

කැලණිය විශ්වවිද්‍යාලයේ  
දුර්ග්‍යපති උපාධි (ජනසන්නිවේදනය) සඳහා ඉදිරිපත් කරන නිබන්ධනයකි.

# ග්‍රාමීය ව්‍යවසායකයාගේ සන්නිවේදන කුසලතාව සහ ජාත්‍යන්තර වෙළඳපොල

කේ. එම්. හේරත් ඩන්ඩාර මැදුගම  
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## Summary of the Tutorial

This tutorial includes information obtained from 155 small and medium scale rural entrepreneurs participated for the research who are engaged in exports or are expected to be engaged in exports according to the production classification. These participants were selected from five provincial councils in the Kurunegala District.

This report includes communication skills of the rural entrepreneurs and scholars ideas and debates on the international market related subjects, business communication, development communication, information technology communication, exports and international market information. Facts on the benefits and importance for the rural entrepreneurs' are also included. Facts on the communication barriers faced by the Sri Lankan entrepreneurs when entering the international market also included in the report.

Information on rural entrepreneurs' education level, language knowledge, communication skills and relevant knowledge and understanding, usage of communications devices and equipment, media associates, expenditure on communication devices and equipment use for business activities are included here. The method of using information and communication technology is mentioned in the report. In addition to the communications skills they possess, lacking communications are also mentioned. The role and use of communication and media for the development and the contribution of public relation officers and employees for communicating on development is included in the report. Consolidated information on the impact of importance of communication on rural entrepreneurs is also mentioned.

Information on the plans of rural entrepreneurs entering into exports sector using the desirable communication within the next five years is included in the report. The report indicates that the communication is the most essential factor in doing their businesses and it benefited and important to them. Further, the benefits gained and the importance to the rural entrepreneurs from the policies and actions of the government to provide new communication and information technology to the rural population also included in the report. Conclusions were made on the current communication skills and communication gaps of the rural entrepreneurs. Proposals are also included to develop communication skills to overcome the communication gaps which obstruct the rural entrepreneurs entering into international markets.

Rural entrepreneurs have also submitted their views to confirm that communication skills need to be improved, which would be helpful for them to access export markets directly. Since there is a similar intention of government policies, this shows the importance of the contribution of small and medium size rural entrepreneurs. It has been proved that communication remains a vital factor to fulfil these activities. Also, it is concluded that there should be improvements to communication knowledge including information technology.