

The Nucleus Foundation wishes everyone all the very best for 2011!

Nucleus

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Entrepreneurs from the North, East & South participate in the Splash trade fair in Kandy

Lace from Dickwella, dry fish from Pesalai, handlooms from Marathumunai, palmyra from Batticaloa and grape wine from Jaffna, these were some of the products on sale at the Nucleus stall at the Splash trade fair in Kandy. The event took place from 17 to 20 December 2010 at the Kandy City Centre. Nucleus entrepreneurs were supported to display and sell their products to shoppers taking advantage of the variety of items on offer at this seasonal sale that has become an annual event looked forward to by consumers in Kandy.

For many of the entrepreneurs like those from the former war areas from Pesalai in the Mannar district this was the first time they had marketed their products out of their home towns. For others like the handloom producers who had participated at the same

event the previous year it was an opportunity to meet old clients from Kandy and also to meet new buyers like the ladies from Dickwella who combine hand loom fabric with lace. The traditional lace producers from the Dickewella Lace Centre in Matara were able to introduce their craft among the people of Kandy many of whom expressed interest in learning this craft. *The Splash trade fair was a wonderful opportunity we had to promote our brand and products in the season. My team is so happy about the experience and the distinctive recognition they received through out as creative women who are trying to give life to a traditional dying industry.* - Project Manager, DLC

The entrepreneur always searches for change, responds to it, and exploits it as an opportunity... - Peter F Drucker

Business Planning Training in the South

The Travel Foundation, UK has supported the Dickwella Lace Centre to secure the livelihood of the traditional lace makers. They have also been provided a sales outlet and museum to attract visitors with the hope of reviving a disappearing and a dying traditional craft.

In the *Trees for Life Project*, a tree nursery has been established in the Hiyare Rain Forest in Galle District to restore the rainforest, re-vegetate coast conservation areas, & provide trees with food, medicinal and economical value. The program is implemented through a local foundation. 5 families are being supported to maintain this park.

NF was contracted to carry out focused sustainability initiatives for these two projects. The two centres were supported to develop a sustainability plan to ensure that the projects initiated with support from outside will now be able to sustain themselves with their own initiative and efforts.



*Innovative Solutions for
Development*

The Nucleus Foundation is a non-profit association working in development cooperation, providing a range of services to partner agencies throughout Sri Lanka. These solutions range from planning and executing projects, conceptualising and conducting training programmes, designing and carrying out research and monitoring and evaluation services. The Foundation was set up as the exit strategy of two longstanding German Development Cooperation (GTZ) private sector development projects and has been in operation since 2007. The Directors of the Foundation count many years of experience working in multi cultural multi national teams.

Nucleus Financial Forums...

Where entrepreneurs and livelihood groups meet financial service providers in a conducive environment to *learn* about the various services on offer and *make informed choices* about the best schemes available.

Financial service providers who are interested in participating in these forums in Jaffna, Mannar, Vavuniya, Ampara & Batticaloa in February & March 2011 can call our hotline 0773 622222 for details...

Offering SMEs an opportunity to gain access and awareness about financial services
Providing financial service providers a cost effective opportunity to promote their services to a captive audience

News from the Field...

Revisiting Karisal...

We revisited our old friends from Karisal where NF had implemented a focused business development program for cashew producers supported by the International Organization for Migration (IOM). It is amazing what changes one can observe when one revisits old project locations.



5 of the ladies trained and supported through the project continue to process cashew. During the last season they earned an income of Rs. 10,000/- for themselves. According to Asmeera (pictured above) they have been able to make use of the technical know how they received to produce quality cashew so that they are well known among the traders in the area and their cashew is in high demand. They have also benefited from the training in packaging and are still using the logo that was developed for them by NF. Some of the young women that were trained have got married and moved out of Karisal. Those that remain process cashew during the season and engage in alternative income earning tasks in the off season. They have been supported by JICA and the UNDP to upgrade the Women's Rural Development Centre facilities.

Support for flood victims

Many of the Nucleus members as well as our staff in the east were affected by the recent floods. NF facilitated the distribution of dry rations among affected families in the Ampara district. We would like to take the opportunity to thank those that contributed to these relief efforts.

On behalf of our Ampara group, I take this opportunity to thank those that supported us for your kind support at this critical stage. All of the people we helped were very much thankful for this effort. - M S H Murad, Regional Coordinator NF

Nucleus Member for Urban Council!

Nucleus member **Chaminda** from the service centre owners Nucleus in Ampara is contesting for the forthcoming Ampara Urban Council election. We wish him all the best! More significant for us is the fact that all of Chaminda's posters, calendars and handbills are being printed by one of our Printers Nucleus members - Nakip, Abna Offset Printers, Maruthamunai.

This is one example of the impacts of the *Nucleus Entrepreneur Exchange* program which promoted peace building through developing business and social linkages and networks between entrepreneurs of different ethnic groups. We come across many cases where Nucleus entrepreneurs are making use of these relationships to better their businesses.



Nucleus Research

Researching ground realities for realistic program planning

Research is an area that the Nucleus Foundation has been engaged in for some time now. Our regional outreach as well as a growing network of regional stakeholders makes it easy for us to approach those at ground level and obtain their ideas. Ideas and experiences that become invaluable in planning new projects and re planning old ones.

At present NF has been commissioned by the European Union to conduct a mapping exercise of organisations and service providers working in Disability. It is planned to host a website of these organisations so that the information about these organisations is available for anyone wanting to access them online.

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