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Social Alliance of Love and Trust

Build Business, People First

The common perception on business/entrepreneurship is that it's always all about the money and the profits. It's not that money is not important and until we have the power to earn it we will hold it very dear to us. Never the less to succeed as a business (wo)man there is lot more effort and work which lies unseen. Development of character and discipline are at the core of these unseen efforts of a successful business (wo)man. These traits should be improved if we want to see a vibrant change in our local business sector.

Why do many businesses fail? Is it because of the money? No. It is due to the lack of character in the leadership and the discipline which is not consistent in their work ethics.

We at SALT have experienced that the inner person is more powerful than the outer person in any individuals. The day an individual identifies their inner potential will be the day which they receive freedom from every bondage that was limiting their true success.

We at SALT want to develop that leadership characteristic and take his/her business nationally and globally by partnering with other stakeholders. We want to go far and achieve great highest which can only be achieved only through right partnerships. Passionate hearts committed to a shared vision can accomplish almost about anything.

We (SALT) will be initiating this step as a for-purpose, not-for profit but rather crowd funded ventures of entrepreneurship to be taken to the door steps of every part of our small but beautiful island.

With this purpose at heart the SALT Team will travel 10-15days visiting more than 30 cities every month for 12 months. We will equip the local business (wo)men by coaching, sharing knowledge & knowhow to up skill & upscale their ventures to compete with the national and global markets.

We are committed to opening new doors for our SMEs and Startups to be financially free with a growth mindset. We also encourage and open new avenues to give back to their community and country with pride.



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With this initiative we will meet every startup, entrepreneur, innovator, micro-small-medium business owners in each city/town at least 12 times. Furthermore they will also be continuously receiving support through our city/town mentors. We will also help them to develop right partnerships with impact investors, exporters both local & overseas.

We feel unless we are with them and continuously nurturing them for the required period of time that we might not be able to see the changes we want to see in our beautiful nation. SALT is committed to impact what is impossible and we are committed to making that vision a reality.

Even the most luxurious and technologically advanced car cannot run on three wheels. The fourth wheel makes all the difference. It is what pushes the car forward. Take it away and you have a white elephant that is of worth to no one – Shaveen Fernando, Founder, SALT.

We humbly request your support to join hands with us to uplift & upscale Sri Lankan entrepreneurs to complete the task they have started without burdening to their families and the country.

Contact Shaveen +94 772 428 428 or shaveen@saltglobal.org for further information.

Build nations and seek the welfare of the cities



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