

**A STUDY ON THE FACTORS CONTRIBUTING TO  
SELF-EMPLOYMENT IN SERUWILA DIVISIONAL  
SECRATERIAT DIVISION**



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## ABSTRACT

Unemployment and poverty are most serious problems that society today has to face. In Sri Lanka's unemployment problem youth unemployment are very high, particularly for young women. With young women unemployment rate being twice that of youth men's unemployment is worse in rural areas. Where the estimate of rural unemployment of people between the age of 18-30 is high as 83%. Because of this there is widespread poverty. These two things create severe Socio-economic impact on rural folk. 60% of the country's poor populations are living in the rural area and in this area the unemployment rate is 70% of the total unemployment rate. To remedy this situation rural income generating activities at all level is necessary; especially the home based and village based enterprise development. Self-employment provides a solution to these problems. Self-employment is a reality, which carries great weight in an economy. This has excellent future on person of prospects as well. So the self-employment helps to build a strong economic society.

Therefore the research study intended the title "A study on the factors contributing to self-employment in Seruwila D.S. Division. Objective of this study are to find out the level of factors contribution in resort a self-employment initiatives, to find out contribution of socio cultural factors in starting a self-employment, to identify to what extent the economical factors contribute to self-employment, to determine the degree to which the environmental factors contribute to self-employment, and to examine whether the psychological factors of people have impact on self-employment. The research investigation is based on the conceptualization. That is here Socio cultural, Economical, Environmental, and Psychological factors and 150 residents were taken under this research.

In self-employment creation and development and collected information through issued structured questionnaire with the simple random sampling method, which is has lickert scale model pointing scale of 1 to 5 with agree level. The collected data were analyzed through using the univariate method with the help of SPSS computer package.

The finding shows, even though many government and non government institutions provide assistance to become self-employed still people don't get involved in self-employment. Therefore this reveal that, there are some necessary actions should be taken by government and non government organizations immediately to improve self-employment. Eventually recommendations were given to achieve the research objectives.

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