

**ENTREPRENEURIAL ORIENTATION AND MARKET
ORIENTATION IN HANDY CRAFT MANUFACTURING
SMALL SCALE BUSINESSES**

**(WITH REFERENCE TO THE HANDY CRAFT BASED
TEXTILE AND LEATHER MANUFACTURES IN
KANDY DISTRICT)**

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ABSTRACT

Entrepreneurial orientation is an important aspect for any innovative and creativity based industry. Both textile and leather based products industries are highly creativity based labour intensive, innovatively focused industry. Therefore it is quite important to address the entrepreneurial orientation practices to this industry. As same time market orientation practices are important to handicraft industry because with the development of the tourism industry emergence of the political practices will connect the traditional craft villages rapidly to the global platform. There fore analyzing market orientation would be benefitted to the industry. When consider history this area was lack studied. Therefore with the objective of to find out the relationship between the entrepreneurial orientation and market orientation and find out the differences between the handy craft based textile and leather sectors on their entrepreneurial orientation and market orientation practices this research was conducted. The sample was consisting with 43 of total textile and leather manufactures of people registered in the Nation Craft Council, Kandy. Data were collected through the structured questionnaire and direct interview methods. the concluded results shows that there is a relationship between the entrepreneurial orientation and market orientation and furthermore it showed that there is a difference between the textile and leather sectors regarding their entrepreneurial and market orientation practices.