

# ENTREPRENEURIAL COMPETENCIES OF JAFFNA TAMIL SMALL BUSINESS HOLDERS



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## ABSTRACT

The success and survival of an organization depends on effective utilization of human resources. Every organization needs to adopt effectiveness of entrepreneur competence in order to get optimum utilization from their resources.

In practice, small business entrepreneurs have historically altered the direction of national economics, industries market. They have invented new products and development organization and the mean of the new products to bring them to market their competence level forced the reallocation of resources always from existing users to new and more productive users many innovations have transformed the society and altered pattern living and many services have been introduced to altered or create new venture.

The objectives are to evaluate on the effectiveness level of small business holders competencies to identify which factor are mostly influencing the effectiveness of the entrepreneurs competence and to recommend a crackdown action and suitable structured changes. Conceptualization model includes achievement, planning and power competence and business performance level of Jaffna Tamil small business holders.

To analyze the effectiveness level of entrepreneur competencies 100 entrepreneurs were taken as sample from the all divisional secretary from Jaffna district. Data were collected from most of the small business holders by issuing questionnaires it was analyzed through spss(19.0) Method of data analysis specifically considered univariate analysis only the results are illustrated by tables. based on the value indicated in the questionnaire, mean value is lying in the range between 1 to 5 which is strong disagree to strong agree statement with 5 scale measures. According to mean and SD, value all variable are effective in Jaffna Tamil small business.

According to these analyses, It has been founded the how far entrepreneur's competencies level of the small business holders in Jaffna District. There are the entrepreneur's competencies in moderate level. In this all view, the researcher attempt to say that, Jaffna small business holders should improve their entrepreneurship competencies.

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