

S P GUNAPALA

MUCH MORE THAN A SPICE MAN

S. P. Gunapala is a successful cinnamon farmer who hails from Morawadiya and holds the esteemed position of Justice of Peace. He owes his success to the transformative training program provided by Oxfam, an international organization dedicated to improving the livelihoods of vulnerable communities.

OVERCOMING CHALLENGES OF TRADITIONAL FARMING

Before the intervention, Gunapala and other farmers in his locality followed traditional methods of manually crushing harvested cinnamon. This was unhygienic and unethical, and it limited their ability to produce high-quality cinnamon. However, Gunapala's potential was recognized and he was selected for training in January 2022. The program was comprehensive, covering topics such as product management, grinding, grading, and marketing of cinnamon. Over five days, Gunapala was taught about the thirteen different varieties of cinnamon and the value of cinnamon to the world market. **This knowledge equipped them to produce various grades of cinnamon, including Alba, C5, C4, C3, and H2, which they now sell for much higher prices, from 2,000 to 6,000 rupees.**

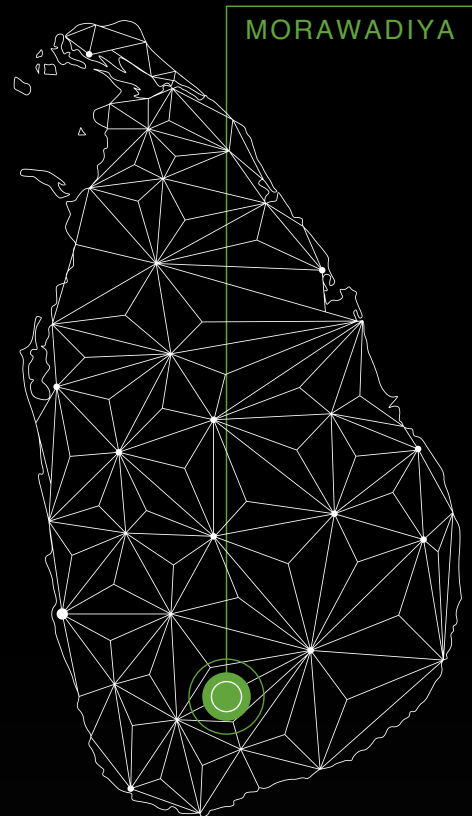


DETERMINED ASPIRATIONS

Gunapala takes pride in the cleanliness and standard of his cinnamon, which is grown in pure soil using compost fertilizer. He is grateful for the equipment and resources that has enabled him to significantly improve his business. However, he recognizes that there is still work to be done. One of his major challenges is to register his business name, which he inherited from previous generations.

Gunapala has faced financial hardships, but his determination to carry on his family's legacy and grow his business remains unshakeable. With the continuous support of DevPro, he is determined to expand his cinnamon business and make it a success. His ultimate goal is to export his high-quality cinnamon to international markets, but he recognizes that this requires a collaborative effort from all the cinnamon farmers in the area.

In conclusion, S. P. Gunapala is a testament to the transformative power of education and training. Appreciating DevPro's intervention, he and other farmers in his locality have been able to improve their cinnamon production significantly. Gunapala's commitment to maintaining the highest standards in his business is commendable, and his aspirations to export his cinnamon to the international market demonstrate his ambition and vision for the future. With the right support, Gunapala and other farmers in his community can achieve their goals and contribute to the growth of their local economy.



**LKR
4K
INCREASE**

**IN REVENUE
PER PRODUCT**



13

**GRADES OF
CINNAMON
PRODUCED**



**DECADES
IN CINNAMON
CULTIVATION**

(3RD GENERATION)



**35KG
INCREASE**

**IN ANNUAL
PRODUCTION
OF CINNAMON**



“ At the training we learnt that there were 13 varieties of cinnamon. We produce all 13 now. ”

- S P Gunapala

About DevPro:

DevPro is an independent not for profit organization with the vision of 'A world where development is in service of equality'. DevPro is built on the 30 years' delivery and legacy of Oxfam in Sri Lanka. Company's work revolves around Climate Resilient Inclusive Economic Development in the areas of Agriculture, Tourism, Climate, Tech and Education, Water Sanitation and Hygiene (WaSH). DevPro currently has 5 regional offices with its head office situated in Colombo, Sri Lanka. DevPro's overarching mission is to create Inclusive Economic Development and the approach adapted would mainly be Market System Development (MSD) in the main pillars the company would work on.

About RIES (Resilient Gender Inclusive Enterprise System):

The RIES project is built to focus on agriculture-based enterprise's development, women's economic inclusion and engagement with the private sector. There is an increased focus on improving access for farmers and small and medium enterprises to national and international markets, providing opportunity for value adding and increased prices for products..