

VERSION 3.0

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BUSINESS PROFILE - DESHAMANYA DESHABANDU (DR) CC JANAKI AMARASINGHE

DJ PRODUCTS
650/16A, INDUSTRIAL ESTATE, RATMALANA

BUSINESS PROFILE – DESHAMANYA DESHABANDU (DR) CC JANAKI AMARASINGHE**OVERVIEW**

DJ Products was established in year 2000, based in the Industrial Estate at Ratmalana, Sri Lanka is involved in food processing, trading of essential food items and manufacturing of textiles including surgical gauze for the local market. Originally DJ was established for manufacturing surgical gauze to meet the state health sector demand and gradually diversified its business interests into spices, condiments, and grains and now diversified into textile fashions.

Surgical gauze manufacturing is a protected industry in Sri Lanka. DJ has a permanent quota of 1,200,000 meters per annum supplied only to the government health sector since year 2000.

Spices and condiments are supplied on Lak Sathosa Brand through government owned retail franchise shops located island-wide over 300 shops. Hand loom and power loom textile products are supplied to government owned institutions through competitive open tenders and to the open market through DJ owned retail shop located in Colombo. DJ is modeled on social entrepreneurs, believes in shared values supporting the national effort to empower people working directly on community-based projects now functioning in Papiliawela, Bandaragama, Ihala Madampella, Kottala and Moratuwa in multiple locations mostly working in collaboration through village welfare societies.

DJ has the expertise, capability and capacity in terms of machinery and equipment required to cater for exports and achieved GMP standards for the supply of spices and condiments to the local market. Handloom as name suggests is hand woven through rather complicated looking wooden looms. The handloom industry which was threatened and obsolete in the past is now in full resurgence thanks to state patronage to promote indigenous industry and ever-growing demand for its subtle designs and pastel shades. Their texture is perfect for the warm climates and summer seasons and soft to the touch, not to mention, being elegant and stately in a truly Sri Lankan sense.

DJ Products under her business acumen is looking at several expansion programs targeting the consumer-based commodity products. DJP is an evolving company targeting emerging demands anticipated in the local market mainly focusing on retail outlets and franchises to explore expected economic boom within the country even taking the overseas markets are among the new initiatives.

BIOGRAPHY OF CHAIRPERSON DJ PRODUCTS – SRI LANKA



Compannage Chandrani Janaki Amarasinghe (nee Fernando) was born in Moratuwa, Sri Lanka on 25th November 1962. She studied at Kothalawela Maha Vidyalaya, Ratmalana and Lumbini College, Bambalapitiya respectively and passed her General Certificate of Education (Ordinary Level) Examination in 1978 and General Certificate of Education (Advanced Level) Examination in 1981. In school, she excelled in studies, dancing and sports. Accomplished dancer and became the Head Prefect in 1979. She represented her school in Athletics and Dancing. She then launched a unique project involving female inmates of a detention home, located in Gangodawila, Colombo managed by the Ministry of Social Services in packeting spices, condiment, grains and providing financial support and career-oriented employment opportunities to join the civil society as rehabilitated and productive citizens. Also worked in honorary capacity as the women coordinator in liaison with Industrial Development Board (IDB) under Ministry of Industries. Prudent to highlight, serving the IDB and as a women activist, she was a victim who survived a personal borne suicide attack on a procession that was conducted in Ratmalana to raise against terrorism in Sri Lanka, so many succumbed and severely injured including the Minister and his wife. Now she is involved in a food processing and packeting project providing employment for under privileged women in Papiliwela, Kirindiwela for a women empowerment program even extended to cover hand loom textile manufacturing targeting the local market. She has displayed her prowess as an extremely efficient up and coming woman social entrepreneur/activist/feminists managing her own business going to the extent of launching charity based projects representing the industry players in different business forums nationally and internationally. She was also involved in a foreign funded project to develop infrastructure and improve facilities for the Children under SUNFO an NGO in Kurundugaha, Elpitiya. DJ Products under her business acumen is looking at several expansion programs targeting the consumer based products targeting overseas markets. Represented EDB trade delegations to Malaysia, Singapore, South Africa, Thailand, China, USA, India & Europe. Her business model is based on empowering people especially women and youth including senior citizens without any direct employment as a priority. Her clear message to Asian women is to take up the initiative as an aspiration to progress well in society leaving all the misconceptions and setbacks as a handicap to challenge the challenge as it could be done, despite being born as a woman as a strength. She does her operations at the newly built food processing plant at the Ratmalana Industrial Estate streamlining several functions under one roof. She is a recipient of two national honours Deshamanya and Deshabandu for her exemplary conduct as an active, women activists, philanthropist and women entrepreneur. She became the Women Entrupruner – 2017 under Medium Category Business and awarded with honorary Doctorate in Business Management by International Open University, She is married to Denzil, who is part and parcel of her business. Son, Dilitha returned from USA after a stint in working for the Sri Lankan Consulate in Los Angeles and Daughter is undergraduate in IT/Law selected to the Eastern University, Oluwil.

CURRICULAM VITAE OF DESHAMANYA DESHABANDU CC JANAKI AMARASINGHE

PERSONAL INFORMATION

Name: Janaki Amarasinghe - (<http://www.linkedin.com/in/janakiamarasinghe>)

Date of birth: (25/11/1962)

Nationality: Sri Lankan

Organization: Chairperson, DJ Products (Pvt) Limited, Sri Lanka & Director, Economic & Child Development, Sri Lanka United Nations Friendship Organization (SUNFO)

EDUCATION

<i>Years attended</i>	<i>Institution</i>	<i>Degree</i>	<i>Major</i>	<i>Country</i>
1969 - 1971	Kothawalapura Maha Vidyalaya, Ratmalana Maha Vidyalaya, Ratmalana	Primary	Passed	Sri Lanka
1971 - 1980	Lumbini College, Colombo 4	Secondary	Passed	Sri Lanka
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ACTIVITIES on WOMEN and GENDER

<i>Date</i>	<i>Title of the Activity</i>	<i>Organizer</i>	<i>Role (Speaker, Discussant, Translator, etc.)</i>
23/03/2013	Women's International Day - Commemoration	SUNFO	Participant
01/01/2006	Liya Abhiman Organization - Skills/Employment	LAO	Convener
Present	Southern Province Child Development Centre - Skills/Facilities/Infrastructure	SPCDC	Director/ Convener
Present	Kottala Liya Sahana Handloom Textile Welfare Society	Welfare Society	Chairperson
Present	Ithala Madam Pella Handloom Textile Manufacturing Welfare Society	Welfare Society	Chairperson

JOB EXPERIENCES

<i>Year</i>	<i>Organization</i>	<i>Position</i>	<i>Description</i>
1994 to 2001	Industrial Development Board	Women's Coordinator	Women's Rights & Issues
2000 to 2003	Ministry of Health	Coordinating Secretary (Media)	Media Action and events coverage
2004 to 2009	South Asian Entrepreneurs Development Economic Centre (SEDEC)	Director, Finance	Sales & Marketing, Awareness Programs and Tsunami related activities
2004 to Present	DJ Products (Pvt) Ltd	Chairperson/Managing Director	Management & Operations
1999 to Present	SPCDC, SUNFO	Director, Economic & Child Development	Financial Accounting

PROFESSIONAL ASSOCIATIONS/CLUBS/ORGANIZATIONS (If any)

<i>Year</i>	<i>Title</i>	<i>Organization</i>	<i>Description</i>
1990 to present	Founder Fellow Life Member	SUNFO	Non for Profit Organization/NGO
2009 to Present	Surgical Gauze Manufacturers Association	Vice President	Surgical Gauze manufacturing
2009 to Present	Federation of Associations National Chamber of Commerce	Honorary Secretary	Surgical Gauze Manufacturing & Food processing

AWARDS AND HONORS (If any)

<i>Year</i>	<i>Title</i>	<i>Organization</i>	<i>Description</i>
24/08/2018	Doctor in Philosophy – Business Management	International Open University	Medicina Integrata
28/06/2018	Women Entrepreneur 2017 – Joint Gold Award	International Women Chamber of Commerce, Sri Lanka	Medium Category Enterprises
08/07/2017	Deshabandu Award	HE the President of Democratic, Socialist, Republic of Sri Lanka	Deshabandhu ranks lower than Deshamanya Award.
08/07/2017	Deshamanya Award	HE the President of Democratic, Socialist, Republic of Sri Lanka	Second highest national honor awarded in Sri Lanka. It is awarded "for meritorious service". Conventionally used as a title or prefix to the awardee's name.
24/12/2011	Appreciation Award for South Asia Peace Youth Camp	SUNFO/Gandhi Peace Foundation	National Youth Project, New Delhi, India
27/02/2013	Appreciation Award for service to Humanity	Maastricht University of Management, USA	Humanitarian Services
13/12/2003	Swarna Kala Gold Award	United Organization of All Communities	Social Work

APPLICANT'S SIGNATURE

I certify that all information in my application is my own work, factually true and honestly presented.

Deshamanya Deshabandu CC Janaki Amarasinghe

10 Sep 2018

Signature

Date