

## Message from CEO

*It is hard to believe we are into our 7th year!*

*While we had the ambition to succeed, we perhaps did not expect to be where we are today – a credible, valued, impactful, and financially viable local organization that is making a significant contribution to Sri Lanka’s inclusive growth. It is no wonder Nelson Mandela’s wise words "it all seems impossible till it’s done" continue to resonate! The relevance of our work with women and youth across the country continues to grow amidst the socio-economic and political crisis and people’s desire to build a better country. Our work to build inclusive economic models, to engage women and youth as critical voices in the process of recovery, development, and growth of the country, to prevent gender-based violence, as well as our work to embrace diversity and build resilience are critical to addressing the current and future challenges in Sri Lanka.*

*The most important factor that enabled our success is our TEAM, based across the country. Our diverse backgrounds, expertise, experience, leadership, and courage, are the envy of others in the sector. We continue to challenge ourselves and Chrysalis to be the best. I am privileged to be part of this great team – I can sleep well at night knowing we are in safe hands, and we are constantly looking to innovate and define the future.*

***Sri Lanka is experiencing an unprecedented crisis. It is impacting all of us, especially those already vulnerable and marginalized. We as an organization too, are caught up in the storm. The only way to survive is to remain hopeful, thoughtful, and smart and never lose sight of our desire to create an inclusive and prosperous country.***



Ashika Gunasena  
CEO - Chrysalis



## Managing a crisis and building resilience

In response to the ongoing economic crises that Sri Lanka is experiencing, Chrysalis’ Emergency Response reaches out to the most vulnerable and marginalized communities reeling from the rapidly worsening economic situation. The response upholds Chrysalis’ commitment to women and youth and contributes to gender equality and women’s empowerment by ensuring that our interventions are not merely gender-sensitive but illustrate an in-depth understanding of the gendered implications of the crisis. Our current emergency programming covers the Northern, Eastern, Central, and Uva provinces, as well as urban Colombo in the Western province and 8 tea plantations.

The response builds on the existing projects in each geographic location in two phases: relief, and recovery. The main target groups consist of Samurdhi beneficiaries, women-headed households, daily wage earners, households engaged in subsistence-level small-scale income-generating activities and families with disabled persons, tea plantation communities, and households dependent on micro, small and medium entrepreneurs. Interventions include dry ration distributions, unconditional cash grants, and cash for work. Chrysalis also attempts to strengthen community capacity for emergency preparedness and planning by engaging communities in decision-making and response activities supported through our existing long-term development programmes.

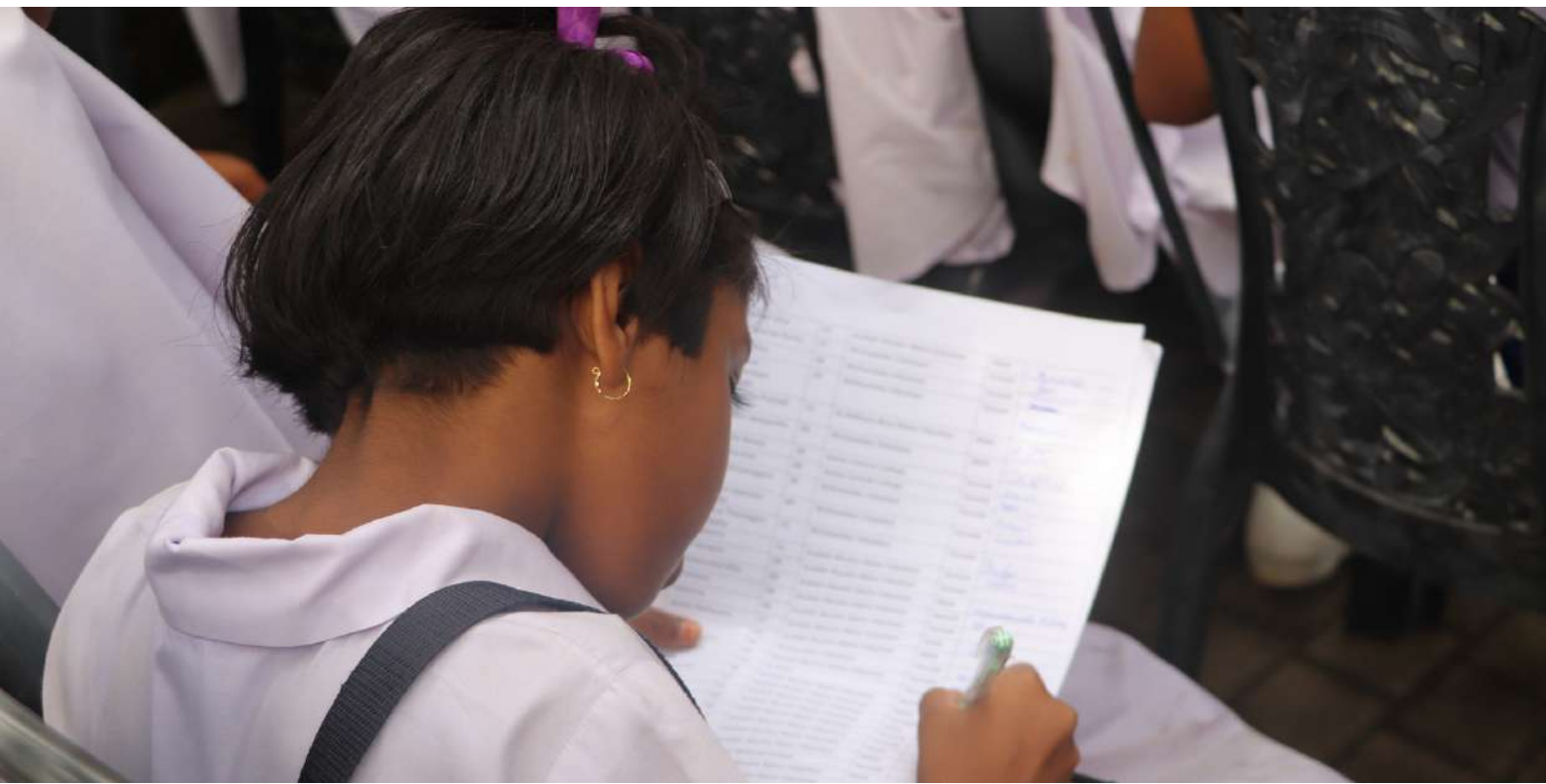
With funding from CARE Austria, Twinings through CARE UK, and General Electric through CARE USA, we have distributed dry ration/nutritional packs, stationery, unconditional cash grants, and home gardening kits.



The selection criteria to identify vulnerable families included pregnant and lactating mothers, widowed/ female headed households, families with disabled members /experiencing sickness, families who do not get any support from the Government, larger family units, elderly persons (highly dependent), daily wage earners, employees who work with micro, small and medium enterprises, vand ictims of GBV & domestic violence.

For longer term assistance, we targeted groups to be supported with Home Gardening kits with the selection criteria including families with sufficient land and willing to engage in home gardening, availability of watering facility and fencing around the land, unemployed people, especially youth, and youth who have lost/reduced their incomes.

**In total, our response has reached 11,831 families up to end of January 2023.**





**In 2022 Chrysalis celebrated 6 years. Here's a look at some of our achievements.**

**NUMBER OF CONTRACTS & ANNUAL TOTAL**



**BUSINESS HIGHLIGHTS**



**REACH**

FY	Total Participants (Direct)	Total Participants (Indirect)	# of women from total participants (Direct)	# of Women from total participants (Indirect)
FY 18	25,379	4,195,160	17,512	2,139,532
FY 19	11,687	2,290,294	6,895	1,351,273
Fy 20	48,082	143,225	26,048	75,362
Fy 21	46,514	1,013,660	28,070	516,967
FY 22	34,374	243,619	21,419	124,246
<b>Total Reach</b>	<b>131,662</b>	<b>7,642,339</b>	<b>78,525</b>	<b>4,083,134</b>



Source: PIIRS Reporting Platform

In 2022 Chrysalis' biggest project covering the Central and Uva provinces and funded by the Delegation of the European Union in Sri Lanka and the Maldives, saw its successful completion.

Here's a glance at the Enterprise project highlights:

**Business grant investment to 200 ENTERPRISES**

**108** women-owned businesses

**92** men-owned businesses

**200 ENTERPRISES**  
7 different sectors

- 73 Apparel and Textiles
- 27 Crafts and Ornaments
- 05 Floriculture and Horticulture
- 73 Food and Beverages
- 07 Herbal and Medical Products
- 12 Industrial Products
- 03 Tourism

**3425** Direct employees working in the enterprises

**2394** Female Employees

**1031** Male Employees

**enterprise**  
building inclusive economies

**16,034** INDIRECT EMPLOYEES connected to the supply chain

- Annual Sales Turnover of enterprises was more than 970 million in 2021
- Annual Net Profit of enterprises was more than 127 million in 2021

**77 RURAL INFRASTRUCTURE ESTABLISHED**

- 47 AGRICULTURAL ROADS
- 23 IRRIGATION INFRASTRUCTURE
- 7 MARKETING CENTERS

**4 Business Service Centers established**

- Munirapala Business Service Center
- Matele Business Service Center
- Nuwara Elya Business Service Center
- Badulla Business Service Center

Business registration of 343 enterprises through e-business registration portal with more than 500 MSMEs receiving business development services.

*“There are many women from vulnerable families in our village, who are seeking jobs and working in different parts of the country. Our enterprise has provided employment opportunities for 22 women. Most of the employees are young girls. They had many financial difficulties when they joined. As we wanted to find a solution to their problems, in addition to monthly salary payments, we initiated a loan scheme to support the female employees struggling with financial difficulties. We opened bank accounts for all employees to deposit their salaries and provide loans to increase their access to finance.”*

Ganga Chandani Siriwardene (53)  
Owner - Laknima Fashions  
Badulla



# Meet the Chrysalis Board of Directors Contd.

Over the different issues of our newsletter, we have been featuring our esteemed Board Members. In this issue we focus on Anan Kittaneh, Acting Chief Strategy Officer at CARE USA, who joined us a few years ago. Anan has been interacting with CARE Sri Lanka from *during the time the entity was transitioning to Affiliate Status*.



Anan Kittaneh  
Sr. Director  
Strategy & Planning  
at CARE USA Globally.

*“I had the opportunity to interact with some of the Chrysalis staff at a ‘Market System Workshop’ in 2017 and I was amazed by the team’s technical strength, professional attitude, commitment, and the spark/drive they had for impact. Since then, I became a great champion for Chrysalis and its team.”* We asked Anan if he sees potential for Chrysalis in Sri Lanka and globally, to which he replied confidently,

*“Chrysalis can be a go-to org in Sri Lanka and many parts of the world, producing and advising on models and solutions to scale impact by leveraging business and market forces. Chrysalis is a good example of how a small organization can catalyze national and global impact by working with the private sector, aid organizations and governments.”*

As a senior member of CARE USA, Anan has a natural vantage point and thus, he constantly encourages Chrysalis to contribute to the overall efforts of CARE in the world. According to Anan, *“Chrysalis does not only produce impact as per CI’s vision 2030 and the six impact areas (e.g., Women’s Economic Justice, Gender Equality, Crisis Response, etc.) but also co-leads on the prevention of Gender Based Violence as a global thematic priority on behalf of the CARE network.”*

As the latest member to join the Director Board of Chrysalis, we are indeed privileged to have Anan on board since he has the capacity to bring much to the table.

*“With about 18 years’ global experience in both private sector and the aid sector, I am a strong believer in the combined power of aid and markets/business. With this background and leveraging my role as the Acting Chief Strategy Officer for CARE USA globally, I am ready to contribute to the mission of Chrysalis and learn from others, including staff and other board members. I also want to build sustainable connections between Chrysalis, which is a country level affiliate in Sri Lanka, and the broader network of CARE which is locally led and globally connected.”*





*"Grow.  
Thrive.  
Inspire."*

[www.madebyher.lk](http://www.madebyher.lk)

**VISIT OUR STORE**

# 07, Park Way,  
Colombo 05.  
077 198 9900

The year 2022 has seen a significant milestone achieved for Chrysalis as we launched Made by Her, an inclusive marketplace and network to facilitate women-led and managed enterprises, diversify and revive their markets, expand their business networks, and enable resilience to current and future crises.

The platform promotes alternative market access, including digital and offline platforms, enables national access to markets and business networks, and provides technical assistance for quality control and improvement, brand building, product diversification and innovation. Additionally, it will build solidarity and business linkages between women entrepreneurs and facilitate collective advocacy. Significantly, it focuses on addressing gendered implications within the sector, including promoting women's contribution to Sri Lanka's economic growth.

Marketing, value addition, and quality control remain significant challenges for everyone in the sector – especially women restricted by knowledge, access to resources and networks, and societal norms about their capabilities and roles. Made by Her was inspired by the realization of these challenges.

As such MbH offers women equal access to an untapped market despite the scale of their enterprise, nature of the product, branding, geographical location, English language skills, IT skills and social class.

The platform provides coaching and mentoring support for entrepreneurs to ensure market readiness for their products by helping them improve product quality & branding and obtain quality & hygiene certificates.



Opening of the Made by Her Store



Christmas Market Fair at Port City



Christmas Market Fair at Wycherly

Made by Her supports enterprises that are women-owned, women-led and engage a majority of women in the workforce or the value chain to connect directly with customers. Our MSME partners will receive coaching and mentoring support on quality, standardization, branding, and knowledge of customer demands. Ultimately MbH will expand our MSME partners and enable the growth of their enterprises locally and globally and eventually we will transfer the governance and ownership of Made by Her to them. All profits we earn will be reinvested in supporting the MSMEs and the expansion of the platform. As such, women entrepreneurs will be given prominence to define the structure and governance of MbH, and all business-related decisions and terms will be defined in consultation with them. It is our hope that Made By Her will facilitate possibilities and inspire change.

[www.madebyher.lk](http://www.madebyher.lk) - The e-commerce platform was funded by the Canada Fund for Local Initiatives through the High Commission of Canada to Sri Lanka and the Maldives, and partly funded by the Delegation of the European Union to Sri Lanka and the Maldives and CARE Nederland. During the brand launch in March, 21 SMEs representing the Uva, Central and Northern provinces participated at the sale which was held parallel to the launch, at the Independence Arcade.

The Made by Her Store which was partly funded by Deutsch Bank AG, Colombo Branch, was opened on the 05th of March at the Chrysalis Office premises at No.07, Park Way, Colombo 05.

Check us out in the [Daily Mirror Features Section](#)



Made by Her Partners



The Made by Her Store



Visits to Partners to ensure product quality



Made by Her Brand Launch - Independence Arcade

# Promoting inclusivity and equality through sound advice

At Chrysalis, our Advisory Services are intended to help build diverse, responsible, and inclusive organizations, institutions, and systems that promote sustainable outcomes that enable women and youth to thrive.

## What does Advisory Services offer?

**RESEARCH:** We use an equality-focused approach to assessments, studies, evaluations and audits that enable us to analyze the actions/interventions in a participatory manner embracing diverse perspectives of clientele. We ensure the recommendations are grounded, taking the local contexts into consideration.

**ENHANCING SKILLS:** We build the capacities of clients to improve the practice of gender equality and inclusion within their interventions or organizational processes for example.

**EXPERT ADVICE:** Through the provision of expert advice we provide both short and long-term accompaniment for those that are eager to deepen their knowledge on gender and inclusion within their work or in achieving transformational impact and organisational change. This also includes continuous engagement with clients, to support the integration and practice of recommendations.

Our staff drawn on expertise and diverse practical experience from development and humanitarian settings, from working locally and globally. Our years of experience in the field has allowed us to identify context-specific issues and provide practical solutions.

**Contact:** [vindhya.fernando@chrysaliscatalyz.com](mailto:vindhya.fernando@chrysaliscatalyz.com)

## A few noteworthy assignments

- The impact of gender-based violence was investigated in a study undertaken for a multinational beverage company. Desk research produced a short paper highlighting the role of alcohol in the causal pathway of GBV.
- A conflict sensitivity framework was designed for an international humanitarian agency in Afghanistan, based on an assessment that was undertaken to identify capacity needs and practice gaps.
- Provided technical input, trained enumerators, and collected data for a gender and disability study in Bangladesh - A study to identify and understand the barriers faced by the hospitality sector when recruiting and retaining women in Sri Lanka.
- A Gender Assessment on the promotion of women's participation in inter-ethnic dialogue and conflict prevention efforts in Sri Lanka. As part of this, a draft strategy to integrate gender in project interventions.
- A rapid gender-sensitive qualitative assessment was undertaken to identify and understand the challenge faced by vulnerable groups in Sri Lanka affected by post-COVID-19 online disinformation. This was for an international development organisation.  
A final evaluation was undertaken for a project that worked with the Sri Lankan justice sector. The project sought to increase the justice sector's responsibility and accountability to redress sexual and gender-based violence (SGBV) against women and girls.

- A training package on women's economic empowerment was developed for an intergovernmental agency project. The training targeted 1200 women for the purposes of improving their businesses and to enhance growth. The women were drawn from 9 districts in Sri Lanka. As part of this, a training needs assessment was also undertaken using a gender transformative approach.
- A series of training for youth in the hospitality sector was designed and executed, which introduced soft skills required to manage workplace diversity training.

- Youth enumerators were trained on SGBV for an international client. The enumerators were used to collect data on SGBV issues and SGBV capacities among the youth in Sri Lanka.
- A gender training highlighted the theory underpinning gender transformative approaches and that utilised methods such as experimentation, action, experience, reflection and conceptualization was undertaken for in Thailand.
- A virtual gender training and backstopping for a multinational tea buying company's Sustainability staff was undertaken. The purpose of the training was to support the integration of gender equality and GBV focus into the company's country Technical Capacity Needs Assessment tool.
- A business skills development training was undertaken for refugee women in Sri Lanka who are awaiting resolution to their asylum claims in other countries.

- In partnership with CARE International UK an organisational policy on support for employees experiencing domestic violence was developed for a multinational beverage company. For the same company, material on the subject was drafted for awareness raising purposes.
- Also with CARE UK a guidance note on how to mainstream interventions aimed at preventing and responding to GBV experienced by women engaged in a value chain of a multinational consumer goods company was drafted.
- As an affiliate of the CARE International Confederation Chrysalis currently co-leads CARE's outcome area for ending GBV. In this role Chrysalis provides thought leadership, technical expertise, innovation, impact measurement, scaling and the sharing of learning on GBV (focused on development settings) across the confederate to facilitate alignment to CARE's Vision 2030. Chrysalis initially led CARE's life free from violence impact area in 2017, and since 2021 has co-led the GBV outcome area with CARE Egypt which leads on GBV in Emergencies (GBViE).

## Women, Peace and Security – Making it a reality

A widow with three school-going children, Wathsala UmayangAani is from Dedigamuwa, Kaduwela, who has been shouldering all the commitments of her growing family for the last six years. When her husband died, his friends bought her a standard sewing machine and she began sewing together scraps received from garment factories (a former pastime), but barely earning between 10,000 - 12,000 rupees a month.

When Chrysalis met her, she was financially weak, vulnerable and her socio-economic conditions were volatile. Her monthly debt equaled her income. Identified by the Women Development Officer (WDO) in the area, Wathsala threw herself into the programmes with active participation right from the orientation. Although completing her school education, she had never been formally employed, nor had she received any formal training. As a participant, she began to undergo product and business development training, which aided her to channel available resources to enhance her production.

Chrysalis was the implementing partner for the economic empowerment component of the **'Women Peace and Security (WPS) Agenda in Sri Lanka (the G7 women, peace and security partnership initiative)'** project, supported by UN Women with funding from the People of Japan in collaboration with the State Ministry of Women and Child Affairs.

The project was implemented in the Districts of Ampara, Colombo, Monaragala and Vavuniya. For Chrysalis this was a first opportunity in implementing an initiative within the Western Province: bringing with it an interesting and new learning for the organization.



# WEAVE - Women Empowerment: Action, Voice, Enterprise

Chrysalis believes that women from all walks of life have the potential to be successful entrepreneurs. In order to reach their goals, Chrysalis supports these women entrepreneurs to generate an income, experience ownership and capitalize on their business potential. WEAVE is a collaborative effort to support their businesses and link them to the market.



The Programme for Women in Enterprise funded by H&M Foundation was implemented in three phases in the Northern Province of Sri Lanka. Each phase was built on the findings and learnings of the previous phase which was an added advantage to improve the implementation in order to improve the lives of female entrepreneurs. The final phase of the WEAVE project was completed in July 2022. Phase I and II focused on building their capacity and transforming their informal business practices into a formal manner. The focus of Phase III emphasizes advocating for structural changes and implementing the same. This will in turn create an enabling business environment for female-led enterprises which has been the biggest stumbling block in their path to growth.

The overall objective of the programme is to strengthen and scale up the approaches that created an enabling environment in the Northern Province for female entrepreneurs to excel in the SME sector and empower women-headed households economically and socially in order to enhance their safety, security and dignity.

- Over a period of 6 years, a total number of 102 (Female 73 + male 29) individuals benefitted from this project. The 29 men involved in the business include disabled husbands and other males from the entrepreneurs' families.
- 214 employment opportunities have been created (167 women and 47 men).
- 45 informal employees are engaged in the supply of inputs and marketing.

**A total of 1500 people have benefitted from the three phases of the WEAVE project which was implemented at a cost of 488,320 Euro.**

