



V RAJARATNAM

## RETIRED LECTURER TURNED CASHEW KING

V Rajaratnam's journey as a retired school teacher turned entrepreneur is truly inspiring. His love for cashew production started in 2017, after he retired. With his groves in Mulliyawalai, Northern Province of Sri Lanka, he was able to bring forth the unique taste of cashew that has helped him enhance his market gradually.



### A KINGDOM OF CASHEW

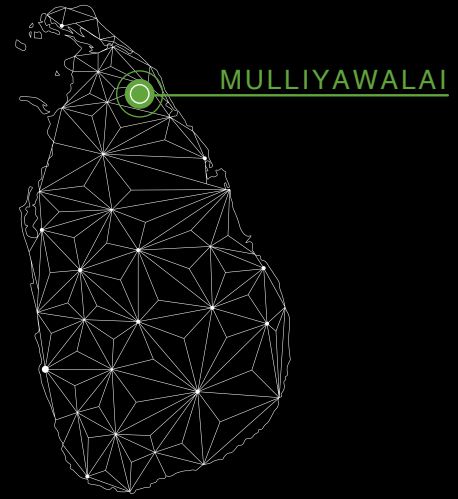
Mulliyawalai is famous for its cashew, which is currently sent as raw cashew to other parts of the country before being marketed elsewhere at a higher rate. Rajaratnam believes this needs to change. He aims to process and package the cashew at Mulliyawalai so it can be sold at a higher price and help his community thrive financially.

VVR Industries offers a variety of cashew products including dehydrated cashew nuts, roasted cashew nuts, spicy cashew nuts, and more. The introduction of value-added products and meticulous processing of cashew has allowed VVR Industries to win the trust and goodwill of their customers. **He is confident that his cashew products are of the highest quality and can challenge all other cashew businesses.**

# GROWING THROUGH CHALLENGES

Despite facing challenges, especially with storage and marketing, Rajaratnam's determination allowed him to overcome them. With DevPro's support, Rajaratnam is grateful for the help he has received in the fields of marketing, packaging, and multiple trainings in various parts of the country.

Starting with only two employees, VVR Industries has grown to six employees who have all contributed to the growth of the business. Rajaratnam believes that in the future, he wants to expand his cashew business by taking it to other parts of the country and even the world. **He also plans to empower more women by giving them opportunities within the industry.**



**06**  
**YEARS**  
**IN BIZ**



**04**  
**VARIANTS**  
**OF CASHEW**  
**PRODUCED**



**06**  
**FEMALE**  
**EMPLOYEES**



**05**  
**STEP**  
**PROCESS**  
**IN-HOUSE**  
**PRODUCTION**

## FORECASTING NEW VENTURES

In addition to his current activities, Rajaratnam has an exciting new plan in mind. With the intervention of DevPro, he aims to extract oil from cashew shells and market it to a wider audience. He's fully committed to making this vision a reality and is working tirelessly towards achieving it. Rajaratnam is confident that this venture has tremendous potential and is excited about the possibilities that lie ahead. With DevPro's unwavering support in proper production practices and business development coaching, he feels empowered to take on this new challenge and is determined to see it through to fruition. Rajaratnam's entrepreneurial spirit and innovative thinking are truly inspiring, and he's a shining example of how one can transform their dreams into reality with hard work and perseverance.

“ Mulliyawalai is famous for cashew. Not many people know this. I hope to take Mulliyawalai to the world in future. ”

- V Rajaratnam



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#### **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.