

## CASE STUDY

### A JOURNEY TOWARDS A TRANSFORMATIONAL CHANGE



Krithika Thushyantha was frustrated by the lack of excitement, room for innovation and sense of enjoyment on offer through the traditional employment opportunities available to women. So, she decided to step outside the box and create her own opportunity by founding Techno Brain, an IT company in Batticaloa District. "My parents gave me the freedom to do whatever I wanted, that's what made me to break the boundaries and become a Managing Director of an IT Company in my home town with my husband's support and guidance."

Working as a service provider through the S4IG program was a completely new experience for Krithika and her company. At first, Krithika was skeptical about running a project entirely with female participants initially thinking, "...this is not going to work at all." As a woman and a Managing Director of an IT company she was concerned about putting her growing company at risk. However, she persuaded herself to take the risk and deliver the training program for the target group anyway. During the start-up of the project, Krithika faced some difficulties with screening potential participants for the training program but as she persisted and through the experience gained a new perspective: "...today as a woman I believe that I have gained vast knowledge about the problems faced by women and the solutions by creating platforms women to women." She added, "... as an institution, the systems which have been developed after the collaboration with S4IG contributed to my company's improved performance and our professionalism. My company has adopted the systems we developed during the training, and we have since developed manuals which are fundamental to good training and replicating the program. We did not have these strategies and practices before we worked together with S4IG." At the community and individual levels women also see the technical skills gained through training as adding value to advancing their careers, "I

remember one of the participant's mothers shared with me that her daughter is always now busy writing in her blog, she has increased confidence and knowledge and is sharing and explaining to others what she is doing right now. She is totally a different person compared to the past. The technical skills taught gave her the courage and confidence to move forward. The mother is now happy to see her daughter engaging in online marketing," reported Krithika.

25 participants started the course and 17 completed, and the changes have been transformational at an individual and institutional level. Before engaging with S4IG, Technobrain has been doing various small projects such as web development, GIS surveys and a Makerspace for kids. "After engaging with S4IG as a Managing Director I learned how to think about business model while contributing to the community development. Earlier our team was using 360 degree cameras just for entertainment, to upload pictures of places that seem interesting in to social media and various other open platforms. Now we are using the same skill in a profitable way, which is something new for me and my company. The opportunities gave me space to think about everything in a business perspective and this will be my company's future as well," Krithika said. Not only her company, herself and the training participants benefitted through this journey but two of Krithika's female employees are also now engaged in online activities. One is uploading her handicraft and knitting videos via her own blog, while the other is waiting for her university entrance to complete an online qualification in IT. "S4IG's engagement and changes have not only provided opportunities to individual participants in the training but opened up opportunities and pathways to everyone involved in the process including my company" said Krithika.