

**PUSHING AND PULLING FACTORS OF WOMEN SELF-EMPLOYMENT:
IN PUTTALAM DISTRICT**

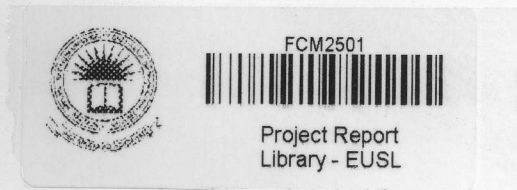


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REG NO: EU/IS/2015/MS/20

INDEX NO: MS 1770



A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirement for the Degree of Bachelor of Business Administration (BBA).

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FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

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ABSTRACT

This research brings to an integrative identification of push and pull (forced and voluntary) factors of women self-employment.

The purpose of this research is to identify whether women choose to become self-employer by “pull” or “push” reasons, and status of women self-employment, push factors, pull factors of women self-employment in Puttalam district.

Women self-employers are seen as a potent vehicle for local economic development and the achievement of economic growth of a country. This study endeavored to identify the factors which push and pull women to adopt a small business unit as self-employment in Puttalam District. In order to accomplish the set-out objectives of this study, the data were collected through questionnaire from a sample of 200 women who engaged in self-employment, which were selected by snowball technique. Research questions were formulated to identify the factors which push and pull women to establish their own business.

Based on the research findings, specific answer revealed for the research questions, causes of push, pull factors. Push factors are unemployment, family decision, dissatisfaction with previous job etc. And pull factors are Challenge, Opportunities for independence, etc. The main pushing and pulling factors which influence women to start-up their own business in Puttalam District.

Keywords- Women Self-Employment, Push Factors, Pull Factors

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