

Company Profile

Welcome to V Ace



2025



info@vaceholdings.org

Table Of Contents

Welcome Message	03
Introduction	04
Vision & Mission	05
Key Business Areas	06
Social Impact and Community Engagement	09
Alignment with Sustainable Development Goals	10
Organizational Structure and Leadership	11
Future Outlook	12
Conclusion	13



Welcome Message

Welcome to V Ace Pvt Ltd

At V Ace Pvt Ltd, we believe in the power of entrepreneurship to transform communities and shape a sustainable future. As a proudly Sri Lankan company, we are dedicated to building a robust network that empowers local businesses, promotes modern agriculture, and fosters economic resilience across the country.

Our vision is to create opportunities that uplift communities while embracing sustainable practices. From establishing regional shops operated by entrepreneurial leaders to setting up agricultural centres that support modern, eco-friendly farming, we are committed to making a positive social and environmental impact.

Join us as we journey toward a future where economic empowerment and sustainable development go hand in hand. Together, we are building a stronger, more resilient Sri Lanka—one community at a time.

Welcome to V Ace Pvt Ltd—empowering communities, advancing agriculture, and fostering sustainable growth.

Introduction



V Ace Pvt Ltd is a pioneering Sri Lankan company dedicated to promoting entrepreneurship and fostering economic development across the nation.

The company focuses on building a robust distribution network and agricultural support system to create sustainable business opportunities while addressing regional disparities and fosters community resilience.

With a commitment to community-driven growth, V Ace Pvt Ltd emphasizes entrepreneurship promotion, innovation, and inclusive business practices.

Through its initiatives, V Ace Pvt Ltd actively contributes to several United Nations Sustainable Development Goals (SDGs), reinforcing its commitment to creating a positive social and environmental impact.

Vision & Mission

Our Vision

To transform Sri Lankan communities through sustainable entrepreneurship, fostering economic resilience and self-sufficiency.

Our Mission

To establish a comprehensive distribution and community network that empowers local entrepreneurs, facilitates efficient resource redistribution, and supports innovation.

Key Business Areas

V Ace operates across multiple business domains, each strategically designed to support local economies while fostering community engagement and innovation.

Market Chain Distribution of Essential Items

V Ace is building a comprehensive market chain distribution network by establishing regional centres throughout Sri Lanka. These shops are not just a vision; they are actively being established, with some already operational. The ultimate goal is to set up 1,000 regional shops, ensuring accessibility to essential items, especially in economically challenged areas.

- Primary Aim: To promote entrepreneurship within Sri Lankan communities.
- Target Groups: General Sri Lankan population, with a focus on promoting entrepreneurship, including women and low socioeconomic groups.
- Operational Model:
 - Each shop serves as both a retail outlet and a collection center for local agricultural produce.
 - Collected produce from areas with surplus is redistributed to regions experiencing shortages.
 - The network also redistributes value-added products from regional shops to other areas, ensuring a balanced supply chain.
- Empowerment and Inclusion:
 - Shops are operated primarily by women, fostering financial independence and leadership within local communities.
 - By promoting community-based entrepreneurship, the initiative aligns with SDG 5: Gender Equality and SDG 8: Decent Work and Economic Growth.
 - While women empowerment remains a core value, the primary focus is on entrepreneurial development.



Key Business Areas

V Ace operates across multiple business domains, each strategically designed to support local economies while fostering community engagement and innovation.



Agricultural Centres and Support

To bolster the agricultural sector, V Ace is establishing 1,000 agricultural centres across Sri Lanka. These centres are actively being set up, with several already operational, covering diverse regions to ensure comprehensive national reach.

- Primary Aim: To support modern agriculture while fostering entrepreneurship among low to mid economic groups.
- Operational Model:
 - Agricultural centres are operated by both men and women, particularly those from low to mid economic backgrounds, reflecting a balanced and inclusive approach.
 - Each center functions as a distribution hub for essential agricultural inputs, including:
 - Fertilizers: Both chemical and organic to cater to varying farming practices promoting sustainable agriculture (SDG 12: Responsible Consumption and Production).
 - Biological Pest Repellents and Weedicides: Environmentally friendly solutions for sustainable agriculture, supporting SDG 13: Climate Action by reducing chemical dependency.
 - Seeds and Plants: High-quality seeds, including imported varieties aligning with SDG 2: Zero Hunger through improved crop yields.
 - Agricultural Machinery: Tools and machines essential for modern farming.
- Promoting Advanced Agricultural Inputs:
 - V Ace Pvt Ltd is pioneering the transition from first-generation urea to third-generation urea within Sri Lanka, promoting more efficient and sustainable fertilization practices.
 - By introducing third-generation urea, the company aims to improve crop yield and reduce environmental impact, supporting modern and sustainable farming.
- Technical Assistance and Training:
 - The centres also function as knowledge hubs, offering farmers access to modern agricultural techniques, expert guidance, and practical training.
 - Through collaboration with agricultural experts, V Ace Pvt Ltd ensures that farmers receive up-to-date information on best practices and innovative farming methods.
 - The centres serve as hubs for modern agricultural techniques and innovation, supporting SDG 9: Industry, Innovation, and Infrastructure.
- Innovation and Sustainability:
 - The company promotes the transition from first-generation to third-generation urea, contributing to efficient fertilization and reduced environmental impact.

Key Business Areas

V Ace operates across multiple business domains, each strategically designed to support local economies while fostering community engagement and innovation.



Development of New Crop Variety

Recognizing the importance of agricultural innovation, V Ace is actively involved in producing high-quality seeds, particularly focusing on corn.

- Goals:
 - Enhance local corn production by introducing superior seed varieties.
 - Develop locally adaptable corn strains within Sri Lanka, ensuring adaptability to local climates and soil conditions increasing resilience and productivity.
- Implementation:
 - Collaboration with agricultural experts and research institutions to develop high-yield, resilient corn strains.
 - Importation and distribution of seeds through agricultural centres to ensure widespread access.
- Sustainability Focus:
 - By improving seed quality and yield, the initiative aligns with SDG 2: Zero Hunger and SDG 8: Decent Work and Economic Growth.

Social Impact and Community Engagement

V Ace is more than a business; it is a movement towards community-driven economic growth.



V Ace is committed to creating lasting social impact through:

- Entrepreneurial Development:
 - By fostering local entrepreneurship through shop ownership and management, the company aims to build economic resilience at the community level.
 - By fostering local entrepreneurship, the company empowers communities to achieve economic independence.
- Food Security and Poverty Alleviation:
 - The redistribution model addresses food shortages in disadvantaged areas, reducing poverty and hunger.
- Gender Equality:
 - Women-operated shops contribute to women's empowerment, creating leadership roles and promoting economic inclusion.
 - The initiative to have women operate regional shops is a deliberate strategy to promote gender equality and financial independence.
- Agricultural Advancement:
 - Through modern agricultural practices and the introduction of third-generation urea, the company supports farmers in achieving higher productivity and improved crop quality.
- Balanced Economic Growth:
 - By strategically redistributing surplus produce, V Ace Pvt Ltd ensures food security and economic stability in underserved areas.
- Environmental Responsibility:
 - The adoption of third-generation urea, bio-phosphate, high grade organic fertiliser and biological pest and weed management demonstrates a commitment to environmental stewardship.

Alignment with Sustainable Development Goals (SDGs)



V Ace is committed to creating lasting social impact through:

V Ace Pvt Ltd.'s initiatives align with the following SDGs:

- **SDG 1: No Poverty:**
 - By establishing shops operated by local entrepreneurs, the company creates income opportunities, reducing poverty and fostering financial independence.
- **SDG 2: Zero Hunger:**
 - The redistribution of surplus agricultural produce from one region to areas of scarcity directly contributes to food security.
- **SDG 5: Gender Equality:**
 - The company's focus on women-operated regional shops supports gender equality and women's economic empowerment.
- **SDG 8: Decent Work and Economic Growth:**
 - V Ace Pvt Ltd promotes entrepreneurship and job creation by supporting local businesses and agricultural practices.
- **SDG 9: Industry, Innovation, and Infrastructure:**
 - By establishing a network of agricultural centres that provide technical assistance and innovative inputs, the company contributes to industrial development in agriculture.
- **SDG 12: Responsible Consumption and Production:**
 - The company's efforts to improve agricultural practices through third-generation urea reduce environmental impact, fostering sustainable production methods.
- **SDG 13: Climate Action:**
 - Promoting the use of biological pest repellents and third-generation urea supports climate resilience by minimizing the ecological footprint of agriculture.

Organizational Structure and Leadership

V Ace Pvt Ltd has a dynamic and flexible organizational structure designed to support its multifaceted business model, which spans across community entrepreneurship, agricultural innovation, and sustainable resource management. The structure ensures efficient decision-making while fostering collaboration across various regional and operational units.

✓ Leadership Philosophy

At the helm of V Ace Pvt Ltd is Dr. Anuradha Dissanayaka (MBBS, BA, DCA), a visionary leader with a deep commitment to community empowerment and sustainable development. Dr. Dissanayaka's diverse academic background and extensive experience in healthcare and community-based projects position him as a dynamic and innovative leader. Dr. Dissanayaka believes that true leadership is about empowerment, integrity, and community impact. As a leader, he emphasizes the importance of fostering entrepreneurship as a means to uplift communities, especially by providing opportunities for women and marginalized groups to thrive economically. His vision is to create sustainable change through collaboration and innovation, building resilient networks that support long-term development.

Dr. Dissanayaka's leadership is grounded in empathy and transparency. He values open communication, ethical decision-making, and a people-centered approach to problem-solving. By leading through example and encouraging inclusive participation, he aims to inspire those around him to take initiative and actively contribute to positive social transformation.

Guided by a commitment to sustainable progress, Dr. Dissanayaka prioritizes adaptive leadership—embracing change, learning from challenges, and fostering a proactive mindset. His goal is to continuously build capacity within communities, creating a strong foundation for both personal growth and collective advancement.

✓ Collaborative Approach

The company works with local entrepreneurs, community leaders, and agricultural experts to ensure that its initiatives are practical, sustainable, and community-focused.

Future Outlook

V Ace Pvt Ltd is committed to continuously expanding its network of shops and agricultural centres, with a focus on:

- Exceeding the Target of 1,000 Shops and Centres:
 - Ongoing expansion will cover both urban and rural areas, ensuring comprehensive national coverage.
- Innovation and Expansion:
 - Continue developing new crop varieties suited for Sri Lankan conditions to improve food security and export potential.
 - Enhance technical support for farmers to adopt sustainable practices. Promoting the adoption of third-generation urea to modernize fertilization practices and reduce environmental impact.
 - Promoting bio-phosphate which is a proud locally made phosphate fertiliser manufactured from local phosphate sources through a novel and ground-breaking technology.
 - Promoting the adoption of third-generation urea to modernize fertilization practices and reduce environmental impact.
- Strengthening Community Ties:
 - Regular engagement with local communities to adapt strategies based on feedback and evolving needs.
- Contributing to National Goals:
 - Aligning business practices with Sri Lanka's national development strategies and the UN SDGs.

Conclusion

V Ace Pvt Ltd is not just a business but a catalyst for sustainable community transformation. V Ace Pvt Ltd is at the forefront of combining entrepreneurial spirit with community welfare, setting a new standard for business with a purpose. Through its integrated model of distribution, agricultural support, and community empowerment, the company aims to make a lasting impact on Sri Lanka's socioeconomic landscape.

By prioritizing entrepreneurship, innovation, and sustainable agriculture, V Ace Pvt Ltd envisions a future where Sri Lankan communities thrive through self-reliance and sustainable growth.

By fostering entrepreneurship, advancing agricultural innovation, and promoting gender equality, the company aligns its objectives with global sustainability goals, positioning itself as a leader in socially responsible enterprise.