

▼ Employment

Making Work Enjoyable & Rewarding - DIMO

Gold winners of the 2010 HRM awards, thus earning for itself, a name as one of the Top Ten HR practicing companies in Sri Lanka, Diesel & Motor Engineering PLC has also won the category award for Best Practices in Capability Building within the same year. Thus renowned for its excellence in Human Resources Management, the Sunday Times interviewed Ms Dilrukshi Kurukulasuriya - General Manager Human Resources of DIMO, delving into the every depth of its HR functionalities in order to find out what makes DIMO one of the very best of the lot when it comes to treating its employees right.

Possessing over 1400 employees, spread out across the island, DIMO has today become a world class team that is not in any way, reluctant to go the extra mile in order to build and trust at the same time, nurturing enduring partnerships with its customers and employees alike. DIMO has today become, not only a victorious forefront runner in the field of engineering, but also a specialist, representing over fifty of the world's most renowned brands.

"The areas of expertise of DIMO are quite diversified" states Mrs Dilrukshi Kurukulasuriya, General Manager, Human Resources, implying that the opportunities of employment offered by the company are also as diversified. Therefore, the strategy of DIMO with regards to recruiting its employees is simple. With the determination to employ the right person for the right job, DIMO pays special attention to individuals with the correct attitude and the ability to fit in, thereby embracing the warmth of its culture and the working environment to their bosoms.

According to Ms Dilrukshi Kurukulasuriya, DIMO is quite particular about the recruitment process of its employees. Apart from the usual paraphernalia of aptitude tests and psychometrics, the applicants are required to under-

go four interviews, the final of which will be conducted by the Chairman, Mr Ranjith Pandithage himself. "I suppose you can call him the Chief HR officer at DIMO" Mrs Kurukulasuriya said, further more harping upon their invaluable support and the constant backing provided by the top management of the company towards its employees, demonstrating the true vigor of these rather formidable pillars of strength on which the company stands tall and proud upon today.

Upon recruitment, these employees are put through an extensive training period that stretches up to one and half to two years in certain circumstances as a stretch. This exclusive training may include on the job training as well as internships and product training, thereby ensuring that the employees are well groomed and ready for the leadership roles that the company expects from this exclusive set of employees who are handpicked from the vast fields of talent that stretches on to eternity. DIMO has a strict customer first policy and which is why they thoroughly believe in pampering its much cherished employee base who are the sole caretakers of the company's most valued assets which are its customers. Therefore, making work enjoyable and rewarding for the employees is another policy that DIMO pays special attention to on a daily basis.

Because of the rigorous recruiting process and the extensive training that the employees receive regularly, DIMO is proud to say that they hold within their wings, some of the most proficient and the most accomplished team of professionals available in the field. Stating upon the unity and the togetherness of its employees, Ms Kurukulasuriya was quick to point out that the employees of DIMO are referred to as the 'DIMO tribe.' "What our chairman always says is that a team would go out after playing a game, but a tribe will con-



Ms Dilrukshi Kurukulasuriya - General Manager Human Resources of DIMO

tinue, retaining their culture and values". It is crucial for the company that each and every one of its employees feels comfortable and well at home within its working environment. And DIMO makes sure that this is the case by providing the enjoyment and the warmth that their employees require, constantly dotting upon their employees through various ways and means, custom made to cater to their every need.

True to its nature, the leaders of the DIMO tribe are quite particular about the welfare of its members as well. The DIMO medical scheme that is bestowed upon its employees can probably be named as the best in the country as yet, offering free, unlimited medical services to its employees whenever they choose to obtain it. DIMO also believes that knowledge is power and is thereby ever ready to do the needful in providing educational incentives for its employees, constantly prob-



ing them to obtain the educational qualification that they require to soar high above others in this competitive market. DIMO offers its employees quite a generous compensation scheme which at times, goes beyond expectations.

Working at DIMO is quite a rewarding experience. Work itself is quite enjoyable as DIMO has made sure to keep the workers well engaged, providing challenging tasks during the accomplishment of which, the performance of the employees is constantly monitored and the employees recognized and rewarded for their contribution every possible opportunity. DIMO ensures mind blowing rewards in store for these aspiring individuals, willing to go the extra couple of miles to prove their true worth to the company. In addition to the work satisfaction, it is customary for all the employees to assemble in one place on DIMO day once a year, to discuss the strategies of the company, its goals and aspirations, thereby keeping the employees informed about where the company is headed and what it strives to achieve, thus actively engaging the employees in its managerial functions as well. In addition to that, every year, the employees get together on New Year, Christmas, annual sports meet, Religious ceremony in order to participate to these events alongside their families who too are beneficiaries of the magnanimous benevolence bestowed upon its employees by DIMO. "Everybody is not an athlete" states Ms Kurukulasuriya "Some are creative, some are knowledgeable and therefore, we make sure that we cater to each and every one of these diverse groups". To prove her point, she fur-

ther states that quiz competitions and other such events too are organized in order to ensure that the talents and specialties of every employee has been addressed, thus making sure that the varying capabilities of different individuals, their hidden talents do not go unnoticed within this working environment.

Ms. Kurukulasuriya also states that they also have their share of problems such as employee grievances, performance issues and communication breakdowns which any other organization faces but have been addressed through introducing proven HR processes and mechanisms to resolve same. (Please rewrite as fit. I want to say that everything is not rosy as it seems)

However, Ms Kurukulasuriya states that the current education system of the country fails, most of the time, to provide the kind of skill and requirements that the industry needs. Furthermore, she stated that DIMO has discussed extensively with vocational training institutions, universities and other educational institutions regarding the ways in which they can contribute towards providing the kind of training and skills development programs which will aid the employment seeking individual to gain the necessary requirements that the society requires of them. She also harps upon the importance of language skills, specifically how the lack of knowledge in English can hinder an individual from reaching the heights that he or she strives to reach.

However, DIMO itself has taken the initiative of solving this problem in providing its employees classes in both English and Tamil languages, with the aim of lending a helping hand in this rather competitive global ladder of success.

Speaking with a rather pleasing and a formidable personality who has managed to reach impressive heights within such a short amount of time, Sunday Times was curious to find out what has made Ms Dilrukshi Kurukulasuriya - General Manager Human Resources of DIMO, in to what she is today.

She laughingly replies that these secrets to every successful HR person is being approachable, which she most definitely is at the very meaning of the word. A lawyer by profession, she prefers to introduce herself first as an HR person and then as a lawyer and states that even though she pursued her studies in the field of law, it was in later years that she discovered that her passion was towards dealing with people as she had quit the knack for understanding the very pulse of the individuals with whom she works, after which she worked towards specializing herself in Human Resources Management. According to her, Human Resources management is that constantly vacillating point where the needs of the business and its employees meet and therefore, it is the HR person's duty to cater to the bottom line of the company through its employees, ensuring that the needs of both the parties are met and satisfied. Having had extensive experience in the field, she is well aware of how each business and each culture differ from one another and believes in providing customized HR solutions for each company and each sector of individuals instead of providing blanket solutions which are bound to leave the majority of the employees discontent. DIMO is a company which has spread its tentacles far and wide in this little island haven and Ms Kurukulasuriya makes it a point to travel to all these destinations and conduct one-on-one conversations with the employees, at least several times a year. She states that commitment and the passion towards what one does is the sole factor which can make one rise above the rest and she indeed, serves as a living proof for the above statement. One should bet true to oneself and to his or her respective profession, she believes, and cherish and embrace one's profession to the bosom which, according to her, will prove to be quite fruitful and rewarding in the long run.

Jayani. C. Senanayake.

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