

SAJEEVAN

ONE MAN'S QUEST: ORGANIC STRAWBERRY FARMING

Sajeevan, a driven and ambitious individual hailing from Nuwara Eliya, had always envisioned himself as an entrepreneur despite working for a non-governmental organization. He began his journey as a technician and it was during this time that he discovered his passion for cultivating strawberries. With a strong desire to make his dream a reality, he made the bold decision to start his own business.

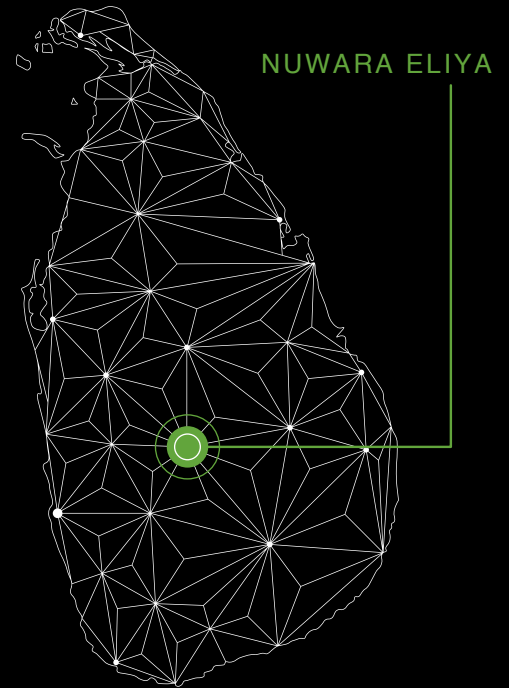
BUILDING A REPUTABLE BUSINESS WITH AID

Determined to succeed, Sajeevan put in countless hours of hard work and dedication towards his new venture. With the help of Oxfam/DevPro, he was able to take his business to new heights and establish it as a reputable supplier to several leading outlets in Sri Lanka. As a testament to his success, he even launched his own website to further expand his reach.

Certainly, Sajeevan's achievements were not made alone. He works alongside a talented team who assist him with packaging and decision making. With their combined efforts, they have been able to take Sajeevan's business to new heights.



With the support of DevPro, Sajeevan is eagerly looking towards the future and setting his sights on organic farming. **Currently working in his greenhouse, he envisions the eventual move to an open field where he can expand his operations even further.** Sajeevan recognizes that obtaining the Good Agricultural Practice certification with the intervention of DevPro is crucial to making his dream a reality, and he's already making plans to achieve this in the near future. He is determined to uphold the highest standards of sustainability and environmental responsibility in his farming practices, and he's excited to see his efforts pay off in the form of healthier crops and a more sustainable future.



8+
HERBS
GROWN
APART FROM
STRAWBERRIES



WORKING WITH
10
PEOPLE



02
VARIETIES
OF STRAWBERRIES



1200
SQ FT
TUNNEL

SETTING SIGHTS ON ORGANIC FARMING

Sajeevan's aspirations do not stop there. He is also aiming to export a variety of herbs including rosemary, thyme, peppermint, and lemon balm. With his wealth of knowledge on strawberries and techniques used in strawberry farming, Sajeevan is well-equipped to make his vision a reality.

In fact, Sajeevan is so confident in his abilities that he has plans to **register with Keels and establish a center to stock and sell his cultivated produce.** This forward-thinking approach is a testament to Sajeevan's entrepreneurial spirit and his drive to continue pushing the boundaries of what's possible.

In conclusion, Sajeevan's story is one of determination and success. From humble beginnings as a technician to a reputable entrepreneur, he has made significant strides in his chosen field. With DevPro and his team by his side and his sights set on a bright future, there's no doubt that Sajeevan will continue to make a positive impact in the industry for years to come.



“ My ambition is to establish a collection center in the future and I am working towards it. ”

- Sajeevan

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 GISED (Gender Inclusive Social Enterprise System):

The project focuses on enhancing productivity and profitability of selected local value chains - dairy, potato seeds, cinnamon, and cocoa - which have the biggest potential to increase and diversify families' sources of income. The project aims to continue to improve the knowledge and skills of producers and entrepreneurs, and increasing productivity, profitability, and access to the market.