




An Enterprise Approach to Sustainable Livelihoods Dev. in Sri Lanka

Sector specific development initiatives for tsunami affected communities



Project Goal

To increase and ensure targeted families receive sustainable means of livelihood, enabling community economic development.



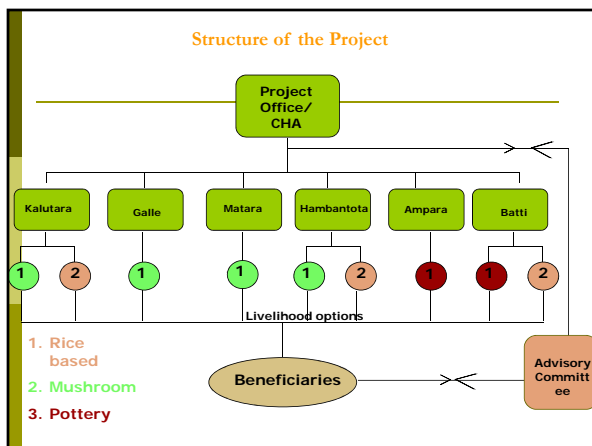

Aim

The programme aims to achieve sustainable livelihood to investors (focus on people becoming “investors”, not “beneficiaries) actors, and interested organizations to centre stage the people for a life in dignity, now and in future, yet to recover a viable livelihood.

GDP share by province

Year	Western	Southern	Sabaragamuwa	Central	Uva	Eastern	NW	NC	North
2001	48.3	9.7	6.4	9.4	4.6	5.0	10.7	3.7	2.4
2002	48.1	9.5	6.8	9.5	4.2	4.9	10.3	4.0	2.7
2003	49.7	9.9	6.0	8.6	4.1	6.1	9.2	3.7	2.8
2004	51.4	8.9	6.4	9.2	4.3	4.9	8.5	3.6	2.9
2005	50.8	8.9	6.3	8.4	4.4	4.8	8.9	4.3	3.1

Source: Central Bank of SL


Specific objectives

1. Improve the incomes of “investors” (beneficiaries) and enabling maximum profit through introducing/ assisting to start and improve the potential livelihoods options
2. Form a district advisory committee comprise of sector experts, owner communities and interest organizations to get specific expertise, knowledge, and competence to drive the process
3. Improved market linkages for the products generated by the projects in close coordination and networking with BDS providers and interested agencies
4. Empowering and strengthening owner communities through training on leadership, entrepreneurship development, communication, project management, technical and vocational skills, innovation, value addition, operational efficiency, maximizing profit, sustainability, etc
5. Experience sharing for influencing development partners (government and non-government) on approach

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Livelihood options

- Rice-based Products
- Mushrooms Cultivation
- Pottery/ handicraft



Why ? Rice based products

➤ Availability of rice in Districts

➤ Transforming raw rice into a variety of rice based products would create high productivity value

➤ Good market for rice based products

➤ Additional income for rice producers

➤ Creation of new entrepreneurs/ opportunities

Monthly Per Capita Consumption of Selected Food Items

District	Rice (Kg)	Wheat Flour (Kg)	Bread (Kg)
Sri Lanka	9.0	0.6	1.5
Colombo	6.6	0.2	2.5
Gampaha	7.5	0.3	2.2
Kalutara	8.5	0.2	2.1
Kandy	8.6	1.1	1.4
Matale	9.3	0.8	1.1
N'Eliya	9.6	3.7	1.0
Matara	9.8	0.1	1.4
A'pura	10.1	0.5	1.0
Ku'negala	9.8	0.3	1.0
Monaragala	11.8	0.3	0.5
Kegalle	8.8	0.6	1.2

Source: IHES, DCS, 2006/2007

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Our products....

- Rice bread
- Rice puff pastry
- Rice chocolate chiffon cake
- Rice sesame cookies
- Rice base normal cake
- Rice hot dog
- Rice swiss roll
- Rice sinnamon roll
- Rice base biscuit (not using egg)
- Rice base coconut roll cookies
- Rice baby and mamy cookies
- Rice banana chiffon cake,

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Activities undertaken

- ❑ Training on vocation - CathiRich
- ❑ Training on business start-up – SIYB
- ❑ Advisory committee
- ❑ Business plan preparation – Business Creation
- ❑ Business place, purchasing of equipments and setting-up
- ❑ Business start-up and continue
- ❑ Agreement for partnership
- ❑ Business registration – DS office/ Tangalle
- ❑ Branding & marketing – “Urumaya”

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Training at CathiRich Memeorial food centre



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Training on business start-up - SIYB



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Business place, purchasing of equipments and setting-up

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Branding & marketing – “Urumaya”

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Why ? Mushroom products

- Mushrooms are popular items in daily diet
- There is a good scope for marketing the product both locally and overseas
- Our previous work experience
- Income throughout the year
- Generate alternative income for family
- Initial cost is comparatively low

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Our products

- Mushroom Pickle
- Mushroom Chutney
- Battered mushroom
- Mushroom Sausages
- Mushroom Soup
- Dried mushroom

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Activities undertaken

- Vocational training on Mushroom cultivation
- Technical training on secondary products
- Purchasing of equipments, setting – up
- Business start-up and follow-up
- Marketing and Promotion

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Vocational training on Mushroom cultivation

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Technical training on secondary products



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Thank you