

2018 - 2019 ANNUAL REPORT

POVERTY ELIMINATION
THROUGH SUSTAINABLE
ENTREPRENEURSHIP AND
LIVELIHOOD DEVELOPMENT
IN RURAL SRI LANKA



# POVERTY



WHAT WE DO

ENGAGE IGNITE ELITE



### WHAT WE DO

We engage youth and uncover the possibilities and opportunities they have with the technology and innovation. We Ignite their passion to start a business that socially responsible and sustainable. We help them to excel in their field of business by providing continuous support guidance and access to capital.





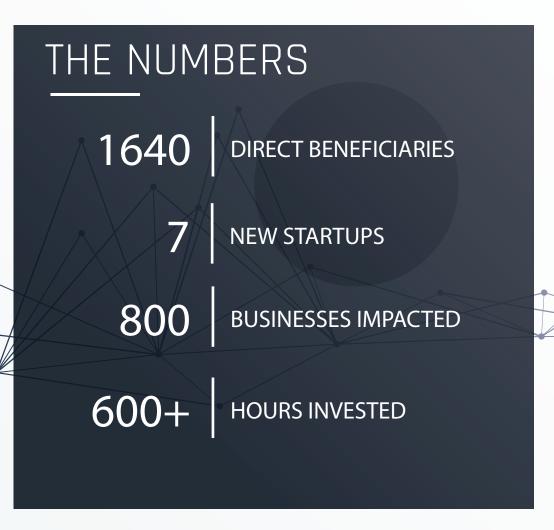
### WHAT IS SEALD

Sustainable Entrepreneurship And Livelihood Development Foundation.

Our mission is to improve lives, expand opportunities and help societies to flourish through technology and sustainable entrepreneurship practices.







FOR VIDEO FEEDBACKS PLEASE VISIT VF.SEALD.ORG



**2018 - 2019** ANNUAL REPORT



### SEALED FOUNDATION STORY

SEALED is formed as an organization in 2018. But the story began 10 years back with small commitment of two young hearts. In the beginning we practiced to supply burning needs of needy families with no sustainable income. But it did not made difference in their lives. They were still needy and poor. The only difference we could make was there was they felt that there is someone to take care of them. So we decided our approach should be changed from giving fish to teaching to catch fish. SEALED foundation started to engage youth and uncover the possibilities they have with the technology and innovation. We ignite their passion to start a business that socially responsible and sustainable. We help them to excel their field of business by providing continuous support guidance and access to capital. Our mission is to improve lives, expand opportunities and help societies to flourish through technology and sustainable entrepreneurship practices.





# POVERTY





**PROJECTS WE DID** 



### WORKSHOPS WITH CENTRAL BANK OF CEYLON

Central Bank of Ceylon organize 2 day incentive workshops with SEALD foundation for best entrepreneurs and development officers in the selected districts, We have completed 2 workshops in Matara and Galle districts last years, This programmed partially funded by Central Bank of Ceylon (LKR 37,500) and SEALD foundation provide the resource person for the workshop and covered all other costs.

#### **CONDUCTED IN:**

MATARA, GALLE

#### **DIRECT BENEFICIARIES:**

190 SME ENTREPRENEURS & 40 GOVERNMENT OFFICIALS

#### **HOURS INVESTED (INCLUDING TRAVELING):**

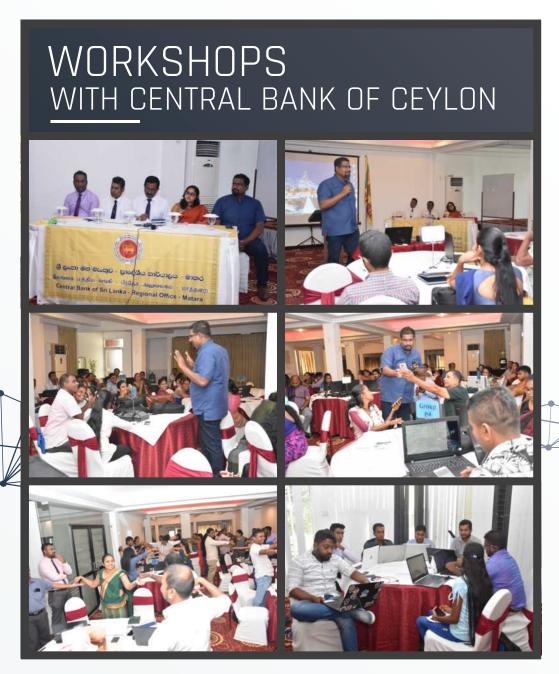
40 HOURS | 3 DAYS

#### TOTAL COST INCLUDING PROFESSIONAL FEES:

LKR 113,000

TRAVELING: 28,000 | FOOD: 10,000 | PROFESSIONAL FEE: 75,000







### WORKSHOPS WITH DIVISIONAL SECRETARIATS

SEALD foundation organizes E-Entrepreneurship training programs with 6 Divisional Secretariats around the country were held at 2 workshops in Dikwella DS, Devnuwara DS, Devinuwara Vidatha, Elpitiya DS, Pitabeddara DS, Pasgoda DS and AkurassaDS. The programs were aimed to ignite rural minds to start their own business in order to overcome poverty.

The sessions compiled with the knowledge of starting a business without money and modern marketing strategies for startups. This brought hope and courage to all level of attendees.

The session consisted of knowledge on how to identify market needs, how to test and produce a product in minimum time, promote the product with little cost, power of search engines, technologies and took practical steps to start 7 new businesses in that areas. we are providing guidance and support continues to the entrepreneurs who connect continually.





## WORKSHOPS WITH DIVISIONAL SECRETARIATS

#### **CONDUCTED 8 IN:**

2 WORKSHOPS IN DIKWELLA, DEVNUWARA DS, DEVINUWARA VIDATHA, ELPITIYA DS, PITABEDDARA DS, PASGODA DS AND AKURASSA DS.

#### **DIRECT BENEFICIARIES:**

300 SME ENTREPRENEURS & 150+ GOVERNMENT OFFICIALS

#### **HOURS INVESTED (INCLUDING TRAVELING):**

112 HOURS | 8 DAYS

#### TOTAL COST INCLUDING PROFESSIONAL FEES:

LKR 352,000

TRAVELING: 112,000 | FOOD: 40,000 | PROFESSIONAL FEE: 200,000

#### TRAVELLING ALLOWANCES PAID BY ALL DSs:

LKR 56,000 (7000 X 8)







### WORKSHOPS ON DIGITAL STRATEGIES

SEALD highly focus on the young crowd of Sri Lanka and given its contribution to conduct successful strategy sessions on business digitalization, digital strategies and tactics by partnering with the University of Sri Jayewardenepura, Center for Entrepreneurship and Innovation (CE-FENI), and International Centre for Entrepreneurship and Business Management (ICEBM)

The sessions covered all areas on digital strategies which enabled participants to lift up their all kind of businesses up to the next level.

We provide all the guidance and knowledge to implement the PPPT marketing strategy, lead magnets, E-commerce strategies, Dropshipping, Dopservising, FBA, lead generation tactics, lead generation methods. The sessions also cover areas of rewrite crowd's opinion, create social proof, strengthening the brand and many more.







## WORKSHOPS ON DIGITAL STRATEGIES

#### **CONDUCTED 12 IN:**

6 WITH THE DEPARTMENT OF ENTREPRENEURSHIP, THE UNIVERSITY OF SRI JAYEWARDENEPURA, 1 WITH CFENI & 5 CEBM

#### **DIRECT BENEFICIARIES:**

450+ SME ENTREPRENEURS & 500+ UNIVERSITY STUDENTS

#### **HOURS INVESTED (INCLUDING TRAVELING):**

120 HOURS | 12 DAYS

#### TOTAL COST INCLUDING PROFESSIONAL FEES:

LKR 472,000

TRAVELING: 112,000 | FOOD: 60,000 | PROFESSIONAL FEE: 300,000

#### TRAVELLING ALLOWANCES PAID BY ALL ENTITIES:

LKR 15,000







## 2 YEAR PROGRAMME FOR 10 BUSINESS OWNERS

Last 2 years, SEALD Foundation worked with Sri Lanka Campus Crusade for Christ (SLCCC) to conduct continuous biweekly sessions for 10 business owners in Colombo. The primary focus was on business mentoring and guidance with Partners Worldwide's curriculum. We have seen tremendous testimonies and wonderful life-changing things happed in the life of participants over the last 2 years.

SEALD and SLCCC helped those entrepreneurs to stand on correct business principles that guided by PW curriculum and helped them to identify the opportunities in the market and encourage them to work smart with faith and work on their calling.

As the entrepreneurs gather to share their knowledge and plan future actives to move their businesses to the next level, SEALD foundation provided them with the technology and other guidance days to day basis.





## 2 YEAR PROGRAMME FOR 10 BUSINESSMAN

#### **CONDUCTED 32 MEETINGS:**

WE MET IN SLCCC HEAD OFFICE BIWEEKLY FROM 2018 JANUARY TO 2019 NOVEMBER.

#### **DIRECT BENEFICIARIES:**

10 BUSINESS OWNERS

#### **HOURS INVESTED (INCLUDING TRAVELING):**

224 HOURS | 32 DAYS

#### **TOTAL COST INCLUDING PROFESSIONAL FEES:**

LKR 704,000

TRAVELING: 224,000 | FOOD: 160,000 | PROFESSIONAL FEE: 320,000

#### TRAVELLING ALLOWANCES PAID BY ALL ENTITIES:

LKR 0







# POVERTY



**ADVISORY BOARD** 

ENGAGE IGNITE ELITE





### EMERITUS PROFESSOR KRISHAN DEHERAGODA

President at SDP, Consultant to the HETC Project, Ministry of Higher Education of Sri Lanka

President at SDP, Former Consultant to the HETC Project, Ministry of Higher Education of Sri Lanka, Founder National Advisor to the Samurdhi Poverty Alleviation Programme of the Government of Sri Lanka, Founder of Comunity Development & Poverty Alleviation Diploma at the University of Sri Jayewardenepura. Visiting Senior Research Fellow of the University of Illinois at Urbana Champaign, USA.

He was the founder President of Sri Lanka Alumni and Professionals Association (2014) a catalytic strategic player to protect good governance, public accountability, rule of law and the "principle of subsid- iarity" in governance.







Ms. SALLY CHEW

Director of the International Relations & Industry Services Department at Temasek Polytechnic Singapore

Former Deputy Director of the School of Business and Director of Strategic & Quality Development Singapore.

Sally Chew (Chew-Ong Gek Tee) is Director of the International Relations & Industry Services Department at Temasek Polytechnic, a government-funded institution of higher education in Singapore. She is also responsible for the IP Management/Tech Transfer Office. She previously served as Deputy Director of the School of Business and Director of Strategic & Quality Development.







Mr. PAUL NAVAMANI

Sri Lanka Partnership Manager at Partners Worldwide. And An Experiential Learning Facilitator

#### A Ladder Holder, Facilitator, Networker.

A ladder-holder: helping others realize their potential and achieve their dreams. A facilitator: helping teams exercise their resources to experience progress. A networker: helping people connect and create synergy.





# POVERTY



**KEY PARTNERS** 

ENGAGE IGNITE ELITE



### OUR KEY PARTNERS

#### **CENTRAL BANK OF CEYLON:**

The Central Bank of Sri Lanka is the monetary authority of Sri Lanka. It was established in 1950 under the Monetary Law Act No.58 of 1949, it is a government owned semi-autonomous body

#### **UNIVERSITY OF SRI JAYEWARDENEPURA:**

The University of Sri Jayewardenepura is a university in Sri Lanka. It is in Gangodawila, Nugegoda, near Sri Jayewardenepura Kotte, the capital city.

#### **PARTNERS WORLDWIDE:**

Partners Worldwide believes that business is the way to end poverty.

#### CENTER FOR ENTREPRENEURSHIP AND INNOVATION:

CEFENI provides a platform for the development of an entrepreneurial culture through promoting entrepreneurship and innovation within the nation. This center will provide sound exposure to budding entrepreneurs from the inception through to the fulfillment of their ultimate dream of becoming a successful entrepreneur.





# POVERTY









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பிரதேச அலுவலகம் - மாத்தறை

Regional Office - Matara

16/03/011/0024/004

31.01.2020

Mr. Shantha G. Benjamin Chairman SEALD Foundation 70/3, 3rd Lane, South Circular Road Kurunegala..

Dear Mr. Shantha G. Benjamin,

#### Training Programme on Business Digitalization and Digital Marketing for Small and Medium Entrepreneurs in the Galle District

We would like to take this opportunity to thank you for your valuable contribution to the successful completion of the above programme. Your commitment as a resource person in sharing your knowledge and experience is commendable.

The ratings you have obtained based on the participants' evaluation are as follows.

No	Attribute	Percentage (%)
1	Subject Coverage	91.85%
2	Presentation style	94.44%
3	Problem solving tools	91.11%
4	Time Management	90.00%
5	Quality of training materials	86.67%
6	Overall evaluation	92.22%

We once again thank you for conducting an excellent programme and look forward to your valuable contribution towards our future programmes too.

Yours sincerely,

Regional Manager - Matara

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No. 35, Dharmapala Mawatha,

Matara, Sri Lanka

₱ 041 2222719

m romatara@cbsl.lk

www.cbsl.gov.lk







#### Department of Entrepreneurship University of Sri Jayewardenepura විත්වසායකත්ව අධ්නයනාංශය



19th August, 2019

Mr. D. Benjamin Managing Director AgE Global Group (Pvt) Ltd

Dear Mr. Benjamin

#### Letter of Appreciation

This is to extend our sincere gratitude for your participation as the resource person in the Guest Lecture and Experience Sharing Session on 'Developing a Website for Personal Branding' held on 19<sup>th</sup> August, 2019 organized under the course unit ENT 2046: Introduction to Personal Branding offered for the B. Sc. Entrepreneurship (Sp.) Degree conducted by the Department of Entrepreneurship of the Faculty of Management Studies and Commerce of University of Sri Jayewardenepura.

We would also like to appreciate your enthusiasm and great effort in sharing your valuable knowledge and experiences with the students during the aforementioned session as a successful entrepreneur.

We wish you all the very best with all your future endeavours!

Thank you,

Yours sincerely,

Shyaman Udayanga

Head of the Department



Department of Entrepreneurship, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, Nugegoda, Sri Lanka. Tp: 0112801098, 0113182691, 0112758 826, 0112758807. Fax: 0112801098. E-mail: ent@sjp.ac.lk Web: http://www.mgt.sjp.ac.lk/ent/





#### Department of Entrepreneurship University of Sri Jayewardenepura විත්වසායකත්ව අධ්නයනාංශය



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Department of Entrepreneurship, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, Nugegoda, Sri Lanka. Tp: 0112801098, 0113182691, 0112758 826, 0112758807. Fax: 0112801098. E-mail: ent@sjp.ac.lk Web: http://www.mgt.sjp.ac.lk/ent/





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#### DIVISIONAL SECRETARIAT - AKURESSA

್ಷರಜನಿಶಾ ತ್ರೀಗಣಕಾಡಿದ್ದಾಗಿ Telephone

0412283236 Qudient } 0412283235 Fax

E-mail

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த்தை திக்கி Date

71.11.2019

Mr.S.Benjamin **SEALD Foundation** 70/3, 3<sup>rd</sup> Lane, South Circular Road Kurunegala

#### Dear Benjamin:

On behalf of the Divisional Secretariat - Akuressa. We wanted to express our appreciation to you for the seminar on E- Entrepreneurship and Digital Tools for SME. It was extremely informative and the class size and participation illustrated the importance of this topic to Small and Medium Business owners.

We here by confirm that you have invested your time and knowledge in pro bono basic and we have arranged you the travelling allowance of LKR 7000.

We here also that 63 participants have joined from different fields and the majority are SME business owners.

Once again, thank you for making the seminar successful, and we appreciate your continued support.

Sincerely

Chandana Thilakarathna

**Divisional Secretariat** 

Akuressa

O.V. Confidence in Response Division Secretary Akuressa.

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ವಾರಾನ ಭಾಕ(ಡಿಎ ಆರಂತಿ ಪ್ರಾಥತಿ ಚ್ರೀಡ್ರಿಕ್ ಡೀಡಾನಾಣ) Assistant Divisional Secretary 041 2284904

பப்பளுள் சிருபர் நிருவாக உத்தியோகத்தர் Administrative Officer 041 2283236

occountant Accountant 041 2283238

ಬಳಲಾಗ ಇಂದು (ದ್ಯಾಂದರ) a. ಕ್ರಾಣಿ ಬಹಗಿತೂರ್ (ಕ್ರೇಟಿಸಿನ) Assistant Director (Planning) 041 2284430







10th August 2019.

Mr. Shantha Benjamin Gabadage,

70/3, 3rd Lane, Circular Road South,

Kurunegala, Sri Lanka.

#### Dear Benjamin,

I am writing to express my appreciation for your support and partnership over the last 4 years.

I remember the early days in 2016 starting a training and mentoring program for entrepreneurs in Kurunegala with your support. I remember watching you grow from a young start-up entrepreneur to a seasoned business owner who started training and mentoring others as well. In 2016 June you supported me to train a group of 15 small business owners for 2 days with a full business training. The sessions you conducted for them on Marketing, Customer Service and Sales was magnificent. I am also grateful for your commitment to train and mentor 14 business owners in Nugegoda since 2018 January, by travelling from Kurunegala every other week at your own cost. The results in transformation and business growth speak for themselves. Your support in mentoring other business owners in our network in Colombo and Kandy over the last 3 years is also admirable.

Over the last 3 years I have also observed your growth and progress as a resource person to empower entrepreneurs with the knowledge and practical skill development in the digital arena training over 1000 business and entrepreneurship students and over 300 businessmen by partnering with National and Private Universities, Central Bank of Ceylon, Government Divisional Secretariats and other local and international institutions during the past 3 years.. You have also grown and diversified in your chosen business areas and used that personal experience as well to mentor over 30 new start-ups within the last 3 years . I am also aware that most of these consultations are done on a pro bono basis as your contribution to nation-building. Your participation in the South Asian Leader Impact movement in April this year and your active support to launch a business network of over 200 businessman in South Asia by sharing your journey and best practices is remarkable.

I must also mention the fact that you completed the Partners Worldwide SME Trainer Certification Course in 2019 January and qualified as a Certified Business Trainer. As a certified trainer, your expertise has been invaluable to our Global Curriculum coach planning sessions and in developing our new Microenterprise curriculum. I am looking forward to continuing working with you to help create sustainable businesses and jobs in our country.

Yours in partnership.

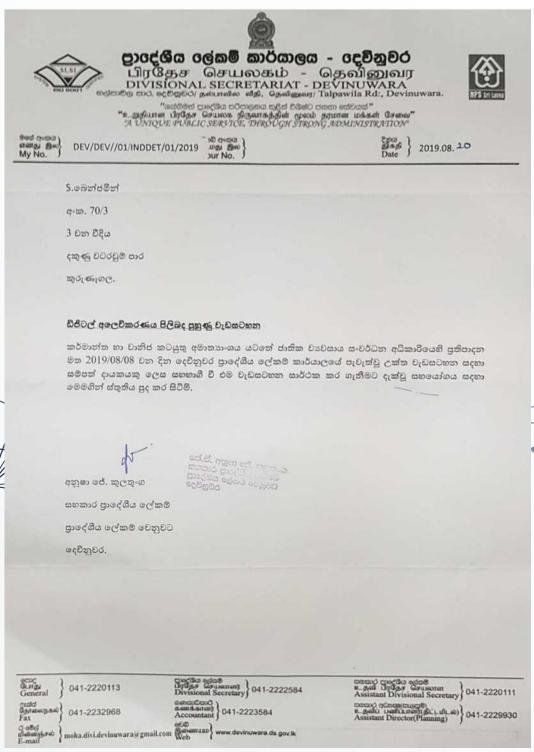
Paul Navamani | Partnership Manager - Sri Lanka

Sri Lanka Office: 95 Galle Road Dehiwala, Sri Lanka 10350 pauln@partnersworldwide.org

+947 776 3738 www.partnersworldwide.org

















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#### பிரதேசச் செயலகம்; - திக்வெல்ல DIVISIONAL SECRETARIAT - DICKWELLA

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DIK/DEV/01/16/01		2019.10.18

Mr. S. Benjamin, SEALD Foundation, 70/3, 3rd Lane, South Circular Road, Kurunegala.

Dear Benjamin:

On behalf of the Divisional Secretariat- Dickwella, we wanted to express our appreciation to you for the seminar on E- Entrepreneurship and Digital Tools for SME. It was extremely informative, and the class size and participation illustrated the importance of this topic to Small and Medium Business owners.

We hereby confirm that you have invested your time and knowledge in pro bono basis, and we have arranged you the travelling allowance of LKR 7000.

We here also confirm that 30 participants have joined from different fields and the majority are SME

Once again, thank you for making the seminar successful, and we appreciate your continued support.

Sincerely,

A.G.W.T Rajapakshe Assistant Divisional Secretariat Dickwella

A.G.W.T Rajapaksha

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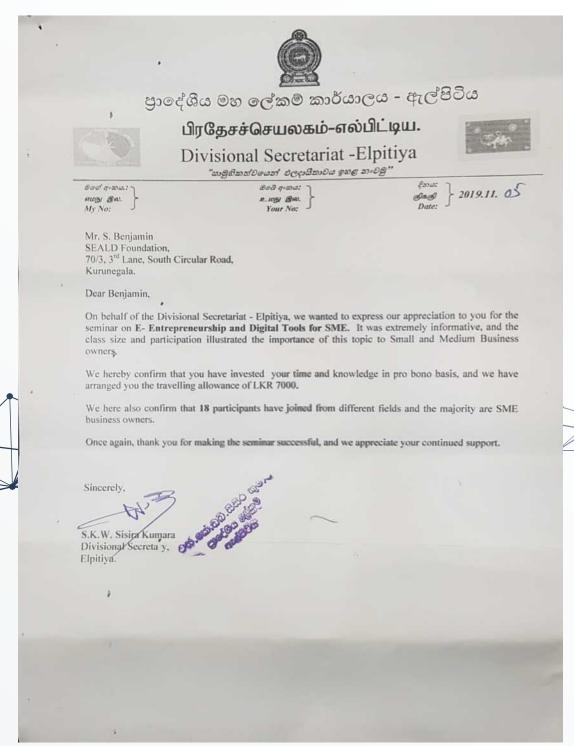
041-2255236 041-2255237

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### OUR CONTACT INFO

FOR FURTHER INFORMATION ON HOW TO SUPPORT SEALD PROGRAM, KINDLY CONTACT

(+94) 070 22 88888

70/3, 3RD LANE, CIRCULAR ROAD SOUTH KURUNEGALA, SRI LANKA

DAVID@SEALD.ORG

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