



**(ASAD Foundation Sri Lanka)**  
**Association of Social activities Development Sri Lanka**

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ஸ்ரீலங்கா சமூகநல செயல்பாடுகள் அபிவிருத்தி இயக்கம்

جمعية النشاطات الاجتماعية للتنمية سريلانكا - مؤسسة الأسد

COORDINATION OF HUMAN RIGHTS ORGANIZATION OF PEACE AMBASSADORS

According to Voluntary Social Service Organization Act No: 08 of 1988 Framed in Virtue of by  
 ASAD Foundation is a Registered Under The Ministry of Social Service, National NGO Secretariat of Sri Lanka.  
 Register Number: L32101. 23th August 2001.  
 Register Number: MRCA/13/6/KG/1. 07th October 1992.



Is Affiliated by the  
**International  
 Peace Youth Group  
 (HWPL-IPYG).**  
 Korea

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## HOME

**Empowering Various Affected Women Through Self-Employments**

**Dears.....!**

**“Can you help? We search for a donor to help our charity work around the world”.**

**Any help or curiosity, to help and promote this inspiration!  
 We'll be very happy to hear from you.**

**"Your one dollar funding is also a great encouragement to us to do these works"**

Target shareholders have many problems requiring the weaker poor. There are also necessities for livelihood, ethnic, religious rights, democracy, human rights, gender equality, and freedom of expression, freedom of expression, information rights, economy, culture and education.

Through this program, it is necessary to achieve human rights, democracy and livelihood needs of the poorest communities. It is a great effort to live in a peaceful environment without violence and fear.

"You can find the beneficiaries get replication of your help as a video, by photos, by direct speech. And we arrange by the meeting on field you helped see the who have beneficiaries. In Sri Lanka Continuous ethnic, religious and social contradictions continue. We work with our partner organizations to achieve human rights, democracy, freedom and compromise of the victims. But we are worried that we will not be able to continue these activities without enough help.

**To contact us:**

M.S.M. Sadique (Justice of Peace)  
 President, ASAD Foundation Sri Lanka  
 (Association of Social activities Development Sri Lanka)  
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<http://www.flickr.com/photos/105191264@N05/>

Information About the Implementing Organization  
 Bank Account:  
 Account Name : ASAD Foundation  
 Account Number :- 0010 282276001  
 Bank Name:- AMANA Bank  
 Swift Code: AMNALKLX  
 Address:- New Road, Mawanella. Sri Lanka

**Help us stretch out these poor people in to well life  
 To develop our life extending you're helping Hands!**



War and terrorists were us compulsory to chased from our homeland 27 years ago. Since, we lived in many places temporarily and enjoyed many hardships, including home-poor food, children's education and health. And now we have come to our Village. Our problems are not Solved.

The impact of poverty in our huts has led to domestic violence, drug addiction, sexual Abuse and bad ways in earning of money.  
 We want to live like you.  
 Will provide in your help, open our intellectual eyes and our skills,  
 For developed our life?







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Korea

## Affected Community Economic Empowerment Project

### WE ARE WORKING TO HUMANITY.....

We help people in extreme poverty & vulnerability advances their economic & social well-being.

We drive large-scale change by partnering with governments, global institutions, and local organizations. Since 1991, ASAD Foundation Sri Lanka has helped past war affected, Tsunami affected, disaster and poor affected peoples Social, Cultural, and economical development. Such as Housing, Toilets, community development centers, Drinking wells, Agricultural wells, small pond as a farmer development, and Fishery community Centers, fishing help the boat, nets, fishing gears, etc for their incoming.

After necessary trainings and empowering programs, we issued certificates for female and male youth who later joint the govt. services and private sectors and most of them have gone abroad for employment. During the last 4 years in this initiatives over 2960 female and male youths and families have got benefited. Women gain the skills and confidence to achieve greater economic self-sufficiency.  
When women succeed, so can their children and families.

Since, five people on average benefit for each group we reach, we've helped over 1020 people total. In the next years, we're trying to helping the next unemployment youths and families headed women out of extreme poverty.

And this period, Continuous ethnic, religious and social contradictions continue. We work with our partner organizations to achieve human rights, democracy, freedom and compromise of the victims.

### Dears..., We Need Your Help....,

#### Project Summary:

The main objective of this program is to improve the economy of 150 rural women through Community Economic and Employment Development groups. Through these groups, women are both economically and socially developed and have achieved a good livelihood.

**Beneficiaries: Total persons 150 (included 6 persons 25 Groups)**

Each Group Funding Need: \$ 300 (1 Person: \$ 50) . Total goal: \$ 300x 25 Groups = \$ 75,000

#### Main Challenge:

In Sri Lanka, this project target rural people, who are the affected previous 25 years of war, armed terrorist, ethnic conflicts, and flooding, landslide, drought, disaster vulnerabilities.

The most of widows' family, women, young women and affected others are from their daily nutritional foods, health care, children education and family need are have problems. Unemployment has become a major issue across the region. There are some issues, such as women's literacy, lack of faith, and social, religious, cultural, rights and evil.

#### Solution:

To creating the Community Economic and Employment Development group (CEED)s and help mini-financing **150** individuals. These women need to be self-employed, offer trainings and money to buy raw materials. They can be develop economically and socially and sustainable livelihood. Furthermore they are earned need money in to live and to help get in the freedom. That way they can solve that daily facing to has sadness, impulsive need money, Sexual and family domestic Violence, exploitative, parody and disrespect problems .  
Community Economic and Employment Development

#### Long-term Impact:

This each group has which are combined the many ethnic religious and various affected rural poor women. There are have to increase their trust and coexistence and reduce the social evil of racism. Increase earnings through self-employment. Their livelihood will rise. Other poor women get employment when the industry is growing. This groups funding for other poor employments will be help and guide. Women live a good and dignified life through their unity (Community Economic and Employment Development groups (CEED)).

#### Planned Self-Employments:

Small Organic Home Gardens, flour food product, Ice Cream Product, Yoghurt Product,( Coffee, Chili Powder, Curry Powder Packing) Candle Making, Soap Making, Mushroom cultivation, Handloom, Child Dress, Coir Products, incense rod, and Sweets Items



Involving communities to achieve sustainable development

#### Information About the Implementing Organization

Bank Account:

Account Name : ASAD Foundation

Account Number :- 0010 282276001

Bank Name:- AMANA Bank

Swift Code: **AMNALKLX**

Address:- New Road, Mawanella. Sri Lanka

We gathered the poor in the village and listened to their needs.  
We have fulfilled many obligations. We have each other's trust and unity



Our homes and traditional cottage industries have been destroyed.  
Our children should get education, health, nutrition and food....  
Will you help? ....



Armed landmine attacked. I lost both my legs. No business.  
The material can be bought and sold. I need small money







# ASAD Foundation Sri Lanka

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## ASAD Foundation Sri Lanka (Association of Social activities Development Sri Lanka)

Address:  
84/A-1, Moragammuna, Aranayaka. Sri Lanka. Projects Locations /Regional Offices



Manirasan kulam Center



Muthunagar Center



Sungankuli Center



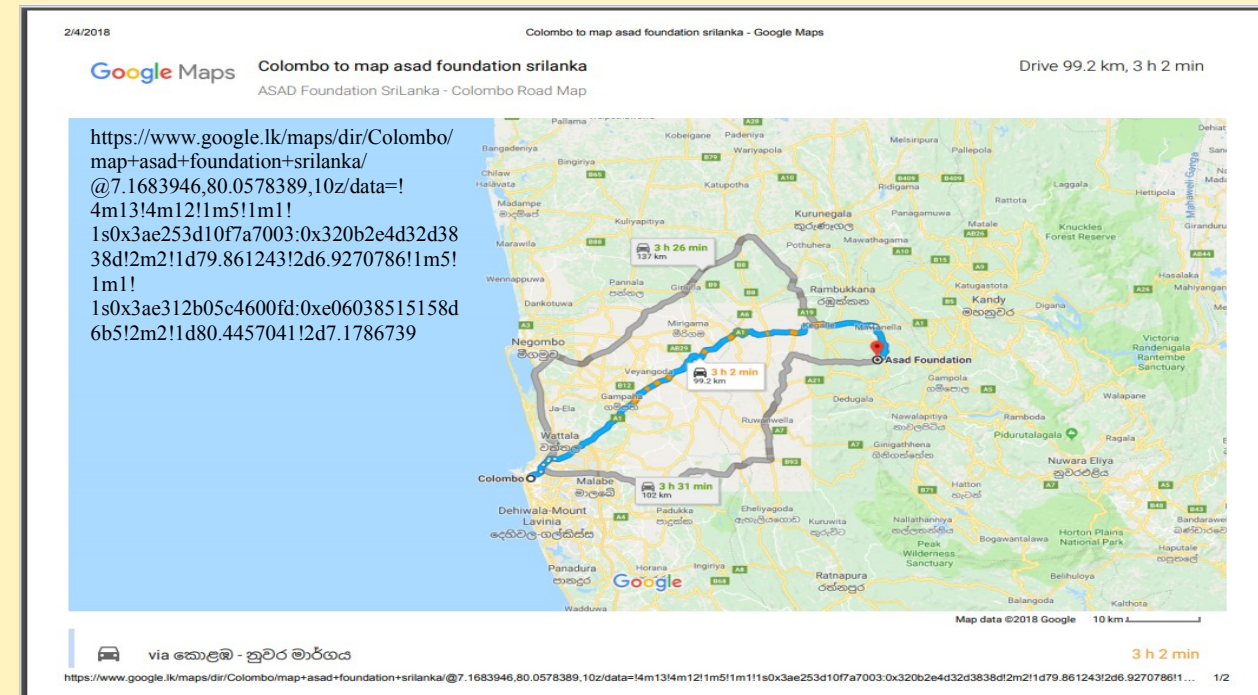
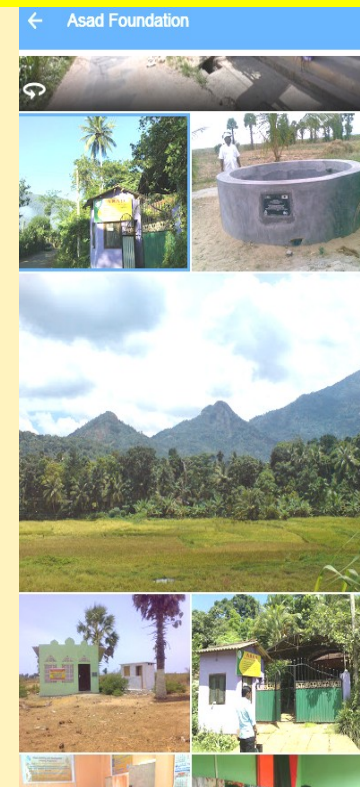
Upukashchimadu Center



Wilveli Center



Landslips Flooding disaster  
Affected Aranayaka Area



To contact us:

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Flicker: <http://www.flickr.com/photos/105191264@N05/>  
Face book: <https://www.facebook.com/profile.php?id=100010442498127>



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## Service List

### Rural Poor Communities Development Works

**people in the community on the  
 benefits of the project**

**S. Rasheeda (Beneficiary)  
 Pattiyadi, Mudalappali Pond  
 Selvanagar NECDEP Women's Society Leader.**



I am Rasheeda. I'm President of NECDEP Women's Society. Actually I'm please to give an opinion about your service. I also struggle to give a good solution for our peoples water needs. I couldn't. When your first visit to this pond I also had been hear. I think you can remember. You got some data's form me. On that day I wonder what's going to happen. Thought they'll get the data's as everyone does, nothing going to happen. But it's wrong you have proved it by rehabilitate this pond. Those days we trust this pond for our bathing needs. Puddle is the suitable word to say than pond. The water is coming to this puddle from puliyam kulam through a canal. We used that water for our needs. But in drought season they would not open the water in puliyam kulam. So water boils down and it would just a land here. In that seasons the complex we face, we only knows. But today when see this ever not boiling down pond all our past complexes disappearing. Heart filled with a relief.

And surrounded lands of the pond had cultivated now. Farmers and fisheries are encaging their careers well with your help. And the fishery center is a treasure to us. Because the fisheries who returning in night hours need not to bother about a place to stay.

I'm thanking with satisfaction to ASAD to fulfill our need and the Japan Embassy for helped ASAD

**M. Numair (Beneficiary)  
 Fisheries Community Development Center  
 Muhammadiya Fishery Socaity Leader**



I'm Numair. I'm the president of Muhammadiya Fishery Socaity society. We had been in a vast need of a fishery center. It full filled today. We request for every NGO's coming to our area and government for it. "We" mean combined our 4 fisheries societies. In that way we appeal to ASAD same request. They listen to our words and inspect the place, decided to accept our request. Now it had made a fishery center and hand over us.

I couldn't mention the benefit of this center in one or two words, the fisheries that returning in night from the sea is staying here and in morning after the sale only they return home. On those days they have to go Thoppoor for the sale. But now buyers are coming to our center to purchase. And we can keep our fishery equipment without fear safely here.

5 poor fisheries in us got a boat with all fishery equipments needed. Now they are doing their own occupation with confidence. And you are having planned to do like this help more in future as well. When seeing this we feel a confidence in us. We are carrying our job in confidents that there is ASAD behind with us.

I like to present my heartiest thanks to ASAD who help, guide and encourage and always being with us. And the I like to say my special thanks to Japan Embassy and Japan people for even Japan face a tsunami it didn't stop the service which start.

**Somawathi (Beneficiary)  
 Seruvila.**



I'm somaavathi . living in" kavanthissapura" which a village in seruvila divisional secretariats.

From the day we resettled here we only got any help or guidance that is from your association only. At first I like to thanks for that to ASAD. In last year's build community centers and wells for us. In this year gave seeds and plants that was very useful us. And able to plough our home garden lands by your tractor for the small amount of rent. Because as though we have land and want to cultivate for our daily needs some vegetables and the seeds and plant you gave. But we have no facilities plough the land. And we also got water pump facility to make easy our work. It's you help us to start our cultivation. We will use this start well.

And we have more needs as though you couldn't fulfill all those needs we strongly expect you will do what you can. I pray for prosperous life to Japan benevolent Peoples, your organization and staffs as you are working hard on the great purpose on people to accomplish their needs and rights.

**Fisheries Community Development Center**



**Agricultural Water Well**



**Lake / Pond**



**Children's Care, Educational and Teachers Managers Skills Development**



**Drinking Water Well**



**Coir Self-Employments**



**Pumps for Water Agricultural**





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### Projects of Youths, Widows and Women help in the poor families

#### ASAD FOUNDATION PROJECTS & ACTIVITIES:

Since its inception, ASAD has been engaged in social, educational, and cultural development programs among multi ethnic societies in various places of the Island while strengthening democracies and human right awareness.

#### Peace Keeping, Social and livelihoods development

We also provided help and assistance for the families affected due to ethnic conflicts, farmers, fishing communities, we built social centers, expanded livelihood and infrastructure facilities, in ethnic conflict and war affected areas. We have been engaged in reconciliation and peace and co-existence among societies in above Areas.

#### Women, Youths, Children development

We offered training, vocational education employments among the youths both females and males in micro enterprises, self employment and social development initiatives. In the mean time provided livelihood development for the poverty stricken families. We offered child education, child and mother health care, and assisting for the education of "children student scholarships".

#### Environmental development

We encourage farmers to transform to organic farming leaving the farming based on chemical and poisonous agriculture systems. We initiated programs for environmental friendly eco agriculture initiatives with the guidance and instructions from UNDP SGP and UNREED organizations.

#### EMPOWERING POOR / POVERTY REDUCTION PROGRAMME:

We offered opportunities for self-employment, micro enterprises to **3200** poverty stricken families in North East Provinces. In Ampara, Batticaloa and Trincomalee districts.

Also we offered self employment in industries, technical trainings for 1750 poverty stricken families. built over **400** poultry farms empowering poor women in order to help their families run their day to day affairs

#### EMPOWERING TO THE RURAL POOR STUDENTS EDUCATION

We offered **1600** scholarship for poor children in our efforts to empower education

#### FARMERS COMMUNITY DEVELOPMENT PROGRAMME:

Eight (8) Agriculture Development Centers are being built

We built a water reservoir (Tank) using the unused water reached to the sea from Mahaweli river in 6 acre areas which invariably helped **1400** paving the way to use drinking water for **2000** cattle and for agricultural purposes.

Urging organic agriculture and home garden initiatives, we issued **10,000** plants of fruits, such as coconut, orange, jackfruit, cloves, lemon and 3000 plants of Teak, Mahogany, so as to enable the carpenters to make furniture etc.

In order to encourage organic agriculture in rural areas we issued **162,000** agricultural plants and organic fertilizers

#### WAR AND TSUNAMI AFFECTED FAMILIES UPLIFT PROGRAMME

We have built **80** wells for drinking water purposes. And built **65** Agro wells for irrigation purposes.

We also built **240** temporary houses in affected areas.

We build **486** Houses Trincomalee and Ampara District (In other NGOs Partnership)

#### FISHERIES COMMUNITY DEVELOPMENT PROGRAMME:

We also built a fisheries sales and living center in Seruwila.

We issued **1240** lambs for night time fishing work

We issued **8** Boat to fishing

#### TRAININGS AND EMPOWERING PROGRAMS

After necessary trainings and empowering programs, we issued certificates and characters for female and male youth who later joint the govt. services and private sectors and some of them have gone abroad for employment. In this initiatives over **2960** female and male youths and families have got benefited

**“We have fulfilled many duties in the rural villages. We have Helping Poor.  
And we coordinating to peace, creating their self confidence in each others and solidarity.”**



Children Development, Care, Educational Project



Farmer Community Development Project



**“ASAD is helping us to change ourselves.”  
“Before, we did not have anything. Now I can stand on my own two feet.”**



Water Pumps







# (ASAD Foundation Sri Lanka)

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## ABOUT ASAD FOUNDATION SRILANKA

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23<sup>rd</sup> August 2001. And Registered Under the Religious and Cultural Affairs Department. No: MRCA/13/6/KG/1. 07<sup>th</sup> October 1992

### Vision, Aim, and Mission

#### **Vision:**

Towards a peaceful and developed society of co-habitation and reconciliation.

#### **Goal:**

In order to achieve "Development-Unity-Peace" and progress in education, elevating knowledge based cultural and social achievements, economic and social development by providing infrastructure facilities and amenities among the multilingual, multiethnic societies in order to ensure basic human rights provision, development of human resources to cater to the socio economic needs and aspirations of the community.

#### **Mission:**

To empower the marginalized vulnerable groups including youths, women economically, socially, culturally and democratically so as to promote them to the status of significant segment of the society. To bring about the kinds of changes that will help people live healthier and more productive lives.

To creating of social movements on maintain issues of justice, fundamental rights and livelihoods support the people on affirm of democratic, human rights for build Peace prospered powerful community.

#### **Brief description of organization:**

Despite the poverty and qualifications of Sri Lanka in 1971, youth have been neglected due to lack of opportunities to meet the basic needs of the people and government policies with political factors, livelihood facilities and basic rights. In 1971, young people lost their patience. They were involved in the fighting. The frustrated youth were rising. It was subsequently killed during the 1988-1990 armed riot, murder, youth, and many others in the insurgency.

In view of this situation, a group of 4 young people started the youth union on February 4, 1984 to get the youthful expectations of their village. In this instance, 62 youth joined, and on January 2, 1985, the services of the Aranayaka Divisional Area Youth Association expanded.

Worked for the advancement of the youth and the development of youth in the villages in the area. Many self-employments, including small farming and poultry farming, have been initiated for the poverty-stricken families and women in the area.

Various training programmes were given to youth-youth training, leadership training, typing training. And small sewing and dressing industry. Hundreds of young people-women earned jobs.

In 1990, UNV-Volunteers under the United Nations UNDP DDS Program - Social Development Work Continued. The school has trained the school teachers before settling the problem through a number of disruptive language throughout the country and more than 100 pre-schools have been started.

In this situation, the need for our services was felt throughout the country. Therefore, the Sri Lanka Social Welfare Activities Development Movement has been renamed as Association of Social Activities Development Sri Lanka (ASAD Foundation) in 1991.02.04.

Following this, conduct to works especially, in the Eastern provinces, Sabaragamuwa, upper and northwestern, provinces, peace between communities, racial harmony, democracy, human rights, democracy, and children, children, women and youths development works. Without distinctions, rural community leaders are joining and creating the grassroots functional Community Action Organizations, [CAOs] from 26.05.1991 and created the National network organization with an expanded Union.

We helped generate income earnings by providing livelihood development, counseling and self employment opportunities in the districts of Ampara - Trincomalee District, affected by the tsunami disaster of 26th December 2004. We provided basic facilities for the affected people, housing, temporary shelters, wells also established.

We implemented the development of poor people in war and conflict affected rural villages in Trincomalee and Ampara Districts. And we are works in Colombo, Kurunegala, Kegalla, Kandy, Badulla and Polannaruwa districts also. Human and Fundamentals Rights, Democracy and Livelihood infrastructure, poor and various affected Women's, children care and educational development programs. In to works some districts, we are continuing to make democratic human rights and achieve sustainable development.

"TRICLE UP PROGRAM-USA" (FLICT) "Common wealth Education Fund UNDP (SGP), which operates in the United States Embassy, UNICEF, Canada Embassy CIDA - German Embassy, GCP-ODA, Foreign Embassies, -GEF] helped us with financial assistance

