



FROM HUMBLE BEGINNINGS TO THRIVING ENTREPRENEUR

GNANAWATHI MANIKE

Introduction

In 2019, Gnanawathi Manike, a resident of Mudagamuwa, Kandeketiya embarked on a journey that would transform her life and inspire her community. With four children to support and her ailing husband, she saw an opportunity to start a milk-selling business, a venture that was unheard of in her village at the time

Oxfam's Helping Hand

With no prior experience in the industry, Gnanawathi's journey was not without obstacles. However, her determination caught the attention of Oxfam, who recognized her potential and stepped in to provide her with the necessary tools and training to succeed. This included providing a chaff cutter machine for efficient feed processing, milk cans for safe storage and transportation, and comprehensive training on animal husbandry, business management, and financial literacy. Armed with this newfound knowledge and resources, Gnanawathi was able to make informed decisions and optimize her dairy operations, setting the stage for her future success.



Owns
04
CATTLES

MONTHLY EARNINGS
LKR 60,000

23 LTR
DAILY MILK YIELD

ACHIEVEMENT
Income allowed her to
pay off expenses and
achieve a debt-free life.

DevPro's Empowering Expertise

DevPro played a crucial role in Gnanawathi's success by providing in-depth training on animal husbandry, including breeding, nutrition, and disease management. Additionally, they offered gender empowerment workshops, equipping Gnanawathi with the confidence and skills to navigate the male-dominated dairy industry.

Reaping the Rewards of Collaboration

The combined efforts of Oxfam and DevPro yielded remarkable results. Gnanawathi's business flourished, and she soon found herself supplying milk directly to supermarkets, a significant achievement for a small-scale farmer. Her income increased substantially to a monthly earning of 60,000 LKR allowing her to provide for her family and invest in her business's growth.

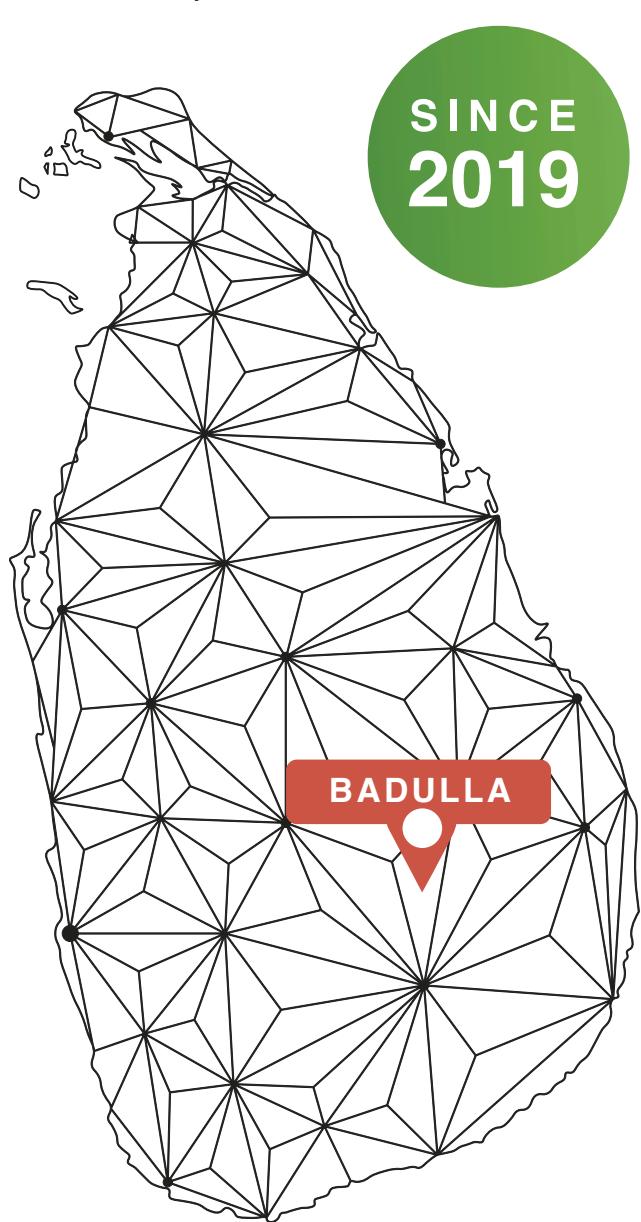
**SINCE
2019**

Future Plans: Expanding Horizons

As Gnanawathi's dairy farm continues to thrive, she has ambitious plans for the future, deeply grateful for the support of DevPro and Oxfam. She envisions expanding her herd, increasing milk production, and exploring value-added products such as milk toffee. She is confident in her ability to achieve these goals and create even more opportunities for herself and her community.

Conclusion: A Beacon of Hope

Today, Gnanawathi's dairy farm stands as a testament to the transformative power of empowerment and support. Her success story is a beacon of hope for women in rural communities, demonstrating that with the right tools, knowledge, and encouragement, they can overcome challenges and achieve financial independence. Oxfam and DevPro's commitment to empowering individuals like Gnanawathi underscores the importance of sustainable development initiatives that address both economic and social needs.





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DevPro gave me the knowledge and confidence to run my dairy business independently. Their training on animal care and gender empowerment truly changed my life.

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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.