

Factors affecting low enrolment levels for entrepreneurship development training programmes: A study in Matara District

Institutional market and individual participants market are the two main market segments for the entrepreneurship training programmes in Sri Lanka. In the institutional market, beneficiaries engage with training programmes under the financial assistance of their respective organizations. But in individual participants market, individuals those who are willing to enroll for the training programmes have to use own resources and they directly get services from training service providers.

The objective was to identify the major reasons affecting the level of enrolment for the entrepreneurship development training programmes in individual participants market. Survey was carried out in Matara District. Pre-tested structured questionnaires and interviews were used to collect information from the randomly selected sample, which is consisted of 40 entrepreneurs. Hypothesis testing was used to find out the association between the level of enrolment for entrepreneurship development training programmes and age, level of monthly income and level of awareness about the training programmes of the participants.

Of the sample, 90% of the individual entrepreneurs showed that low awareness due to poor marketing communication was the major reason for low enrolment rates. On the other hand hypothesis testing showed that there is an association between the level of education and the awareness of entrepreneurship development training programmes. Of the sample, a majority (45%) of the entrepreneurs was still willing to undergo training free of charge. On the other hand 10%, 17.5% and 27.5% of the entrepreneurs willing to undergo training at 100%, 50% and 20% of actual charges respectively. Hypothesis testing revealed that there is no relationship between monthly income and age of the entrepreneurs to willing to pay for entrepreneurship development training. 67.5% of entrepreneurs responded that accessibility to the training due to poor marketing communication system was a serious problem and 62.4% of entrepreneurs had uncertain feeling about the quality and applicability of the training programme.

Establishment of proper marketing communication system or methods to improve the awareness knowledge about the training programmes is an essential requirement for the development of individual participants market for the entrepreneurship training.