



Ministry of Rural Development, Social Security and Community Empowerment Rural Development Bureau

Call for Proposals:

Co-creating Innovative Businesses for Empowering Communities through Sustained Livelihoods

The Prajashakthi National Movement for Poverty Eradication, one of key initiatives of the Government implemented by the Ministry of Rural Development, Social Security and Community Empowerment with the main objective of reducing multi dimensional poverty particularly in rural and estate sectors. Prajashakthi movement aims to empower 'Community Development Councils (CDC)' which have been formed at GN level to identify key issues affecting the community and prioritize projects to address those issues with active participation of people.

In line with that the Ministry invites eligible individuals and organizations to contribute in a national mission to eradicate poverty through implementing economically viable, sustainable, innovative business initiatives, which will create substantial number of new gainful employment opportunities and involve people/families as key value chain actors i.e. contract growers, suppliers and/or subcontractors. The expected time frame for full implementation of business initiatives will be one to three years.

The Program Seeks to:

- Enhance income generation through export-oriented value added industries
- Support medium and macro level enterprises utilizing local resources
- Promote sustainable livelihoods and self-employment

Eligible Partners for Submission of Proposals:

Following categories of organizations are eligible to submit business investment proposals;

- Private sector organizations with proven track records
- Entrepreneurs with innovative and implementable investment plans
- Non-governmental organizations with experience in poverty alleviation programs
- State owned enterprises engaged in commercial activities
- Cooperative societies
- Local government institutions

(Applicants are encouraged to submit business proposals with the Public Private People's Partnership (4P model) and preference will be given to business initiatives with a women-led, youth-led or vulnerable groups led approach).

Scope and Priority Sectors:

Call will be open for innovative business proposals from any sector, but priority will be given to the following sectors:

- Export-oriented agriculture and agro-based industries
- Livestock, fisheries, and aquaculture
- Food processing and value added products
- ICT services and green climate resilient businesses

Co-financing:

The Ministry aims to provide matching grants or in-kind support to high-impact, innovative business initiatives that move beyond traditional welfare toward permanent economic empowerment of families affected by multidimensional poverty. For that purpose, maximum amount of Rs. 250 mn will be allocated per each sector out of four priority sectors. Accordingly, eligible applicants are requested to submit business proposals with a minimum investment of Rs.50mn and maximum investment of Rs.200mn. The Ministry will adopt a flexible approach in extending co-financing for selected projects based on the nature as well as social and economic impact of the proposed businesses. The applicants must clearly indicate the type of assistance and percentage of co-financing requested from the Ministry to implement the proposed business venture.

Requirements for Proposal Submission:

Applicants must submit a business proposal by using the specified investment proposal template that could be downloaded from the Ministry website www.mrds.gov.lk. Business proposal evaluation criteria is also available in the Ministry website www.mrds.gov.lk.

Mandatory Documents:

- Completed application form / proposal.
- Registration Certificate (for groups/enterprises, if available)
- Details of Board of Directors if applicable
- Details of past experience, completed projects/businesses with proven results at ground level

Submission Method & Deadline:

- **Submission Method:** Hard Copy
- **Title:** "Co-creating Innovative Businesses for Empowering Communities through Sustained Livelihoods" – **should be mentioned on the top left-hand corner of the envelope containing the proposals.**
- **Address:** Secretary, Ministry of Rural Development, Social Security and Community Empowerment, Rural Development Bureau, 09th Floor, Sethsiripaya - Stage-II, Battaramulla
- **Deadline:** At or before 12.00 noon on Monday, 16th March 2026

Late or incomplete applications will not be considered. Proposals shall be delivered to the tender box placed in the room of Additional Secretary (Rural Development) or sent by registered post to the address above. Proposal will be opened soon after closing at the Main Auditorium, 1st Floor, Sethsiripaya - Stage II, Battaramulla.

For Further Information:

Shortlisted applicants will be informed in due course and required to:

- Participate in interviews or facilitate for site visits.
- Provide additional information or documents on request.

The Ministry of Rural Development, Social Security and Community Empowerment reserves the right to accept or reject any proposal without assigning reasons.

Interested applicants can request clarifications or further information through e-mail ruraldevelopmentbureau@gmail.com on or before 13th March 2026.

**Secretary,
Ministry of Rural Development,
Social Security and Community Empowerment,
1st Floor, Sethsiripaya - Stage II,
Battaramulla.**

12.02.2026