



selyn

CRAFT TO EMPOWER





We are a Sri Lankan company, established in 1991



Fair trade certified & PETA approved Vegan



One of the country's largest social enterprises



Handwoven and handmade by women



Supporting 1000+ rural communities of women artisans; sustaining livelihoods

About Us

www.selyn.lk





LOW LABOUR FORCE PARTICIPATION

- Female labour force participation in Sri Lanka is 34%; 20th-largest gender gap in labor-force participation in the world.
- Female workforce concentrated in the informal sector, unrecognized and inconsistent. Women are vulnerable and at risk during times of crisis
- Only 10% of SMEs are owned by women

LACK OF ACCESS TO OPPORTUNITIES

- Gender bias deeply entrenched in society by socio-cultural norms
- Patriarchal society
- Pervasive gender violence
- Public harassment in transport
- Lack of access to menstrual awareness and products
- Migration as unskilled labour

CRISIS HAS DISPROPORTIONATELY IMPACTED WOMEN

- Sri Lanka's largest economic drivers severely affected; tourism, garments, foreign remittances; largely employs women.
- School closures impacted women at work
- Rampant domestic abuse
- Deepening inequalities
- Migration at all levels



OUR VISION

To be Sri Lanka's leading ethical manufacturer of handloom and handicraft products for like-minded global brands and designers, catalysing growth in Sri Lanka's craft industry, thus improving the livelihoods of Sri Lankan artisans, women in particular.

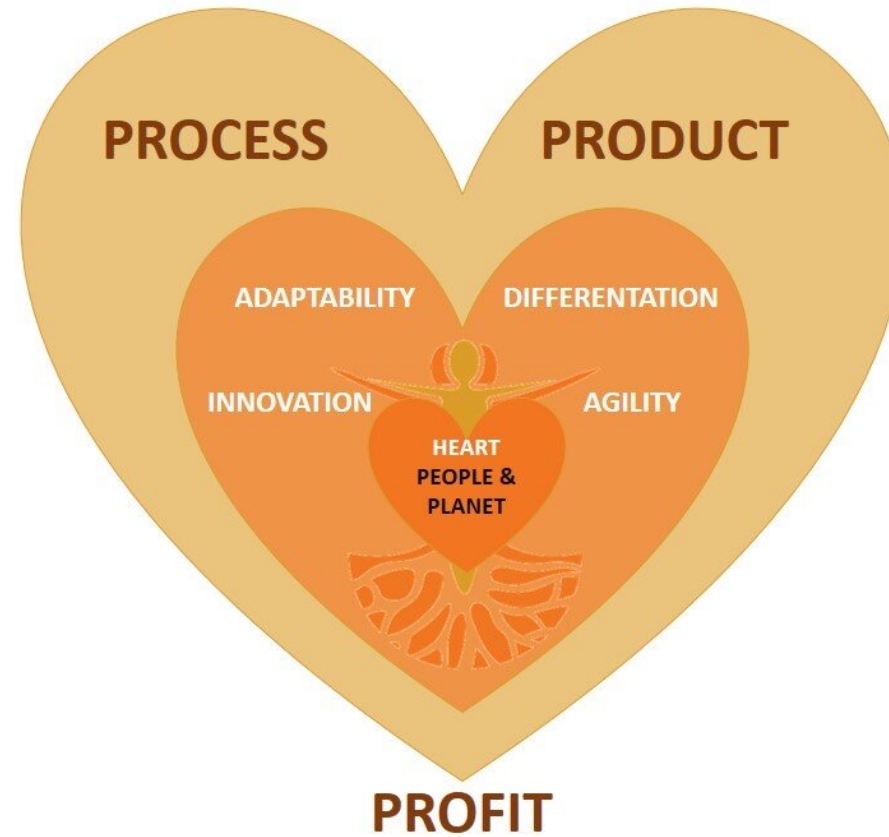
OUR MISSION

To promote a sustainable business model that grows and empowers the livelihoods of rural women by providing consistent and dignified work and working conditions.

At 31 years of operations, we are committed to transforming our industry by encouraging full transparency of supply chains, integrating new production technologies, and revolutionizing the product we offer.

We believe that our purpose-led business model will result in greater economic benefits, meet sustainability goals, and restore pride and dignity amongst our artisans.

HOW WE WORK



Selyn is a successful women-led fair trade social enterprise that in operating from and working in rural communities across Sri Lanka and empowering women for almost 30 years.



ACCESS TO WORK

- Flexible working model
- Nurturing entrepreneurs
- Committed to paying a fair wage and providing consistent work
- Child-care facilities



SKILLS TO EMPOWER

- Health & Wellness
- Financial management
- Leadership & Entrepreneurship development.



SUSTAINABLE LIVELIHOOD DEVELOPMENT

- 10 workshops in the rural outskirts
- 200+ directly employed
- 600+ artisan network
- 99% women

SELYN COMMUNITY

1000+ COMMUNITY OF
ARTISANS ACROSS SRI LANKA



42,000M FABRIC WOVEN

EXPORTING TO 19 COUNTRIES



3,360,000

TOYS MADE

9500 TOYS DESIGNED



600+ NATIONAL PARTNERSHIPS

100+ INTERNATIONAL PARTNERSHIPS



1 MILLION + RETAIL CUSTOMERS



16 GLOBAL AND NATIONAL AWARDS!



FROM 01 PLANT TO 08

15  DISTRICTS REACHED

 15 - 1000 LIVES TOUCHED



70 WOMEN ENTREPRENEURS NURTURED



10 DIFFERENT NATURAL FIBERS USED

COTTON • BANANA • WATER REED • WOOD
RECYCLED* PAPER • COIR • JUTE • HEMP
PALMYRAH • ECKLE

 SOLAR-POWERED FACTORIES

 WASTE WATER TREATMENT FACILITIES

 HOME GARDENS



COMMITMENT TOWARDS ZERO WASTE

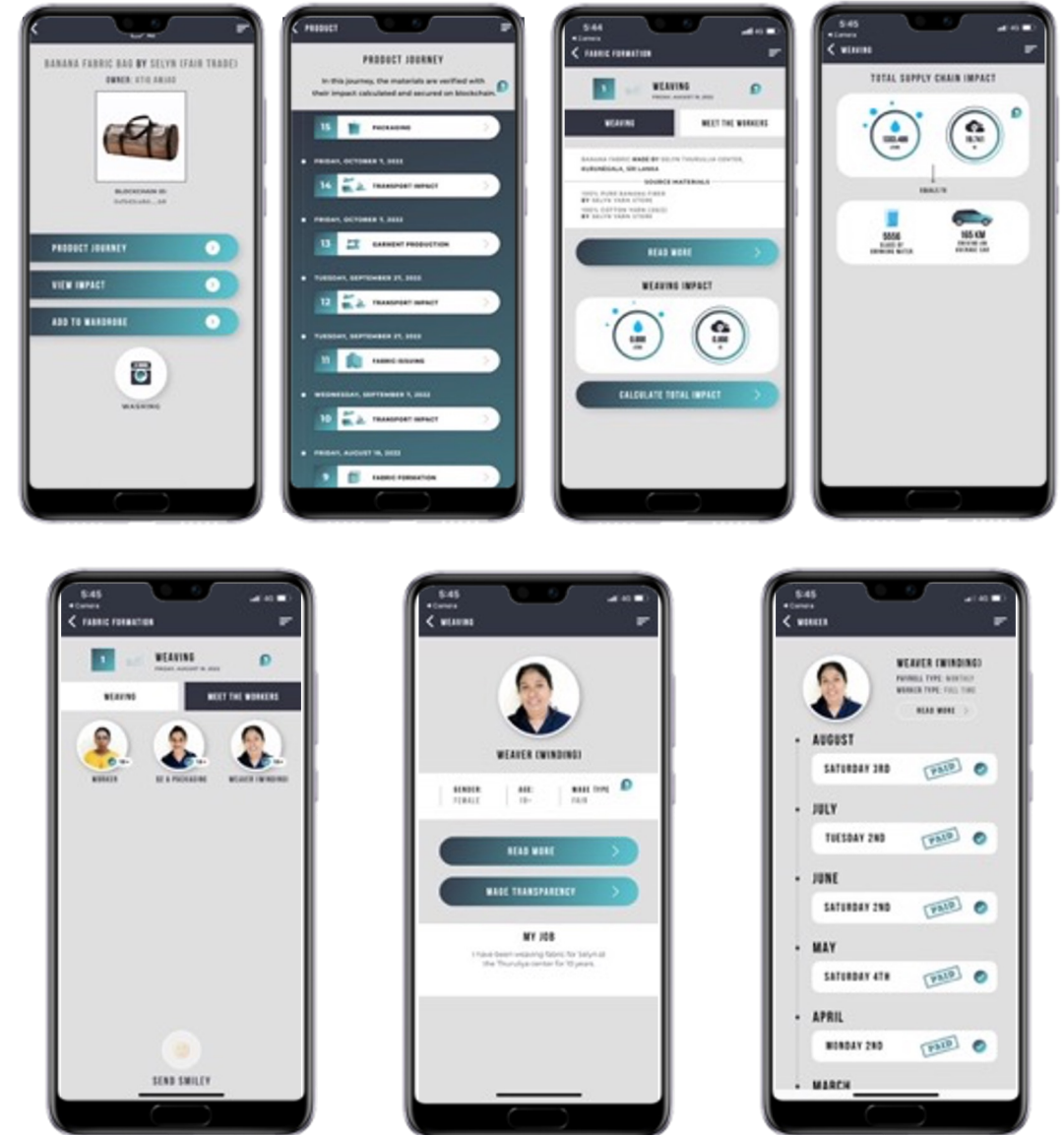
INNOVATION FOR IMPACT

#BLEEDGOOD CAMPAIGN TO PROVIDE REUSABLE PADS WITH MENSTRUAL HYGIENE AWARENESS AND ACCESS TO REPRODUCTIVE HEALTH



BLOCKCHAIN ENABLED RADICAL TRANSPARENCY

- Integrating blockchain technology to create greater transparency of our handloom and craft supply chain.
- Vision to go beyond traceability and to use technology to measure and maximize the impact within our communities.
- Scan QR code to see the impact of your textile - from fiber to dyeing process, to which artisan wove your textiles, to who finished your final product, to what impact your decision has made on our communities and the environment.



CONTACT US

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