cost of raw material, Climate and Marketing are the dimension of critical success factors.

Accordingly population of this study was out of the total population 60876 vegetable farmers who have registered in district govjana sewa center in Nuwara Eliya. Sample of 200 vegetable farmers were selected on the random sampling techniques. Data was collected through self-administrated questionnaires. The descriptive static, correlation and regression were used to analyze data.

Accordingly, findings of this research study, there has positive relationship between critical success factors on financial performance of small scaled vegetable cultivators. Financial Performance has a moderate positive relationship with marketing dimension within other dimension of critical success factors. Overall critical success factors significantly positively impacted on financial performance. Marketing dimension highly impacted on financial performance than the other dimensions. Financial performance of vegetable cultivators is important to the Sri Lankan agriculture sector and competitive economy. Hence this research concern how to maintain long term relationship between critical success factors and financial performance of small scaled vegetable cultivation.

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