

**AGRICULTURAL DEVELOPMENT THROUGH FARMER  
COMPETITION:  
A CASE STUDY IN ANURADHAPURA DISTRICT**

**E.M.N.B Ekanayake and Y.M. Wickramasinghe**

*Dept. of Agricultural Systems, Faculty of Agriculture, Rajarata University of Sri Lanka,  
Puliyankulama, Anuradhapura, Sri Lanka.*

The new concept “Humanity” was introduced by the CIC Agri Businesses (Private) Limited in order to create a farmer competition. Performance of the participants was assessed at the end of each crop year. The main objective of the program was to encourage young people to enter farming as a professional vocation. This study attempts to evaluate the present status and future prospects of the program. *Anuradhapura* district was selected as it had the highest number of “*Shooragoviyas*”(adopters) in 2010 and that number accounted for 20 percent of the total. Four divisional secretariat areas, where all “*Shooragoviyas*” were residing, were included in the study. A random sample of 80 farmers who were non-adopters was also selected from the same DS divisions. Performance of non-adopters was compared with adopters using the double difference model and a financial analysis.

Results indicated that the net impact of the program was calculated as Rs.50, 603.00 per acre gross income and Rs.24,910.00 per acre cost of production. Per acre net return has raised by Rs.25, 693.00 during a crop year due to the net impact of the program. The difference between the benefit cost ratio of adopters and that of the non adopters was 0.7. All adopters are satisfied about the program as well as the profit they have earned. Results also revealed that the attitudes of the adopters have changed positively and the program is highly effective and contributes positively to alleviate rural poverty. The farmer selection criterion adopted was tough where the winners were evaluated, was a disappointment for the losers of the competition.

**Key words:** Double difference, Farmer competitions, Rural poverty, *Shooragoviya*