



## Alternative Income Generation for Fishing Communities : Sri Lanka

Conserving coastal resources and giving women in fishing communities livelihoods through value-added Aloe vera products

### Project description

The initiative introduces household-level Aloe vera cultivation and processing, helping to conserve coastal resources and reduce poverty among fishing communities in Kalpitiya. Aloe vera leaves are purchased by the cosmetics industry and an Aloe vera drink can be sold locally.



### Business model

The initiative transforms poor fishing communities solely reliant on coastal and marine resources by providing them with basic materials for the organic farming of native Aloe vera species. Fisherwomen are also trained in Aloe vera processing techniques to produce value-added healthy beverages and other products.

A certain amount of the herbal raw material is purchased at a fixed price by the cosmetics industry, while the excess production is turned into an Aloe vera beverage sold on the local market.

### Scaling up activities in 2012

- Expand Aloe vera cultivation, increasing the number of people involved from 30 to 500
- Build a processing plant so that the portfolio of value-added Aloe vera products can be expanded
- Establish a system monitoring the financial situation of fisherwomen's households and ensure their participation in resource management
- Establish a sales outlet to sell products to other communities, creating new income opportunities

### Immediate needs

- Financial support to set up an Aloe vera processing plant so that production can be scaled up
- Support in planning and carrying out an awareness-raising and marketing campaign on the added value of aloe farming for fishing communities
- Links to the cosmetics industry and other potential customers so as to increase market share
- Advice on introducing a quality management system for Aloe vera products





# SEED Awards 2011

for entrepreneurship in sustainable development

## WINNER

### Partnership

- ❶ **The Marine & Coastal Resources Conservation Foundation** plays a leading role in the implementation, monitoring and financial management of the initiative
- ❷ **Janet Ayurvedics (Pvt.) Ltd** purchases a certain amount of the Aloe vera at an agreed price
- ❸ **Semuthu Fisheries Cooperative Society Ltd** raises awareness of the initiative among its members and helps select beneficiaries
- ❹ **St Sebastian Fisheries Cooperative Society Ltd (Kudawa and Anawasala)** raises awareness and helps select beneficiaries



### Social, environmental and economic impacts

**Social impact:** The initiative raises the living standards of people dependent on the reef, while creating a stable monthly income for members of fishing communities. It enhances the social status and self-confidence of fisherwomen by training them in business skills.

**Environmental impact:** By reducing the dependency of fishing communities on coastal and marine resources, the initiative contributes to the protection of local reef

ecosystems. Household-based Aloe vera farming increases land productivity and improves the quality of the soil.

**Economic impact:** By introducing community-based cultivation of Aloe vera, the initiative creates stable incomes for fishing families. Sustainable economic benefits arise from the sale of high-quality Aloe vera leaves to the cosmetics industry and the production of an Aloe vera drink for the local market.

### Contact

**Subhashini Vithanage**

Email: [mcrf@yahoo.com](mailto:mcrf@yahoo.com), [www.mcrfsl.org](http://www.mcrfsl.org)

### SEED Partners

SEED's founding partners are the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature) and SEED is hosted by UNEP-WCMC. Other current partners are the governments of Germany, India, the Netherlands, South Africa, Spain, the United Kingdom and the United States of America; the European Union; Conservation International; and SEED's corporate partner, Hisense.

### About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs that while working towards a greener economy also tackle poverty, marginalisation and social exclusion.

SEED provides these social entrepreneurs with know how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making.

More information: [www.seedinit.org](http://www.seedinit.org)

### SEED Secretariat

[info@seedinit.org](mailto:info@seedinit.org)

