

THE DREAM STORE

The Dream Store was an initiative by the Rotaract Club of Edulink International Campus where Females who were HIV+ were provided the stepping stones for a small enterprise startup where they show off their talents by making some beautiful items of jewelry and lifestyle products and advertising them for purchase by the public. The Official Launch of The Dream Store took place at the Edulink International Campus premises on the 27th of May 2017

Impact Audience

As you might be aware, there exist quite a number of females who are HIV+ in Sri Lanka. These women have been discriminated by society and have been left out with no means of income, no chance of finding a permanent job and no chance of survival. These women truly had no source of livelihood as they were unemployed and people refused to employ them and was living a life full of hardships. Thus, in an attempt to solve these problems and to ensure that they too have a better future and to reduce discrimination and inequality in a much effective manner, 'The Dream Store', a complete and a much unique initiative to develop a self-employed business for this community.



13th March 2017

Edulink
International
Campus

Project Line Up

Training Sessions

Prior to the official business launch, these individuals were given a total number of 16 training sessions within the course of 3 months which were segregated into various focus areas designed to provide them the knowledge and experience in managing and running the business.

All these training sessions were provided by both our own club members who had vast knowledge in certain areas together with industry professionals such as facilitators from the Small Enterprises Development authority.

The 16 training sessions covered areas such as product manufacturing and development, designing, artistic paintings, embroidery sewing, finance and book-keeping, marketing and branding, business management and much more which added value to these women to successfully run and manage their venture.

Business Launch

“The Dream Store” with the tagline of “Supporting Dreams” was officially launched as a business on the 27th of May. The business launch commenced at 10.30 a.m. at Edulink International Campus premises with the presence of dignitaries, CEO’s, Media, Celebrities, Rotaractors and many more invitees.

- Manager of “The Dream Store” Ms. Princy Mangalika who is also the head of the Positive Women’s Network in Sri Lanka first explained their emotional story on how the society has discriminated them in various ways, how hard it was for them to survive with zero source of income and how they were highly dependent on donations. Afterwards, she sincerely thanked the Rotaract Club of Edulink International Campus for coming up with this inspirational initiative which provided them full training and developing them a pathway to a definite source of income and she ended up her speech by explaining their future plans to grow as the company by introducing more products and saying that this is one amazing way of proving the society on non-discrimination and mentioned that they will work hard to succeed and earn a living with this initiative.



- This was followed by introducing the products manufactured and designed by “The Dream Store”. The products they manufacture are lifestyle products, jewelry items, textiles and handcrafts to name a few of the range of products offered by The Dream Store. The specialty of these products are that we adhered to the concept of sustainability from Day 01 which finally had the outcome of producing the products using recyclable items such as coconut shells and newspapers.
- After numerous documentation submissions along with governance procedures, the Rotaract Club of Edulink International Campus managed to successfully register “The Dream Store” under **Small Enterprises Development Authority** on behalf of the HIV+ community opening new doors for numerous opportunities.

- Mr. Kanishka Weeramunda, campus director of Edulink International Campus took the prestige of officially launching the company “The Dream Store”.
- The official Facebook page was launched by the District Rotaract Representative for the year 2017-18 Rtr. Anuradha Senanayake and she added up on how innovative the Rotaractors are to find and help the much-needed communities.
- The official Instagram page was launched by the District Community Services Director 2016-17, Rtr. Ridwan Shariffdeen
- The official business card was initially presented to Mr. Udara Rajapakshe, a Sri Lankan Actor and Celebrity by profession who is also a social service contributor.

Sales

The Rotaract Club of Edulink International Campus paved way for two main sales channels; **Offline selling platform and the Online selling platform.**

- For offline / direct sales the CEO of Laksala (famous lifestyle purchasing outlets in Sri Lanka) Mr. Mohammed Nawaz agreed to provide an initial investment of LKR 150,000 as a customer and provide the facilities to sell the products in all the outlets island wide.
- Our online selling platforms include mydeals.lk, wow.lk, takas.lk and more, so that a much wider audience is reached,
- We are ready to initiate a stall at the Good Market for direct purchasing where “The Dream Store” product makers or rather these HIV+ community will be selling at the stall.

Sustainability of the Business

To go in line with the Rotaract District theme for the year 2016-17, Vision to Action of empowering neglected communities to succeed by guiding them in sustainable initiatives providing an opportunity to the whole community together with adopting several Sustainable Development Goals.

To ensure the continuance of “The Dream Store”:

- An **Advisory Board** was signed and set-up in order to make any strategic or controversial decisions that may occur.
- The Small Enterprises Development Authority was set as a **governing body**. In order to ensure that all the legal principles were adhered to, a business lawyer’s support was signed up for the continuing years so that the lawyer would see into the legal constraints and support them.
- Further, to ensure that finance and profit making are recorded and distributed correctly, an **auditor** was also signed up as the official auditor for “Dream Store”.

- An **Evaluation Team** comprising of 5 members from the Rotaract Club of Edulink International Campus to continuously support these women in successfully continuing their business.

Outcomes

We are pleased to mention that “The Dream Store” was a successful initiative which provided the community with a revenue of LKR 60,000 within the first two weeks, from an order placed by Laksala. This revenue is prone to increase monthly providing sufficient funds for the benefit of the HIV+ community in Sri Lanka and empowering them to maintain a sustainable livelihood with hope.

The main outcome of this project was publicity and awareness to the society about these discriminated women who truly need a helping hand from us. We hope that our initiative and foundation for this business will create enough awareness for the continuity of this business “Supporting Dreams”

