

**THE FACTORS DETERMINING SUCCESS OF WOMEN  
ENTREPRENEURSHIP IN BATTICALOA DISTRICT: SPECIAL  
REFERENCE TO WOMEN ENTREPRENEURS IN KALUWANCHIKUDY**



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## ABSTRACT

This research was on “factor determining success of women entrepreneurship : special reference to women entrepreneurs in Kaluwanchikudy”. In case of research area women are engaged in various entrepreneurship like men. Those women face various challenges to develop their businesses. The research problem is to identify the factor contributing for the women who are the engaged in entrepreneurship as mentioned above are struggling continuously to get success in their businesses in Kaluwanchikudy. The focus point of the research identifies the reason for the women entrepreneurs cannot run their business continuously. Five variables are included in the study to identify the reasons for failure such as generation of business ideas, getting education and training, access to capital, getting modern technology and market opportunities.

Primary data and secondary data were used in this study. Primary data were collected through closed structured questionnaires with who are the women entrepreneurs in Kaluwanchikudy. Secondary data were collected from Divisional Secretariat Manmunai South Eruvil Pattu-Kaluwanchikudy. 155 respondents were selected as a sample and questionnaire were issued to them to collected data. In this research one of the ordinal measures called five point likert scale was used to strain the answer from the respondents. Data analysis is based on the univariate analysis techniques in order to analyse data and find the results of study objectives. At the same time the results show that women entrepreneurs are succeeding in Kaluwanchikudy.

When all the data related to these variables are summarized generation of business ideas, getting education and training, access to capital, getting modern technology and market opportunities are at low levels. This research study concludes by saying that measures should be taken to the entrepreneurs successfully run their business continuously in Kaluwanchikudy. Some recommendations are also given at the end of the research for the women entrepreneurs to successfully run their business continuously.

Keywords: Women Entrepreneurs, Challenges, Generation of Business Ideas, Getting Education and Training, Access to Capital, Getting Modern Technology and Market Opportunities

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