

SEETHA KANTHILATHA

RAISING HER FAMILY BUSINESS TO GREATER HEIGHTS

The case study of Seetha Kanthilatha's cinnamon farming business showcases a story of resilience and determination. Seetha comes from a family with a long history of cinnamon farming, but when she joined the family business in 2010, she struggled due to poor land maintenance and was not able to earn a sufficient income.

To overcome these challenges, Seetha founded her own company, Greesa Products, with the hope of launching new products such as cinnamon sticks, powder, and tea bags. While her company currently only produces two varieties of cinnamon, C4 and Alba, they are able to **sell their products through export companies and local stores** due to the wealth of experience and knowledge passed down from Seetha's father.

OVERCOMING OBSTACLES & EXPANSION

In 2020, Seetha completed the construction of a cinnamon manufacturing facility, which took a year to build despite facing challenges such as inflation. Although the building is fully operational for cinnamon production, they still need to install two doors and water tanks. Thanks to the training she has acquired, **Seetha has expanded her expertise beyond observation and can now harvest, manufacture, and sell cinnamon products.**



Seetha is deeply grateful for the support she received from Oxfam and DevPro, which she considers to be the starting point of her journey. Oxfam and DevPro provided her and her husband with valuable training and workshops that helped them develop the necessary skills to succeed in their business.

SEETHA FUELS GROWTH

DevPro has taken up the mantle and remains in constant touch with Seetha, providing her with the necessary support to succeed. They are particularly focused on helping her improve her packaging and export capabilities, which will enable her to access new markets and increase her profitability.

The company is currently registered under her son's name, and she is committed to growing the business further.

This case study highlights the importance of perseverance, determination, and utilizing past knowledge and experience to overcome challenges in a family business. Seetha's commitment to preserving her family's legacy while adapting to new technologies and markets showcases the potential for small-scale agricultural businesses to thrive in today's economy.



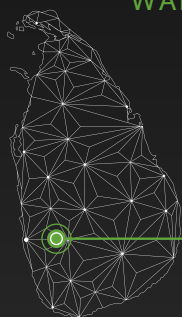
13
YEARS
IN BIZ



02
TYPES
OF CINNAMON
CULTIVATED



VISION
TO EXPORT
OVERSEAS



WAHARAKA





“Cinnamon production is something I have been doing since I was a child. So I am very comfortable doing this.”

- Seetha Kaanthilatha

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.