



# *Sri Lanka Verein Hamburg e.V.*

## Start-up Support for Creative Women



The development and empowerment of women ultimately benefits everyone. The more competent and self-confident women are, the better they will be able to pass these skills on to their children, who will then stay in school longer, enjoy a healthier diet, and be able to realize their aspirations and goals later in life. Supporting women thus leads to a long-term escape from poverty.

After microcredits were discontinued several years ago due to the deteriorating economic conditions, the social relationships developed over the years between various women's groups and the CWF team have proven to be a solid foundation for continued cooperation. However, the focus of the support has shifted, so that the package of measures now focuses more on training events, topic-specific workshops, practical craft skills acquisition, product development and marketing, and improved communication and demonstration techniques. The aim is to strengthen women's entrepreneurial skills so that they can secure the livelihood of their families through additional income.

What does this mean in concrete terms? Here are just a few examples: production of fabric bags, tea bags, fruit juices, plants and flowers, etc. as well as marketing and sales via mobile exhibition stands.



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