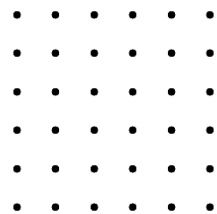
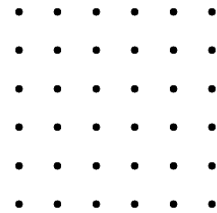
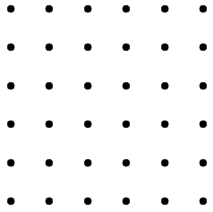




# INSTITUTE FOR RURAL SUSTAINABLE DEVELOPMENT

*Building Capacity for Better Transformation*



## Institute for Rural Sustainable Development (IRSD)

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SCAN ME

# Brief Introduction

We perform to provide a range of services for individuals, groups of people, communities, and organisations (private or government) as needed to move in a different direction through expert knowledge. We have specialised in specific areas and genuinely use our professional knowledge and experiences to meet the changing needs of our clients/beneficiaries towards sustainable growth. Our team consists of professionals who excel in their respective fields, ensuring the delivery of tailored solutions to address the challenges and opportunities our clients face. We ensure that our clients' objectives remain aligned with their long-term goals, fostering sustainable growth. We hope to be the trusted partner on the journey to navigate the challenges of today and build a better tomorrow.



## Why Choose Us?

Choosing our consultancy for rural sustainable development ensures a comprehensive approach rooted in expertise and dedication. With a deep understanding of the unique challenges facing rural communities, we offer tailored solutions that prioritise long-term viability and prosperity. Our consultancy combines practical experience with innovative strategies to address issues such as resource management, economic diversification, and environmental conservation. By choosing our consultancy, you are not only investing in sustainable development but also in the resilience and vitality of rural areas for generations to come.



## Our Focus

Sri Lanka is a lower-middle-income country working towards achieving the Sustainable Development Goals (SDGs) by 2030. In this journey, the government has focused on achieving considerable economic growth within the next two decades by attracting new investments and transforming physical and human resources to rebuild sustainable development in Sri Lanka. In this context, a scientific-based sustainable development process intensifies the need for capacity building, mentoring, guiding, coaching, and training for officials representing grassroots to top-level administration structures, as well as various community groups in Sri Lanka. As a company consisting of intellectually sound professionals and change-makers, we have decided to support sustainable growth by investing knowledge particularly in rural areas in Sri Lanka.



# Strategic Framework

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## Vision

Centre for Excellence in Transforming Human and Natural Geographies Towards a Sustainable Nation.

## Mission

Our mission is to capitalize on the human and natural geographies of individuals, institutions, and communities through strategic solutions and services such as coaching, mentoring, guiding, training, and capacity building that symbiotically focus on triple-bottom lines: economy, socio-culture, and environment, along with the emerging technological paradigm of the world. We are committed to promoting excellence in management consulting by certifying the delivery of professional resources and ensuring the highest standards of service.

## Values

Accountability

Quality

Integrity

Inclusivity

Client-centric

Futuristic

## Objectives

- ✓ To support the empowerment of individuals, institutions, and communities in need of coaching, mentoring, guidance, and training to enhance their capacity to overcome challenges and explore opportunities.
- ✓ To provide strategic consultancy services in management and related fields to ensure the sustainable growth of organizations in both the private and public sectors.
- ✓ To offer support services aimed at elevating professional performance standards.
- ✓ To conduct specialised training and capacity development programs aimed at improving human capital by integrating Artificial Intelligence (AI) and Human Intelligence (HI).
- ✓ To promote self-employment opportunities and incubate entrepreneurship among unemployed rural youth to establish local livelihoods.
- ✓ To skill and up-skill youth, enhancing their technical abilities to pursue career opportunities and aligning them with emerging career gaps.
- ✓ To establish Smart Partnerships with local and international institutions for sustainable nation-building and global sustainability through professional consultancy practices and applied scientific research.
- ✓ To enhance Sri Lanka's built environment through sustainable initiatives aimed at mitigating climate change and reducing greenhouse gas emissions.

# Action Areas

## ○ Women Empowerment



Creating innovation hubs and incubators tailored explicitly for women entrepreneurs, providing them with resources, mentorship, and networking opportunities.

Empowering women to participate in and lead sustainable practices, renewable energy initiatives, and environmental conservation efforts.

Encouraging women's involvement in AI ethics, policymaking, and developing AI-driven solutions for social impact.

Creating innovation hubs and incubators tailored explicitly for women entrepreneurs, providing them with resources, mentorship, and networking opportunities.

## ○ Tourism Development

Community-Based tourism destination development

Tourism value chain development

Capacity development for tourist service providers

Uplifting traditional handicrafts industries as the souvenir industry focusing on tourists.



## ○ MSME Sector Development



Linking rural smallholder producers in different sectors to local and international profitable markets to optimize sales and strengthen their knowledge and skills in production and marketing.

Supporting new enterprise development through entrepreneurship development, formalization, technological assistance, and skill development.

Encouraging indigenous technology, research, and development for micro and small businesses.

Empowering the MSME sector to achieve productivity and service quality improvement.

## ○ Psychological Interventions for Community Development and Social Change

Psychological interventions for personal development within organisations (Government or Private).

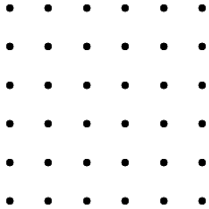
Improving the Health and Well-being of the community through primary prevention programs, mutual support (self-help) groups, and social action strategies (community organising and advocacy), such as reducing crime and violence and promoting economic development through collaboration between multiple stakeholders, including community members, government agencies, and nonprofit organisations.



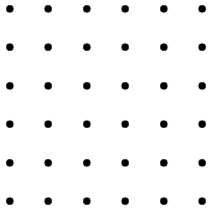
## ○ Future-focused Actions to Transform Service Deliver

Supporting government agencies in developing a sustainable model to improve the quality of service delivery in regional-level institutions. (Define the service value position, assess the service system, identify sustainable opportunities and challenges, implement, and monitor the service solutions.)

# Our Research Areas



- ✓ Sustainable materials and designs for the built environment.
- ✓ Decision-making systems through MCDM and MADM.
- ✓ Artificial intelligence (AI) and the Internet of Things (IoT)
- ✓ Circular economy for sustainable development.
- ✓ Solid waste management.
- ✓ Development of tourism
- ✓ Rural architecture and landscape management



# Founder

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## Shirani Weerakoon

Chairperson/Director

**Award Winner**

*"Leadership Excellence in Sector - State & Government" (Taking Sri Lankan Women to the World) Awarded by Women in Management & IFC-International Financial Corporation-World Bank Group at 6<sup>th</sup> Professional & Career Woman Awards 2016*

Awarded by Women in Management & IFC-International Financial Corporation-World Bank Group at the 6th Professional & Career Woman Awards 2016. With 35 years of service in the Sri Lanka Administrative Service (SLAS), her journey has been marked by numerous senior executive positions across different portfolios within central government institutions and provincial councils. She pursued professional qualifications in various disciplines, including public administration, development administration, strategic management, public management reforms, project management, entrepreneurship development (especially women empowerment), productivity, total quality management (TQM), SME development, economic planning & management, human resource management (HRM), rural industrialization, probation and childcare, social empowerment and welfare, tourism management, agriculture, and perennial crops (Kithul Development).

Her contributions extend to memberships in esteemed government bodies such as the World Craft Council, Regional Economic Development Agency (REDA) of the Central Province, Sri Lanka, Director Board of the Institutions administrated by the Ministry of Tourism Development and Christian Religious Affairs, and the Advisory Board of the Central Province Exporters' Chamber (CPEC), among others. She served as the chairperson of the Governing Council of the National Institute of Social Development, the Academic Affairs Board of the National Institute of Social Development, the Trust Fund for the Rehabilitation of the Visually Handicapped, the Samurdhi Development Lottery Board, and the National Council for Elders.

She has represented Sri Lanka at global events held in various countries such as Sweden, Japan, Qatar, Malta, India, Malaysia, Laos, Vietnam, Singapore, Maldives, Korea, Bangladesh...etc. on Rural Industrialization, SME's Development, Economic Planning & Management, HRM, Public Administration and Tourism. She was with a praiseworthy capacity to deliver fruitful and innovative outcomes that are required to upgrade the social and economic development of Sri Lanka. She has contributed immensely to achieve National Objectives with her result-oriented capabilities during past 35 years in her service for the public sector. With her team, she was able to receive the awards such as National Productivity Awards for five consecutive years and the Governor's Trophy for outstanding performance among the ministries of central provincial council. She has authored policy papers and book publications and actively contributed her expertise to the magazines.



## Thilina Weerakoon

Director

A Civil Engineer and Researcher with a B.Sc. and M.Sc. in Civil Engineering. He is currently performing duties as a Researcher in a well-reputed foreign research institution. He has obtained the license of Certified Real Estate Economist in the EU region. Furthermore, he has acquired professional skills in project planning & management such as resource planning, cost planning, risk planning, and organizational planning by obtaining professional certifications in the relevant discipline. He was an Associate Member of the American Society of Civil Engineers (AM. ASCE), and also a Member of the Structural Engineering Institute in the USA. He holds research publications in reputed journals and conference proceedings. His main focus areas are sustainable materials and built environments, construction management, artificial intelligence, and multi-criteria decision-making in construction.

# Advisory Panel

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**Prof. Athula Gnanapala**

Prof. (Dr.) Athula Gnanapala is currently serving as the Dean of the Faculty of Management Studies of the Sabaragamuwa University of Sri Lanka. He served as the Head of the Department of Tourism Management and Programme Coordinator of the MSc. in Ayurvedic Hospital Management degree programme. Additionally, he serves as co-editor-in-chief of the South Asian Journal of Tourism and Hospitality. He obtained his first degree, a B.Sc. in Tourism Management, from the Sabaragamuwa University of Sri Lanka in 1997 and an M.Sc. in Management from the University of Sri Jayewardenepura in 2003. In 2011, he completed his Doctoral degree in Tourism Management at the School of Business, Xiamen University, P.R. China. He has published his research works in nearly 25 books and book chapters, more than 40 research articles in refereed and indexed journals, and more than 70 international conference presentations. He disseminates his expertise as a reviewer of nationally and internationally recognized academic journals, consultants, editorial, scientific committee members, etc. Further, Prof. Gnanapala renders his service as a postgraduate and Ph.D. Supervisor and examiner.

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**Prof. M.S.M. Aslam**

He holds 23 years of experience in academics and research working as the Senior Lecture/Director in the Center for Research Knowledge Dissemination (CRKD) of the University of Sabaragamuwa and a cum professor in the field of tourism. In addition, he has vast experience in planning and development at community, local, regional, and national levels, particularly in to tourism. He also holds a considerable amount of research and publication with reputed journals and book publishers. He is also serving as a consultant/resource person/advisor/facilitator for various NGOs and ING

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**Prof. M. Thilakasiri**

Prof. M. Thilakasiri is a distinguished Senior Management Consultant with a rich background in Human Resource Development, Strategic Management, and Corporate Planning. With an impressive tenure exceeding four decades, Prof. Thilakasiri has significantly contributed to both the public and private sectors. His expertise encompasses roles as a Management Consultant, Corporate Trainer, and Strategic Leader. As a Senior Visiting Lecturer, Prof. Thilakasiri enlightens MBA, MSc, and MPM students at prestigious local and international universities. He is highly sought after for his coaching abilities, particularly in developing senior and middle-level officers from multiple sectors. Prof. Thilakasiri's contributions to academia include presenting numerous research papers and articles. He is also recognized for designing and executing several strategic managements, human resource development, capacity-building, and institutional strengthening programs, focusing on people development. Formerly holding the esteemed position of Director-General at Sri Lanka Institute of Development Administration (SLIDA).





## **Dr. Chaminda Weerasiriwardana**

He is a fully registered medical practitioner with SLMC in 2002. Currently performing duties as a professional counselor and psychotherapist for 16 years. Furthermore, he is working as a medical officer at NSICU- 1 in Teaching Hospital Kandy, as a visiting lecturer at the universities of Kelaniya and Colombo, and also in some institutions including Sri Lanka Foundation Institute and SLIDA. Apart from the above, he is acting as a working developer for iChange (Pvt) Ltd.

He is acting as a resource person to many programs conducted by NIE, central province Department of Probation and Social Service, Ministry of Social Service, Sri Lanka, and Department of Education Central Province, conducted island-wide. He is also working as a resource person in Sri Lanka. Rupawahini Corporation programs and in independent television networks (Doramadalawa, television iskole, hathveni paya). He is conducting workshops at several ministries (Ministry of Management and Reforms, Ministry of Justice, Ministry of Education Central Province and Western Province), and Departments, institutions, and schools.

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## **G. Ruwan Hemantha Silva**

**Chartered Architect**

He is passionate and experienced Local Consultant, Senior Chartered Architect, Spatial Creator, Project-Management Executive, having more than 21 years' experience (17 yrs. in the capacity of Chartered Architect and 4 yrs. Of Pre-Charter) under Architectural Design, Design Management and Project Management in coordinating with multi-disciplinary teams and executing of projects with an extensive portfolio of projects covering retail, healthcare, education, hospitality, religious, military and sports, as well as sensitive and historically listed existing buildings, commercial and mixed-use development projects. He has successfully completed B.Sc. (Built Environment) Degree at University of Moratuwa with obtaining Second Class Honours in October 2001 and my M.Sc. (Architecture) degree with a Highly Commended Pass on Dissertation Research Thesis. Commencing his career as a Design Architect He has gathered extensive experience in Architecture, Town and Country Planning and Project Management by working for the Multi-Disciplinary Consultancy Practices here in Sri Lanka. He has been responsible for the integration of all Architectural & Engineering disciplines, Project programming, value engineering and control of quality and project budget. Gain extensive experience within the construction field, working with contract/project management on FIDIC (in International Contracts) as well as ICTAD in local context. He performed well in theoretical analysis and design skills. In addition, gained hands-on experience from internationally reputed Employer entities and companies having been working more than 18 years with them. Further. Being a researcher on the field of Environmental Engineering, Thermal Comfort analyzer on built mass and imperative necessity of interference of climatized architectural implementations in the case of Urban Designing spatiality on Building Envelope Design studies with collaboration of Sustainable Building Design Software; Ecotect and DEROB-LTH.

## **Pool of Consultants**

We have a strong network of talented consultants in various disciplines, essential for our company to provide the services expected of us. We can call upon them at short notice.



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