



## VINAYAKAKARUBAN ANUSHYA

# EMPOWERING WOMEN AND LOCAL SNACK BUSINESSES, ONE BITE AT A TIME

Anushya's journey in the snack business has been a true rollercoaster ride of resilience and success. Having been affected by the war, Anushya had to start anew in the pursuit of making ends meet. In 2010, she began her journey in the snack business with only a limited knowledge of the trade. She started off by learning how to use a mixer with the help of her husband. With only the goal of covering their day to day expenses, Anushya would transport all her products to the market on a bicycle.



## OVERCOMING BUSINESS CHALLENGES

Despite the initial challenges, Anushya's determination led her to register her business in 2016. However, it was not without its struggles. When the authorities first visited her place, they deemed it not up to standard. But Anushya took their comments in stride and worked hard to meet the required standards.



Empowering women and providing job opportunities has always been important to Anushya. **In 2018, she bought a vehicle and by 2019, she had hired seven women to work under her.** Her main products, mixture, maravalli clips, boondi, and laddu, were sold across the Mullaitivu district.

Anushya's hard work and dedication caught the attention of Oxfam in 2019. They recognized her potential for growth and partnered with DevPro to help her expand her business. With their intervention, Anushya learned how to package and label her products and is now exploring the possibility of exporting overseas. **DevPro's intervention has been invaluable to Anushya, as they even intervened to help her build a store beside her production facility.**



## EXPANDING HER HORIZON

With a growing business and intervention from DevPro, **Anushya is excited to introduce new products to the market.** Her long-term goal is to transform her current production facility, which is located adjacent to her home, into a factory for her productions. Anushya is grateful for the opportunities she has been given and is eager to continue building her business while empowering women and supporting local businesses.



**07**  
FEMALE  
EMPLOYEES



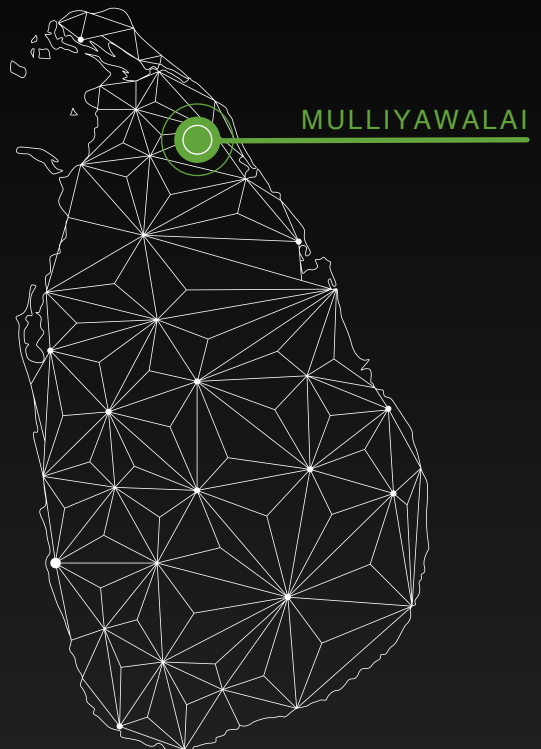
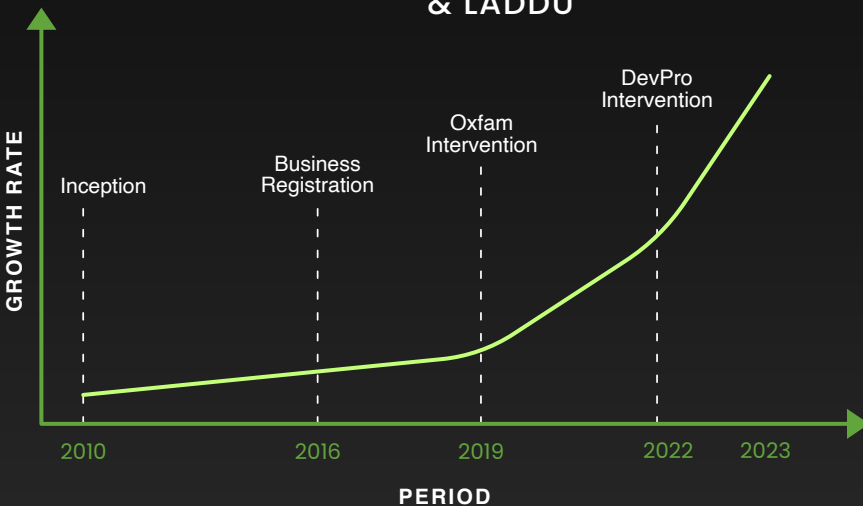
**13**  
YEARS  
IN BUSINESS



**BUILT  
A STORE**  
WITH THE HELP  
OF DEVPRO



**04**  
MAIN  
PRODUCTS  
MIXTURE,  
MARAVALLI  
CHIPS, BOONDI  
& LADDU



“ My goal is not just to give employment opportunities to women but also to support women in business in my village ”

- Vinayakakaruban Anushya



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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.