



DECENT WORK TO END POVERTY

A quality job for a quality life



International Day for the Eradication of Poverty - 17 October 2010

CBL - defines the need for Human Resource

Ceylon Biscuits Limited can be classified as a truly National enterprise that has gained international recognition. Strategic planning and skillful management has given the Company much of the dynamism born of a healthy relationship between employer and employee, pushing up profitability in its wake.

Its success story lies in its sincerity of corporate strategy. The Management forges a close link with the employees by maintaining harmonious and cordial relationships. It grants participative management strategies at all levels in achieving company objectives in the journey towards becoming the Number One Biscuit Brand in SAARC region.

In this cameo we talk to its General Manager- Human Resources, Mr. Chatura Wijesuriya on the Company's evolution of success.

■ Do you think the Human Resource set up in the country has gained a professional level?

No, it has to be developed.

■ How do you propose to develop it?

There should be a National Level Policy including a planned Human Resource System that reaches out to solve the prob-

lem of unemployment.

■ Most of the A.L students don't get an opportunity of entering university at the early stages. Is there a proper plan in the country to address this problem?

This is not sufficient. We must streamline and make optimum use of vocational training and technical education systems. These systems should be implemented formally seriously and solidly.

■ Can you give reasons for such a situation?

We can make the people make a wholesome contribution of their knowledge for the development process in a country through vocational training education. Human resources should be directed towards targeted areas after a close examination of the spheres of demand. But such a method is presently not being implemented. Therefore the need for a National Programme is paramount. What is happening at the moment is just running a race without goal posts.

■ Almost daily we hear of unemployed graduates launching protest campaigns against the government. Can you state the rea-



Chatura Wijesuriya
General Manager Human Resources

sions for this situation?

Again I would attribute this situation too, to the non availability of a National Plan. Universities in our country are too conventional and inflexible in what they offer. They

pay no heed to the requirement of the nation. It has become notoriously so that most of the unemployed graduates are students who have done subjects for their Degrees which has very low job market. However no leeway is created for their grooming. The situation snowballs the problem of unemployment. In my view there lies a need for a revolution in the prescribed syllabuses of universities.

■ Is there a method in Sri Lanka where any one can choose his/her professional future according to their talents?

I do not think so. Proper guidance of a futuristic nature is required within the labyrinth of university syllabuses.

■ What measures do you propose to rectify this situation?

I think the authorities should take steps to give futuristic guidance to the nation's evolving needs. I would emphasise the word "futuristic" here.

■ Do you think sports and music have any influence on the development of any person's personality?

Most certainly. Sports activities give training for team work and foster mutual understanding. It gives courage and confidence to face the challenges of life. Music is enriching and could fine tune a talent.

■ While having school education should the students be given a

vocational training or not?

This is an excellent idea. Such training would give them guidelines to the field/industry he/she should select while equipping them for the future as well.

■ Does the present education system have any influence on unemployment in the country?

There is a herd instinct if I may call it, to study certain popular subjects just to gather knowledge rather than to use their talents. This is because such an environment has been created in the country.

■ Then who is responsible for unemployment in the country?

The Vocational Education Commission, Ministry of Education & Higher Education, state policy planner as well as parents

■ What steps should be taken to make successful professionals?

The Government should get the assistance of the private sector to implement programmes that suit the needs of the country. School leavers should be given a proper career guidance, vocational and technical training.

■ What are the problems that hinder such programmes?

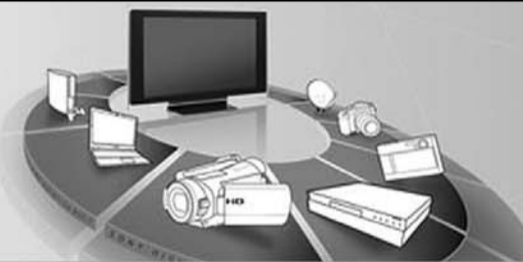
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Walk In Interviews would be held From 18th October to 30th October 2010 at the below mentioned address from 9.00 am to 5.00 pm (Government approved chargers only)

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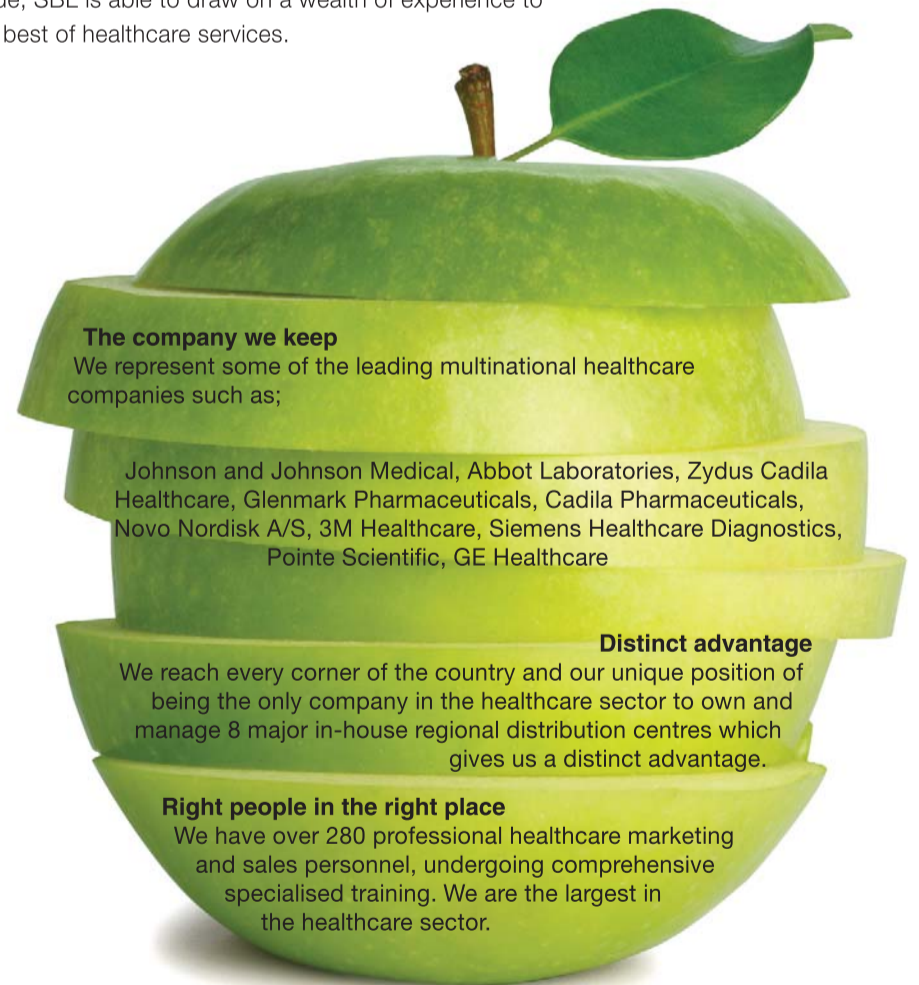
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