

**DEVELOPING INNOVATIVE BUSINESS MODELS FOR SMALL SCALE
FARMERS AND ENTREPRENEURS IN BATTICALOA**



BY

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ABSTRACT

To meet global demands towards food security, safety as well as sustainable agriculture and food systems innovative approaches are inevitable. Therefore, the aim to conduct this study is to Developing innovative business models for small scale farmers and entrepreneurs in Batticaloa. There are four variables used in this study which are Independent variables are innovativeness, proactiveness, risk-taking and intensions. Dependent variable is farmers innovation.

This study is mainly considering primary data. The primary data were collected through closed structure questionnaire from 100 respondents in Kaluwanchikudy area, Manmunai South Eruvil Pattu Divisional Secretariat area farmers. The collected data was analyzed descriptive, univariate, correlation and regression analysis.

Based on the finding of the study, it concludes that innovativeness, proactiveness, risk-taking and intension and farmers innovation have high level among farmers. The findings also revealed that risk-taking is strong positive relationship with farmers innovation. And Innovativeness and intensions are weak positive relationship with farmers innovation. The variable of risk-taking has the highest impact on Farmers Innovation.

Consequently, these research findings have provided some useful insight and feedback to farmers and Sri Lankan government to improve the farmers innovation in future.

Key words: Innovativeness, Proactiveness, Risk-taking, Intensions and farmers innovation.

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