

**ENTREPRENEURIAL CHARACTERISTICS OF DAIRY
FARMERS IN THIRUKKOVIL DIVISIONAL
SECRETARY DIVISION**

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ABSTRACT

The research was carried out to examine the entrepreneurial characteristics of dairy farmers in Thirukkovil divisional secretariat division Ampara District. The study objective were, to identify the degree of learnable characteristics of the dairy farmers, to identify the degree of ascribed characteristics of the dairy farmers, to identify the degree of achieved characteristics of the dairy farmers, to identify the degree of demand and requirement characteristics of the dairy farmers. A sample of 125 entrepreneurs was derived. Questionnaires were used as the main data collection instruments.

Therefore the research variables are the learnable characteristics, ascribed characteristics, achieved characteristics, demand and requirement characteristics and entrepreneurial orientation characteristics are high level of entrepreneurial characteristics of dairy farmers. The findings were presented using both descriptive and inferential statistics methods. The study found that presence of five variables at precise points in the industry of dairy farmers.

The recommendations included the need to improve the entrepreneur's level of education and business knowledge skills through simplified training programmed and courses. The inclusion of these training courses will certainly foster the entrepreneurial characteristics of dairy farmers. Business support mechanisms should use the Life Styles Inventory (LSI) measures thinking styles and Brain profiling to identity the way entrepreneurs think and use the results to modify their teaching methods. HRM practices should be enhanced by encouraging dairy industry owners to provide performance evaluation in place. In order to promote risk taking and risk management practices, entrepreneurs are encouraged to insure all their investments to enable them take appropriate account of the specific risk and return characteristics of their investment.

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