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**COMPARATIVE ANALYSIS OF RISK PERCEPTION AND RISK  
 MANAGEMENT STRATEGIES AMONG VEGETABLE GROWERS IN  
 PUNJAB STATE, INDIA AND NAKURU COUNTY, KENYA**

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**ABSTRACT**

*Vegetable growers are faced with wide range of risks that have to be managed, especially in developing nations. The risks are on a trajectory due to rise in trading of agricultural produce globally, ravages of climate change and emerging pandemics that jeopardise vegetable production enterprises. This study presents results of an investigation into risk perception by vegetable growers in two regions; Punjab State, India and Nakuru County, Kenya. Few studies have carried out a comparative investigation across two regions touching on risk perception among vegetable growers, risk management strategies adopted and barriers that prevent successful mitigation of the risks. Using descriptive and inferential statistics, data from 200 respondents was analysed and market risks was ranked as the leading source of risks. Improved agricultural practices was the main risk management strategy employed by (77%) of the growers in Punjab and (79%) in Nakuru. (63%) of growers in Punjab and (62%) in Nakuru also used market survey as a strategy. Lack of information on pests and diseases (53%), marketing challenges (50%) and lack of access to extension services (31%) were the major barriers to risk management strategies among vegetable growers in Punjab; compared to lack of access to capital (57%), lack of information on plants and diseases (47%) and lack of access to extension services (27%) in Nakuru. This study seeks to provide an understanding to existing risk challenges and suggest areas of improvement to support efforts for risk management and reduction.*

**KEYWORDS:** *barriers, risk, risk management strategies, risk perception, risk sources.*

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