



**WCIC**

Women's Chamber of  
Industry and Commerce  
Engage - Empower - Enrich

In Collaboration  
with



**USAID**

FROM THE AMERICAN PEOPLE



**WCIC**

prathibhabhisheka

Women Entrepreneur Awards 2024

POWERED BY **AIA INSURANCE**

# ENTRY KIT AND GUIDELINES

[WWW.WCICSLK](http://WWW.WCICSLK)



**WCIC**  
Women's Chamber of  
Industry and Commerce  
Engage - Empower - Enrich



**WCIC**  
prathibhabhisheka  
Women Entrepreneur Awards 2024  
**POWERED BY AIA INSURANCE**

**In Collaboration  
with**



**USAID**  
FROM THE AMERICAN PEOPLE

# **WOMEN ENTREPRENEUR AWARDS 2024**



WCIC “PRATHIBHABHISHEKA” is the Women Entrepreneur Awards 2024 organised by the Women’s Chamber of Industry and Commerce (WCIC), a flagship property, conducted with the intention of recognising and rewarding women entrepreneurs.

### OUR VISION

To be the **‘think-tank’**, **‘voice’** and the **‘platform’** empowering women to be powerful nation builders by participating in transforming the economic growth of the nation.

### OUR MISSION

Shape the future of women, in Sri Lanka by providing;

- Opportunities for business and professional development
- Fostering valuable connections
- Nurturing and empowering to reach their fullest potential
- Facilitating member success

In keeping with the Strategic Direction, as the **NATIONAL CHAMBER** for Women in Business, **THE WOMEN'S CHAMBER OF INDUSTRY AND COMMERCE** will conduct the **"WCIC PRATHIBHABHISHEKA - THE WOMEN ENTREPRENEUR AWARDS 2024"**, once again enabling women entrepreneurs to showcase their businesses.

Any further clarification an applicant need should be directed to the Women’s Chamber of Industry and Commerce, for support. We are geared for fast and effective support to facilitate your participation.



Women's Chamber of Industry & Commerce Sri Lanka  
380/110, Sarana Road, Off Bauddhaloka Mawatha,  
Colombo 07, Sri Lanka.



Phone: +94 112671762/+94 766848080



E-mail: [wcicsl1@sltnet.lk](mailto:wcicsl1@sltnet.lk)/[wcicsrilanka@gmail.com](mailto:wcicsrilanka@gmail.com)



## WCIC PRATHIBHABHISHEKA - WOMEN ENTREPRENEUR AWARDS 2024

<b>The Purpose</b>	<b>04</b>
<b>Eligibility</b>	<b>04</b>
<b>Period of Performance Evaluation and Documents Required</b>	<b>05</b>
<b>"MY STORY"</b>	<b>05</b>
<b>Finance &amp; Governance</b>	<b>06</b>
<b>Interview</b>	<b>07</b>
<b>Award Categories and Definition</b>	<b>08</b>
<b>Regional Awards</b>	<b>09</b>
<b>WEA Highlight Awards</b>	<b>10</b>
<b>Applying for the Awards</b>	<b>11</b>
<b>Entry Kit/Application Fees</b>	<b>12-16</b>



## THE PURPOSE

- WCIC Women Entrepreneur of Sri Lanka Awards will honour Sri Lankan Women Entrepreneurs for their tenacity to scale and grow during these challenging times and for the positive impact they are making on society and the economy.
- To recognise and reward outstanding women, acting as an impetus to her and the women's business community, in Sri Lanka, enabling them to improve their business, to gain market access and set up best practices for others to emulate.
- Provide effective mentoring for the successful/unsuccessful applicants to encourage/support them to scale their business venture and to increase their value.

## ELIGIBILITY

- Any registered business organisation with majority owned by a woman -> 51% (E.g. Sole Proprietorship, Partnership, Private or Public Limited Liability Company etc).
  - 51% Share Ownership – Sri Lankan/SAARC Woman
  - 100% Women owned with 1/3 collectively by a Sri Lankan/SAARC Woman
  - 1/3 owned by a Sri Lankan/SAARC Woman with significant management control. (Chairperson/Director/CEO/MD)
  - Conforming to the above any non-national (resident in SL/dual citizen) with a duly registered well established business operating over 5 years is eligibleBusinesses operating in Sri Lanka catering to the local market, regionally or internationally, and businesses that are into exports are encouraged to apply. For the applicants from the SAARC region, information related to the home country will be considered relevant.
- Enterprises which are not legal entities will not be considered eligible.
- Documentary evidence, certified by the auditors, to substantiate consolidation of performance, in respect of the business, products, services will be required. (Not compulsory for Startup and Micro categories)
- The revamped process is simpler but if information related to the segments are not covered your application could get rejected.



## Period of Performance Evaluation and Documents Required

The period for these awards cover the Financial year - 2023/2024. However past performance for minimum two years (up to five) will be expected when providing data.

The process will cover 03 steps:

1. "MY STORY"
2. Finance & Governance
3. Interview with the Judges (Only for the applicants that are shortlisted)

### "MY STORY"

The applicant has to submit a narration with the following template as guidance. Each section is a max. of 200 words. (Increased word count will be a disqualification). The story has to be substantiated with credible proof to all the claims, statements made under "My Story". It should cover real life events related to your business which could be fully substantiated. The word count has to be marked under each criteria. - Total 1000 marks will be awarded.

Criteria	Details
Purpose Driven Business (200 Marks)	<ul style="list-style-type: none"> <li>• What is the purpose of existence, reason why your business exists?</li> <li>• What need state was being addressed and how?</li> <li>• What Brand positioning was done, and who was your target consumer?</li> <li>• Who do you compete with, how are you better, and why do you say so?</li> </ul>
Entrepreneurial spirit (100 Marks)	<ul style="list-style-type: none"> <li>• How did you set about in your journey?</li> <li>• What does success look like in your business?</li> <li>• How do you ensure your team is motivated and energised as you progress?</li> <li>• How does a challenge affect your business?</li> </ul>
Focus on Innovation (200 Marks)	<ul style="list-style-type: none"> <li>• What is your unique proposition vs. the rest of the market?</li> <li>• Have you been the 1st to introduce the product to the market?</li> <li>• How is creativity nurtured in the organisation?</li> <li>• How are new ideas incubated, and what research supports you?</li> </ul>
Creating Value (200 Marks)	<ul style="list-style-type: none"> <li>• How do you create value for you and your team?</li> <li>• How do you create value for the shareholders (if any)?</li> <li>• What investments are made on your team to make them grow and to retain?</li> <li>• What holds you back?</li> </ul>
Impacting local and global markets (100 Marks)	<ul style="list-style-type: none"> <li>• What is your current reach? - Penetration and volume</li> <li>• What expansions are planned (if any)?</li> <li>• Are you exporting? If not, what has prevented you?</li> <li>• Any plans to venture into the area?</li> </ul>
Strategic Direction (200 Marks)	<ul style="list-style-type: none"> <li>• Where do you want your business to be in the future?</li> <li>• Do you have a clear roadmap? When will it happen, what will be done and by whom?</li> </ul>



## Finance and Governance

All relevant documents supported/certified by auditors will be required to substantiate the following information:

Criteria	Details
Financial Value Creation 200	<ul style="list-style-type: none"> <li>Sales Growth YoY (5 years or as applicable)</li> <li>CAGR (Minimum 2 years, ideally 5 years)</li> <li>Profit/Loss before Tax (Minimum 2 years)</li> <li>Shareholder Equity</li> <li>Head Count</li> </ul>
Governance 100	<ul style="list-style-type: none"> <li>Suitable Board or equivalent</li> <li>Scheduled Meetings</li> </ul>
Staff Development 100	<ul style="list-style-type: none"> <li>Employee Composition-gender/age/qualifications etc.</li> <li>Annual cost per employee</li> <li>Investment on development</li> </ul>
Expansion 100	<ul style="list-style-type: none"> <li>Strategic Growth Plans</li> <li>Export Potential</li> </ul>

\* Audited accounts should be submitted with the application, For Start up, Micro categories if audited accounts are not available, accounts certified by a qualified accountant will be sufficient.

### LIST OF DOCUMENTS TO BE SUBMITTED WITH THE APPLICATION

- Copy of NIC/PP
- Copy of Business Registration
- Share Certificate/Form 15
- Certified copies of the audited accounts for 21/22, 22/23, 23/24 (for Startup and Micro certified accounts must be submitted if audited accounts are not available)
- Payment confirmation of entry fees - Cheque or Bank Transfer slip
- Duly filled application
- Profile picture
- Logo of the Brand/Company



### Interview for the Shortlisted

The following method will be followed by the judges:

Criteria	Details
Entrepreneurial Spirit 200	<ul style="list-style-type: none"><li>• Sharing her story in a summarised manner<ul style="list-style-type: none"><li>◦ What motivated you to start your business?</li><li>◦ What need in the market were you trying to fill?</li><li>◦ What makes you stand out from the competitors?</li></ul></li></ul>
Personality & Personal Brand - 100	<ul style="list-style-type: none"><li>• Personality and Presentation</li></ul>
Thinking on the feet 200	<ul style="list-style-type: none"><li>• Ability to answer questions clearly and in a summarised manner</li></ul>
Global footprint - 250	<ul style="list-style-type: none"><li>• Current presence across the world and future plans</li></ul>
Economic Contribution 250	<ul style="list-style-type: none"><li>• Value that is added to the SL economy</li></ul>

- An applicant has to be fully aligned to the process. Creativity in presentation will be welcome but all required information has to be captured.
- Information submitted has to be true and should be applicable to the business which is being evaluated. Endorsing of this should be done by the auditors.





## Award Categories and Definition

Categories	Definition
Start-Up	New entrant – less than 5 years
Micro	Annual Revenue less than Rs. 5mn per annum
Small	Annual Revenue Rs. 5-50mn per annum
Medium	Annual Revenue Rs. 51-250mn per annum
Large	Annual Revenue Above Rs. 251mn per annum
SAARC Region	Applicants from the region with indicated annual revenue under the category - Medium (\$ 175,000 – \$ 830,000) revenue per annum Large (Over \$ 830,000) revenue per annum

\* Successful Startups which conform to the revenue requirements of the other categories even though they are still within 5 years of operations should apply under the relevant revenue category

In the event such applications are received under Start-Up WCIC will move it to the applicable category

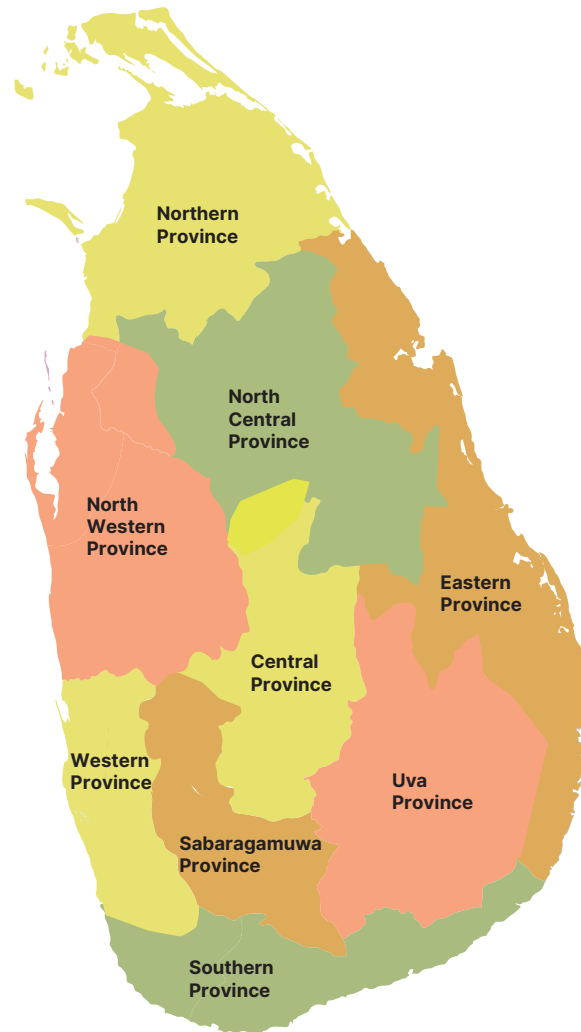
Shortlisted applicants in the Medium and Large categories may be visited by an appointed team prior to the Interview



### Regional Awards

We will be entertaining applications from all provinces. The applicants will be allowed to compete under the province in which they are based for a **“BEST OF THE REGION AWARD”** and will be considered for the national awards after. For the regional awards, the category classification will not be applicable but when being considered for the National awards it will apply.

Province
Western
North Western
Southern
Sabaragamuwa
Central
Uva
Eastern
North Central
Northern





### WEA Highlight Awards

We have 10 key highlights of the event. The selection of the awards will be based on the best scores received.

#### Special Awards

#### The Woman Entrepreneur of the Year - 2024

The SAARC Woman Entrepreneur of the year - 2024

The Most Outstanding Export Oriented Woman Entrepreneur of the Year - 2024  
(Products/Services)

Digital Entrepreneur of the Year - 2024

The Most Innovative Entrepreneur of the Year - 2024

The Young Woman Entrepreneur of the Year -2024

Outstanding Start-up of the Year - 2024

The Woman of Courage - 2024

Social Entrepreneur of the Year - 2024



## Applying for the Awards

The following will apply for your submission:

<b>Languages</b>	Applications can be submitted in English, Sinhala or Tamil
<b>Applications</b>	Applications can be submitted by way of a printed document with all supportive evidence. The original documents need to be presented at the interview, you may attach copies when submitting

## Entry Kit/Application Fees

The Entry Kit and Guidelines could be accessed and downloaded from the website of the chamber [www.wcicsl.lk](http://www.wcicsl.lk)

Duly filled applications with supportive documents (which are coded systematically and annexed) could be scanned and sent via e-mail, and a hard copy of the same (application and documents) should be handed over in a Sealed Cover to CEO, The Women's Chamber of Industry & Commerce, 380/110, Sarana Road, Colombo 07 on or Before the 31<sup>st</sup> October 2024. The award Ceremony will be held in January 2025.

**Note:** Date of submissions will be considered the date that the online application was submitted and hardcopy of the duly filled application with the payment receipt must be handed over to the Chamber in adherence to the stipulated application submission deadlines.

Categories	Chamber Members (LKR)	Non-Members (LKR)
Start-Up	Rs.1,000/-	Rs.1,500/-
Micro	Rs.1,000/-	Rs.1,500/-
Small	Rs.3,000/-	Rs.4,000/-
Medium	Rs.7,500/-	Rs.8,500/-
Large	Rs.10,000/-	Rs.12,500/-
SAARC Region	-	\$ 50

Payment to be made by cheque drawn in favour of "The Women's Chamber of Industry & Commerce Sri Lanka" crossed "A/C Payee only". The application fee is non-refundable. Online transfers are possible, and the transfer slip has to be enclosed with the application submission.

**Name of Account: Women's Chamber of Industry and Commerce**

**Account No: 055010125721**

**Name of Bank: Hatton National Bank**

**Branch: Borella**

For further information and inquiries, please contact the Chamber Secretariat or CEO on 0112671762 or e-mail to [wcicsl1@sltnet.lk/](mailto:wcicsl1@sltnet.lk) [wcicsrilanka@gmail.com](mailto:wcicsrilanka@gmail.com).

# SECTION 01



**WCIC**  
prathibhabhisheka  
Women Entrepreneur Awards 2024  
POWERED BY AIA INSURANCE

## PERSONAL INFORMATION

Entrepreneur Name/Designation : \_\_\_\_\_  
(PLEASE USE CAPITALS)

NIC/PP : \_\_\_\_\_

Passport size photograph : \_\_\_\_\_

Age/Date of Birth : \_\_\_\_\_

Applicant's Contact Details:

Phone Number

Land : \_\_\_\_\_

Mobile : \_\_\_\_\_

E-mail : \_\_\_\_\_

Another  
Representatives - Name &  
Contact Number : \_\_\_\_\_

Current Position represented  
in the Company : \_\_\_\_\_

Signature of Applicant

\* Please attach a list of the documents submitted

## GENERAL INFORMATION

COMPANY NAME : \_\_\_\_\_  
(PLEASE USE CAPITALS)

Company Address : \_\_\_\_\_

Business Registration No. & Year it was formed: \_\_\_\_\_  
(Attach a copy of BR)

Details of current shareholdings : \_\_\_\_\_  
(Form 15/Share certificates)

Product Details : \_\_\_\_\_  
Categories services covered  
under the application

Entry Category : Start Up/Micro/Small/Medium/Large SAARC - Medium/Large

Social Media links : Website \_\_\_\_\_ Facebook \_\_\_\_\_  
Instagram \_\_\_\_\_ LinkedIn \_\_\_\_\_

Please attach Business Logo and Brand Logo :

Are you a Tech Entrepreneur? If yes, what digital products/solutions have you introduced to the market?:  
(You may attach details separately)

Are you a Social Entrepreneur? If yes, what cause have you supported and the impact created for greater social good? : (You may attach details separately)

# SECTION 02



**WCIC**  
prathibhabhisheka  
Women Entrepreneur Awards 2024  
POWERED BY AIA INSURANCE

## “MY STORY” (1000 MARKS)

Refer the details listed under the Guidelines in completing this section. Ensure your story complies fully.

Criteria (1000 Marks)	Details (Max. 200 word count per section – Mark the word count in each of the sections)	Annexure Reference & Page No.
Purpose Driven Business (200 Marks)		
Entrepreneurial spirit (100 Marks)		
Focus on Innovation (200 Marks)		
Creating Value (200 Marks)		



<b>Criteria</b>	<b>Details</b>	<b>Annexure Reference &amp; Page No.</b>
Impacting local and global markets (100 Marks)		
Strategic Direction (200 Marks)		



## FINANCIAL AND GOVERNANCE (500 MARKS)

**Geographic presence of the Business:**

- |                                                |                                                 |                                            |
|------------------------------------------------|-------------------------------------------------|--------------------------------------------|
| <input type="checkbox"/> Western Province      | <input type="checkbox"/> North Western Province | <input type="checkbox"/> Southern Province |
| <input type="checkbox"/> Sabaragamuwa Province | <input type="checkbox"/> Central Province       | <input type="checkbox"/> Uva Province      |
| <input type="checkbox"/> Eastern Province      | <input type="checkbox"/> North Central Province | <input type="checkbox"/> Northern Province |

**For SAARC Applications Country** ..... **City** .....

Audited financials for 3 years (attach certified documents)

<input type="checkbox"/> 2021/2022	<input type="checkbox"/> 2022/2023	<input type="checkbox"/> 2023/2024
------------------------------------	------------------------------------	------------------------------------

<b>Total employees as at each year end</b>	2021/2022	2022/2023	2023/2024
	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Summary of employee composition - gender/age/qualifications etc.:**

**Details of employee costs, development undertaken:**

**Governance Structure:**  
*(Details of Board of Directors/ Min. number of meetings per year or any other committees that help to oversee governance)*

Future expansions, justification and strategies





Please refer to the guidelines in completing this information. Ensure the guidelines are covered.

Criteria	Details	Annexure Reference & Page No.
Financial Value Creation (200 Marks)		
Governance (100 Marks)		
Skill Development (100 Marks)		
Expansion (100 Marks)		

Thank you!



SPONSORS

PLATINUM



DIAMOND



COLLABORATIVE PARTNER



GOLD



SILVER



BRONZE



MEDIA PARTNERS - PRINT/SOCIAL MEDIA



ELECTRONIC MEDIA PARTNER - IN ASSOCIATION WITH



COMMUNICATION PARTNER



KNOWLEDGE PARTNER







**WCIC**  
prathibhabhisheka  
Women Entrepreneur Awards 2024  
**POWERED BY AIA INSURANCE**

**Women's Chamber of Industry & Commerce Sri Lanka**  
380/110, Sarana Road, Off Baudhaloka Mawatha,  
Colombo 07, Sri Lanka.