

# **Necessity of Small Scale Entrepreneurship Development in Rural Development with Special Reference to Garagoda-Pahala Village**

**Wijesingha, W.A. Umesha Madhumali**

Department of Geography, University of Kelaniya

[umeshamw@gmail.com](mailto:umeshamw@gmail.com)

The dynamic role of small-scale enterprises in developing countries, as necessary engines for achieving rural and national development is widely recognized. It is considered significant in goals such as economic growth, poverty alleviation, employment and wealth creation, leading to a more equitable distribution of income and increased productivity. The main objective of this research is to explore the necessity of small-scale entrepreneurship development for rural development. The findings will assist policy makers and development agencies to ascertain the appropriate strategy to improve the small scale entrepreneurship development in rural areas.

'Garagoda-Pahala' village of Yatiyantota divisional secretariat of Kegalle district was selected for the study. The majority of the village is engaged in self-employment and small-scale enterprises. The sample was 25 enterprises, according to several variables selected by random population and sample frame. The research was both qualitative and quantitative. Primary data were collected through questionnaires and interviews. According to the analysis it was revealed that 72% entrepreneurs have no access to entrepreneurship development programs and 52% entrepreneurs trust they can succeed without any institutional assistance. The entrepreneurs do not have sufficient knowledge about businesses, less consideration on keeping accounts daily and have low savings and these are be identified as major issues associated with rural enterprises.

Therefore, the study exposed the necessity of small scale entrepreneurship development in two ways. They are 1) requirement of education and training programs which affect entrepreneur's income level and 2) requirement of improving

entrepreneur's characteristics. Therefore, it is necessary to provide proper guidance and intervention of the institutions that implement and introduce entrepreneurship development programs in rural development. The problems related to the small scale enterprises can be solved only implementing such kind of entrepreneurship development programs.

**Key words:** *Rural development, Enterprises, Small scale enterprises.*

Entrepreneurship, Entrepreneurship development.