

**“A STUDY ON THE OPPORTUNITIES FOR ESTABLISHING  
SMALL BUSINESS VENTURES IN PUTHUKKUDIYIRUPPU  
DIVISIONAL SECRETARIAT DIVISION  
MULLAITHIVU”**



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## ABSTRACT

If a country wants to be developed, the resources of the particular country should be use fully. Hence the employment opportunities will increase as a sequence of the income of the public will be increased, and the standard of living of the people also will be developed. However in the current situation, the entrepreneurs are very few and there for the people have to fully depend on the government employment opportunities.

By considering this situation among the divisional secretariat divisions in the Mullaitivu districts, one of the divisions of Puthukkudiyiruppu was selected as research area. The prime objective of the research is to identify the resources of the particular region and using them to create more employment opportunities to eradicate the poverty of the people who are below the poverty line. There for the research study was conducted with the factors which are influencing to create the new entrepreneurship via human resources, marketing, finance, technology and training.

By issuing questionnaires, the information for the research was collected from the 100 respondents of the particular region. According to the collected information how extent the factors contribute for the creation of new employment opportunities were observed. According to the research information human resource, and training factors are in moderate level and finance is very low because the most of the people are below the poverty line. Marketing and technology factors are high level in this area.

When the above mentioned factors and resources managed effectively, the people of the particular region can create more employment opportunities and therefore the poverty will be eliminated.

Researcher.

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