

## Afi Development Partnership: Forging a Path to Development for All



*Empowering*  
**COMMUNITIES,  
CREATING IMPACT**



## About Us

At afi, we are dedicated to building stronger communities and pioneering positive change in Sri Lanka.

Our International Development Partnership team is at the forefront of this mission, serving as the premier in-country collaborator for international development agencies.

With an unwavering commitment to fostering a better life for all, we bring an in-depth understanding of local dynamics and a wealth of experience in managing diverse development projects across the island. Through our strategic approach, we unravel the complexities of development aid, transforming aspirations into actionable plans, overseeing project lifecycles and translating insights into tangible real-world results.

# VISION

To create a harmonious, empowered and sustainable Sri Lanka where every person is assured of a decent life



# MISSION

To serve as catalysts for sustainable development in Sri Lanka

# Our Approach

We firmly believe that success in development hinges on dynamic partnerships.

Afi's approach is rooted in meticulous research and is centered around the human experience. Transparency is the bedrock of our operations, evident right from our consultation phase. Our dedication to due diligence is steadfast and our work is driven by an unwavering focus on efficiency.

We leverage long-nurtured relationships with NGOs, CSOs, academia, public institutions and officials and private sector entities, allowing us to tap into their knowledge, expertise and networks, amplifying the impact of our collective efforts.



## Our Core Values:

Our core values serve as the compass that directs our actions, decisions and relationships. Rooted in a commitment to creating sustainable change, these values embody the essence of who we are and how we operate.

### Dynamic Partnerships

Our dynamic partnerships extend beyond mere cooperation – they thrive on shared goals, open communication and a mutual commitment to progress. By engaging with diverse stakeholders, we harness the collective power to drive positive transformation in communities.

### Meticulous Research

We believe in the power of knowledge to drive informed decisions. Our dedication to meticulous research ensures that our strategies are grounded in a deep understanding of local contexts, challenges and opportunities. By gathering comprehensive insights, we lay the foundation for effective and contextually relevant interventions.

### Total Transparency

Transparency isn't just a practice; it's a fundamental principle that guides our interactions. We foster an environment where honesty and openness flourish. Through transparent communication, we build trust with our partners, stakeholders and the communities we serve, allowing us to forge enduring relationships based on integrity.

### Due Diligence

Our commitment to due diligence underscores our responsibility towards impactful change. We approach each initiative with careful consideration, conducting thorough assessments and ensuring that our actions are aligned with our partners' aspirations. This rigorous approach ensures that every step we take is purposeful and effective.

### Human-Focus

At the heart of our success is our focus on the people and communities we aim to help. Our engagement goes beyond transactional interactions and is driven by a desire to deliver maximum positive impact for all stakeholders.

# Our Model: Navigating the Path to Success

## Scope and Build

Understanding the precise requirements of our development partner agencies is paramount. Afi's approach involves diligent planning, where we delineate every aspect of the project's scope. We craft a comprehensive plan of action, identifying the ideal partners and individuals on the ground who can best contribute to the project's success.

## Manage and Deliver

Our adept project management experts are skilled in orchestrating even the most intricate projects. With adept coordination and consistent communication among stakeholders, we ensure the seamless execution of projects. Our commitment to delivery goes beyond achieving results—it encompasses cultivating lasting relationships among all stakeholders.

## Review and Revise

Continuous growth lies at the heart of our methodology. Throughout the project lifecycle, we engage in rigorous monitoring and evaluation. By creating an ongoing feedback loop, we gather insights that inform our actions, ensuring that each successive step benefits from the lessons of the past.

## Scaling and Sustaining Outcomes

Scaling successful pilot programs is a challenge that afi is adept at tackling. We guide our partners through the intricacies of scaling, ensuring that the impact of their projects is magnified. Sustainability is not an afterthought but ingrained in our approach, ensuring that positive outcomes endure and thrive.



# Our Areas of Focus

Our dedicated consultants possess the understanding and experience of working across the Sustainable Development Goals (SDGs). However, our primary areas of focus include:



## SDG 1: No Poverty

Eradicating poverty by implementing innovative economic initiatives, providing financial literacy and fostering entrepreneurship among marginalized communities.

## SDG 2: Zero Hunger

Ensuring food security and improved nutrition, enhancing agricultural practices and promoting sustainable farming methods to eradicate hunger and malnutrition.

## SDG 3: Good Health and Wellbeing

Addressing malnutrition, enhancing healthcare access, raising awareness about preventive healthcare for communicable and non-communicable diseases and promoting mental health.

## SDG 4: Quality Education

Promoting inclusive and equitable education at all levels. Improving technology infrastructure and enhancing skills development to empower youth with knowledge and opportunities.

## SDG 5: Gender Equality

Advocating for gender equality, empowering women and girls and dismantling societal barriers to create a more inclusive and diverse society.

## SDG 6: Clean Water and Sanitation

Ensuring access to clean and safe drinking water, promoting sanitation and hygiene practices and building sustainable sanitation facilities for communities.

# PAST PERFORMANCE

**30+ projects completed**  
**Over 2,400 known beneficiaries**

Read more about our projects: <https://www.aficorp.global/aficares>



■ 01: No Poverty

■ 02: Zero Hunger

■ 03: Good Health and Well-Being

■ 04: Quality Education

■ 05: Gender Equality

■ 06: Clean Water and Sanitation

## Our Leadership



**Rimaz Marzook**  
CEO

As CEO of afi's International Development Partnership, Rimaz Marzook spearheads its mission to drive sustainable development initiatives in Sri Lanka. A seasoned leader with nearly 25 years of experience, he leverages his deep understanding of local dynamics and developments to design and implement impactful programs that empower communities.

A skilled trainer and coach, Rimaz takes a human-centered approach to designing and developing programs specific to the needs of each project and community. His expertise in setting strategic direction and managing partnerships together with strong relationship building skills amongst diverse actors ensure delivery of successful outcomes.



## Our Consultants



**Farzana Khan, MBA**

Farzana counts over 20 years of leadership experience at global development agencies such as UNICEF and WFP and multinational companies. Her work has frequently involved cross-industry projects. Her expertise spans across communications, sustainability and behavior change across diverse industries. Her ability to navigate complex markets and drive impactful campaigns and effective strategies that align with global goals make her an invaluable asset for shaping and advancing international development initiatives in Sri Lanka.



**Dr. Shirani Rajapaksa**

Dr. Shirani Rajapaksa is an innovative leader known for her collaborative approach to leadership. She has extensive strategy consulting experience in diverse sectors, a medical background and strong stakeholder engagement skills, bringing a unique perspective honed on extensive experience to the projects she consults on. Her leadership in the nonprofit space, global engagement and senior roles in healthcare strategy demonstrate her commitment to impactful change. Adept at merging creativity and insights, she drives transformation, focusing on people-centric approaches.



### **Shahina Zahir, LLM**

With over a decade of experience in human rights, governance and legal expertise, Shahina Zahir is a seasoned consultant. Her roles at the World Bank Water and Sanitation Program, global organizations like the UN and her legal acumen contribute to her prowess in project management, research and advocacy. Shahina's contributions span policy formulation, gender integration and impactful research on land laws. A Columbia Law School L.L.M. graduate, she combines global insight with practical experience. Shahina's cross-sector expertise makes her a dynamic force in driving positive change and strategic development for international projects.



### **Chanumi Manathunga**

Chanumi Manathunga has extensive experience leading development-focused initiatives across education, community healthcare, and clean water and sanitation sectors, maintaining a strong alignment to the Sustainable Development Goals (SDGs). Her work spans partnership development, stakeholder engagement, and project management, supported by a research focus on development policy, socioeconomics, and human rights. With a growing portfolio in corporate social responsibility and international development coordination, she bridges academic insight with practical implementation to design initiatives that deliver a measurable, positive, and sustainable impact through her work.

## **Our Network**

We recognize that the journey towards meaningful change is paved with collaboration. Beyond our funding partners, our network encompasses a spectrum of actors ranging from grassroots project partners and advocacy allies to esteemed research and technical institutions as well as indispensable suppliers. These diverse partnerships form the bedrock of our approach, magnifying our capacity to catalyze transformation across Sri Lanka.

### **Project Partners**

#### *Local Wisdom, Lasting Impact*

Our project partners, whether on a local or national scale, serve as the guiding lights in our pursuit of change. These dynamic entities bring to the table an intimate understanding of the complexities within their own communities and country context. From grassroots organizations and cooperatives to small businesses and dedicated government officials, they hold the knowledge needed to drive meaningful solutions. Through our collaboration, we empower and uplift these partners, sharing expertise, skills and insights that empower communities to harness their innate potential.

### **Advocacy Allies**

#### *Amplifying Voices, Enacting Change*

Advocacy allies stand as a powerful force in our commitment to meaningful change in Sri Lanka. Through strategic partnerships with humanitarian and development NGOs, influential advocates, regional alliances and even prominent figures, we amplify the voices of those

directly affected and drive attention towards pressing issues to catalyze the transformations required.

### **Research and Technical Institutions**

#### *Enriching Insights, Driving Progress*

Our collaborations with research and technical institutions underscore our dedication to research-based advancement. These partnerships serve as conduits for capturing and applying groundbreaking ideas, fostering an ecosystem of continuous growth that bridges theory and realworld application.

### **Suppliers**

#### *Enabling Progress, Empowering Communities*

Suppliers occupy a vital role in our mission to effect change. Their provision of essential goods and services is instrumental in driving both emergency response and long-term development programs. Through their support, we ensure that the wheels of progress keep turning, enabling us to meet immediate needs while charting a path towards sustainable and lasting impact.

# Join Us in Shaping a Better Future

Afi Development Partnership invites you to be a part of our transformative journey. Together, we can empower communities, drive positive change and shape a brighter future for Sri Lanka. Experience our research- driven and human-focused approach firsthand and together we can pave the way for development that truly makes a difference.



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