



SAKUNTHALA'S SWEET SUCCESS

HOW DEVPRO EMPOWERED A SHY ENTREPRENEUR TO THRIVE

Introduction

In the heart of Nuwara Eliya, a shy entrepreneur named Sakunthala embarked on a journey to transform her milk toffee business. With the support of Oxfam and DevPro, she overcame her shyness and embraced new skills that propelled her business to new heights.

Oxfam's Impact: Building Confidence and Business Acumen

Sakunthala's journey with Oxfam marked a turning point in her entrepreneurial journey. Beyond providing essential utensils, Oxfam equipped her with invaluable business management training. These sessions not only taught Sakunthala how to interact with shops, effectively overcoming her shyness which stemmed from her toxic husband's constant mistrust of her interactions with others, but also instilled in her a newfound confidence that extended beyond her business ventures, empowering her to make life-changing personal decisions, which includes overcoming marital issues and gender based violence.

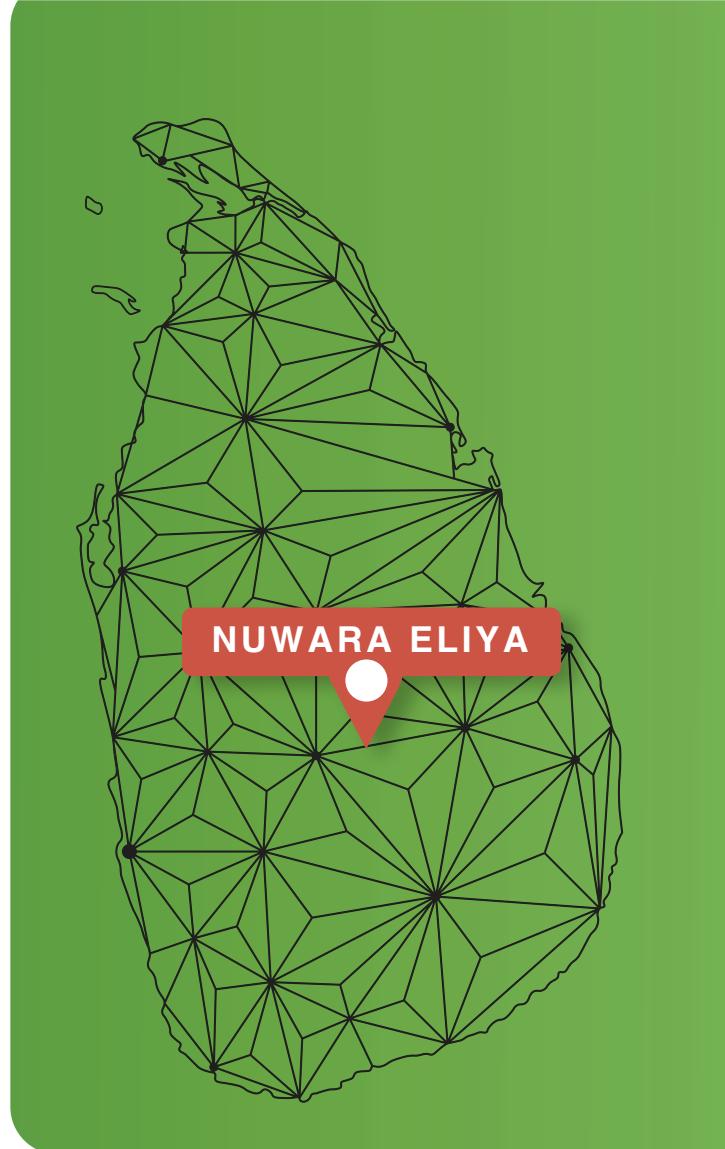


DevPro's Transformative Training: Personal and Professional Growth

In 2023, Sakunthala joined DevPro's training program, which proved to be a catalyst for her personal and professional development. The program's comprehensive approach went beyond business skills, focusing on enhancing interpersonal skills and empowering women entrepreneurs. A gender training in Hatton was particularly impactful, providing Sakunthala with insights and tools to succeed as a woman in business.

Labeling Success: A Training Tailored for Sakunthala

A training on packaging and labelling in Bandarawela was a pivotal moment for Sakunthala. The training equipped her with the knowledge and confidence to rebrand her products, resulting in significant investment of LKR 300,000 to rebrand her business. Sakunthala's gratitude for this training is evident in her belief that the training was specifically designed for her needs.



NUMBER OF SHOPS SERVED:

70-80

MONTHLY MILK TOFFEE SALES:

12,000

DAILY MILK PRODUCTION CAPACITY

180
BOTTLES

MONTHLY STRAWBERRY JAM SALES:

400
BOTTLES

Product Diversification and Expansion

Sakunthala's entrepreneurial spirit continued to flourish as she expanded her product line. With the help of a freezer provided by Oxfam, she ventured into strawberry jam production in 2019. In recent months, she has further diversified her offerings, introducing pumpkin and tomato jams to meet customer demand.

Unwavering Quality and Resilience

Sakunthala's commitment to quality has been a cornerstone of her success. Her milk toffees, made with fresh milk from a local dairy farm, have maintained their exceptional quality for over seven years. This dedication to excellence has garnered a loyal customer base in Hatton, Kotagala, and Thalawakele.

Family Support and Future Plans

Sakunthala's daughter, a grade 9 student, plays a crucial role in supporting the family business. With her help, Sakunthala has ambitious plans for the future, including expanding her milk toffee production and exploring new avenues for growth.

Sakunthala's story is a testament to the power of empowerment and education. Through the support of Oxfam and DevPro, she has transformed her business, overcome personal challenges, and become an inspiration to aspiring entrepreneurs.



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.