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**‘Our Mission: To inspire the SLIE Entrepreneur
Inner Voice across the World’**

**Electronic Magazine: Annual publication of the
Research & Development Department, SLIE**

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My Thoughts.....



Editor-In-Chief

The Sri Lanka Institute of Entrepreneurship (SLIE) has established itself as the primary educational, promotional and member based organization for entrepreneurs and edupreneurs. SLIE strives to become a major resource center/ knowledge portal on issues of Entrepreneurship development, research, communicate knowledge effectively within Sri Lanka and beyond. The Board of Management through a powerful ‘Think Tank’ is directing the activities of SLIE and there is no doubt that the annual publications of SLIE VOice online and SLIE JMRD are great business information tools, judging by the responses from professionals and the public at large.

“I only compete with myself to become a better person than I was yesterday”, on this issue in the Featured column we have the Success story of Ms. Nayomi Hadunnetti-The Founder of ‘Siren’. On the other hand ‘in the Entrepreneurs’ corner about an emerging entrepreneur-Ms. Geetha Savariappan, this inspiring story is presented by two well-known entrepreneur trainers; Roshani Jennifer Joseph – Founder of Joseph Foundation and David Benjamin –Founder of AgE Global Group.

We are delighted to announce the two projects has been commenced during 2018/19 are skill development programs for SLIE YES & ‘Sahasa’ -**The adults should always keep in mind that ‘at the end of the day, you are not really that different from your children’**; Forthcoming publications will be full of interesting experiences of Young, Youth and Adult Learners. The most obvious explanation is staying under SLIEPIL umbrella is the best solution for ALL your Needs.

We take this opportunity to invite you all to join us as we promote public communication through study, research and practice. Moreover we are in debt to our readers and Professional Colleagues, who supported us throughout by reading the magazine had been vital encouragement to make this 8th issue a reality in the new normal environment while building business through many challenges and constraints due to Covid Pandemic 2019. Stay Positive, Stay Safe, **With Best wishes!!**

Buddhini Dankanda

Our Message to Public

‘Remember, we stand strong as a Nation...despite all the challenges we are facing at the moment & our thoughts and prayers are with you all at this time’



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Announcement by-SLIE/SLIEPIL Project Office

Congratulations & Best Wishes to the Appointed TEAM-2018/2019

Mrs. Buddhini J A Dankanda-Senior Vice President/Chief Academic Officer

Vice President (Patrick Rodrigo),

General Secretary (Saviya Management Consultancy Associates),

Treasurer (Panchali Keerthirathna), the 3 Corporate /Board Members, Institutional Member (SLIE Project Investments Ltd-SLIEPIL),

Two Patrons (Wilfred Klassen, Professor R.M.J George)

Chris Defonseka- Chairman/Industry Advisory Board (IAB),

Dr. Gopal Sekar-Chairman Education Sub Committee,

Patrick Rodrigo-Chairman Membership Sub Committee

Dr. Sarath Buddhadasa-Chairman Education Quality Assurance Review Board (EQARB)

SLIE VOice online Editorial Board, SLIE Journal of Multi –Disciplinary Research & Development (JMRD) online Editorial Board, SLIE YES Project TEAM, Sahasa TEAM,

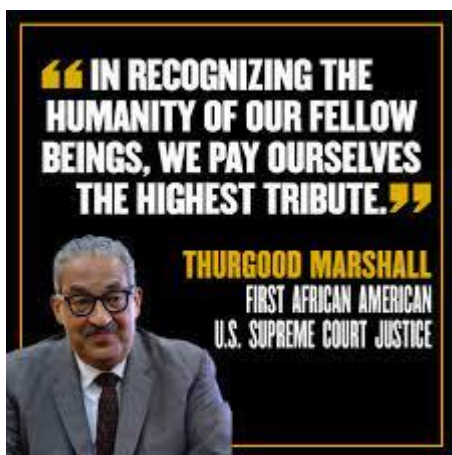
Auditor and Legal TEAM,



www.slie.lk

Special Announcement from Tennakoon P B Dankanda (Co-Founder) & Buddhini Dankanda(Co-Founder) Sri Lanka Institute of Entrepreneurship (SLIE)

Honorary Fellow Member ship



Honorary Fellow Ship is awarded to as per the following evaluation criteria:

- a) This is the highest professional distinction offered by the Institute. It is awarded on invitation only by the Executive Board of Management (BOM) on recommendation of Co-Founders of the Institute.
- b) Honorary Fellow membership is awarded to outstanding Entrepreneurs/ Professionals and Academics who are non-members of the Institute and Corporate Members of the Institute.
- c) Persons who have in the opinion of the Executive Board of Management (BOM), rendered noteworthy and memorable service towards the attainment of the objectives of the Institute may be only elected as Honorary Fellow Members.

Sri Lanka Institute of Entrepreneurship –SLIE is a member based institute for empowering entrepreneurs & eduprenurs, and one Project coming under SLIE Project Investments LTD;

Here are some of the Benefits by Becoming an Honorary Fellow:

- **Honorary Fellow Members** shall be entitled without payment, to all the privileges enjoyed by other Members' **of the Institute** as well are offered the prestige award of Honoree Fellow Ships., **Hon. FSLIE**.
- Hon. Fellows will be constantly updated through the SLIE VOice online Annual Publications
- Honorary Fellows receive an official Certificate of Fellowship.
- Gain professional recognition by participation international conferences.

- No registration fee for conferences organized by the Institute and from Journal publication.

- All Honorary Fellows will get free on-line copy of the Journals published by the Institute and all conference proceedings.

- Honorary Fellows can be invited to join as a Keynote speaker at the conference organized by the Institute.

- Honorary Fellows are invited to publish books, working paper series, special reports & edited book chapters.

The Success Of Teamwork

Coming together is a beginning.

Keeping together is progress.

Working together is success.

~ Henry Ford ~

Our Special Tribute to the Hon. Fellows appointed during the period 2014-2018



Hon. FSLIE-2014/2015

Professor R M J George, Dr. Nalin Abeysekera, Mr. Wilfred Klassen

Hon.FSLIE-2015/2016

Mr. Chandra Gannile, Mr. Patrick Rodrigo, Mr. Chris De Fonseka

Hon.FSLIE-2016/2017

Professor Gamini De Alwis, Dr. Sunil Nawaratne, Dr. Sarath Buddhadasa,

Dr. Chandra Embuldeniaya,

Hon.FSLIE-2017/2018

Mr. Gamini Banda Herath, Dr. Gopal Sekar, Mr. T.Arjuna

Thank you,

www.slief.lk

How to Build Trust in Open Entrepreneurial Innovation with SLIE



Entrepreneurs today recognize the value of embracing open innovation by tapping into an outside pool of experts to help them fine-tune their innovative idea/ideas, accelerate their implementation and compete in the marketplace.

The Sri Lanka Institute of Entrepreneurship (SLIE) is an ideal source, where unique all-round services are offered. At the same time, even companies today will see how working with a resourceful and dynamic organization as the SLIE can help them to elevate their current performances, expand their market horizons and have meaningful expansion of their businesses. One of the key platforms for success between the seekers and providers is the building of collaborative trust and relationships for mutual benefit.

Both seekers and providers may worry about protecting their intellectual property but developing honest and clear strategies and mutually agreed approaches to agreements to identify each partner's contribution. For an individual entrepreneur it is much easier than for a company or a large organization to negotiate workable terms, as the latter may have several smaller groups to contend with. One of the most difficult areas for preservation of intellectual property is – *Technology*. This is especially true where open dialogue is the mode for discussion, presentation and involves sharing of ideas. On the other hand, there may be advantages too, finding quicker solutions for difficult problems, forging new trust based partnerships through open dialogue that will generate mutual value and good results.

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Featured Column



Voice of Nayomi Handunnetti-

‘Founder of “The Siren”

Who is Nayomi –the Young Energetic Innovative Entrepreneur

Nayomi is an Award-winning - Entrepreneur & Marketing specialist, Fitness Enthusiast, Speaker, Blogger, Global Goodwill Ambassador & Mentor @ Women Empowered Global. She is well qualified with two masters; one MBA from the New University of Buckinghamshire UK and an MSC in Marketing from Asia e-University Malaysia. She is a Certified Management Accountant (Australia).

SLIE VOice online is always looking for feature articles that are valuable to our readers; Our Special Appreciation to Ms Nayomi Handunnetti for her contribution ’.

In this Interview Nayomi tells Buddhini , Chief Editor -SLIE VOice online

SLIE VOice online: It is a great pleasure meeting You Nayomi –Would you like to share your inspiring story of becoming an entrepreneur & the entrepreneurial journey with SLIE VOice-online?

•**Nayomi:** Yes, Thank you for inviting me to SLIE Voice online and I'm thrilled to share my story.

I'm Nayomi Handunnetti born in Sri Lanka to a Sinhala Father and a Tamil mother. My mom was diagnosed with cancer when I was 15 years old and I had to bear the hardship of taking her place in the family while cooking, cleaning, studying, and playing sport at the same time. My brother and sister were a great strength to me at that time. My mom died of Cervical Cancer when I was 19 and all hope was lost at that time. However, I regained my strength to move on and I started studying again at the age of 20 and started working as well. This is how I started my professional career.

Moving on to my professional career, I am an Entrepreneur & a marketing professional, with over 20 years of experience working for some of the biggest corporate names in the Global Market place. My specialty is in Marketing, Hospitality, and Tourism & Travel. I also have a proven track record in following international business processes to successfully deliver large-scale projects, while keeping to stringent requirements and timelines. My customer-focused approach has been one of the key pillars behind my achievements.

Before my Entrepreneurship journey, I worked for some of the biggest companies in Sri Lanka. Namely: MAS Holdings (Pvt) Ltd, Sri Lankan Airlines & E-W Information Systems (Pvt) Ltd. All of these outstanding organizations have given me a lot of opportunities to shine & achieve my personal goals.

I started my Entrepreneurship journey with Handun Villas & Restaurants in 2017, which I take great pleasure & pride in, as the brand was built from scratch by my team and me. Website - www.handunvillas.com.

I am the founder of “The Siren” which is a groundbreaking marketing consulting firm that was formed in 2020 to assist the marketing heads in companies to shorten their strenuous process. We aim at providing integrated consultancy services in branding, marketing, sales, and strategy to help companies identify their real problems and to solve them effectively with our resources. The Siren team is led by me and we are experienced to transform the way that the businesses operate. In addition to these businesses, I'm a commercial farmer, growing various crops to contribute to the food demand in Sri Lanka.

SLIE VOice online: Our readers are very much delighted about your achievements during the past two decades?

•**Nayomi:** My highest qualification is MBA from Buckinghamshire New University UK. I also have an executive MSC in Marketing from Asiae University Malaysia and I am a Certified Management Accountant (Aus). I also have a Diploma in Marketing from the Chartered Institute of Marketing UK.

I have won various Awards & Accolades throughout my professional career. The awards are listed below:

- School under fifteen athletic Championship 1995
- Youngest Candidate to complete Practical and Theory - Royal Schools of Music London 1996
- Finalist Petite/Teen Miss Sri Lanka - Studio 9 2000
- Rookie Salesperson of the year – IBM Sri Lanka 2001
- Asia top 50 Woman Leader Award – CMO Asia 2018
- Women Super achiever Award - World HRD Congress 2017
- Most Influential Marketing Leader – World Brand Congress 2019
- Small Scale Entrepreneur of the year - one of the top three finalists 2012
- Upcoming woman Entrepreneur of the year WIM Sri Lanka & Maldives - 2021

SLIE VOice online: What is the secret behind the Dynamic lady Nayomi, is it work-life balance?

•**Nayomi:** Yes, it's always been a work-life balance for me as I prioritize my day to cater to the demands of work, family & health; I am married with two great girls who are 16 & 10.

• My purpose in life is to create jobs for people, and I use my voice to support “Women Entrepreneurship”

• I hold two voluntary positions with Global Good Will Ambassador & Global Mentor at Women Empowered Global.

• My interests are Fitness & meeting new people

• **Tips for youth from my life journey –**

- There will always be setbacks but don't lose focus on your end goal.
- Failure is a part of life and it's totally okay to fail.
- Define your own success.
- Don't compare yourself to others.
- Always be an Ethical and trustworthy person.
- Be consistent with everything you do.

SLIE VOice online: Who are you're Competitors?

•**Nayomi:** Personally, I only compete with myself to become a better person than I was yesterday.

SLIE Voice online: The challenges and opportunities when doing business in Sri Lanka?

•**Nayomi:** As a female Entrepreneur there are challenges as well as many opportunities and Challenges

- The domestic work-related responsibilities

- Lack of funding is another issue faced by the female Entrepreneur where the personal assets are at risk when applying for loans.

- Access to the Internet and the cost to do so is another challenge faced by women

SLIE Voice online: What are your future plans Nayomi?

•**Nayomi:** I'm co-founding a company focusing on exports. I plan to focus on that business.

SLIE Voice online: What is the NEED-FOR the Hour for Sri Lanka to boost entrepreneurial culture & your advice to Potential entrepreneurs in facing the Challenges and Constraints in the New Normal environment?

•**Nayomi:**

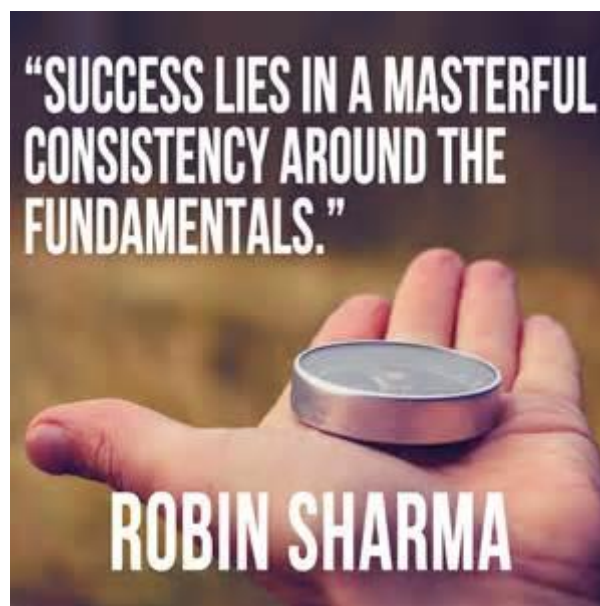
• I think the new normal Environment has created many opportunities for budding Entrepreneurs due to the following reasons:

• It is now accepted in the society of many parts of the world regarding the support from a woman towards contribution to the family income. Further, the economic uncertainty has led women to join the workforce. Many have taken up an entrepreneurship journey as they can balance their work and family life better.

• Covid-19 has helped businesses to rapidly adopt digital means to run the existing business as well as expand their businesses. Customers now look to purchase goods online and suppliers seem to cater to the demand. Hence, employees are able to work remotely.

- Women have more access to become Entrepreneurs than ever before. The shifts towards virtual and remote interactions create more room for women to do business. Women face competing responsibilities managing a household and running a business therefore, the accepted virtual and remote interactions will help making the post-Covid era a better normal.

SLIE Voice online: Thank you Nayomi we wish you the very best in all your Endeavors, Always TC & Stay Safe!!



You are welcome to contact Ms. Nayomi via < Nayomi@thesiren.lk> and For Info/details about her Buz visit the Website - www.handunvillas.com

SLIE EDUCATION

“Intelligence plus character - That is the goal of true education.

Rev. Dr. Martin Luther King, Jr.”



SLIEPIL-SLIE Education

'GREAT Opportunity for Young Entrepreneurs-SLIE Admissions'
Students are exposed to challenging programs of study through which they can gain the academic, innovative, business expertise they need to develop successful futures. The Institute's admissions process enables them to become a SLIE Member while moving forward.

We prepare for



English Qualifications™

For Inquires: Call Tel-0115682849, 0717222487;

Academy Email <education@slie.lk>



SLIE Academy
www.slie.lk

Is a Cambridge English Qualifications registration Centre for the British Council

Research Column

Welcome Calling for Paper Abstracts – SLIE JMRD June 2020

SLIE JMRD scope is multi-disciplinary covering studies in the arts, human and social sciences, economic and education sciences, natural sciences, engineering and technology. The SLIE JMRD follows three-step process. All research papers submitted are first scrutinized by the Editors to determine suitability. Papers found to be suitable are then assessed by peer referees from the respective discipline of study. The SLIE JMRD strives to provide authors with a publication decision.

Kindly note that (1) all papers must be accompanied by an abstract of 150-200 words and (2) The papers formatted in MS Word, “Times New Roman”, font size 11 with 1.5 spacing on A4 paper and with length of 10-15 pgs (3) Remember to Use APA Referencing style (4) Finalized articles to be sent to the Editorial Board via jmrd@slie.lk .

Special Covid 19 Subscription Update

Institutional Subscription: US20\$; Individual Subscription: US10\$; Student Subscription: US5\$

The editorial board always keeps the members & public constantly up to-date on the progress and activity of SLIE JMRD via the SLIE VOice online.

Good Luck!

Project TEAM

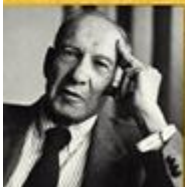
Please Note

The Research Gate Link <https://www.researchgate.net/project/SLIE-JMRD-SLIEPIL-SLIE-Project>

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JMRD Quotes'

Knowledge has to be improved, challenged, and increased constantly, or it vanishes.



QUOTEHD.COM

Peter Drucker
Austrian-American Author

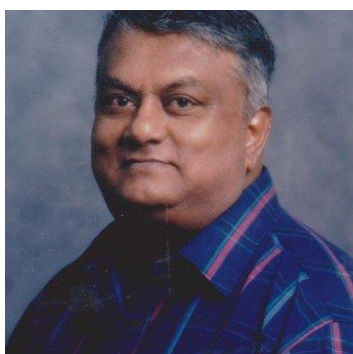
1909 - 2005

jmrld@slie.lk

IAB

The Industrial Advisory Board Presents.....

An Innovative Method for Converting Polyethylene Plastics Wastes into Liquid Fuel



By Chris Defonseka, Hon. FSLIE - Chairman IAB

“In India researchers have developed a relatively low-temperature process to convert post-consumer plastics bags and packaging into commercially viable liquid fuel.”

Although plastics in various forms such as solids, films and foams are an essential part of daily life of people, post-consumer wastes have been posing some problems in most countries. Polyethylene with main grades as low-density, medium-density, high-density and liquids belong to the Olefins family of plastics, with low-density polyethylene probably being the most popular.

Over the years, due to rapid global population growth, as more and more plastics are consumed, the generations of plastics wastes have escalated. Among this waste is the common plastics polymer polyethylene which is used to make many products such as: containers, medical and laboratory equipment, computer components and many others, with a very large volume as plastic films converted into packaging and bags. Recycling initiatives have been in place in many parts of the world for some time now but much of these wastes have ended up in landfills, dispersed in the environment or in the sea. Polymer manufacturers have experimented with bio-degradable additives but it is a losing battle so far.

Several chemists and research scientists have been working to develop a commercially viable technology for efficiently converting low-density polyethylene (LDPE) into a liquid fuel. Given that most plastics are made from petrochemical feed stocks, this solution involving plastics recycling brings the life-cycle full circle, allowing a second use of this material as a substitute for oil. This process, when implemented on a large enough scale, will reduce pressures on landfills as well as ameliorating the effects of dwindling oil resources in a world with increasing demand on petrochemicals for fuel.

One of the most successful methodologies developed so far uses a thermo-chemical process based on *pyrolysis*. This is a heating process, where the plastics wastes are heated to between 400 and 500 Celsius with a kaolin catalyst. This causes the plastic's material long polymer chain to break apart in a process called *thermo-catalytic degradation*. This releases large quantities of much smaller carbon-rich molecules. To identify these molecules, analytical techniques such as gas chromatography coupled with mass spectrometry can be effectively used. In actual practice, it has been found that these molecule's components of their liquid fuel to be mainly paraffin's and olefins with chains 10 to 16 carbon atoms long. Chemically, this makes this liquid fuel very similar to conventional petrochemical fuels.

The catalyst used in this method-kaolin- is a clay mineral containing aluminum and silicon. It functions as a catalyst by providing a large reactive surface on which the polymer molecules can sit and so be exposed to high temperatures inside the batch reactor, which breaks them apart. At 450 degrees Celsius with low percentage of kaolin, liquid production would be around 70% with by-products being combustible gases and wax. In other words, for every kilogram of plastics wastes, the process will yield around 700 grams of liquid fuel. This fuel yield could be boosted to almost 80% with minimized reactive times but would require a lot more catalyst like 1 kg. Kaolin for every 2 kg. Plastics waste.

This technology may be of special interest to Sri Lanka where the production or use of polythene film less than 20 microns is banned especially for products like bags and packaging. Based on this technology and extending this thermo-chemical process to a combination of pyrolysis and gasification/liquefying method, most plastics wastes could yield commercially viable liquid fuels.

Source: some info taken from- Inderscience Publishers

SLIE Young Entrepreneurial Society Project (SLIE YES)

SLIE YES Mission: “To foster entrepreneurship among students and developing future leaders by establishing SLIE Young Entrepreneurial Societies - (SLIE YES)”



Become a SLIE YES member today -- you won't be disappointed!!!

"We welcome students, undergraduates or graduates and potential entrepreneurs"

We are delighted to announce the eligible Age/Group criteria for SLIE YES membership - :

Group (A) 15-19, Group (B) 20-24 and Group (C) 25-29.

Here's a link to our SLIE YES membership application form Email info@slie.lk and

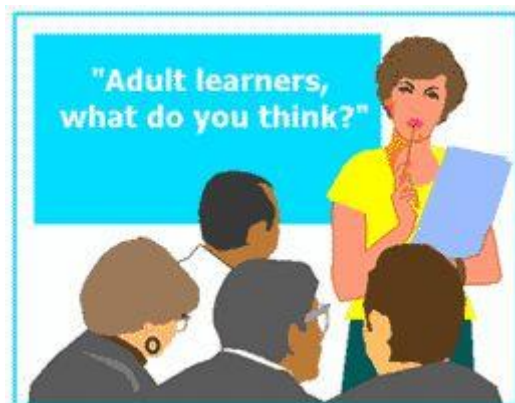
[<slieyes.info@gmail.com>](mailto:slieyes.info@gmail.com), With Best Wishes!

SLIE YES Project TEAM/Twitter ([sliefesproject](https://twitter.com/sliefesproject))

"SLIE YES"-SLIE Young Entrepreneurial Society Project is endorsed by **SLIEPIL**

SAHASA

May 2019 – Present



PROJECT DESCRIPTION

'It is always important to remember at the end of the day, you are not really that different from your children' –

The eligible Age criteria for SAHASA membership-: 30 yrs and above.

For Training & Development Programs and More information please contact the Office Coordinator via 0775256982

With Best wishes,

Project TEAM,

'Sahasa Project is endorsed by SLIE Project Investments LTD-www.slie.lk'

Welcome Message from Vice President/Chairman -Membership Sub Committee, Sri Lanka Institute of Entrepreneurship



SLIE Membership

"Join SLIE-Your Professional Partner in Business"

‘Make a Difference as a SLIE Ambassador’

All Members need to go beyond extra mile to survive -Probationary period of 30days in the SLIE Organizational culture’

Applications for membership in the Institute are to be directed to the Membership Manager of SLIE via <adminslic@slie.lk> or <saviyamca@gmail.com>

** SLIE Membership Benefits-

- Professional Recognition – Designatory Letters (FSLIE, MSLIE or AMSLIE)
- SLIE Community/ Groups & Get-Together's
- SLIE Faculty for Education & Enterprise Support
- Membership Directory

Please note that- 1-'Only a member -MSLIE, upgraded to a Fellow' and

2- Every cent of your money is utilized to sponsor a SLIE Project **

With Best wishes!

Patrick Rodrigo, Hon. FSLIE

Entrepreneurship is not a part-time or full-time job but it is a – Lifestyle!

(Source: www.slief.lk)

Sponsor for SLIE Projects

“The role of project sponsors is often overlooked by most institutions. But for every stage of a project, there are key executive sponsor behaviors that can make the difference between Success and Failure”.

SLIE Project Investments LTD brings all SLIE Projects under One Umbrella:-

Sri Lanka Institute of Entrepreneurship, SLIE Academy, SLIE YES (SLIE Young Entrepreneurial Society Project), SLIE Library & Book Shop, SLIE Voice Online, SLIE Journal of Multi-Disciplinary Research & Development (SLIE JMRD) , SLIEPIL Roots and Wings 4 Children & Family Project and Sahasa Project.

In order to improve goals of SLIE in the future we have focused on many activities for our members.

*SLIE Library (e reference), Special events-the SLIE Forum, Business PLAN Competitions, Multi-Disciplinary Research Poster Competitions, SLIE Publications -SLIE VOice online & SLIE JMRD.

SLIE Library-Valuable and informative books will be available for reference to SLIE Staff/ members and students. Donations of books from publishers and well-wishers would be most welcome

Business Plan Competitions-Trophies, Certificates, Scholarships for winners (Entrepreneurs & students)-Annual event

Multi-Disciplinary Undergraduate Research Poster Competition

Trophies, Certificates and Cash Awards for winners’ -Annual event

SLIE Awards -Each year, SLIE YES Organizers will be awarded for their efforts. Sponsor an award, and help us celebrate these outstanding people and organizations at our Annual Awards Ceremony

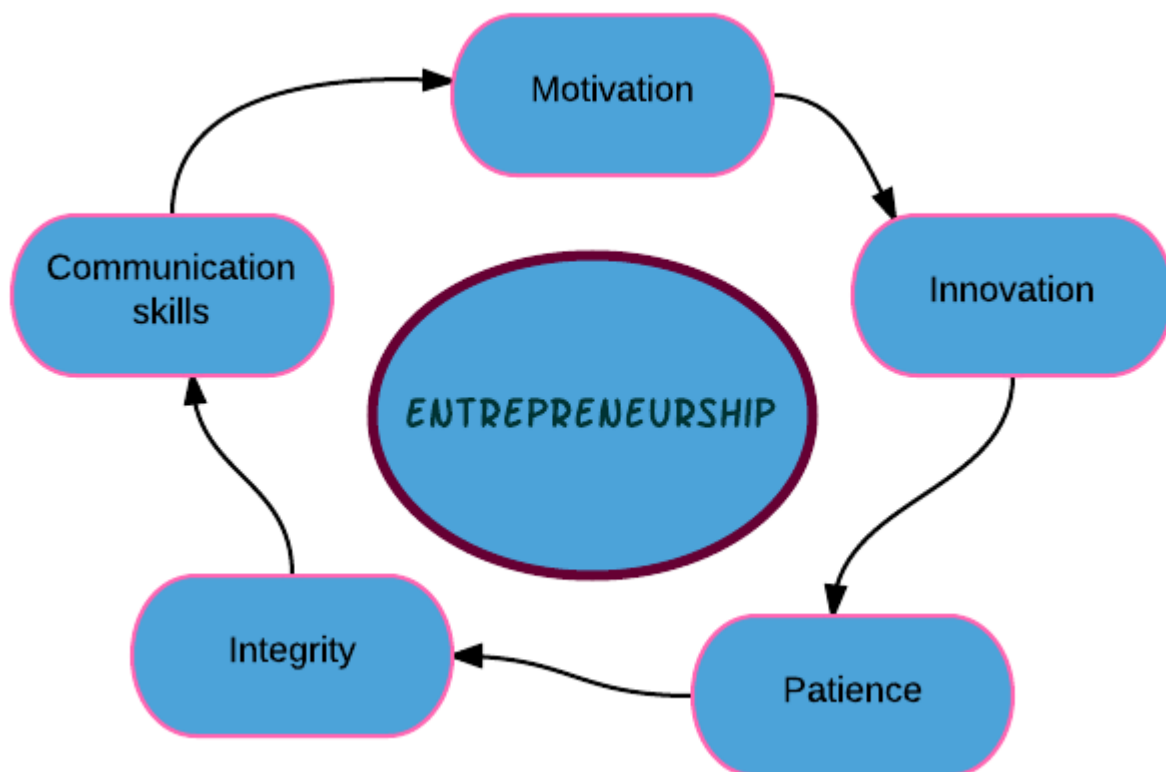
SLIE Grants Projects-V welcome SLIE members to identify projects taking place in communities that need support.

SLIE Educational Outreach- Your sponsorship for SLIE Educational Outreach: - Providing information for educational and research purpose.

Event Cost –For further details U are welcome to Contact us at: Promotion & Advertising Unit <info@slie.lk>, Tel: 0115682849, Mob: 0775256982

Kindly Note -Due to Easter Attacks & Covid Pandemic the institute could not hold the awarding ceremony scheduled during 2019-2021.

www.slie.lk



Entrepreneurs Corner

The Voice Uncut - 'Your voice will never die Arjuna'



T. Arjuna, Hon. FSLIE

Loss is constant. But life flows with new entrants, new perspectives. Until we go the way of the others, some will stay with us, for some time some will go before us, some will appear and disappear; but none will stay eternally, for that cannot happen (Arjuna, 2016)'..."

SLIE VOICE online Editorial Board will be publishing some of the articles of T.Arjuna in upcoming Issue being memory of our professional colleague.

Remembering the Voice of Arjuna,

'How to get anything you want in Life

The sum of total of our beliefs and behaviour, constitutes our life; that will existence, the course of active human subsistence, human affairs .Life is all about give and take, preferably more giving than taking.

To get anything you want in life ,you must first accept who you are ,and take responsibility for everything that you do .once this ability to acknowledge ,admit ,and be accountable to the selves is cultivated and established as an inherent characteristic of the self ;then ,and only then, go forth and dare to declare to the world ,that you are the best and what you are doing is the best. The truth is that once the faculties to accept, acknowledge, and be answerable are cultivated as an essential trait of us; then everyone, and each one of us, is best in their own right and ways. It was Oscar Wilde, that eccentric and brilliant Irish writer and poet, who wrote –“To live, is the rarest thing in the world. Most people just exist, that is all.”

Why should you expect anything less than the best from the gifts that others have to offer when you know you are doing your very best? Being the best does not have to mean been better than anyone else. You are different but best in your own way. When you dare to declare that you are the best, you are saying that you are adequate. You do not feel less .You feel perfectly complete. You may be selfish, impatient, and a little insecure sometimes; make mistakes, be out of control and at time hard to handle. If so ,it is proof that you are making an effort in life ,and at living .But to deserve the best ,try to manage and control yourself at your worst; and if you do, you sure will be worthy of the best. Never tell your problems to anyone because 20percent of those to whom you tell, do not care; and other 80percent are glad you have them. Always remember that it is better that one be hated for what one is, than to beloved for what one is not. Be who you are and say what you feel, because those who mind, do not matter; and those who matter do not mind.

Greatness

When you see others declaring their own greatness, do you feel resistance on the inside in anyway? If so ,what you feel is not about them; but it is about yourself .When you allow yourself to acknowledge your own greatness, you necessarily need to allow others to acknowledge theirs, The main rule to observe is, to thy own self to be true ,or follow thy own true will. It does not matter at all, as to what others say about you. It does not matter most what you say about others. What only matters is, what you say about yourself. You are the creator of the reality you observe about you. If you speak badly about the creator; that is you; then a bad creator will create a bad reality. Forget about the external world and your judgments about it.it all begins with you. You must judge yourself favourably. The less you use your word against yourself, the less you would use against others.

The first step to treating the world better is to treat the self, better. Both you and the world are one. The outer is merely a reflection of the inner. Love yourself truly. There is only one sure way to get anything you want in life; and that is with the cooperation of others people. Without the cooperation of others, you would never get a job, go out on a date, or have any friend. To gain cooperation, you have to use conversion, you have to use covert persuasion to get it – a tactic that allows you to get anything you want though you own acts or by subconsciously commanding others to render it to you. Most people try to persuade others by rationalising with them. That does not always work. At times, you can try to argue with someone to get what you want. Usually, even that will not work. When you make decisions, you like to think you are weighing the options carefully, looking at all the possibilities, and making the best choice based on a rational examination of the facts. In truth, much of the decision making just happens on a subconscious level based on feelings we might not even be aware of understanding and managing those subconscious feelings is the key to the art of persuasion, by simply observing and body.

First published in Sunday Observer-Can we talk?"

Remembering the Voice of Author."

Quotes for the Day



“Live as if you were
to die tomorrow.
Learn as if you were
to live forever.”

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Memories
are special moments
that tell our
Story

“Be the unique you in entrepreneurship.”

‘Success Story of Ms. Geetha Savariappan‘

Presented by Roshani Jeniffer Joseph & David Benjamin



Mrs. Geetha

Being trainers for entrepreneurs there are many inspiring positive stories, among them we always recall our friend- Geetha and her positive attitude. Geetha is a talented woman whom we came across in the entrepreneurial journey. We saw her art and craft work including stitched items, embodied products, felt craft and many more. Geetha Savariappan is a single mom with a five years old kid. August 2019 was a special year for her with digital tools. She started her first page in Facebook to sell her products.

Immediately when she launched her Facebook page under the name of “Rehan’s Creations” she managed to get some orders for Christmas. It was a good start without using any medium of marketing.



In February 2020 there was a sudden change in her family life where she had decided to continue her journey with her kid alone without her partner. It happened to be back at home with her old parents and kid. She had to manage many responsibilities’ alone. Due to Covid 19 social restrictions and other safety measures she started losing her only income. Then she decided on reselling some products which were sold online in her neighborhood. For this talented entrepreneur even the pandemic and lockdown created opportunities. People started requesting her to bring spices, especially chilly and curry powders. She noticed that only selling food items will help her to survive during the prevailing situation and she decided on trying them at home.

She started fulfilling the needs of the neighbors’ by ordering ingredients’ online grinding and packing them with the help of her mother. But still she had to struggle.

Her never giving up attitude made her to take a decision with social media marketing again. Immediately she worked on a social media page. This is how “Teaspoon of spices” started. She used the free mobile applications to design her logo, brochures, labels and packaging .Though she’s not much familiar with the digital marketing, she learned it and implemented it. Her first social media post was successful and got nearly 10 orders the very next day. She shared her advertisements in what’s app group, Social media groups and in her Social media page. Her business started picking up and orders started coming too. She started seven varieties of powders including Sukku Coffee and Masala Chai. These two products created more customers because Ginger and some other spices were identified as Ayurveda medications for Covid 19.



Now she’s selling Chillie Powder, Curry Powder, Meat Curry powder, Rasam Powder, Gram Masala Powder, Biryani Masala Powder, Black Curry Powder, Chili Flakes, Roasted Curry Powder, Roasted Jaffna Curry Powder, Samba Powder, Coriander Powder, Cumin Powder, Black Pepper Powder, Masala Chai, Sukku Coffee and Turmeric powder. She is a successful woman entrepreneur who is having 17 to 20 varieties of powders both packed and in bottles. This can be a very simple story of an entrepreneur but it is evident that hard work and Digital tools are important to entrepreneurs also with lesser investments are involved in

taking the well planned digital route and a little extra acquaintance with experimenting digital marketing, a lot of woman entrepreneurs can actually test waters before they go deep diving and experiencing failure.

Women have been paving the path for entrepreneurs in every industry for many decades but digital tools are making the process easier. The definition of marketing can be said as the activity of showing and advertising products in the best possible way to reach more people. Also marketing can be going there where your customer requirements’ are. Geetha exhorts about the necessity of having an understanding and usage of digital marketing, mobile applications and making a good use of mobile phones because nowadays people are present digitally and mostly depending on it.

“Ignoring online marketing is like opening a business but not telling anyone” – Anonymous.

By taking Geetha as an example 100% of the success of business can be attributed to digital marketing. In the new era of modern technology and advanced equipment's, the usage of mobiles, tabs, I- pads, internet and social media by any field or target group has been on a continuous rise. The specific consumers of any brand today are spending a lot of time on gathering information, comparing the products, asking for recommendations and interacting with many brands along with researching on various options and alternative products and services available online. Hence, it has become unavoidable for products and services to be available on various digital mediums. For an emerging woman entrepreneur, a startup digital marketing is the tool for creating impact, awareness and reaches out. The specialty of this platform is, it lets you to showcase any form of the services business or brands that wait to communicate its target audience both nationally and internationally also they ensure every woman is unique in her own idea and showcasing the talent and definitely can become a successful entrepreneur by applying the techniques appropriately.

You are welcome to Visit Geetha Facebook pages For Info/details about her

buz: <https://www.facebook.com/Rehans-Creations-103780404306311/>



Social Net

What Price Gratitude? – A short story of a daughter's love for her father.....

By Chris Defonseka

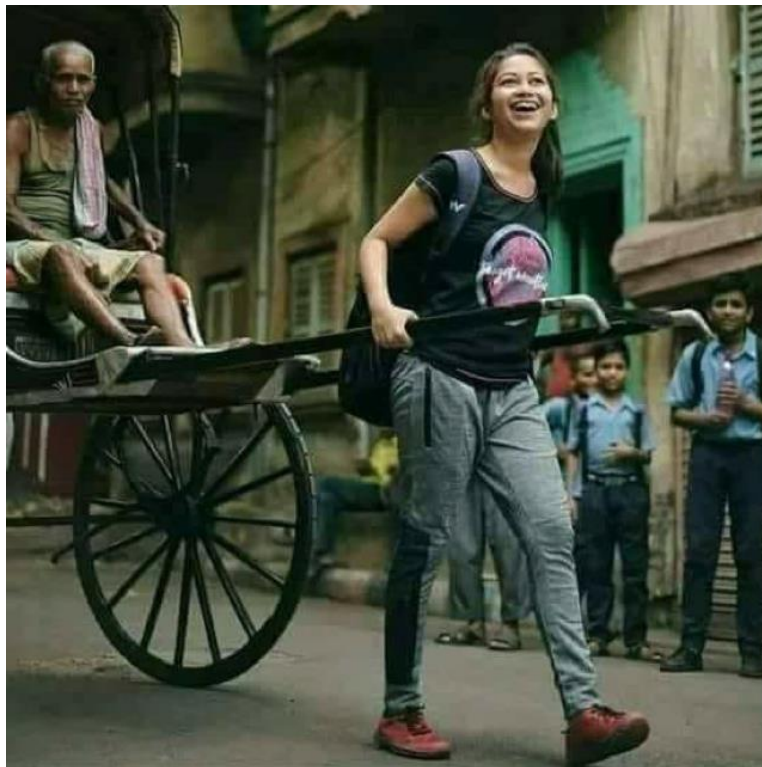
In life, we experience many ups and downs and in the present context of global unrest and strife some of which are due to socio-economic problems- courage, perseverance and determination to achieve pre-set goals laced with love and humility which are admirable traits that can achieve most things.

The rains have just ceased and in the great city of Mumbai in India, the people were slowly starting their daily chores. The city warmed by a bright sun was a hive of activity as people began to move with a hustle and bustle, which was both exciting and hectic. In the city suburbs, a family of three was also beginning their day. Their small house consisting of two rooms a hall, a kitchen and a few other amenities was situated in the 'poor' sector. A parked rickshaw in front of the main door completed their resources.

The mother was preparing a morning meal for her daughter who would soon be going for her classes and her husband who would take his rickshaw to the city center to earn a living for the day. The man was tall and lean and his muscular frame suggested strength by his constant activity with his rickshaw. This family had known paucity of resources for a long time; yet, they had overcome them by togetherness, love for one another and acceptance of their circumstances.

The girl was intelligent and resourceful and thus she was able to supplement the daily income earned by her father by giving tuition for the neighbors' children. She dreamed of a better life for her family. Perhaps one day they could live in a big house, with a servant to help her mother, her father would not have to pull a rickshaw and be able to even buy a small car. She knew that these were possible if she passed her exams well. She had another dream: that when she passed her exams, she would take her father round the streets with him seated in the rickshaw and her pulling the rickshaw for everybody to see.

When her exam results came, she was delighted to find that she had passed it easily with honours at the top of her class. She was offered a lucrative job immediately by a large business group in the city and she knew that now she could realize her dreams- but first she had to fulfill her more important dream.....



The girl pulling the rickshaw passed the Indian Administrative Service (IAS) with Honours and at the top of her class. The man seated in the rickshaw is her father being taken around the city streets. She did this to publicly acknowledge her father's efforts in slaving for years to enable her to get a good education. Thus, her dream was a reality.

Note: the writer has expanded on the story for the benefit of the readers but the core facts remain true.

-----End-----503 words.

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Thank U, Project Committee.

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“Safety is No-01

Culture is No-02....

It is what we do around here”