



“THE VOICE” VOL.4, MARCH 2026

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



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Gender & Leadership Training, Monaragala



Business Management and Financial training , Ampara



Kobo Monitoring training for WDOs

01. Tablet devices handing over to WDOs for the 2nd batch monitoring

To enhance the monitoring process of the pilot projects in Monaragala and Ampara Districts, 12 tablet devices were formally handed over to the Women Development Officers (WDOs) by the Chief Representative of JICA Sri Lanka during a ceremony held on February 3, 2026. Concurrently, a training session on monitoring, utilizing the Kobo Toolbox on tablet, was conducted by the Project. With the utilization of these tablets, WDOs will engage with Women Entrepreneurs (WEs) and Women Groups (WGs) of the 2nd batch to conduct monitoring by capturing the various changes that have occurred as a result of the Project interventions, as well as the constraints they continue to face. Data will be entered into the Kobo Toolbox installed on the tablets, facilitating the analysis of this information. The findings will be presented to diverse stakeholders, including the District Secretariat, Women’s Bureau of Sri Lanka, and resource organizations. This data will serve to evaluate progress and support informed decision-making processes.



The Project provided general training with detailed topics below.

- Gender and Leadership Development
- Business Management, Finance and Human Resource Management
- Marketing, Branding, Packaging, and Labelling
- Consumer Laws and Regulations
- Export Procedures and Networking
- Digital Marketing

The Project will also conduct technical training in apparel, food, cement-related products, and agriculture sectors in partnership with



resource organizations in Sri Lanka. These trainings are specifically designed to equip the women with the knowledge and skills necessary for effective business promotion. The initiatives underscore the importance of enhancing business skills as critical components in the process of empowering WEs and WGs.

03. International Women’s Day, 2026

The Women Bureau of Sri Lanka, in collaboration with the Ministry of Women and Child Affairs, organized the International Women’s Day (IWD) event in Matara District on March 8, 2026, attended by 1,500 invitees. The event was held under the patronage of Hon. Prime Minister Harini Amarasuriya .

As part of the pilot project, the Project will provide WEs and WGs with machinery which will be needed

for their business development. In the IWD event, vouchers for machinery were provided to 10 WEs and WGs.



Additionally, the “Liya Shakthi” Trade Fair was organized on March 7 for 300 women entrepreneurs in islandwide at the Beach Park in Matara, inaugurated by the Hon. Minister, the Deputy Minister, and the Secretary of the Ministry of Women and Child Affairs. The 20 WEs and WGs of the Project participated in the trade fair and gained insights into customer preferences, identified marketable products, and learned about pricing and customer engagement strategies.

The event also facilitated networking opportunities, for WEs and WGs. Ms. Chithrangani established connections with five hotels in Arugam Bay and three hotels in Panama, including Panama Tourist Hotel, Home Stay, and Hotel and Café. She will sell her products such as fruit boxes, lamb sets, and plates. Ms. Chithrangani from Palmera Products reported establishing three new wholesale business contacts. Ms. Yogasuda, a women entrepreneur from Ampara specializing in handloom sarees, discussed a potential supply arrangement with Iresha from Samagi Bites in Monaragala, who is interested in selling Yogasuda’s sarees in Monaragala area.



The information gathered during the event prompted WEs and WGs, including Ms. B. Iresha Lakmali from Thanamalwila Samagi Bite, to consider diversifying her product ranges.

Ms. Najeetha, a cosmetic entrepreneur, received the Ampara District Best Entrepreneur Award at the IWD. Other participated WEs and WGs indicated that they had a positive experience, and the business knowledge acquired allowed for comparisons of product quality and potential improvements. Overall, the trade fair contributed to enhanced confidence, knowledge, and collaboration among women entrepreneurs.

04. Successful WEs Under the Project

i. J.A.Geethika Kumudumali – Kiri Walan, Ampara



In 2014, she began making clay pots for curd and created jobs for six women. After receiving technical training from the Project, she expanded her product range and increased demand in wider markets.

Equipped with essential machinery, including an electric clay grinder and potter wheels, she expanded her reach, hired 11 more employees, and relied on her husband for material sourcing. Before the Project’s intervention, when a vendor refused to pay for her products, she just accepted the situation. However, with the inspiration that she gained through the gender and leadership training of the Project, when the same situation occurred, she reported him to the police and successfully recovered some portion of her funds. Now she, as a women entrepreneur with a confidence, has more power to overcome the difficulties.

ii. Nandi Uddeepa – Plant Smart, Monaragala



Nandi Uddeepa launched her mushroom business in 2017 in Bibile, Monaragala. The enterprise focuses on producing high-quality mushroom spawn and supporting local farmers by free consultations and providing marketing connections.

With the support from the Project, she upgraded to an advanced automated control room, enhancing spawn quality and research efficiency. This progress enables the development of new mushroom-based products for premium and export markets, aligning with Plant Smart’s mission of sustainable agricultural entrepreneurship. She also serves as a trainer in mushroom cultivation, dedicating her time to empowering women in the community. Through her hands-on training sessions, she teaches them the intricacies of growing mushrooms, sharing her knowledge and passion for this unique agricultural practice. By doing so, she not only fosters women’s technical skills, but also helps them explore new economic opportunities and promotes self-sufficiency in their households.

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