



“THE VOICE” VOL.3, NOVEMBER 2025

Newsletter of the “Project for Women’s Economic Empowerment through Entrepreneurship, Leadership and Networking”



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EDB exposure training for WEs



WE in the 2nd batch



Baseline survey for 2nd batch

01. The Secretary of the Ministry of Women and Child Affairs in the Project field



The Secretary of the Ministry of Women and Child Affairs, the Director of Women’s Bureau, and a team from the Women’s Bureau and JICA Sri Lanka Office visited the Project target areas in Ampara and Monaragala from November 17th to 19th, 2025. The visit aimed to gather firsthand information and observe progress of the Project. The team explored lessons learned from several women entrepreneurs (WEs) of both 1st and 2nd batch and a Women’s Action

Society (WAS) in both districts, with plans to scale up the women’s economic empowerment (WEE) model in other parts of Sri Lanka under the Ministry’s guidance.



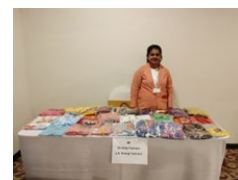
02. EDB Training

WEs from Ampara and Monaragala Districts in the apparel sector participated in an EDB-organised exposure training on September 9th. Mrs. Sonali Dharmawardhana and Mr. Barbara Sun Sonny – renowned entrepreneurs in apparel sector – shared insights on branding, packaging, and identifying customer needs. They displayed samples and encouraged WEs to produce quality products to meet market demand. They are eager to take WEs products to their sales outlets.



03. Success stories of WEs

(i) J.A. Erangi Yamuna-Ampara from the apparel sector



In 2014, she founded her business to manufacture bags, T-shirts, trousers, children's dresses, school uniforms, and sports kits, while also managing subcontracted orders. She secured a stable supply contract with Hingurana Sugar Factory, P-Fashion Garment, and local schools. Ms. Yamuna has successfully nourished her business after joining the Project, connecting with designer Sonali Dharmawardhana. Her focus on high-quality production has led to successful subcontracted projects. The business provides jobs for eight women and features a new workspace that enhances product quality and employee safety, generating an estimated monthly revenue of Rs. 500,000.

(ii) Prasadi Kanishka-Monaragala from the food commodity sector



Prasadi Kanishka-Monaragala from Buttala, Monaragala, launched a business in 2023 with her husband, focusing on coconut oil, spices, and grains. With the Project's support, they are enhancing product quality and packaging through training. They currently produce around 2,000 bottles of coconut oil and 200 kg of spices monthly, generating about Rs. 600,000 in income, and employ 3 permanent and 8 temporary staff.

04. Women Entrepreneurs (WEs) for the 2nd batch of pilot activities

Through a process including proposal submission, field visit verification on business status, and final presentation, the Project selected 23 women entrepreneurs from Monaragala, 20 women entrepreneurs and 3 women groups from Ampara as the 2nd batch of pilot activities.

| Ampara | | | Monaragala | | |
|------------------|---|-------------------------------------|------------|-----------------------|--|
| # | Name of WE | Main Products | # | Name of WE | Main Products |
| 1 | M.M.Najeetha | Cosmetics | 1 | Tharushi Ravindya | Apparel (Batik) |
| 2 | K.Sifana | Sambol (curry paste) | 2 | Chamali Niluka | Apparel |
| 3 | Uthuman Hameetha | Sweet | 3 | Iresha Lakmali | Food (Snacks/Bites) |
| 4 | S.M.S.Jahira | Bagpack | 4 | Indumathie Prasadari | Food (Dehydrated foods) |
| 5 | M.Yohasutha | Sari producing and designing | 5 | Dammika Herath | Food (Watalappan) |
| 6 | P.Mathura | Sweet and bites | 6 | Nilmini Priyanka | Apparel (Bags) |
| 7 | A.Fathima Aseera | Cakes and sweets, event arrangement | 7 | K.Nishanthi | Apparel (Bags) |
| 8 | A.R. Wahitha | Dry fruites, vegetables, leaf | 8 | Sandya Kumari | Apparel (Ladies Under garment) |
| 9 | A. Raseetha | Saree | 9 | Chathurani Lasanthika | Spices (production and packaging) |
| 10 | D. M. Malshani Dilhara Disanayake | Clothes (T-shirt) | 10 | Lakmini Kanchana | Plant nursery |
| 11 | G. Manel Dabare | Sari, batik | 11 | Ishara Dulanjali | Apparel (Ladies Garments) |
| 12 | M.G. Nilmini Kusumalatha | Clothes | 12 | Niluka Nilmini | Cement products |
| 13 | A.G. Nilusha Kumari | Mashroom | 13 | Buddi Nadeeka | Apparel (New Born baby products/Soft toys) |
| 14 | E.R.S. Asoka Bandumathi | Curd, ice cream | 14 | Sumana Rathnayaka | Plant Nursery |
| 15 | K.W. Udeshika Sandamali | Casual clothes | 15 | Hashini Dilsha | Apparel (Ladies Garments) |
| 16 | W. Keshala madushani | Clothes | 16 | Nimali Priyadarshani | Apparel (Ladies Garments) |
| 17 | W.G. Ramyalatha Ranaweera | Cake | 17 | Sunethra Janaki | Apparel (Bags) |
| 18 | M.K.G. Ramani | Shoes | 18 | Samanthi Manaram | Food (Dehydrated foods) |
| 19 | H.M. Renuka Damayanthi | Bag | 19 | Shirani Ekanayake | Cement products |
| 20 | W.A.Chandrani Deepali Thilok Wijayalath | Batik | 20 | Manoja Kumuduni | Yoghurt |
| Group Businesses | | | 21 | Deepika Sandamalie | Coconut Husk |
| # | Name of Women Group | Main Products | 22 | Sudarma Priyadarshani | Food (Traditional sweets) |
| 1 | Panampaththuwa craft | Palmaira product | 23 | Indrani Mallika | Food (Ground nut Products) |
| 2 | Kalai Mahal | Cereal | | | |
| 3 | Siriliya products | Gram and cereal | | | |

05. Outcome of the baseline survey of the 2nd batch

The survey of the 2nd batch of WEs aimed to identify their current situation and needs. Conducted from July to August 2025, the survey found that many WEs and women's groups (WGs) seek value addition and marketing opportunities for their products both



locally and internationally, skills for digital marketing, preparation of business plan, financial management and

networking / sharing experience opportunities. These enterprises make significant contributions to their communities and have a vision to employ more women.

06. Business plan development and motivation 3-day training in September

The project has organised a three-day training program dedicated to the development of business plans and the enhancement of motivational skills for a selected 43 WEs and 3 WGs. This initiative aims to focus on business preparedness and to bolster the motivation of WEs within both districts.

07. Ditwah cyclone hits Sri Lanka.



Cyclone Dikwah, one of the worst in history, hit Sri Lanka from November 27-30, affecting around 1.4 million people. The

disaster caused 400 fatalities and left about 300 missing due to landslides and flooding. The Disaster Management Centre reported the destruction of nearly 15 major bridges and 250 roads, with an estimated Rs. 31 billion needed for reconstruction. Regular project activities have also faced disruptions due to this catastrophe. The Project is conducting rapid damage assessment of WEs and WGs supported in pilot activities.

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