

CEFE

Enterprise
Education for
Success

CEFE NET SRI LANKA



CEFE
BRAINSTORM
2017

HIGHLIGHTS OF 2016



Reviving of enterprises in conflict affected districts giving emphasis to youth.

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A goal is a dream with a deadline.

Napoleon Hill



Reviving of enterprises in conflict affected districts giving emphasis to youth.

In the context of post-war situation, CEFE has contributed immensely to revival of livelihood in the conflict areas through enterprise development. Irrespective of different levels of vulnerabilities, capacities and educational status, CEFE supported them to begin their lives with new hope and aspirations. This leads to create more stable and resilient communities who can withstand by their own

CEFE has supported the United Nations Development Programme (UNDP) as a Business Development Service (BDS) provider to implement Youth Enterprise Development (YED) component under different UNDP projects targeting youth income/employment generation. Other than the economic empowerment, YED approach is used as a vehicle to promote social cohesion among different communities. Starting from 2012, CEFE has supported UNDP to implement several cycles of YED in Northern region creating hundreds of micro and small scale enterprises supporting many war victims and vulnerable families (focusing youth) while contributing to Local Economic Development.

Furthermore, in line with UNDP thinking of supporting for creating local resource pool in the district level, CEFE and Industrial Services Bureau (ISB) supported UNDP to capacitate relevant government officials in the northern region and even other UNDP targeted areas (All together 10 districts). This also will leads to long term sustainability as they can undertake Business Development Service (BDS) provision in the long run specially providing counselling and mentoring support addressing day-to-day business issues of young entrepreneurs



Following 02 case stories indicate the success of CEFE approach in the means of helping people to be economically resilient and capacity development of government officials to work more effectively to meet client's requirements.



T.Arulrasa is a youth aged 26 who lived in a refugee camp due to war, where he trained himself in repairing motor bikes and servicing. Subsequently he initiated a small workshop. *"YED programme gave me a very good orientation on business and I have prepared my own business plan to realize my own dreams. As a result, I have stated a motorbike service unit and it helped me to get the Mahendra service agency"*. Further he has created 02 employment opportunities and the Vocational Training Authority (VTA) has recognized his Center as a place to give post training experience to their students at NVQ level 3. Because of the business plan developed, he managed to get a bank loan for further development

Beeshman is one of the Skill Development Officers (SDO) working for the Vocational Training Authority (VTA), and he was trained as a resource person under YED programme. Initially he underwent a comprehensive 10 days TOT on enterprise development based on CEFE methodology. Due to this training he obtained an extensive knowledge on business counselling and mentoring. *"Even though I had many technical related trainings while working as a SDO this is my first business related training. Now I can couple business aspects together with technical knowledge when advising/following up with my beneficiaries."* Beeshman now provide his technical/business expertise to 23 youth entrepreneurs who are supported under the UNDP project. As he completed his TOT along with a number of required follow-up training hours he is eligible to apply for CEFE licensing, which will enable him to work as a professional trainer with greater recognition.



SAMPATH SAVIYA PROJECT

Sampath Saviya is one of the CSR Projects of Sampath Bank started in 2013. Main focus of the Sampath Saviya is strengthening Small and Medium Enterprises through providing training on 'Entrepreneurship and Business Planning, and credit facilities to those wish to improve their businesses. This project targets around 500 Small and Medium Enterprises every year. The project covers all the districts in Sri Lanka.

Sampath Bank has selected CEFE Net Sri Lanka as the training provider for Sampath Saviya Program and this program has successfully continued to fourth consecutive year.

CEFE Net Sri Lanka has conducted a series of 3 days CEFE Entrepreneurship and Business Planning Training for existing and potential entrepreneurs in most of districts of Sri Lanka including northern and eastern provinces.

According to the past records, CEFE Net Sri Lanka has completed 33 Sampath Saviya training programs and trained around 800 Small and Medium Entrepreneurs. In addition to training, a selected number of trained participants have been granted low interest loans from Sampath Bank.

The CEFE course offered to Sampath Saviya beneficiaries covers the following subject areas

- Improvement of the relationship between Entrepreneur and the Bank
- Business Environment
- Personnel Entrepreneurial Competencies
- Business Expansion Opportunities
- Introduction to Business Plan

Coaching sessions on preparation of business plans and packaging business plans



Apart from entrepreneurship development training, CEFE Net Sri Lanka has conducted 4 training programs for Branch Managers of Sampath Bank. Main intention of this program was to appreciate the need of 'Credit Plus' approach in a competitive banking environment. A branch business plan was introduced during the program and branch managers were to complete the business plans within a month after the program.



Through successful performance and achievements of Sampath Saviya program, Sampath Bank has won following national and international awards,

- **SLIM Runner-up award for best CSR Project in Sri Lanka - 2014**
- **SLIM Gold Award for best CSR Project in Sri Lanka – 2015**
- **Asia Responsible Entrepreneurship Award (AREA) – 2016 (held in Singapore)**

20 years of CEFE Interventions in Sri Lanka



CEFE Stands for Competency based Economies through Formation of Enterprise. CEFE interventions are practiced over 140 countries as an internationally renowned tool of SME development since 1979. According to the statistics of CEFE International, there are around 20,000 CEFE Trainers operating in the world and have trained over 5.0 Million entrepreneurs during the past 30 years.

With the financial assistance from GTZ, Sri Lanka German CEFE Program (SLGCP) was established under the Ministry Policy Planning and Implementation to promote, implement and monitor CEFE interventions in Sri Lanka. During the past 2 decades, CEFE has become the market leader in Entrepreneurship Development and Small Business Counseling for Micro, Small and Medium Enterprises (MSMEs) in Sri Lanka.



CEFE Training was initiated with two main CEFE Products namely 'New Business Creation' and 'Small and Medium Business Management and Expansion', aiming at the individual Micro, Small and Medium Entrepreneurs. One of the main tangible outcomes of the CEFE Training was the Business Plan prepared by individual participants and were directed to Banks together with business plan to secure the finances.

All banks have accepted CEFE Business Plan as a compulsory document for development loans and recommended loan applicants to follow a CEFE Training course and develop the individual business plan.

Other remarkable achievement of CEFE Training was the attraction of donor assisted development projects. Most of the donor assisted projects have selected CEFE Training for their beneficiaries especially in livelihood development and SME development. CARE International, UNDP, IOM, UNHCR, Oxfam, ACTED, UNIDO, ADB, are some of the main International Development Organizations which have used CEFE Training for their beneficiaries. Other than International Development Organizations, Government Organizations and Local Non-Government Organizations used CEFE Training for various target groups. Southern Development Authority, Industrial Services Bureau, Central Bank of Sri Lanka, National Youth Service Council, National Apprentice and Industrial Training Authority, Vocational Training Authority of Sri Lanka, Provincial Industrial Development Authorities are some of the government organizations.

Sri Lanka German CEFE Program was in operation from 1995 to 2003 in three phases. There was a need of having an organization to take over the CEFE functions after 2003 at the end of project period. In 1997 CEFE Net Sri Lanka was formed by CEFE Trainers in Sri Lanka to take over and sustain CEFE activities in Sri Lanka. Since then, CEFE Net Sri Lanka had a successful growth of businesses to date.

Over the years, New CEFE products were developed focusing on various target groups. A list of these products are mentioned below.

Products	Program/Course	Target Group
Entrepreneurship Development	New Business Creation	Potential Entrepreneurs those who are aspiring to start a business
	Small Business Management and Expansion	SMEs who are already in business but needs to expand/improve
	Business Planning	Entrepreneurs those who need a bank loan and SME Loan officers in Banks
	Marketing Management Module	SMEs who need to improve marketing activities
	Resource Poor Module	Rural women those who are poor in resources
	Cost Reduction through Elimination of Waste	Owners and Managers of Manufacturing & services industries
	Financial Management Module	Entrepreneurs those who need to develop financial systems and Loan officers of financial institutes
	Back to Business Module	SMEs affected by disasters(natural or manmade)
	Capacity building of community based organizations(CBOs)	Management and members of CBOs, societies and Rural Development organizations
Counselors and Mentors	Small Business Coaching & Counseling	Business counselors, Business Development officers, Bank officers, Consultants in SME development
For Trainers	Training of Trainers Programs	Trainers those who need to improve their competencies in entrepreneurship development, SME promotion
	Project Management	Executive or Non-Executive officers involved in planning , managing and monitoring of development project

	Leadership & teambuilding	Executive or Non-Executive officers in public, private and NGO
Vocational and Technical Education and Training Sector	EMVET- Entrepreneurial Management of Vocational Education and Training Centers	CEOs, managers of Vocational and Technical Education Centers
	Tots	Lecturers, Instructors, Career guidance officers, Skill development officers in the Vocational and Technical Training Institution
For Fisheries	Entre-Fish Module	Fisher Folks and those who are in fish business
For Agriculture	Agri-Business Management module	Farmers, Farm Managers and supervisors

CEFE Net Sri Lanka has the flexibility of modifying these programs according to the needs of different groups of clients.

Apart from CEFE Training, CEFE Net Sri Lanka has diversified its' operations to project planning and implementation. Since 2011, UNDP has obtained the services of CEFE Net Sri Lanka to plan UNDP projects in the Northern and Eastern Provinces. CEFE Net Sri Lanka has involved in implementing the projects of many donor assisted programs.

With the 20th year celebration, CEFE Net Sri Lanka has planned to proceed to the next decade with a new strategy.

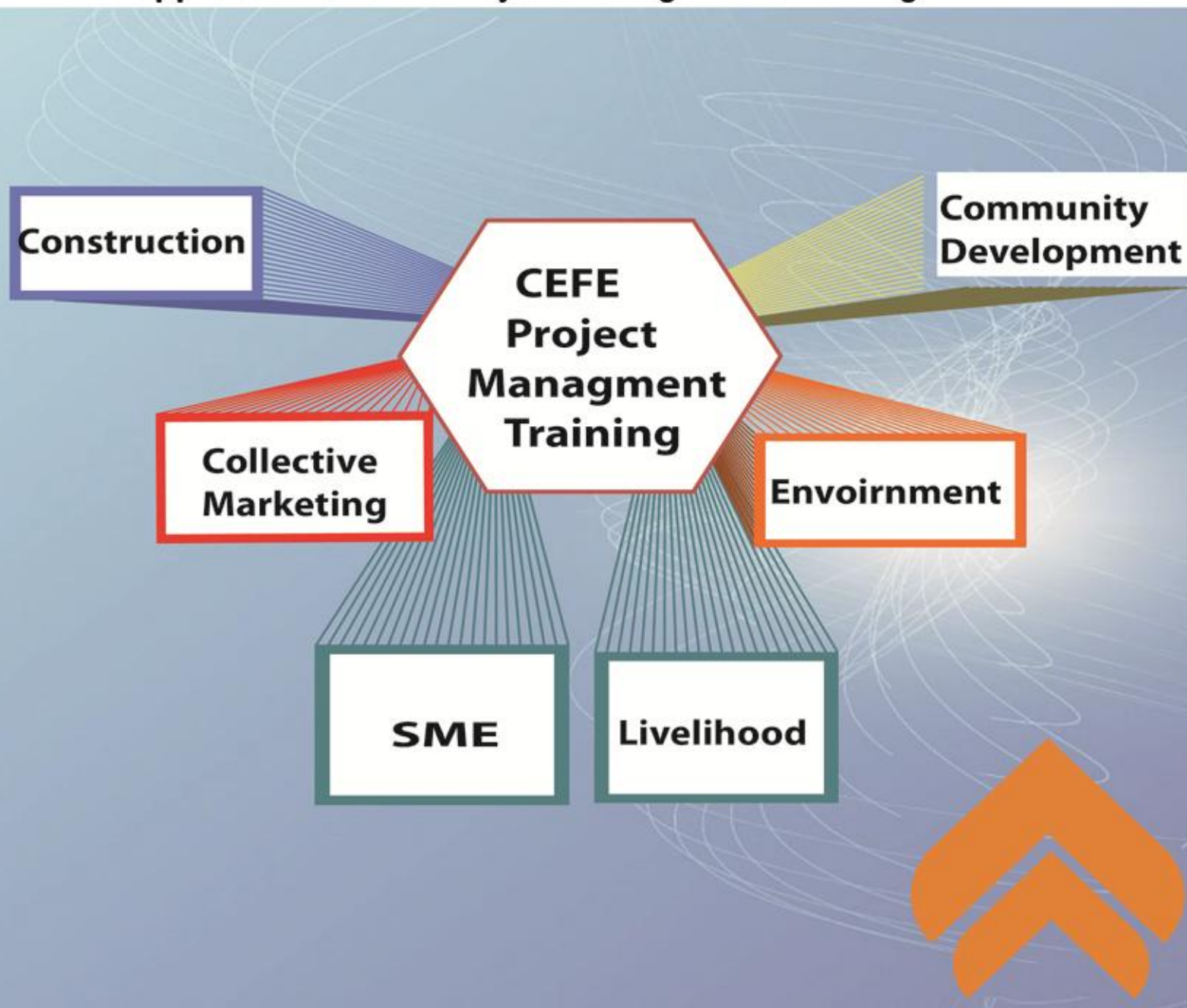


CEFE Project Management Training



CEFE Net Sri Lanka offers project management training for various target groups such as Government Ministries, Departments, Semi-government institutions, Development Projects, Non-Government Organizations and Private sector. This course has the flexibility to adjust the course contents according to the target group and their needs

Diverse application of CEFE Project Management Training

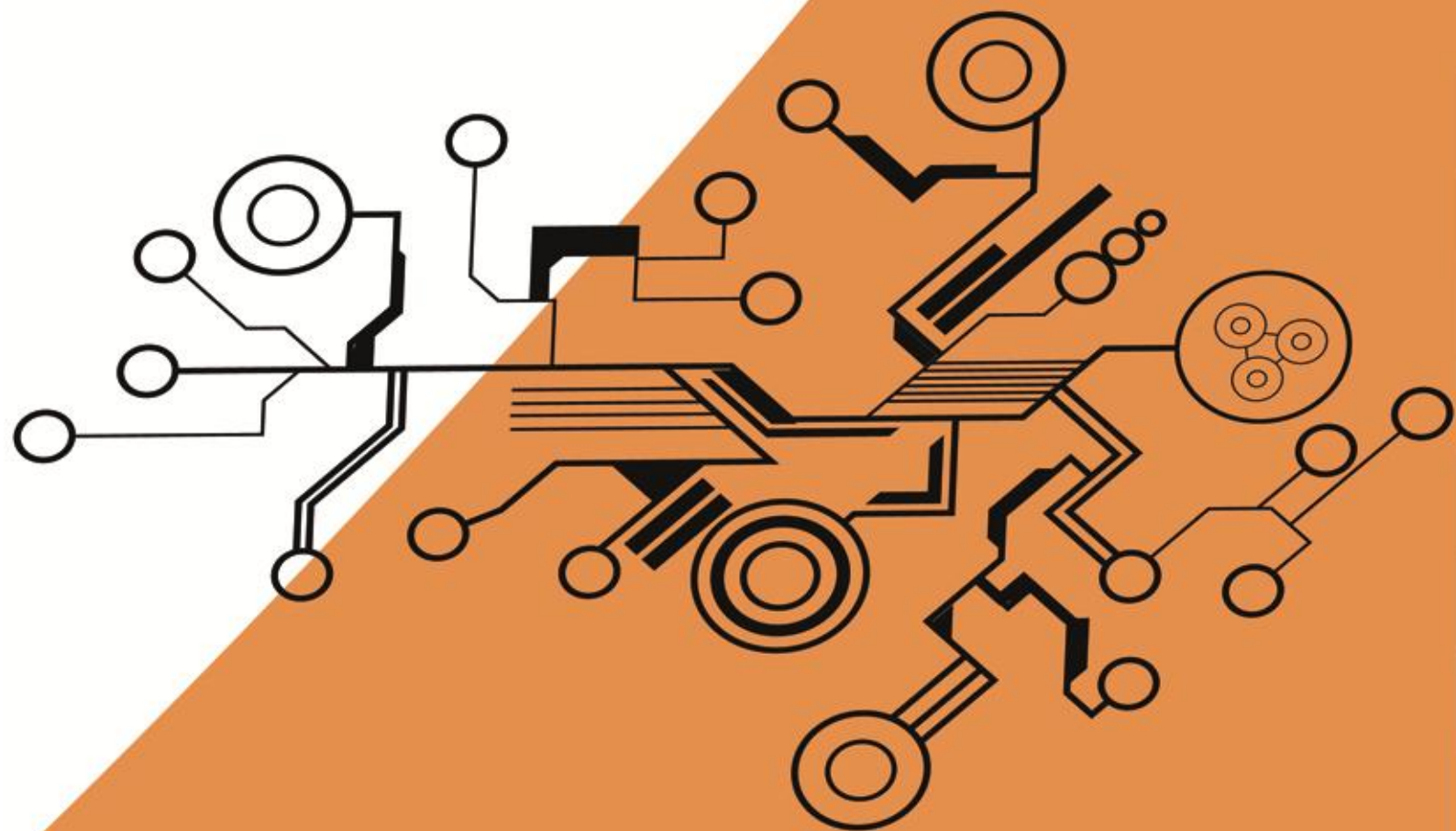


Target Groups

Project Managers and Project Team Members working in various types of projects mentioned in the above diagram

Course Contents

- Introduction to Project Concept
- Characteristics of a Project
- Role of a Project Manager and Project Team
- Stages of a Project Cycle
- Competency development on project planning and management
- Need assessment tools in Project Planning
- Facilitation skills for conducting project planning workshops
- Resource allocation and scheduling
- Monitoring and Evaluation of Projects
- Project proposal writing



Course Duration

3 to 6 days (depending on the needs of the target groups)

Testimonials



Nandana Cooray
Assistant Director
Ministry of Disaster Management

CEFE Net Sri Lanka has conducted a 3 days training program on 'Project Management' for staff of Ministry of Disaster Management and line ministries and departments.

As this ministry is engaged in disaster mitigation and management, this program was an important activity on development of human resource capacity to plan, implement and manage projects.

I appreciate the high quality of Project Management Training provided by CEFE Net Sri Lanka.

Ministry of Disaster Management intends further development of staff capacity on Project Planning and Management to improve the quality and efficiency of project management



Kumara Pothuvila
Project Manager
Co-op Capacity Development
Project

Co-operative Capacity Development Project is in the process of developing the capacity of human and physical resources of co-operative sector in Sri Lanka.

'Project Management' is one of the key areas which was not addressed in the past by the Coop Sector. As an initiation, CEFE Net Sri Lanka has conducted training on 'Planning and Management of Projects' for a team of trainers in the co-operative sector.

Two very successful training of trainers workshops conducted in Sinhala and Tamil in building capacity of project planning and management in the co-operative sector

For inquiries on CEFE Project Management Training

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CEFE TRAINERS' REFRESHER WORKSHOP - 2016

CEFE TRAINERS' REFRESHER WORKSHOP - 2016

CEFE NET Sri Lanka conducted a six day workshop in Colombo on **10-12** and **22-24** December **2016**, for further improvement of training competencies of all existing CEFE facilitators. The program was held in two blocks of 3 days in each block.

Objectives of Refresher ToT

1. To introduce new SLEs and new CEFE **products**
1. To provide opportunities for junior CEFE Trainers to fulfill the requirements for up-grading the CEFE Trainer license status to CEFE Lead Facilitator.
2. To improve overall training competencies of all CEFE Trainers

Course Coverage

The following subject areas were covered during the program.

2. Assessment of needs of CEFE facilitators for further improvement of their training competencies
3. Introduction of new SLEs and improvement of training competencies
4. Introduction of new CEFE Products such as Green Business, Project Management, CBO Capacity Development etc.
5. CEFE Trainer career path towards International Certification
6. CEFE Facilitators – are we bound by required ethics ?
7. Marketing of CEFE – collaborative effort of CEFE facilitators

According to CEFE Trainer Career path, trainers must complete a CEFE up-grading workshop to apply for 'Lead Facilitator' license. Therefore, this training was considered as the CEFE up-grading ToT for Assistant Facilitators and Co- Facilitators. Their performance and capacities were also assessed at this workshop.



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Year 2017



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Lead CEFE Trainer



CEFE PRODUCTS



For Agriculture



Entrepreneurship
Development



For Trainers



Counselors and Mentors



Project Management



Fisheries

Vocational and Technical
Education Training Sector



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