



# WOMEN'S INTERNATIONAL FOUNDATION

[www.wifoundation.org](http://www.wifoundation.org)

“

Empowering a woman enables a family, a community, a nation, and the world at large. It is a gift and the best gift to be given to a woman. When empowerment is value-based, strategic, coordinated, and integrated, it makes a greater impact on the betterment of our world. Women empowerment drives growth and sustainable development

”

# We are here to serve a **PURPOSE**

“Our vision is to inspire and empower women worldwide, driving inclusive, equitable, and sustainable development across the globe”.

Women's International Foundation (WIF) is a social enterprise registered under the Voluntary Social Service Organizations ACT no 31 of 1980, as amended by ACT No. 8 of 1998, under registration no L-173512 in Sri Lanka. WIF was established to promote the advancement and well-being of women through empowerment. WIF takes a strategic, holistic approach to empowerment which focuses on three pillars of economic, social, and personal empowerment of women.

Thus, all program concepts, techniques, and tools used by WIF focus on the three pillars of empowerment. This holistic approach to women's development, which WIF aims to champion, is supported by the pillars of women leadership development and the fight against violence and harassment against women.

Knowledge, skills, attitude building, opportunity creation, and networking sit at the heart of the three pillars as operational tools and methodologies. Additionally, economic and social research and collaboration provide a holistic, integrated approach to the development of women, aligning with WIF's vision to champion these efforts.

We are driven by 5 guiding principles of

being **Holistic.**  
striving for **Excellence.**  
ensuring **Integrity.**  
championing **Collaboration.**  
promoting **Humanity.**

## **OBJECTIVES WE STRIVE TO ACHIEVE.**

WIF is set out to champion **6 overall objectives.**

- 1. Entrepreneurship Development:** Implementing guided programs to enhance entrepreneurial knowledge, skills, and attitudes.
- 2. Leadership Skills for Women:** Fostering the development of leadership abilities among women.
- 3. Global Networking for Women:** Establishing a robust network of women at local and international levels to provide support and advocate globally.
- 4. Creating Opportunities for Women:** Creating inclusive spaces across all spheres of life to facilitate advancement and empowerment.
- 5. Research-Driven Empowerment:** Developing a strategic empowerment approach for women based on empirical research in economic, social, and personal domains.
- 6. Holistic Empowerment Support:** Supporting women's holistic empowerment through comprehensive programs that sustain and enhance social and personal development.



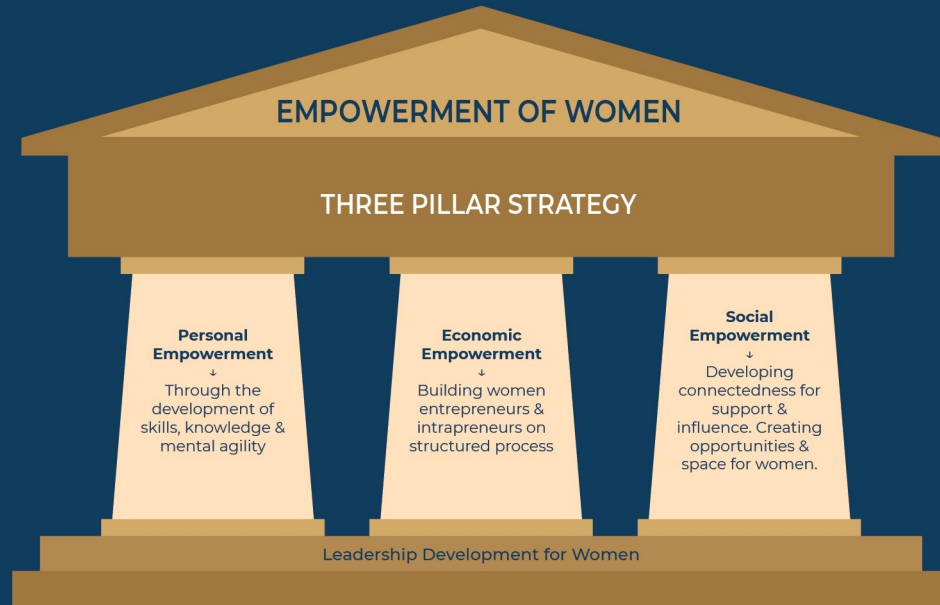
Our **APPROACH** to  
Empowerment is  
**HOLISTIC**  
& **STRATEGIC.**

WIF believes in a three pillar strategy.  
i.e. the economic, social and  
personal empowerment.

**Personal Empowerment** is achieved through a triangular approach of skill enhancement, knowledge development and mental agility. Under the skill enhancement areas of leadership ability, decision making, change management, multi-tasking, language and communication are considered to be at the heart of development. Knowledge is delivered through aspects of management, business acumen, market intelligence and being informed and life mastery such as anti-natal, pre-natal, marital, parenting and personal financing. Mental agility is achieved through the programmes aimed at self-awareness, positive attitude, self-motivation, mental stability and control and learning to be happy.

Entrepreneurship development among women sits at the heart of **Economic Empowerment** which is the second pillar in the three pillar strategy. This is delivered in two forms. The first form is directed at women who already run businesses, may it be micro, small or medium. Under this programme these entrepreneurs and aspiring entrepreneurs are taken through a systematic process of entrepreneurship development. This programme is based on a specially designed curricular and an entrepreneurship eco system support. The second form of economic empowerment is the development of Intrapreneurs where employment creation and development is taken into account.

The third pillar of the Empowerment strategy is the **Social Empowerment**. This is a drive to develop connectedness for support and influence. Conferences, PR campaigns, event participations, membership drives, social media dialogs and activism is considered as methods and approaches in achieving this strategy. Networking opportunities are created with the financial systems, religious establishments, media, corporates fraternity, international community, local communities, judiciary, the forces and the police.



# MESSAGE FROM OUR FOUNDERS.

“Women hold the essence of existence, development, and sustainability in our world. Empowering women holistically can significantly contribute to global development and advancement. A woman's influence creates a ripple effect, making every cent spent on her empowerment, education, and strengthening an investment with high returns, strategically impacting society and the world.

In 2016, when we founded the Women's International Foundation (WIF), our goal was to promote economic empowerment through entrepreneurship and leadership, breaking barriers and creating opportunities for women. We also aimed to establish a robust network of local and global women to support and nurture their growth. Believing in a strategic, holistic approach to empowerment, we envisioned WIF as a platform for forming partnerships and organizing coordinated efforts to achieve impactful empowerment.

Our philosophy is based on a three-pillar strategy: economic, social, and personal empowerment. These pillars contribute holistically to women's leadership development, with a primary focus on self-leadership.

This is a journey we undertake together, believing in achieving one sustainable step at a time. Our progress may be gradual, but it is impactful, creating lasting change for women and, through them, for the world.”

**K. Gamage  
Seroshi D. Nandasiri**



**Seroshi**  
D. Nandasiri

Seroshi is a seasoned development sector consultant with a focus on Gender Equality and Social Inclusion (GESI), Business, and Marketing. As the GESI expert and Marketing Consultant for the Deloitte-USAID PARTNER project, she has empowered Sri Lankan small-medium enterprises and supported public finance management. Her consultancy work with Palladium Group on the MDF-Australian Aid project included strategic support for the National Tourism Organization, coordinating efforts with major partners like the World Bank, ADB, and European Union.

With over 18 years of experience spanning various industries including education, manufacturing, entertainment, and retail, Seroshi has held significant roles such as Director of Marketing & Business Development, Head of Business School, and Assistant Director in major corporate establishments. Her diverse career began as a Management Trainee at Hayleys Group and has extended across Sri Lanka and the United Kingdom.

A recognized leader, Seroshi has served as a judge for the national-level 'Vanith-abhimani' awards, recognizing Sri Lankan women entrepreneurs, and has spoken at numerous national and regional events. She is also an active Rotarian.

Academically accomplished, Seroshi holds a BSc in Marketing Management with first-class honors and a prestigious university gold medal. She also earned an MSc in Marketing from the University of Hertfordshire with distinction and university prize. Seroshi has also completed professional studies in management accounting and marketing, and holds credentials in Diplomacy and International Relations. As a distinguished Fellow of the Salzburg Global Seminar, she is committed to driving positive change globally.



## **K. Gamage**

Gamage is a veteran in the fight against drugs and poverty. He has served as the Director General of the National Dangerous Drugs Control Board of Sri Lanka for over two decades, initiating numerous national-level programs targeting drug control and poverty alleviation. His extensive experience includes roles as Commissioner of the ICCE (International Center for Credentialing and Education of Addiction Professionals) with the Colombo Plan and as Executive Director of the International Institute of Addiction Management. Currently, he serves as the Academic Registrar of the Colombo School of Business and Management (CSBM).

Gamage has been instrumental in forming many CBOs, NGOs, and institutes in Sri Lanka that advocate against dangerous drugs and poverty, support the empowerment of women, and promote the welfare of children and elders. He has also been involved in establishing local counseling centers across the country. Gamage holds a Master's degree in Mass Communication and a Post Graduate Diploma in Writership and Communication from the University of Jayawardenepura, as well as a Bachelor of Arts from the University of Colombo.

## “OUR TEAM IS PASSIONATE ABOUT THEIR WORK AND THE IMPACT THEY CREATE.”

Our structure is simple yet effective. Our team consists primarily of volunteers and project staff. The two founders serve as the Chair and Deputy Chair, providing direction and championing our guiding principles. We are governed by a Board of Management, which is strategically guided by an honorary advisory council. The Board of Management is responsible for the strategic deployment of our purpose, while the management team ensures its operational implementation. Our team adheres to a code of conduct in all their work.

“WIF IS REGISTERED UNDER THE SOCIAL SERVICE ACT NO 31 OF 1980 OF SRI LANKA”.

## ADVISORY COUNCIL

1. **Dr. (Ms.)Subangi Herath**, Senior Sociologist, University of Colombo
2. **Dr. (Mrs.)Diane Morrad**, Senior Lecturer, University of Hertfordshire, UK
3. **Prof.(Mrs.)D.S.R. Samarasinghe**, Professor Department of Marketing, University of Sri J'pura
4. **Dr. Nishreena Nisham**, Management Consultant & Senior Lecturer, George Brown College, Canada
5. **Ms. Vijayluxmi Rajah, Consultant**, Writer and Journalist
6. **Mrs. Madubhani Perera**, Director, Sri Lanka Tourism Promotion Bureau
7. **Ms. Damayanthi Darsha**, Former Sri Lankan Olympic Athlete, Former Women Go Beyond Champion, MAS Intimates
8. **Mrs. Swinitha Coswatte**, Consultant and Activist
9. **Ms. Anoka Abeyrathne**, Consultant, British Council
10. **Mr. Rohan Somawansa**, Director Marketing, DSI
11. **Mr. Channa De Silva**, Chairman, Sarvodaya Finance
12. **Ms. Malkanthi Rajapakse**, Senior Assistant Secretary, Presidential Secretariat, Sri Lanka
13. **Ms. Mihirani Dissanayake**, CEO, Survey Research Lanka
14. **Ms. Florita Gunasekara**, Assistant Director, Global Cities, Chicago Council on Global Affairs

## BOARD OF MANAGEMENT

1. **Ms. Seroshi D. Nandasiri**, Chairperson
2. **Mr. K. Gamage**, Deputy Chairperson
3. **Mr. Jinasiri Dadallage**, Former Secretary of the Ministry of Public Services, Provincial Councils and Local Government of Sri Lanka
4. **Ms. Dhammika Wijayasinghe**, Chief Secretary, Western Provincial Council of Sri Lanka
5. **Ms. Layangi Jayasekara**, Communications Consultant
6. **Ms. Uthpala Sankalpani**, Sustainability Consultant, GIZ
7. **Ms. Shivanthika Kumarasiri**, Senior Business Analyst (New Zealand)
8. **Mr. Sam Samarajeewa**, Management Consultant (China)
9. **Ms. Seetha Fernando**, Former Director Finance Monitoring, Ministry of Provincial Councils, Sri Lanka
10. **Mr. Amila Rajapakse**, Communications and PR Consultant
11. **Ms. Sachithya Wijegunasinghe**, Secretary, Former Marketing Manager (United Kingdom)
12. **Ms. Jithari Samarakkody**, Treasurer, Art & Craft Specialist
13. **Ms. Himashi Gurudeniya**, Lecturer Biology, Edith Cowan University, Sri Lanka and Social Media Specialist

## MANAGEMENT TEAM

The management team provides crucial operational support to the organization. It is organized into five operational clusters, each led by a member of the Board of Management:

1. Administration & Governance Team
2. Project Team
3. Partnership & Funding Team
4. Research Team
5. Communications Team



## MANAGEMENT TEAM COMPRISES OF VOLUNTARY AND PROJECT STAFF

- **Ms. Nabeeha N. Siddique** - Project Support
- **Ms. Dunali Nadeesha Perera** - Project Support
- **Ms. Zareefa Nifam** – Project Support
- **Ms. Priyadarshani Hemakumara** - Project Support
- **Mr. Pasindu Jalath**, – Web and Digital support
- **Mr. Pradeep Koholanagedara** - Project Support
- **Mr. Indika Sooriyapperuma** – Translation, PR, Social Media and Project support
- **Mrs. Dilini Gamage** - Project support
- **Mr. Nalin Weerakoon** - Sponsorship and Partnership support

### Independent Auditors

S. Munaweera & Co.,  
Chartered Accountants

741, Kotte Road, Etulkotte, Sri Lanka.

Tel : +94 866837 / +94 718-096822

Fax : +94 2866837 Mobile: +94 774-727673



# OUR NETWORK

“

We are building the largest women's network in Sri Lanka, fostering an inclusive, collaborative, and integrated approach to empowering women.

”

Currently, WIF supports a network of over 100 women entrepreneurs involved in micro, small, and medium-scale enterprises. These entrepreneurs, who are also members of WIF, represent a diverse array of industries including apparel and footwear, food and beverages, arts and crafts, technology, lifestyle, personal care, industrial manufacturing, and baby care products. This diverse network spans different districts across Sri Lanka, encompassing various socio-cultural and economic backgrounds. By fostering economic growth and providing opportunities for women to thrive in these sectors, WIF empowers them and contributes to the overall development and advancement of their communities.



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## OUR SISTER ORGANISATIONS



**Ms. Renuka Gunawardana, Executive Director Weligepola, Ratnapura**

### **WELIGEPOLA ALL WOMEN'S ASSOCIATION FOR INTEGRATED COMMUNITY DEVELOPMENT (WAWAICD)**

With a member base of over 7,000 spanning the districts of Ratnapura and Monaragala, they focus on empowering rural women to eradicate poverty, facilitating livelihood development, providing community financing, combating climate change, and promoting community welfare, nutrition, and education. Introduced through UNDP GEF program, WIF has strengthened and continues to support as an extended network.



**M. M. Sunethra Marasinghe, Chairperson Watereka, Padukka**

### **HUMAN DEVELOPMENT FOUNDATION OF SRI LANKA (HDFSL)**

With a member base of over 5,000, comprising over 60% women, operating in the districts of Colombo, Hambantota, Matara, and Kalutara, they focus on climate change, poverty alleviation, livelihood development, and market accessibility for rural agro production. Introduced through the UNDP GEF program, WIF has strengthened and continues to support this extensive network.

# OUR PARTNERSHIPS



“ We work in partnership with development sector entities, government agencies, private sector partners, and community-level organizations, all united by shared values and a common purpose. ”



## DailyMirror IFC upskills women entrepreneurs during COVID-19 via digital empowerment

As the economic shocks of COVID-19 ripple across different industries in Sri Lanka, small and medium-sized enterprises (SMEs), especially those women-owned ones, have been among the most hit, as part of the move to help female business owners could adopt and deliver, IFC under the IFC-SDFI Women in Business programme designed an innovative training concept.

Given the travel restrictions across the country, the IFC programme was partly rolled out as a virtual training collaboration with the Women's Chamber of Industry and Commerce (WCIC) and Women's International Foundation (WIF) - two institutions with a strong focus on empowering women. The 10-week programme covered an array of modules including financial literacy, marketing, supply chain management and innovation.

"In all, we had more than 200 participants in Sri Lanka who have been benefiting with provided guidance and assistance when the participants needed support the most. This included the business loans and consultancy support, paying the tax and other administrative support, most appreciated participants."

"The one-of-a-kind online training programme was therefore timely and will support women-owned businesses to build back better and scale up their operations."

The WCIC and WIF each expertly selected the first cohort of women entrepreneurs representing different business lines. The programme was designed keeping in mind the participants' time pressure and with handholding digital modules. The expert trainers provided them with the needed support and provided them with the needed support to move forward in the normal."

"The women entrepreneurs who participated through a competency-based programme were able to make their businesses more profitable. Each session about chosen by the participants and provided them with the needed support to move forward in the normal."

"This was led by the WCIC board member and capacity building pillar and Anji De Silva, with the support of one board members like Tushita."

"Women entrepreneurs have always been facing many constraints and with COVID-19, things have been even more challenging. Upskilling them with the right knowledge and skills through innovative programmes would have a lasting impact. We need to get our women entrepreneurs ready for the growth decade and ready for the new normal operations. We are committed to helping them. This is why we went a step ahead and invited even the Export Development Board to conduct a session," said Chairperson WIF Sushini Nandasin.

## NEWS 'Dear Father' for paternal empowerment

The One World Foundation (OWF) has launched the 'Dear Father' programme which will support fathers in their role as primary caregivers of their children. The programme is a collaboration between the Department of Samurdhi Development, the Ministry of Women and Child Development, the Ministry of Health, the Ministry of Education, the Ministry of Labour and the Ministry of Social Services.

The programme was officially launched in Colombo District on 18 November 2021, where the official launch of the programme was also observed.

The programme was officially presented by Rotary International President Govinda R. McDowell on 18 January in Shanghai, China. It was also presented by the Ministry of Health, the Ministry of Education, the Ministry of Labour and the Ministry of Social Services.

The programme aims to create a positive environment for fathers in society, including their role in providing financial support and being involved in the family life, which in turn will help them to be more engaged in the development of their children, and enhance the role of fathers in the development of their children.

The programme goals were outlined in a joint statement issued by the Ministry of Health, the Ministry of Education, the Ministry of Labour and the Ministry of Social Services.

The programme, which is a collaboration between the Department of Samurdhi Development, the Ministry of Women and Child Development, the Ministry of Health, the Ministry of Education, the Ministry of Labour and the Ministry of Social Services, aims to create a positive environment for fathers in society, including their role in providing financial support and being involved in the family life, which in turn will help them to be more engaged in the development of their children, and enhance the role of fathers in the development of their children.

TUESDAY JUNE 22, 2021 11

# OUR WORK



# Dear Father National Level Program

promoting Positive Masculinities of equitable, responsive and non-violence among fathers/men



# OUR WORK



## Women entrepreneurship Conference and Paper Publications





# OUR WORK



We have been able to secure an amazing earned media support from mainstream TV channels, magazines and newspapers which we use to create awareness on Gender Equality and Women's Empowerment. We have been able to reach millions across Sri Lanka through the earned media support.



## COUNSELLING SUPPORT FOR WOMEN

COVID 19 is challenging for women across. Some have lost livelihoods, some victims of domestic violence, some suffer from social distancing & loneliness, some with anxiety of their future. We are here to help. To listen to you, to support you and to guide you better manage the crisis situation.

Talk to our experts & you will feel better.  
SMS or WhatsApp your name  
& mobile number to 0773 220 441  
to arrange a talk

WOMEN'S INTERNATIONAL FOUNDATION

Digital campaigns for Violence against women and Counselling support for women

# OUR WORK



Women Entrepreneur Business Planning and mentoring Sessions



Online sessions of awareness creation and capacitating for self-leadership

WOMEN'S INTERNATIONAL FOUNDATION



"SUPPORTING WOMEN ENTREPRENEURS NAVIGATE THROUGH THE CRISIS"

Advisory support webinar series specially designed for MSME Women Entrepreneurs in Sri Lanka to help them better manage and navigate through the current economic crisis. Designed as knowledge, experience and exposure sharing sessions offered as a voluntary initiative. Free of Charge. Interested MSME women entrepreneurs and inspiring entrepreneurs are invited to join, learn and to be inspired.

**SPEAKER**  
**DR. CHINTHA DISSANAYAKE**  
Chartered Psychologist specialising in Talent Development & Founder and Director of Oxford Psychometrics Ltd. UK

**TOPIC**  
"So, what's really holding me back?"  
Exploring blocks & barriers to women's success

**TIME** 7 TO 8 PM **DATE** 29TH NOVEMBER 2022

Email to register: [info.wifoundation@gmail.com](mailto:info.wifoundation@gmail.com)



Virtual Sessions of knowledge sharing for women entrepreneurs and leaders



# OUR WORK



**WE** conduct awareness creation and knowledge-sharing sessions on gender equality and women's empowerment across Sri Lanka and at international forums. Our efforts have reached over 50,000 individuals, including those from corporate sector, educational institutions, government organizations, and global and regional platforms over the last five years.





**Women's International Foundation**

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