

National Enterprise Development Authority

Ministry of Industry & Commerce

Annual Progress Report 2015

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Annual progress – 2015

Progress of Development Programs

1. Establishment & strengthening of Regional Enterprise Forums

Regional enterprises Forums are established to develop proper mechanism for provide business development services to the entrepreneurs at Divisional Secretariat (DS) level. It consists of governmental and nongovernmental BDS (Business Development Services) providers, Chambers and trade or Business associations of the district. NEDA has planned to establish Regional Enterprise Forums (REF) at Divisional secretariat level. Objectives of REF:

- Build up relationship among Business Development Service (BDS) Providers at DS level
- Facilitate Public Private Dialog
- Establish proper coordination between REF and SME associations
- Develop a system to provide business development services to entrepreneurs through REF forum
- Collecting business issues from DS level forum to National level forum and take action for solutions

At end of 2015,NEDA has established 77 REF.

In addition, NEDA has developed issue tracker with supporting of Asia Foundation and it is mechanism to sole business issues. NEDA developed software and introduce to Development officers in all provinces excluding Uva and finalized pilot program for 3 districts.



Regional Enterprise Forum- Agalawatta (Kalutara)



Regional Enterprise Forum- Kurunegala

2. Preparation of SME Guide book

NEDA published SME Guide book for SME s as well as Business Development service Providers. It includes information on legal aspects of the business and it is useful document to improve their business knowledge and guide them for success of the business. NEDA printed Sinhala copy and launched at national level.

And also, NEDA published first Newsletter (Vyavasayakaya)

NEDA launched Guide Book & Newsletter at BMICH and event called “Vyavasayake Udanaya”



Wyavasayake Udanaya Event at BMICH

3. Diriyata Saviya TV Program

NEDA has under taken various steps to promote this SME sector and NEDA is implementing entrepreneur education program through electronic media through Rupavahini Chanel.

Program objectives;

1. Providing business information to entrepreneurs & BDS Providers
2. Minimizing gap between entrepreneurs & BDS providers
3. Development of Attitudinal & entrepreneurial culture among entrepreneurs
4. Technology transferring
5. Promote services of BDS providers
6. Improving business knowledge in different field.
7. Solutions for business issues faced by entrepreneurs (Entrepreneurs has ability to forward their business issues)

Business information & business knowledge will be reached to entrepreneurs quickly & effectively through electronic media. Program has been arranged to provide case studies, field observations & advertisement through panel discussion. In 2015, TV program was started from December and telecast as weekly programs.

4. Official web site & information system development

The website plays a very important role as a communication gateway to serve the SME sector in the country. It is very sophisticated and easiest way to deliver the information relevant to the enterprises/entrepreneurs.

NEDA has registered under the ICTA (Information and Communication Technology Agency) to construct the new website that is fully compliance to the e-governance policy.

NEDA web site was restructured for enhancing the capacity and to improve the quality and accessibility to information. In addition, SMEs can register with www.sme.lk a free web page for SME (PPP with Lanka Bell) and providing SME information through NEDA Facebook. In 2015, NEDA developed web folder to market linkages with Lanka bell & launched

5. Apparel Based Cottage Industry Development Program

Ministry of Industry & Commerce is implementing apparel Based Cottage Industry Development Program. National Enterprise Development Authority (NEDA) involves with entrepreneurship Development and marketing linkage program for all beneficiaries in relevant districts.

Under this program, NEDA provided Entrepreneurship development trainings for 1140 entrepreneurs in Mannar district and 660 entrepreneurs in Mulathive district. In addition to that two partnership companies were established in Mannar District to link market opportunities. And, NEDA provided entrepreneurship development training for 80 cottage industries in Matale and involving with market linkage for them.



ED training Program

6. Identification and facilitation of entrepreneur recognition program

NEDA has planned to conduct Entrepreneur Award Ceremonies with the objective of recognizing, rewarding and motivating these enterprises, who have profoundly contributed to the economic development of Sri Lanka. Four award ceremonies are conducted in four provinces with supporting of District Chambers.

In 2015, NEDA completed entrepreneur award ceremonies in Central Province and Matale districts. In addition, NEDA completed two award ceremonies in North & East scheduled at 2014.



Entrepreneur Recognize Program - North

7. Women Entrepreneurship Development Program

Sri Lankan women have recently taken an active role in the business sector of the country. A large number of women have started their own businesses and most of them have been able to meet with success. But, they have very lack of knowledge on entrepreneurship, marketing, technical and financial management. And also, they have faced with financial barriers to start / expand their business.

Hence NEDA conducted women entrepreneurship development program at regional level in all districts with supporting of Development Officers. Follow up activities are done by the Development Officers.

In 2015, NEDA has completed trainings (Technical and entrepreneurship development) as follows.

District	Number of trainees
Kurunegala	830
Puttalam	352
Anuradhapura	256
Polonnaruwa	41
Kegalla	108
Rathnapura	136
Total	1723



Women entrepreneurship Development Program - Kurunegala

8. Business Development Service (BDS) Fairs

BDS fairs are proposed for the purpose of MSME sector development at regional level. Objective of this BDS fair is to bridge the gap between BDS providers and the Medium & Small scale Entrepreneurs (MSEs), develop the business network for the SME development and promote products of small & medium entrepreneurs in the region and establishment of marketing linkages. In 2015, NEDA conducted two BDS fairs in selected 2 districts (Anuradhapura & Matara Districts).



Business Development Service Fair - Anuradhapura

9. War Widows Livelihood Programme in Northern Province

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There was lots of War affected Widow's living at Northern Province without any lively hood facilities.

There for NEDA has planned to implement women entrepreneurship development program in these areas with supporting of Development Officers. Follow up activities are done by the Development Officers.

Objectives:

- I. Promotion of cottage industries based on value added fish products among selected war widows residing in Northern Province.
- II. Establishment of 30 successful cottage Industries based on value added fish products through necessary technical, financial and marketing assistance.
- III. Increase the sustainable livelihood managerial skill enhancement workshops.

It has been identified that there is an urgent requirement of providing paths for sustainable livelihood opportunities to War Widows living in the Northern Province. The project would ensure that female headed households in each district would have a livelihood activity while attending to the daily responsibilities of their families.

The project aims to provide them with the required knowledge and training to produce the following items for local consumption. The project also includes imparting required skills to the women entrepreneurs for marketing their new products also the know how to interact with market agencies, financial institutions and investors.

In 2015, NEDA completed field assessment.

10. “Upadidhari Vyavasayake Udanaya” (UVU)Program

NEDA conduct entrepreneurship Development Program with Universities for graduates to engage them for business field. It is named as “Upadhidari Vyavasayake Udanaya” to promote business for graduates. Program objective is to encourage graduates for business field and crate them for successful entrepreneurs

Facilities through the program:

- Capacity Development Trainings (Entrepreneurship development, Business management and marketing.etc.....)
- Technology transferring (Based on the requirements)
- Market linkages
- Financial facilities to start/ expand business
- Business counseling and fallow ups

In2015, NEDA provided entrepreneurship development training for 29 under graduates in University of Sabaragamuwa, 26 graduates in University of Peradeniya. 46 in Wayamba University and 9 graduates in Jaffna University. And also NEDA provided grant for 12 graduates.



UVU Program - University of Peradeniya

11. Moratuwa Wood Furniture Entrepreneurs Development Program

NEDA is conducting this program with supporting of Moratuwa wood craft Association. NEDA wishes to develop their capabilities in the fields of market development, entrepreneurship development, technology transfer, and financial assistant etc.

NEDA provides entrepreneurship Development training and it pays more attention on the development of entrepreneurship skills of the selected beneficiaries.

In 2015, NEDA provided entrepreneurship Development training for 25 wood craft entrepreneurs and provided machinery granted for each beneficiaries (Rs. 25,000.00 for one entrepreneur).

12. Preparation of regional (Business Development Service) BDS data base & resource profile

NEDA had planned to prepare BDS data base & resource profile at DS Level. Development officers are collecting information and prepare profile as a guide book. NEDA implemented this program and prepared resource profile in 2015. (Completed in Kurunegala, Puttala, Anuradhapura and Polonnaruwa Districts).

13. Regional Support services - Short term trainings for Entrepreneurs

MSMEs in regional level plays major role in the Sri Lankan economy. NEDA has identified that they have lack of knowledge on entrepreneurship, marketing, technical and financial management. They have faced with financial barriers to start / expand their business. NEDA Development officers are working at regional level and they are identifying these entrepreneurs who required above knowledge & skills.

Hence NEDA is implementing short term training and follow up services for those entrepreneurs in regional level in all districts with supporting of Development Officers.

Knowledge & skills will be provided through training, awareness workshops, and business clinic etc.

In 2015, programs were completed as given bellow.

District	Number of trainees
Kurunegala	810
Puttalam	287
Anuradhapura	680
Kegalla	262
Rathnapura	146
Total	2185



Capacity Development training

Market Linkages

1. NEDA has planned to introduce MSMEs to Super market Chain as suppliers by facilitating them to qualify as suppliers. Hence, NEDA identify potential suppliers through Development officers and assess the quality and supply capacity of them. NEDA supports to improve on quality of the products and provide financial support. In 2015, NEDA identified potential beneficiaries in Kandy, Kurunegala, Galla, Matara, Hambanthota, Puttalam & Nuwara Eliya districts. And also, NEDA promoted SMEs through Silumina New paper.

2. The “Diyatha Uyana” developed at the adjoining areas of the Parliament complex at Battaramulla is offering space and other facilities for trading purpose. It is handled by the Sri Lanka Land Reclamation and Development Corporation. NEDA has planned to rent out five stalls on regular basis from “Diyatha Uyana” and give the stall facility to selected SMEs. NEDA Development officers introduce the SMEs and provided opportunities for 20 SMEs.



Marketing linkage – Diyatha Uyana

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Apparel Based cottage Industry program –Mannar

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16. Special programs

Beauty culture program

NEDA conducted Beauty culture training program for relevant entrepreneur. NEDA provided technical training and conducted award ceremony at national level.



(Women Entrepreneurship Dev. Program(Beauty culture program) - Anuradhapura



Award ceremony in Beauty culture program – Maharagama

Hand operated milking Machine

NEDA introduced Hand operated milking Machine with supporting of NIREG – Ms Ruwanthi coordinated this program.

Local Competitive Advantage (LOCA)/ Value Chain Development (VCD) training (Under “Gamata Obina Vyapara” Program)

NEDA provided above training for Development officers in Kurunegala, Puttalam, Kegalla & Rathnapura districts.

Development program under “Dayata Kirula” national program

NEDA provided entrepreneurship Development program in Kurunegala & Puttalam districts. Twenty entrepreneurs were selected through Divisional Secretariat (10 entrepreneurs in Kurunegala & 10 entrepreneurs in Puttalam). NEDA provided entrepreneurship development training for all of them and provided financial grant (Rs. 30,000.00 per entrepreneurs)