

**A SURVEY ON THE SOCIO-ECONOMIC
CHARACTERISTICS OF ENTREPRENEURS IN THE
POTTUVIL DIVISIONAL SECRETARIAT DIVISION IN
AMPARAI DISTRICT**

NADARAJAH RATHAN

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**DEPARTMENT OF COMMERCE
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY
SRILANKA**

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ABSTRACT

Entrepreneurship is one of the important economic sectors in the world. In a developing country like Sri Lanka, this sector faces many constraints. Likewise, the families who depend on this sector also face many related problems. As Sri Lanka is an Island, in all areas entrepreneurship is prevalent. However, the prices fetched for the products and services are in an uncertain level. Based on this fact, the Pottuvil DS Division is selected as the socio-economic characteristics to examine the problems faced by the entrepreneurs' families in this research. The main objective of this research is to find the present status of entrepreneur characteristics in pottuvil Ds division.

In order to identify the Socio-economic problems faced by these families, this research concerns 10 variables as conceptualization. They are Social factors as education, experience, transport, communication and training, and Economic factors as capital, income, saving, loan and debt. The data for this research were obtained by issuing the questionnaire inclusive of the above 10 variables issued randomly to 100 families out of 328 entrepreneurs' families living in the Pottuvil DS Division and analyzed through SPSS package and MS Excel.

The survey found that through the discussion and finding most of the people are indicating regarding the variables, such as income level is very low, lack of capital, lack of loan and debt facilities, low level of saving, education is backward a lot, their communication facility is in a very unsatisfactory manner, No training institutes for training, and experience ability are in low level.

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