

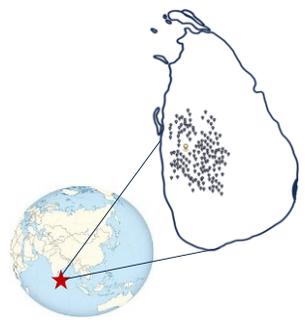


The World of Serendipol: *Regenerating Communities & Ecosystems.*

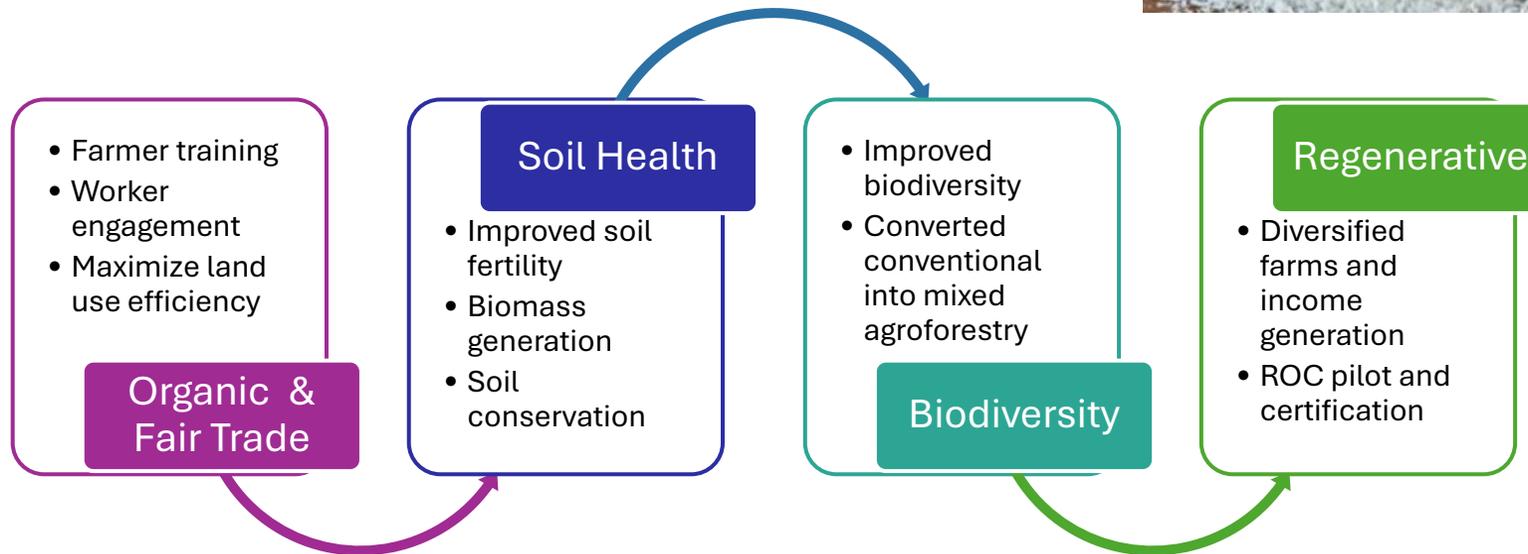


November 26, 2024

Genesis



Serendipol's Regenerative Journey



Purpose of Fair Trade

Enhance soil fertility and profitability for farmers.

Act as a catalyst for rural development.

Develop high-quality, value-added coconut-based products.

Demonstrate regenerative organic and fair trade mandate is compatible with the professional and profitable operation of a business.



Purpose of the Fair Trade Committee

Administer the Fair Trade Fund with transparency and inclusivity.

Represent the interests of farmers, workers, and the community.

Allocate resources to projects supporting education, healthcare, and infrastructure.

Promote equitable participation and uphold Fair Trade values.

FT Committee Governance Structure - 11 Members



Chairman



Buyer Representative



Field Officers' Representative



Workers' Representative



Treasurer



Secretary



Fair Trade Coordinator



Farmer 1



Farmer 2



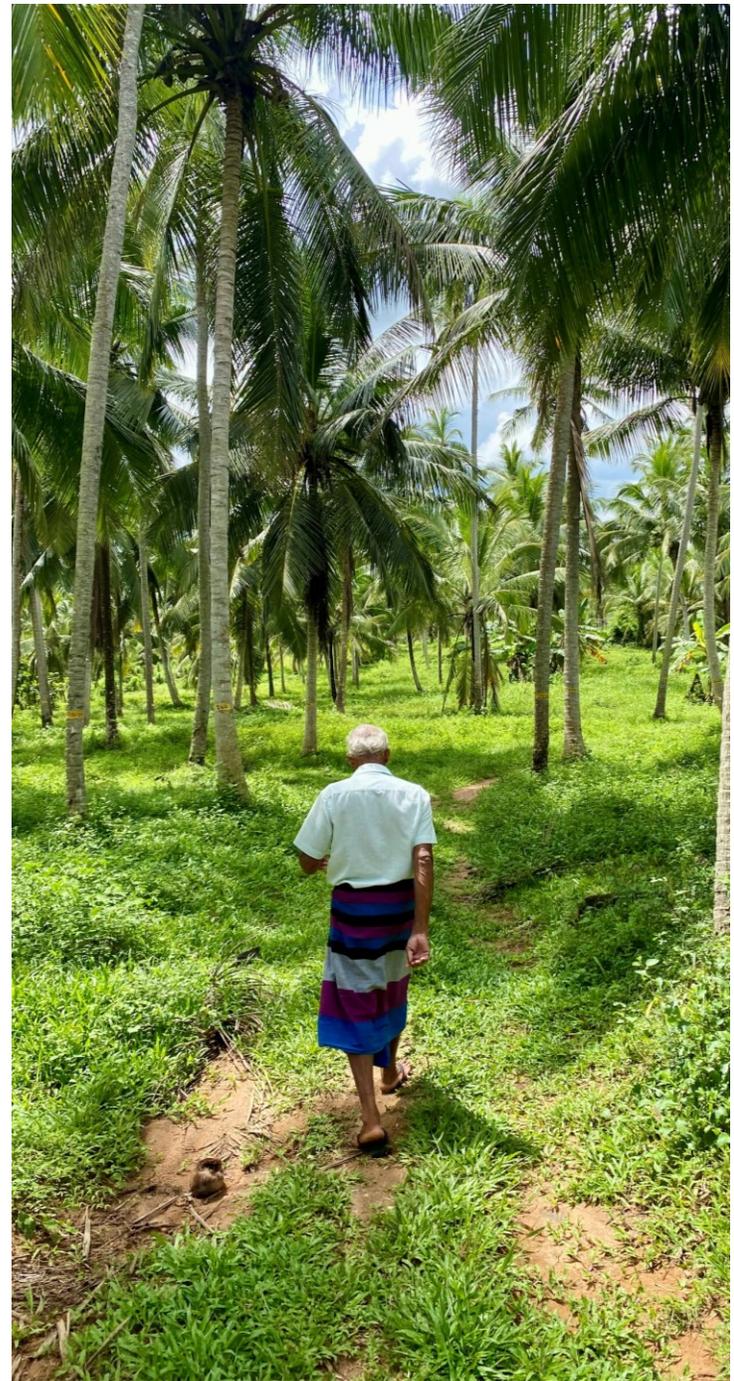
Farmer 3



Farmer 4

Democratic Principles of Governance

- **Inclusivity** All stakeholder groups have equal opportunities to participate.
- **Transparency** Decisions and resource management are openly communicated.
- **Equal Representation** Balanced perspectives ensure no group dominates decision-making.
- **Accountability** Members are responsible for their roles and actions.
- **Collective Decision-Making** Decisions are made through consensus or majority voting.
- **Equity and Fairness** Resources are distributed based on need and impact.





More than 800 projects implemented over 20 years to support farmers, workers, their families and communities.



R.S. Syamali

- Moved to Kuliyaipitiya at 17 with her cousin.
- Married at 19; has three daughters (now 30, 25, and 19 years old).
- Faces family challenges: husband is unemployed and struggles with substance issues.
- Joined Serendipol in 2011; recently celebrated her **13-year anniversary**.
- Career progression at Serendipol:
 - Started as a manual hatcher and pairing worker.
 - Learned machine operations.
 - Consistently leads the **daily tally** (among men and women) for shell removal:
 - **3,500 nuts/day** (up from 2,000).
- Achievements:
 - Built her house using her salary and an employee grant from Serendipol.
 - Won a solar system through Serendipol's **Purpose & Values competition**.



Priyanthi Kumari Dissanayake

Priyanthi Kumari Dissanayake

- Mother of two children.
- Founded **Diyakadamulla Oil Mills** in 2004 with three employees as a family business.
- In 2007, her husband joined **Serendipol**, bringing support and growth opportunities.
- Faced personal and business challenges in 2018 after her husband's sudden passing.
- Serendipol** stepped in to support the rebuilding of her business and personal stability.
- Today, her business has expanded to two large oil mills with many employees and continued growth.

"While the journey has been filled with challenges, especially after the loss of my husband, I have found strength in the resilience it took to rebuild my life and business. With Serendipol's ongoing support, I am confident that we will continue to grow and succeed. Today, I stand happy and fulfilled, knowing that my efforts will provide a strong foundation for my children's future."

Use of Fair Trade Premium

Main Sector	Sub Sector	No of Projects
Education	Class Room Partition	17
	Computer Facility	6
	Construction of School Building	5
	Construction of Sanitary facilites	35
	Dancing Equipment	9
	Digital Duplicator	6
	Pre-school upliftment	10
	Drinking Water Facility	13
	Equipment	16
	Library Books	16
	Other	5
	Play Ground & Equipment	15
	Samata Sarana for Shanty Dwellers	9
	Security Fence	15
	Uniforms	1
Total		178

Use of Fair Trade Premium

Main Sector	Sub Sector	No of Projects
Employees	Pilgrimage	12
	Death Donation	64
	Educational Subsidy	31
	Essential Goods	1
	Funeral Fund	6
	House improvement grants	28
	Medical Aid	9
	Scholarships	4
	Total	155

Use of Fair Trade Premium

Main Sector	Sub Sector	No of Projects
Farmers	Agricultural Equipment	3
	Land Development	27
	Drought Subsidy	2
	Eye Clinic	1
	Eye Lens	6
	Fertilizer	9
	First Aid	8
	Funeral Fund	175
	Husk Subsidy	8
	Other	2
	ROC	1
Total		242

Use of Fair Trade Premium

Main Sector	Sub Sector	No of Projects
Health	Dengue Preventing Program	2
	Health Campaign	3
	Health Clinic	11
	Hospital Infrastructure	2
	Iodine Therapy Unit	6
	Drugs & Medical Equipment	52
	Other	5
	Samata Sarana	4
	Seva Vanitha	1
	Visualization of Thalassemia Song	1
	Water Supply	1
	Total	

Use of Fair Trade Premium

Main Sector	Sub Sector	No of Projects
Social	Books & Publications	1
	Cannel & Bridge	6
	Community Hall	12
	Death Donation	2
	Donation of Chairs	4
	Donation to Police	3
	Electricity	12
	Equipment	20
	Farmers Organization - Equipment	4
	Other	12
	Probationary Child Care	14
	Publications	1
	Road Construction	2
	Tank Cleaning	34
	Toilet Construction	1
	Water Supply	11
	Total	
Grand Total		802

Serendipol Today

Activating regenerative organic coconut products across the supply chain.

1,000+

ROC farmers in scope of Serendipol's program.

17,000+

Acres of organic, fair trade, ROC farms.

800+

Projects implemented, from education to healthcare and rural infrastructure.

\$2.5M+

Funding for projects that benefit producers, workers, their families and many communities.



sonali@serendipol.com

www.serendipol.com

