

**DOES MICROFINANCE REALLY CONTRIBUTE TO SUCCESS OF
WOMEN ENTREPRENEURS IN AMPARA DISTRICT?**



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Abstract

Women entrepreneurs are seen as a potent vehicle for local economic development and the achievement of economic growth of a country. Despite of this emphasis, women entrepreneurs owned business in the rural economy encounter various problems. Especially, they have been facing challenges of financing and refinancing since their birth. Thus, this study investigated the contribution of microfinance to the success of women entrepreneurs. Further, the study examined how micro credit, micro saving and micro insurance as important dimensions of micro finance impact on success of women entrepreneurs in Kalmunai division of Ampara district.

In order to accomplish the set-out objectives of this study, the data were collected through questionnaire from a sample of 100 women entrepreneurs that obtained micro finance from microfinance Institutions, which were randomly selected. For the analysis, both primary and secondary data were used. The research hypothesis were formulated to identify the relationship and to find out the impact of microfinance, which were tested via primary data.

Based on the results, the research hypothesis were proved and the findings revealed that micro credit, micro savings show significant positive impact on success of women entrepreneurs. However, micro insurance does not show the significant impact on success of women entrepreneurs. Micro credit, micro insurance strong positive relationship with success of women entrepreneurs. The study recommend the policies offered in micro insurance are not assist the women entrepreneurs hence it is worth looking at this specific service with a view to developing the insurance service.

Keywords: *Micro credit, Micro saving, Micro insurance, Success of women entrepreneurs*

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