

**THE GREEN ENTREPRENEURSHIP ADOPTION AMONG
AGRO-BASED INDUSTRIES IN WEERAKETIYA DIVISIONAL
SECRETARIAT DIVISION, HAMBANTOTA DISTRICT**



BY

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Abstract

A study was carried out to find out the green entrepreneurship adoption among agro-based industries in Weeraketiya DS division, Hambantota. By following a random sampling procedure, 90 agro-based entrepreneurs were selected among 110 registered and existing agro-based small and medium entrepreneurs. Weeraketiya DS division consists of core agro-industries such as dairy-related, food and beverage, spices processing and coconut processing. Field survey and secondary data were used to collect the information and questionnaire survey was principal method of primary data collection. Research survey based on the conceptual frame work that obtained from the literature reviewing and include community wellbeing, green innovation and knowledge, green energy and resource conservation, green certification and marketing, reduce waste and recycling and reduce operational cost and environmental impact. The collected data had been analysis through SPSS (statistical package for social science) and with the use of excel data. Descriptive statistics was used to describe the study variables with the help of frequency distribution, mean ant standard deviation. The chi squared analysis was used to find out the association between different variables.

Chi-square analysis method was used to find out association between the variables and results were shows association between awareness of green concept and income in significant level, awareness of green energy and income in significant level, reduction of operational cost/ environmental impact and income in high significant level, energy efficiency structure utilization and income in significant level, innovative practices and income in significant level, community wellbeing and age, experience, income in significant level, recycling/ reusing and age, experience in significant level and income in high significant level influencing adoption toward the green entrepreneurship.

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