



MS. SELYNA PEIRIS

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Selyna Peiris is a dynamic leader at the intersection of purpose and enterprise. A lawyer by training and a social entrepreneur by conviction, she is redefining ethical business in Sri Lanka and beyond. As the Director and next-generation lead of Selyn, the country's only Fair Trade guaranteed textile and craft enterprise, she blends heritage and innovation, steering the company's future with a vision rooted in sustainability and inclusive growth.

She is also the Founder and Chief Growth Officer of FemmeCare Pvt Ltd, a women-led social enterprise delivering climate-friendly, reusable menstrual products that address period poverty and reduce environmental impact. In addition, she co-founded the #BleedGood movement through the Selyn Foundation – a collaborative platform driving education, advocacy, and policy reform to advance menstrual equity across Sri Lanka.

Selyna began her career in the development sector, working with both the Government of Sri Lanka and the United Nations. As a seasoned policy specialist and development practitioner, she continues to consult for high-level advisory committees across government, international organizations, and private sector entities as Partner at Positive Impact Consultancy and The Institute for Future Creations.

Among her many achievements, Selyna is a Stanford Seed change maker, a TEDx alumna, a Global Board Director of the World Fair Trade Organization (WFTO), and a Committee Member of the Ceylon Chamber of Commerce. She was recently recognized by the Women's Chamber of Industry and Commerce Sri Lanka as the Most Innovative Entrepreneur of the Year 2024.

Operating across craft workshops, corporate boardrooms, and policy arenas, Selyna champions women's empowerment, climate resilience, and systemic change with a distinctly Sri Lankan voice.