

Movement of Banking Sector and Its Impact on Entrepreneurial Development: A Case Study of Jaffna District Srilanka

Thevaranchany Sivaskaran^{1*}

ABSTRACT. Last three decades Jaffna District was affected by war conflict. After Completion of war conflict, most of the enterprises moves towards Jaffna Market very speedy for their business establishment, among them banking sector is very enterprises. Further the business world is main entity to distinguish by entrepreneurs who had made high impact on post war development. This study focused to assess whether established banking sectors activities satisfy the demand of entrepreneurial development in Jaffna district, Srilanka. Convenience sampling technique was used to draw the sample as fifty entrepreneurs. Who have been functioning their business and newly established banks were considered.

Questionnaires were distributed with the help direct personal interview. The results revealed that Jaffna people's attitude, culture is different form other part of country towards saving money. Therefore, purpose of establishing banks in Jaffna district have high impact on their expected target. In addition there is a positive impact of providing (SMI loan) facilities on entrepreneurial development in Jaffna district. Out comes of the study is beneficial to practitioners, policy makers, planers and academicians as soon as the concern area.

Key words: Banking sector, Entrepreneurial development, Business world.

* To whom correspondence should be addressed : thevaranchany@yahoo.com
1 University of Jaffna