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**AN EVALUATION OF THE SUCCESS OF
VEGETABLE MARKETING THROUGH SPECIAL
ECONOMIC CENTRES
(WITH SPECIAL REFERENCE TO DAMBULLA
SPECIAL ECONOMIC CENTRE)**

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Abstract

The topic selected for this study is “**An Evaluation of the Success of Vegetable Marketing Through Special Economic Centers: With Special Reference to Dambulla Special Economic Center**”. In making a deeper analysis on this matter as the problem, it was centered how Special Economic Centres contribute to success of vegetable marketing in Sri Lanka. In addition four objectives were set out to be achieved through this study. Mainly it was supposed to observe the degree of contribution made by Special Economic Centres to make the vegetable marketing successful. The methodology of doing this study consists of mainly three categories headed as source of data, sampling and data presentation and analysis.

As this study is empirical in nature it was intended to collect primary data as far as possible and meanwhile secondary data were also applied when and where necessary. For convenience of the analysis it was supposed to select a sample based on stratified sampling tool consisting of 280 of which 168 were vegetable farmers while 112 were vegetable traders. Accordingly the sample size was much more enough to generalize the conclusions made under this study. To present the data descriptive statistical tools were applied and in testing hypothesis and analyzing the data inferential statistics, mainly confidence interval of percentages were applied.

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Based on data analysis four findings were made. Accordingly it was able to find out vegetables production, distribution, transportation, and pricing have been developed while cleaning and grading, packaging, processing, storage, flow of marketing information, are under developed. And also efficiency of vegetable marketing has increased due to the performance of SEC. Further it was noted that the performance of SEC has not contributed to maintain the price stability in the vegetable market.

At the end of the study to get vegetable marketing in Sri Lanka successful 11 recommendations have been produced. In addition to get this sector further successful a set of suggestions for further researches have been cited at the end of the sixth chapter.

